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Transcend recognized as one of Taiwan's Top 20 Global Brands



The results of the "Taiwan Top 20 Global Brands" award by Taiwan's Ministry of Economic Affairs were revealed on September 30, and Transcend once again was honored as one of Taiwan's Top 20 global brands. In addition, Transcend's brand value is currently at US\$ 244 million – 36% higher than last year's value. This marks the fourth consecutive year that Transcend has been listed in the Top 20, proving the effectiveness of its recent brand management strategies.

Since its founding in 1988, Transcend has made brand image its number one priority by consistently focusing on its own-brand business. With superior product quality and excellent customer service, Transcend maintains a vast, loyal customer base. Its comprehensive network of 13 offices worldwide has not only made Transcend a highly diversified international enterprise, but has also established the company as a fast-growing global memory brand. In Business Week magazine's 2008 InfoTech 100, a list of the world's top 100 technology companies, Transcend currently ranks a respectable No. 62 overall, and No. 7 in the semiconductor industry.

The Taiwan Top 20 Global Brands study has been evaluating Taiwan's leading companies for six years. The brand valuation methodology used in assessing Taiwan's international brands is the same one used for BusinessWeek magazine's "Top 100 Global Brands." Developed by the British consulting firm Interbrand, this model uses a combination of quantitative financial analysis and qualitative indicator interpretation to rank companies by overall brand value.