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## HIWIN's Enid Huey-Chin Tsai - Asia's Power Businesswoman 2015

*Taiwan*

Tsai was working as secretary to entrepreneur Yung-Tsai Chuo in the 1980s when he founded machine-tool maker HIWIN. Though an avid learner, Tsai struggled to fit into the male-dominated industry, but with Chuo's encouragement she became a creative marketer. Many of her sales ideas were hits, including several miniature gadgets for trade shows to demonstrate the speed and

precision of HIWIN components. HIWIN has grown to become the world's second-largest supplier of motion control components—a key part of automation equipment, machine tools and robots—with 4,000 employees and \$487 million in 2014 revenue. Tsai, who has a 1.6% stake, was made president in 2008. She chairs a group called Elegant Leaders in the Machinery Industry, which promotes women in the sector.



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HIWIN Corporation  
1400 Madeline LN  
Elgin, IL 60024  
[www.hiwin.com](http://www.hiwin.com)

Editorial Contact: Shawn Lawrence  
[s.lawrence@hiwin.com](mailto:s.lawrence@hiwin.com)  
(847) 827-2270