

雲端戰情室在蘭花產業的應用分享

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摘要

蘭花銷售主力為外銷市場，前三名分別為美國、日本、荷蘭，競爭對手則為荷蘭、越南及中國，而種植蘭花的介質-水草則仰賴智利與中國進口，在面對瞬息萬變的市場及未來 10 年的產業發展預測有迫切需求的今日，過往產業的數據資料都要耗費許多人力在蒐集與比對國內外市場情資，隨著日新月異的科技進步，資訊的整合與分享也要越即時快速，才能在這競爭的時代拔的頭籌。

台灣蘭花產銷發展協會背負著推動蘭花產銷業的蓬勃發展、協助開發國內外市場、提昇產銷技術及協助政府發展花卉產業基本政策，因此於 2019 年與財團法人中衛發展中心合作使用 Power BI 進行開發與建置「雲端戰情室」，使得可迅速掌握產業的脈動。

簡歷

學歷	1996-1998 英國新堡大學 亞熱帶農業與環境科學碩士 1987-1992 嘉義農專園藝科
經歷	2011--迄今 任職台灣蘭花產銷發展協會 秘書長 2009-2008 任職英國太古花卉集團 行銷部經理 2008-2006 任職昆明芊卉種苗公司 國際部副總經理 2006-2002 任職上海中鼎生物科技有限公司 行銷部協理 2001-1998 任職廣東杰騰生物科技有限公司經理
傑出專業	累積 20 年的蘭花產業實務經驗，協助臺灣蘭花產業開拓海外市場，參與國際行銷與會展實務，足跡遍及五大洲，29 個國家，90 個全球重要城市，成功傳達臺灣蘭花品牌形象與產品訊息。2014 年於南非，在歷經 10 年的世界蘭展申辦過程，終於成功申辦世界蘭展在臺舉辦，為臺灣蘭花產業在多元的國際會展活動，提昇產業競爭力、國際化的視野與全方位的整合服務建立新的里程碑。



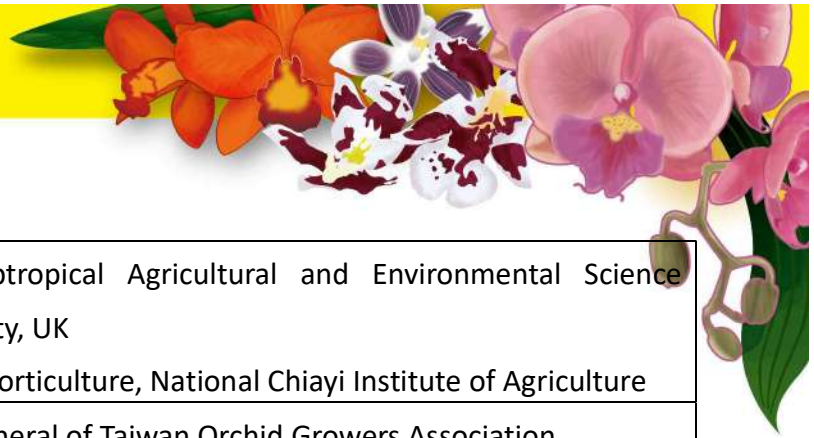
Experience Sharing of Applying Cloud-Based Situation Room to Orchid Industry

Mr. Chun-Pi (Ahby) Tseng

Abstract

Export markets contribute to a major share of Taiwan's orchid sales; the top three export markets are the United States, Japan and the Netherlands, while the main competitors are the Netherlands, Vietnam and China. On the other hand, sphagnum moss, the medium required for orchid cultivation, is relying on the imports from Chile and China. Given the ever-changing market and the urgent need for industrial development predictions for the next decade, the obtainment of industrial data depended on collection and comparison of domestic and global market information in the past, seems to be time and labor consuming. However, with rapid advancements in technology, information integration and sharing have to turn out to be more efficient and in real-time, which enables us to come to the fore in such a competitive era.

With the mission to boost orchid production and sales, Taiwan Orchid Growers Association has assisted in developing domestic and foreign markets, updating production and marketing technology and helping the government formulate the basic policy for the flower industry. As such, in order to master the trends of industry and market quickly, the Association collaborated with Corporate Synergy Development Center in 2019 to develop and create a "Cloud-based Situation Room" by using Power BI.



Introduction

Education	1996-1998: Master of Subtropical Agricultural and Environmental Science Program, Newcastle University, UK 1987-1992: Department of Horticulture, National Chiayi Institute of Agriculture
Work experience	2011—Present: Secretary-general of Taiwan Orchid Growers Association 2008-2009: Manager of Marketing Division, UK-based Swire Flowers Group 2006-2008: Vice president of International Division, Kunming Flora Seed & Sprout Co. 2002-2006: Assistant vice president of Marketing Division, Zhongding Biological Technology (Shanghai) Co., Ltd. 1998-2001: Manager of Guangdong Jie Teng Biological Technology Co., Ltd.
Outstanding accomplishments	With 20 years of experience in the orchid industry, I have assisted Taiwan's orchid industry in expanding overseas markets and participating in international marketing and exhibition affairs. I have traveled to the five continents, 29 countries and 90 major cities around the world and successfully convey Taiwan's orchid brand image and product messages to the world. Going through the 10 years efforts of application, we finally made it in South Africa in 2014 to be chosen to host the World Orchid Show in Taiwan, which has enhanced the competitiveness of Taiwan's orchid industry in diversified international exhibition activities. This event not only broadened Taiwan's international horizons, but also established a milestone through a series of well-rounded integrated services.