



## 後疫情時代，台灣蘭花產業發展趨勢之探討

馮文義 先生

藝林生物科技股份有限公司

### 摘要

新冠疫情自 2020 年初爆發以來，延續至今超過一年的時間，對全球人類的日常生活型態產生莫大的衝擊。在各方積極研發疫苗、尋求解方的同時，我們試圖在充滿不確定性的全球經濟形勢下，探討台灣蘭花產業的發展趨勢。

其實大環境從未停止改變，關鍵是：政府與企業本身如何對應？

疫情的衝擊，是否改變了產業趨勢？或只是加快趨勢的發展？

本篇的探討分為三個段落。

- 一、 首先主張永續、創新、共好為三個必要的產業發展趨勢。
- 二、 其次說明產業環境的架構與企業價值的創造，為台灣蘭花產業發展的關鍵要素。並從需求、途徑、執行三個面向，大膽建言台灣產官學界，如何推動此關鍵要素。
- 三、 最後以一張簡圖整合今天的簡報，描繪產業環境、企業價值及產業發展如何在當前趨勢下環環相扣，相互牽引。

台灣多數的蘭花業者，祈願在政府的支持下經營事業，讓育種者、農民及農企業可以專注發展其在產業鏈中的角色，強化其核心價值並朝永續與創新發展，形成共好的產業環境。如此，台灣蘭花產業的未來發展將不受限於環境變化的衝擊，可以在全球市場持續成長。



## 簡歷

姓名 馮文義  
公司名稱 藝林生物科技股份有限公司 SOGO by Dummen Orange  
地址 84350 高雄市美濃區吉洋里成功新村 1-1 號  
電話 07-683-0190  
傳真 07-683-3949  
官網 <https://www.dummenorange.com>

## 經歷

自 2021~(仍在職) 全球客戶關係總監-蝴蝶蘭，藝林生物科技(股)公司  
自 2018~2020 總經理，藝林生物科技(股)公司  
自 2004~2017 行銷業務經理，世芥蘭業(股)公司  
自 2001~2003 業務經理，和生種子(股)公司  
自 1990~2001 生產研究經理，先正達種子(股)公司

## 學歷

2010 國立成功大學/企業管理學系/碩士  
1989 國立中興大學/園藝科學系/學士

## 著作

B2B 複合關係之個案研究 - 以蝴蝶蘭產業為例 (2010/7/12 國立成功大學企業管理碩士論文)



## Development Trends of Taiwan Orchids Industry in the Post-Pandemic Era

Mr. Wen-Yi Feng

SOGO by Dummen Orange

### Abstract

It has been over a year since the breakout of COVID-19, and the pandemic has made a considerable influence on people's lives around the world. While all parties are developing vaccines and seeking out solutions, we are here trying to discuss the developmental trend among orchids industry in Taiwan under the uncertain global economic situations.

In fact, the general environment is always changing. The thing is: How do the government and industry respond?

Has the trend been changed by the pandemic? Or just been accelerated?

There are 3 parts in this presentation.

1. Specify Sustainability, Innovation and Mutual-Benefit are three essential developmental trends in orchids industry.
2. Demonstrate the structure of the industrial environment and the creation of corporate value are key elements for the development of orchids industry in Taiwan. Suggestions on how to achieve these key elements by government, institutes, and industry are illustrated on 3 aspects: demand, approach, and implementation.
3. Use a diagram to conclude this presentation: how do the industrial environment, corporate value and industrial development link together with all under current situations.

Most of the orchid growers and companies in Taiwan hope to operate their business with the support from the government so that breeders, growers and agribusinesses can focus on developing their strengths by enhancing their core value as well as achieving the idea of sustainability and innovation which further leads to an ideal mutually beneficial environment. By doing so, the future development of orchids industry in Taiwan will not be restricted by the impact of changes but keep growing in the global market.



## Introduction

Name                   Wenyi Feng  
Company               SOGO by Dummen Orange  
Address               No.1-1, Chenggong New Village, Meinong Dist., Kaohsiung City,  
                              84350 Taiwan  
Tel                     07-683-0190  
Fax                     07-683-3949  
Official Website    <https://www.dummenorange.com>

### Working Experience

2020~ Global Relationship Director- Orchids, SOGO by Dummen Orange  
2017~2020 Managing Director, SOGO by Dummen Orange  
2004~2017 Sales & Marketing Manager, SOGO Team Co., Ltd.  
2001~2004 Sales Manager, Ho-Sheng Seeds Co., Ltd.  
1990~2001 Production Research Manager, Syngenta Seeds

### Educational Background

2010 MBA, National Cheng Kung University (NCKU)  
1989 Bachelor, Horticulture Science, National Chung-Hsing University (NCHU)

### Publications

B2B Compound Relationships - A Case Study on the Phalaenopsis Industry (2010/7/12  
Thesis MBA, NCKU)