



維利斯發展有限公司創始者楊慕容（圖左）和廖智恒（圖右）表示，日本市場佔公司銷售額一半，歐洲市場則佔百分之三十

The co-founders of Beemax, Antonio Ieong (left) and Daniel Liu (right), say half their products are sold in Japan and about 30 percent in Europe

愛好融入事業 開拓市場商機

Passions drive new business endeavours

一家公司之所以成功，大多都是因為經營者對於滿足顧客的需要充滿熱誠。「熱誠」正正就是推動澳門本地公司——維利斯發展有限公司繼續向前發展的動力。

A successful business is always driven by passion – a passion for giving customers what they need or like. Passion is what impels the company in Macao – Beemax Development Co. Ltd. – to keep building up their businesses.

砌出夢想

同樣努力把歡樂和滿足感帶給消費者的是楊慕容和廖智恒開設的模型生產公司——維利斯發展有限公司 (Beemax Development Company Limited)。

A model business model

Also striving to bring people joy and satisfaction is Beemax Development Co. Ltd., a Macao manufacturer of kit models of racing cars.

Beemax was founded by Antonio Ieong and Daniel Liu. Both have been keen on racing cars and assembling model

楊慕容和廖智恒自小就對汽車和組裝汽車模型充滿興趣，並對各款賽車及不同車隊的種種細節有相當的研究。二人在 2003 年認識到一位日本朋友，這位朋友得悉他們對賽車有如此深刻的研究之後，就希望他們為日本模型生產商富士美在模型車的造模上提供協助。

直至 2011 年，楊慕容的一位朋友告訴他，將與日本模型生產商青島文化教材社合作。青島方面得悉楊生先一直向富士美提供義務協助後，就提議合作，最後促成了 Beemax 在 2012 年誕生。

Beemax 出產的模型車都是楊慕容和廖智恒鍾愛的冠軍賽車車款。每生產一款新產品，Beemax 都需要先花數十萬元取得車款所屬車廠的許可及製作新模具，有時更會遇到某些車廠冷待，甚至拒絕給予製作許可。

廖智恒表示，申請許可一般需時半年至一年。有些車廠更會對申請不瞅不睬。楊慕容也直言，眾多生產階段中，最費時就是取得製作許可這一步驟。

雖然如此，Beemax 依然成功在這數年內推出了多間歐洲及日本知名車廠的賽車車款模型。根據 Beemax 統計，日本市場佔公司銷售額一半，歐洲市場則佔百分之三十。

廖智恒指出，雖然喜歡模型車而且願意自己組裝的人少之又少，但他們依然覺得有很大的市場

car kits since they were children, so they know all there is to know about the various types of racing car and the teams that race them.

In 2003, the pair met a Japanese friend who, when he found out that they were motor racing enthusiasts, asked them to help a Japanese manufacturer of kit models, Fujimi Mokei Co. Ltd., with its products.

In 2011, another acquaintance introduced Mr Ieong to the managers of another Japanese manufacturer of kit models, Aoshima Bunka Kyozei Co. Ltd. Mr Ieong tells Macao Image, “They were amazed that we were helping Fujimi voluntarily. They then proposed official co-operation, which led to the founding of Beemax in 2012.”

Every kit model manufactured by Beemax is based on one of Mr Ieong’s and Mr Liu’s favourite championship racing cars. The launching of every new kit model costs Beemax hundreds of thousands of patacas. The company has to develop the moulds for the parts and obtain licences from the makers of the full-scale cars the models represent. The Beemax co-founders say that sometimes a maker will refuse to grant a licence or deliberately stall the process of obtaining one.

“It can take half a year or even a year to obtain a licence from a car maker. Sometimes they will even ignore us,” says Mr Liu. Mr Ieong adds: “Obtaining a licence is the most time-consuming stage of the whole process of product development.”

Despite the difficulties, Beemax produces kit models of various types of racing car designed by European or Japanese makers. The co-founders say half their products are sold in Japan and about 30 percent in Europe.

“People that like to assemble model car kits are really rare,” Mr Liu says. But he believes the market has the potential to grow. Mr Ieong says Beemax will keep working hard to introduce more kit models of cars that

空間。楊慕容表示，Beemax 未來 have won Macao Grand Prix races. 的發展方向是繼續努力，推出更多曾在澳門作賽的賽車模型。



維利斯發展有限公司推出了多間歐洲及日本知名車廠的賽車車款模型

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