



## 眾裏尋「香」千百度

### A Macao business that makes good scents

**位**於澳門東望洋新街的超希達貿易行主要銷售各種沉香、天然香品、晶萃水晶及精品擺設。如果你正在物色天然珍品，不妨到超希達貿易行的門店看看各色各樣稀有的奇珍。

推門踏進這間特色店舖，撲鼻而來的是一股古典清雅、濃淡適宜的香氣。店舖中央位置的層架滿滿地列出琳琅滿目的珍品，而較為大件或形狀不一的珍品則擺放在四周的地上或架上。「我講究的是『平衡』，例如，我的店舖三尖八角、看似凌亂，但其實各樣珍品擺放得亂中有序，再配合淡淡的天然香氣，即使身在其中，客人們依然會感覺到一份愜意。」超希達貿易行店主陳希林解釋道。

超希達貿易行以「自然」、「礦物」為靈感主軸，由資深的沉香、水晶研究者陳希林着心經營，多年來憑着良好口碑與來自四海及本地的客戶結緣無數。「當年開展這門生意全為興趣，最開始以銷售天然晶石、首飾、原石等建立事業基礎；近十多年來，業務亦拓展至沉香方面，直至現時，沉香及相關產品已成為該店的其中一大業務支柱。

#### 拓展沉香文化

歷久以來，沉香一直為皇宮、貴族、神廟的御用香品，乃百木之中最珍貴稀有

**F**OR those in the market for agarwood, natural incense products, crystals or fine display pieces, Chio Hei Tat Trading is just the place. Located in the neighbourhood of Rua Nova a Guia, the local shop offers one-of-a-kind natural products.

Upon entering the shop, guests will discover the distinctive, elegant scent of agarwood. The pleasing aroma, together with stacks of natural treasures in every corner, form a mysterious, yet interesting vibe to the shop.

“I try to create a sense of ‘balance’ with natural materials. Take my shop as an example – the

的一種。沉香木需要長時間的形成，而地理、氣候、環境等因素亦會影響沉香的質量；而沉香表面的珍貴油份，亦能用作提煉精油，具有寧神舒心的成效。「高級的沉香價格不菲，亦非常難找。在剛接觸沉香時，我便花上了數年時間去各地收購沉香，同時透過不斷自學深造，與內地沉香愛好者和專家交流，才建立起自己的專業和這方面的人際網絡。」

憑着自身對沉香的熱誠與知識基礎，陳希林以「清香化俗」的概念自家調配出多種香味不一的沉香，適合家家戶戶日常點香冥神之用，亦能用作寧神的香氛。「神香業曾經是昔日澳門的三大產業之一，加

layout is not a perfect square, and everything appears to be a little random, but there is actually some order amid what seems to be a mess,” says Harry Chan, owner of Chio Hei Tat Trading. “Together with the light agarwood scent, my customers can still feel calm and cosy – a sense of balance – even though the overall appearance in my shop is not ordinary.”

“Natural” and “mineral” are the best words to describe every item at Chio Hei Tat Trading. Mr Chan has spent years studying agarwood and crystal. He has also established good relationships with local and overseas customers.

“I started my business because of my interest in natural mineral stones, jewellery and raw materials. Over the past decade or so, I broadened my scope of expertise to studying, collecting and trading agarwood. Agarwood has become a main pillar of my business,” he tells *Macao Image*.

### Promoting the culture of agarwood

For thousands of years agarwood has been highly revered. It was used exclusively by emperors, nobles and temples. Agarwood takes a long time to form and the formation can vary due to geographical, climatic and environmental factors. The sheer oil on the surface of the wood can be extracted to create essence oil that offers a calming effect.

“Fine agarwood is rare, and it often comes with a heavy price tag,” Mr Chan explains. “When I first started out in this business, it took me years to collect a decent amount of agarwood from various places. I spent a lot of time learning on my own and connecting with like-minded people and experts to broaden my knowledge and build networks.”

Armed with more knowledge, Mr Chan now produces different types of agarwood incense that are suitable for people who worship Buddhist gods or ancestors, or just using it as a soothing home fragrance.

“Joss stick factories were one of the three major industries of Macao’s economy in the past. Given Macao’s historical background and the cultural significance of incense products to Chinese people, I believe natural agarwood incense can be a healthier alternative in the household and temples compared to mass-produced chemical incense that is very popular among the general public.”

Apart from developing agarwood incense, Mr Chan is pairing agarwood with classic Pu’er tea to form tea leaf balls for tea lovers, blending agarwood into traditional Chinese tea.

### Building business upon trust

As a trusted local business, Chio Hei Tat Trading is ready to welcome other business



沉香木所產的樹脂，即為沉香，帶有香味。一般用作香品、香水和雕刻品  
Agarwood is a fragrant dark resinous wood commonly used in incense, perfume and small carvings



超希達貿易行銷售各種沉香  
Chio Hei Tat Trading produces different types of agarwood incense

上中國人的生活文化，我相信天然健康、方便日常使用的沉香產品較工廠大量製作的神香更適合家居和廟宇使用，得到大眾的青睞。」除了點香用的沉香外，陳希林還利用普洱茶葉和沉香調配出沉香茶球，把傳統茶文化與沉香底蘊相互融合。

### 「商」立於「信」

作為一家本地的誠信商號，超希達貿易行亦不時參與各類型的貿易

展覽，到不同地區展出商品，「內地沉香市場發展相當蓬勃，我們亦期望透過展覽與商業配對，把自家的商品與更多志同道合的人分享。」陳希林說。

陳希林亦坦言，他的生意從來不只是建基於商業角度，更多是「隨緣」，「我的店舖其實更像是一個『聚腳地』，很多時客人都來小坐一下、與我閒談交流，這份與客人之間的情誼與信任，才最讓我獲益良多。」



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超希達貿易行店主陳希林  
Harry Chan, owner of Chio Hei Tat Trading

opportunities from outside Macao. One way to do so is to actively participate in trade fairs and exhibitions.

“The agarwood business market in Mainland China is more mature than in Macao,” he says. “We look forward to setting up connections with more potential clients though business pairing sessions at trade shows.”

However, what really inspires Mr Chan is the trust that he builds with his customers.

“My shop is more of a ‘gathering point’ for customers and friends,” Mr Chan notes. “People can just come in and chat with me. It does not have to be about business. I truly value the bonds and connections I have with my customers, and that is what drives my business forward.”