



天元泰和用中草藥製成健康食品

Tin Un Tai Wo uses Chinese herbal ingredients to make health food products

澳門品牌 品質保證

A Macao brand is a mark of quality

2009年，天元泰和集團有限公司的創辦人發現，台灣一些取材自中草藥製成的健康食品能促進人體健康。為了讓澳門居民和來澳的遊客有健康食品的選擇，於2010年成立了天元泰和集團有限公司和澳門泰和堂保健食品生產廠。

當時的澳門較少食品科學方面的專業人士，而泰和堂作為保健食品生產廠，對這方面的人才自然有所需求。設廠初期，公司聘請了一名來自台灣

More and more people are becoming conscious of their wellbeing as social trends and technological novelties accelerate the tempo of modern life. Awareness is growing among ordinary people that their day-to-day habits may be harmful to their health or appearance.

Macao Image spoke to executives of a Macao company in the business of making branded products to share their business philosophies, Tin Un Tai Wo Group Co. Ltd., which has been making healthy food for almost a decade.

In 2009, the founder of Tin Un Tai Wo realised that some kinds of food made in Taiwan with Chinese herbal ingredients could help improve people's health. Tin Un Tai Wo and the Macau Tai

的教授協助研發，及後再培訓其他員工。

公司執行董事施藹晴說：“我們的生產工序也相對成熟，教授已經回台灣了。在離開前他已經將技術傳授予另一名同事，我們也會將生產技術代代相傳下去。”生產廠目前已經有一批技術人員，也會定期教授學徒所需技術，確保產品質素。

紮根澳門 堅持本地生產

作為公司的第二代接班人，施藹晴坦言之前從來沒有想過會接手經營：“家人從來沒有表達希望由我接手。小時候的我已經離澳讀書，只知道家裡有一門生意，但也不甚了解。”然而成為公司的第二代經營者，她認為當中有很深的緣份，“我從小就對營養產品很有興趣，會特別留意營養標籤。”

施藹晴表示，公司希望未來進一步打進中國內地市場，而隨著《內地與澳門關於建立更緊密經貿關係的安排》（CEPA）條款落實，將為公司帶來更大優勢。

另外，天元泰和參加了不少商業展會，希望能擴展公司業務，其中有部分是由澳門貿易投資促進局主辦的。“貿促局主辦的展會都大大幫助公司擴張網絡，也適時讓我們了解更新的政策資訊。”

Wo Tong Health Food Production Factory were established in 2010 to offer a greater range of health food available to the people of Macao and visitors to the city.

The Tai Wo Tong factory needed people with sufficient qualifications in the science of health food, but at the time such people were hard to find. So Tin Un Tai Wo invited a professor in Taiwan to come to Macao to support its research and development effort and help train its workforce.

Ms Si Oi Cheng, Executive Director of Tin Un Tai Wo, told Macao Image: “We are now more familiar with the procedure, and the process is well developed. Although the professor has now returned to Taiwan, he taught the staff all his techniques, which we will pass on.” The factory now has a core of technicians, and arranges regular training sessions for its workforce to ensure that its products meet a high standard.

Proudly made in Macao

Ms Si inherited the enterprise she runs. In the beginning, it never occurred to her that she might have to take over the running of the business, none of her relatives having even hinted that she might be the boss one day. “I left Macao to pursue my studies when I was a youngster,” she said. “All I knew was that that my family ran some sort of company, but I really didn’t understand what its business was.”

These days, Ms Si believes she was fated to take the reins of the enterprise. “I was always interested in nutritional products, even when I was young,” she said. “I used to read the nutrition information on food packaging.”

With a view to penetrating the Mainland Chinese market, Ms Si sought to take advantage of the provisions of the Closer Economic Partnership Arrangement between Macao and Mainland China (CEPA), and they were helpful.

In addition, Tin Un Tai Wo took part in business events that might help expand its business, some of them put on by the Macao Trade and Investment Promotion Institute (IPIM). “IPIM has arranged a number of events, which greatly helps our

接手了3年，施藹晴表示，公司和生產廠是家人創立的，而創立之始，長輩就已明言必須堅持所有產品都要澳門製造，“因為我們是澳門人，要打造澳門品牌，我們想讓大家知道澳門生產的保健食品，也有非常好的品質。”

business in terms of expanding our network and informing us about the relevant policies,” Ms Si said.

Three years have passed since Ms Si took the reins of Tin Un Tai Wo and the Macau Tai Wo Tong Health Food Production Factory. Because her family founded the company and the factory, it is set in stone that all products the business makes should be made in Macao.

“We are Macao people and we want to build a Macao brand,” Ms Si said. “We want to let everybody know that Macao health food is as high-quality as products made anywhere else.”



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