



南華貿易行掌舵人何伯基冀透過參與展覽活動擴展銷售

Nam Va Sales and Buying Manager Patrick Ho aims to increase the amount of business the company does by taking part in trade exhibitions

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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」正正是推動澳門本地公司——南華貿易行繼續向前發展的動力。

位於三盞燈附近的南華貿易行，已經在澳門立足四十多年，是一家出售東南亞食品及香料的店舖，由現時的掌舵人何伯基的父親所創立。何老先生是緬甸華僑，定居澳門後，發覺澳門缺乏東南亞貨品，故

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 – Nam Va Trading Co. – to keep building up their businesses.

With premises near the Rotunda de Carlos de Maia on the Macao Peninsula, Nam Va sells food and spices from Southeast Asia. The company was established more than four decades ago by the father of Nam Va Sales and Buying Manager Patrick Ho.

“My father is a Burmese of Chinese origin,” Mr Ho tells Macao Image. “After migrating to Macao, he found that Macao lacked products from Southeast Asia. Our company

決定開設一家士多，從緬甸及泰國等地方引進不同種類的產品。

在經營了一段時間後，何伯基之父於九十年代開始銳意要有自己出產的貨品，故下了一番苦工研究，更回到緬甸跟隨師傅學習東南亞特色醬料「馬拉盞」及美食「魚湯粉」湯底的製法。另外，何老先生亦花時間鑽研製作咖哩醬，最後以「金塔牌」這個品牌推出了多款不同的產品。

何伯基大約在十三年前接手南華貿易行時，就開始着手把貿易行的銷售範圍擴大，例如透過參加由澳門貿易投資促進局所舉辦的展覽，如「澳門國際貿易投資展覽會」(MIF)及「粵澳名優商品展」等，成功把貿易行的客戶群擴展至內地。何伯基表示，參加展覽除了可以增加知名度，還可以直接聽取客戶意見，藉此了解改善產品的方向。

此外，何伯基亦為「金塔牌」產品換上新包裝。他表示，有些舊客戶在包裝轉變後一度以為「金塔牌」不復存在，故需要多作宣傳。但同時有不少年輕的消費者因為新包裝而對「金塔牌」產生興趣。

另外，何伯基亦開始優化貿易行自家產品的生產過程，例如從一個家庭式的生產轉變成規範化的工場形式，並計劃獲取 ISO 國際標準認證。

started as a store that imported various products, mainly from Thailand and Myanmar.”

In the 1990s Mr Ho's father realised that it would be crucial for the future of the business to have products of its own. So he put great effort into the necessary study and research. “My father even went back to Myanmar and learned from the masters. He thought that the most famous food was belacan,” says Mr Ho, referring to a type of shrimp paste. “He started learning how to produce belacan, and how to make mohinga.” Mohinga is a kind of fish soup.

Mr Ho's father also spent time studying how to make curry paste. His hard work culminated in the launching of food bearing the company's Golden Tower brand.

When Mr Ho took over Nam Va, about 13 years ago, he set out to increase the amount of business the company does. “We took part in exhibitions organized by the Macao Trade and Investment Promotion Institute, such as the Macao International Trade and Investment Fair (MIF) and the Guangdong and Macao Branded Products Fair,” he says. “The advantage of taking part in exhibitions like those is that our customer base is no longer limited to the Three Lamps district. We were able to attract people from other parts of Macao, as well as from Mainland China, to buy my products.”

Mr Ho says taking part in exhibitions not only gives his company more exposure but also gives it opportunities to interact with customers and listen to their advice so it can improve its products.

Under Mr Ho's management, Nam Va introduced a new style of packaging for Golden Tower products. At first, the new packaging caused some confusion among some of its older customers, who thought the brand had been withdrawn from the market, indicating the needs of broader publicity. But, in time, the new design won the brand more customers among the younger generation, Mr Ho says.

Nam Va began optimising their production, giving the output a

除了專注發展自家品牌外，南華貿易行亦繼續代理多款東南亞產品，把各地的特式食品帶到澳門，特別是一些受年輕人歡迎的食品。

對於未來的目標，何伯基說貿易行希望可以繼續發展內地市場，並會利用電子平台作推廣，把東南亞的美食帶給客人。

more uniform quality and making it seem less home-made. The company now intends to apply for certification by the International Organization for Standardization.

Even though it now makes its own products, Nam Va continues to import various kinds of food from Southeast Asia to Macao, especially the food popular with the younger generation.

Mr Ho says Nam Va will continue to expand its business in Mainland China. The company is investigating electronic methods of promoting its products, with a view to tickling people's palates with some of the best flavours that Southeast Asia has to offer.