



瑞基海洋生物科技股份有限公司

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主要產品

蝦類病毒檢驗試劑、核酸萃取設備與試劑、分子生物實驗試劑與耗材、實驗用小型離心機、寵物核酸檢驗設備與試劑、畜禽核酸檢驗試劑。

企業沿革

2004年 瑞基海洋成立，並經國科會核准進駐中部科學園區。實收資本額為2,800萬元整。

2008年 WSSV水產白斑病毒檢測試劑獲得世界動物衛生組織(OIE)的產品認證。

2009年 獲得中華民國經濟部工業局主導性新產品NTD2,500萬專案補助—核酸檢測設備。

2009年 獲得中部科學園區IQ2000-WSSV產品創新獎及時代基金會生醫選秀優勝獎。

2010年 榮獲中華民國國科會中部科學園區高科技設備前瞻技術發展計畫NTD45百萬專案。

2011年 IQ REAL WSSV獲得中部科學園區產品創新獎及廠區美化競賽佳作獎。



國際競爭力

本公司營運模式(Business Model)係以自有品牌(IQ2000/IQ REAL/IQ Plus/POCKIT/PetNAD/taco/cubee)行銷全球新興市場。目前已成功研發一採用新式熱源快速核酸擴增設備POCKIT，該產品為世界上第一個以單一熱源與毛細管核酸擴增法為基礎的商品化現場檢測設備，並且預估在2011下半年完成的寵物疾病試劑開發。

就產品之競爭力分析，本公司跨領域整合具有成本領導之優勢。所面對之市場在競爭初期屬於寡佔市場。再加上本公司具有多項相關專利優勢，因此結合專利、成本、技術形成的進入障礙佔有絕對的優勢。在目前無相關產品且未來競爭者不易進入的優勢下，面對獨占或寡佔市場將具有價格制定優勢。



GeneReach Biotechnology Corporation



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Business Items

- I. IQ2000 PCR Detection System for Aquaculture Disease Diagnosis
- II. IQ REAL PCR Detection System for Aquaculture Disease Diagnosis
- III. i-screen Isothermal Amplification Detection System for Aquaculture Disease Diagnosis
- IV. IQ Plus iiPCR System for Aquaculture Disease Diagnosis
- V. POCKIT iiPCR System for Veterinary Disease Diagnosis
- VI. PetNAD iiPCR System for Companion Animal Disease Diagnosis
- VII. taco Nucleic Acid Automatic Extraction System
- VIII. cubee Mini-Centrifuge
- IX. BioMi Molecular Biology Supplies



History

2004 GeneReach was founded.

2007 Awarded "Promotion Program for Commercialization of Biotechnology" grant.

2008 (I) Relocated headquarter into Central Taiwan Science Park.

(II)The major product "IQ2000 WSSV" was certified by OIE (World Organization of Animal).

2009 (I) Obtained ISO 9001:2008 and ISO 13485:2003 Certification.

(II)Winner of Innovative Product Award 2009, Taiwan Central Science Park.

(III)Awarded "The Development of New Leading Products Program" grant from Industrial Development Bureau, Ministry of Economics Affairs.

(IV)Awarded the "Excellence Prize" by the EPOCH Foundation, Biotechnology & Pharmaceutical Programs.

2010 Awarded "High Tech Equipment Advanced Technology Development Program" grant from National Science Council, CTSP.

2011 Winner of Innovative Product Award 2011, Taiwan Central Science Park.

Export Competitiveness

- I. Market own brand name products (IQ2000/IQ REAL/taco/POCKIT/PetNAD/IQ Plus/cube) worldwide.
- II. Develop the first commercialized product that applied insulated isothermal PCR technique.
- III. The uniqueness of the product created a niche market.
- IV. The capability of multidisciplinary integration builds a barrier which prevents competitors from entering the same market and creates an advantage of cost-oriented pricing.
- V. Create own patent portfolio.



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營運管理

一、公司治理

本公司每三個月召開一次董事會，報告營運狀況並討論重大經營決策後交由執行長執行董事會決議事項。各部門職責明確分工，充分落實公司治理之精神。

二、研發管理

自行研發：(一)IQ2000系列產品WSSV, TSV等計11項。(二)IQ REAL系列產品計5項。(三)生物晶片產品。(四)恆溫擴增檢測設備-Isothermal reacto。(五)恆溫核酸擴增產品-i-screen計4項。(六)桌上型輕便離心機。(七)自動核酸萃取機。目前並以每年二十項專利申請與八項核酸檢測試劑之開發的速度進行專利佈局與產品線擴增。

三、全球營運

本公司產品行銷全球新興市場30餘國,主要銷售區域有東南亞(57%)，中南美洲(31%)及中東(8%)。

企業特色

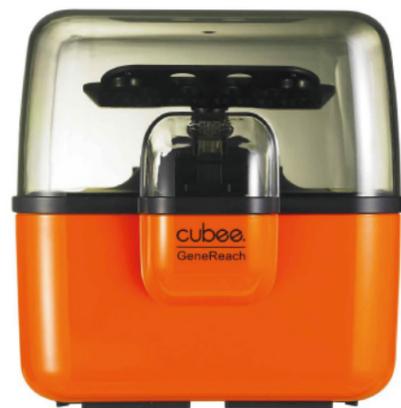
一、瑞基海洋是台灣生技產業的Apple!

我們提供核酸檢測試劑與設備，如同apple提供iTune與iphone,content是核心，載體是媒介，我們營運模式也是不同病毒試劑是核心，開發不同的檢測設備平台是使用介面。

二、七項自有品牌(IQ2000, IQ REAL, IQ Plus, PetNAD, cubee, taco, POCKIT)，行銷全球新興市場，瑞基海洋定位很清楚：IVD Leader on Emerging Market。

三、產品銷售橫跨不同產業，從深耕水產，到寵物及畜產，以及未來的人病。

四、高營收成長及高獲利(毛利率，EBITDA ratio)的生技公司。



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Operation Management

I. Corporate Governance: Hold the board meeting quarterly. The CEO presents the operation report to the boards and executes the strategic decisions made by the boards. The job responsibilities are clearly defined for each department for effective implementation.

II. R & D management: Develop own brand name products, including A) 11 products for IQ2000 series; B) 5 products for IQ REAL series; C) Biochips series product; D) Isothermal reactor; E) 4 products for i-screen series based on isothermal amplification; F) Mini-centrifuge product; G) Nucleic acid auto-extraction product; and H) POCKIT iiPCR system.

III. Global Coverage: Our products are marketed and sold to more than thirty countries of the emerging market. Main regions are South East Asia (57%), Spanish-American (31%) and Middle East (8%).

Enterprise Characteristics

I. GeneReach Biotechnology Corporation is the Apple of Taiwan's Biotechnology Industry!

We provide nucleic acid detection kits and instruments. Like Apple provides iTune and iPhone, the content (iTune) is the core, and the carrier (iPhone) is the medium. Our operation strategy applies the same model, with various viral detection kits as the core, and instruments as the medium.

II. We have seven own brands, IQ2000, IQ REAL, IQ Plus, PetNAD, cubee, taco, and POCKIT, selling to the global emerging markets. Our positioning is clear: being the IVD leader on Emerging Market.

III. Our products are sold to a variety of industries, including aquaculture, food animals, companion animals, and eventually human diagnostics.

IV. We are a biotechnology company with high revenue and profits (gross profit margin, EBITDA ratio).

