



第25屆國家磐石獎

The 25th National Award of Outstanding SMEs

LAGIS[®]

常廣股份有限公司

LAGIS ENTERPRISE CO., LTD.

負責人：陳政宏

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推薦單位：臺灣土地銀行大甲分行

營業項目：微創手術醫療器材

產品名稱：穿刺套管、複埠式導入套管組、傷口撐開器、沖吸管、內視鏡器械、檢體袋、氣腹針、壓力器、濾氣管、防霧液

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Recommended by :

Land Bank of Taiwan Dajia Branch

Business Items :

Minimal Invasive Surgical Instruments

Main Products :

Trocar、Lagi-Port、Wound Retractor、Suction Irrigation、Endoscopic Instruments、Endo-Bag、Insufflation Needle、Irrigation Pump、Insufflation Tubing、Anti-Fog Solution



董事長 陳政宏先生 Chairman: Mr. James Chen



產品_Trocar Product_Trocar



公司廠房外觀 Factory Scene



<http://www.lagis.com.tw>



產品_Lagi-port
Product_Lagi-port



舒適的辦公環境 Comfortable Environment

自有品牌「LAGIS」在泰雅語中是指「長命百歲」的意思。常廣的企業使命是「提供醫病更好的產品品質及價格更合理的產品」，以關愛台灣的心情出發，創造出常廣的故事，希望能為這塊土地找到新世代的產業泉源。

筆路藍縷 一步一腳印

曾在醫材代理商擔任業務20年的洪一平總經理，有感於台灣醫材產業多聚焦於居家護理及體外診斷，一類醫材市場已殺成一片血海，因而決定成立二類醫材品牌廠。鑽研國外廠牌的微創手術器械，認為這正是台灣金屬加工、模具及塑膠射出工業優勢的轉型時機，只要改良製程，台灣工業技術也能生產高附加價值醫材。由洪總經理在業務端發掘臨床需求，模具結構設計出身的陳政宏董事長，則帶領30人的技術團隊負責研發及專利迴避、創新、製造。

在創業初期，公司尚無屬於自己的產品，再加上當時國內GMP系統正在建立，法規的嚴格要求，造成制度面建立困難。同時醫療器材產業相對封閉，研發完成的產品，必須經過市

場的洗禮，一再修改，以上種種更加延長損益平衡的時點。經過不斷努力，產品獲得客戶的認同，業務持續成長，就是對常廣品質及競爭力的最大肯定。近幾年公司整體營運狀況穩定成長，現在已是國內績優廠商之一，產品的銷售範圍更是遍及全球。

堅持屬於自己的品牌

常廣透過與產、官、學、研、醫各界分享中找到創新亮點產品。積極研發使產品商業化、落實產品確效、持續優化產品並建立優質的全球代理商。常廣產品在市場上獲得好評以後，很多大廠隨即提出代工的合作案，雖然代工可使公司快速成長，增加獲利，但陳董事長幾經考慮，仍不為所動，堅持以自我品牌行銷全球，讓台灣的品牌可在醫療器材的世界舞台上佔有一席之地。陳董事長經常提醒員工堅持品質是公司的命脈，獲利與否是其次，持續改善，精實製造品質。

完善管理制度的落實

常廣落實ERP、ISO、內部控制管理系統，專注於微創手術產品系統整合；建立明確的組



研發部門會議討論 Conference of R&D Department



生產線工作情形 Production Line

織架構、透明化管理資訊、有時效的靈活制度、歷練完整的人才、落實的稽核考核、至善的社會責任，達成公司永續經營的經營目標。並認為員工是公司最重要的資產，制訂明確的人才資產策略讓員工清楚了解個人的生涯規劃，培育、留住生技專業人才，並與公司的永續經營觀念結合。

用心回饋 關懷社會

常廣對於社會公益總是不遺餘力，經常幫助家境清寒的學子，積極參與協助大甲幼獅工業區推動環境綠美化作業；更樂意與社會分

享經驗，輔導有意投資生技業的傳產業者。常廣現階段目標是創造產官學醫跨域創新與合作機會，舉辦生技醫療論壇與產業參訪活動，生技醫療資訊人脈交流，培育生技醫療專業經理人，幫助台灣產業轉型。

行銷全球 根留台灣

展望未來，常廣產品外科手術主流趨向於傷口精細微小、疼痛度低又美觀的微創手術，適時創新拋棄式微創手術器械，行銷全球。品質與價格競爭力必須從設計端開始規劃，聘用術業專攻的優良工程師，專注於微創手術產品，從創新需求、專利、機構、材料、試作、法規註冊、量產、品牌行銷達到永續經營、自創品牌、行銷全球、根留台灣的系統整合醫療生技公司。常廣創造一個支持與發展的環境，秉持著『誠信踏實』的經營理念，持續追求企業永續成長。 ■



教育訓練 Employee Training



Foreword

"LAGIS" is an Atayal word, meaning "to live a long life". LAGIS's mission is: "to provide products for medical treatment with a better quality at a more reasonable price"; the name "LAGIS" was chosen with such an aspiration in mind. LAGIS wishes to write its own story, stemming from its love for Taiwan, and pursue the sustainability of Taiwan industry.

A Long and Tough Road, One Step At a Time

LAGIS's general manager Mr. Yi-Ping Hung has twenty years of sales experience in medical device distribution. He decided to build a Class II medical device company with its own brand (the competition in Class I medical device market was already brutal) because the Taiwanese market mostly focused on home care and in vitro diagnostic medical devices (IVD). His research on the minimally invasive surgery (MIS) instruments of foreign brands made him believe that it was the perfect opportunity for the Taiwanese metalworking, tooling and plastic injecting moulding industries to undergo transformation. He believed that with improved production processes, Taiwan could manufacture high value-added medical device using its own industrial technology. While general manager Hung explored the clinical needs on the marketing end, Chairman Cheng-Hung Chen, with a background in tooling design, led 30-people technical team in charge of R&D and patent circumvention, innovation and production.



員工旅遊-濟洲島 Company Trip - Cheju Island



國外參展 Foreign Exhibition

In the early stages, the company did not have its own products. At the time, the domestic GMP system was being established, and the strict regulations created an environment where a company's operation system became difficult to establish. The medical device industry was also relatively closed. Any final products would have to go through multiple modifications after market release, which seemed to be extending the period for reaching the break-even point. However, it was our top priority that LAGIS was well-received and business continued to grow, which would be the greatest recognition for LAGIS and the quality of its products. Over the years, thanks to the dedication of all the staff, the overall operations have seen a steady growth. Today, LAGIS has turned into one of the outstanding domestic enterprises and its products are marketed worldwide.

Social Responsibility

LAGIS spares no effort in social charity. The company frequently helps students from low income families and actively assists Dajia Youth Industrial Park Center to launch greening campaigns for a more



beautiful environment. It also generously shares its experience with the community and assists enterprises of traditional industries to invest in biotech industries. The company's short-term goals are to create cross-domain (industry, government, academia, and healthcare) innovations and collaborations, hold biotech/medical forums and industry visits, build interpersonal network in the fields of biotechnology and medicine, develop professional biotech/medical managers, and assist Taiwan's industrial transition.

A Comprehensive Management System

In regard to the development and retention of biotech talents, the company has a clear employee development strategy which helps each employee to plan personal career goals in line with the company's sustainable operation concept.

LAGIS utilizes internal control systems (ERP, ISO) and focuses on MIS product system integration. The company has a clear organization layout, transparent management data, a flexible and efficient system, experienced professionals and an effective performance evaluation system. The company is devoted to corporating social responsibility and to achieving the goal of sustainable operations.

Commitment to Our Own Brand

The wide reception of LAGIS products on the market prompted many major factories to propose OEM collaborations. Even though OEM is a fast track for company to grow and increase profit, after careful consideration by Chairman Chen, he decided to continue the development of the company's own brand, offering this Taiwanese brand a chance to shine on the stage of global medical devices.

Chairman Chen often reminds employees that quality is of the utmost importance to the company's survival, to which profit is secondary. Employees are the company's most important asset, and it is essential that everyone feel happy at work. The company is

committed to continuous improvement and rock-solid production quality.

Global Operations with Roots in Taiwan

MIS that leaves small incisions, minimal pain, and less noticeable wounds and scars has become mainstream. Therefore the innovation and global marketing of disposable MIS equipment are important. Quality, product design, and competitive pricing all depend on the initial design. LAGIS employs the most outstanding engineers and has focused on our line of MIS products. LAGIS emphasis includes innovation demands, patents, institutions, materials, pilot runs, regulation registration, mass production, and brand marketing, with the chief goal of building a sustainable operation with our own brand and becoming a biotech and healthcare enterprise rooted in Taiwan.

LAGIS has built a supportive environment designed for development. By upholding the philosophy of "Honesty and Pragmatism", the company pursues the goal of sustainable corporate growth. ■



綜合評語 Commentary

以自有品牌「LAGIS」行銷全球，全心投入發展微創手術醫材系統。公司建立一條龍之生產模式，不易為其他競爭同業所模仿。近三年隨著外銷實績快速增加，員工數大幅成長，充分提供偏鄉就業機會，對台灣就業及經濟有正面助益。

The "LAGIS" brand of keyhole surgery medical devices is now marketed worldwide. The integrated production model built by the company is difficult for its competitors to imitate. Fast growing export sales over the past three years has led to the rapid expansion of the workforce. This provides the rural job opportunities and benefits employment and the economy in Taiwan.