



## 納維康製造廠有限公司

Nature's Care Manufacture Pty., Ltd.



Nature's Care 總裁 吳進昌  
Nature's Care Managing Director Alex Wu.

負責人 Owner : 吳進昌 Alex Wu

地址 Address : 5 Minna Close Belrose NSW 2085 Australia

電話 Tel : 61-29485-8888

傳真 Fax : 61-29485-8899

推薦單位 Recommended by :

駐澳大利亞代表處

Representative Katharine Chang : Taipei Economic and Cultural Office in Australia

雪梨華僑文教服務中心

Director Jason Cheng : Sydney Chinese Culture and Education Center

營業項目 Business Items :

保健品、護膚品生產製造

Health care products and skin care products manufacturing

產品名稱 Main Products :

納維康系列保健品、薔綿綿羊油系列護膚品、MeiMei嬰兒系列護膚品

Nature's Care Health Food, Leimei Skin Care Series, MeiMei Baby Skin Care Series



Nature's Care研發部  
Research & Development Department of Nature's Care



澳洲雪梨北郊Nature's Care製造廠  
Nature's Care HQ, North of Sydney, Australia.



生產線作業情形 Production Line

Nature's Care總裁吳進昌出生於台灣花蓮，1990年移民澳洲雪梨，同年創立「Nature's Care 納維康」公司。歷經20多年一步一腳印的努力經營，Nature's Care已成為澳洲數一數二的健康食品製造廠，亦是澳洲最大的自行創業台商企業，並一步一步往生產高品質、高科技保健產品的世界大廠邁進。Nature's Care產品除了進入本地Coles、Woolworths大型連鎖超市及MyChemist連鎖藥妝店等主流市場外，並暢銷至海外二十多個國家。

### 「本著做給親人使用的心境」之理念 締造良心事業

1990年Nature's Care 公司成立之初，即以「本著做給親人使用的心境，為消費者健康把關」的核心理念來生產製造優質產品。Nature's Care 同時制定了產品的「三不政策」，即所有的產品都「不加人工色素、不加有害化學物質、不加化學香料」。Nature's Care完全現代化設計的新廠房和周圍優美和自然純淨的製造環境，先進的生產設備及高超的製造技術，充分實踐了Nature's Care一貫以環境和人類健康為目標的宗旨。

Nature's Care對於產品原料品質與來源，皆採高標準管控守則，絕不採購便宜的次級品充數，縱使產品因而成本增加，利潤下降，亦必堅持。Nature's Care如此堅持，只因是為了消費者的健康與權益著想，Nature's Care總裁吳進昌常常告訴員工，我們做這個行業是一種「良心事業」。

### 堅持理念 保護生態環境

Nature's Care位於澳洲雪梨北郊Garigal國

家公園區內的製造工廠，是澳洲第一家通過澳洲國家藥物管理局（TGA）嚴格檢驗審核，能同時生產健康食品和護膚產品的一貫作業cGMP多功能製造廠。這是Nature's Care公司所秉持在無污染及純淨的環境中，才能製造出最優質產品的信念，而在國家公園的園區內亦不惜鉅資，興建的一座cGMP多功能製造廠。

在國家公園區內建廠，需要進行生態環境評估調查與動植物遷移等工作，為了實踐有好環境才能製造好產品的理念，建廠時光為了生態環境保護及水土保持等工程，所增加的費用就高達台幣6000多萬，但事後證明堅持這個理念是正確的，並有助於企業的發展。

### 品質為先 嚴格把關

Nature's Care所有產品皆採用天然的澳洲獨特原料，在澳洲藥物管理局(TGA)嚴格的監督下生產製造。同時，基於對品質的嚴格要求，從產品生產到包裝，都採取嚴格的監測措施，以確保產品成分、含量和包裝標示絕對正確，以充分保護消費者權益。因此，Nature's Care產品在市場的佔有率不斷擴大，深海魚油(Omega-3)在澳洲市佔率超過七成，已成為當地保健食品業的翹楚。銷售據點也已從澳洲擴大到世界20多個國家和地區，成為世界知名品牌。

### 回饋社會 貢獻僑界 不遺餘力

吳進昌總裁在出任第十屆澳洲台灣商會會長期間，為回饋澳洲本地社會，帶頭向台僑界募款，捐贈一輛價值新台幣300萬有全新急救設備的救護車予當地緊急救護中心，同時亦捐出購車款。

2003年SARS病毒席捲亞洲，台北和平醫院

遭封鎖的新聞畫面撼動了吳進昌總裁夫婦，他們馬上停下一條生產線，改生產具有防SARS抗病毒效果的蜂膠精華液和茶樹清潔噴霧，並將價值新台幣三百萬的產品火速運回台灣，捐給

醫院供抗SARS使用。佛教法鼓山雪梨分會成立多年，因無自有的聚會場所，需時常遷移。吳進昌總裁遂將其在雪梨Hornsby的舊廠，提供予雪梨分會使用，並捐贈裝璜費用，助益甚大。■

Immigrating to Australia from Taiwan in 1990, Alex Wu and Jina Chen saw an opportunity to manufacture and distribute high quality skincare products made from lanolin as a gift product for the East Asian market. Pouring all of their savings and waking hours into their business, they soon had Nature's Care Australian Made skincare products stocked in gift shops, souvenir stores and duty free outlets. With significant investment into research and development of natural therapies, the company continued to expand its range to include health food supplements such as multi-vitamins, fish oils and weight management products. The company also expanded its sales channels, with products now stocked in major retail outlets across Australia including Coles, Woolworths, Chemist Warehouse and Priceline. Nature's Care has not only flourished in Australia, but has established internationally, including over 20 overseas countries. The company's growth has been attributed to being able to deliver high quality products at a competitive price by undertaking manufacturing, marketing and distribution through its multi-purpose-built facility in Sydney.

**'Our core value is to always make products that we would use and our families would use.' Alex Wu, Co-Founder & Managing Director**

Expanding on the core value of Nature's Care. The company has also developed the 'Three No's policy, which includes "no added artificial colour, no added harmful chemicals, and no added artificial fragrance". The new factory plant of Nature's Care is a completely modern design and built in the beautiful and natural environment of Garigal National Park. Equipped with the most advanced production equipment and technology, Nature's Care lives to its value on improving the health and environment naturally.

Nature's Care rejects all cheap secondary raw materials, and only source the highest quality raw material that is both environmentally safe and unpolluted. Due to the fluctuations of pricing in raw materials this may seem like a dream statement. Being the consumer as well as the Managing Director of all Nature's Care products, Alex Wu disregards all profit declination due to these fluctuations, insisting on sourcing only the highest quality raw materials,



Super life系列護膚品 Superlife Youth Series



Paw Paw 系列產品



Alex Wu truly lives to the core value of Nature's Care 'providing the products that we could use and our families would use.'

### Protect the Environment at all Cost

Located in Garigal National Park, North of Sydney Australia, Nature's Care is the first TGA approved cGMP multi-functional manufacturing plant that produces both Health Care and Skin Care products. Holding on to company beliefs, Nature's Care manufacturing plant was established in an environmental and pollution-free area. It is only in this immaculate environment, that the highest quality of products could be produced.

Building the factory within the National Park is no easy task. It requires environmental assessments, animal migration and many other government requirements. In order to create the very best products, these ecological protection programs itself cost an additional NTD \$60 million. Having the manufacturing plant functioning over a decade, it definitely proved to be correct and assisted the development of the enterprise.

### Contributing to the Community

Alex Wu served as the tenth chairman on the Taiwanese Chamber of Commerce in Australia. During this period Alex led the Taiwanese society by donating a NTD \$3 million brand new emergency ambulance to the local emergency centre.

In 2003 SARS virus swept across Asia. After viewing the shocking news on the locked down areas within Taipei Ho-ping Hospital, Alex and Jina immediately reworked a production line to produce anti-SARS, anti-viral products such as Propolis and Tea Tree essence spray. During this crisis Alex and Jina not merely reworked the production, they've also donated over NTD\$ 3 million worth of products to the hospital for their fight against SARS.

Due to the lack of a meeting location for the Buddhist Dharma Drum Mountain Sydney branch, Alex renovated and donated the Hornsby factory as the base for Dharma Drum Mountain Sydney.



產品 Products

- 堅持天然理念，致力研發健康食品，維護消費者健康，為澳洲第 1 家符合 GMP 認證之製造廠。打入澳洲前三大連鎖超市及藥妝店通路，經營績效卓著，多次榮獲獎項表揚，規劃返台投資打造亞太營運、物流及研發加工中心。
- 負責人除努力經營事業外，積極參與僑界及各項社會公益工作，為雪梨台灣嘉年華會最大贊助廠商之一，足堪台商表率。
- With its insistence on pure natural ingredients, Nature's Care is committed to maintaining consumer's health with pure natural health foods. It has become the first GMP-certified manufacturer in Australia. With products distributed by the top three supermarket chains and pharmacy chains in Australia, Nature's Care has delivered excellent performance and won numerous awards and citations. Now, it is planning to invest in Asia-Pacific operational, logistics, R&D and processing center in Taiwan.
- Besides working hard for Nature's Care, the owner is active in overseas compatriot affairs and social charitable activities. He is also one of the leading sponsors of the Sydney-Taiwan Carnival. Therefore, the company is a true example for overseas Taiwanese SMEs.

綜合評語  
Commentary