

第19屆海外台商磐石獎

The 19th Outstanding Overseas
Taiwanese SMEs Award



Farmers Corner Ltd Group



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推薦單位 Recommended by :

駐紐西蘭台北經濟文化代表處

Taipei Economic and Cultural Office in New Zealand

營業項目 Business Items :

觀光產業、自有品牌產品、物業、奶製品製造業

Tourism、Private Brand、Properties、Manufacturing

產品名稱 Main Products :

護膚品品牌、保健食品品牌、羊乳製品品牌、寢具服飾品牌

Southern Isles®、Enzerger®、Abron®、WoolMax®



<http://www.farmerscorner.co.nz/>



羊奶工廠 Factory



公司大門 Office entrance



產品：保健食品 Product



產品：保養品 Product



產品：保健食品 Product



商場 Mall



Farmers Corner Ltd Group



商場 Mall

Farmers Corner Ltd. Group創始於1993年，歷經25個年頭，旗下相繼成立了觀光園區Farmers Corner Ltd.、自有品牌公司Kiwicorp Products Ltd、物業公司Farmers Corner Properties Ltd.及羊奶粉觀光製造工廠New Zealand Dairy Collaborative Ltd.。Farmers Corner Ltd. Group一路以來的經營理念就是求新求變，永遠思考著下一步的方向，歷經兩次的轉型跟突破，真正實現了企業永續經營的盼望，是企業25年歷程的關鍵。

享地利之便 轉型觀光園地

Farmers Corner位於Ashburton，為Canterbury平原正中央，享有豐富天然資源，是通往各大城市的重要樞紐。Farmers Corner本為商場，1999年後陸續購入自有土地，除了將原本商場空間擴增外，更新建可容納百人之餐廳，增加了數頃的薰衣草園及羊駝園。從商場轉型為觀光園地，並享有地利之便的優勢，不只吸引眾多旅客駐足，因佔地大，人潮更是呈倍數成長。每年為只有3萬人口的Ashburton帶來將近10萬的觀光客，讓當地政府不得不重視Ashburton的觀光業發展。Ashburton市政府更是在2015年的10年計畫書上，將觀光業列為未

來10年的經濟策略方向之一，以期能夠吸引更多的觀光客來到Ashburton。Farmers Corner也與當地政府密切合作，一同籌備更多的旅遊發展計畫案，盼能成為紐西蘭當地觀光地標。

二次轉型 企業持續創新突破

除了商場轉型觀光業之外，另一個很重要的經營策略就是從零售到自有品牌，成立Kiwicorp Products Ltd後推出了護膚品、保健食品、乳製產品及寢具服飾等品牌，對於產品品質、配方比例及原物料規格，都有嚴格的把關及挑選，提供消費者最好、最安心的產品。此外，產品也外銷海外市場，遍佈至中東地區、中國、泰國、印尼、馬來西亞、香港等地，尤其是臺灣市場，護膚保養品及保健食品也陸續進軍各開架通路，把好產品帶回家鄉，回饋國人。

跨足乳業製造 企業多角化經營

2015年在Ashburton投資興建奶粉廠，占地11,200平方米，是當地第一家山羊嬰兒配方



餐廳 Restaurant



薰衣草園 Lavender farm

奶製造廠。Farmers Corner看中的是中國大陸市場的開放及龐大的需求量，還有當地豐沛且穩定的乳源，為Farmers Corner奶粉廠的一大優勢。預計2017年11月開始營運，產出的配方奶粉及奶製品將外銷中國大陸、澳洲、中東等國家。生產初期全年生產力可超過1,000萬罐，產線全面營運期望可為Ashburton整體乳業增加10%的就業機會。未來預計將奶粉製造廠與觀光結合，成為首家可供旅客參觀的山羊奶粉觀光工廠，多角化經營，增加企業的多元性。

沒有執行力 哪來競爭力

認識Farmers Corner黃傳明董事長的人都會說他個性很急，換句話說，在企業裡他的執行力非常的高，速度、準度、精度全面的貫徹，制訂的策略就要求徹底執行，可能有人會說他固執，有人會說他嚴格，但黃董事長有理的固執融合適當的自治與賦權，兼顧啟發與激勵後輩，積極培養接班人；鐵腕的堅持，則是保持企業中的工作價值觀，讓25年的企業在不斷創新成長的過程中，仍保有其核心價值，實現永續經營。

回饋社會 樹立臺灣典範

黃董事長於2016年獲聘僑務促進委員，配合臺灣政府新南向政策，鏈結僑務力量並服務僑胞。運用企業在當地25年深耕的豐沛人脈及影響力，搭建與臺灣的經貿合作平臺，提供多項投資機會。企業穩定發展的同時，更不忘提供臺灣的青年學子增加國際價值觀的機會，因此大力配合臺灣政府政策，每年開放學生海外實習機會，不僅增加學生的外語能力、國際觀，也為學生就業前的工作能力提前做準備，讓臺灣學生不僅回國後提升競爭力，放眼國際更有立足之地。

在企業轉型創新的歷程中，也不斷加入新的元素，並在新的領域拓展，多角化經營，Farmers Corner一路走來，全力以赴卻也兢兢業業，就是盼望能立足海外，在陌生的國度樹立臺灣典範，也期望能給在海外的僑胞們實質的幫助與鼓勵。▲



Farmers Corner Ltd. Group was founded in 1993. During these 25 years, Farmers Corner Ltd. Group has set up several companies successively, including Farmers Corner Ltd., Kiwicorp Products Ltd., Farmers Corner Properties Ltd., and New Zealand Dairy Collaborative Ltd. The business philosophy of Farmers Corner Ltd. Group has been innovation and creation at all times, always thinking about the next breakthrough toward success. After two enterprise transformations and breakthroughs, the Farmers Corner Ltd. Group with its 25-year history truly achieved its expectation of sustainable operation.



商場 Mall

1st Enterprise Transformation

Farmers Corner is located at Ashburton, which is right in the center of the Canterbury region with abundant natural resources and is an important traffic hub to other major cities. Farmers Corner Ltd. was originally a shopping mall. Since 1999, Farmers Corner Ltd. has acquired adjacent farmlands. In addition to the expansion of the mall, Farmers Corner Ltd. also built a restaurant which can contain over a hundred customers and several hectares of lavender and alpaca farms. As a result of the transformation from mall to tourist farm, and its convenient location, Farmers Corner Ltd. draws nearly 100 thousand tourists annually to Ashburton, which only has 30 thousand residents, because of its huge area. The Ashburton government began to be aware of the importance of tourism. In 2015, tourism was even listed on the 10-year plan of Ashburton City Council as one of their future economic strategies, and the government expects to attract more tourists to Ashburton. Farmers Corner Ltd. also cooperates with local government closely on more development projects for tourism, expecting to become one of New Zealand's landmarks in the future.

2nd Enterprise Transformation

Besides the mall transforming into a tourist destination, another important operational strategy is

to transform from retail to our own brand. Kiwicorp Products Ltd., our own private brand company, has launched skincare, health supplements, dairy and bedding brands. With a dedication to quality and strict selection of raw material and formulation, Kiwicorp Products Ltd. provides the best quality and safest products for consumers. We have also established overseas sales and distribution to the Middle East, China, Thailand, Indonesia, Malaysia, Hong Kong, and others. Especially for the Taiwanese market, we have launched our products into various channels for the convenience and for contributing to our home country.

Entering the Dairy Manufacturing Industry

In 2015, Farmers Corner Ltd. Group invested in the construction of a goat milk powder plant, which is the first Ashburton goat infant formula factory, covering 11,200 square meters. Besides the huge demand from the Chinese market, an abundant and stable milk source is a major advantage of our goat milk powder factory. The factory is planned to start operating in November 2017, and the infant formula powder milk will be exported to China, Australia, the Middle East and other countries. In the beginning of production, annual productivity could be over 10 million cans, and the full operation of the production line could increase employment opportunities for the Ashburton dairy industry by 10%. We also plan to

combine the factory and the tourism to become the first tourist goat milk powder factory in the near future. It's another breakthrough to increase the diversity of our business enterprises.

Competitiveness is Based on Executive Power

People who know Peter Huang would say that he is a proactive person. In other words, he always has insights several steps ahead to make quick and accurate decisions. Once he sets up strategies, and will demand their full execution. Some might say that he is stubborn or strict, yet his stubbornness contains genuine employee empowerment, inspiring the younger generation with a purpose of cultivating successors, and his insistence on strict standards maintains job values in the enterprise, which maintains the core value of sustainable development while the 25-year-old enterprise keeps growing and innovating.

Contribution to Society Sets an Example for Taiwan

In 2016, Peter Huang was appointed to the Coordinator of Overseas Community Affairs Council. He dedicated himself to cooperating with the New Southbound Policy of the Taiwan government in order to strengthen the link of the overseas community affairs net and serve overseas compatriots. Through their 25-year connection and local influences, Peter Huang has facilitated the business platform for Taiwanese investors and provided a lot of investment opportunities. While the enterprise is developing stably, Peter Huang does not forget the younger Taiwanese generation. He provides an opportunity for overseas internships to university students in Taiwan annually by fully cooperating with the policy of the Taiwanese government. This action not only enhances foreign language abilities and international vision, but also sharpens their skills before graduation, expecting them to improve global competitiveness after going back to Taiwan in the



薰衣草園 Lavender farm

future and to be suitable anywhere in the world.

During the process of enterprise transformation and innovation, we constantly add many new elements and try to expand our way into different fields to increase the diversity of our enterprises. In this journey, we make an all-out effort yet are cautious and conscientious at the same time, hoping to set an example that can represent the spirit of the Taiwanese overseas and provide true help and encouragement to overseas compatriots. ▴

綜合評語 Commentary

成功利用當地特產從商場轉型到觀光產業，並發展自有品牌，以產銷結合拓展內外銷業務，企業經營策略靈活能與時俱進。另，搭建臺灣經貿合作平台，提供多項投資機會。熱心公益，鏈結僑務力量，服務僑胞，積極參與台商會及資助各項活動，值得肯定。

Successfully transferred the local specialties from a commercial industry into a tourism industry, developed proprietary brands, combined production and marketing with import and export sales, and developed business strategies that can be flexibly adjusted as needed. In addition, they have established an economic and trade cooperation platform for Taiwan that provides numerous investment opportunities. Their enthusiastic public welfare efforts have connected the strengths of the overseas Chinese to serve the overseas Chinese, and their active participation in the World Taiwanese Chambers of Commerce and support of the various events are worthy of recognition.