

南臺科技大學

移動學位學程推動計畫成果報告

一、執行成果報告 (照片及記錄) Results (Photos and records)

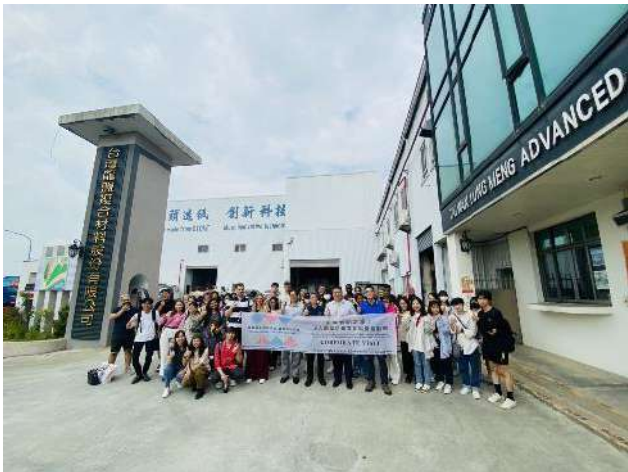

場次	日期及時間 Date and Time	地點 Location	主題 Subject
一	2024/05/09 8:40~12:00	台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	環保永續新革命-石頭紙
1	參與活動人數 Number of Participants	46 人	
	活動資料 Documents	08:40 於南臺科技大學三連堂前集合 08:50 發車前往「台灣龍盟複合材料股份有限公司」 09:30-11:30 參訪「台灣龍盟複合材料股份有限公司」 11:30 賦歸-返回南臺科技大學	
	活動大綱 Event Outline	<p>非常榮幸有機會於 113 年 5 月 9 日由商管學院 GMBA 所長-洪崇文教授於【供應鏈金融】課堂中，帶領學生前往位於台南市山上區的「台灣龍盟複合材料股份有限公司」，由梁仙和總經理與其特助代表，向同學們介紹公司概况及產品製程，同學們無不專心聆聽。</p> <p>台灣龍盟複合材料股份有限公司花費超過十年的時間研發，將傳統紙張的原材料木材成功以石頭取代，不但大幅地將成本降低至僅有紙漿的六成，解決了造紙業的水污染及空氣污染問題，其中碳酸鈣成分更從原本的 20% 提升至 80%，躍升成了世界第一。其生產的石頭紙具有環保、防水、及不易燃燒之特性，不僅拿下了全球 40 幾國專利，甚至連美國白宮都是石頭紙的愛用者。疫情期間公司年營業額雖從一、兩億大幅降低至幾千萬，但台灣龍盟複合材料公司成功化危機為轉機，研發出具有獨家專利、防水又防凍的石頭瓦楞紙板，在研發過程中甚至連黏接襯紙及瓦楞紙芯的黏膠也一併研發了，其瓦楞紙板除了拿到台灣專利外，也在日本及美國取的專利權，不僅如此，石頭瓦楞紙所製成的紙箱更在極短的時間內為漁業及農業業者的最愛。</p>	
	未來展望 Future Prospects	<p>透過此次的參訪，學生們對於永續環保的石頭紙業展現出高度的興趣，對於 2030 永續發展目標也有了更實質的認識。台灣龍盟複合材料公司梁仙和總經理勉勵各位同學們，雖然科技日新月異，但每個事物都有存在的意義，永遠都無法做到完全取代，在未來不論做甚麼事情，都要想著去「平衡」而非取代。期望未來南臺科技大學能與台灣龍盟複合材料公司有更多的交流。</p>	
	活動心得	[Feedback -1]	




場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
	(請納入 3-5 位同學的心得) Activity Experience and Feedback	<p>First and foremost, I would like to say that the staff are linguistic experts and very knowledgeable, adeptly handling everyone's questions. While many were inquiring about the products and the global expansion of the company, I chose to focus on asking about their financial strategies for managing the efficiency and sustainability of their supply chain. I followed up with a question about how they manage financial risks associated with expanding their technology internationally, especially given the challenges they faced. I'm pleased that the General Manager responded comprehensively and informatively.</p> <p>Secondly, visiting Lung Meng Technology, a company renowned for its innovative approach to sustainability by creating paper from stone, provided valuable insights into how innovative and sustainable practices can be effectively integrated into business operations. From my viewpoint, there are significant implications for how educational institutions manage their corporate relationships and strengthen connections with industrial chains, such as through innovation and sustainability integration, industry collaboration opportunities, practical skill development, networking and mentorship, research and development support, etc. However, looking towards future prospects, managing corporate relationships and strengthening industrial connections will become increasingly vital for schools. As industries like Lung Meng lead in innovation and sustainability, educational institutions have much to gain from forming and nurturing these relationships. These connections can help schools stay current with industry trends, improve their educational offerings, and better prepare students for future careers. These engagements not only benefit students but also provide faculty with insights and experiences that enrich their teaching and research. Schools that actively pursue such relationships are likely to enhance their reputational strength and educational impact, making them more attractive to prospective students and faculty.</p>	
		[Feedback -2]	
		<p>LungMeng Innovative Solutions: Transforming Paper Production with Stone and Plastic Resins</p> <p>As a company committed to revolutionizing the paper and packaging industry, it stands out as a beacon of innovation and sustainability. By</p>	

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
		<p>harnessing the power of stone and plastic resins, they've not only redefined traditional paper manufacturing but also pioneered a path towards a greener future.</p> <p>The comfortable vibes exuded by Mr William and Mr Henry create an inviting atmosphere, fostering an environment where students' inquiries are met with utmost professionalism. It's a testament to their dedication to not only for the steps they are taking to produce a top-quality products but also educating the next generation about the possibilities within the manufacturing industry.</p> <p>The informative presentation provided by LungMeng sheds light on their groundbreaking processes, offering a glimpse into the future of sustainable manufacturing. Through collaborations with schools, they not only share their knowledge but also instill the mindset of the Taiwanese manufacturing industry, inspiring innovation and progress.</p> <p>Addressing my concerns raised about establishing a comprehensive manufacturing line which was not answered carefully and precisely. However, I wish that LungMeng could ensure seamless transitions by providing robust backup systems and thorough training for new workers. With a focus on efficiency and expertise, they can guarantee smooth operations and maintain high standards throughout the production process.</p> <p>In terms of securing their competitive edge and protecting their patents in the long run with regards for the previous point. My question was fairly answered. LungMeng prioritize the protection of their intellectual property through stringent patent regulations. However, I'm very concerned about the strategic partnerships as well my concern for ensuring their innovations remain exclusive and protected.</p> <p>Nevertheless, the prices which mentioned for establishing a production line (or a partnership) was quite high even in comparison with elite production lines in other industries. For example, a glass production line could cost between USD1,500,000 - USD4,500,000!</p> <p>In my opinion as a conclusion, LungMeng exemplifies the intersection of innovation, sustainability, and education. Their</p>	

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
		<p>dedication to pushing boundaries and inspiring future generations sets them apart as pioneers in the paper and packaging industry. With a commitment to excellence and a vision for a brighter, greener future, they continue to shape the landscape of manufacturing for generations to come.</p>	
		<p>[Feedback -3]</p> <p>In my opinion, Lung Meng company is a company with brilliant ideas that made paper with stone instead of wood. Honestly, I never heard of this idea before so I'm quite paying attention to Alan's presentation, thank you Alan u did really well on your presentation. When I received a small notebook that was made of stone paper, I saw the label that it is water resistant, durable, and tear resistant. I think it is very interesting and I kind of like not believing it at first, so I test it directly, I try to tear it and put some water on it and it really does resist all the action that I did. I also smelled the notebook, I don't know why I did it, but it smells not really good, I don't know what chemical's smell it is but maybe Lung Meng company can improve it by putting some fragrance chemical on it to prevent the bad smell. The carton box design and function is perfect I really like it but it feels heavier than the normal carton box, but I think it doesn't really matter because it is surely more durable than normal carton and if I am the supplier I might choose the stone carton box instead of the normal one.</p> <p>Overall, this company has very good prospects to improve in the future because it is environmentally friendly products. Nowadays, government and many other industries will be seeking for this kind of environmentally friendly product due to the climate on earth conditions are very unpredictable which means earth's conditions is getting worse. Thankyou once again for letting us visit Lung Meng company.</p>	
		<p>[Feedback -4]</p> <p>After I visited Lung Meng Tech Co., Ltd., I appreciated the company's role in developing environmentally friendly stone paper technology. I suggest the company continues to diversify its products to accommodate various market needs. For example, the development of various colors, textures and thicknesses of stone paper for various industrial and consumer applications. Although</p>	

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
		<p>now there are several types of products. I think they also have several positive impacts, for Environmental Impact by eliminating the need to cut down trees, the switch from wood pulp paper to stone composite materials solves a serious environmental problem. Water conservation is important in a world where water is limited. While traditional paper manufacture uses a lot of water, stone paper production uses not much. For Product Advantages, Stone paper is a better option in various uses because of its resistance to water and increased durability, that can reduce the need for replacements and, as a result, waste. These qualities fit a market that is growing more aware of environmental effects and are in keeping with global trends towards more eco-friendly and sustainable products. The creation of stone composite materials by Lung Meng Technology shows the importance of material-based innovation and has ability to establish new benchmarks across a range of sectors. The company will stand out in the market and potentially build out an industry where sustainability is given priority by providing a unique item. Getting many safety certifications builds the company's reputation and guarantees customers about the product's quality.</p> <p>Raising customer and industry awareness of the advantages of stone paper over conventional paper can be difficult and need intensive campaigns. Price-sensitive customers and companies might reject stone paper if it is more costly to produce than conventional paper.</p>	
		<p>[Feedback-5]</p> <p>The visit to Lung Meng Company was particularly engaging. It was fascinating to see their meaningful production processes firsthand. I especially appreciated learning about their sustainable concept of "making paper out of stone." The founder's story about the company's gradual build-up and the evolution of their machinery was truly inspiring. While I can't recall the presenter's name at the moment, he was clearly well-prepared. His presentation was engaging, informative, and even humorous at times. It was evident that he has extensive knowledge and experience with the company. The factory tour was also very insightful, allowing us to see the equipment and production process in action.</p>	

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
活動照片 Event Photos			 <p>【於台灣龍盟複合材料股份有限公司之合照】</p>
			 <p>【台灣龍盟複合材料股份有限公司總經理梁仙和與學生分享公司概况】</p>
			 <p>【台灣龍盟複合材料股份有限公司特助與學生分享公司概况及產品製程】</p>

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
		 <p>【同學們踴躍提問產業及製程相關問題】</p>	
		 <p>【來自約旦的同學積極提問產程優化相關問題】</p>	
		 <p>【來自聖露西亞的同學積極提問市場營銷相關問題】</p>	

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
		<div data-bbox="678 241 1374 763" data-label="Image"> </div> <div data-bbox="603 772 1460 857" data-label="Caption"> <p>【商管學院院長黃仁鵬致贈感謝狀予台灣龍盟複合材料股份有限公司總經理梁仙和】</p> </div> <div data-bbox="673 864 1374 1391" data-label="Image"> </div> <div data-bbox="692 1395 1358 1435" data-label="Caption"> <p>【學生實地走訪生產線-將原料石頭加工成粉末】</p> </div> <div data-bbox="681 1444 1366 1960" data-label="Image"> </div> <div data-bbox="596 1968 1455 2009" data-label="Caption"> <p>【學生實地走訪生產線-將石頭粉末加熱、加壓並展延成紙張】</p> </div>	

場次一	日期及時間 Date and Time 2024/05/09 8:40~12:00	地點 Location 台灣龍盟複合材料股份有限公司 (台南市山上區北勢洲 24 號)	主題 Subject 環保永續新革命-石頭紙
活動 QA 摘要 Q&A Time		1.	<p>問題： 關於材料的部份，龍盟的石頭紙使用了 80% 的石頭和 20% 的樹脂。若有其他石材替代材料，如何保證其品質？</p> <p>答疑/回覆： 我們將不斷努力尋找更好的產品新成分解決方案並改進我們的製造流程。我們知道我們所做的不是改變整個世界，而是平衡。希望大家記住「平衡」這個詞。未來，無論何時何地，永遠記得不要改變一切（因為這是不可能的）而是要平衡。</p>
		2.	<p>問題： 鑑於龍盟石頭紙的產品獨特性，其涉及創新的原材料採購和獨特的製造工藝，龍盟是如何管理供應鏈的財務方面以確保效率和可持續性？</p> <p>答疑/回覆： 龍盟利用供應鏈金融的一些技術來優化我們的營運資金，以確保我們擁有財務靈活性來維持穩定的原材料供應並有效地管理生產成本。</p>
		3.	<p>問題： 在龍盟的介紹中，提到了龍盟在全球拓展技術時所遇到的困難與挑戰。龍盟如何管理與此類擴張相關的財務風險？</p> <p>答疑/回覆： 面對供應商時，龍盟以 30 至 60 天而不是 90 天的時間來降低我們的技術在全球擴張過程中的財務風險。</p>
		4.	<p>問題： 做為一家創新、環保和永續發展公司的總經理，您可以給我們這些學習商科的國際學生什麼建議呢？</p> <p>答疑/回覆： 做你熱愛的、能使你快樂、能激勵你的事，相信大家未來都將大有作為！</p>

場次	日期及時間 Date and Time	地點 Location	主題 Subject
二	2024/05/16 8:10~12:00	群創光電股份有限公司 (台南市新市區環西路一段3號)	展望未來的科技與生活
2	參與活動人數 Number of Participants	37 人	
	活動資料 Documents	08:10 於南臺科技大學三連堂前集合 08:20 發車前往「群創光電股份有限公司」 09:00-10:00 「群創光電股份有限公司」公司簡介 10:00-11:00 導覽群創光電之產品展示間 11:00 賦歸-返回南臺科技大學	
	活動大綱 Event Outline	<p>我們非常榮幸能在 113 年 5 月 16 日，由商管學院 GMBA 所長洪崇文教授帶領，於【供應鏈金融】課堂中，前往台南市新市區參訪「群創光電股份有限公司」。在參訪過程中，資深經理許馨方向學生們詳細介紹了公司的概況及產品製程。同學們全程專心聆聽，受益匪淺。</p> <p>過去二十年間台灣的電子產業蓬勃發展，也成功與全球供應鏈接軌，群創光電以創新及差異化技術提供先進顯示器整合方案，產品涵蓋多種顯示應用產品，包括電視面板、桌上監視器和筆記型電腦螢幕、中小型顯示器、醫療設備使用的螢幕以及車用顯示器等。其設定行業標準，引領市場趨勢，並為全球的消費電子客戶提供最先進的產品組合和解決方案。為達到更高規格的品質控管群創光電將其生產線做垂直整合，使其高品質的產品成功立足於國際市場。此次參訪著重於其子公司 CarUX 之介紹，並展示其產品展示間，學生尤其對智能異型車用顯示器、隱藏式木紋顯示器展現出高度興趣。</p>	
	未來展望 Future Prospects	<p>透過此次參訪，學生們對高科技產業的商品展現出高度興趣，並對光電產業有了更深刻的理解。群創光電的資深經理許馨方在分享中勉勵同學們，找到自己熱愛的事物，勇敢追夢，不為自己設限，因為凡事皆有可能。他的話語激勵了在場的每一位學生，鼓舞大家勇於突破自我、迎接挑戰。期望未來南臺科技大學能與群創光電有更多交流合作的機會，讓學生們能夠從中獲取更多實務經驗，進一步提升他們在技術領域的專業知識和競爭力，也為學生們的未來職涯發展奠定了基礎。</p>	

場次二	日期及時間 Date and Time 2024/05/16 8:10~12:00	地點 Location 群創光電股份有限公司 (台南市新市區環西路一段3號)	主題 Subject 展望未來的科技與生活
活動心得 (請納入3-5位同學的心得) Activity Experience and Feedback		<p>[Feedback -1]</p> <p>After our visit to Innolux, I was truly impressed by their commitment to innovation and efficient management. They are leading the way in developing high-tech display technologies like such as TFT-LCDs and OLEDs, essential for automotive and other applications. These technologies enhance the aesthetics and functionality of modern vehicles, significantly improving safety and user experience. We observed a variety of products, from dashboard displays to entertainment systems and large TV screens, highlighting how Innolux integrates cutting-edge technology into everyday uses.</p> <p>The visit also provided insights into how Innolux manages its supply chain. I discussed with the manager their use of advanced financial tools like reverse factoring and dynamic discounting, which help keep their operations smooth and efficient. Their focus on sustainability was also evident, with substantial efforts towards energy efficiency and waste reduction in their manufacturing processes.</p> <p>Additionally, the company's culture promotes innovation and teamwork, which are crucial for their success. The challenges discussed, particularly those related to the competitive market of display technologies, underscored the strategic steps Innolux is taking to stay ahead.</p> <p>Overall, our visit offered a deep dive into the operations of a leading tech company and demonstrated how such businesses can collaborate with educational institutions. This experience was not only educational but also inspiring, showing us the importance of innovation and sustainability in today's business world.</p>	
		<p>[Feedback -2]</p> <p>The visit to Innolux was quite different, but equally valuable and fascinating. The production manager's presentation on the company's screen development felt like looking into the future. Seeing the prototypes in the showroom was truly impressive. As an international student, the opportunity to visit Taiwanese companies was truly enriching and exciting.</p>	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
二	2024/05/16 8:10~12:00	群創光電股份有限公司 (台南市新市區環西路一段3號)	展望未來的科技與生活
		<p>[Feedback -3]</p> <p>Firstly, thank you for letting us visit innoLux Company, it was a great opportunity and experience I had after visiting. I really love anything about automotive and coincidentally when I visited InnoLux Joseph was there to present the brilliant new technology that exists in car which is CarUX. Special thanks to Joseph who developed the presentation really well and really understandable. For the technology that InnoLux possess, I really like the Tv with a high durability which they really test it in front of us all by throwing the baseball as hard as possible to the Tv and the Tv did not broken and also the promotion board which we can just change what we want to promote by switching it digitally, paper and printed banner is not needed anymore which I think it is cost effective and ecological friendly.</p> <p>For CarUx, I have a chance to ask Joseph about what if we accidentally broke a small part of the screen glass, like do we need to fix it by replacing it all or just a small part of it. The answer is if only the screen glass is broken then we can just replace the screen glass but if the screen is damaged then they need to change the entire set of it which I think is a bit terrifying for the owner. But another opinion is when you are afford to buy a car with that technology I think fixing the broken part of your car is not a problem anymore for you. Anyway, thank you for having us visited InnoLux company.</p>	
		<p>[Feedback-4]</p> <p>After visiting Innolux, I understood more about what the company is doing. I thought that the speech part on the car was quite cool since I have a car too that is using their system. I'm amazed at how companies like this can innovate new functions, features and designs, for example how the system being able to detect when a drive is falling asleep. The part where they showed us about the products, they are actually doing was also fun. I didn't expect and knew that a company could do many things with just a single? System. Like how their microchip or something could be used in many various places, like the laptop, television, car etc. I would love to attend more fieldtrip like this to learn more about the companies in the working field.</p>	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
二	2024/05/16 8:10~12:00	群創光電股份有限公司 (台南市新市區環西路一段3號)	展望未來的科技與生活
		<p>[Feedback-5]</p> <p>The company's rapid growth from its 2003 establishment to its 2006 public offering suggests a strong base and strong growth plan. I think, besides increasing its market share, the 2010 merger with Chi Mei Optoelectronics and TPO Displays showed that it was capable of managing and integrating major mergers. Innolux's focus to innovation is seen by cutting-edge technologies such as LTPS, miniLED, microLED, and 8K4K ultra-high resolution. In a field where technological innovation is constantly driving change, this focus is important. Flexibility and market share are highlighted by its ability to deliver a wide range of display solutions. This large manufacturing capacity guarantees flexibility and scalability in satisfying a wide range of customer needs. By controlling different phases of the production process, Innolux's vertical integration method improves their ability to control costs, maintain quality, and grow effectively. With almost 42,000 workers globally and production facilities distributed over several strategic areas, Innolux has an established position in the market. It allows InnoLux to take benefit of local advantages and connect into several markets. The significant NTD\$90.8 billion capital base shows financial stability, which is necessary for supporting operations, allocating funds for innovation, and managing fluctuations in the market.</p> <p>In my opinion, the display technology market is very competitive, with other rivals. To be competitive, Innolux needs to continue innovating. If Innolux cannot quickly adjust to new trends or innovations, there could be risks related to the rapid changes in technology. The market for electronic goods can be impacted by global economic changes, that could have an effect on Innolux's income.</p>	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
二	2024/05/16 8:10~12:00	群創光電股份有限公司 (台南市新市區環西路一段3號)	展望未來的科技與生活
		<p>[Feedback-6]</p> <p>群創真的是一家很成熟的公司，他的名字由來也非常特別 我上網找了一下「群創」的意思是一群志同道合的人成立的公司，衍生的意義則蘊含著公司與員工、供應商共創雙贏局面，英文名稱方面則採「創」直譯 Inno，再採用光的亮度的單位 Lux，代表光的3個原色，所以英文名稱取為 InnoLux。</p> <p>剛踏入群創的公司就可以發現他們是一家很成熟的公司，有整齊的櫃台和]休息的咖啡廳 還有大概可以容納百人的簡報室。從這幾個小細節就可以發現他們公司對於公司的門面和擺設是有研究和用心在準備的。</p> <p>聽過了他們的簡報後更清楚了他們公司當年為何會被稱謂 面板雙雄中的其中一位，或許現在面板已經不如十多年前那般興盛但他們也從未被時代的洪流所吞沒，而是持續的創新和改變從當初的面板公司現如今已經跨入電動車領域。</p> <p>也在代工方面有了不俗的成績，或許未來群創可以在面對對岸電動車的市場中闖出屬於自己的一片天，也說不定未來也有可能創造出一輛屬於台灣的電動車</p>	
	活動照片 Event Photos	 <p>【於群創光電股份有限公司之合照】</p>	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
二	2024/05/16 8:10~12:00	群創光電股份有限公司 (台南市新市區環西路一段3號)	展望未來的科技與生活
		 <p>【群創光電股份有限公司及本校互贈感謝禮】</p>	
		 <p>【群創光電股份有限公司導覽公司概况及產品介紹】</p>	
		 <p>【參觀群創光電股份有限公司之展示間-桌上型顯示器及車載面板展示】</p>	

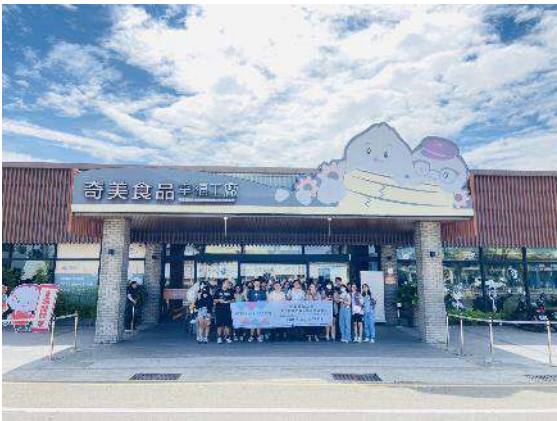
場次 二	日期及時間 Date and Time 2024/05/16 8:10~12:00	地點 Location 群創光電股份有限公司 (台南市新市區環西路一段3號)	主題 Subject 展望未來的科技與生活
活動 QA 摘要 Q&A Time		 <p>【參觀群創光電股份有限公司之展示間-大型液晶螢幕及看板展示介紹】</p>	
		1	<p>問題： 汽車市場競爭十分激烈，群創光電的 CarUX 是否為汽車部件提供了可替換的選擇或每五年會升級一次？</p> <p>答疑/回覆： 大部分的日本 OEM 代工每五年就會升級一次系統，其他則是七年(三年半即會有一次小升級)。汽車產業雖可以改變及升級，但其規定相當嚴謹並且需通過非常長的測試期，一切將以「安全」為最高標準。</p>
		2	<p>問題： 分享中提到自動化駕駛的測試，現階段於德國仍是禁止的，您如何看待這件事？</p> <p>答疑/回覆： 在德國，自動化駕駛的測試並非完全禁止，仍有小部分特定區域提供給廠商進行測試。</p>
		3	<p>問題： 群創光電的 CarUX 設計了許多車載裝置，你們是如何與其他軟體廠商聯合並做相關測試的？</p> <p>答疑/回覆： 汽車的 OEM 代工實際上僅負責測試及執行，但不會直接與其他主流的手機軟體廠商進行測試。以他牌的車載主機為例，光是設計及維護其主機所有的軟體代碼，就有 2000 位軟體工程師，他們的主要工作就是在編寫其代碼並確保所有指令是正確無誤的。</p>

場次	日期及時間 Date and Time	地點 Location	主題 Subject
三	2024/05/30 8:40~12:00	奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	海外拓展的方式與重要性
3	參與活動人數 Number of Participants	23 人	
	活動資料 Documents	09:30-10:00 導覽品牌形象館 10:10-11:10 - 介紹海外布局拓展規劃、願景以及人才需求 - 交流座談 11:10-11:20 學生自由參訪、活動 11:00 賦歸-返回南臺科技大學	
	活動大綱 Event Outline	<p>我們非常榮幸能在 113 年 5 月 30 日，由商管學院 GMBA 所長洪崇文教授帶領，於【供應鏈金融】課堂期間前往台南市仁德區參訪「奇美食品幸福工廠」。參訪期間奇美食品股份有限公司的執行副總經理兼營運長盧建良詳細介紹了公司的概況、海外佈局拓轉規劃及產品製程。同學們全程專心聆聽，對食品產業的運作有了更深入的了解。此次參訪不僅讓學生們受益匪淺，還激發了他們對食品產業的濃厚興趣。</p> <p>奇美食品(CMF)成立於民國 60 年，是奇美集團除了奇美實業、奇美博物館及奇美醫院外的關係企業之一。奇美食品早期以外銷冷凍調理鰻魚為主要經營項目。隨著時代的變遷與全體同仁的努力下，以鮮肉包及『大燒包』成功的打開國內冷凍調理市場，更取得各大知名便利商店密切合作的對象。「奇美熟水餃」更是首創全國第一條自動化的熟水餃生產線，創新了傳統麵食點心以延續傳統美食的價值。因有著在高科技產業的經營背景，奇美食品從觀念上著手，縱使投資成本高昂，但仍以相當於高科技產業的高標準來嚴格要求其食品衛生與安全。此外也以電子廠的工作流程要求，公司標準完全符合國家規定，將生食區與熟食區人員隔離並設計獨立空調，避免交叉污染。故此奇美食品不僅成為台灣少數可以出口冷凍豬肉調理食品至日本的廠商，更獲得國際知名樂園的青睞。</p> <p>深耕台灣市場多年的奇美食品，為了能永續經營，決定跨足海外市場，但礙於法規限制、貿易協定及碳稅相關問題，無法直接出口其產品，因此奇美食品決定從過去的集中生產轉變為各地生產，並從地點、人事成本、歷史背景、政治環境及法規等等，選出了菲律賓及波蘭兩國，交流時間更與學生分享了奇美食品是如何應對文化及口味於外國市場之改良、如何將產品成功推廣至全球市場、疫情期間及後疫情時代如何面對產量及經濟面的影響等等之問題。</p>	

場次三	日期及時間 Date and Time 2024/05/30 8:40~12:00	地點 Location 奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	主題 Subject 海外拓展的方式與重要性
	未來展望 Future Prospects	經過這次的參訪，學生們難得有機會可以體驗包子的生產過程，及如此深入地與企了解其未來海外佈局。奇美食品股份有限公司的執行副總經理兼營運長盧建良在分享中勉勵同學們，做事情時要從觀念上著手，觀念上的改變才是真正的改變，嚴格的自我要求才能真正的事半功倍。以奇美食品為例，因著有高於國家標準的自我要求，縱使在產品製程上花費相對高昂，但也好比過日後花十倍、甚至百倍的成本在處理市場上之問題。他的話語激勵大家對於未來處事態度。期勉未來南臺科技大學能與奇美食品有更多交流合作或提供學生實習的機會。	
	活動心得 (請納入 3-5 位同學的心得) Activity Experience and Feedback	[Feedback -1] Greetings from Indonesia, my name is Felix, thank you so much for an opportunity for visiting 奇美食品幸福工廠 and for the small gifts and souvenir. I really like the pineapple cake and the small phone holder is really cute too. So, my opinion for Chimei to expand worldwide is really good which indicates that Chimei food factory has a really strong future development plan and I fully support this plan. Of course, there is a lot to be considered before launching this kind of action because it requires so much effort like the human resources for both countries Taiwan and the target country, time and financial capital. However, if this plan works well, it will bring more profits and fame for Chimei company to be known worldwide. What needs to be considered I guess Chimei's team has already figured it out and has been answered by some of my classmate during the seminar, which is the consumer habits, cultural aspects, country's economic, the cost of delivery and pricing are also important to be considered. I think Chimei's frozen food product is suitable for people nowadays because they are getting busier and barely have any time to cook during their normal days, yet they also want to avoid spending more money and want healthy food. So, instead of preparing their own food which cost time and buying a food outside which cost more money and health consideration, it is better to buy a healthy frozen food with a good quality from Chimei's frozen food products, which is timesaving, healthy and cost friendly products.	
		[Feedback -2] Chimei Happiness Factory is an engaging museum located in Tainan, Taiwan, dedicated to showcasing the history and production of food	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
三	2024/05/30 8 : 40~12:00	奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	海外拓展的方式與重要性
		<p>and beverages, particularly focusing on dairy and food products. The factory-museum hybrid offers interactive exhibits, guided tours, and hands-on experiences, allowing visitors to learn about the manufacturing processes and the brand's heritage. After experiencing the tour, I have learned that the factory-museum is still under the sub-company of Chimei Group called, Chimei Frozen Foods. Their goal is for their products to reach a wider audience having globalization plans that focus on expanding their international presence through increased export of their dairy and food products, forming strategic partnerships with global distributors and retailers, and enhancing brand visibility via targeted marketing and participation in international exhibitions. They aim to introduce innovative products tailored to global tastes while maintaining high quality standards. Additionally, they emphasize sustainable practices and corporate social responsibility to attract environmentally conscious consumers, ultimately striving to establish themselves as a trusted global brand in the food industry. The company plans to open a new facility in Poland as part of its globalization strategy. This initiative aims to enhance their production capacity and distribution efficiency within Europe. By establishing a factory in Poland, they seek to leverage the country's strategic location, skilled workforce, and favorable business environment. This move will help reduce logistics costs, improve supply chain dynamics, and better serve the European market with fresher products. The Polish factory is also expected to foster local job creation and contribute to the regional economy, aligning with Chimei's commitment to sustainable growth and corporate social responsibility. As it's 3rd factory, Chimei is confident that they can withstand challenges in joining the local market faster by following their 2nd factory's, the one in the Philippines, strategy outline for localization.</p>	
		<p>[Feedback -3]</p> <p>Strengths:</p> <ol style="list-style-type: none"> 1. Product Quality: The products showcased during the factory visit exhibited high quality and freshness, which could serve as a strong selling point in overseas markets. 2. Manufacturing Processes: The efficiency and sophistication of the manufacturing processes observed indicate Chi Mei Food's capability to scale production to meet 	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
三	2024/05/30 8 : 40~12:00	奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	海外拓展的方式與重要性
		<p>international demand.</p> <p>3. Brand Reputation: Chi Mei Food's strong brand reputation, evident from its popularity and positive reviews domestically, can facilitate brand recognition and trust in new markets.</p> <p>4. Customer Satisfaction: The emphasis on customer satisfaction and experience at the Chimei Happiness Factory reflects Chi Mei Food's commitment to meeting consumer needs, which can contribute to success in new markets.</p> <p>Market Potential:</p> <p>1. Market Analysis: Conduct thorough market research to identify regions with high demand for Chi Mei Food's products, considering factors such as consumer preferences, dietary habits, and competition.</p> <p>2. Targeted Expansion: Prioritize markets where there is a significant opportunity for growth and where Chi Mei Food's product offerings align with local tastes and preferences.</p> <p>3. Strategic Partnerships: Explore partnerships with local distributors or retailers to facilitate market entry and establish a strong presence in target regions.</p> <p>Challenges and Risks:</p> <p>1. Regulatory Compliance: Be prepared to navigate regulatory requirements and compliance standards in different countries, which may vary significantly from those in the domestic market.</p> <p>2. Logistical Complexities: Address logistical challenges such as transportation, storage, and distribution to ensure timely delivery and availability of products in overseas markets.</p> <p>3. Cultural Adaptation: Adapt products and marketing strategies to resonate with the cultural preferences and sensitivities of target consumer segments in international markets.</p> <p>Recommendations:</p> <p>1. Market Selection: Prioritize expansion into markets with high growth potential and a favorable regulatory environment for food products.</p> <p>2. Product Localization: Tailor product offerings to suit the tastes and preferences of local consumers, while maintaining Chi Mei Food's commitment to quality and freshness.</p>	

場次	日期及時間 Date and Time	地點 Location	主題 Subject
三	2024/05/30 8:40~12:00	奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	海外拓展的方式與重要性
		<p>3. Brand Promotion: Invest in marketing and promotional activities to raise awareness of Chi Mei Food's brand and products in target markets, leveraging digital channels and strategic partnerships.</p> <p>4. Continuous Improvement: Continuously monitor market trends and consumer feedback to refine product offerings and enhance competitiveness in overseas markets.</p> <p>Overall, Chi Mei Food has the opportunity to leverage its strengths and reputation to successfully expand into new markets, provided it adopts a strategic approach that addresses market dynamics, challenges, and consumer preferences.</p>	
		<p>[Feedback -4]</p> <p>Chi Mei Food strategy for overseas expansion to Poland is bold move and as company's CEO/DM mentioned on company excursion, there are much analyses and many factors which need to be consider (Such as local competition/market research, customer preferences + consider also different demand for goods/products, supply chain (local partnership) and logistics/distribution, brand marketing, legal/EU regulations are probably different then in Taiwan</p> <p>But the company definitely already spent so much time with considering all of those factores and much more analyses etc. So know why they decided to choose for their european expansion exactly Poland.</p> <p>My insights: Chi Mei Food's overseas expansion plans can be successful with careful planning, strategic partnerships, and a deep understanding of the target markets and maybe later consider even expand in more countries in Europe</p>	
	活動照片 Event Photos	 <p>【於奇美食品幸福工廠之合照】</p>	

場次 三	日期及時間 Date and Time 2024/05/30 8:40~12:00	地點 Location 奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	主題 Subject 海外拓展的方式與重要性
		 <p>【奇美食品幸福工廠生產線上第一臺從日本引進的自動化包子製作機】</p>	
		 <p>【奇美食品幸福工廠內趣味的互動式遊戲讓學生們更加認識包子的蒸煮過程】</p>	
		 <p>【奇美食品幸福工廠內放置製作包子內餡會用的食材及中藥材，學生們都非常好奇並一一拿起來試聞】</p>	

場次 三	日期及時間 Date and Time 2024/05/30 8:40~12:00	地點 Location 奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	主題 Subject 海外拓展的方式與重要性
			【奇美食品幸福工廠內互動式裝置讓學生們體驗從選料、揉麵、擀麵至蒸煮包子的過程】
			【聆聽奇美食品幸福工廠之海外布局拓展規劃、願景以及人才需求】
			【奇美食品幸福工廠與南臺科技大學商管學院互贈感謝禮】
	活動 QA 摘要 Q&A Time	1	<p>問題： 面對眾多供應商，請問奇美食品是如何管理各供應商的供貨品質呢？</p> <p>答疑/回覆： 品質不只是商品的品質，更重要的還有供應商本身的核心理念，倘若電子業出現問題，並不會有人身安全問</p>

場次 三	日期及時間 Date and Time 2024/05/30 8:40~12:00	地點 Location 奇美食品幸福工廠 (台南市仁德區機場路 1008 號)	主題 Subject 海外拓展的方式與重要性
			題，但若食品業出現紕漏，便會危害到人生安全，故此奇美食品以相似於電子業的供貨標準來嚴格要求所有產品製程。
		2	問題： 奇美食品將進軍波蘭市場，面對歐洲市場對於口味、飲食文化上的差異，奇美食品將如何應對呢？
			答疑/回覆： 台灣是個島國，所以市場相對受限，且礙於種種法規及關稅問題，若要擴張市場，國外設廠是必須要做的手段。奇美食品從地點選擇、人力成本、歷史背景、政治環境等眾多面向，選擇出馬來西亞與波蘭市場，有了目前在馬來西亞三年的經營，我們將複製到波蘭市場，期望能於今年七月到位並量產。
		3	問題： 奇美食品是如何將產品推廣至全球市場？
			答疑/回覆： 除了著重於滿足目標客戶外，更要向目標客群傳達我們價值及為甚麼要選擇我們，增加目標客標對我們的認識與信任。

場次一	日期及時間 Date and Time 2024/09/27, 12:50-15:40	地點 Location 三香科技股份有限公司(743 台南市山上區北勢洲 26 號)	主題 Subject 環保永續在地產業文化了解
1	參與活動人數 Number of Participants 35 人		
	活動 流程 Agenda	12:40 於南臺科技大學三連堂前集合 12:50 發車前往「三香科技股份有限公司」 13:30-15:00 參訪「三香科技股份有限公司」 15:30 賦歸-返回南臺科技大學	
	活動 大綱 Event Outline	非常榮幸有機會於 113 年 9 月 27 日由商管學院 GMBA 所長-洪 O 文教授於【供應鏈金融】課堂中，帶領學生前往位於台南市山上區的「三香科技股份有限公司」，由總經理與其特助代表，向同學們介紹公司概況及產品製程，同學們無不專心聆聽。 三香科技股份有限公司花費在疫情期間的時間研發新的回收材，將廢棄的原材料搜集在二次利用，生產出再生棉使用打造像是輕量化樓板隔音系統、牆板、汽車使用隔音板和吸音天花板。再透過工廠導覽後，學生們更可以知道不論多不起眼的材質都能再生變成不同的材質使用，例如三香科技股份有限公司使用廢棄材質製成再生棉花讓台灣和日本有更好的合作關係，並且三香科技股份有限公司從 2010 年至 2024 榮獲多項的國內化大獎如德國、義大利和台灣等。	
	未來 展望 Future Prospects	透過此次的參訪，學生們對於永續環保的石頭紙業展現出高度的興趣，對於 2030 永續發展目標也有了更實質的認識。台灣三香科技股份有限公司總經理勉勵各位同學們，雖然科技日新月異，但每個事物都有存在的意義，永遠都無法做到完全取代，在未來不論做甚麼事情，都要想著去「平衡」而非取代。期望未來南臺科技大學能與三香科技股份有限公司有更多的交流。	
	活動 心得 Activity Experience and Feedback	[Feedback -1] 在他們簡報當中，三香股份有限公司他們這間公司是先從寢具到汽車，然後再到行李箱及家具的產品製作，然後是國內唯一一家具備是從原物料生產到產品製造再到服務的企業，是專門製造不織布的產品，具有隔音、吸音、降造及難燃的功能，也是一間環保、秉持回收、節能、減碳及永續的公司，致力於 ESG 與 GRS。 有很多的產品都是回收再利用的材料而製作出來的。是利用一些的材料而去製作不織布，比如保麗龍或是人家不要的衣服，他們有去跟舊衣回收桶拿，會做清洗之後再去利用，然後再去把這些材料合起來，再把產品製造出來，還有他們所有有關棉的產品，都有幫助到隔音的效果，像是可以放在天花板，像他們的產品不織布的天花板，功用是他的洞用小吸音越好，反之洞越大吸音越不好這樣，還有椅子也是可以用不織布做出來的，坐上去很舒服，是那種軟軟硬硬的感覺，然後重量可以達到 120 公斤，還有一些的產品，例如衣架、行李箱以及一些的裝飾品，也都是用不織布製造出來的，還有他們外面的花盆也是用不織布做的，具有	

場次一	日期及時間 Date and Time 2024/09/27, 12:50-15:40	地點 Location 三香科技股份有限公司(743 台南市山上區北勢洲 26 號)	主題 Subject 環保永續在地產業文化了解
		<p>防水性，然後可以讓水排出來，不讓水積在裡面，還有裡面不是完全都是土，而是在裡面放很碎的棉，不止只有土而已，這樣就可以不用每天的澆水，夏天的話就一天的澆一次水，冬天的話可以不用常常的澆水這樣。</p> <p>最後，有教了我們一些未來的方面，像是經理跟老師說的，去工作跟在學校學的是根本不一樣的，像是目前有在學的 EPR 的系統，在學校學完之後，再去外面工作的又是不一樣的，就是說未來的方向可能跟我們現在所學的又是一個不一樣的方向，都可以去嘗試看看。</p> <p>[Feedback -2]</p> <p>這次參訪三香科技股份有限公司讓我收穫了許多。首先，我很感謝學校能撥出經費，讓我們有機會親自參訪這麼具有代表性的企業。事前老師曾向我們介紹過，三香科技是 Toyota 的供應商，專門製作汽車內建產品，如內擋火牆和隔音棉等。然而，到了現場後，經過簡報 PPT 和實際參觀工廠之後，我對這家公司有了更深入的了解。</p> <p>在簡報中，公司介紹到自己是國內唯一一家具備從原料生產到產品製造一條龍服務的企業，這讓我感到非常的驚訝。他們專門生產的不織布具有吸音、隔音、耐燃、降噪等功能，這些產品被廣泛應用在各類車用內裝上。此外，公司強調秉持環保、節能減碳、回收再利用等可持續發展理念，致力於落實 ESG 和 Global Recycle Standard（全球回收標準），這讓我對他們在綠色科技領域的貢獻感到尊敬。</p> <p>最後，還有一個讓我驚訝的發現：不織布居然還能用來種植植物！他們展示了用很多細小的不織布碎片與土壤混合的栽培方式，這樣一來，植物不需要天天澆水，因為不織布可以吸收早晚的露水，保持植物存活。這個技術讓我感到非常新奇，也深刻體會到三鄉科技對環保和可持續發展的創新與用心。</p> <p>這次的參訪讓我大開眼界也讓我深刻理解到現代科技如何通過創新與環保理念結合，實現高效能與可持續發展。不僅學到了很多關於材料科技的知識，也對如何將環保理念融入產品設計有了更深的理解。真的是一次非常有收穫的經歷，我想這樣的企業理念值得我們深入學習的。</p>	

場次一	日期及時間 Date and Time 2024/09/27, 12:50-15:40	地點 Location 三香科技股份有限公司(743 台南市山上區北勢洲 26 號)	主題 Subject 環保永續在地產業文化了解
		<p>[Feedback -3]</p> <p>一到工廠後先有他們公司的員工向我們說明三香科技的基本簡介，做完介紹後我們就分組到生產線、成品展示、實驗室、戶外的盆栽進行參觀，我們在過程中可以親眼看到生產線，也有親手觸摸到他們的不織布以及一些實體的成品。參觀後才發現原來不織布的用途有這麼多，居然連行李箱、建材、甚至盆栽都可以使用，最酷的地方是盆栽內居然也是不織布，但有一個很好奇的地方是盆栽內如果只有不織布沒有任何的土，那水的問題解決但卻沒什麼養分，這樣植物也能生長的很好嗎？</p> <p>有聽到教授說會計系的學長現在是生管的課長，我驚覺其實職業不一定與所學的專業有直接的關係，所以我應該去學習其他領域的專業知識，讓未來的我更好迎接挑戰，希望未來的我也可以像學長一樣不論到什麼樣的職業都可以做得好。</p> <p>[Feedback -4]</p> <p>一到了三香公司，首先就讓我很驚訝的是，竟然幾乎都是年輕人，還有一位先生講英文也說得非常流利，一坐下來，公司的人員就向我們說明了今天的活動流程、公司的背景及內容，原來是做跟汽車墊子相關的物品，還有椅子，椅子也是有經過三代改版的，介紹完之後就到了工廠內部去參觀，發現，咦？工廠這麼大，但是員工數其實算很少，非常訝異。我們也參觀一條龍的作業流程，從原料到成品通通都在三香公司看得 到，參觀後還有去看我最最好奇的盆栽，盆栽裡放的不是土，而是他們的 棉，是我第一次看到這樣子的做法，他們的植物也生長的很完美，所以讓 我不禁想自己種看看。</p> <p>第一次參觀這種傳統產業的生產流程，工廠的機器都很大，但 是也讓我 知道，傳統產業不僅只有中年人，連年輕人也會投入到傳產裡服 務，這讓我對傳產的刻板印象改觀，他們的員工素質也很不錯，英文很流 利、遇到不會的、不懂的，他們也都會仔細的去幫大家解答，不會很吝嗇 的去隱瞞，現在很少公司會將自己的生產過程讓外人看，這家公司很大 方，也會讓我們都去試看看，但是聽到明天他們的大計畫之後，感覺以後 就不會再徵人了，因為他們要向日本的公司學習，當然人力也就不需要這 麼多了。</p>	



場次一	日期及時間 Date and Time 2024/09/27, 12:50-15:40	地點 Location 三香科技股份有限公司(743 台南市山上區北勢洲 26 號)	主題 Subject 環保永續在地產業文化了解
		<p>[Feedback-5]</p> <p>透過本次三香參訪，認識到此產業，算是新興產業挺新鮮的，沒想到布料可以運用在許多生活上常見的居家民生用品。從挑選材料在結合 ESG 去發展，再去做產品上的多元化，讓市場格局變大，這些種種是需要花些心思去做研究探討學習。了解他們的生產線過程其實挺好理解的，言簡意賅，不過每個過程是都要精細才能達到想要的效果，對於產品也有一定的要求是很值得去學習的，不管是在任何事情上，可以有些目標並且去要求自己多少會自我提升。感謝藉此機會讓我們認識這個產業，解說人員也很有耐心細心回答我們的問題，收穫良多！</p>	
活動 照片 Event Photos		 <p>【於三香科技股份有限公司之合照】</p>	
		 <p>【三香科技股份有限公司經理與學生分享公司概况】</p>	

場次一	日期及時間 Date and Time 2024/09/27, 12:50-15:40	地點 Location 三香科技股份有限公司(743 台南市山上區北勢洲 26 號)	主題 Subject 環保永續在地產業文化了解
		 <p>【三香科技股份有限公司特助與學生分享公司概况及產品製程】</p>	
		 <p>【同學們踴躍提問產業及製程相關問題】</p>	
		 <p>【商管學院副院長致贈感謝狀予三香科技股份有限公司】</p>	
活動交流 Q&A Time		5.	<p>問題：</p> <p>第一次在傳統產業看到很多的年輕人加入，請問是為了讓公司有更好的未來展望嗎？</p> <p>答疑/回覆：</p> <p>主要是對於現在這個世代，不管哪個產業年輕人可以更好的掌握新的時事，不論是技術也好或者是網路行銷，透過招攬年輕人更可以讓公司走向年輕化和更多的交流。</p>

場次一	日期及時間 Date and Time 2024/09/27, 12:50-15:40	地點 Location 三香科技股份有限公司(743 台南市山上區北勢洲 26 號)	主題 Subject 環保永續在地產業文化了解
		6.	問題： 對於產品獨特性，其涉及創新的再生棉，如何管理供應鏈的財務方面以確保效率和可持續性？
			答疑/回覆： 利用供應鏈金融的一些技術來優化我們的營運資金，以確保我們擁有財務靈活性來維持穩定的原材料供應並有效地管理生產成本。
		7.	問題： 在疫情期間貴公司有面臨什麼要的處境以及如何面對？
			答疑/回覆： 董事長在疫情這三年進行了更深層的技術升級，讓產線更能完善。而至於疫情期間其實貨物都很難外銷，是一段很刻苦的一段經歷。
		8.	問題： 做為一家創新、環保和永續發展公司的總經理，您可以給我們這些學習商科的國際學生什麼建議呢？
			答疑/回覆： 做你熱愛的、能使你快樂、能激勵你的事，相信大家未來都將大有作為！

場次二	日期及時間 Date and Time 2024/10/9 13:00-16:30	地點 Location 高雄市前鎮區復興四路 9 號	主題 Subject 展望未來的科技與生活
2	參與活動人數 Number of Participants：27 人		
	活動 流程 Agenda	12:40 於南臺科技大學三連堂前集合 12:50 發車前往「智歲資訊股份有限公司」 13:30-15:00 參訪「智歲資訊股份有限公司」 16:30 賦歸-返回南臺科技大學	
	活動 大綱 Event Outline	我們非常榮幸能在 113 年 10 月 9 日，由商管學院 GMBA 所長洪 O 文教授帶領，於【供應鏈金融】課堂中，前往高雄市的參訪「智歲資訊股份有限公司」。在參訪過程中，資深經理許 O 方向學生們詳細介紹了公司的概況及產品製程。同學們全程專心聆聽，受益匪淺。全球產業鏈變動快速且環環相扣，南臺科大商管學院全球經營管理碩士班(GMBA)為提升學生移動量能及深化學生對於全球在地產業文化了解，特與跨國企業聯繫，尋求企業支持，推動安排本碩士班之本、外籍生前往知名企業觀摩及交流研討，以深入了解企業文化。此外，課程教師帶領學生透過實地參訪，幫助學生更加直觀地了解企業價值、品牌精神與產品服務，及供應鏈金融於各種商業環境之實際應用，再透過業界專業人士之經驗分享，讓學生得以將課堂所學之發展理論與最新實務結合，以期達到課程學習目標，並提供學生未來實習或就業的另一面向之介紹，並展示其產品展示間，學生尤其對體驗設施的活動非常感興趣、球體式 4D 顯示器展現出高度興趣。	
	未來 展望 Future Prospects	透過此次參訪，學生們對高科技產業的商品展現出高度興趣，並對科技產業有了更深刻的理解。在分享中勉勵同學們，找到自己熱愛的事物，勇敢追夢，不為自己設限，因為凡事皆有可能。他的話語激勵了在場的每一位學生，鼓舞大家勇於突破自我、迎接挑戰。期望未來南臺科技大學能與有更多交流合作的機會，讓學生們能夠從中獲取更多實務經驗，進一步提升他們在技術領域的專業知識和競爭力，也為學生們的未來職涯發展奠定了基礎。	
	活動 心得 Activity Experience and Feedback	[Feedback -1] During the company visits to I-Ride Kaohsiung, they are very friendly and well welcome all of us. We arrived at I-Ride Kaohsiung around 2:30 PM, and their staff come and ask all of us to divide into two groups and then take us to the room and brief us about the guidelines before they take us to the 5D Visual Flying Theater. During the fly, I experience the most extraordinary theater and immersed in the new multi-sensory attraction featuring the beauty around Taiwan with a heartwarming and thrilling 5D ride. We enjoyed the fascinating 5-minute 5D show. After that, their staff takes us to take a group photo and presentation that detail the company's mission and innovation approach to transportation. Around 3:30, the professor gives the certificate to the company and takes the photos, and we come back to our campus.	

場 次 二	日期及時間 Date and Time 2024/10/9 13:00-16:30	地點 Location 高雄市前鎮區復興四路 9 號	主題 Subject 展望未來的科技與生活
		<p>[Feedback -2]</p> <p>I had a fantastic experience joining a company trip organized by Brogent Technologies Inc. The highlight was getting to watch 5D films that allowed us to "travel" across various parts of Taiwan in a very immersive way. The sensation of being fully surrounded by the sights, sounds, and even movements made me feel like I was truly flying over some of Taiwan's most beautiful landmarks. It was an unforgettable journey into the world of advanced motion graphics and special effects, giving me new insights into 5D films. The experience left me feeling impressed with the technology and grateful for the opportunity to discover how engaging these interactive films can be.</p>	
		<p>[Feedback -3]</p> <p>I'm glad that our class program offered the opportunity to visit a company. This visit allowed me to experience advanced VR technology and truly feel how fast technological advancements are progressing.</p> <p>At first, when the guide introduced the machines, I couldn't help but wonder how many units of such large-scale entertainment equipment could be sold in a year. Would the company's profits be enough to cover the research and development costs? However, after trying out the equipment, I no longer had any doubts. I believe that in the near future, more of these machines will be introduced to amusement parks. Not only will they save space, but they will also provide consumers with an even better experience.</p> <p>Thank you to everyone who organized this experience.</p>	
		<p>[Feedback-4]</p> <p>I'm glad that our class program offered the opportunity to visit a company. This visit allowed me to experience advanced VR technology and truly feel how fast technological advancements are progressing.</p> <p>At first, when the guide introduced the machines, I couldn't help but wonder how many units of such large-scale entertainment equipment could be sold in a year. Would the company's profits be enough to cover the research and development costs? However, after trying out the equipment, I no longer had any doubts. I believe that in the near future, more of these machines will be introduced to amusement parks. Not only will they save space, but they will also provide consumers with an even better experience.</p> <p>Thank you to everyone who organized this experience.</p>	

場 次 二	日期及時間 Date and Time 2024/10/9 13:00-16:30	地點 Location 高雄市前鎮區復興四路 9 號	主題 Subject 展望未來的科技與生活
		<p>[Feedback-5]</p> <p>On October 9, 2024, I participated in a company visit to Brogent Technology Inc. in Kaohsiung, Taiwan. Brogent specializes in immersive simulation technology, creating advanced attractions for theme parks and entertainment venues. During the visit, we experienced one of their 5D attractions, which highlighted various scenic locations in Taiwan, such as Sun Moon Lake, the Dragon Boat Festival, and the Taipei skyline. The attraction integrated sensory effects, including seat movements, water, and scent, to complement the visual experience.</p> <p>Our guide provided detailed insights into the company's product portfolio and global clients, including partnerships with venues such as Legoland in Germany. I thoroughly enjoyed the immersive experience and found it highly engaging, though I would have appreciated an even more thrilling attraction, such as the "Attack on Titan" ride, which was mentioned as more intense. Overall, the visit offered a valuable understanding of Brogent's innovative approach to simulation technology.</p>	
活動 照片 Event Photos		 <p>【於智歲資訊股份有限公司之合照】</p>	
		 <p>【智歲資訊股份有限公司及本校互贈感謝禮】</p>	

場次二	日期及時間 Date and Time 2024/10/9 13:00-16:30	地點 Location 高雄市前鎮區復興四路 9 號	主題 Subject 展望未來的科技與生活
		 <p>【智崙資訊股份有限公司導覽公司概况及產品介紹】</p>	
		 <p>【體驗智崙資訊股份有限公司設施】</p>	
		 <p>【導覽智崙資訊股份有限公司之展示間-看板展示介紹】</p>	
活動交流 Q&A Time	4	問題： 是如何讓體驗飛行的過程中可以像是飛起來的感覺？ 答疑/回覆： 利用 4D 的原理，透過獨家的座椅以及氣味還有空氣中配合動畫讓體驗像是身歷其境。	
	5	問題： 這個技術目前只有台灣的團隊去製作嗎？因為有看到進擊的巨人	


場次二	日期及時間 Date and Time 2024/10/9 13:00-16:30	地點 Location 高雄市前鎮區復興四路 9 號	主題 Subject 展望未來的科技與生活
			主題？
			答疑/回覆： 目前團隊是台灣與日本一起共同打造的體驗設備和動畫製作。透過獨家的技術讓消費者更能在短短的 10 分鐘內去體驗不同到主題。
		6	問題： 目前這些主題都是一樣的嗎？
			答疑/回覆： 主題會跟著每一季不同的流行的動漫和主題去打造，舉例來說目前現在很熱門的進擊的巨人可以在短短的 15 分鐘體驗到看動漫帶來的刺激享受，搭配最新的球形螢幕還有 4D 享受。

場次三	日期及時間 Date and Time 2024/05/30 13:30-16:30	地點 Location 統一企業股份有限公司(台南市永康區中正路 301 號)	主題 Subject 海外拓展的方式與重要性
3	參與活動人數 Number of Participants：35 人		
	活動流程 Agenda	13:15-13:50 導覽品牌形象館 13:50-15:30 - 介紹海外布局拓展規劃、願景以及人才需求 - 交流座談 15:30-16:20 學生自由參訪、活動 16:30 賦歸-返回南臺科技大學	
	活動大綱 Event Outline	<p>我們非常榮幸能在 113 年 10 月 23 日，由商管學院 GMBA 所長洪○文教授帶領，於【供應鏈金融】課堂期間前往台南市永康區參訪「統一企業股份有限公司」。參訪期間統一企業股份有限公司的執行副總經理兼營運長盧○良詳細介紹了公司的概況、海外佈局拓轉規劃及產品製程。同學們全程專心聆聽，對食品產業的運作有了更深入的了解。此次參訪不僅讓學生們受益匪淺，還激發了他們對食品產業的濃厚興趣。</p> <p>總部位於臺南市永康區鹽行。1967 年成立 987 年 12 月 28 日在臺灣證券交易所股票上市，股票代號 1216[1]。以該公司為中心的統一企業集團，事業版圖橫跨零售、物流、貿易、投資、建設[5]等領域；旗下最大子公司統一超商為跨國連鎖超商 7-Eleven 在臺灣的特許經營商，為臺灣據點數量最多的連鎖零售通路。其亦透過全資子公司「統一棒球隊股份有限公司」經營中華職棒球隊統一 7-ELEVEN 獅，是中華職棒目前唯一的元老球隊。</p> <p>深耕台灣市場多年的統一棒球隊股份有限公司，為了能永續經營，決定跨足海外市場，但礙於法規限制、貿易協定及碳稅相關問題，無法直接出口其產品，因此奇美食品決定從過去的集中生產轉變為各地生產，並從地點、人事成本、歷史背景、政治環境及法規等等，選出了菲律賓及波蘭兩國，交流時間更與學生分享了奇美食品是如何應對文化及口味於外國市場之改良、如何將產品成功推廣至全球市場、疫情期間及後疫情時代如何面對產量及經濟面的影響等等之問題。</p>	
	未來展望 Future Prospects	<p>經過這次的參訪，學生們難得有機會可以了解統一集團的零售過程，及如此深入地與企了解其未來海外佈局。奇美食品股份有限公司的執行副總經理兼營運長盧○良在分享中勉勵同學們，做事情時要從觀念上著手，觀念上的改變才是真正的改變，嚴格的自我要求才能真正的事半功倍。以統一企業股份有限公司為例，因著有高於國家標準的自我要求，縱使在產品製程上花費相對高昂，但也好比過日後花十倍、甚至百倍的成本在處理市場上之問題。他的話語激勵大家對於未來處事態度。期勉未來南臺科技大學能與奇美食品有更多交流合作或提供學生實習的機會。</p>	

場次 三	日期及時間 Date and Time 2024/05/30 13:30-16:30	地點 Location 統一企業股份有限公司(台南市永康區中正路 301 號)	主題 Subject 海外拓展的方式與重要性
活動心得 Activity Experience and Feedback		<p>[Feedback -1]</p> <p>今天是我第一次來到統一企業，裡面的裝潢非常高雅美麗，他們今天的企業介紹都是用英文，雖然說大部分都聽不太懂，但看 PPT 的內容就知道統一是一個很厲害的企業，跨足了各個領域去發展，像是 7-11、星巴克、速邁樂加油站、百貨公司、21plus、甚至是博客來，通通都是統一企業所擁有的。從以前就覺得統一是個很厲害的企業，我們學校的大股東也是統一，常常都會想，到底是怎麼樣才能辦到一般企業辦不到的事情呢？真的無法用言語去形容統一是多麼令人敬佩的企業，他們也有基金會，都會去做善事，我覺得這是一個值得鼓勵的事情，賺了錢也會回饋社會、公司有賺錢也會發獎金給員工，非常的大方，希望未來有機會也能踏進統一企業去工。</p>	
		<p>[Feedback -2]</p> <p>這次參訪統一企業的活動讓我對統一企業有更多深刻的理解，聽了簡報內容更能了解統一企業的經營理念、核心價值和發展歷程，並跟我們分享了如何在競爭激烈的市場中保持創新與領先地位；更深入了解了其在食品安全、環保及社會責任方面的努力。另外，統一企業持續落實永續地球（Environment）、共好社會（Social）及幸福企業（Governance）三大目標，並透過成立永續發展委員會及風險暨資安管理委員會，積極推動永續藍圖，展現出在經營、經濟、環境與社會層面的不斷創新與突破。統一超商透過遍佈全台的 7-Eleven 門市，持續推動「減塑、減碳、惜食與永續採購」四大專案，讓消費者能以簡單便利的方式實踐永續生活與綠色消費。在數位化轉型方面，統一企業的 Open Point 應用也給我留下了深刻印象，消費者能在統一企業旗下的 7-Eleven、星巴克、康是美等等...使用 Open Point 累積點數並享受各種優惠，增強了品牌忠誠度與便利性。而統一企業擁有許多知名品牌，涵蓋了統一多拿滋、統一生機、家樂福、酷聖石及博客來網路書店等等...從餐飲、零售到電子商務，為消費者提供了廣泛的選擇與便利，同時，業務還擴展至能源與物流領域，如速邁樂加油站和黑貓宅急便，以及外送平台 Foodomo，顯示出統一企業在多元產業上的成功布局。</p> <p>這次參訪讓我對企業營運有了更深的了解，也讓我反思對未來職涯的想法，希望自己能不斷精進並提升專業知識，讓自己未來能在這樣的大型企業中發展並歷練。</p>	
		<p>[Feedback -3]</p> <p>在這次的參訪中，雖然一開始有點小插曲但總體來說是十分有趣的，在過程中雖然是全英文的說明但還是有一些是聽的懂的，同時聽到統一對徵才的相關想法以及對其崗位的看法我非常贊成公司對 AM 的職位流程從基層開始做起這件事我表示十分認同並且十分喜歡這個念頭，同時也燃起想要加入統一的想法。</p> <p>看完康橋門市覺得十分震驚並且喜歡，沒想到規劃到雖然大但是十分有序。</p>	

場次三	日期及時間 Date and Time 2024/05/30 13:30-16:30	地點 Location 統一企業股份有限公司(台南市永康區中正路 301 號)	主題 Subject 海外拓展的方式與重要性
活動 照片 Event Photos		<p>[Feedback -4]</p> <p>這個星期三的品牌管理課,去了最後一次的校外參訪,去了統一公司和康橋門市,但在出發到統一公司前發生了一點意外,就是因為我是自己騎車去沒有和其他同學一起搭遊覽車,所有我還很有自信的 1 點才騎車出發,但我沒仔細看行程表我以為是先去康橋門市,當下還很開心的想我比其他同學早到,但在等的過程發現感覺怪怪的,把行程表拿出來看才發現要先去統一公司,幸好很近所有就趕快出發去和老師同學集合了。在統一公司演講的過程中最讓我印象深刻的是 10 塊的麥香和 15 塊的麥香沒有區別,都是同樣的配方。而康橋門市內真的應有盡有,空間有不小座位很多,又有停車場,店員的態度也很有禮貌,硬要講缺點可能就是廁所只有兩間而且是坐式的不太衛生。未來我可能會把統一公司加入我未來工作的選項,公司又有知名度工作福利也不錯,可以好好考慮一下了。</p>	
		 <p>【於統一企業股份有限公司合照】</p>	
		 <p>【統一企業股份有限公司導覽公司講座】</p>	

場次 三	日期及時間 Date and Time 2024/05/30 13:30-16:30	地點 Location 統一企業股份有限公司(台南市 永康區中正路 301 號)	主題 Subject 海外拓展的方式與重要性
		 <p data-bbox="491 723 1337 757">【統一企業股份有限公司互動式遊戲讓學生們更加認識公司】</p>	
		 <p data-bbox="515 1205 1308 1238">【統一企業股份有限公司有獎徵答互動-義大利同學得獎】</p>	
		 <p data-bbox="427 1686 1401 1720">【聆聽統一企業股份有限公司海外布局拓展規劃、願景以及人才需求】</p>	

場次 三	日期及時間 Date and Time 2024/05/30 13:30-16:30	地點 Location 統一企業股份有限公司(台南市永康區中正路 301 號)	主題 Subject 海外拓展的方式與重要性
		 <p>【統一企業股份與南臺科技大學商管學院互贈感謝禮】</p>	
活動 交流 Q&A Time		1	<p>問題：</p> <p>統一企業有很多子公司，是怎麼把資源分配給其他旗下子公司？</p>
			<p>答疑/回覆：</p> <p>職棒的經營非常的辛苦，那統一獅是唯一的贊助公司大概 10 幾年，集團需要綜合這些效益，去結合像是黑貓、博客來去掌握，讓這些子公司可以去分攤這些淨值開銷，創立雙贏的局面。</p>
		2	<p>問題：</p> <p>為什麼台灣在高速公路的休息站沒有像在國外的公司有 7-11 的據點？</p>
			<p>答疑/回覆：</p> <p>因為台灣的便利超商據點太多店家，如果在設立超商會讓成本效益不是很好，所以不建議設立。</p>
		3	<p>問題：</p> <p>在南科的物流中心預估在 2025 年啟用，請問在該計畫定案之前，統一是如何去預估成本和其可帶來的損益？那在啟動之後，會讓統一企業整體的策略做出什麼改變？</p>
			<p>答疑/回覆：</p> <p>依照現在的趨勢，舉例來說全聯有提供網路配送的功能。那對統一現在不太能說想漲價所有的商品是沒辦法配合市場上的供應需求。比較像是家樂福、全聯這些大品牌的市場加入最新的趨勢流通會非常的廣，舉例來說樹谷那一區把網路的這塊不用再讓消費者在實體店面去做選購。</p>