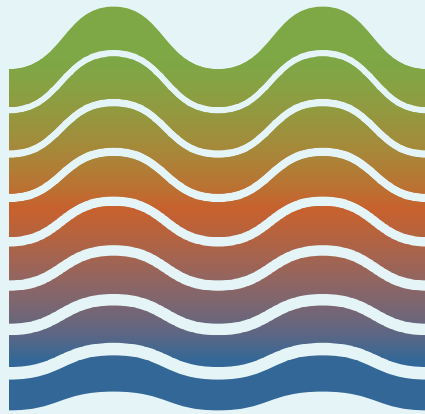


青潮
而
True

Youth & True



花蓮縣政府 青年發展中心
Youth Development Center

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電子書

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Preface by County Mayor

隨著「青年東漂」成為一種新趨勢，年輕人的活力和創意為地方注入了全新的生命力。花蓮擁有得天獨厚的自然環境和充沛的創業活力，我非常希望花蓮的青年們能夠回到家鄉創業，帶著家人或伴侶一起回到這片土地。縣府持續努力營造一個友善的青年創業環境，期盼吸引更多年輕人回到花蓮，為在地注入新的創新能量。

As "Youth Migration East" becomes a new trend, the energizing spirit and creativity of young people are injecting new vitality everywhere. Hualien, with its unique natural environment and full of entrepreneurial enthusiasm, is an ideal place for young people returning home and starting businesses. I sincerely hope that the youth of Hualien will come back to their hometown, bringing their families or partners with them. The county government will always strive to create a friendly environment for youth entrepreneurship, hoping to attract more young people back to Hualien and infuse our lands with new innovative energy.

縣府以「就業、創業、安家」三大面向為基礎，並以育才、培才、攬才、留才四大策略，全力支持全國的年輕人來到花蓮發展。為了實現育才和培才，縣府設立青年發展中心，創立花蓮新創基地和創業加速器，提供一站式服務，包括創業諮詢、培訓課程、業師輔導、青年創業貸款和利息補貼等多種支援，幫助青年在創業路上更具競爭力。同時基地也提供實體空間，營造屬於青年們的「歸屬感」，創業團隊進駐後，可以得到導師和業師的陪伴和支持，幫助他們釐清方向、發掘潛力，讓創業路徑更加清晰。

The county government has set on these three aspects: "employment, entrepreneurship, and family" as the core foundation. It will develop four main strategies: nurturing talent, training talent, attracting talent, and retaining talent, to entice young people nationwide to come to Hualien. To achieve the goals of nurturing and training talent, the county government has established the Youth Development Center, the Hualien Startup Hub, and an entrepreneurship accelerator. This provides one-stop services for entrepreneurship including consultations, training courses, mentorship, loans and loan interest subsidies to help young people become more competitive on their entrepreneurial journeys.

In particular, the Hub provides physical space to create a sense of belonging for our young talents. Once the startup teams have moved into the Hub, they receive guidance and supports from mentors, helping them clarify their objectives, unleashing their potential, and setting their paths and direction much clearer along the way.



花蓮是一個讓夢想得以實現的地方，充滿活力和潛力。許多年輕人帶著憧憬和信心來到這裡，我們希望通過各種方式吸引和留住青年人才，無論是來花蓮求學的青年，還是在外地求學的花蓮子弟，縣府都竭誠歡迎大家的到來，讓地方孕育更多「關係人」，共同攜手勇敢前行，成為花蓮發展的強大助力。

Hualien is a place where dreams would come true, full of vitality and potential. Many young people come here with hopes and confidence. We aim to attract and retain young talents in all sort of ways possible, whether they are coming to Hualien to study or Hualien next generation natives studying elsewhere. The county government welcomes everyone with open arms, making it a place of fostering for more connections and partnerships, bravely moving forward together, and becoming a stronger force for building Hualien's future.

徐榛蔚

Hsu Chen-Wei

處長序

Preface of Director-General

花蓮縣政府青年發展中心秉持「打造花蓮青年創生聚落，實現青年創業夢想」的施政願景，透過建立產官學研社的綜合人力資料庫，搭建創生人才支援系統，並舉辦各類創生培力系列課程，提升在地青年創生的能力。此外，更致力於營造青年常態交流空間和建構創生知識體系等多方面發展，作為未來的發展目標。

The Hualien County Youth Development Center upholds the vision of "creating a youth innovation community in Hualien and realizing the dreams of young entrepreneurs." By establishing a comprehensive database of contacts from industry, government, academia, research, and community, the center builds a support system for these innovative talents. The Center organizes various courses to enhance their capabilities and their innovation empowerment. In addition, the Center is committed to create an easy common space for exchanging views and networking, to build knowledge system of innovations and ideas, as the goal for future development.

近年來花蓮縣政府積極推動各項青年發展政策，涵蓋青年夢想家提案競賽、鏈結地方產業專題成果計畫、HSH 創新創業競賽、新創基地進駐團隊輔導、群眾募資平台輔導計畫、地方型 SBIR 產業創新研發推動計畫、花蓮購物節以及 Meet Pacific 太平洋創新創業嘉年華等項目，通過政府部門的協助，整合資源並共同推廣，鼓勵青年返鄉創業，定居花蓮。

In recent years, the Hualien County Government has been actively promoting various youth development policies, including the Youth Dreamer Program, Youth Link to Local Industry Special Achievement Subsidy Program, HSH Hualien Innovation and Entrepreneurship Competition, Hualien Startup Hub Team Guidance, Crowdfunding Platform Guidance Program, Small Business Innovation Research (SBIR), Hualien Shopping Festival, and "Meet Pacific" Hualien Startup Festival. Through the assistance of these governmental departments, to integrate resources and to jointly promote and to encourage young people to return to Hualien, and seizing opportunities to start businesses and settling down in Hualien.



同時，也出版青年刊物，記錄團隊的創業理念與經歷，透過文字和影像的分享，激勵更多人才加入創業行列，展現花蓮青年的實力與風采

At the same time, through youth magazines to publish entrepreneurial ideas and experiences, using words and images to inspire more talents to join the growing trend, to showcase the strength and style of our Hualien's youth.

創業之路難免挑戰重重，鼓勵新創團隊夥伴們能夠持續堅持、穩定發展。縣府將持續舉辦青創團隊交流活動，促進人際網絡的拓展和彼此的聯繫，並提供進駐團隊的業師輔導、青創貸款及其他創業資源連結等服務，多方面提供支持管道，成為青年創業者堅強的後盾，期待青年們懷抱熱情和創新思維，選擇花蓮作為發展的起點，讓返鄉和移居成為嚮往，更讓夢想在此扎根穩固、開花結果，生生不息。

The journey of entrepreneurship is inevitably full of challenges, and we encourage the new startup individuals and teams to join up and be partners and to encourage to each others making steady and more confidence steps along the way. The county government will continue to organize youth entrepreneurial events and activities to promote the expansion of social networks and connections. We will also provide mentor guidance, youth entrepreneurship loans, and other entrepreneurial resources and connections for resident teams, offering various support channels as strong backing for our young entrepreneurs. We hope that young people will bring their passion and innovative thinking, choosing Hualien as the starting point for their future. Returning home to Hualien is exciting! Having home in Hualien is desirable! Planting seeds of dreams in Hualien, to take root, to flourish and to bear fruits.

明良臻
Ming Liang-Chen

青出洄瀾 ▶

9 戴可絜 來唄·來杯

安心的飲料 全家人一起喝

14 陳明忠 九日良田工作坊

以甜點為載體 致敬風土人情



安心的飲料
全家人一起喝

※ 商業模型：

- ◎ 健康定位：獨家海燕窩系列無咖啡因飲品，滿足不同年齡層的需求，並選用清真認證茶葉，打造全家人都能喝的飲料。
- ◎ 結合在地：使用花東食材，吉安鄉南華芋頭、蜂之鄉蜂蜜、瑞穗鮮乳和台東洛神。
- ◎ 異業結合：設計運用花蓮米的「米香奶蓋」，結合花蓮的米香飲料，讓顧客感受多層次口感與豐富味道。

來唄·來杯

成立：2019 年

主要負責人：戴可絜

主要產品：獨家海燕窩系列
無咖啡因飲品

成績單：拓展七家分店，包含台北市
內湖、新竹市等。

地址：花蓮市中華路 40 號

電話：(03) 8335055

戴可絮，是花蓮在地手搖飲品品牌「來唄·來杯」創辦人，大學畢業後在台北從事公關行銷的工作，2019年疫情爆發時，因應限制大型聚會的政策，加上對故鄉的情感難以割捨，決定回到家鄉花蓮創業。透過堅持嚴選原料，運用花東在地食材，研發全家大小都可以安心享用的飲料，成功從花蓮手搖飲料界脫穎而出。迄今，「來唄·來杯」已有七家分店，從花蓮出發，擴展版圖到台北市內湖、新竹市等外縣市。

In the heart of Hualien, Dai Ke-Jie has transformed her love for her hometown into a thriving hand-shaken beverage brand, Give me a cup. After earning her degree, Dai built a career in public relations and marketing in Taipei. Then came the COVID-19 pandemic. Many changes followed this ground-breaking event, restrictions that imposed on her job and a lingering feeling to return home. She followed this calling and decided to start a business among this period of new beginnings. The company only uses high-quality ingredients sourced from Hualien and Taitung, to develop drinks to all members of a family, both young and old. Today, her brand stands out in Taiwan's beverage scene, with seven locations across the country and a growing reputation for excellence. With a promise of safe and reliable ingredients, Give me a cup's drinks are for everyone!



「來唄·來杯」創辦人戴可絮回到家鄉花蓮創業

戴可絮說，親自挑選茶廠，均通過日本勞動厚生省認可，入關時無須再重複檢驗，「品質真的很好，所以我們對茶葉水準有一定的底氣在。」

Dai's unwavering commitment to providing customers with only the finest of teas quality is evident in her hands-on approach to screening tea factories. She exclusively chooses those certified by Japan's Ministry of Health, Labour, and Welfare, ensuring that no additional testing is required upon import. "The quality is exceptional," she states with confidence. "That is why we have full confidence in the standard of our tea leaves."



「來唄·來杯」深受藝人馬力歐(左)及潘若迪(右)喜愛

飲料店主力消費族群是 18 歲到 35 歲，戴可絮透過引進獨家海燕窩系列無咖啡因飲品及清真認證茶葉，成功拓展客群年齡層從 13 歲到 65 歲，同時每季推出的產品，會特別注意包含無咖啡因的選項，以便全家人都可以安心享用。

In their stores, Give me a cup observed that the typical consumer demographic ranged between 18 to 35 years, so in order to align to their mission of making drinks accessible and favoured by everyone, they made adjustments to their menu. They introduced an exclusive series of drinks that use Halal certified tea leaves and gelidium jelly which is vegan, successfully bringing their consumer demographic to ages 13 to 65. Additionally, Dai ensures that each seasonal menu includes caffeine-free options allowing families to enjoy their preferred beverages together!

身為花蓮土生土長的子弟，產品研發過程中，「來唄·來杯」特別融入在地的元素，包括使用吉安南華芋頭和蜂之鄉的蜂蜜，這些原料都非常具有地方特色，甚至在鮮奶茶中一律使用瑞穗鮮乳。這雖然增加成本，卻能夠向顧客展示「來唄·來杯」對本地特產的支持與堅持。

Born and raised in Hualien, Dai takes great pride in her heritage. She strives to incorporate native elements as a key part of product development. Fresh milk from Ruisui is exclusively used in their milk teas and some of their beverages include distinctively local ingredients such as Nanhua taro from Ji'an and honey from the "Honey Bee Town". Although such specificity in ingredient selection raises production costs, it demonstrates Give me a cup's dedication towards supporting local suppliers and providing authentic flavours.



戴可絜獲聘青諮委員，透過自身經驗幫助其他青年。



產品研發過程中，「來唄·來杯」特別融入在地的元素。

戴可絜除了擅長品牌創新與經營，也在 2022 年成為花蓮青年發展諮詢委員，她認為每一位青諮委員來自不同的產業，如農業、大理石業、傳產業、觀光業等，多元背景幫助青年擴展人脈，建立跨界合作機會，「在這個過程中也能認識到很多貴人。」

In addition to her achievements in brand innovation and management, Dai became a member of the Hualien County Youth Development Commission in 2022. She firmly believes that the committee's strong influence comes from the diverse backgrounds of its members - ranging agriculture, marble production, traditional industries, and tourism. Their collective perspectives and expertise empower the new generation to expand their networks and create opportunities for cross-industry collaborations. 'Networking connects very important people'.

她建議有意投入創業的青年，創業需要產品定位，以及產品特色作出差異化。年輕人會有憧憬跟想法，花蓮縣政府青年發展中心能提供相當豐富的資源，例如各類專案和輔導計畫，包括專業的創業輔導、青創貸款資金支持，以及民間業者和團體的鏈結，「政府資源跟青年是沒有距離的。」

Dai's main advice to youths interested in entrepreneurship is to focus on product positioning and differentiation. Whilst it is understandable that emerging entrepreneurs have ambitious ideas and aspirations, she emphasizes the importance of setting their own products apart. She also highlights the wealth of resources provided by the Hualien County Youth Development Centre, including various projects, mentorship programmes, startup loans, and connections to private companies and organisation, so be sure to make full use of these resources!

'The distance between you and government resources is closer than you think!'



花蓮縣青諮委員參訪彰化縣美學聚落「卦山村」，汲取外縣市青年創業經驗。

以甜點為載體 致敬風土人情



九日良田工作坊

成立：2021 年

主要負責人：陳明忠、Amber

主要產品：咖啡、茶飲、和果子、手作甜點、精選伴手禮

成績單：

1. 獲選 2024 年國發會獎勵青年投入地方創生行動計畫
2. 榮獲 2023 年《花蓮邦》與《花蓮人排排站》聯名主辦花蓮甜點人氣大賞第五名
3. 榮獲 2023 年臺灣金星設計獎 - 大眾零售商品包裝設計獎
4. 榮獲 2023 年水保署農村好店與觀光署花東縱谷管理處亮點店家

地址：花蓮縣玉里鎮忠孝路 65 號

電話：0977-051477

九日良田工作坊，坐落在玉里鎮忠孝路的溫馨小店，其名寓意深遠，象徵台九線上第一縷晨光溫柔撫過的肥沃田園。獨特的水羊羹為主打商品，巧妙融合地方農特產，並精心研製多款風味獨特的和菓子，每一口都是對玉里風土人情的深情致敬。

The Town Studio is a cozy little shop located in Yuli. Yet its Chinese name carries a poetic depth, capturing the serene moment of the first warm rays of sunlight as they brush across the fields lined against Taiwan's Highway 9. The shop's signature treat is the water yokan—a Japanese-style confection infused with locally sourced ingredients. Each delicately crafted, Wagashi-inspired, dessert is a tribute to the land and culture of Yuli, offering a sweet taste of the region's essence in every bite.

老闆陳明忠，一位懷揣故鄉情懷的設計師，選擇了與眾不同的道路 - 返鄉創業，將設計理念融入農村再生。他與甜點師 Amber 相遇，兩人一拍即合，共同締造了融合地方特色與創新設計的品牌 - 九日良田。他們相信，透過精心製作的甜點，不僅能讓人們品嚐到美味，更能感受到玉里獨有的故事與人文氣息。

Compelled by a deep affection for his hometown and a vision of uplifting his community, Chen Ming Zhong, a designer by trade, turned away from more traditional professions to become an entrepreneur in the very place he cherished. Chen's main goal was to build a business that incorporates his design philosophy with rural revitalisation and when he met pastry chef Amber, everything fell into place. Together, they created The Town Studio, a brand that harmonises local traditions with innovative design. At the heart of their enterprise, is a shared belief: that through their beautifully crafted desserts, people can savor not only delicious flavors but also the cultural richness of Yuli.



九日良田主打商品「水羊羹」

花蓮市到玉里鎮距離 80 多公里，地理位置限制客源的增長，而花蓮地區日益激烈的觀光市場競爭更是讓經營變得艱難，原物料與人力成本的持續攀升，讓陳明忠面臨前所未有的壓力。面對這些挑戰，他並未退縮，而是積極尋求解決之道，2024 年獲聘成為花蓮縣青年發展諮詢委員，為南區青年創業發聲，並獲選國發會獎勵青年投入地方創生計畫。

The distance of over 80 kilometers between Hualien City and Yuli was the main hurdle for customer growth and business expansion. The increase in competition within the tourism industry in Hualien County alongside inflation in material and labour costs also put tremendous pressure on Chen, however, he has never been one to falter in the face of adversity. His efforts were recognised in 2024, in which he was appointed as a member of the Hualien County Youth Development Commission, where he champions youth entrepreneurs in the southern region. He has also been awarded the Regional Revitalisation Plan and funding by the National Development Council.



九日良田號召花蓮南區青年響應地方創生市集活動



九日良田空間布置典雅

陳明忠深知，創業的關鍵在於永續經營。他建議有志於在花蓮創業的青年，應充分利用縣政府提供的資源，如青年發展中心的專業課程，以獲取創業所需的知識與技能，減少試錯成本，提高成功機率。同時，他強調「營運準備金」的重要性，認為在創業之初就應預見，並準備好應對各種可能出現的困難與挑戰。

Chen believes that the key to successful entrepreneurship lies in sustainable practices. He encourages aspiring entrepreneurs in Hualien to fully leverage the resources offered by the county government, such as professional courses provided by the Youth Development Centre. These courses prepare emerging talent with essential industry knowledge and skills, reducing the cost of trial and error whilst increasing their chances of success. He also emphasises the importance of anticipating challenges and being ready to address them, advocating for the necessity of an “operating reserve fund” to ensure stability and readiness.



甜點 DIY 體驗

對於地方產業的轉型升級，陳明忠有著自己的見解與實踐。他將農產品與文化元素相結合，通過設計與創意賦予產品新的生命力。他相信，只要堅持初心，不斷創新與改進，就能讓家鄉的故事傳得更遠，讓家鄉的產業實現更大的飛躍。

Chen has his own insights and approaches for transforming and upgrading local industries. He uses modern design and creativity to unite agricultural products with cultural elements, invigorating traditions with a new “look” people cannot help but be attracted to! He stands by the principle of staying true to one’s core values whilst continuing to innovate and advance. He is passionate about sharing the stories of his hometown so Hualien resonates with more people and businesses can achieve new heights.



店內二樓場地舉辦新創大學堂課程



九日良田推出的各式精緻甜點，並搭配融合玉里文化底蘊的包裝。

九日良田工作坊，不僅僅是一家店鋪的名字，更是陳明忠與 Amber 對家鄉熱愛與執著的象徵。在這裡，每一款甜點都承載著對玉里的深情厚誼，也邀請每一位來到這裡的客人，共同品味這份來自鄉野的甜蜜與溫暖。

The Town Studio is more than just a store; it encapsulates the deep love and dedication Chen Ming Zhong and Amber have towards their hometown. They pour so much care and consideration to every single one of their desserts, carrying a warm sentiment of Yuli. With every step taken into shop, and with each bite of their wonderful sweets, The Town Studio invites each visitor to taste and experience the warmth and hospitality of the countryside.

※ 商業模型

- ◎ 手作日式甜點：秉持傳統技藝，創造出獨具風格的日式點心，在每個細節中傳遞一致的視覺美感。
- ◎ 研發新品：以花蓮特有的食材例如金萱茶、蜜香紅茶、柚子樹上的柚花等加入甜點中。
- ◎ 教學互動：讓消費者透過手作體驗在地的日常及文化。
- ◎ 創業資訊交流：提供店面空間，為創業青年提供實務指導和經驗交流。

傳產接班

20 陳泳霖 鎮一大理石有限公司

一支擀麵棍 熱銷亞馬遜

25 謝茗遠 清風茶行

用心做好茶 金牌翻轉新風貌



一支擀麵棍 熱銷亞馬遜



鎮一大理石有限公司

成立：1994 年

主要負責人：陳泳霖

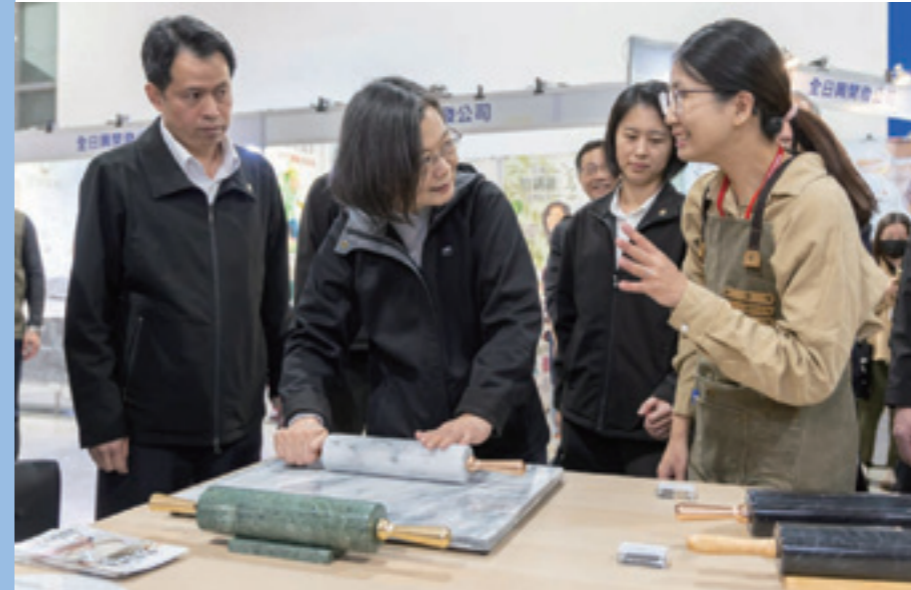
主要產品：大理石廚房相關用具

成績單：

1. 外銷美國、日本、香港，產品上架 FB、PChome24h 購物、pinkoi、蝦皮、官網、Amazon 販售。
2. 2023 年以「天然冰石 冰磚 冰酒石」獲 MIT 微笑產品台灣金選獎

地址：花蓮縣花蓮市美工路 23 號

電話：(03) 8222966



時任總統蔡英文於展會現場使用大理石擀麵棍 (鎮一提供)

從傳統的石材加工製造，到成為國際知名居家品牌供應商，花蓮鎮一大理石有限公司 (JEmarble) 歷經數次轉型，讓逐漸沒落的石材加工產業成功走向國際化、高價值。面對中國、印度的大理石業強大競爭，鎮一大理石沒有退縮，而是以精湛的石材工藝技術，自創品牌，持續研發新商品，投入電商模式，讓歐美人士認識 MIT 台灣製造、認識花蓮。

From the intricate craft of traditional stone processing to an internationally recognised home goods brand, Hualien's JEmarble Co. Ltd. has navigated a number of changes over the years, adapting to Taiwan's declining stone processing industry by bringing it to international markets. Facing intense competition from China and India, the company leveraged their fine craftsmanship, embraced e-commerce, and constantly developed innovative products, to amplify its reputation on a global scale. The recognition of "Made in Taiwan" across Europe and US has also brought forward the name of Hualien.

鎮一大理石創立於 1994 年，最早以原石切割的一次加工廠起家，主要代工生產外銷海外的大理石手擀麵棍，當時花蓮大理石產業蓬勃發展，鎮一只生產擀麵棍一種產品，訂單就接不完。然而 2008 年金融海嘯來襲，訂單驟減，再加以中國、印度的削價競爭，許多年邁的工廠經營者想將工廠關閉，享受退休生活。

Founded in 1994, JEmarble Co. Ltd. started as an OEM in primary-processing stone-cutting, specialising in marble rolling pins for export. Whilst Hualien's marble industry thrived, demand for their rolling pins soared, and the company flourished with it. However, the financial crisis of 2008, compounded with fierce competition from China and India, dealt a severe blow to the industry. Under these challenging conditions, many factories faced the tough decision to close their doors.

2013 年陳泳霖接班後思考轉型，垂直整合二次加工廠及圖盤廠，自行生產開發，精準掌握裁切、鑽孔、研磨拋光等多道加工技術，製造出更多元、更優質的天然大理石居家生活用品，發揮 MIT 台灣製造、點石成金的精神，產品除了透過台灣經貿網海外行銷之外，也上架美國亞馬遜及國內網路商城，採多元銷售模式，成功打響品牌知名度。

In 2013, Neo Chen took over the reins and led JEmarble through a major transformation. He installed both primary and secondary stone processing systems, to enable the company to manage every stage of production, from cutting and drilling, to polishing. This strategic shift allowed JEmarble to develop their own independent brand. This enabled the production of a more diverse range of natural marble home goods, which quickly gained popularity on platforms such as Amazon in the U.S., Taiwantrade, and local online stores, propelling the popularity of MIT (Made in Taiwan) and introducing them to households worldwide.



鎮一榮獲 MIT 微笑產品台灣金選獎



客製造型大理石獎座

※ 商業模型

- ◎ 關鍵合作夥伴：品牌顧問、設計師、廣告行銷團隊。
- ◎ 關鍵活動：品牌形象建立、產品設計與開發、廣告行銷、通路開發。
- ◎ 關鍵資源：行銷設計團隊、品牌與商標。
- ◎ 價值主張：居家用品點綴生活空間、烘焙器具低溫防霉好清洗、天然大理石禮贈品、客製企業伴手禮。
- ◎ 顧客關係：官網會員制度設計，累積購物點數，可用點數折抵現金。
- ◎ 通路：各大網路電商通路、鎮一官方網路平台、五星酒店 / 飯店 / 誠品等實體櫃位展售。
- ◎ 目標客群：25 至 45 歲的女性、樂於與朋友分享的族群、喜歡做料理烘焙的家庭。

鎮一大理石的產品深受歐美消費者的喜愛，尤其是廚房、餐盤和衛浴用品，產品以其耐熱性、耐用性和美觀大方的外觀，成為家居生活中的一道亮麗風景。近年也與花蓮五星級飯店合作，推出精油按摩棒、精油燈具等紓壓產品，不僅在飯店內銷售，也作為贈品提供給旅客，讓他們在離開時能夠帶走一份專屬花蓮的獨特文化體驗。

JEmarble's products are popular among European and American consumers, particularly their kitchenware, tableware, bathroom fixtures and fittings. Known for their heat resistance, durability, and elegant design, their items add a touch of sophistication to any home. In recent years, the company has partnered with Hualien's five-star hotels to introduce stress-relieving products such as essential oil massage sticks and essential oil lamps, available for purchase or may be gifted to guests, offering a memorable token of their cultural experience in Hualien.



天然大理石涼感筋膜棒美觀耐用



運用邊角餘料，製作天然冰石、冰磚

為了應對市場需求的快速變化，陳泳霖開始尋找專業團隊，重新梳理產品的設計元素，包括用色、字體、設計風格和美感等，以制定一套規範，幫助新加入的設計師快速掌握鎮一的品牌風格。此外更不藏私的帶領青年學子學習如何導入行銷企劃、社群媒體及廣告投放，引進專業導師指導，並進入工廠了解生產流程，為進入職場提前做好準備。

To keep up with ever-evolving market demands and popular trends, Chen built a design team to revamp the JEmarble's product aesthetic, from colour schemes and typography to design styles and overall visual appeal. They established a set of guidelines to help newly recruited designers quickly adapt to the brand style. Chen is open to sharing when mentoring young talents in marketing and social media strategies, and advertising placement. He also offers factory tours to deepen their understanding of production processes. Through this guidance, Chen and other industry experts help these emerging talents to confidently step into the job market.

陳泳霖深知，無論哪個行業都應該積極探索與電商的結合，以及與網紅合作提高品牌在社交媒體的曝光率。他強調，儘管過程會遇到挑戰，只要勇敢地邁出第一步，就能在實踐中不斷調整策略，找到最適合自己的發展道路。

Neo Chen understands that in the current digital age, industries should actively seek out opportunities in e-commerce and engage with social media influencers to boost their media exposure and online presence. Nonetheless, Chen also recognises that both the media market, consumer market, and the business journey may be unpredictable, and challenges may arise, one must boldly take the first step in tackling the situation. Thus, allowing space for further adjustments in strategies, leading to the discovery of the most suitable development approach for the company.



陳泳霖導覽解說石材



用心做好茶 金牌翻轉新風貌

清風茶行

成立：1976 年

主要負責人：謝茗遠

主要產品：有機蜜香紅茶、柚花茶、紅玉白茶、
紅玉紅茶、大葉烏龍茶

成績單：

1. 2024 年世界綠茶大賽金賞
2. 2022 年全國發酵茶製茶技術競賽冠軍
3. 2020 年瑞穗鄉有機蜜香紅茶評鑑金天鵝獎
4. 第五屆百大青農
5. 五度蟬聯花蓮縣蜜香紅茶評鑑金牌獎

地址：花蓮縣瑞穗鄉中正南路二段 76 之 18 號

電話：(03) 8872710 (導覽及課程須電話預約)

※ 商業模型

- ◎ 有機無毒茶葉栽種
- ◎ 強化烘茶技術
- ◎ 提供遊客採茶
- ◎ 製茶體驗
- ◎ 特色茶風味品評活動



在台灣東部的舞鶴台地，清風茶行如同一股清流，講述著一段從鳳梨田到茶園的轉型傳奇。創辦人謝清風，原是彰化芬園鄉的資深鳳梨農友，豐富的農耕經驗與對土地的深情，讓他在移居舞鶴後，在農林廳與縣政府的引導下，毅然決然地改弦易轍，種植起茶葉。1976年，清風茶行應運而生，從此，謝家與這片土地結下不解之緣。

Nestled on Taiwan's Wuhe Plateau, is Chi-Fong Tea Garden, a store that embodies a transformative story that spans from pineapple fields to thriving tea plantations. Founder Hsieh Qing-Feng, was originally a veteran pineapple farmer from Changhua county. His rich farming experience and deep respect for the land inspired him to shift gears from pineapples to growing tea after moving to Wuhe. With the guidance from the Hualien County Government and the Hualien district agricultural research and extension station, Chi-Fong Tea Garden started was born in 1976, and since then, the Heish family has forged an unbreakable bond with the land.



謝茗遠（右）接受縣長徐榛蔚頒發花蓮縣模範農民表揚



清風茶行榮獲榮獲 113 年花蓮縣蜜香紅茶評鑑金牌獎

40 多年的風雨兼程，清風茶行不僅積累深厚的茶園製茶經驗，更在技術上不斷精進。在茶業改良場的悉心輔導下，茶園的品質與產量穩步提升，成為業界矚目的佼佼者。隨著第二代謝文育的逐步退場，第三代謝茗遠接過家族的接力棒，他以現代化的經營理念，為三公頃的茶園注入了新的活力，引領清風茶行邁向全新的發展階段。

With more than 40 years of highs and lows, Chi-Fong Tea Garden has accumulated valuable experience in tea plantation and production, whilst continuously refining its techniques. Under the careful guidance of the Tea Research and Extension Station, the quality and yield of their tea garden have steadily improved, establishing it as one of the leaders in the industry. Handing over the reins from second-generation Hsieh Wen-Yu to third-generation Hsieh Ming-Yuan, who made some changes when he took over the family business. He introduced fresh modern management approaches and injected new vitality into the three-hectare tea garden, steering Chi-Fong Tea Garden into an exciting a new era.

清風茶行的成就，離不開對品質的堅守與創新的追求。農糧署評鑑為三星級衛生安全製茶工廠，榮獲 2020 年瑞穗鄉有機蜜香紅茶評鑑金天鶴獎、2022 年全國部分發酵茶製茶技術競賽冠軍、花東經典名茶比賽（烏龍組）金牌獎，謝茗遠曾獲花蓮縣政府表彰為績優農民及榮獲第五屆百大青農，也蟬聯 2019 年到 2024 年花蓮縣蜜香紅茶評鑑金牌獎。他深知，技術是茶葉製作的關鍵，因此不斷與外縣市的专业人士交流學習，共同提升製茶技藝。

Chi-Fong Tea Garden success is rooted in its unwavering commitment to quality and consistent pursuit of innovation. Hsieh knows that technique is the key to tea-making therefore he actively collaborates and exchanges knowledge with experts from across the country to elevate his company's craft. Hsieh has been honoured by the Hualien County government as an outstanding farmer and has been named one of the top 100 young leaders in agriculture in the country. Beyond this, Chi-Fong Tea Garden was recognised by Taiwan's Agriculture and Food Agency as a three-star safe and sanitised tea-making facility and garnered numerous awards, including the 2020 Gold Tianhe Award for Honey Black Tea, the 2022 National Semi-Fermented Tea Technical Competition Championship, and the Gold Medal in Hualien and Taitung Classic Oolong Tea Competition, and has repeatedly secured the Honey Black Tea Gold Award from 2019-2024.

面對未來的發展，謝茗遠充滿信心與展望。他認為，在地行銷固然重要，國際市場的開拓更為關鍵，鼓勵年輕農友在獲得家族長輩支持的基礎上，勇於將產品推向國際舞臺，從而實現更廣闊的發展空間。同時，他也積極參與花蓮縣政府青年發展中心的活動，為在地青年提供創業建議與指導，助力實現家鄉創業的夢想。



清風茶園

Armed with confidence and vision, Hsieh embarks on the next chapter for the future of the company. He believes that while the home market is important, expanding into international markets is essential for growth. He encourages young farmers, with the support of their families, to boldly showcase their products to the world, thereby creating greeting opportunities. Hsieh engages in activities organised by the Youth Development Centre, providing entrepreneurship mentoring and guidance to local youths, helping them realise their dream of building a business in their hometown.



認真烘焙好茶

在謝茗遠的帶領下，清風茶行正以「立足花蓮、放眼全世界」為目標，不斷推進品牌國際化戰略。謝茗遠表示，參加茶葉的評鑑主要是透過得獎成績打開清風茶行的知名度，開拓市場的通路，並成為青農的榜樣，鼓舞年輕人有信心回鄉投入農產業，為農業注入年輕活力，走出花蓮農業的新契機，讓國際認識瑞穗鄉這塊寶地所孕育的優質茶葉。他相信，只要堅持品質與創新並重，定能在國際市場闖出一片新天地，為台灣茶文化的傳播與發展貢獻一己之力。



清風茶行參加全國機採茶菁技術競賽

Led by Hsieh Ming Yuan, Chi-Fong Tea Garden continues to advance in the industry with the vision of ‘rooted in Hualien, reaching for the world!’. Hsieh highlights the significance on award-winning performance to raise the company’s reputation, thus opening up new market channels. The company has also been a source of inspiration for members of younger generations to pursue careers in farming with greater confidence. Hsieh opens his story encourages others to return to Hualien and be part of the agricultural community, to become his colleagues, and breathe new life to the industry. He advocates that with steadfast commitment to quality and innovation, the new farming generation can surely take Ruisui’s premium tea to international markets and bring Taiwan’s tea culture to people all around the world.

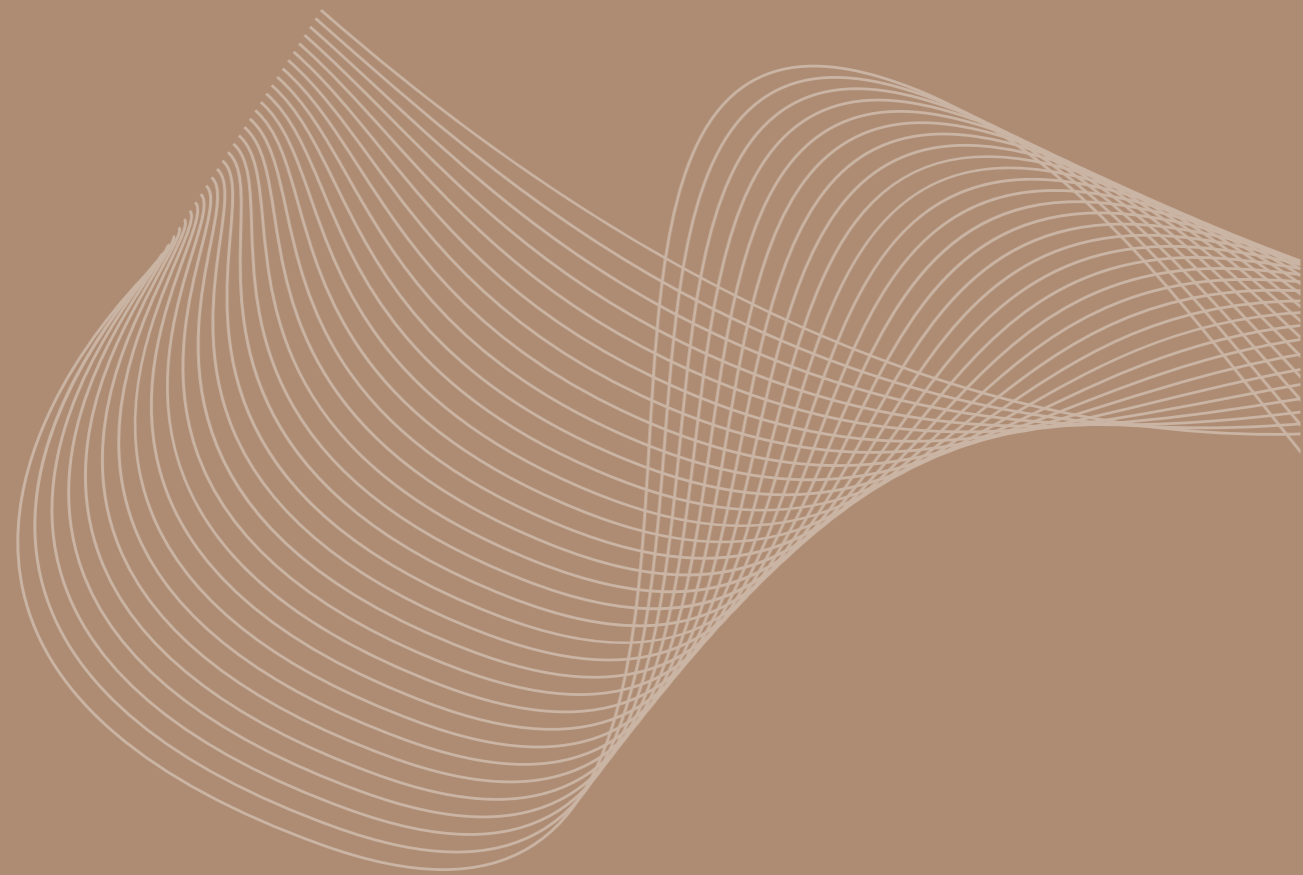


清風茶行產品



謝茗遠為民眾導覽解說茶園自然生態

創業歸故里▶



31 徐婉玉 玩藝樹有限公司

樹皮工藝 探索文化新體驗

36 吳居 洄瀾無毒

以農帶旅 芬芳花蓮



樹皮工藝 探索文化新體驗

玩藝樹有限公司

成立：2022 年

負責人：徐婉玉

主要產品：樹皮布工藝品、文化體驗服務、
跨媒材品牌合作

成績單：榮獲原住民族委員會精實創業百萬
投資基金

地址：花蓮縣吉安鄉吉安路一段 46 號

電話：0952-119847

※ 商業模型

- ◎ 商品銷售：以傳統線上、線下銷售模式，提供消費者購買樹皮布工藝品。
- ◎ 體驗服務：透過文化體驗課程，讓消費者主動體驗樹皮布從取材到製作的過程，體認身體勞動、文化傳承和自然永續的精神，並理解其價值。
- ◎ 品牌合作：進行產業的跨領域合作，開啓樹皮布的多元可能性，提升價值和價格。



徐婉玉（前排右一）帶領民眾開心完成獨一無二的樹皮作品

玩藝樹是一間探索文化和療癒的樹皮體驗公司，致力推廣阿美族傳統樹皮工藝，實踐文化傳承及環境永續的理想。創辦人徐婉玉是花蓮阿美族人，從小長輩教導她要到都市謀生、學習社會技能，追求更好的人生發展，因此高中畢業她離鄉到台中升學，並任職符合所學專業的運動產業 11 年。身為獨生女的她，母親以健康為由遊說返鄉，她在 2022 年決定返鄉陪伴父母，並藉由原住民族委員會精實創業百萬投資金、花蓮新創基地進駐團隊培力輔導計畫雙重加持下起步創業。

Bark Art is a company dedicated to preserving the traditional bark craft of the Pangcah people, whilst promoting cultural preservation and environmental sustainability. Founder, Hsu Wan-Yu herself is from the Pangcah tribe in Hualien. After she finished high school, she was encouraged by her elders to move to the city in pursuit of a higher quality of life and broaden her skill sets. So, she moved Taichung for further education and spent 11 years working in the sports industry. Yet as a loving only child, she could not dismiss her concerns for her mother's health so, in 2022, she decided to move back to Hualien to stay with her parents. In search of a different career path at home, she found information about the "Corporate Innovation People Startup Business Investment Program and Entrepreneurship Mentoring Program-Indigenous People Start Business Investment Program from the Council of Indigenous Peoples and the Hualien Startup program. As such, she embarked on a new chapter of her life.



樹皮也能玩出許多創意

徐婉玉的母親徐香蘭，是花蓮知名阿美族傳統樹皮工藝傳承者，入行 16 年開發出許多富有原民特色的工藝商品，深受顧客喜愛，卻因為純手工的商品售價高而遭受消費者質疑。為了讓消費者進一步認識樹皮藝術蘊含身體勞動、文化傳承和自然永續的精神，便能理解其價值，進而願意為其買單，徐婉玉和母親攜手合作，創立一家探索文化體驗和療癒意義的樹皮體驗公司「玩藝樹」。

Hsu's mother, Hsu Hsiang-Lan, is a renowned practitioner of traditional Pangcah bark craft in Hualien, with 16 years of experience behind her. Her finely handcrafted artifacts, rich in indigenous character, have long been cherished by visitors. However, some question the worth of these pieces given their high prices yet use of completely ordinary tree bark materials. Recognising this, Hsu chose to collaborate with her mother to illuminate and raise awareness on the intricate process behind each item—the refined skills, intense physical labour, and the spirit of continuity.

Together, they founded The Bark Art, a mother-daughter venture dedicated to celebrating the Pangcah tribe's indigenous culture with emphasis on creating a healing experience with bark craft.



樹皮製作成的療癒燈具

2022年11月，她如願獲得原民會百萬創業金，同時通過徵選成為縣府青發中心花蓮新創基地進駐團隊。創業後發現仍有許多挑戰接踵而來，她感謝青發中心媒合業師諮詢，解答財稅、會計等疑難雜症，由於剛返鄉人生地不熟，與同期進駐基地的團隊成為創業路上的好夥伴，讓她在進駐基地的一年內，快速累積許多在地資源、人脈和經商知識。

She successfully obtained a one-million-dollar startup fund from the Council of Indigenous Peoples in November 2022, and was selected to join Hualien Startup Hub under the Hualien County Youth Development Centre. Since beginning her entrepreneurial journey, Hsu has encountered many challenges but still expresses gratitude for the team of experts that offered her consultations from the Development Centre, which helped her navigate issues related to finance and accounting. Their guidance played an important role as not only was she a newbie entrepreneur, but she had also been away from home and therefore unfamiliar with many things. Within a year of march into the Startup Hub, she managed to acquire many local resources, connections, and business knowledge.



民眾體驗從敲打構樹中抽取樹皮

「玩藝樹」設址於前身為幼稚園的慈恩藝術村，以「樹皮體驗村」模式經營，2023年4月開幕，提供許多體驗課程。除了每週末固定接待與旅行社合作的團客以及零星散客，更持續參與各大市集活動，並前進學校、政府機關等單位開課，進一步推廣樹皮工藝的文化價值。展望未來，「玩藝樹」期望能持續擴大影響力，讓更多人體驗到樹皮工藝的獨特魅力，共同傳承與發揚傳統工藝。

Located in a former kindergarten in Cien Artist village, The Bark Art aims to create an inspiring “bark experience village”. They opened their doors in April 2023 and offers a variety of hands-on workshops. While their main business is the weekend course for tour groups or individual visitors from travel agencies, they also actively participate in market events, and conducts workshops in schools and government institutions to promote the cultural significance of bark crafts. The Bark Art seeks to expand its influence, inviting more people to experience the unique charm of bark craftsmanship and take part in celebrating this indigenous heritage.



民眾專心聆聽樹皮工藝的文化知識

玩藝術前進校園開課，帶領學童體驗樹皮工藝。





以農帶旅 芬芳花蓮

洄瀾無毒

成立：2016 年

主要負責人：吳居 Peter

主要產品：花蓮在地無毒有機農產加工品，如絞草系列、油菊、二號山苦瓜、米乖乖系列、原住民香料馬告。

成績單：

1. 全台自花蓮至台北、台中、高雄，拓展 7 間展售點。
2. 和新加坡、日本、大陸、馬來西亞、美國等合作外銷。
3. 2020 年榮獲第五屆台灣服務創新獎及花蓮百大伴手禮。

地址：花蓮縣吉安鄉建國路一段 18 號（總公司）

電話：(03) 8560037 或 0985-548139

吳居 15 歲離開花蓮，38 歲從台中回鄉，在花蓮蹲點 6 年，總覺得花蓮缺了一些什麼？如何將花蓮在地好吃、好玩、好住傳達出去，這麼複雜的事情一個人無法完成，決定先以農業著手，以農帶旅，將「農創文創旅創」，三創整合，將花蓮推展出去，更要以「縱谷香氛走廊」，打造有香味的花蓮。

Wu-Ji left Hualien at the young age of 15 for Taichung and returned home 33 years later. After six years back to Hualien, Wu got to know the city as a tourist destination famous for food, play, and stay, but there should be more to Hualien than just that. With so many great things still hidden, Wu decided to start by approaching the farming community with the idea of introducing tourism in farming. To embrace the concept of 'Creativity in Agriculture, Culture and Tourism' industry, he hopes to expose Hualien using 'Fragrant Corridor in the Rift Valley' to release the scents of Hualien.



洄瀾無毒透過市集行銷花蓮好物



吳居在火龍果園了解生產採摘運送

吳居眼中的花蓮不只是故鄉，更是一種情感和責任。為了打造一個有香味的花蓮，2016年創立「洄瀾無毒」品牌，取自花蓮的古稱「洄瀾」，旨在推廣花蓮在地無毒優質的農產品。

For Wu, Hualien is more than just a city he calls home; it is a place of sentiment and responsibility. Driven by his vision of creating a fragrant Hualien, he founded the brand, Hualien Non-Toxic in 2016. The brand was inspired by Hualien's historical name 'Huilan' and aims to promote high-quality, non-toxic agricultural products from Hualien.



洄瀾無毒團隊

「洄瀾無毒」的目標不僅是銷售產品，更重要的是傳達一種生活態度——尊重土地，追求天然、安心、健康的生活，堅持只銷售花蓮當地生產的農產品，讓消費者能夠品嚐到來自土地的鮮美。同時，與自產小農緊密合作，確保每一份產品都精良、安全、美味。

Hualien Non-Toxic's purpose is not simply to sell goods, but to convey a certain lifestyle—one that pays respect to the land and pursues natural, safe, and healthy-living. To ensure that their consumers taste the true freshness of Hualien, the company insists on offering exclusively locally sources agricultural products. They work closely with local farmers to guarantee that each product is safe, made with the finest quality, and tastes delicious.

吳居說，「洄瀾無毒」的核心理念是堅持，堅持與第一線的農友合作，提供安全的食材，符合國家規定標準，讓消費者購買時能夠放心，並協助包裝設計、支援開發新產品。經過8年的努力，獲得2020年台灣服務業創新獎、花蓮百大伴手禮獎等榮譽。

Wu states that the core value of Hualien Non-Toxic is persistence. The company works with field farmers on the frontline to ensure they produce safe food that meet national standards, allowing their customers to purchase with trust and confidence which forms a strong relationship between producer and consumer. Furthermore, Wu himself also participates in package designing and supports the development of new products. After eight years of hard work, Hualien Non-Toxic received a number of impressive recognitions, including the 2020 Taiwan Association of Service Award and the Hualien Top 100 Souvenirs Award.



洄瀾無毒團隊拜訪農友

吳居也受邀成為花蓮縣政府農業顧問、花蓮縣青年發展諮詢委員、花蓮縣工商促進會委員、亞洲華商經貿聯合會顧問，並擔任花蓮縣藥用植物公會理事等職務。這些榮譽與身份，是對他多年來對花蓮農業用心與產品創新的肯定。

Wu was also invited to act as an agricultural advisor for the Hualien County Government, a member of the Hualien County Youth Development Commission, a member of the Hualien County Industrial Development and Investment Committee, an advisor to the Asia Federation of Chinese Traders Association, and a director of the Hualien County Medicinal Plant Council. This multitude of honours are a testament to his dedication to Hualien's agricultural industry and product innovation over the years.

吳居深知，單打獨鬥的時代已經過去。為了更好地推廣花蓮，他積極地聯合青年創業者，組成團隊，分享資源，創建論壇，目標是鏈結創業與產業，尋找各種可能，讓更多人看到花蓮的美好。

Wu understands that the concept of 'making it entirely on my own' is unrealistic, especially in endeavours to further promote Hualien. Therefore, he actively works with young entrepreneurs, create forums or platforms for the exchange of ideas and resources, to involve more groups and people in this project. His goal is to connect start-up companies with industries and find opportunities to showcase the beauty of Hualien to more people.



吳居與花蓮青年團隊餐敘交流

未來，「洄瀾無毒」將進一步推進「縱谷香氛走廊」項目，打造有香味的花蓮。將以香草、花茶、香料、茶、咖啡等五大類植物為載體，展現花蓮農業的香氣。吳居相信，縱谷香芬走廊計畫不僅能讓花蓮的農業更有活力，更名為這片土地帶來更多的能量和新的產業機會。

In the future, Hualien Non-Toxic will further promote the “Fragrant Corridor in the Rift Valley” project, creating a fragrant Hualien. Using herbs, floral tea, spices, tea, and coffee as primary catalyst ingredients, the company strives to present illuminate the agricultural scents of the countryside. Wu believes this project will not only invigorate Hualien’s agricultural industry, but it will also enhance the value of the land and bring new opportunities to the region.

※ 商業模型：

- ◎ 「堅持」 花蓮在地生產農產品
- ◎ 「堅持」 與自產小農合作
- ◎ 「堅持」 友善耕作、無毒生活
- ◎ 「堅持」 381 項無農藥檢測



柚香八卦防護熏香產品，深受民眾歡迎



陳展花蓮 9 號花生酥、赤柯山高山小油菊、花蓮有機咖啡豆、柚子 + 紅糯米乖乖等在地花蓮好物

移居深耕▶

43 胡文偉 練習曲文創有限公司

山海百貨 生活想望

48 任聿新 誠食生活家有限公司

商業帶動地方創生 讓花蓮變好玩



山海百貨
生活想望

練習曲文創有限公司

成立：2015 年

主要負責人：胡文偉

主要產品：1. 在地事業群山海百貨、練習曲書店
2. 公部門計劃推動與執行
3. 在地公益計畫 / 陪伴教育專案推動

成績單：

1. 2024 年國發會地方創生培力工作站
2. 2023 年國發會地方創生多元徵案
3. 成立台灣練習曲文教協會
4. 成立花蓮縣新城國小少棒隊

地址：花蓮縣新城鄉新城村信義路 252 號

電話：(03) 8610800

※ 商業模型

- ◎ 體育、教育、文化、藝術活動舉辦
- ◎ 廢棄空間整理
- ◎ 在地品牌經營
- ◎ 在地與移居青年創業輔導與陪伴

位於花蓮太魯閣山腳下的新城村，是一個緊鄰山海間的純樸城鎮，在新城天主教堂旁，有間閒置老屋在整修後變成「練習曲書店」，特別的是，這間書店不販售書籍，上萬本書全部提供給在地居民與遊客免費借閱。

At the foot of Hualien's Taroko Mountain lies Shincheng Village, a quaint little town nestled between the mountains and the sea. Beside the Shincheng Catholic Church stands an old house, refurbished into the Etude Bookstore. What makes this bookstore unique is the complete absence of price tags—because none of the books are for sale. With a vast collection of collection of over 10000 books, both locals and visitors alike visit the shop to borrow and enjoy them, fostering a community with a deep fondness for reading.

「練習曲書店」創辦人胡文偉來自台南，一度在都市上班過活，也從事過旅遊業、媒體業，還曾與朋友合夥開設廣告公司。30年前因為當兵來到花蓮，從此愛上花蓮的山與海，及純真善良的居民。於是，在 10 前決定定居花蓮生活。

Etude Bookstore's founder, Steven Hu, is originally from Tainan and once led a busy life in the city—having worked in tourism, media, and even co-founded an advertising company with friends. 30 years ago, his life changed drastically when he came to Hualien for his military service. He fell in love with the region's stunning mountains, the sea, and kind-hearted residents that welcomed him. Hu's affection for Hualien resonated so deeply that 10 years ago, he decided to return and settle down here for good.

練習曲
Etude bookstore

閱讀 | 飲食 | 講座



召集喜愛棒球運動的孩子成立棒球隊

初來乍到的胡文偉，看到社區裡的孩子經常在放學後無所事事，充滿旺盛精力，於是，他以自己熱愛的棒球運動為起點，於 2015 年間，向時任新城國小校長張世璿談及復興棒球隊計畫，在張校長支持下，集合喜愛棒球的二十多名國小學童，成立新城國小少棒隊，讓棒球運動在新城國小發芽。

Hu has made significant contributions to the Shincheng community. Upon his arrival, he noticed that children left school everyday brimming with energy but nowhere to channel it. Inspired by his own passion for baseball, he approached the then-principal of ShinCheng Elementary School, Chang Hsih Hsuan, in 2015 with a proposal to revive the school's baseball team. With the principle's support, Hu gathered over twenty students with a love for the sport, establishing the Shincheng Elementary School Little League Baseball team. This initiative has not only provided a constructive activity for the children but has also nurtured a growing community of baseball enthusiasts within the school.

隨著時間的推移，胡文偉選擇在新城天主堂旁一棟老建物，成立一間只借不賣的「練習曲書店」，積極推廣閱讀，舉辦分享講座，吸引文青湧入，為新城村帶來不一樣的特色。

After some time, Hu went on to open Etude Bookstore, which operates like a library. Books can only be borrowed, not sold! In this space, Hu hosts book-sharing sessions and actively promotes reading, attracting a vibrant community of literary enthusiasts. The Etude Bookstore brings alluring, page-turning charm to the Sincheng Village.



練習曲書店



「假日學校」提供花蓮新城鄉學童課後輔導

繼練習曲書店，胡文偉又推出好好吃食堂、豆花店、山海百貨等一系列的商業經濟，最終成為一個充滿愛與希望的文創產業。

Following the success of Etude Bookstore, Hu expanded his vision with the launch of several new ventures including the Shanhai Department Store. Together, these enterprises have blossomed into a dynamic cultural initiative, deeply rooted in values of love, hope, and a shared sense of community.

2023年他成立台灣練習曲文教協會，一個以在地陪伴為核心業務的地方團隊，除棒球訓練、課輔教育外，也規劃以「假日學校」模式服務更多在地學童，傳承土地文化知識，讓教育理念深植社區家長和學童心中，與地方共創優質生活品質。

Etude is a community-centred team devoted to uplifting local residents through sports, education, and cultural engagement. They provide baseball training and academic tutoring, nurturing young talent both on and off the field. To further their mission, they introduced “Weekend School”, a programme designed to pass down knowledge of area’s rich cultural heritage whilst instilling shared values among both parents and children. Through these initiatives, the team aspires to work collectively with the community in enhancing and enriching the quality of life across Shincheng.

胡文偉感慨道，孤軍奮戰之路異常孤寂，團隊同行能相互激勵，共同前行。他感謝中央與花蓮縣政府青發中心對於地方創生鼎力相助，從人才培育至資金技術支持，乃至國際企業經驗分享，助力地方創新發展。

Reflecting on his journey, Hu reveals that his business pursuits have often felt lonely. Yet, having a dedicated team by his side provides strength, mutual encouragement, and the motivation to persevere. He expresses deep gratitude to the Central and Hualien County Youth Development Centre for their invaluable support in his local revitalisation efforts, from talent development and funding to technical guidance and insights on international entrepreneurial practices. Their support has been instrumental in turning his vision into a thriving community endeavour.



山海百貨外觀

他強調，創業創生須以自立更生為基礎，不可單純依賴政府補助。練習曲團隊通過棒球隊、書店、藝文活動及街區改造，成功活化廢棄台電大樓為「山海百貨」，未來希望所有來到新城村的遊客，可以看到嚴選的花蓮好物，不管是一級生產的農作物，二級生產加工品如花生醬，或是其他別具特色的工藝品，都在山海百貨裡呈現，不僅提升地方經濟，更深化人與土地的情感羈絆，為的是地方產業永續經營。

Nonetheless, Hu underscores that true entrepreneurship and local revitalisation should be grounded in self-reliance, rather than sole dependence on government subsidies. With this in mind, he and his team transformed an abandoned Taiwan Power Company building into the Shanhai Department Store. This spirited space invites visitors of Shincheng Village to experience some of Hualien’s finest—from fresh, local produce to distinctive goods like peanut butter and unique handicrafts. Apart from driving local economic growth, the Shanhai Department Store deepens the community’s connection to the land, aiming for sustainable operation in local industries.



山海百貨販售各式花蓮文創商品

商業帶動地方創生 讓花蓮變好玩



誠食生活家有限公司

成立時間：2006 年

主要產品：餐飲品牌（家咖哩、定置漁場三代目、將軍淬、貓丁目、OOA、漁夫俱樂部、東昌小吃部、七星潭海鹽冰淇淋）、
商圈聚落開發（七星潭東昌漁村、花蓮將軍府 1936）

成績單：1. 以在地定置漁場文化及漁獲成功打造定置漁場三代目品牌，目前已有 4 家連鎖分店。

2. 以花蓮吉安芋頭為主題，與世界麵包冠軍陳耀訓合作打造「OOA」烘焙品牌，打響在地農產品的國際知名度。

誠食生活家有限公司創辦人任聿新是台北囡仔，18 歲考上國立東華大學資訊管理學系，這段求學歷程不僅讓他獲得知識的滋養，更意外地讓他與花蓮這片土地結下不解之緣。畢業後，面對都市的喧囂，他選擇留在花蓮，這裡的寧靜與美好讓他找到心靈的歸宿。2006 年，與擁有精湛廚藝的母親鄭美惠，共同創立「家咖哩」，一個以「疼惜大地，誠食生活」為核心理念的品牌。為了讓這份南洋風味的咖哩更加地道，母親不惜遠赴新加坡求師，並結合花蓮本地的有機食材，研發出獨具風味的花蓮咖哩，迅速打響名聲。

Jen Yu Hsin, the founder of Jia Curry Co. Ltd., is a Taipei native who, at 18, was accepted into the Information Management programme at National Dong Hwa University. His further education nurtured more than just knowledge in the field, it also fostered an unexpected connection with the countryside. After graduation, Jen decided to stay in Hualien, finding a sense of belonging in its serene landscape. In 2006, he and his mother, Cheng Mei Hui, an accomplished chef, founded the restaurant 'Jia Curry', a brand grounded in cherishing nature and wholesome food. To serve authentic Southeast Asian curry, Cheng travelled to Singapore for specialised culinary training and applied these skills to create a signature curry using organic Hualien ingredients that quickly gained stellar popularity.



家咖哩端出富有花蓮在地味的南洋風咖哩

隨著事業的發展，任聿新的視野更加寬廣。面對岳家七星潭定置漁場的經營困境，他沒有選擇逃避，而是積極應對，2019年與新加坡亞洲50名廚合作，推出新餐飲品牌「定置漁場三代目」，旨在傳承發揚永續漁法文化。為活化東昌定置漁場廢棄聚落，與漁民合作以新創思維注入新生命，包括引進台中審計新村起家的「魚刺人雞蛋糕」，另開創「漁夫俱樂部」、「東昌小吃部」等，煥發生機。

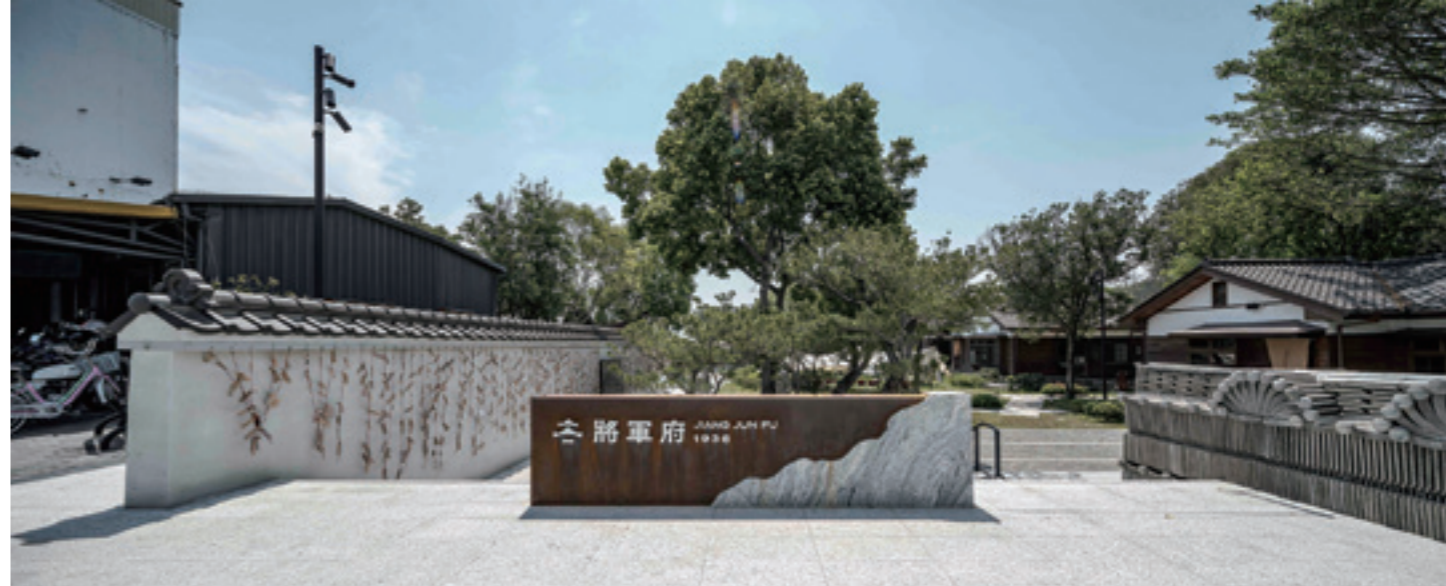


定置漁場三代目廚師處理新鮮魚貨

As his business advanced, so did Jen's vision for innovation and community impact. When faced with challenges in his in-law's set-net fishing ground, he partnered with chefs from Singapore's top 50 to launch a dining brand 'The Fishery' in 2019. The Fishery celebrates sustainable fishing methods and revitalise the deserted fishing village of Dongchang where he worked with local fishers to introduce new innovative ventures to the industry. This includes the addition of Taichung's popular YuCiRen Happy Waffle, Fisherman Club Hualien and Dong Chang Local Dishes, which has transformed the village into a lively destination.



家咖哩用餐時段座無虛席



花蓮將軍府1936園區

2023年，任聿新再次迎來事業的轉折點，他成功取得花蓮縣最大歷史建築群「將軍府1936」的園區管理營運權。面對這一塊充滿故事與潛力的土地，他決心通過商業的力量推動地方創生，讓花蓮變得更加吸引人。他精心策劃，邀請各界人才共同參與，將花蓮的特色文化與優質產品以創新方式呈現給世人。

In 2023, Jen reached another milestone in his career by securing the operational rights for the largest historical site in Hualien, Jiang Jun Fu 1936. Jen visualised the venue as a potential tourist attraction and a meaningful cultural landmark, so he was determined to bring out the site's allure and rich history. He invited talents from various fields to collaborate, and together they restored the site to its former glory, establishing a new attraction to represent Hualien's unique history, culture, and quality products to the world.

任聿新盤點花蓮「可以講的故事」，再找遍全台「會說故事的人」引進將軍府。例如吉安三寶之一的芋頭滯銷，他找來「蛋黃酥界愛馬仕」世界麵包大賽冠軍陳耀訓，用伴手禮形式說故事；花蓮首家Fine Dining「fujo」則把花蓮最優質食材以米其林餐桌手法說故事。

To enrich the visitor experience at Jiang Jun Fu 1936, Jen sought out captivating "storytellers" from across the nation to illuminate the untold narratives of Hualien. Among these tales is the poignant anecdotes of taro's slow sales during peak season, one of Ji'an's specialties. The acclaimed egg-yolk puff Hermes, award-winning pastry chef Chen YaoShun, was invited to design taro-themed gift sets, transforming them into souvenirs with cultural and culinary meaning. Hualien's first fine dining restaurant, Fūjō, also joined this endeavour, employing Michelin-standard techniques to showcase the finest local ingredients and convey the regions distinctive flavours in each meticulously crafted dish.



世界麵包大賽冠軍陳耀訓開設店面「OOA」，重新包裝吉安芋頭，成為新興伴手禮

對於創業者建言，任聿新指出創業初期就應有健全的財務規劃，不要抗拒與銀行打交道，要合規經營、依法納稅，公司才能在競爭激烈的市場中穩健成長，實現可持續發展，「只要心中有夢、腳下有路，就能在創業的道路上走得更遠、更穩。」

Jen offers advice to aspiring entrepreneurs, emphasising the importance of solid financial planning from the outset. He advises against shying away from working with banks, to pay taxes in accordance with the law, and operate transparently. This foundation, he says, enables steady growth in a competitive market and builds a path for sustainable development. “With a dream in your heart and a clear path under your feet, you can travel further and more steadily on your entrepreneurial journey.”



任聿新 (左 2) 出席論壇，分享創業經驗。

※ 商業模型

- ◎ 疼惜大地，誠食生活：用職人精神的食材與料理支持花蓮好食和永續發展。
- ◎ 把花蓮變好玩：替花蓮的產業創造更多內容，吃喝玩樂買拍一應俱全，滿足遊客的所有需求。
- ◎ 推廣至全台各地：以線下實體門市提供餐飲服務，以及線上官網、各大量販賣場及網購通路銷售優質產品。

閃耀國際

54 陳昶宇 廣太綠能股份有限公司

微水力發電 創新永續引領者

59 張安德、陳思樺 綠點生活有限公司

微醺的異國戀情 釀出屬於花蓮的酒品



微水力發電 創新永續引領者

廣太綠能股份有限公司

成立：2023 年

主要負責人：陳昶宇

主要產品：超低落差微水力發電

成績單：

1. 2024 年獲邀前往法國參展歐洲最大科技電子展 VIVA TECH
2. 2024 年受邀參與全球最大消費性電子展 CES · 與美國矽谷 Taiwan Demo Day 獲 THE BEST PITCH 獎
3. 2023 年 Startup World Cup 晉級臺灣前 15 強
4. 2023 年第五屆創業歸故里創新創業競賽殿軍故鄉築夢獎

地址：花蓮市榮正街 133 號

電話：0975-435784

※ 商業模型

- ◎ 販售水力發電機
- ◎ 設置微水力發電機組示範場域
- ◎ 參與政府標案

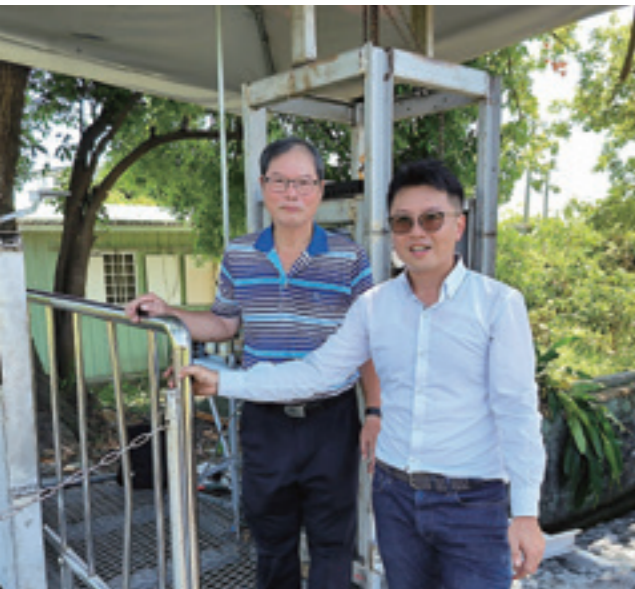
廣太綠能團隊，專注於超低落差微水力發電機開發的先鋒力量，積極應對台灣綠色能源不足的現實挑戰。團隊巧妙結合台灣水量豐沛的自然優勢，旨在實現農田供水與綠色電力開發的雙重目標。執行長陳昶宇表示，花東地區的地形相當適合發展水力發電，也是未來綠能趨勢，歡迎大家到花蓮實勘案場，為全球提供更持久的綠色能源解決方案。

GuangTai Green Energy Co. Ltd. is a pioneering force in the development of ultra-low drop micro hydropower systems, a medium that actively addresses Taiwan's renewable energy shortages. By harnessing the country's abundant water resources, the company aims to achieve both agricultural irrigation and sustainable energy production. CEO Chen ChangYu highlights that the terrain of Hualien and Taidung is ideal for hydropower development and aligns well with future trends in renewable energy. He warmly invites all to visit Hualien to explore the project site and discover sustainable energy solutions for a greener world.



廣太綠能超低落差水力發電機組吉安圳示範場域

自 2023 年起，廣太綠能在吉安鄉農田水利吉安圳成功部署微型水力發電機組的示範項目。歷經一年的測試與調整，截至 2024 年 7 月 31 日，項目順利完成，不僅實現水資源的高效利用，還成功儲存可觀的清潔能源。這一成就離不開團隊核心成員陳坤逢的深厚電力背景與堅持不懈的努力，作為前台電東部發電廠副廠長，陳坤逢以其豐富的經驗和創新思維，為團隊的微水力發電事業奠定堅實的基礎。



廣太綠能執行長陳昶宇（右）與父親陳坤逢（左）

Since 2023, GuangTai Green Energy has successfully launched a demonstration project featuring micro-hydropower generators in Ji'an's irrigation channels. Following a year of testing, the project was completed on July 31, 2024, achieving both efficient water utilisation and substantial clean energy storage. Much of this success is credited to Chen KunFeng, whose expertise in electrical engineering and prior role as Deputy Director of Taipower Company Eastern Plant have provided a solid foundation and innovative approach to the company's micro-hydropower initiatives.



廣太綠能在鱒魚養殖場測試微水力發電機組效能

面對夏季極端氣候帶來的用電壓力，廣太綠能微水力發電系統展現其獨特的優勢。針對吉安圳初期存在的垃圾積累，導致發電穩定度下降的問題，團隊在農田水利署、花蓮縣政府青發中心與海韻智能公司等多方支持下，成功將發電機組轉移至更下游位置，有效克服地理限制和垃圾阻塞的難題。運用自行研發技術所打造的微水力發電系統，最好的情況下，每一組發電系統一天的發電量，足夠兩個家庭使用一整天。



陳昶宇受邀參與全球最大消費性電子展 CES

When first built, the generator showed great strengths and potential for change. However, despite its advantages, the waste accumulation in irrigation channels affected its power stability, imposing a challenge in meeting energy demands during peak summer season. Together, The Irrigation Agency, Hualien County Youth Development Centre, and Sea Sonic Energy Co. Ltd supported GuangTai Green Energy in moving the system further downstream, effectively overcoming geographic limitations and waste blockage issues. Now, with the utmost ideal conditions, each generation unit can produce enough electricity in a day to supply two households.

廣太綠能開發的微水力發電機組，僅需 1.2 公尺落差即可發電，這一創新設計極大地提高台灣一般水道的利用率。通過模組化製造的方式，團隊能夠迅速響應市場需求，降低生產成本，提升競爭力。目前團隊在台灣擁有 4 個實驗案場，並與水利署簽署實驗合約，在全台進行廣泛的測試與應用。

GuangTai Green Energy's micro-hydropower generator only requires a water flow over a vertical drop of 1.2 meter to produce energy—a groundbreaking design that optimises the standard water channels in Taiwan. Their modular manufacturing approach enables the team to swiftly respond to market demands, reduce production costs, and boost competitiveness. Currently, the team operates 4 pilot sites in Taiwan and have signed experimental agreements with the Irrigation Agency to conduct extensive testing and applications nationwide.



廣太綠能於第五屆創業歸故里創新創業競賽奪得「故鄉築夢獎」

廣太綠能的創新成果，成功獲得 2023 年花蓮縣地方型 SBIR 創新技術類補助，並在第五屆創業歸故里創新創業競賽中奪得故鄉築夢獎，以及 SWC 創業競賽臺灣決選前 15 強。2024 年 1 月，陳昶宇前往美國矽谷參加 Taiwan Demo Day，榮獲「THE BEST PITCH」殊榮。在微水力發電領域中，廣太綠能引領綠能風潮，不僅在國內創業競賽奪得佳績，更在國際舞台上讓微水力發電成為點亮 ESG 永續綠能產業的新希望，期盼為地方帶來更簡便、更有競爭力的優質綠色能源。

GuangTai Green Energy's pioneering achievements in the field earned them the 2023 SBIR grant from the Hualien County Government. They also won the Entrepreneurship Return to Hometown Innovation and Entrepreneurship Competition and landed a place in the top 15 finalists in Taiwan's Startup World Cup Competition. In January 2024, CEO Chen ChangYu traveled to Silicon Valley for Taiwan Demo Day, where he won the "THE BEST PITCH" award. GuangTai Green Energy is pioneering a green energy wave and has presented itself as one of the leading companies in the industry. Based in Hualien but with a vision to reach the world, the company hopes to bring more accessible and highly competitive energy that to the ESG sustainable green energy industry on the international stage.



微醺的異國戀情 釀出屬於花蓮的酒品

綠點生活有限公司

成立：2019 年

主要負責人：張安德、陳思樺

主要產品：自釀酒品、花蓮特色金針花汽泡飲、赤柯山德式老啤酒、經點琴酒。

成績單：

1. 結合農特產品金針花研發「金針根蒸餾酒」
2. 2024 年以獨創的「經點琴酒」獲得 TWSC (Tokyo Whisky & Spirits Competition) 東京威士忌及烈酒競賽金牌獎
3. 2022 年榮獲最佳烈酒金牌獎及亞洲烈酒銅牌獎
4. 2022 年榮獲倫敦工藝精神獎委員會頒發歐洲最佳工藝精神競賽金牌獎
5. 2021 年與赤柯山社區攜手合作獲得「第二屆金牌農村競賽銀牌」

地址：花蓮縣玉里鎮高寮 270 之 13 號、花蓮縣瑞穗鄉溫泉路三段 206 號

電話：(03) 8851923 · 或 0937-087610


※ 商業模型

- ◎ 釀造酒品宅配
- ◎ 酒莊露營
- ◎ 小農合作
- ◎ 自製食品宅配

花蓮縣地方型 SBIR 創新技術領域業者「綠點生活有限公司」，與花蓮玉里赤柯山農民合作，以德國關鍵釀酒技術，結合農特產品金針花研發「金針根蒸餾酒」，榮獲 2022 年歐洲最佳烈酒金牌獎及亞洲烈酒銅牌獎，又以「經點琴酒」獲得 2024 年 TWSC (Tokyo Whisky & Spirits Competition) 東京威士忌及烈酒競賽金牌獎殊榮，讓世界共同見證花蓮獨特農產風味及精湛釀酒技術。



綠點生活有限公司透過參賽與參展行銷曝光產品

禁止酒駕  未滿 18 歲禁止飲酒

Green Point Life Co., Ltd. is a local SBIR company started in Hualien County. Its “Daylily Root Schnapps” well known internationally, was developed with farmers in Yuli, Hualien using German distillery technology. In 2022, this product brand won the Gold Medal for Best Spirits in Europe as well as the Bronze Medal for Asian Spirits. In 2024, another success, its “Classic Gin” brand won the Gold at Tokyo Whisky & Spirits Competition (TWSC). This has showcased the world Hualien’s unique farming crops and excellent distillation techniques.

綠點生活有限公司由一對充滿夢想與熱情的夫婦張安德與陳思樺共同創立。一位源自德國朗根費爾德的釀酒世家，一位來自繁華的都市台北，因緣際會下，被花蓮絕美風光與豐富物產深深吸引，從此定居此地，開啟往後的釀酒事業。

Green Point Life Co., Ltd. was founded by a dream-driven couple, Andreas Wiesner and Chen Shih-Hua. One hails from a family of long distillery tradition in Langenfeld, Germany, and the other from vibrant Taipei. By chance, they were deeply captivated by the stunning landscapes and rich national resources of Hualien. Then, they decided to settle here and embarked on their future in distillery.

張安德與陳思樺的結緣，始於對自然之美的共同追求。2019 年決心將花蓮作為實現夢想的舞台。他們深知台灣的獨特氣候與土壤，孕育無數珍貴的農作物，尤其是花蓮的柚子、金針花等，正是釀造優質果酒與蒸餾酒的絕佳原料，於是毅然決然地選擇在花蓮開始釀酒探索之旅。

The bond between Andreas Wiesner and Chen Shih-Hua began with their shared admiration for beautiful natures. In 2019, they decided Hualien was to be platform for starting their dreams. They understood that Taiwan’s unique climate and soil for nurturing precious crops, especially Hualien’s pomelos and daylily flowers, which are excellent ingredients for brewing high-quality fruit wines and distilled spirits. Naturally, they believed Hualien was where the first step of their distillery journey should begin.

經過數年的不懈努力，「綠點酒莊 The Green Farm」終於在 2023 年 8 月誕生，坐落在風景如畫的花蓮縣玉里鎮高寮，成為花蓮南區第一間可以自造釀酒的酒莊。產品融合德國的釀酒技術與台灣的農作物精華，更蘊含夫妻倆對這片土地的深情厚誼，以金針花為主的系列酒品，更是深受消費者的喜愛與好評。

After years of perseverance, The Green Farm finally opened in August 2023, marking Hualien’s first distillery in the southern region licensed to produce its own spirit. Each bottle features elements of each partner’s origin—German distillery craft and Taiwanese superior crops—fused together to create an item that represents their love for the land. The brand’s speciality daylily series, in particular, has been recommended by consumers as their must-try drink!

綠點酒莊釀酒廠設備



為了讓更多人了解並品嚐到綠點生活的特色酒品，他們特別在瑞穗溫泉區興建一座充滿溫馨氛圍的黃色小木屋，不僅是品酒的好地方，更是傳播綠點與瑞穗故事的文化交流平台。

The Green Farm built a charming yellow cabin by the Ruisui Hot Springs to introduce their spirits to more people. This camping site creates an intimate and personalised tasting experience, while also serving as a cultural hub to share insights about the brand and the spirit of Ruisui.



花蓮特色金針花汽泡飲、赤科山德式老啤酒

創業之路從未平坦，尤其是在一個陌生的環境中。陳思樺回憶起初來乍到的日子，滿是挑戰與不易。他們需要克服語言不通、人脈不熟、交通不便等諸多困難，更要面對釀酒技術的瓶頸與市場的考驗。然而，正是這些困難，鍛鍊他們的意志，也更加堅定前進的步伐。

Entrepreneurship is inherently challenging, particularly in an unfamiliar environment. Chen reflects on the early days of their business, filled with obstacles such as language barriers, limited social connections, and operational difficulties, simultaneously navigating the demands of the market. Nevertheless, the couple's resilient spirit transformed these hurdles into stepping stones, reinforcing their resolve and solidifying their determination to advance in their journey.



2024年「經點琴酒」獲得 TWSC (Tokyo Whisky & Spirits Competition) 東京威士忌及烈酒競賽金牌獎



結合農特產品金針花研發「金針根蒸餾酒」

未來，綠點生活將繼續秉持創新與品質並重的理念，不斷研發出更多具有花蓮特色的酒品，計劃通過展覽、市集等多種形式，讓更多人喜愛。他們相信，在不久的將來，將成為台灣乃至國際知名的釀酒品牌，而他們的產品，也將成為代表花蓮的一張亮麗名片。

In anticipation for the future, The Green Farm is still devoted to harmonising innovation with quality as they continue to develop unique wines and spirits inspired by Hualien. They also aspire to broaden their customer base through exhibitions, markets and various events. Wiesner and Chen are confident that in the near future, The Green Farm will emerge as a renowned winemaking brand, not only throughout Taiwan but also on the international stage, with their products reflecting the beauty and vibrancy of Hualien.



張安德(左)向大家介紹氣泡飲及各式酒品

禁止酒駕 未滿18歲禁止飲酒

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