



越南蘭花市場現況

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摘要

自 1996 年成立喬普農藝有限公司以來，主要從事批發與銷售各種農業材料、蘭花材料、蘭花生產及進出口貿易，銷售越南、美國、日本等國家。

在台灣及越南均設有據點，臺灣設廠在蘭花生物科技園區，本公司也在第五期投資 10000 m² 的蘭花溫室從事生產，每年銷售 50 萬株蘭花。越南主要行銷通路為當地花店，2006 年越南胡志明辦公室成立以來，以進出口業務為主。

伴隨著越南對臺灣進口蘭苗數量逐年增加，來自越南當地氣候因素，當地市場需求過度集中等，都是必需面對的問題。此外，越南當地缺乏公開、客觀的市場資訊，都是一大考驗。

而去年開始，遭逢疫情重創國內外進出口貿易，國外市場急凍，許多訂單相繼被取消，蘭花外銷也因此受阻，導致損失慘重。疫情如此嚴峻下，受台灣蘭花產銷發展協會委託，於越南進行蘭花市場調查訪問，將越南蘭花產業的最新資訊分享給大家。

訪問題目如下：

1. 今年過年蘭花市場販售情況
2. 疫情後越南蘭花市場現況
3. 疫情後的蘭花事業經營方式

簡歷

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The Current Situation of Orchid Market in Vietnam

Mr. Cheng-Wen Tai

Abstract

Since its establishment in 1996, Chiao Puh Agronomy Co., Ltd. has been engaged in various agricultural materials and orchid materials, orchid production and import/export trading on the wholesale and retail levels; the Company conducts businesses in many countries, such as Vietnam, Japan and the US.

The Company has set up offices in both Taiwan and Vietnam. In Taiwan, we built a plant in Taiwan Orchid Plantation and invested in a 1000 m² orchid greenhouse for orchid production in the 5th phase of the park construction plan. We sell 500 thousand orchid plants every year. In Vietnam, the primary sales channels are local florists. Since the office in Ho Chi Minh City was set up in 2006, it has focused on both import and export business.

With the yearly increase in the number of orchid seedlings imported from Vietnam to Taiwan, climate change impacts in Vietnam and the over-concentration of demand from local market have become an issue of concern that we have to deal with. Another challenge comes from Vietnam's lack of open and objective market information.

Since the COVID-19 outbreak in last year, import/export trading has suffered terribly. The sales in overseas market have declined drastically, and many orders have been cancelled, causing a growth stall in orchid export; all of which resulted in heavy losses. Due to the grim pandemic, Taiwan Orchid Growers' Association entrusted me to visit and investigate the orchid market in Vietnam, enabling you to have access to the latest information on Vietnam's orchid industry.

The findings of the visit and investigation are as follows:

1. The sales situation of the orchid market during New Year
2. Current status of the Vietnamese orchid market since the pandemic
3. Changes in the management methods of orchid businesses since the pandemic

Introduction

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