

堅持福埠實業花卉農業創新及植物品種權推動的第二代—吳沐霖先生

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福埠實業股份有限公司專業經營花卉種球、種苗、園藝資材之進出口及植物品種權代理業務，於民國 68 年 5 月成立，在臺灣深耕超過 40 年，是國內最大的種球、種苗進出口公司。總公司設立於臺北，並在桃園龜山、南投埔里、仁愛清境設有農場及倉儲做為銷售、育苗生產及品種試驗據點。

吳沐霖先生，為福埠實業股份有限公司第二代擔任董事，從小深受父母對種苗產業的熱愛，進而影響他對臺灣種苗產業有相當的興趣，也立志未來在種苗產業上發展，對臺灣花卉、種球及種苗品種權等能有一番貢獻。

在臺灣植物種苗法施行前，福埠公司即在花卉品種權的推廣及維護上努力，像是與以色列 Danziger 公司取得滿天星之品種授權，在臺灣繁殖銷售種苗就是最好的例子之一。吳沐霖先生提到：「經營及維護花卉品種權是一項重要且艱鉅的工作，要耗費許多時間去引種、試種，然後選種推廣。臺灣市場不大，持續的堅持就是受到母親蔣麗兒女士一直以來對花卉園藝的使命感影響。蔣女士常說：「花卉就像是一個有生命的時尚產業，必須不斷有新品

種推出，才能持續帶動產業及市場發展」。吳先生也說到「我們極力教育農民應有尊重品種權的觀念，因為一個新品種的誕生，要投注大量的心血、時間、金錢，整個過程是相當不容易的。支付權利金的意義是給育種者最好的報酬，是對農民自己事業的一種創新的投資，使農民增加收

益，且權利金佔成品銷售金額的比例非常低，何樂而不為呢？」。此外，吳沐霖先生也鼓勵及輔導農民提升成品品質，不但大幅提高新品種之末端售價，亦延長了品種在市場上的商品壽命。

在這次的訪談中不僅讓我們重新認識了這個臺灣花卉產業的老字號公司，更深刻的了解在第二代的新血加入後，吳沐霖先生依然秉持著福埠公司的初衷，在維護植物品種權上而努力，對於臺灣花卉產業創新及品種權推動功不可沒。



圖 1. 吳沐霖先生

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The second generation leader of Foreport Enterprises Co., Ltd. who insist on Flower industry innovation and Plant Variety Rights Promotion — Mulin Wu

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FOREPORT Enterprises Co., Ltd. was established in May 1979 and deeply involved in Taiwan for more than 40 years. Its main business is to import and export of flower bulbs, seedlings and horticultural materials, as well as the agent of plant variety rights. Is the biggest importer & exporter of flower bulbs and seedlings in Taiwan. Besides head office is in Taipei, there are four farms with cooling room and warehouse in Taoyuan Guishan, Nantou Puli, and Renai Qingjing for sales, producing seedlings and variety testing.

Mulin Wu is the second generation of the Foreport Enterprises Co., Ltd. He has been deeply influenced by the passion of his parents for the seedling industry since childhood. The influences cause him to be highly interested in the industry. He also has the goodwill to make some contributions in the fields of the flowers, seed bulbs, and variety rights in Taiwan in the future.

Before the implementation of the "Plant Variety and Plant Seed Act" in Taiwan, Foreport already cooperate with Israel Danziger company to propagate and sell their well-known Gypsophila varieties. Mr. Mulin Wu mentioned: "Operating and maintaining the PBR of flower varieties are an important and tough task. It takes a lot of time to introduce, test, and promote market. His persistence is influenced by his mother, Ms. Julia Wu who always considers the domestic Floriculture development. She used

to say that floriculture are living fashion, new varieties must be continuously launched in order to drive the industry forward and long term market development. ". Mr. Wu also mentioned "We also try to educate farmers to respect the PBR, because a new breed requires a lot of efforts, time and money, and the whole process is not easy. The royalty is the best return

for breeder's hard work, and grower can consider as innovative investment to better future income. The proportion of royalties is quite reasonable in end product sales, so why not pay it?". Hence, Mulin Wu encourage and assists farmers to improve the quality of end products, not only to raise the end price, but also extends the product life of the variety in the market.

In this visit, we are recognized with this time-honored company in domestic flower industry, and gained a deeper understanding of how Foreport Company still adheres to its original intention and strives to protect PBR after joining the second generation managers.



Fig.1 .Mr. Mulin Wu

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