

Yacht Tycoon

專業玩家看市場：巨星遊艇陶君亮

Text_Drew Zheng Photos_Novatec

從跑船到台灣造船龍頭董事長，
從「遊艇王子」變成國際論壇中向總統建言的業界達人，
巨星造船董事長陶君亮，就是台灣遊艇發展的一本活字典！

Founder and chairman of Novatec Yachts Taiwan,
Eddy Tao tells his tales in the mighty yacht industry.



民國 1983 年，人稱陶董的陶君亮，在 32 歲這年白手起家創立「巨星造船」，並且推出自有遊艇國際品牌諾瓦帝（Novatec）。在那個台灣海域未開放、本土 80 家造船廠幾乎都在 OEM 賺外幣的年代，巨星遊艇憑著獨到眼光，第一年就獲得 6 艘遊艇訂單，這在當時遊艇公司普遍要 3 年回本的市場上成為奇蹟，「遊艇王子」的封號也不逕而走。不僅大明星林青霞、秦漢搭過他的船，政黨間不分藍綠也都是陶董的遊艇貴賓。早在 30 年前就開始玩遊艇的他，今天要跟《Seven Seas Sailing》的讀者分享他對市場的獨到觀察。

Known in the industry as “Yacht Prince”, Eddy Tao founded his yacht making company and introduced the Novatec brand in 1983, at merely 32 years of age. His originality in design and marketing has scored the company 6 orders in the very first year then a top brand now. Today we are going to pick his brain for some market insight!

Q：開始玩遊艇的契機？

A：台灣遊艇廠最多時有 70~80 家，但很多遊艇廠老闆都不玩船。台灣以海立國，遊艇與海洋生活有極大的發展潛力，加上我自己作這一行，如果自己都不玩船，怎麼能說服別人？我 30 年前就開始玩遊艇，平均每 10 年換一艘，一路換了 3 艘船，台灣的海域、路線設計跟玩法都相當清楚。遊艇不只是商品，還是一種生活型態，賣出一艘船的同時，也要推廣這種生活型態，玩遊艇就是一種參與。

Q：30 年來都怎麼玩遊艇？

A：30 年前台灣根本沒有出海的機會，一定得找個名義。我的第一艘船叫「中華海洋氣象號」，打著氣象探測名號出海，股東還包括氣象達人。當時台灣海上看不到其他遊艇，而且戒嚴時期幾個人上船就得幾個人回到母港下船，現在開放方便多了，「多點停靠」，在不同港口間感受不同在地活力，才是最好的遊艇玩法。找到好朋友也最重要，我喜歡找好朋友夫妻一起出海，唱唱歌、喝喝紅酒，白天海釣、傍晚看夕陽，晚上觀星，或在船上 BBQ，品嚐當地或海鮮餐廳的海產，玩法很多元。

Q：有什麼印象深刻的國外遊艇或俱樂部經驗？

A：我有一張三亞鴻洲遊艇俱樂部的會員卡，鴻洲原來是漁港，政府部分開放民間加入經營，發展成很具國際規模的大型俱樂部，足以媲美威尼斯或夏威夷；美西最大的遊艇港 Marina Del Rey 也令我印象深刻，簡直可以用遊艇城來形容，光泊位就有 12,000 個！但 Marina del Rey 50 年前，也不過是充滿垃圾的泥沼地。可見遊艇觀光業如果發展得宜，對地方經濟有多大的影響！非常值得現在的台灣借鏡。

Q：台灣現在開放了，市場最需要什麼？

A：遊艇產業可以分成製造、銷售及休閒服務三塊。台灣一年遊艇製造銷售的營業額高達 60 億，根據研究，這個產業投報率是 1:10，加上沒有汙染不佔地，對台灣總體經濟提升幫助極大。目前雖然才開放，但 28 個遊艇港其實泊位已快不敷使用，漁港轉型或利用海邊空地投資遊艇港，BOT 引進民間投資補足泊位，是第一要務。港口多了、周邊資源豐富起來、觀光客開始到遊艇港周邊消費，產業才會更活絡。

Q：對台灣的潛在消費者，有什麼特別的話要說？

A：不要把玩遊艇的人定位成富二代，美國人也沒有比我們富有多少，比起進 KTV 拼酒，出海是更有意義、也更好玩的休閒生活。現在社會都在強調多元文化的重要，遊艇作為休閒生活，也可以非常多元，不約殊妹改邀偏鄉弱勢族群小朋友出海，遊艇還是非常好的公益手法。

Q：How did it all begin?

A：Taiwan is an island country surrounded by sea, which makes yachting and marine leisure two great areas for business development. Loving what you do is one of the most important success factors in any profession. I've been a yacht enthusiast for more than 30 years, and I am now on my third yacht. As a yacht maker and frequent sailor, I can navigate through most of the waterways around Taiwan with my eyes closed.

陶董的出海懶人包 Eddy's Logbook

●最常出海的海域 / 路線是……

地理位置得天獨厚，同時交通便利的淡水河。

●喜歡這個路線的原因……

碼頭內有燈光炫麗的情人橋、郵輪造型的福容飯店、商店街及漁貨市場，非常多元值得推薦。最好在傍晚五點出海，迎著晚霞海風欣賞夕陽，橘紅色火球美得出奇！行經關渡橋則別忘記欣賞兩岸高樓玻璃帷幕反射出的萬家燈火，晚餐可在船上享受 BBQ，奢華版還可邀小提琴手及歌手隨船演奏、品酒享受微醺、海風吹襲得放鬆片刻。

●每次出海，必定會帶上船的東西是……

穿上舒適的遊艇海洋休閒服，紅酒、點心、飲料及音樂可依個人

Q：How have you gone about sailing in the past three decades?

A：30 years ago, there was a lot of government restrictions on open water sailing; you got to have a seemingly legitimate reason. So I named my first boat "ROC Ocean Weatheric" and sailed in the name of weather exploration. As the regulation around sailing opened up in recent years, I started doing the more enjoyable multiple-stops travel for each trip. But what matters the most is finding your sailing companions.

Q：Any notable experience visiting foreign yacht clubs?

A：I got to give that one to the VISUN Royal Yacht Club in Sanya, China, and the Marina Del Rey seaside community in LA, USA. Both are well-developed mega yacht clubs; you can really call them 'yacht towns'! They are both excellent examples of what we could accomplish here in Taiwan.

Q：You mentioned that the Taiwan market is more open now. What do you think is needed the most?

A：The yacht industry can be divided into three sectors; manufacturing, retailing, and leisure servicing. From historic data, the yacht industry's investment return averages 10 times on one dollar. Though we are at a very early stage, our 28 yacht harbors are already maxing out. Thus, flipping unused fishing wharfs or establishing new yacht harbors for more docking spaces through build-operate-transfer project financing is of primary importance; resources produce returns.

Q：Is there anything you would like to yell out to the end users?

A：Yachting is much more than a richman's sport. Think diversification; instead of your usual association to extravagant bikini party, may I suggest a charitable sail taking kids from the less fortunate? That I guarantee you would be far more rewarding.

喜好，最重要的是一顆愉快的心情！

● Do you have a favorite route?

It's ought be the geographically-perfect Tamsui river.

● Why is Tamsui your preferred pick?

The diversified culture and mixed urbanity along both sides of riverbank are highly recommended. The best time to enjoy this route is before sundown.

● And what would be your must-have onboard?

Casual clothing, wine, desert, and music are your standard equipment. But, most importantly, bring your cheerful mood!

Novatec

諾瓦帝：台灣精品眼光卓越

同樣屬台灣精品的諾瓦帝（Novatec）遊艇，來自北台灣起家的巨星造船，在董事長陶君亮看準遊艇產業發展的遠見之下，1983年開始致力於打造頂級規格遊艇，近年來更透過和國外知名設計師的跨國際合作，打造出一艘艘精雕細琢、裡外兼具的豪華遊艇，在國際遊艇市場樹立起自身獨有的大氣風格。

以往遊艇多限於私人購買的使用範疇，但諾瓦帝在去年開立全台首見「非自用遊艇」下海啟用的創舉，根據船東需求打造出台灣第一艘通過中國驗船中心 CR 認證、交通部核發非自用遊艇執照的頂級遊艇，正式將海上遊艇休閒活動從私人擁有推向遊艇企業化經營服務端。主力經營 Euro 歐風系列的船艇款式，加上陶君亮 30 年累積的遊艇經驗，深知遊艇銷售還需要推廣整套生活方式，於是從接洽購買到售後服務，從硬體零件器械使用到軟體外觀配備需求，諾瓦帝獨家的全方位船主體驗（Total Ownership Experience），能讓船主充分感受尊榮氣息。

Novatec Yachts has dedicated itself in building the most luxurious yacht by cooperating with international and local ship designers, for both interior and exterior. In a 2014 set-sail event, Novatec debuted Taiwan's first custom-made commercial grade yacht, passing China Corporation Register of Shipping certification and licensed by the Ministry of Transportation and Communications R.O.C., marking the official start of enterprized sailing experience. Novatec's Euro Series comes with 52-ft., 58-ft., 78-ft., and 84-ft. variations, and the exclusive 'Total Ownership Experience' service can make yacht owners really king of the sea.

■ 歷史：創立於 1983 年，32 年。

■ 血統：台灣

■ 主要據點：台北、高雄及澎湖

■ 遊艇系列：歐風系列（Euro）共有 52、58、78、84 呎四種尺寸可供訂製。

■ www.novatecyachts.com



Novatec N72



Novatec N72



Novatec 內裝



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