




# 企業國際化挑戰的第一步

三聯科技股份有限公司／陳彥俊 譯 

SIAP+MICROS S.r.l. 是由SIAP Bologna (義大利波隆那)，以及MICROS(義大利聖非奧爾)兩間環境監測的領頭羊公司，於2003年合併而成。

SIAP是一間成立於1925年歷史悠久的氣象儀器製造商。而MICROS的專業是研發、設計，與製造記錄器的專家，自1976年成立起，開始提供工業以及環境應用的資料收集，以及遠端量測服務。

SIAP+MICROS結合了兩間公司將近100年的技術以及知識，並運用眾多的經驗與高深的專業，讓合併後的公司在世界環境與工業監測的舞台上，持續提供獨特的監測技術，以及完整的產品線。

在2018年，因經營策略的改變，由居於世界結構健康監測領先地位的法國OSMOS公司，

以及亞太地區大地工程與地震監測服務最佳公司之一的三聯科技，共同取得SIAP+MICROS 100%的經營權。


SIAP+MICROS提供完整環境監測的產品線，適合廣泛運用在不同的領域以及應用。在天氣與農業氣象方面，可協助專案規劃與執行，從獨立測站，到整合遙測陣列，提供專業、可靠，以及安全的環境監測資料控制。SIAP+MICROS所有的監測設備，都是以世界氣象組織(WMO)的高品質且嚴格的規範設計與生產，多年來協助建置了多個國家的國家氣象網，以及航空管理局完整的環境監測網。

在水文監測領域，SIAP+MICROS的觀測站提供即時與精確的資訊，例如降雨量與強度、降雪量、河川或湖泊的水流速等等。對主



▲ 圖1 SIAP+MICROS總部(SIAP+MICROS headquarter)

# First Step of International Adventure

SIAP+MICROS 執行長 / Alex Stevanin 

SIAP+MICROS S.r.l. was established in 2003 from the merge of SIAP Bologna (Bologna - Italy) and of MICROS, (San Fior – Italy), two leading Companies in the environmental monitoring system's market.

SIAP has been producing instruments for meteorology since 1925.

MICROS has been active since 1976 in the designing and manufacturing of data acquisition and remote measurement and control for environmental and industrial applications.

SIAP+MICROS gathers together the technology and know-how of both companies. The broad variety of experiences and expertises makes the new Company worldwide unique, featuring one of the widest range of products and systems for the environmental and industrial monitoring industry backed by more than 95 years of know-how.

In 2018 SIAP+MICROS has been jointly acquired by OSMOS, a leading French company in the field of Structural Health Monitoring, and SANLIEN Technology Corp, specialized in hi-tech measurement solutions and services for civil engineering projects.

SIAP+MICROS offers a wide range of products and services for environmental monitoring solutions in different fields and applications.

For meteorology and agrometeorology we can design and implement projects, ranging from a single station up to complex networks of telemetry stations, that allow a professional, reliable and secure control of environmental data. All our hardware and software are designed and manufactured according to the strictest and highest quality standard conforming to the World Meteorological Organization's guidelines. In these years we have supplied many complex networks to several national meteorological and aeronautical authorities.

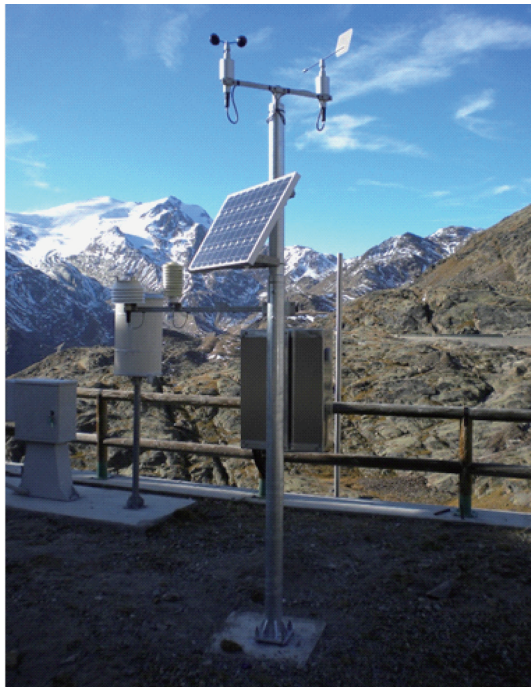
For hydrological field, SIAP+MICROS stations assure real time check on the intensity of rainfalls, snowfalls and on the flows of rivers, lakes, etc. The continuous control of the main parameters and the calculation of the derived hydrodynamic ones, allows to implement systems for timely emergencies management (Early Warning Systems) in order to prevent or mitigate the effects of critical situations such as floods or drought. Among our customers there are several environment protection Agencies, National Institutes for protection and environmental research (like I.S.P.R.A. in Italy), civil protection Authorities, basin Authorities, hydrographic offices and similar.

The oceanographical systems by



要參數的連續控制與流體動力參數的計算，SIAP+MICROS的系統能夠實施即時的緊急管理（預警系統），以防止或減輕諸如洪水或乾旱等極端氣候的影響。SIAP+MICROS客戶群包含環境保護機構、國家保護和環境研究所（例如義大利的 I.S.P.R.A.）、民防部門、水資源局、水文部門等。

SIAP+MICROS的海洋觀測系統可以監測和記錄天氣、潮汐和海浪的動態現象。這樣可以正確理解和預測潮汐和潮浪，並在出現異常現象，或有海嘯危險時啟用自動警報系統。義大利和希臘國家航海網絡的潮汐記錄完全由SIAP + MICROS建立。此外，水都威尼斯的潮汐預報和發布中心也是SIAP+MICROS的客戶之一。SIAP + MICROS在地質領域也提供監控系統，以確保生命和財產免受滑坡、泥石流和土石流等危險事件的威脅。



▲ 圖2 氣象站示例(Example of Weather Station)

SIAP+MICROS十分自豪所有的硬體設備均是“義大利製造”；相關桌機與網頁雲端軟體開發，也是由SIAP+MICROS內部工程師設計，並保證提供不中斷的遠程技術支援和迅速的現場維護。

過去數十年來，SIAP+MICROS在國際市場上一直穩定地佔有一席之地，國際業務目前佔平均年營業額一半以上。實際上，由於對地球氣候變化的敏感度不斷提高，以及對準確天氣預報的需求日益增加，過去十年間，國際市場一直在持續增長。更詳細地說，市場重點已放在收集大數據的重要性，以增強對極端自然事件的預測，以及對水資源有效的管理和控制。為了這些特定目的，許多國際機構現在正在分配可用資金，尤其是針對監測網絡結構仍然薄弱的開發中或未開發國家。

在這種情況下，作為全球最專業的環境監測解決方案製造商之一，SIAP+MICROS的精確目標和優異能力，將會強化讓高質量系統和產品推向國際市場的力量。

對於國際業務，SIAP+MICROS會因地點或客戶制宜。例如國家等級的監測網建置專案，SIAP+MICROS通常會直接參與其中，以利用紮根良好的關係，並與主要客戶保持更近的距離。對於由私人或當地機構管理的監測網，SIAP+MICROS會透過合作夥伴，或特定經銷商來執行有利的專案。

SIAP+MICROS近期已在全球成功建立了重要的氣象和水文監測網路，這讓公司得以擴展並豐富國際經驗和專業知識領域，且增加產品和服務的靈活性，以保證解決方案能夠更廣泛、更多樣化的與市場需求匹配。

SIAP+MICROS can monitor and record the dynamics of weather, tides and waves phenomena. This permits the correct understanding and prediction of tides and tidal waves and the implementation of automated alert systems in case of exceptional tides or tsunami hazard. Both the Italian and Greek National Mareographic Networks for tides recording have been entirely made by SIAP+MICROS. Moreover, the tides forecast and reporting Center of the city of Venice is one of our customers. In geological field Siap+Micros provides monitoring systems to ensure the protection of people and things from dangerous events such as landslides, mudslides and debris flows.

All hardware equipment manufactured by SIAP+MICROS is proudly “made in Italy” as well as our software packages, both for desktop and web-based version, developed by our internal software house. The company assures 24/7 remote technical support and quick on-site maintenance.

SIAP+MICROS has been present on the international market steadily since decades, a business which now represents more than a half of its average annual turnover. In fact, the international market has been tangibly growing over the last 10 years thanks to the ever more sensitivity on the Earth’s climate changes and the increasing need of accurate weather forecasting. More in detail, the focus has been drawn to the importance of collecting a huge amount of field data in order to enhance the forecast of extreme natural events and also the management and

control of water resources. For these specific purposes many international bodies are now allocating funds especially for under-developed countries, where monitoring networks are still weakly structured.

In this context, as one of the most present manufacturer of professional environmental monitoring solutions in the world, SIAP+MICROS has the aim and the capability to bring high-quality systems and products in the international market.

SIAP+MICROS usually adopt different approaches when it comes to international projects. In the case of a work involving monitoring networks in charge of public authorities, which operate at a national level, the company normally uses to directly take part in, with the purpose of creating grounded relations and keep closer to its main customers. In the case of monitoring networks managed by private or locally confined bodies, the company operates through partners or specific distributors for the area of interest.

The company has recently successfully implemented important meteorological and hydrological monitoring networks worldwide. This allowed the company to expand its experience and sphere of expertise in the international field and to grow the flexibility of its products and services in order to ensure that its solutions can match the needs of an ever wider and more diversified market.

For what specifically concerns the Asian market, in recent years many countries are



近年來，對於亞洲市場特別關注的議題，許多國家正在投資重要的資源，以擴展和更新現有的監測網絡，並降低管理和維護成本。由三聯科技在地化的協助下，以及最近取得了亞洲的一些重要專案，SIAP+MICROS為亞洲市場上日益強大的地位，奠定了基礎。

事實上，隨著三聯科技與OSMOS在2018年收購了SIAP+MICROS，針對亞洲市場也建立了新的商業開發協議。作為SIAP+MICROS的母公司之一，也是整個亞太地區的代表，三聯科技透過廣大的經銷商和合作夥伴網路，負責開發和推廣SIAP+MICROS的產品和解決方案。三聯科技並擁有售後服務和技術支援能力，確保提供亞太地區客戶高品質的全方位環境監測服務。

investing important resources with the aim of expanding and update the existing networks also with a view to reducing management and maintenance costs. With the support of SANLIEN and the recent acquisition of some important projects on the continent, SIAP+MICROS is laying the foundations for an increasingly strong presence in the Asian market.

In fact, along with the acquisition of SIAP+MICROS by SANLIEN in the 2018, a business agreement for the Asian market took place. As the SIAP+MICROS' representative for the whole area of Asia, SANLIEN is in charge of developing and promote SIAP+MICROS' products and solutions through its network of distributors and partners. SANLIEN can also offer after sales and technical support in order to ensure to its customers a high-quality service thanks to its closeness in the area.



▲ 圖3 企業國際化挑戰的第一步—SIAP+MICROS總部大廳



▲ 圖4 企業國際化挑戰的第一步—三聯科技氣象專案團隊於2019年1月拜訪SIAP+MICROS進行1週的業務交流與技術訓練