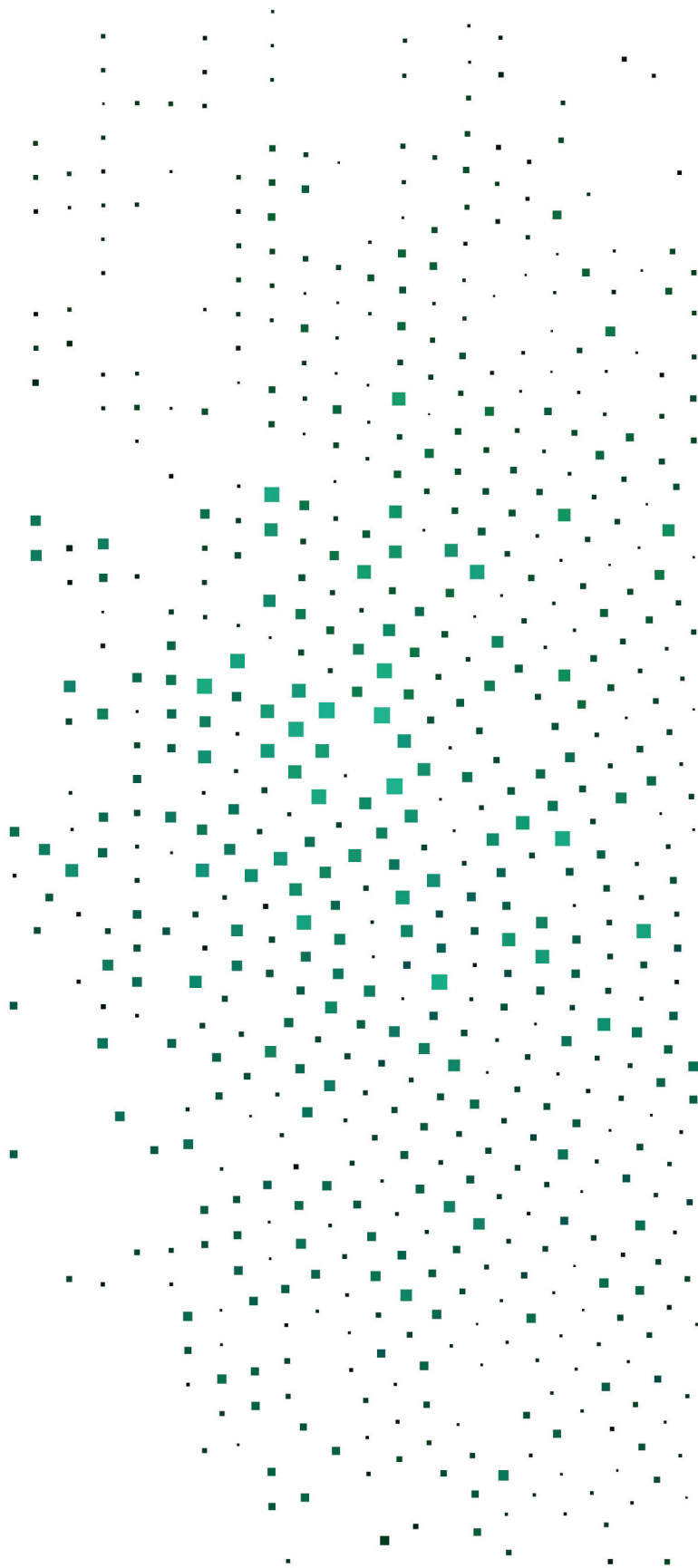


Annual Report 2019

Taiwan
External
Trade
Development
Council

外貿協會工作年報



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董事長 序言

受到美中貿易衝突與全球經濟不景氣的影響，2019年我國對外貿易進出口貿易總額6,151.9億美元，較2018年微幅衰退0.6%；出口總值3,293億美元，微幅衰退1.4%，但出口表現仍優於韓國、日本、新加坡等亞洲其他主要國家，對美國、韓國與日本出口更分別有17.2%、7.7%及2.1%的成長。

外貿協會以協助我商拓銷海外市場及爭取商機為重要目標，2019年本會總計辦理316個海外拓銷推廣活動、40項台灣國際專業展，共服務廠商8萬2,347家次，促成商機234億9,688萬美元。

配合政府政策，本會自2017年起積極協助我業者拓銷新南向市場。2019年在印尼、印度、越南、馬來西亞、菲律賓舉辦5場臺灣形象展，深化雙邊產業、文化、觀光、人才培訓及醫療服務等各方面交流，也透過電競與運動行銷提升台灣精品的品牌能見度；其中，為開發新南向市場潛在商機，協助我國汽車、電子、智慧醫療業者與越南最大Vingroup集團洽談在越南市場的合作，並協助我商掌握印度古吉拉特州及印尼吉沛工業園區的投資契機。

拓展新興市場方面，針對互補產業，擇定中東歐及中東國家如土耳其辦理多項產業合作及拓銷活動，並在以色列增設「特拉維夫台灣貿易暨創新中心」，促進臺以雙方在高科技與新創領域交流與策略合作，籌 企業高階實戰班首次與以色列特拉維夫大學柯勒管理學院Lahav合作開課，促成以國龍頭創投OurCrowd及Maverick Ventures Israel 現身InnoVEX展覽與國內新創公司進行一對一洽談、洽邀魯賓斯基集團等知名買主來臺採購；也率領國內高科技廠商，如華碩及技嘉等，與俄羅斯資通訊、網路及生醫等業界指標型企業和新創業者交流，協助我國廠商與俄羅斯重量級企業高層建立關係。

在美日等成熟市場，首創成立「臺美商務交流中心」，進一步加強臺美企業在產業及貿易之合作。也透過日本大型商社搭橋計畫，搭建我業者與日本企業

包括第三地市場的商務交流管道，加深合作效益；針對中國大陸市場，持續推動兩岸商貿交流，辦理多元拓銷活動。此外，籌組產業聯盟團隊，協助我國智慧城市、電動車、綠色生態圈及珍珠奶茶產業成功輸出海外。

為貼近產業並深化在地服務，本會2019年洽訪全臺5,000多家企業，辦理「中小企業菁英會」及「地方工業商業會交流營」，推廣本會各項服務及相關政府資源，了解我商產品優勢、拓銷海外市場需求、加速數位貿易發展進程，並蒐集產業現況暨趨勢。另利用本會國內辦事處及遍布全球63駐點，安排地方縣市政府辦理農產食品推廣活動，及拜會重要海外通路商和進口批發商，串聯起地方政府的國際行銷管道。

面對數位科技飛速發展，社會及經濟活動更趨便捷，本會期許成為「數位經貿的領航者」，為我業者掌握全球數位商機。本會從內部培植數位思維為出發點，持續進行數位轉型，以提供業者數據分析及一站式服務為方向，將台灣經貿網作為建構數位貿易生態圈的核心，串連我商及國際知名電商平台，透過具深度及廣度的數位發展策略與服務，全力推動我國數位貿易發展。

全球經濟情勢瞬息萬變，面對新科技、新局勢，未來每一家企業都必須是科技公司方能搶占先機。2020年外貿協會成立滿50週年，本會將加速轉型，連結新創及年輕世代，擴大數位服務，期許成為臺灣「數位經貿的領航者」及「創新模式的推動者」，創新服務我國中小企業掌握產業品牌競爭優勢，攜手拓展全球市場！

黃志芳 董事長

黃志芳



From the Chairman

Since TAITRA was established in 1970, it has been committed to facilitating the exploration of business opportunities around the world for Taiwanese companies. With the changing global economy and advancing technology, companies that close gaps in digital skills will have more advantages to compete in the global market. Today's challenge for TAITRA is to assist businesses in setting up strategies to promote digital trade. In 2019, TAITRA successfully coordinated a total of 316 promotional activities overseas, hosted 40 Taiwan Trade Shows, served Taiwan enterprises 82,347 times, and generated business opportunities worth over US\$23.49 billion. The following reflects TAITRA's aspirations:

The New Southbound Markets

TAITRA hosted five large exhibitions, the Taiwan Expos, which were infused with bilateral industrial, cultural, tourist, talent training, and medical service elements, in Indonesia, India, Vietnam, Malaysia and the Philippines. In these countries, TAITRA also employed event marketing strategies to enhance the global visibility of Taiwan Excellence awarded brands. In addition, to help build up strategic partnerships overseas for Taiwanese companies, TAITRA acted as a bridge for Taiwan's automobile, electronics, and smart medical companies, as well as Vingroup, the largest private conglomerate in Vietnam. Furthermore, TAITRA proactively offered business information to Taiwanese companies regarding potential business opportunities in Gujarat, India, and Java Integrated Industrial and Ports Estate (JIPE), Indonesia.

The Emerging Markets

TAITRA focused on countries in Central and Eastern Europe and in the Middle East, and in particular held many trade promoting activities in Turkey. Moreover, in order to better connect with Israel's high-tech companies and start-ups, TAITRA

set up its Taiwan Trade & Innovation Center Tel Aviv, Israel, and cooperated with Tel Aviv University to jointly organize strategic business management courses in TAITRA's International Business Administration Program. Through these endeavors in Israel, TAITRA successfully invited the two leading venture capitalist firms, OurCrowd and Maverick Ventures Israel, to join the InnoVEX session of the Taiwan Trade Show, COMPUTEX 2019. TAITRA also expanded its search for business opportunities in Russia, and provided a bridge for the top management of prominent companies in Taiwan and Russia. For example, ASUS and GIGABYTE in Taiwan connected with Russian ICT companies.

The Developed Countries and Mainland China

Firstly, in order to support industrial and trade cooperation between Taiwan and U.S. enterprises, TAITRA established the Taiwan-USA Trade & Investment Networking Center. Secondly, with the launch of TAITRA's Bridge Building Project, Taiwanese companies have connected with Japanese mega-corporations for potential business opportunities. As for Mainland China, TAITRA managed the network for Taiwanese and Chinese companies by holding various activities to promote trade.

Marketing Alliances

TAITRA continued to lead its established marketing alliances in showcasing their products globally, including smart city businesses, electric vehicles, green businesses, and bubble tea businesses.

Services to Taiwan's Industrial Associations and SMEs

TAITRA conducted surveys and interviews with over 5,000 companies and also held panel discussions and round-tables for local associations and small and medium-sized enterprises. In

addition, with the outreach of its five domestic offices and 63 overseas offices, TAITRA effectively conducted international marketing to promote Taiwan's agricultural products overseas.

Digital Strategy and Transformation

TAITRA sees itself as a pioneer and at the leading edge of world trade, and aims to facilitate the seizing of digital business opportunities worldwide for Taiwanese companies. TAITRA has proceeded with digital transformation by setting strategy to promote digital trade and by fostering the digital mindset of its staff. To better serve Taiwanese companies and local associations, the strategy practices included offering big data analysis and one-stop services, and utilizing Taiwantrade.com to foster an ecosphere for digital commerce and broaden global e-commerce networks.

It is TAITRA's 50th anniversary in 2020. TAITRA stands today not only as Taiwan's foremost trade promoting organization, but also as a pioneer of the digital economy, and as a leading proponent for new business models, with significant implications in the evolution of Taiwan's external trade. In the years ahead, TAITRA will chart a path for the external trade of Taiwanese companies, and will stay focused on its digital strategy, digital transformation, and connectivity with start-up industries and the next generation.

James C. F. Huang

Chairman
James C. F. Huang



2019年本會整體工作績效

Overview of TAITRA's 2019 Operations



本會自1970年成立迄今，係我國主要對外貿易推廣機構。整合政府、本會各項資源及海外據點，規劃執行參展團、拓銷訪問團、採購洽談會、數位行銷、跨境電商及國際產業展會等各項推廣活動。

TAITRA has been Taiwan's foremost nonprofit trade promoting organization since it was established in 1970. By integrating its resources and overseas offices with the government's, TAITRA organizes delegations for overseas trade shows and business visits, sets up procurement and business match meetings, conducts digital marketing, connects with international e-commerce platforms, holds Taiwan Trade Shows, and fosters Taiwan's MICE industry.

拓展全球 爭取商機

Exploring Global Trade Opportunities

- 爭取商機逾234億9,688萬美元
created business opportunities worth over US\$23.49 billion
- 辦理海外拓銷活動316項
held 316 activities overseas
- 促成接洽買主10萬4,753家次
served 104,753 buyers for business matching
- 辦理產業及市場調查25案
conducted 25 industrial & market research

協助我商拓銷包括新南向、新興、歐美日及中國大陸在內的全球市場

Continued to probe overseas markets, including the New Southbound markets and Mainland China, as well as emerging and developed markets

自2017年起，在印尼、印度、越南、馬來西亞、菲律賓及泰國等6個新南向國家、10個城市共辦理14場「臺灣形象展」，累計達2,340家廠商參展，吸引超過30萬人次參觀

Held 14 TAIWAN EXPOs in 10 cities across 6 countries (Indonesia, India, Vietnam, Malaysia, the Philippines, and Thailand) and has attracted 2,340 exhibitors and 300,000 visitors since 2017

推動產業整合行銷，打造國家隊如智慧機械、電動車等

Formed marketing alliances for Taiwan's Industries of smart Machinery, electric vehicles, etc.

受政府委託執行「臺灣產業形象廣宣計畫」，藉由整合行銷方式提升臺灣整體形象目標市場

Continued to advance Taiwan's industry Image Enhancement Project (IEP), as authorized by Taiwan's government, to enhance the nation's image in targeted markets

推出國際行銷諮詢服務2.0版，強化我商戰力

Offered improved International Marketing Advisory Services 2.0 to SMEs

推廣數位貿易

Promoting Digital Trade

- 台灣經貿網站瀏覽人次達3,262萬次
attracted 32.62 million visits at Taiwantrade.com
- 輔導廠商國際電商平臺上架28萬項商品
facilitated 280,000 Taiwan products on international e-commerce platforms

全面數位化工程-「ONE TAITRA」計畫，運用數位科技提升服務價值及業務效率，提供廠商完整便捷的數位化體驗

Launched the "ONE TAITRA" project to add value and efficiency to its services by leveraging digital technologies

運用進階大數據分析市場及產業經營動態，輔助擬定拓銷策略及多元作法，提供38家廠商及27案公協會客製化數據分析服務

Continued to exploit big data to analyze the dynamics of markets & industries to implement strategies for exploring businesses in overseas markets and provided 38 companies & 27 associations with analytic reports

與Google、Amazon、eBay、Facebook、線上金流、物流、第三方認證及數位行銷業者合作，提供台灣經貿網會員加值服務

Formed strategic alliances with prominent industry players in the fields of digital commerce (Google, Amazon, eBay and Facebook), online payment, logistics and third-party verification to provide services to members of Taiwantrade.com

經營會展軟硬體

Fostering Taiwan's MICE Industry

- 臺灣會展新里程碑 國家級會展中心成形
helped Taiwan's MICE Industry reach a truly global level by operating TWTC and TAINEX 1 & 2
- 辦理40場台灣專業展
held 40 Taiwan Trade Shows

透過台北世界貿易中心展覽大樓及南港雙館共可提供6,300個攤位，為亞洲重要的會展中心之一

Became one of most significant exhibition venues in Asia by offering 6,300 booths provided by TWTC and TAINEX 1 & 2

辦理40場國際專業展，參展廠商超過1萬家，吸引超過8萬名海外買主來臺參觀

Held 40 Taiwan Trade Shows with an attendance of over 10,000 exhibitors and 80,000 overseas buyers

協助爭取291場國際會議、約132場次獎勵旅遊活動來臺辦理

Facilitated the winning of bids for 291 international conventions and 132 incentive travel programs in Taiwan

深化海外布局

Planning for Global Business Deployment

- 營運63個海外據點
operated 63 overseas offices
- 服務廠商8萬2,347家次
served enterprises over 82,347 times

透過駐點深耕經營駐地買主關係，積極洽邀買主來臺採購

Continued to foster connections with overseas buyers for potential procurement opportunities

2018年於印度新德里、斯里蘭卡可倫坡兩據點，2019年再增設以色列特拉維夫駐點

Set up 2 new branch offices in New Delhi (India) and Colombo (Sri Lanka) in 2018; set up a new branch office in Tel Aviv (Israel) in 2019

營運臺灣商品行銷中心、海外商務中心及中東市場行銷育成中心等，在海外市場為我商提供專案經理客制化行銷服務、優惠價格租用駐點辦公設施及一站式公司設立服務

Continued to operate Taiwan Product Centers (TPC) for providing a co-hired domestic project manager, Overseas Business Centers (OBC) for offering temporary offices with affordable pricing, and a service center at the Jebel Ali Free Zone of Dubai for providing streamlined services to assist Taiwanese enterprises to set up branch offices

人才培訓及媒合

Training & Talent Matching

- 培訓專業國際貿易人才3,014人次
conducted training sessions for 3,014 professionals in international trade
- 會展人才培育與認證計畫：在臺培育232位CEM、44位CMP、75位CIS
implemented the MICE Certification and Training Project in Taiwan and trained 232 professionals certified by CEM, 44 by CMP and 75 by CIS

提供多元化的訓練課程，包含國際企業經營班、特訓班、在職班、企業高階主管實戰班、新南向人才培訓、會展人才培育與認證計畫等

Offered a range of training programs in marketing, international trade, and the MICE industry

「企業高階主管實戰班」第四期首度攜手以色列「特拉維夫大學柯勒管理學院」開課，著眼以國科技創新及新創精神

Collaborated with Lahav Executive Education of Collier School of Management, Tel-Aviv University, and jointly organized the Strategic Business Management Program IV

與台灣微軟及美國在台協會合作，辦理「青藍攜手，企業騰飛-AI加油站」高階培訓課程，了解AI系統概念等

Collaborated with Microsoft Taiwan, and the American Institute in Taiwan to jointly organize a "Corporate AI Strategy" workshop on AI systems

ITI國際企業人才媒合系列活動協助我商媒合國際企業人才，Contact TAIWAN攬才計畫協助我商延攬海外專業人才

Conducted ITI Job Placement activities to facilitate job matching between Taiwan enterprises and professionals in international trade; the Contact TAIWAN project aided Taiwan enterprises to recruit overseas talent

市場、產業雙軸心 拓銷全球市場

新南向、新興市場、中國大陸及歐美日為本會工作的4大市場；本會以產品與服務貿易、實體與網路行銷並行策略，針對不同市場，研擬創新作法，辦理適合當地的活動，全力協助廠商拓展海外市場。

With a focus on both trading in goods and in services, TAITRA aims to serve and assist Taiwan enterprises in expanding into the four targeted overseas markets of New Southbound markets, Mainland China, as well as emerging and developed markets. TAITRA helps these enterprises to explore business opportunities by leveraging traditional channels and online platforms, and also by employing innovative and appropriate initiatives.

International Marketing Focuses of Market & Industry

深耕新南向國家 開拓新興市場

Developing New Southbound Markets & Emerging Markets

臺灣形象展-新南向國家交流最佳平台 TAIWAN EXPO - The Premier Platform for Interacting with New Southbound Countries

「臺灣形象展」自2017年起已舉辦14場次，橫跨印尼、印度、越南、馬來西亞、菲律賓及泰國6個國家、10個城市，累計將近30萬人次參觀，並深獲國內外媒體大幅報導，總計新聞露出超過4,100則，將臺灣產業形象與國家實力推廣到新南向國家，成功深化雙邊文化、觀光、人才、醫療及產業等各方面交流，讓東協及印度等國人民透過展覽對臺灣有更深入的瞭解及評價，進而促進參觀者來臺觀光或求學，有效提升我國能見度與形象。

TAIWAN EXPO has been held 14 times in 10 cities across 6 countries, including Indonesia, India, Vietnam, Malaysia, the Philippines, and Thailand since 2017. It has attracted 300,000 visitors and received more than 4,100 reports from domestic and foreign media.

TAIWAN EXPO has effectively enhanced Taiwan's international visibility and image, and it has promoted Taiwan's industrial image and national power to the New Southbound countries. It has also successfully deepened bilateral interaction in different fields, including culture, tourism, education, medical care, and many other industries. In addition, TAIWAN EXPO has not only encouraged people from ASEAN and India to become acquainted with Taiwan, but has also attracted more people to visit Taiwan or plan to study here.



奉茶為臺灣與印度共有的禮賓文化，2019年印度臺灣形象展開幕典禮以「茶」為主題，演繹臺印共好
In 2019, the opening ceremony of TAIWAN EXPO in India proceeded with a tea theme and presented the common cultural tradition of "Serving Tea" in both Taiwan and India.

協助臺商投資布局新南向市場 Assisting Taiwanese companies in investing in New Southbound countries

2019年本會關注印尼與印度的能源補貼政策在新政的帶動下所出現的轉機，協助我商掌握雙印投資契機及市場資訊，搶先投資布局新南向國家。

- 本會於1月率36家我商組團參加印度古吉拉特州投資高峰會，成員包括智邦科技、長興材料、創奕能源、大光長榮機械、萬年清工程及成大醫院等，並舉辦於高峰會的「台灣投資論壇」吸引超過300名來賓參加，且見證多項MOU簽署，包括台灣肥料公司與古吉拉特州肥料公司，及國際中橡投資控股公司與古吉拉特州州政府工業發展公司。本會黃志芳董事長也受邀於「中小微型企業大會」發表專題演講，強調臺印產業具高度互補，應運用雙邊中小企業共創SME生態體系之目標，獲得現場3,000名聽眾熱烈迴響。
- 我國經濟部與印尼政府合作於印尼的吉沛保稅港工業園區(JIPE)內設立「臺灣專區」，本會於12月於臺北辦理「印尼吉沛工業區臺灣園區」投資說明會，共吸引50家廠商參加。

In 2019, TAITRA focused on business opportunities related to the implemented policies of Indian and Indonesian energy subsidies. To assist Taiwanese companies in seizing business opportunities and investing in India and Indonesia, TAITRA conducted the following seminar and delegation for the companies.

- In January 2019, TAITRA organized an investment and trade delegation of 36 Taiwanese companies to attend the Vibrant Gujarat Global Summit 2019. During the Summit, TAITRA held the Taiwan Investment Seminar to introduce Taiwan's top-notch companies and attracted over 300 Indian professionals. And at the MSME Convention, TAITRA's Chairman Mr. James C. F. Huang was invited to give a keynote speech on 1. how Taiwanese companies' business advantages could mesh with the needs of India's companies, and 2. building a bilateral SME's eco-system.
- In December 2019, TAITRA held the "JIPE-Taiwan Zone" investment seminar in Taipei to introduce a zone co-planned by Taiwan's Ministry of Economic Affairs and the Indonesian government at the Java Integrated Industrial and Ports Estate (JIPE) in Indonesia. The seminar enjoyed the attendance of 50 Taiwanese companies.



在2019印度古吉拉特州投資高峰會，台灣肥料公司與古吉拉特州肥料公司簽署合作備忘錄
The Taiwan Fertilizer Co., Ltd. and Gujarat Narmada Valley Fertilizers & Chemicals (GNFC) signed a MOU at the Vibrant Gujarat Global Summit 2019 in India.

To promote the bilateral trade between Taiwan and African countries and to assist Taiwanese enterprises in taking advantage of business opportunities in the African market, TAITRA's Taiwan-Africa Trade Promotion Office (TATPO) has been acting as an integrated platform to both public and private sectors. In 2019, TAITRA sent trade pioneers to Africa, organized trade delegations to 12 African countries, and led delegations to local exhibitions in Eswatini and Nigeria. In addition, on Taiwan's 2019 Africa Business Day, TAITRA invited representatives from Eswatini, Nigeria and South Africa and buyers from Tanzania and Algeria to share their political and economic insights and African business opportunities. Furthermore, to strengthen the effect of the Taiwan-Eswatini Agreement on Economic Cooperation, TAITRA invited Eswatini enterprises to attend three exhibitions in Taiwan and the results were highly praised by the participating enterprises.



2019「非洲商機日」—非洲買主及我商一對一洽談
African buyers met with Taiwan suppliers on 2019 Africa Business Day.

持續深耕非洲市場 Cultivating African Markets

為協助廠商拓銷非洲市場，本會經辦之「經濟部非洲市場推動辦公室」持續整合政府及民間力量，加強對非洲經貿與投資交流，為我商爭取商機。

2019年本會派遣貿易尖兵赴史瓦帝尼、迦納及莫三比克蒐集市場商機、籌組貿易訪問團前往非洲12國，並帶領廠商前往史瓦帝尼及奈及利亞參加國際商展。本會在2019年「非洲商機日」邀請史瓦帝尼、奈及利亞及南非等國駐臺使節、代表及坦尚尼亞和阿爾及利亞買主分享政經情勢及商機，創建我商與非洲買主的交流平台。此外，為擴大臺史ECA成效，邀請我友邦史瓦帝尼業者來臺參加年貨大街、禮品及食品等展覽，成果頗豐，受到史國業者高度肯定。

進擊歐洲新興市場 Advancing in Eastern European Markets

中東歐國家政經發展穩定，對民生消費品及中間財有需求，極具市場拓銷潛力。本會2019年辦理「2019年中東歐市場拓銷團(春季及秋季團)」，帶領我商拓銷中東歐7國及俄羅斯；另亦辦理貿易尖兵及市場調查，蒐集最新商情及商機提供企業運用。此外，透過在臺舉辦2019年歐洲商機日，有超過半數的買主來自中東歐國家及烏克蘭、俄羅斯等國，與臺灣企業進行貿易洽談會，提供我商與國外買主面對面接觸、積極爭取在新興市場的合作商機。

Since Central and Eastern European countries have become both politically and economically stable, their increasing demand for consumer products and intermediate goods indicates a great potential for business. In 2019, TAITRA not only hosted two trade missions to explore markets in seven Eastern European countries and Russia, but also sent trade scouts to gather the latest market information and to explore trade opportunities. In addition, TAITRA's "2019 Trade with Europe" in Taiwan had more than 50% of the attending buyers coming from Central and Eastern European countries, such as Ukraine and Russia. The event served as a successful platform for Taiwanese companies to meet foreign buyers face-to-face and pursue cooperation opportunities.

開拓中東潛力市場

Exploring potential markets in the Middle East

中東地區人口超過2億，油元商機豐富，多國政府為降低對石油出口的依賴，積極推動產業多樣化政策，對設備與原物料的進口需求也因此大增。2019年本會為拓銷中東市場潛力商機，派遣貿易尖兵，籌組2個拓銷團赴哈薩克、吉爾吉斯、土耳其及巴林，及辦展商機日邀請共7國46家買主來臺採購，共服務我商達353家。此外，本會特瞄準當地工業化最發達、且為歐亞樞紐之土耳其及中東最大經濟體的沙烏地阿拉伯，開發潛在商機。

土耳其是中東製造業較發達的國家，但對於關鍵零組件之需求仍多仰賴進口。重要零組件與半成品占總進口額約70%，是我國在中東最大出口市場。2019年本會除辦理拓銷團及「亞西商機日」邀請土國買主來臺採購外，並於11月在伊斯坦堡舉辦「土耳其臺灣週」，以具優勢之智慧機械、智慧醫療、綠能、清真產業為主題與土國業者交流，提供整體解決方案，活動總計吸引超過300位臺土貴賓、買主及媒體蒞臨現場。

2019年12月，本會黃志芳董事長率6家我商拜訪沙烏地阿拉伯重要學術機構阿布杜拉國王科技大學 (KAUST)、大型企業AI Salem Johnson Controls及沙國第二大商會吉達商公會，洽談對於未來與我智慧產業合作。

The Middle East has a population of over 200 million. In addition to petroleum related business opportunities, the Middle East nations are actively promoting industrial diversification policies to reduce their reliance on oil exports. This has led to a significantly increased demand for imported equipment and raw materials in the Middle East market. In 2019, TAITRA explored potential business opportunities for Taiwan enterprises by focusing on 2 Middle Eastern countries: the first was Turkey due to its industrialized status and role as transport hub for Europe, Asia; and the second was Saudi Arabia, which is also known as the biggest economy in the Middle East.

1. 土耳其人也愛喝珍奶！2019年土耳其臺灣週成功向土耳其推廣臺灣優勢產業和文化。

Turkish people love Taiwan's famous Bubble Milk Tea! The 2019 Taiwan Business Day held in Turkey successfully promoted Taiwan's advanced industries and culture.

2. 2019年土耳其臺灣週，本會葉秘書長率智機團和綠能團參訪年營業額80億美金的土耳其Anadolu Holding集團。During the "Taiwan Business Week" in Turkey, TAITRA's President and CEO, Mr. Walter M. S. Yeh led two delegations of smart machinery and green energy enterprises to visit Anadolu Holding, a Turkish company with an annual revenue of USD 8 billion.

3. 2019年12月本會黃志芳董事長率我國智慧能源及智慧科技業者拜訪沙烏地阿拉伯國王科技大學 (KAUST)。In December 2019, TAITRA's Chairman, Mr. James C.F. Huang led representatives of six Taiwanese enterprises to pay a visit to the King Abdullah University of Science and Technology (KAUST).



Turkey is one of the few Middle Eastern countries with a strong industrial base. Materials components and semi-finished goods comprise 70 percent of Turkey's imports, and this means that Turkey's industry is complementary to Taiwan's supply chain. It is no wonder that Turkey is Taiwan's biggest export market in the Middle East. TAITRA therefore led a delegation to Turkey and invited Turkish buyers to join the West Asia Business Day. During this time, "Taiwan Business Week" was held in November in Turkey in order to provide overall solutions by exchanging ideas with Turkish enterprises on the topics of smart machinery, smart medical care, green energy, and Halal industries. In total, the event attracted over 300 Taiwanese and Turkish VIPs, buyers and media.

In December 2019, TAITRA's Chairman, Mr. James C.F. Huang led representatives of six Taiwanese enterprises to pay a visit to the King Abdullah University of Science and Technology (KAUST), Al Salem Johnson Controls, and the Jeddah Chamber of Commerce & Industry in Saudi Arabia. The visits and meetings discussed possible cooperation opportunities between Taiwan's smart industries and Saudi Arabia's enterprises.

鞏固歐美日及中國大陸市場 Consolidating Markets in Developed Countries & in Mainland China

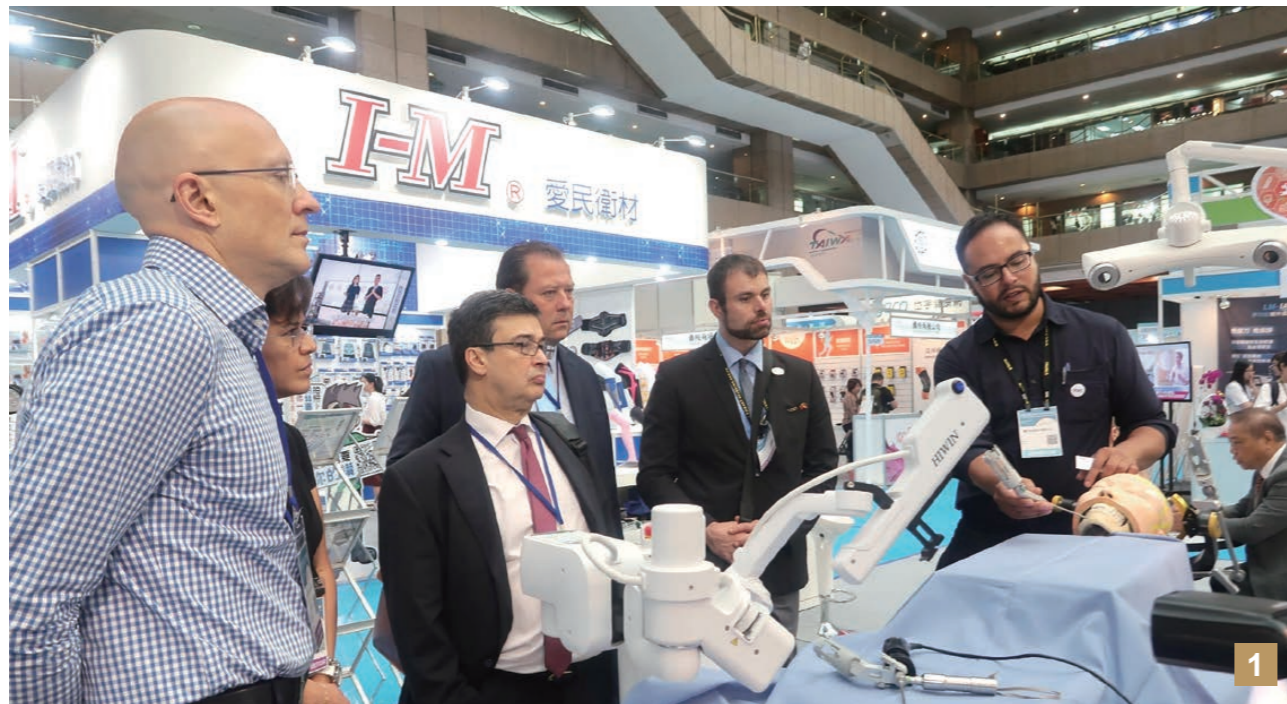
歐洲經貿網臺灣商務中心 EEN Taiwan

自成立歐洲經貿網臺灣商務中心 (EEN Taiwan) 後，本會已舉辦超過百場活動、安排數千場洽談會，成果豐碩。本會除籌組貿訪團赴歐洲參與指標性專業展及協助我商參加國際專業展洽談會外；亦於台北專業展期間，舉辦臺商與歐商洽談會並安排歐商至企業攤位參訪，讓其瞭解我國產業發展的現況，藉由面對面與專業人員及相關單位的對談交流進而促進商務與技術合作商機。

TAITRA has established the Enterprise Europe Network (EEN) Taiwan and leveraged it to host over hundred events and thousands of B2B matchmaking meetings with fruitful results. In addition, TAITRA has continuously organized trade delegations to Europe and assisted Taiwanese enterprises to attend B2B meetings at international trade fairs in Europe. Furthermore, TAITRA has invited European companies to join Taiwan trade shows and to have face-to-face discussions with Taiwanese companies. In this way, the European companies can learn about Taiwan's most advanced technique and latest products, and Taiwanese companies can discover opportunities for business collaborations.



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1. EEN 聯絡點率歐商參訪 2019 台灣國際醫療暨健康照護展智慧手術情境館
An EEN European delegation visited the Medical Taiwan Hospital Smart Operating Room Scenario Pavilion at 2019 Medical Taiwan.

2. 2019 年臺美商務交流中心開幕典禮，左起美國各州政府辦事處協會處長吳實恩、經濟部次長王美花、外貿協會董事長黃志芳、AIT 處長鄺英傑、台北市美國商會資深總監沙湯

The opening ceremony of Taiwan-USA Trade and Investment Networking Center. Distinguished guests from the left to the right: ASOA President, Mr. Sean Fogarty, Deputy Minister of Economic Affairs, Ms. Mei-Hua Wang, TAITRA's Chairman, Mr. James Huang, Director of AIT, Mr. William Brent Christensen and Senior Director of AmCham, Mr. Don Shapiro.

成立臺美商務交流中心

Taiwan-USA Trade and Investment Networking Center

為建立臺美全方位夥伴鏈結平台，本會結合官方與民間資源，與美國在臺最重要的商務機構：美國在台協會 (American Institute in Taiwan, AIT)、美國各州政府辦事處 (American State Offices Association, ASOA)、臺北市美國商會 (American Chamber of Commerce in Taipei, AmCham)，成立臺美商務交流中心，搭建臺灣企業與美國企業緊密交流的管道。

該中心提供五大功能：協調 (Coordination)、諮詢 (Consultation)、研析 (Market research)、轉介 (Referral)、交流 (Networking circle)，提供臺灣與美國市場拓展業務資訊，擴大臺美企業合作機會，促進臺美雙邊商務合作及投資發展。

To provide a full range of services for Taiwan and U.S. companies, TAITRA in 2019 established the Taiwan-USA Trade & Investment Networking Center as a communication platform in cooperation with the following American institutes:

- The American Institute in Taiwan (AIT)
- The American State Offices Association (ASOA)
- The American Chamber of Commerce in Taipei (AmCham).

This Center operates with five functions: Coordination, Consultation, Market Research, Referrals, and Networking circle. With these functions, the center is capable of providing timely support to Taiwan enterprises to expand their trade with the United States.



1. 2019年本會黃志芳董事長率葉明水秘書長等同仁拜會豐田通商柳瀨英喜副社長，臺灣企業可利用此一管道加強對非洲市場的拓展

In 2019, TAITRA's Chairman, Mr. James C.F. Huang led TAITRA's leadership team to pay a visit at the Toyota Tsusho Corporation and discussed possible a collaboration in the African market.

2. 2019年共辦理三場市場通路觀測發表列車，邀請中國大陸駐點主任回臺分享最新市場趨勢，現場座無虛席

TAITRA hosted three activities named "China Business Day" in 2019 and TAITRA's China regional directors shared the latest market trends.

日本大型商社搭橋計畫

Bridge Building Project between Taiwan's Business sector and Japan's Mega-Corporations

為擴大與深化臺日間多元實質經貿交流，本會針對日本大型商社之商業布局進行深度研究，以議題導向主動遊說媒合臺日合作，並且藉此建立日常合作溝通平台，成為促成長期合作之基礎，同時布建日本商業界高層人脈，利用高層溝通管道提高政策支持力道，加速相關協調工作且加深合作效益。2019年在醫療、食品、新創、電動車、非洲市場合作等層面促成大型商社與臺灣企業的合作洽談。此外，經過本會、伊藤忠商事及我國駐日代表處的努力，讓臺灣豬肉罐頭製品成功進入日本市場，為其他同類型產品進入日本市場建立遵循管道與示範案例。

To strengthen Taiwan-Japan business ties, TAITRA has developed communication channels with Japanese mega-corporations by taking initiatives to facilitate business collaboration and by holding regular discussion meetings. With a long term view in mind, TAITRA has been offering a platform to maintain economic connections between Taiwan and Japan. In 2019, TAITRA facilitated Taiwan-Japan cooperation for businesses in African markets and for businesses related to medicine, food, startups, and electric cars. Furthermore, thanks to joint efforts by TAITRA, Itochu Corporation, and the Taipei Economic and Cultural Representative Office in Japan, Taiwan's processed pork products successfully entered the Japanese food market for the first time in 2019.

開拓中國大陸市場

Developing Market in Mainland China

為協助我商掌握大陸商機，2019年本會對中國大陸拓銷主軸為「加強拓展二三線城市」、「鎖定政策商機加強拓銷」、「積極推動服務業交流」及「加強洽邀我具競爭優勢之產業買主來台採購及觀展」，規劃近50項推廣活動，含辦理3場大型綜合博覽會，包括福州海峽兩岸經貿交易會、中國國際進口博覽會及昆明商洽會。此外，本會組團參加11項中國大陸大型國際展覽及籌組健康照護產業拓銷團與推廣台灣精品等，另也在國內辦理3場「中國大陸市場通路觀測發表列車」，洽邀買主來臺參加媒合會。

Following the governments' policies, TAITRA targeted Taiwan's four competitive industries and explored related business opportunities in the China market. In 2019, TAITRA hosted nearly 50 events for the China market. For overseas activities, TAITRA hosted two Taiwan Trade Missions focusing on the Senior Lifestyle and Health Care Industry and organized delegations for 11 trade shows and also led delegations to the following three expositions:

- The China International Import Expo 2019
- The China-ASEAN Expo 2019
- The Cross-Straits Fair for Economy and Trade 2019.

For domestic activities, TAITRA organized three activities in Taiwan under the title of "China Business Day", with the aim to explore business opportunities for domestic enterprises.





2019年德國漢諾威展「臺灣之夜」- 本會黃志芳董事長與我商及海外買主交流
The Taiwan Night at EMO Hannover 2019 – TAITRA's Chairman, Mr. James C.F. Huang with Taiwanese representatives and overseas buyers

Since 2018, TAITRA has been undertaking the Integrated Marketing Communications Project for Taiwan's machinery industry. The project's primary purpose is to bolster the industry's image, and present it as an intelligent partner for global manufacturing sectors. The project targets markets such as Mexico, Russia, Spain, Poland, Vietnam, India, Germany, Turkey, Thailand, Japan, the U.S.A., and Indonesia. In 2019, TAITRA hosted a series of events at EMO Hannover, the world's largest machine tools show, including Taiwan Smart Manufacturing Pavilion, Taiwan Night, VR press conference, etc. In addition, TAITRA brought together the latest VR technologies to showcase the smart manufacturing solutions offered by renowned Taiwanese companies to the following trade shows:

- EMO Hannover
- Metallobrabotka International Exhibition
- Manufacturing Indonesia
- MTA Vietnam

臺灣電動車行銷聯盟 Taiwan EV Alliance

2018年2月本會創立「臺灣電動車行銷聯盟」，迄今有102家會員廠商，包含電動車整車、巴士、鋰電池、電動馬達與充電樁製造商。2019年聯盟持續在全球各大展覽中成立專館展示會員產品；於7月籌組貿易訪問團前進印度新德里、蒲那，與班加羅爾，與潛在合作對象洽談。目前已有電動機車共享業者其易科技及電動巴士業者等與印方合作，共同開發當地市場。

The "Taiwan EV Alliance" was founded in February 2018. So far, the Alliance has 102 members that include manufacturers of electric vehicles, electric buses, lithium batteries, electric motors, and charging stations. The Alliance has exhibited members' products at renowned B2C and B2B shows, such as Taiwan Expo in May 2019 and Taipei AMPA in April 2019. Then in July, it organized a business delegation to New Delhi, Pune and Bengaluru, where members were warmly welcomed and had the opportunity to meet some potential Indian partners. The development of electric buses and the setting up of e-scooter sharing systems are some of the notable cases of ongoing cooperation between the alliance members, including Ahamani, and their Indian partners.

推動產業整合行銷 打造國家隊 Integrated Marketing for Taiwan's Competitive Industries

智慧機械海外推廣計畫 Integrated Marketing Communications Project for Taiwan's Smart Machinery Industries

為協助臺灣機械產業強化國際行銷能力及提升國際品牌形象，本會自2018年起推動智慧機械海外推廣計畫。該計畫形塑臺灣是全球製造業重要智慧夥伴形象，重點推廣市場包含墨西哥、俄羅斯、西班牙、波蘭、越南、印度、德國、土耳其、泰國、日本、美國和印尼等，運用多元手法推升我國智慧機械品牌形象，例如2019年於漢諾威工具機展設置臺灣智慧形象館、辦理臺灣之夜、VR記者會等；此外也於俄羅斯金屬加工展、印尼製造展、越南工具機展等展覽運用VR科技推展我國智慧機械解決方案。



2019年電動車行銷聯盟赴印度拓展商機
In 2019, the Taiwan EV Delegation to India sought cooperation opportunities.



2020綠貿方案成果發表會現場湧入近500人
The presentation of the results of TAITRA's 2020 Green Trade Project attracted nearly 500 attendees.



「2019年東京國際食品展」臺灣館記者會佳賓雲集(第一排自左至右：屏東縣吳麗雪副縣長、桃園市游建華副市長、我國駐日代表謝長廷大使、本會黃志芳董事長、經濟部國際貿易局倪克浩主任秘書、雲林縣張麗善縣長、臺南市許育典副市長、高雄市農業局吳芳銘局長)
The press conference for the Taiwan Pavilion at FOODEX JAPAN 2019 with VIP guests attending (The first row from the left to the right: Ms. Li-Hsueh Wu, Deputy Magistrate of Pingtung County, Mr. Chien-Huw Yu, Deputy Mayor of Taoyuan City, Dr. Chang-ling Hsieh, Ambassador of Taipei Economic and Cultural Representative Office in Japan, Mr. James C.F. Huang, TAITRA's Chairman, Mr. Nick K. Ni, Chief Secretary, Bureau of Foreign Trade, Ms. Li-shan Chang, Magistrate of Yunlin County, Dr. Yue-Dian Hsu, Deputy Mayor of Tainan City, Mr. Fang-Ming Wu, Director of Agriculture Bureau, Kaohsiung City.

綠色貿易推動方案

Green Trade Project for Taiwan's Green Industries

為協助建構臺灣綠色貿易能量，並協助業者掌握各國「綠色新政」所帶來的綠色商機，本會自2017年起執行「綠色貿易推動方案」，透過大數據分析產品與市場，選擇創儲能、節能、環保設備、綠色材料及低碳運輸五大項為推動目標。

「綠色貿易推動方案」以商情蒐集、廠商輔導及海外拓銷三大策略，針對各潛力市場及綠色產業進行深度市調，透過綠色貿易資訊網、Facebook、Line@等多元管道推播；提供國內業者行銷諮詢及全球認證輔導；以展團、形象專區、主題拓銷、行銷通路布建等方式，協助臺灣業者搶攻全球綠色商機。

To assist Taiwan's green industries to seize business opportunities related to "International Green Policies", TAITRA's Green Trade Project Office (GTPO) has implemented the "Green Trade Promotion Program" since 2017. By conducting big data analysis toward targeted markets and products, the GTPO re-defined five major industries related to green business opportunities in the program: Energy Storage, Energy Saving, Environmental Protection Equipment, Green Materials and Low-Carbon Transportation.

GTPO has employed three strategies to promote the program. The first strategy is to offer business information to Taiwanese companies by Green Trade Network, Facebook, and Line @. Also, the in-depth market analysis for potential markets and green industries are provided. The second is to provide consultation services and to facilitate companies to get global certifications. The third is to lead companies to explore business opportunities in targeted markets by exhibitions, forums, and conferences, etc.

促進農產食品外銷

Accelerating the Export of Agricultural Products

為推廣我國農產食品外銷海外市場，2019年本會籌組429家廠商參加東京國際食品展、首爾國際食品展、香港國際食品展、福州海峽兩岸經貿交易會、中國南亞東南亞國家商品展、上海秋季國際食品展，及新南向市場之泰國國際食品展、雅加達國際食品展、澳洲國際食品展、馬來西亞國際食品展等10場國際食品展，擴大我商與國際買主洽談的機會，爭取海外市場布局。

In 2019, TAITRA continuously promoted Taiwanese agricultural products to overseas markets. To explore more business opportunities, TAITRA led 429 Taiwanese companies to participate in the following 10 international food exhibitions:

- The FOODEX JAPAN 2019
- The SEOUL FOOD 2019
- The HOFEX 2019
- The Cross-Straits Fair for Economy and Trade
- The South and South East Asia Commodity Expo and Investment Fair 2019
- The FHC China 2019
- The THAIFEX 2019
- The Food & Hotel Indonesia
- The Fine Food Australia and Food & Hotel Malaysia 2019.

臺灣清真-深耕臺灣 放眼全球 Halal Taiwan-Act locally, think globally!

外貿協會於2017年4月成立「臺灣清真推廣中心」，致力推動穆斯林友善環境、輔導國內業者申請清真認證、推廣清真產業及協助廠商出口外銷。2019年臺灣獲萬事達卡「2019全球穆斯林旅遊指數(Global Muslim Travel Index, GMTI)」評比非伊斯蘭國家旅遊目的地第三名之殊榮，且臺灣已取得清真驗證之廠商較前一年成長8.5%，共有1,088家次。為持續推動國內穆斯林友善環境，清真中心首度與OK來來超商合作推出全臺第一台清真產品販賣機；於國內辦理21場研討會，且辦理大型國際清真論壇，邀集馬來西亞、印尼、新加坡、菲律賓、土耳其與泰國清真產業專家來臺演說及與我業者交流；並籌組8個海外參展及拓銷團以及辦理清真商機日，介紹臺灣優質清真產品至海外市場。

TAITRA established the Taiwan Halal Center (THC) in April 2017 to promote Muslim-friendly environment in Taiwan and to assist Taiwan's SMEs to apply for halal certification as well as to help the domestic halal industry expand into Muslim markets. In 2019, THC achieved the following successes:

- With THC's endeavors, Taiwan ranked the 3rd best non-OIC (Organization of Islamic Cooperation) destination for Muslim travelers, according to the 2019 Global Muslim Travel Index.
- THC assisted 1,088 Taiwanese companies to obtain Halal certifications, which marked an increase of 8.5% compared to 2018.
- THC and OK Mart collaborated to install in public areas Taiwan's first vending machines for Halal certified products.
- For Taiwan's SMEs, THC held 21 seminars and the first International Halal Industry Forum with speeches delivered by Halal experts from Malaysia, Indonesia, Singapore, the Philippines, Turkey and Thailand.
- THC participated in 8 overseas exhibitions and held procurement meetings and Taiwan Trade Missions to Middle Eastern countries for promoting Taiwan's excellent Halal products.



1. 臺灣清真推廣中心今年與OK來來超商合作推出清真產品販賣機，共同建置穆斯林友善環境
In 2019, Taiwan Halal Center (THC) has collaborated with OK Mart to install vending machines stocked with Halal certified products to develop a Muslim-friendly environment in Taiwan.

2. 「臺灣珍珠奶茶日本拓銷團」首站於福岡辦理商業洽談會，買主及臺灣廠商互動熱絡，日本媒體前來採訪
In Fukuoka, buyers and Taiwanese manufacturers actively interacted via the business meeting held by TAITRA's showcase mission, "Taiwan Bubble Tea Showcase to Japan", as reported by the Japanese media.

3. 臺灣新創團隊在韓國「ComeUp 2019」活動中與創投及企業進行交流
The Taiwan Startup Demo Day at ComeUp 2019 in Korea.



珍奶行銷聯盟 TAIWAN BUBBLE TEA, BUBBLE UP YOUR LIFE

臺灣是珍珠奶茶的原創地，因應珍奶風潮席捲全球，2017年本會成立「珍奶行銷聯盟」，以國家隊的方式帶動相關產業鏈發展。2019年擴大在印度、馬來西亞、越南、印尼、菲律賓5項臺灣形象展設置「臺灣珍奶形象主題館」，於當地盛大推廣珍奶形象及文化，並首度辦理臺灣珍奶日本拓銷團赴福岡、東京、大阪考察通路、與業者交流及進行商業洽談會，共21家廠商與買主洽談450家次，並獲日本電視台踴躍報導。

Bubble Tea originated in Taiwan and the trend of drinking Bubble Tea is now sweeping the world! The Bubble Tea Marketing Alliance was established in 2017 to lead the development of bubble tea related industries.

In 2019, TAITRA led the Bubble Tea Marketing Alliance and showcased Bubble Tea Pavilions in Taiwan EXPOs in India, Malaysia, Vietnam, Indonesia and the Philippines. TAITRA also organized the "Taiwan Bubble Tea Showcase to Japan" missions to visit the sales channels in Fukuoka, Tokyo and Osaka and to interact with Japanese vendors as well as to hold business meetings in Japan. A total of 21 Taiwanese companies presented at the showcase missions and 450 business meetings convened. The Japanese media actively reported the news of the showcase missions.

推動新創國際鏈結 Enhanced International Linkage of Taiwan's Startup Ecosystem

本會定位為Smart Integrator，為推動臺灣新創國際鏈結，本會針對臺灣新創發展之痛點及全球新創發展之趨勢，輔以海外63個駐點資源，開發國際創投投資案源、提高臺灣新創國際能見度，並強化與國際创新中心鏈結。2019年於國內外辦理多場新創活動，於Computex- InnoVEX期間辦理大型新創媒合會「Startup B2B Matchmaking」，邀請國際級創投基金Mucker Capital、以色列股權群眾募資平台Ourcrowd等，加速新創對接資源。亦參與國際新創盛會「西班牙巴塞隆納MWC 4YFN」，於展中設立「臺灣新創館」，成功使臺灣新創於國際級舞臺曝光。另外，兩度偕臺灣新創前進新創王國以色列，取經以國「Chutzpah」勇於挑戰權威的精神，促進臺以深度交流。

TAITRA sees itself as a "Smart Integrator" that promotes international trade and contacts to Taiwan's startup companies by the outreach of its 63 overseas offices. In its 2019 aim to connect Taiwanese startups to the globe, TAITRA organized numerous events, including the following.

- TAITRA invited international venture capital companies to attend the "Startup B2B Matchmaking" at the InnoVEX, the featured exhibit of COMPUTEX 2019.
- TAITRA enabled Taiwanese startups to participate in "MWC 4YFN 2019", one of the most widely-recognized startup exhibitions in the world.
- TAITRA led the Taiwan Startup delegation to Israel for two missions, learning about the innovative spirit of "Chutzpah" and developing a long-term relationship with Israel.





開發政府採購商機 The Government Procurement Project

本會「爭取全球政府採購商機專案」聚焦「智慧城市」產業，協助我國業者爭取國外政府採購商機。在新南向及中東歐國家等市場，以我商所長之「智慧交通」作為突破口，協助智慧交通系統輸出。如我國高速公路收費系統係由我國獨立研發，且具前端、後端系統整合優勢，自營運以來，始終維持高達99.9998%的扣款精準度，2019年本會成功協助遠通電收參與泰國M6及M81電子化收費系統案，可望帶動旗下57家業者一條龍輸出。

TAITRA's "Government Procurement" (GP) project has helped Taiwan's smart-city industry to globally acquire government procurement business opportunities. Among all smart city businesses, the GP project has focused on Taiwan's smart transportation industry and has assisted in exporting these companies' total solutions to the world.

Taiwan has developed its Electronic Highway Toll Collection (ETC) System by integrating related end-user databases. The system has reached a successful tolling rate of 99.9998 percent since the start of operations. In 2019, the GP project enabled Taiwan's Far Eastern Electronic Toll Collection Co. Ltd. (FETC) to join Thailand's ETC projects. This collaboration will enable another 57 companies in Taiwan's ETC supply chain to begin businesses in Thailand.

促成臺越產業合作 Vietnam-Taiwan Collaboration in the Automobile Industry

Vingroup 為越南最大民間企業集團，2019年本會黃志芳董事長率華創車電、中華汽車和八達創新之高階主管拜訪Vingroup集團及其旗下VinFast CEO和VP等進行汽車產業策略合作討論。Vingroup潘日旺主席表示集團經營產業面廣，需要合作項目多元，2019年12月派高層人員來臺拜訪華創公司，雙方在引擎、先進駕駛輔助系統(ADAS)、供應鏈體系等議題進行深度交流；此外，Vingroup也與我農業科技和醫療服務等產業進行合作洽談，期藉由臺灣最優質業者，與該集團共同在越南市場打拼。未來本會將持續以媒合我商與海外大型集團為目標，積極擴大臺灣產業拓銷海外管道。

TAITRA's Chairman, Mr. James C. F. Huang led representatives of Taiwanese companies, including Haitec, China Motor and Octopuc Innovation, to meet with CEO and VP of VinFast under Vingroup, the largest private conglomerate in Vietnam. The meeting was initiated to explore the possible strategic partnership of Taiwanese and Vietnamese automotive industries. In the meeting, the Chair of Vingroup, Mr. Pham Nhat Vuong stated a variety of the group's needs, such as automotive engine, ADAS, supply chain, etc. In December 2019, Mr. Pham Nhat Vuong delegated VinFast's management team to pay a visit to Haitec, agricultural technology companies and medical service companies in Taiwan for potential cooperation opportunities. In the future, TAITRA will continuously strive to seek out potential business opportunities for Taiwanese industries to work with the world's largest companies.

1. 2019年本會黃志芳董事長率我商赴越南拜會Vingroup集團就產業策略合作等相關議題進行討論
TAITRA's Chairman, Mr. James C. F. Huang led representatives of Taiwanese enterprises to visit Vingroup in Vietnam to explore possible strategic partnerships of Taiwanese and Vietnamese industries.

2. 2019年中美洲海鮮產業採購團成果記者會宏都拉斯代表 Mr. José Victor Lozano與本會蘇成全委員握手致意。
The representative of Honduras, Mr. José Víctor Lozanoof attended the press conference for the 2019 Seafood Procurement Delegation in Central America.

3. 2019年7月本會王熙蒙副秘書長在海地臺灣商品展向蔡英文總統及來訪貴賓介紹展品。
In July 2019, TAITRA's Executive Vice President, Mr. Simon Wang introduced the displayed product to Taiwan's President, Dr. Tsai Ing-wen and VIPs at the Exposition des produits de Taiwan 2019 in Haiti.

協助政府拓展經貿外交及增設海外商務中心 Cultivating Diplomatic Relationships with Trade Events and by Setting up More Overseas Business Centers

本會協助政府落實政府經貿外交、互惠互惠政策，執行外交部委辦海外商展專案，2019年共辦理22個海外商展、2個貿易洽談會及1個採購團，市場涵蓋中南美洲、非洲、亞洲、中東、歐洲等新興市場。其中，本會在9月辦理的「中美洲海鮮產業採購團」，邀得9家我國進口商在貝里斯、宏都拉斯及尼加拉瓜採購冷凍白蝦與冷凍龍蝦等海鮮，讓該3國政府感受與我國簽署FTA的好處。

In 2019, the Ministry of Foreign Affairs (MOFA) authorized TAITRA to organize 22 overseas exhibitions, 2 trade meetings and 1 delegation for emerging markets, including Central and South America, Africa, Asia, the Middle East, and Europe. In September, TAITRA led a delegation with 9 Taiwanese importers to purchase frozen shrimp and lobster from Belize, Honduras and Nicaragua. The three countries benefited from signing an FTA with Taiwan.



提升臺灣產業形象

The Taiwan Excellence Campaign

「臺灣產業形象廣宣計畫」每年舉辦「台灣精品」選拔，並辦理逾100場推廣活動，以整合行銷如展覽、運動賽事、品牌體驗、數位互動、媒體廣宣與通路活動等方式將台灣精品推向國際目標市場，以提升臺灣產業形象，並增進臺灣產業在國際市場之競爭力。

The Taiwan Industry Image Enhancement Project (IEP) manages the Taiwan Excellence Awards Selection and holds over 100 promotional events each year. These events aim to enhance the image and competitiveness of Taiwanese industries worldwide by implementing integrated marketing strategies including exhibitions, sporting events, brand experiences, digital marketing, media advertising, and trade meetings, among others.

2019年台灣精品獎頒獎典禮除隆重舉辦外，並以實體及影音展出得獎產品，同時辦理系列活動，包括「台灣精品國際行銷趨勢論壇暨經驗分享會」，由歐洲行銷聯盟副主席Professor Jonathan H. Deacon及紅點設計獎評審Mr. Gordon Bruce進行專題演講、臺灣產業形象廣宣計畫3年回顧展、全球通路商暨品牌代理商洽談會，進行168場次的貿易洽談。

The 2019 Taiwan Excellence Awards ceremony presented award-winning products and hosted a series of events including:

- Trends and Experiences in International Marketing - Sharing Forum led by Professor Jonathan H. Deacon, Vice-Chair of the European Marketing Confederation (EMC) and Mr. Gordon Bruce, Judge of the Red Dot Design Award
- Taiwan Industry Enhancement Project (IEP) Three-Year Retrospective Exhibition
- Global Partnership Sourcing Conference in Taiwan, including 168 business match meetings for Taiwan Excellence award-winning companies and buyers

▶ (前排由左至右) 本會秘書長葉明水、台灣精品獎召集人賴東明、經濟部次長林全能、副總統陳建仁、本會董事長黃志芳、國貿局副局長李冠志與金質獎得獎企業及評審團合影
(Front row from left to right) Mr. Walter M.S. Yeh, TAITRA's President & CEO, Mr. Tong-Ming Lai, Chair of Panel of Judges, Mr. Chuan-Neng Lin, Vice-Minister of MOEA, Mr. Chien-Jen Chen, Vice President of Republic of China (Taiwan), Mr. James C. F. Huang, TAITRA's Chairman, Mr. Guann-Jyh Lee, Deputy Director-General of BOFT and representatives of Taiwan Excellence awarded companies, and judges for Taiwan Excellence Selection.





本會董事長黃志芳受邀擔任亞美尼亞世界資訊科技大會「創新與資金媒合」論壇主講者及與談人
TAITRA's Chairman, Mr. James C. F. Huang was invited to be the keynote speaker and to join the discussion panel at the "Innovation Meets Capital" Forum, WCIT 2019, Armenia.

亞美尼亞世界資訊科技大會 Armenia WCIT 2019

2019年10月國際性科技指標盛會第23屆世界資訊科技大會（WCIT）於亞美尼亞舉行，臺灣為最大參展國，規劃智慧醫療、智慧農業、智慧物聯網三大主題，集結10家企業共計12件產品，展示AI 臉部辨識引擎、土質檢測及溫控解決方案及輕型定翼無人機等，展現臺灣的產業創新優勢。本會黃志芳董事長受邀擔任大會「創新與資金媒合（Innovation meets Capital）」論壇的主講者及與談人，分享臺灣新創環境及產業形象，聽眾多達2,000人。

The 23rd World Congress on Information Technology (WCIT) was held in Armenia in October 2019. The Taiwan Excellence Pavilion featured three major themes including smart medicine, smart agriculture and the Internet of Things. A total of 12 Taiwanese products were presented, including the AI facial recognition engine, soil condition measurement solution, and lightweight fixed-wing UAV, among others. TAITRA's Chairman, Mr. James C. F. Huang was invited as the keynote speaker and joined a panel at the "Innovation Meets Capital" forum, with an audience of over 2,000 people.

台灣精品盃電競賽 Taiwan Excellence Esports Cup 2019

新南向市場是全球電競產業最高速成長的地區，本會藉由「電競」作為臺灣與新南向市場的共同語言，與臺灣12家電競品牌共同辦理台灣精品盃電競賽。巡迴賽在印度、馬來西亞、泰國、菲律賓辦理，並邀請各國冠軍隊伍來臺與臺灣電競好手進行友誼交流賽。以主題式活動包裝推廣臺灣電競產業形象，成效良好，獲刊報導共553篇，線上直播78場，總觸達1億9,700萬人次。

TAITRA organized the top Taiwanese e-gaming brands to hold Taiwan Excellence Esports Cup in the New Southbound countries including Malaysia, Thailand, Philippines and India, to accommodate the highest growing popularity of esports gamers. The Champion teams from those countries were then invited to Taiwan for an e-gaming industry tour and a final friendly match. The whole campaign created a total of 553 pieces of media exposure, 78 live broadcasts and reached more than 197 million viewers.

整合行銷 推向國際目標市場 Promote Taiwan Excellence Awarded Products to Global Markets via Integrated Marketing Strategies

美國拉斯維加斯消費電子展 CES 2019

2019年1月本會於拉斯維加斯消費電子展（CES）設置台灣精品館並辦理臺灣創新科技國際記者會，館內展出42件產品，如：創心醫電電子聽診器、瀚雲科技尿濕感知器等，吸引8萬人次參觀及知名媒體至台灣精品館採訪，包括卡達Aljazeera、美國abc13 News等。記者會由本會黃志芳董事長介紹最新臺灣科技產業趨勢，再由台灣精品企業發表產品：雷虎科技海龍號水下探勘六軸無人潛艇、創淨科技e立淨消毒噴霧製造機、訊連FaceMe™ AI 臉部辨識引擎及群創科技智慧零售解決方案。記者會共吸引來自18國114人出席，一週內觀看網路直播達28萬人次。

TAITRA set up the Taiwan Excellence Pavilion and attracted 80,000 visitors at the Consumer Electronics Show (CES) 2019 in Las Vegas. The Pavilion presented 42 innovative products, including an electronic stethoscope, a smart diaper, etc. TAITRA's Chairman, Mr. James C.F. Huang hosted the press conference and during the conference, Taiwan's top innovators such as Thunder Tiger, EIECLEAN, Cyberlink and Innolux were presented to the media. The conference attracted 114 attendees from 18 countries and 280,000 people watched the online broadcast in a week.



CES 2019台灣精品館參觀買主人潮不斷
The Taiwan Excellence Pavilion drew large crowds at CES 2019.



台灣精品盃電競賽在新南向市場引爆話題
Taiwan Excellence Esports Cup created buzz in New Southbound countries.



本會領軍台灣精品創意跑隊參加2019柏林馬拉松，9月29日在德國國會大廈起跑大會師
TAITRA led the Taiwan Excellence Team to attend the Berlin Marathon and gathered in front of the Reichstag on September 29, 2019.



2019年第6屆台灣精品愛心公益路跑Taiwan Excellence Happy Run 結合社會公益活動，於雅加達Ancol Pasar Seni開跑，由本會王熙蒙副秘書長、駐印尼經濟貿易代表處大使陳忠領跑
Mr. Simon Wang, TAITRA's Executive Vice President and John Chen, Representative of the Taipei Economic and Trade Office, Jakarta took the lead at the Taiwan Excellence Happy Run.



臺灣跑者受本計畫邀請參與胡志明市馬拉松，並從本會葉明水秘書長手中接過42公里組第1及第3名獎項，為台灣精品爭光
The Taiwan Excellence campaign invited Taiwanese marathon runners to the HCMC Marathon, who later took the 1st and 3rd place and honored by Mr. Walter M.S. Yeh, TAITRA's President & CEO.

Tegel airport, subway stations and urban areas. In addition, the Taiwan Excellence logo was shown on the 50,000 bags & 25,000 ponchos for runners.

- The campaign held the 2019 Taiwan Excellence Happy Run in Jakarta and the 2019 Taiwan Excellence Zumba Fest in Jakarta and Surabaya. In addition, the campaign collaborated with the Indonesian Onno Center Charity Foundation and held the Taiwan Excellence ICT Workshop to assist young Indonesian students to learn Taiwan's advanced technology.
- TAITRA sponsored HCMC MARATHON 2019 in Ho Chi Minh City, Vietnam. During the marathon, the Taiwan Excellence award-winning companies displayed their products. In addition, TAITRA donated to local charity groups for Vietnamese suffering from Agent Orange. This donation caught the attention of the local media and gained a reputation for the Taiwan Excellence Award as well as enhancing the image of Taiwan.

台灣精品運動行銷 Taiwan Excellence & Cliques

台灣精品持續透過參與全球重要運動賽事如贊助世界六大馬拉松之一的柏林馬拉松、越南馬拉松，延伸到於菲律賓舉辦籃球營，在印尼辦理路跑及Zumba Fest等，將最優質的產品推上國際市場。

TAITRA's Taiwan Excellence Campaign has been supporting some of the world's important sporting events over the past few years. Such sponsorship aims to introduce outstanding Taiwanese products to the international market. By sponsoring the BERLIN MARATHON and holding events such as HCMC Run in Vietnam, Basketball Camp in the Philippines, Taiwan Excellence Happy Run and Zumba Fest in Indonesia, the campaign successfully introduced the Taiwan Excellence awarded products to the world.

搭配國際馬拉松賽事推廣台灣精品 Taiwan Excellence Campaign in Marathon

本會領軍台灣精品創意跑隊參加柏林馬拉松，透過創意跑隊的素人跑者發揮創意，並首度增設台灣精品企業代表名額，一同做品牌推廣。另為提升台灣精品曝光度，賽事期間於德國柏林泰格爾機場、柏林地鐵、市區刊登廣告，同時於展場發送有台灣精品標誌的5萬份跑者袋及2萬5,000份完賽斗篷；本會於印尼市場除辦理台灣精品愛心公益路跑外，也於雅加達及泗水臺灣形象展分別辦理兩場台灣精品Zumba Fest有氧健身活動，並與印尼Onno Center公益基金會合作「台灣精品科技新知營」，以協助印尼青年學子學習臺灣科技新知；本會透過越南胡志明市馬拉松推廣台灣精品及提升臺灣國際形象，台灣精品品牌除於現場展示產品外，也贊助優勝選手獎品。此外，台灣精品現場捐贈當地慈善團體，表達臺灣企業對橙劑受害者的關懷，亦受到當地媒體大幅報導。

In 2019, the Taiwan Excellence Campaign promoted the image of Taiwan Excellence and the award-winning products in Germany, Indonesia and Vietnam.

- The campaign led the Taiwan Excellence team comprising of Taiwanese runners and representatives of the Taiwan Excellence award-winning companies to attend the Berlin Marathon in Germany. During the marathon, the Taiwan Excellence Award and its related advertisements were presented in Berlin

菲律賓台灣精品籃球營 Taiwan Excellence Hoop Challenge in the Philippines

本會自2018年看準菲律賓國球一籃球的熱潮，開始於首都馬尼拉辦理台灣精品籃球營活動，塑造台灣精品活力優質形象。2019年吸引近800名球員報名，同時邀請菲律賓知名球星拍攝影片及推廣台灣精品產品與活動資訊，及透過於菲律賓職業籃球聯賽PBA賽事中宣傳台灣精品。此外，透過台灣精品體驗區，讓菲國民眾體驗台灣精品的臺灣健身器材及運動居家產品，活動聲量觸達約200萬人次。

The Taiwan Excellence Campaign has focused on basketball games, the most popular sport in the Philippines. To earn a reputation for the Taiwan Excellence Award in the country, since 2018, the campaign has hosted the Taiwan Excellence Hoop Challenge for people to show their passion for basketball in Manila. In 2019, nearly 800 basketball players signed up for the challenge. In addition, the campaign invited PBA (The Philippine Basketball Association) stars to film videos and promote the Taiwan Excellence award-winning products at PBA tournaments. Furthermore, the campaign organized the Taiwan Excellence Experience Zone to display the award-winning Taiwanese sports-related brands and fitness equipment. The hoop challenge reached approximately 2 million people online.

2019年台灣精品籃球營於6月29日至30日在馬尼拉SM Megamall購物中心舉行，吸引了上萬名籃球愛好者駐足觀賞並體驗台灣精品產品

The 2019 Taiwan Excellence Hoop Challenge was held at the SM Megamall in Manila on June 29-30 and attracted thousands of basketball fans to watch the challenge and to experience the Taiwan Excellence award-winning products.



推廣服務業貿易



2019年印尼臺灣形象展-臺灣健康產業形象館 The Taiwan Healthcare Pavilion at 2019 Taiwan Expo, Indonesia

本會選定健康產業、文化創意產業、連鎖加盟以及攬才服務為推廣服務業貿易之核心業務，協助業者加強國際行銷推廣，提升其國際競爭力，開發國內外合作商机，並帶動相關產業出口動能。

To promote Taiwan's international trade in services, TAITRA focuses on the following sectors and boosts Taiwan enterprises' international marketing ability and competitive strengths to explore business and cooperation opportunities in the global markets.

- Medical & healthcare
- Cultural & creative
- International franchising
- Overseas recruitment

Promote Trade in Services

推動臺灣醫療及健康產業 爭取大健康時代商機

Boosting Taiwan's Medical and Healthcare Industries for Thriving Business Opportunities in the Era of Big Health

藉由臺灣具國際競爭優勢的醫療服務，結合資通訊、醫療器材，以及生技製藥產業，鎖定新南向國家、中國大陸及中東等目標市場推廣。採醫療產業生態系的概念，以軟帶硬共同推廣，並媒合醫療服務業者與醫材廠商合作、長照服務與輔具業者合作、牙醫服務與牙材業者合作，共同開發國際商機。

With Taiwan's competitive medical services, TAITRA joined forces with telecommunication, medical equipment, and biotechnology pharmaceutical industries targeting the New Southbound countries, China and the Middle East. With the medical industry ecosystem as the main concept, TAITRA assisted medical services cooperating with medical equipment, long-term care service collaborating with the assistive device industry, and dental services with the dental material industry to get together in exploring more international business opportunities.

掌握高齡化商機 協助長照產業鏈輸出 TAITRA has been helping Taiwan's long-term care (LTC) industry to expand into international markets

協助臺灣長照產業前進國際市場，開發高齡化社會帶來的龐大商機，籌組長照業赴日本考察團及辦理市調，結合醫療服務、銀髮用品及輔具業者至日本參展推廣；在臺辦理臺日銀髮商機研討會，增進雙方合作進軍第三地市場的機會。

TAITRA organized a delegation to Japan for a market survey on the LTC industry and promoted medical services and assistive devices at the exhibition in Japan. In Taiwan, TAITRA hosted the "2019 Japan-Taiwan Elderly Industry Business Opportunity Seminar" to boost the collaboration opportunities for greater market expansion.



臺灣長照業赴日本考察團參訪Panasonic大阪總部
2019 Taiwan Long-Term Care Industry Delegation to Japan's Panasonic Headquarters at Kadoma, Osaka

爭取臺灣文創跨業商機

Accelerating Cross-Industrial Cooperation with Taiwanese Creativity

本會以文創潛在市場如美國、日本、中國大陸、泰國及澳洲等為目標，協助開拓通路據點、媒合代理廠商，搭配整體廣宣行銷，協助我文創業業者拓展國際市場。2019年組團參加10項國際旗艦展覽含北京文博會、東京電玩展、香港授權展與澳洲設計週等，及辦理研討會、國際買主媒合會與「日本電玩遊戲」市場調查，共計服務臺灣文创业者525家次，洽談場次8,796場。

2019年本會擴大辦理「臺灣文創產業商務洽談媒合會」，廣邀13國39位買主來臺與167家廠商洽談；另組團參加4大國際授權展（香港、日本、韓國及中國大陸），共超過80家臺灣廠商參展。針對新南向市場，以創意設計為主軸，辦理「Taiwan in Design澳洲設計週」及「臺灣形象展Taiwan in Design文創設計館（菲律賓/納卯）」。

To promote Taiwan's international trade in cultural and creative services and to assist Taiwanese enterprises to explore overseas business opportunities in targeted markets, TAITRA focuses on high-potential industries, including digital games, animation, good design products and art & craft boutiques. In this regard, TAITRA organized a variety of overseas and domestic promotional activities.

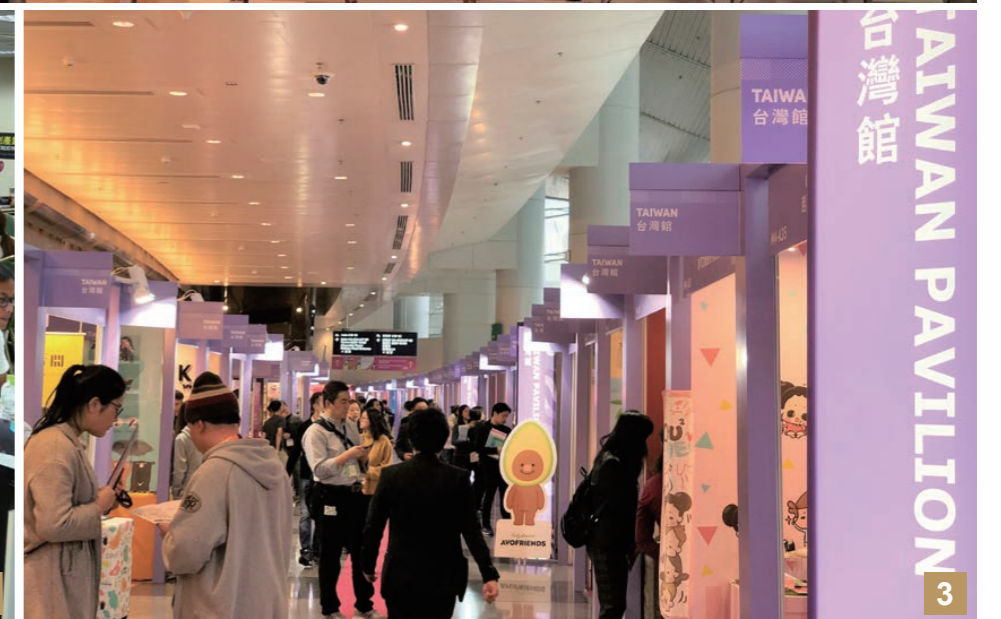
The activities aimed to connect Taiwanese enterprises with the most popular trends in industries, to invite international buyers to participate in the interactive platform in Taiwan, and to share market survey results. Key events included:

- Organized delegations to attend 10 international trade shows and held 8,796 one-on-one business match meetings for 525 Taiwanese enterprises.
- Organized Taiwan In Design Pavilions at the 2019 Taiwan Expo in the Philippines and Life in Style, Australia.
- Promoted Taiwan licensing business in Hong Kong, Shanghai, Japan and Korea.
- Formed the Cultural and Creative Industries platform for interaction, matching business needs, and empowering businesses.
- Conducted a market survey of the Japanese gaming industry.

1. Taiwan in Design 澳洲設計週
Taiwan in Design Pavilion at Life in Style, Australia

2. 國際買主媒合會提供臺灣文创业者最佳媒合商機
Business match-making created potential opportunities for future international business cooperation.

3. 臺灣授權業者齊聚參展，臺灣授權一條街獨具特色
The Taiwan Pavilion created a platform for Taiwanese Licensing Industry enterprises' representatives to match business needs, and empower businesses.



臺灣連鎖品牌跨足先進市場 貿協客製協助海外推廣
TAITRA provides customized support for Taiwanese franchise brands to develop their markets in developed countries

本會鎖定具海外布局潛力之連鎖加盟業者，提供品牌輸出客製化服務，以市場調查、商機媒合、海外品牌推廣等三階段協助業者布建通路，加速國際化進程。2019年本會積極洽邀海外大型代理通路商買主來臺與我業者進行商機媒合，並瞄準東北亞(日韓)、澳洲及東南亞等市場辦理專業拓銷活動，以及協助業者展店開幕造勢及廣宣活動等，實質協助提升臺灣連鎖品牌國際形象及知名度。

TAITRA provides customized services for Taiwan franchise brands. In 2019, TAITRA held business match meetings for international distributors/agents and Taiwan franchise brands. TAITRA also held professional market developing events, which were targeted at the markets of Northeast Asia (Japan & Korea), Australia, and Southeast Asia. In addition, TAITRA assisted Taiwan franchise brands in their overseas opening ceremonies and marketing events. To sum up, TAITRA provides overseas support and enhances Taiwan franchise brand awareness and images.

冷鏈產業鏈海外輸出蓄勢待發，助攻臺灣優質農產外銷

Cold chain industry transports agricultural products from Taiwan to everywhere in the world FRESH!

臺灣冷鏈物流產業具完整產業鏈優勢，並具備提供一條龍式解決方案之客製化能量，冷鏈亦是臺灣農水產出口背後重要支撐產業，2019年本會首度於越南臺灣形象展設立臺灣冷鏈創新技術服務形象區，展示冷鏈四大領域，亦於國內辦理冷鏈新南向商機研討交流會，邀請日本NEC Solution專家分享最新多溫層貨櫃應用技術，及東南亞買主共5國6家來臺進行商機洽談。

Taiwan's cold chain logistics industry has a complete supply chain and the capability to provide total solutions for their customers. The infrastructure of cold chain is essential to exports of Taiwanese agricultural and aquatic products. In 2019, TAITRA set up the "Taiwan Cold Chain Area" at the Taiwan Expo in Vietnam, and demonstrated the advantages of Taiwan's cold chain industry. TAITRA also held Taiwan-New Southbound Cold Chain Seminar in Taiwan and invited six buyers from five Southeast Asian countries to collaborate with Taiwan's industry.



Contact TAIWAN 2019年臺灣赴日攬才團-參訪立命館亞洲太平洋大學
 Group photo in APU in 2019 Contact TAIWAN Talent Recruiting Mission to Japan

Contact TAIWAN一站式攬才媒合平台 多元合作管道
Contact TAIWAN Project - One-Stop Talent Recruiting Platform For Overseas & Domestic Foreign Hires

Contact TAIWAN是臺灣延攬海外專業人才來臺工作及生活體驗的國家級單一攬才入口網。本會執行經濟部Contact TAIWAN攬才計畫，透過多元管道協助企業延攬海外專業人才，為國際人才及國內企業提供一站式攬才及媒合服務。2019年於臺北、新竹、臺南辦理3場次僑外生在臺就業媒合會，計促成121家企業與1,481位僑外生洽談交流。亦籌組海外攬才團，徵集60家國內企業參團赴日本及美國，辦理企業與人才一對一媒合會及校園徵才活動，聚焦關鍵領域人才。



2019冷鏈新南向商機研討交流會邀請日本專家及東南亞潛力買主來臺技術交流及商機分享
 Buyers from Japan and Southeast Asia participated in Taiwan-New Southbound Cold Chain Seminar, and shared experiences in cold chain industry and business opportunities.



Contact TAIWAN 2019年僑外生在臺就業媒合會
 2019 Contact TAIWAN One-on-One Employment Meetings

The Ministry of Economic Affairs has authorized TAITRA to execute the Contact TAIWAN project. The project promotes and assist the matching between Taiwanese employers and overseas talents by providing information and services of the recruitment, employment, working and living in Taiwan via the Contact TAIWAN website. In 2019, TAITRA held the following key events for the project:

- Organized two Talent Recruiting Missions with the participation of 60 Taiwanese enterprises and held One-on-one Employment Meetings and Campus Job Fairs in Japan and the United States.
- Held three one-on-one Employment Meetings in Taipei, Hsinchu and Tainan, and assisted in the interaction among 121 Taiwanese enterprises and 1,481 foreign students in Taiwan.

洞悉全球市場

為協助業界及政府單位洞悉全球市場動向，本會提供進階大數據分析服務及貿易資料館電子化資料服務，辦理海外市場調查及發行雙周刊與經貿叢書，並對我商提供國際行銷諮詢服務。

To assist Taiwan government and industries, TAITRA provides insights into global market trends through various services, including the following:

- Data analytics
- Trade-related electronic data in its trade libraries
- Overseas market surveys conducted by TAITRA
- Self-published Bi-Weekly magazines, market research reports and other publications
- International marketing advisory service to Taiwan small and medium enterprises (SMEs)



Market Insights

進階大數據分析服務 Advanced Big Data Analytical Services

「數據力」精準行銷國際 "Digital Intelligence" for precise international marketing

本會以雙軌策略提供數據分析服務，透過一站式便捷查詢之「全球貿易大數據平台 iTrade」(itrade.taitra.org.tw)與「客製化數據分析服務」，2019年計提供38案廠商及27案公協會客製化數據分析服務，包含經貿數據分析、協助篩選海外拓銷潛力市場、產品關稅比較、目標市場及競爭對手國分析等。並提供輕量化、客製化數據分析報告「潛力市場分析懶人包」予廠商，內容為潛力市場分析，包含6碼HS Code產品前20大進口市場數據、臺灣出口情勢分析、貿易情勢摘要，協助掌握整體市場趨勢，洞察臺灣產品出口情勢，輔助拓銷決策。

TAITRA provides data analytics via iTrade (itrade.taitra.org.tw) and customized services. In 2019, TAITRA assisted 38 companies and compiled 27 analytic reports for various industry associations in Taiwan. The topics covered ranged from selecting potential markets, analysis of market rivals, to target market tariff comparisons. A "Potential Market Analysis Report" was also offered in visualized format, providing data on the top 20 import markets, Taiwan export analysis, and a summary of market insights.

輔助政府單位制訂拓銷策略 Assisting government agency strategy formulation

本會執行經濟部國際貿易局委辦「出進口情勢觀測」及「海外潛力市場篩選案」，綜整國內外經貿變數，運用機器學習方法，建立預測模型並篩選各產業潛力市場，協助政府單位制訂拓銷輔導策略。另提供產業及市場經貿分析，輔助觀測競爭對手國動向及分析目標市場動態，例如新南向市場各產業出口熱區分析、手工具產業之全球出口情勢分析，運用客觀數據規劃海外拓銷活動並掌握即時經貿情勢。

Sponsored by the Bureau of Foreign Trade (BOFT), the "Export and Import Trend Monitoring and Analysis" and "Potential Market Selecting" projects involved the analysis of major economic and international trade variables for the formulation of marketing strategies. Industrial data analysis reports and market insights were generated to facilitate the planning of overseas promotions and market selection processes, such as the heat map analysis of export to the New Southbound markets in all industries, and the export market analysis of the hand tools industry.



▲ 2019年手工具產業台灣出口五大主要市場每月出口額趨勢圖 (單位:新臺幣百萬元)
Plot chart displays monthly export value to the top 5 markets of the hand tools industry in 2019.

▲ 2019年本會向公協會代表說明應用iTrade全球貿易大數據平台洞察產業趨勢
In 2019, TAITRA demonstrated the iTrade platform to industry association representatives.

擴大經貿研析能量 Economic and Trade Analyses

為即時反映國際經貿多變局勢，洞悉全球市場動向，滿足我出口業者及公協會對深度資訊的需求，本會持續提供質量兼具的各式研究分析報告供政府經貿單位、公協會及業者參考。

2019年研究主題著重東協、南亞市場，亦包含新興市場及已開發市場等，發表專題研析共40篇，包括「衣索比亞市場專題研析」、「緬甸內需產業商機研析」、「歐亞經濟聯盟簡析」及「智利電商發展概況」等。

To meet the needs of Taiwanese businesses and associations, and to offer more trade insights, TAITRA has been continuing its research and aiming to respond to new international economic issues and to better understand global trends. In addition, TAITRA has been regularly conducting statistical analyses of Taiwan's foreign trade and collecting significant trade information for policymakers.

In 2019, TAITRA released 40 studies covering ASEAN and South Asian topics related to emerging markets, developed markets, regional economic issues, and important industry developments. The research included "Ethiopian market study", "Analysis of Business Opportunities by Industry in Myanmar's Domestic Market", "Analysis of Eurasian Economic Union", "E-Commerce Market in Chile", etc.

辦理海外市場調查 Overseas Markets Research

為協助廠商瞭解市場動態，本會派員前往東協、南亞、歐美及新興市場等進行系列性市場調查，包括訪查當地通路、拜會潛力產業經營者及挖掘重要拓銷商機等。2019年共進行印度、印尼、斯里蘭卡、緬甸、新加坡、馬來西亞、越南、泰國、菲律賓、韓國、美國、加拿大、墨西哥、智利、秘魯、烏克蘭、波蘭及英國等國家產業合作與拓銷商機市場調查，包含新加坡及馬來西亞政府推動之智慧城市產業商機、韓國工業產品商機調查、美中貿易戰下的美國市場商機、美墨加貿易協定與商機調查、英國脫歐商機市調等。

In 2019, to assist Taiwanese enterprises in obtaining market information in time, TAITRA planned and conducted market research in ASEAN, South Asia, Europe, the US and the Emerging Markets. TAITRA conducted the research by sending specialists to targeted markets for visiting physical distribution channels, meeting with potential buyers and entrepreneurs, and exploring business opportunities.

In 2019, TAITRA presented market research of industrial cooperation and business opportunities. The research covers market information in India, Indonesia, Sri Lanka, Myanmar, Singapore, Malaysia, Vietnam, Thailand, Philippines, Korea, USA, Canada, Mexico, Chile, Peru, Ukraine, Poland and the UK. Key topics are as follows.

- Market Research of Smart Cities in Singapore and Malaysia.
- The Business Opportunities of Korean Smart Industry Policy for Taiwanese Manufacturers.
- The Business Opportunities of U.S. Markets Under the U.S.-China Trade War.
- United States - Mexico - Canada Agreement (USMCA): Challenges and Opportunities for Taiwanese Businesses.
- Market Research on Brexit.



2019年8月舉辦「美中貿易戰影響下之最新國際經貿情勢分享會」發表派員走訪美國、加拿大、墨西哥、秘魯、智利、玻利維亞、古巴等市場商機成果
In August 2019, TAITRA held the Trade Forum to share market information in the United States, Canada, Mexico, Peru, Chile, Bolivia and Cuba.



▲「全球經貿e指通」App
"The World Market Economic Information" App

提供數位商情及資訊 Information Services

本會貿易資料館提供電子化資料服務，包括國內外工商名錄、全球主要國家進出口統計資料、「貿協全球資訊網 (www.taitraresource.com)」及「貿協書廊 (www.trademag.org.tw/page/book1/)」等，由專人提供即時有效的經貿資訊，協助廠商獲取商機。

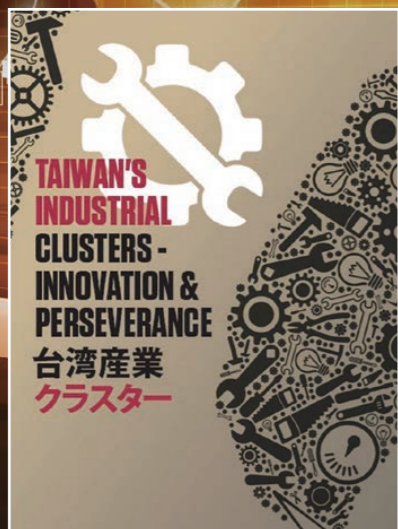
由經濟部與本會駐外單位及國內人員通力合作推出之「全球經貿e指通」App，內容除涵蓋171個海外市場資訊外，並有我國對新南向18個目標國的最新貿易統計及臺灣總體經貿資訊。本會推出「經貿透視隨身讀」App，以簡單易操作、精準搜尋海量資料庫的行動閱讀介面，協助業者隨時掌握第一手商情。

TAITRA's trade libraries provide trade-related electronic data - such as Kompass, Piers - to the local business community as a means of exploring overseas markets. TAITRA also brings together information on trade and investment through TAITRA's Global Trade Source website (www.taitraresource.com) and TAITRA bookstores (www.trademag.org.tw/page/book1/) to further assist market expansion.

TAITRA's "The World Market Economic Information" App contains economic and marketing information on 171 countries and regions, and bilateral trade statistics between Taiwan and New Southbound Policy countries. The app is an indispensable tool for Taiwanese companies to explore global markets.

In addition, the Trade Insight App has been launched to help users access unlimited business information.

經貿透視雙週刊
Trade Insight Biweekly Magazines



市場調查報告與經貿叢書
Market research reports
and other publications



發行《經貿透視》雙周刊及經貿叢書
Trade Insight Biweekly and other Publications

經貿透視雙周刊是專為貿易人士發行的專業經貿中文雜誌，透過記者深入採訪，以及經濟部與本會共100多個駐外單位蒐集全球各地商情與商機資訊，多元化報導國際市場及重要產業最新情況，包括重要經貿議題新趨勢、拓展新南向市場商機、新興市場商機及成功經營實戰經驗分享等。

2019年本會出版1本實用經貿叢書《臺灣產業聚落》(日文版)，透過有系統地介紹，使國外相關業者體會台灣特有的產業競爭力，另發行14本市場調查報告，提供廠商海外拓銷之參考。

Trade Insight Biweekly (<http://www.trademag.org.tw>) is a professional global trade publication. Based on factual market information gathered by numerous journalists and by Ministry of Economic Affairs and TAITRA's overseas offices, Trade Insight Biweekly presents readers with the latest global market trends, emerging market trade opportunities, and success stories.

In 2019, TAITRA published a Japanese version of Taiwan's Industrial Clusters - Innovation and Perseverance. As part of the Economic and Trade Series, the book provides an insightful and detailed picture of Taiwan's unique industrial development and competitiveness. In addition, 14 market research reports were published as references for manufacturers to explore overseas markets.

國際行銷諮詢服務
International Marketing Advisory Service

經濟部貿易局自2016年10月起委託本會執行「中小企業國際行銷成長茁壯方案」，設立國際行銷諮詢中心，提供國內中小企業一站式、客製化的國際行銷諮詢服務，由本會專業顧問依廠商需求，給予行銷策略建議、協助篩選潛在買主、發掘商機，並轉介政府輔導資源等，以強化廠商拓銷的國際競爭力。迄今已服務逾1,300家國內廠商。

隨著國際市場快速變化，為協助廠商提升數位應用、財務融資及行銷效能，諮詢中心自2019年5月起推動「國際行銷諮詢服務2.0」，引進行銷、金融、電商、物流及法務等5大領域專家擔任客座諮詢顧問，透過主題講座或書面諮詢等模式，提供廠商多元的諮詢服務。2019年結合本會地方辦事處及20家地方公(工)協會，分別合辦12場諮詢洽談會，共服務108家地方業者。

To implement the SME International Marketing Enhancement Project authorized by BOFT of MOEA, TAITRA set up the International Marketing Advisory Center (IMAC) in Oct. 2016. The project aims to provide one-stop customized advisory services to Taiwan's SMEs for export market consultation. The services include providing potential buyers' lists with their business information, providing suggestions for marketing strategies based on SMEs' needs and directing SMEs to available government resources. So far, the IMAC has served over 1,300 SMEs.

In May 2019, the IMAC upgraded its advisory services by executing the "International Marketing Advisory 2.0" task. The task enlarged IMAC advisory team by including more experts with professional knowledge and experiences of marketing, logistics, e-commerce, finance and commercial law. The advisory team provides services to SMEs by holding keynote speeches and through paper-based responses. In 2019, with the supports of TAITRA's domestic offices and 20 local associations, the IMAC held 12 events for business advisory and served 108 SMEs.

國際行銷諮詢服務2.0記者會



國際行銷諮詢中心於2019年5月起啟動「國際行銷諮詢服務2.0」，引進行銷、金融、電商、物流及法務等5大領域專家擔任客座諮詢顧問，提供廠商質量兼備的諮詢服務
To provide even better advisory services to Taiwan SMEs, the IMAC upgraded its advisory services by executing the "International Marketing Advisory 2.0" task.

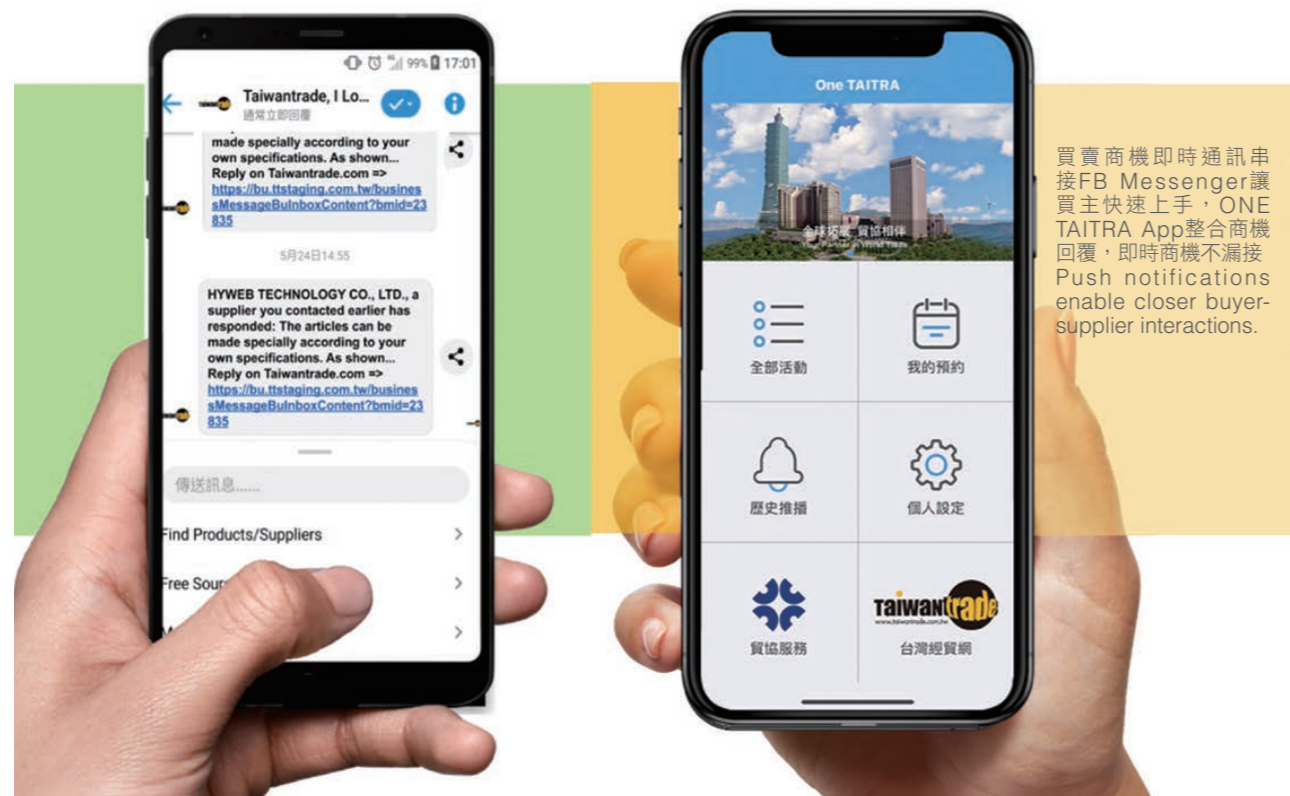
推廣數位商務

本會自我定位為一家推動臺灣經貿發展的科技機構，2019年深化並落實貿協全面數位化工程「ONE TAITRA」計畫，運用數位科技提升服務價值及業務效率，全力推動臺灣數位貿易發展，接軌國際電商趨勢，協助廠商掌握數位商機，布局全球。

TAITRA is a technology-powered promoter of Taiwan's economic and trade development. The ONE TAITRA digitalization initiative aims to enhance services through technology, and drive the development of digital trade. TAITRA is committed to enabling SMEs to connect with global e-commerce, seize digital opportunities, and expand to worldwide markets.

貿協數位化工程ONE TAITRA 提升業務效率 深化數位思維涵養 Digital transformation and corporate culture

2019年ONE TAITRA App完成活動票券整合、使用體驗改善以及業務流程自動化，使本會活動自報名至報到全程數位化，升級廠商使用本會服務之數位體驗，並完成ONE TAITRA 單一入口網站及單一帳號登入服務，系統化呈現貿協拓銷活動與貿易訊息，一組帳密，一個入口，就能暢行無阻，盡覽貿協多元服務，8月中旬上線以來，登入次數已逾15萬人次。另為深化本會數位文化，透過Facebook Workplace團隊協作溝通平台進行零時差協作，全會活躍社團達134個，活躍用戶逾1,000人，達成促進跨部門溝通、服務會內同仁、簡化業務流程及提升工作效率。



買賣商機即時通訊串接FB Messenger讓買主快速上手，ONE TAITRA App整合商機回覆，即時商機不漏接 Push notifications enable closer buyer-supplier interactions.

Digital Commerce



台灣經貿網健康照護專區包含英文和日文兩種版本，收錄逾8,000件英文產品及2,400件日文產品，致力為臺灣廠商創造全球商機 Available in English and Japanese, the Taiwantrade.com eHealth showcase covers more than 8,000 and 2,400 products respectively.

In 2019, the event ticketing function was incorporated into the ONE TAITRA App with UX improvements and enhanced process automation, enabling a fully digital event experience from registration to check-in. With the newly developed ONE TAITRA Single Sign-in portal, the comprehensive TAITRA Trading promotional information can be easily accessed and presented with a unified member account, i.e., register once, and get full access to TAITRA digital services. Since its launch in mid-August, the service has been used by more than 150,000 users. In terms of corporate culture, Facebook Workplace was introduced to facilitate online collaborations. So far 134 online working groups have been created, with more than 1,000 team members around the world interacting online for better cross-departmental communication, information sharing, process streamlining and overall efficiency.

導入數位科技拓銷 打造智慧台灣經貿網 Digital technology for an even smarter Taiwantrade.com

為加強深耕買主，台灣經貿網(Taiwantrade.com)升級系統提供便於行動裝置操作之買主後台管理介面，並新增商機買賣即時通知，讓買主透過FB Messenger收到即時商機，我商則可運用ONE TAITRA App在第一時間收到訂單通知。另搭配數位策展、事件行銷、搜尋引擎行銷、關鍵字廣告行銷等方式加強與買主互動以吸引造訪網站以蒐集採購需求，2019年網站瀏覽人次達3,262萬次。其中台灣經貿網健康照護專區(eHealth)自2019年8月上線，英文產品數已累計超過8,000項產品，日文產品數也已達到2,400項，未來將持續朝智慧醫療方向豐富專區內容，為臺灣廠商行銷全球。

For buyers, the newly implemented upgrades to Taiwantrade.com provide a mobile-friendly backend UI, push notifications for new leads, and instant FB Messenger business lead updates. For suppliers, the ONE TAITRA App now enables prompt inquiry notifications. In 2019, Taiwantrade.com attracted 32.62 million visits. Also, buyer-supplier interactions were strengthened through digital curation, event marketing, search engine marketing and Google Ads, which further attracted site visits and inquiries. In August 2019, the Taiwantrade.com eHealth showcase was launched featuring more than 8,000 products in English and 2,400 in Japanese. More eHealth-related products will continue to be added and promoted to the world market.



聯手數位經濟龍頭，接軌國際數位趨勢 Teaming up and connecting with digital trends

2019年本會攜手Google、Amazon、eBay、Facebook、線上金流（Paypal、Payoneer等）、物流（中華郵政、UPS、DHL等）、第三方認證（D&B、TÜV）及數位行銷業者，提供廠商加值服務，接軌國際並提升廠商電商競爭力，帶動臺灣數位貿易生態圈的壯大與發展。In building a supportive, inclusive and empowering cross-border e-commerce environment for small and medium sized businesses to grow and thrive, Taiwantrade.com formed strategic alliances with prominent industry players in the fields of:

- Digital commerce: Google, Amazon, eBay, Facebook
- Online payment: Paypal, Payoneer
- Logistics: Chunghwa Post, UPS, DHL
- Third-party verification: D&B, TÜV

1. 2019年台灣經貿網與Facebook、Google等數位龍頭舉辦培訓課程，推廣跨境電商及數位行銷應用，協助廠商提升數位貿易競爭力 Taiwantrade.com works with leading digital platforms such as Facebook and Google to facilitate digital transformation among Taiwan SMEs.
2. 2019年邀請17家國際電商平台來臺與我商進行說明暨洽談會，協助我商透過跨境電商拓展海外市場 Representatives from 17 global e-commerce platforms engaging in face to face meetings with suppliers in Taiwan.
3. 2019越南臺灣形象展新創電商館帶領精選的台灣經貿網會員廠商及新創企業與越南當地買主及電商機構交流，深化未來雙邊合作 Digital Commerce & Startups Pavilion at the 2019 Vietnam Taiwan Expo bridges Taiwantrade.com members and Taiwan startups with Vietnam's digital community.



另舉辦「2019 DATE SUMMIT數位商務大趨勢-國際匯壇」，匯聚8國24位數位商務領袖，針對「布局5G商轉新願景」、「智能生活感官新視界」、「區塊鏈翻轉新生活」、「數位娛樂與社群行銷」、「C2B電商新零售」及「AI人工智慧展新貌」等6大全球數位經濟議題接力開講，2日活動共1,553人次與會。

In addition, TAITRA held the 2019 DATE SUMMIT with a total of 1,533 business people attending. In this two-day event, a total of 24 opinion leaders from 8 countries discussed the following topics:

- Innovative Applications in 5G Technology
- Intelligent Life and New Vision
- Blockchain Life
- Grow Global Business by Digital Entertainment & Social Media
- The New Retail Trend - C2B E-commerce
- AI Technology and Its Future Impact

協助我商開拓跨境電商版圖 Assisting SMEs in cross-border e-commerce

2019年台灣經貿網串聯國際知名B2B及B2C電商平台，與Amazon、Newegg、Tradeindia合作推出優惠方案，並輔導廠商上架商品於eBay、bilibli、Tiki、PChome及買賣旺等國際電商平台，累計上架逾28萬項商品。本會另辦理5場跨境電商服務說明會暨媒合會，邀請土耳其最大電商hepsiburada、西班牙第一大電商平臺Privalia、羅馬尼亞第一大電商eMAG、新加坡與馬來西亞Qoo10、以及日本、法國與德國樂天等17個電商平臺分享當地電商市場趨勢及平台特色，並進行一對一洽談，吸引680家次廠商參加，促成408場次洽談。

Taiwantrade.com works with Amazon, Newegg and TradeIndia to provide exclusive deals for Taiwanese merchants. Cooperation was also conducted with bilibli.com of Indonesia, Tiki.vn of Vietnam, PChome Thailand and eBay to list more than 280,000 Taiwan products on the platforms. In addition, Taiwantrade.com organized 5 one-on-one seminar and meeting events in 2019, assisting suppliers to connect with 17 global e-commerce platforms, such as hepsiburada of Turkey, Privalia of Spain, eMAG of Romania, and Qoo10 of Singapore and Malaysia, as well as Rakuten Japan/France/Germany. The events facilitated deeper bonding with the local markets. A total of 408 one-on-one meetings with 680 suppliers were held throughout the year.

培訓國際企業人才

為因應業界對國際企業行銷經營人才的需求，本會國際企業人才培訓中心提供多元化的訓練課程，包含國際企業經營班、特訓班、在職班、企業高階主管實戰班、新南向人才培訓、會展人才培育與認證計畫等，為企業培訓國際行銷、貿易及會展等專業人才。

國際企業經營班以密集的經貿實務、外語雙軌訓練為主軸，搭配各類職場技能、市場實戰講座等訓練，為業界培訓國際行銷業務經理人才，2019年共計318名學員於7月結業，並有460名學員在校培訓。

In response to the high demands of the Taiwan business community, the International Trade Institute (ITI) offers a range of training programs for people to develop their talents in marketing, international trade, and the MICE industry.

In 2019, the International Business Administration Program (IBAP) has 318 participants graduated, leaving another 460 in training.

企業高階主管實戰班 Strategic Business Management Program

為因應變動的國際環境、數位浪潮席捲商業模式以及培養新世代企業領袖，國際企業人才培訓中心自2017年9月起辦理「企業高階主管實戰班」(實戰班)，前3期從亞洲觀點出發，與「新加坡國立大學李光耀公共政策研究院亞洲競爭力研究所」共同開辦。2019年開辦的第4期課程為學習國際布局的創新思維及作法，首度攜手以色列「特拉維夫大學柯勒管理學院(Lahav Executive Education)」，課程主題著眼以國科技創新及新創精神，幫助學員提升國際視野並找出企業創新的關鍵要素。

實戰班至2019年已辦理4期，參訓人數113人，成員皆為企業領袖及新世代接班人。學員先赴海外開訓及上課，返臺後進行5個週末密集課程。課程結束後更安排海外參訪，拜會當地政府單位、知名企業，並與當地商會及臺商交流，以加速企業家學員與目標國家市場的鏈結。

In order to cultivate the next generation of Taiwanese entrepreneurs and CEOs, TAITRA and Lahav (Lahav Executive Education of Coller School of Management, Tel-Aviv University) jointly organized the Strategic Business Management Program IV in September 2019. The aim of this program is to introduce the global and digital economy, along with the latest innovative business models and the future developmental trends of various technologies from a global perspective, to CEOs and senior executives from local enterprises.

Trainees from various industries around Taiwan first took classes overseas and, then, in Taipei over five weekends to complete the courses. Afterwards TAITRA arranged trade missions overseas according to the participants' individual preference. The trainees visited local government departments and well-known enterprises. As a result of this program, Taiwanese enterprises not only made connections, but they also raised more market opportunities in these countries.

International Trade Education



本會黃志芳董事長主持2019「國際企業經營班」開結訓典禮與學員結訓代表合影
TAITRA Chairman, Mr. James C.F. Huang, presided at the opening and graduation ceremony of the International Business Administration Program. Group photo with graduates



「青藍攜手，企業騰飛-AI加油站」高階培訓課程 AI Service Station workshop at the Microsoft AI R&D center in Taipei



2019年城市行銷競賽全體合照 2019 MICE Destination Marketing Contest

培訓新創數位人才及新南向人才 Training for Startup, Digital, & New Southbound Talent

2019年是培訓中心數位化的一年，為了協助企業領袖面對數位轉型難題，外貿協會、台灣微軟合辦，美國在台協會協辦「青藍攜手，企業騰飛-AI加油站」高階培訓課程，邀請企業人士「一代」及「二代接班」同堂，協助中小企業了解AI系統概念以及最新科技工具，並應用科技優化內部組織。另為提供國企班學員國際級的新創課程體驗，首度引入柏克萊大學哈斯商學院課程，以全英語遠距教學方式導入新創重鎮矽谷之創業思維。此外，本會持續以「專業訓練」及「在職培訓」培訓新南向人才。專業訓練為國際企業經營班的二年期東南亞語組(越、印尼、泰)以及一年期越語組，讓學員在1~2年的時間內接受東南亞語、商務英語及經貿實務課程培訓，其中二年期的學員在第二年藉由實地到越南、印尼、泰國等地在地訓練及體驗，更了解新南向市場。在職培訓則包括了新南向人才儲備專班、短期東南亞語及會展課程等。針對新南向國家目標市場，涵蓋經濟、文化、經商環境、稅務法規、消費者分析、市場拓展與布局實務等課程內容，著重於實務經驗及案例分享，以培養外派新南向國家的人才為目標。

2019 is the digital year of ITI. To help business leaders face the digital transformation challenge, Taitra, Microsoft Taiwan, and the American Institute in Taiwan jointly organized a high-level training called "Corporate AI Strategy" workshop. The first generation of the SMEs and their next generation gathered together to learn the concept of AI systems and the latest technology trends, and how to adopt the technology to optimize internal organizations. Furthermore, ITI has developed courses to inspire students' entrepreneurship and enable their data analytics capabilities. ITI had the distance-learning "Startup Course" in English for the first time to introduce the entrepreneurial insights of Silicon Valley, had instructors and courses from the Haas School of Business at UC Berkeley and has developed a "Python in data marketing" course.

In addition to training for startup & digital talents, ITI offered "pre-career training" and "on-the-job training" to train the New Southbound talents for businesses in 2019. The former included a two-year Southeast Asian language program (Vietnamese/ Indonesian/ Thai) and a one-year Vietnamese language program. Students studied Southeast Asian languages and took courses in business English, marketing & international trade. In the two-year program, students had overseas training to get acquainted to the New Southbound market. The latter included the New Southbound Talent Training Program which covered culture, industrial economy and prospects, business and investment environment, and Taiwan business layout experience for learners interested in the New Southbound markets.



2019年國際企業人才媒合會新竹場與會企業及學員合照 2019 ITI Job Fair in Hsinchu

國際企業人才媒合 ITI Job Placement Activities

為配合政府政策及市場需求，國際企業經營班(簡稱國企班)為培訓企業所需具備經貿實務及外語能力的行銷業務專才，協助其拓展海外市場。2019年度有318名英、日、歐(德、西、葡)及東南亞(印尼、越、泰)語組學員結業投入就業市場。

為方便企業徵聘ITI結訓之優秀人才，本會每年辦理ITI國際企業人才媒合系列活動，包括人才媒合會、徵才說明會及網路徵才等3管道，2019年度共計714家企業前來攬才，提供3,112個職缺。其中在高雄、臺中及新竹辦理3場大型人才媒合會暨徵才說明會，知名企業如華碩、微星、鴻海及寶成等，每年均固定參加。網路徵才部分包括職缺代轉及與國內最大線上徵才平台「104人力銀行」合作，讓企業能全年度輕鬆媒合具行銷業務領域專才之ITI結業生。

To meet government policies and market demands, ITI has been providing high-caliber international multilingual business professionals. In 2019, we provided the market with 318 graduates who speak English, Japanese, German, Spanish, Portuguese, Indonesian, Vietnamese, or Thai.

To help enterprises recruit ITI graduates, we hold a series of job placement activities every year, including job fairs, company recruitment presentations, and online recruitment. In 2019, 714 companies used our service and provided 3,112 job opportunities. With the three job fairs and company recruitment presentations held in Kaohsiung, Taichung and Hsinchu, renowned companies such as ASUSTeK Computer Inc., MSI INT'L CO. Ltd., Foxconn Technology Group, Pou Chen Group, have leveraged ITI's Job fair for recruitment for years. In addition, ITI also worked with 104 Job Bank, the leading platform for online recruitment in Taiwan, to introduce ITI graduates to companies searching for sales and marketing professionals.

會展人才培育與認證計畫 MICE Certification and Training Project

會展產業具備高附加價值、創新及帶動周邊產業成長之特性，各國政府皆非常重視會展業在全球市場之發展潛力。為培養我國會展專業人才，提升人員專業知能，經濟部於2005年開始推動「會議展覽服務業人才認證培育計畫」，委由外貿協會培訓中心執行，辦理人才培訓、人才認證、人才媒合、國際交流、E化學院、專業幕僚等業務。2019年共辦理77場會展訓練講座，共3,530人次參加。

為培養國內會展人才，並建立基礎人才標準，本計畫自2007年接受經濟部委託辦理「國內會議展覽專業人員認證考試」，至今累計獲證人數1萬1,839人。另，為促進與國際接軌，2012年起與國際會展組織IAEE以及EIC合作引進國際展覽認證CEM與國際會議認證CMP，已協助232人取得CEM及44人獲得CMP。2017年起積極爭取國際獎勵旅遊認證CIS課程在臺辦理，目前共計有75位CIS。另本會與IAEE簽署CEM-AP國際展覽進階認證之合作備忘錄，將於2020年引進該認證課程，將是美國境外第1個引進CEM-AP認證制度之國家。

Sponsored by the Ministry of Economic Affairs, ITI has been responsible for the MICE Certification and Training Project since 2005. The project includes establishing the Certification System, holding Professional Training Programs, building Talent Database, hosting MICE Destination Marketing Contest, and generating online learning material. In 2019, the project held 77 MICE training programs with 3,530 trainees.

In order to correspond to Taiwan's MICE education framework, and provide a reference for evaluating the MICE proficiency levels of job applicants, employees, or students, this project has held Certified in MICE Professional since 2007. To keep up with trends in MICE industry, TAITRA has worked with the International Association of Exhibitions and Events (IAEE) and the Events Industry Council (EIC) since 2012 and with the Society for Incentive Travel Excellence (SITE) since 2017 to introduce the Certified in Exhibition Management (CEM), the Certified Meetings Professional (CMP) and the Certified Incentive Specialist (CIS) to MICE practitioners in Taiwan. So far, there are 232 CEM, 44 CMP and 75 CIS certified individuals in Taiwan. In addition, TAITRA signed an MOU with IAEE and will introduce the Certified in Exhibition Management Advanced Professional certification program (CEM-AP) to Taiwan in 2020.

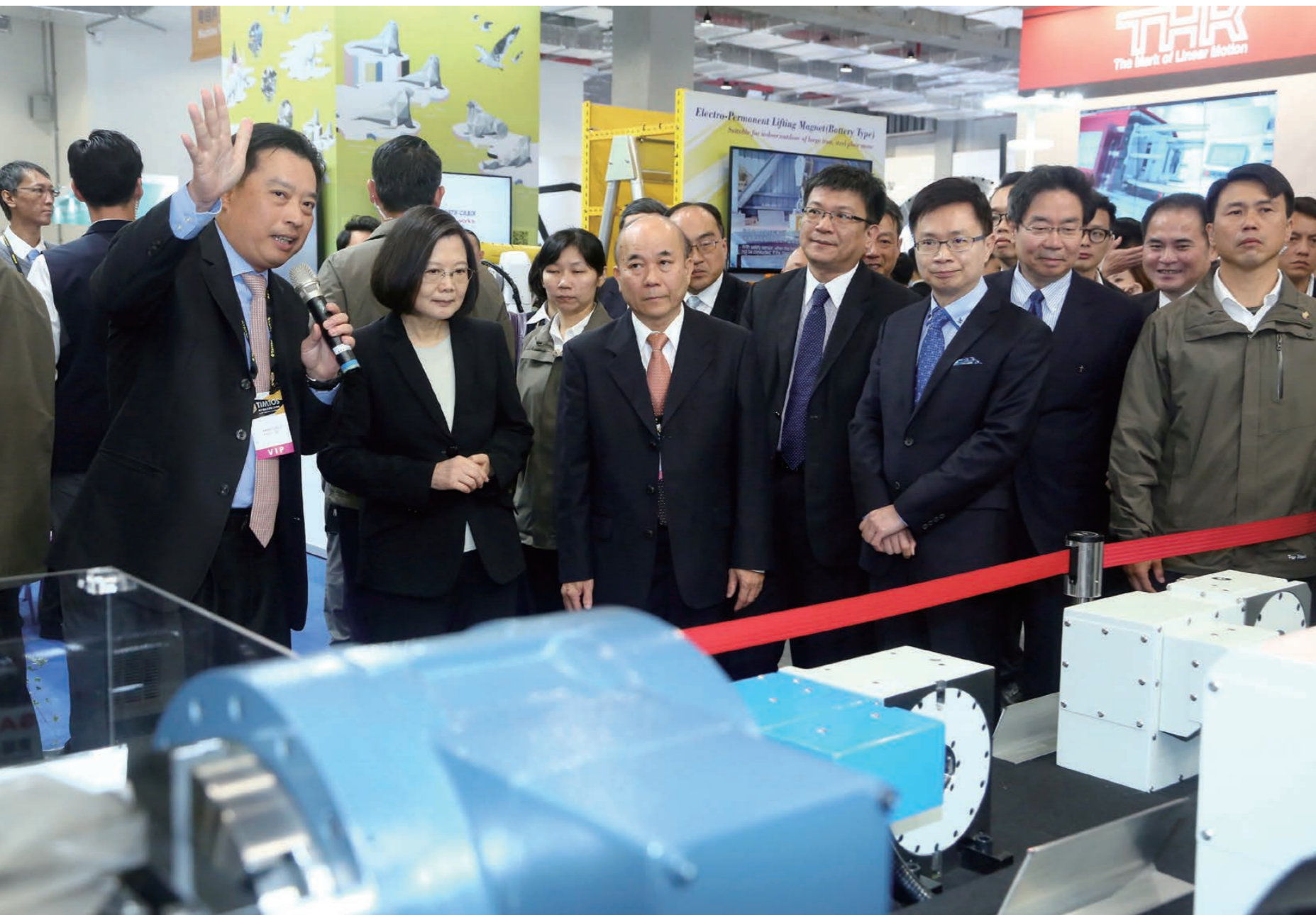


2019年CEM/ CMP頒獎晚宴葉明水秘書長與受獎者合照 2019 CEM/ CMP Awarding Ceremony and Gala Dinner

辦理多元展覽業務

2019年本會於國內外共辦理40項專業展(37項於臺灣，3項於海外)，共有1萬818家國內外業者參展，展出規模達3萬2,276個攤位，國外買主人數8萬3,257人。

In 2019, TAITRA held 40 professional trade shows, 37 in Taiwan and 3 overseas, with a total participation of 10,818 domestic and foreign businesses, 32,276 booths, and 83,257 international visitors.



2019年台北國際工具機展參展廠商為蔡英文總統介紹產品
Exhibitors presented machine tool parts to Taiwan's President, Dr. Tsai Ing-wen at 2019 TIMTOS.

Taiwan Trade Shows



TIMTOS 2019國外買主參觀大型機械手臂
International buyers discussed industrial robots at TIMTOS 2019.

台北國際工具機展 展出規模大爆發 躍升全球第3大 TIMTOS 2019: The World's 3rd Largest Machine Tool Trade Show Offering 7,000 Booths

2019年台北國際工具機展(TIMTOS) 展覽規模擴大至7,000個攤位，創歷屆新高，榮登全臺會展歷史規模最大展覽、世界第三大工具機展，也同時全面帶動我國工具機產業及會展產業。2019 TIMTOS共使用南港1、2館及世貿1、3館共4個展館，並與本會經營之台北南港展覽館2館聯合開幕，以「工業4.0、智慧製造」為展覽主軸，展出工業4.0、智慧製造解決方案及工具機完整產業供應鏈。展覽共吸引超過20國1,230家廠商參展以及5萬3,777位國內外業者參觀，參觀人數較上屆成長7.2%，國際化程度及參觀人數也再創新高。

The Taipei International Machine Tool Show (TIMTOS) is the first trade show held at Taipei Nangang Exhibition Center, Hall 2 (TaiNEX 2) officially opened in March 2019. It accommodated a total of 1,230 exhibitors in 7,000 booths across TWTC Hall 1, Hall 3, TaiNEX 1 and TaiNEX 2. In 2019, TIMTOS created a new record in Taiwan's exhibition history and became the world's third-largest machine tool trade show. To follow the trend of the machine tool industry, the theme of TIMTOS 2019 was "Industry 4.0 and Smart Manufacturing". The trade show attracted exhibitors from more than 20 countries and a total of 53,777 domestic and international visitors. TIMTOS 2019 demonstrated a phenomenal growth of visitors with a 7.2% increase when compared to the previous trade show.

台北國際電腦展 串聯國內外資通訊產業菁英 展出全球科技生態系前瞻動能

COMPUTEX 2019: A Platform Showcasing Global ICT Technology Ecosystems for Domestic and International ICT Elites

2019年台北國際電腦展（COMPUTEX）吸引來自171國、4萬2,495名的國際買主，聚焦「人工智慧與物聯網（AI & IoT）」、「5G」、「區塊鏈（Blockchain）」、「創新與新創（Innovations & Startups）」和「電競與延展實境（Gaming & XR）」等五大主題。展前1日辦理之「COMPUTEX展前國際記者會暨CEO Keynote」，邀請到半導體大廠美商超微半導體AMD總裁暨執行長蘇姿丰博士（Dr. Lisa T. Su），以「新世代高效能運算」為題，探討高效能運算技術的發展與產業佈局。活動中多位業界重量級領袖包含微軟平台事業部副總裁Roanne Sones、華碩營運長謝明傑、宏碁共同營運長高樹國等同時登台，展現COMPUTEX「建構全球科技生態系」的核心定位。

COMPUTEX 2019 attracted 42,495 international visitors from 171 countries and focused on building the global technology ecosystems with the following 5 themes:

- AI & IoT
- 5G
- Blockchain
- Innovations & Startups
- Gaming & XR

On the eve of COMPUTEX 2019, TAITRA held a press conference and a "CEO Keynote" session. During the session, AMD's President & CEO, Dr. Lisa T. Su gave a speech on the topic of "The Next Generation of High-Performance Computing", addressing how the next-generation computing drives innovation. In addition to Dr. Su, nearly 20 VIP guests presented at COMPUTEX 2019, including Ms. Roanne Sones, Microsoft's CVP of OS Platforms, Mr. Joe Hsieh, COO of ASUS and Mr. Jerry Kao, COO of Acer.



1. 本會葉明水秘書長與美商超微半導體AMD總裁暨執行長蘇姿丰博士邀請國內外合作夥伴共同分享建構全新高效能運算產業體系的關鍵
TAITRA President & CEO, Mr. Walter M.S. Yeh and AMD President & CEO, Dr. Lisa T. Su invited business partners to share key ideas of building a new high-performance computing industry system.
2. 本會與美商超微半導體AMD首度合作於2019台北國際電腦展前夕舉辦CEO Keynote
For the first time, TAITRA and AMD cooperated to delivered a CEO Keynote session on the eve of COMPUTEX 2019.
3. 在2019台北國際自行車展，臺灣自行車代工大廠AXMAN與國際買主洽談
At 2019 TAIPEI CYCLE, international buyers discussed bicycle features with the representative of AXMAN, a Taiwanese cycling OEM company.

台北國際自行車展 展示產業智能化嶄新生態系 TAIPEI CYCLE, Where Global Cycling Industries Meet

2019年台北國際自行車展共有1,139家國內外廠商參展，使用3,320個攤位，吸引來自97國共5,718名國外買主及1萬1,700名國內業者觀展。國外買主人數較2018年成長15.9%，國內業者參觀人數較2018年成長約48%。因應電動自行車的發展潮流，展覽推出「輕型電動車及電機系統專區」及「Taipei Cycle+ 智慧騎行專館」，吸引電機、電子及資通訊業者跨域展出，齊力建構臺灣業者電動自行車市場的完整生態鏈，再加上智能裝置及系統服務的應用，將自行車產業全面推進至IoB (Internet of Bikes)的新世代。展覽期間舉辦多項活動，自行車國際論壇以「自行車」作為工具，從「人性」的角度切入，探討設計、電力輔助自行車、騎行文化甚至是未來交通運輸等想像與實踐。

TAIPEI CYCLE 2019 was held in Taipei Nangang Exhibition Center Hall 1 and 2 (TaiNEX) and offered 3,320 booths to 1,139 exhibitors. The trade show attracted 5,718 international visitors from 97 countries and 11,700 domestic buyers, demonstrating a 15.9% growth of visitors and a 48% growth of buyers when compared to the previous trade show. During the trade show, TAITRA held a variety of events, such as International Forum, TAIPEI CYCLE+ Salon and DEMO DAY. The trade show not only acts as a platform for suppliers interested in entering the Asian Pacific market but also showcases to visitors the latest products and information of related industries, including the aftermarket and the OEM industry.



台北國際食品系列展 規模歷年最大 展現臺灣好食力 2019 Food Taipei 5-in-1 Mega Expo Scales up to Bring New Dynamics to The Global Market

2019年台北國際食品系列展參展家數與攤位數雙破紀錄，不僅創下歷屆新高，更較上屆一舉成長了25%，共有來自國內外1,757家廠商參展，使用5,056個攤位，成為亞洲前三大重要食品展，建構食品產業的上、中、下游，形成了完整的供應鏈平台。

台北國際食品展國家館達38個，創歷年新高，是臺灣國際化程度最高的食品展，例如日本館攤位數為上屆的1.5倍，由農委會所籌設的臺灣館攤位數238個也是歷年來最大。全臺縣市政府、公協會組團參展踴躍，完整呈現臺灣各地優質食品。異國與本國食品相互輝映、齊聚一堂，是亞洲食品產業首選的採購平台。

台北國際汽車零配件展 六聯展合一 盛大展出 Taipei AMPA 6-in-1 Drives Towards the Future

2019年台北國際汽車零配件展以「電動化、電子化及智慧化」為主軸，展覽主題加入汽車工業未來發展趨勢，共1,329家國內外廠商參展，使用3,744個攤位，展覽家數及攤位數分別較上屆成長1.59%及0.53%。日本向來為汽配系列展最大買主國，2019年包括Honda、Daihatsu Motor、Hitachi Material、Mitsubishi、Panasonic等重要日本汽車、電動車產業大廠均來臺觀展，顯示該展於亞洲重要性及臺灣產品深受要求高品質之日本買主青睞。呼應展覽主軸，產業重要大廠包括迪吉亞、飛宏科技、華城電機、馬勒(Mahle)及電動無人自駕小巴喜門史塔雷克(7Starlake)、電動車充電站製造商拓連科技(Noodoe)、臺灣高速公路智慧收費系統商一遠創科技等為展覽增加豐富亮點。

The trade show named Taipei AMPA is the leading automotive trading platform in Asia. In 2019, Taipei AMPA 6-in-1 focused on the autonomous, electric and smart aspects of the automotive industry, presenting the industry's future to the contemporary world. The trade show offered 3,744 booths to 1,329 exhibitors, demonstrating a 0.53% growth of booths and a 1.59% growth of exhibitors when compared to the previous trade show. For the trade show, Japanese buyers have been the most important buyers, highly valuing Taiwanese products' quality and the after-sales services. In 2019, iconic Japanese automotive companies, including Honda, Daihatsu Motor, Hitachi Material, Mitsubishi, and Panasonic, assigned representatives to attend the trade show. This showed the importance of the Taiwanese automotive market to Japan. In addition, other automotive companies such as Dijiya, Pihong, Fortune Electric, Mahle, 7Starlake, Noodoe, FETC attended the trade show.

1. 台北國際汽車零配件展為亞洲地區最重要的汽車產業交易平台
Taipei AMPA is the leading automotive trading platform in Asia, and one of the largest platforms in the world.
2. 國內外參展商及買主透過2019台北國際汽車零配件展進行採購及視察全球汽車產業最新發展
Domestic and international buyers and exhibitors learned about the latest information of automotive products and the development of related industries at 2019 Taipei AMPA 6-in-1.
3. 黃志芳董事長於2019台北國際食品系列展致詞
TAITRA's Chairman, Mr. James C. F. Huang delivered the opening remarks at FOOD TAIPEI 2019.
4. 經濟部國際貿易局楊珍妮局長及本會葉明水秘書長參觀2019台北國際食品展國家館區
The Director General of Bureau of Foreign Trade of Ministry of Economic Affairs, Ms. Jen-Ni Yang, and TAITRA's President & CEO, Mr. Walter M. S. Yeh visited a pavilion at FOOD TAIPEI 2019.

The 2019 Food Taipei 5-in-1 Mega Expo acted as a one-stop trading platform for buyers from all over the world and presented a comprehensive supply chain related to the food industry by combining the following five trade shows:

- Food Taipei
- Foodtech & Bio / Pharmatech Taipei
- Taipei Pack
- Taiwan Horeca
- Halal Taiwan

In 2019, the trade show offered 5,056 booths to 1,757 exhibitors, demonstrating a 25% growth of booths and exhibitors when compared to the previous trade show. The exhibitors were from 38 countries, including Japan, Korea, the United States. In addition, Taiwanese local governments and associations actively participated in the trade show to present high-quality Taiwanese food delivered from every Taiwanese county and city.



台灣國際醫療展及醫材展轉型成功 串連臺灣醫材產業鏈 2019 MEDICAL TAIWAN & MCMEX - a Successful Integrated and Transformed Platform to Link Medical and ICT Industry

2019年台灣國際醫療展及醫材展成功轉型為B2B外銷平台，展覽環扣「健康」、「醫療」、「照護」、「智慧醫療」、「新創」等主題，共有來自8國326家廠商參加，吸引來自47個國家，超過千名海外通路商、進出口商、醫院、診所採購人員前來觀展。2019年首度新增展中展 - 「台灣國際醫材製造及零組件展」，集結醫材上中游的原物料、零組件及製造業者，與醫療展的中、下游產品，相互串聯而呈現醫療產業完整供應鏈。此外，擴大展出的「智慧醫療及照護」專區彰顯臺灣堅實的資通訊產業研發製造實力及高品質的醫療服務技術，兩個產業的結合將有機會開創下一世代的臺灣優勢產業。

In 2019, the trade show, MEDICAL TAIWAN and MCMEX successfully transformed to become a B2B medical trading platform by focusing on the theme of "medical devices, healthcare and startups" and offered 620 booths to 326 exhibitors. The theme of the trade show suited hospitals' needs to kick off a smart revolution upgrading medical services by leveraging IoT applications. During the trade show, a comprehensive medical supply chain along with products combining IoT applications with smart hospital systems and household healthcare systems were presented to over 1,000 professionals from 47 countries. With the synergy of Taiwan's high-quality medical services and the advanced R&D capability of Taiwan's ICT industries, it is highly possible for Taiwan to foster a next-generation industry for the emerging medical device market in the future.

1. 國內外買主來台參觀台灣國際醫療暨健康照護展，洞察產業趨勢發展
Buyers from domestic and overseas visited the MEDICAL TAIWAN trade show to follow the trends and the latest developments in the related industries.
2. 2019年台灣國際醫療展及醫材展串連醫療產業鏈，提供業者完整的交流採購平台
2019 MEDICAL TAIWAN and MCMEX created a one-stop platform for a variety of medical products and services.
3. 2019年10月亞洲智慧城市展於印度孟買舉辦，孟買最大房地產集團Lodha總經理Aakash Golia(右2)參觀我商笠基電子攤位。
The 3rd SMART ASIA India was held in October, 2019. Lodha Group is India's largest real estate group and its General Manager, Mr. Aakash Golia visited Wintec's booth at 2019 SMART ASIA in Mumbai.



新南向國家展覽開創新局 Exhibitions Held in The New Southbound Countries

為協助廠商拓展海外市場，2019年本會於新南向國家共辦理3項專業展：第七屆「緬甸國際汽機車暨零組件展」與「緬甸國際電機電子暨電力設備展」及第三屆印度「亞洲智慧城市展」。其中，緬甸雙展首度與緬甸汽車製造商與經銷商協會(MAMDA)合作規劃成車專區，吸引鈴木汽車(Suzuki)、日產汽車(Nissan)、北京汽車(BAIC)等知名廠牌參展。「亞洲智慧城市展」首度移師印度第一大城孟買辦理，指標大廠除台達電、宏碁通信及華碩電腦外，印度地方政府馬哈拉施特拉州(Maharashtra)及西孟加拉州(West Bengal)更首次組團參展。與展覽同期舉辦之「臺印智慧城市高峰論壇」，將雙方產、官、學界專家齊聚一堂，就印度智慧城市發展趨勢進行深入探討，普獲好評，提升展覽效益。

In 2019, TAITRA held the following three trade shows in the New Southbound countries:

- The AMPA Myanmar (The 7th Myanmar International Auto Parts, Accessories and Motor Show)
- The POWER EXPO Myanmar (The 7th Myanmar International Electrical, Electronics & Electric Power Equipment Fair)
- The 2019 SMART ASIA India (The 3rd SMART ASIA India Expo & Summit)

The Myanmar trade shows collaborated with MAMDA (Myanmar Automobile Manufacturers and Distributors Association) and presented a specific vehicle exhibition zone to showcase global vehicle brands, such as BAIC, NISSAN, SOUEAST and SUZUKI. The 2019 SMART ASIA India was held in Mumbai, India and exhibitors included India's state government of Maharashtra & West Bengal and brand-name Taiwanese companies, including Delta, Acer Communication and ASUS. During the trade show, TAITRA held the "India-Taiwan Smart City Summit" to focus business opportunities related to India's smart city policies and to bolster the potential cooperation between Taiwan's and India's companies. Both the India & Taiwan government officials and industry leaders attended the summit.

4. 2019年「緬甸國際汽機車暨零組件展」及「緬甸國際電機電子暨電力設備展」於緬甸仰光舉辦，本會林芳苗副秘書長(左二)陪同緬甸商工總會(UMFCCI) 副理事長Dr. Maung Maung Lay(右二)及緬甸汽車製造商暨經銷商協會(MAMDA)會長Dr. Soe Tun(右三)參觀展場
In September 2019, the 7th AMPA Myanmar and POWER EXPO Myanmar were held in Yangon. At the EXPO, TAITRA's Executive Vice President, Ms. Leonor F. M. Lin, Vice President of the Union of Myanmar Federation of Chambers of Commerce and Industry, Dr. Maung Maung Lay and President of the Myanmar Automobile Manufacturer & Distribution Association, Dr. Soe Tun visited booths of Taiwanese companies.

推廣臺灣會展產業

Promote Taiwan's MICE Industry

臺灣會展新里程碑 國家級會展中心成形 Taiwan's MICE Industry at a Global Level

為推廣我國會展產業，本會營運台北世界貿易中心展覽大樓、國際會議中心及南港展覽1館，並自2019年3月開始營運南港展覽2館，為我國唯一能同時提供大型會議及展覽之單位。

南港雙館共可提供約5,000個攤位，大型國際專業展得以集中一地、擴大展出規模；加上台北世界貿易中心展覽大樓，總攤位數超過6,300個，可充分滿足國際展覽需求，為亞洲重要的會展中心之一。未來本會將和國際會展組織加強合作，持續提升我國會展活動規模及服務品質。

As the only organization providing venues for both large conventions and exhibitions in Taiwan, TAITRA aims to promote Taiwan's MICE industry at a global level and operates the following:

- The Taipei World Trade Center (TWTC)
- The Taipei International Convention Center (TICC)
- The Taipei Nangang Exhibition Center, Hall 1 (TaiNEX 1)
- The Taipei Nangang Exhibition Center, Hall 2 (TaiNEX 2), since March 2019

With nearly 5,000 booths provided by TaiNEX 1 & 2, TaiNEX and TWTC can accommodate over 6,300 booths in total and can meet the needs of large international trade shows. In the future, TAITRA will continuously serve domestic and international MICE's organizations and contribute to Taiwan's MICE industry.



1. 台北南港展覽館2館於2019年3月4日正式啟用
The Taipei Nangang Exhibition Center, Hall 2 started to operate on March 4, 2019.

2. 隨著南港聚落漸趨完整及南港雙館的互補加乘效應，南港1、2館將引領臺灣會展產業邁向下一個巔峰
The Nangang District in Taipei City has been growing and the synergy of TaiNEX 1 & 2 will take Taiwan's MICE industry to its next level.

3. 台北世界貿易中心展覽大樓及台北國際會議中心
The Taipei World Trade Center and the Taipei International Convention Center



南港雙館經營績效 2019 Performance of TaiNEX

2019年台北南港展覽館1館共承接56項展覽及57項活動，使用率達55%。展館營運邁入第12年，整體營運穩健成長，並持續優化、新增各項軟硬體服務。除了新增硬體設備如無線網路基地台，亦配合新南向政策增設清真食品販賣機及祈禱室小淨設備，打造國際級有感服務。秉持著綠色展館、永續發展宗旨，2019年再度獲得ISO20121活動永續性管理認證。未來透過數位行銷等推廣及南港1、2館互補加乘效應，持續提升台灣會展產業競爭力。

台北南港展覽館2館由經濟部投資興建，臺北市政府提供土地，新建計畫目的為紓解我國大型會展場所不足之問題，同時提升我國會展產業國際競爭力，以促進我國經濟成長。本會於2017年底取得南港2館的營運契約後，歷程一年多的籌備及施工，展覽場地及7樓的星光會議中心已於2019年3月4日及11月1日分別開幕啟用，展覽場地共可提供2,362個展覽攤位，會議中心為挑高9米的無柱大型會議空間，共可容納3,200人，搭配著光影璀璨的星光長廊及視野遼闊的戶外空中花園，更帶給與會者舒適輕鬆的氛圍，可激發更多元的會議形式。2019年南港2館參加亞洲展覽會議協會聯盟(AFECA)主辦之「亞洲會展獎」(AFECA Asian Awards)競賽，獲得「亞洲最佳場館獎」冠軍殊榮。



In 2019, 56 exhibitions and 57 events were held in TaiNEX 1 with an overall occupancy rate of 55%. TAITRA has operated TaiNEX 1 for 12 years and has constantly upgraded facilities such as wudu places in prayer rooms and WiFi access points, creating a more customer-oriented environment. Furthermore, TaiNEX 1 has been continuously certified by ISO20121 for the outstanding eco-friendly environment. In future, the synergy of TaiNEX 1 and TaiNEX 2 will take Taiwan's MICE industry to its next level.

Invested in by the Ministry of Economic Affairs (MOEA), TaiNEX 2 was built to expand the exhibition and convention capacity in Taiwan and to enhance the international competitiveness of Taiwan's MICE industry. The exhibition hall and convention center of TaiNEX 2 were opened on March 4th and November 1st, 2019 respectively. Equipped with the latest audio/video and telecommunications technology, the "Skylight Convention Center" on the 7F of TaiNEX 2, with a 9 meter-height ceiling and pillar-free space, can hold up to a 3,200 pax conference. In 2019, TaiNEX 2 won the championship of "Outstanding Venue Award" at Asian MICE competition held by Asian Federation of Exhibition & Convention Associations (AFECA).

1. 展覽主辦單位精心規劃，將展館打造成全臺最大藝術博物館
The exhibition organizer successfully arranged the biggest exhibition venue in Taiwan to present art pieces.
2. 國際級藝術品來臺，參觀民眾一飽視覺饗宴
Residents and tourists viewed renowned art pieces in TaiNEX 1.
3. 參與暑期成長營的小朋友們與本會黃志芳董事長在活動最後一天交流互動
On the last day of "Fun" Summer Camp, children interacted with TAITRA's Chairman, Mr. James C. F. Huang.

台北當代藝術博覽會 首度展出藝鳴驚人 Taipei Dangdai Art & Ideas - An Artistic Sensation

2019國際級藝術博覽會-「台北當代藝術博覽會 藝術·新觀點」於南港1館首度展出。展覽集結來自全世界90家頂尖藝廊與藝術家，展期四天吸引逾28,000人次蒞臨觀賞。南港1館與國內外專業團隊共同將館內空間打造出極具質感之專屬藝文活動區，完美呈現南港1館彈性多元特色，也讓世界看見臺灣藝術鑑賞的能量。

In 2019, Taipei Dangdai Art & Ideas was held in TaiNEX 1 for the first time and attracted 28,000 visitors. It is Taipei's global arts fair and brought together a selection of 90 of the world's leading galleries and artists. With the endeavors of TAITRA staff and professional teams, the exhibition venue was organized successfully for art pieces and cultural activities. This not only demonstrated that TaiNEX 1 is capable of holding both trade shows & diverse exhibitions, but also presented to the world the capacity and potential desire for art in Taiwan market.

敦親睦鄰暑期成長營 一起FUN心做公益 CSR to Society: "Fun" Summer Camp for Children in Neighborhood Community

為強化社會責任，南港1、2館首度發想以教育活動為主軸，針對鄰近國小學童開辦「Fun暑假成長營」活動，主要對象以弱勢家庭、新住民、隔代教養等需要社會資源的家庭為優先。2019年暑期每週一、三、五辦理全天活動，共有24位小朋友參加，本會參與同仁也透過分享自身經驗與小朋友互動，互相學習成長。

To put TAITRA's corporate social responsibility into practice, TaiNEX 1 & 2 launched a "Fun" Summer Camp for elementary school students in the neighborhood community. A total of 24 children participated in the summer camp and most of them were from underprivileged families, immigrant families and grand-parenting families. TAITRA staff interacted with the children and shared life experiences.

營運台北世貿展覽館 Operations of Taipei World Trade Center

台北世貿中心展覽大樓(世貿一館)座落於信義世貿商圈，除匯集捷運、購物、餐飲、休閒、旅館機能等便利優勢，更擁有專業及豐富經驗的工作團隊，為國內最專業的展館之一。2019年共舉行81項展覽，總使用面積計約517萬平方公尺，參觀人數超過700萬人次，其中包括有「台北國際電腦展」、「台北國際工具機展」、「台北國際書展」、「台北國際電玩展」及「台北國際藝術博覽會」等多項國際大展在此舉辦。為提升世貿一館安全防護及能源使用效率，本會建置欄杆安全防護網，及更新展售間照明設備為LED燈管，將能源使用效率提升55%。此外，世貿一館引進國際咖啡品牌，量身打造的星巴克世貿一館門市為展覽館服務品味升級。

TAITRA is one of the most prominent organizations in the MICE industry in Taiwan and operates the Taipei World Trade Center (TWTC) in the Xin-Yi District in Taipei City. In 2019, the TWTC provided showground rental services for 81 different trade shows, using about 5.17 million square meters of exhibition space and attracting more than 7 million visitors. The major trade shows included COMPUTEX 2019, Taipei International Book Exhibition, Taipei Game Show and Art Taipei. In order to improve the safety and energy efficiency of the Taipei World Trade Center Exhibition Hall, TAITRA created a safer exhibition environment by installing an invisible grille to the railing and changed to an LED lighting system in the ITM showrooms to increase energy efficiency by 55%. Furthermore, to provide better services for visitors, TWTC had Starbucks TWTC Hall 1-Taipei store tailor-made and opened in 2019.

出租展示間 Showroom Leasing

世貿一館2至7樓設有1,069個展示間，提供進出口廠商租用，交通便捷且商務機能完整。此外，為促進外商對臺投資並降低前置作業成本，5樓設有16間「國際商務中心」，提供僑外商配備齊全的商務辦公室。自2003年成立至今，已有108家國外廠商進駐。

TAITRA operates the International Trade Mart (ITM) and the International Business Center (IBC) on the second to seventh floors of TWTC which provides comprehensive business facilities and is easily accessible by transportation. The ITM offers 1,069 showrooms for exporters and importers to display their products. The IBC on the fifth floor of TWTC provides 16 temporary offices to foreign companies interested in investing in Taiwan. Since 2003, 108 foreign companies have rented showrooms and offices.

1. 台北世貿中心展覽大樓為國內最專業的展館之一
TWTC Exhibition Hall 1, one of the most prominent venue for all types of exhibitions.

2&3. 星巴克世貿一館門市2019年8月開幕
Starbucks TWTC Hall 1-Taipei store opened in August, 2019.





2019 AMF吸引約440位與會者到場參與 Approximately 440 MICE professionals participated in AMF 2019.

營運台北國際會議中心 Operations of Taipei International Convention Center

台北國際會議中心2019年辦理近700場會議活動，其中包含12場國際會議，如國際同濟會第44屆亞太年會、第26屆IEEE國際影像處理研討會、第11屆亞太地區老年學暨老年醫學國際研討會、第29屆亞洲胸腔及心臟血管外科學會年會以及第18屆亞洲化學大會等國際重要大型年會，吸引來自全球的與會者齊聚。

In 2019, nearly 700 conferences and events were held in the Taipei International Convention Center (TICC). Among them, 12 were international conferences, including:

- The 44th Kiwanis ASPAC Convention
- The 26th IEEE International Conference on Image Processing
- The 11th IAGG Asia/Oceania Regional Congress
- The 29th Annual Congress of the Association of Thoracic and Cardiovascular Surgeons of Asia
- The 18th Asian Chemical Congress

建構亞洲最佳會展交流平台 The Asian MICE Forum: The Iconic Platform for Business Interactions

為使我國會展業者與國際接軌，經濟部國際貿易局委託本會辦理2019年「亞洲會展產業論壇」(Asian MICE Forum, AMF)，以「玩樂革命—讓遊戲精神貫徹你的活動(Be entertained: Make an event into a game)」為主題，啟發會展業者將各種趣味因素導入活動辦理中，為活動參與度加分。會中邀請國際專業會議組織者協會(IAPCO)、全球最大會議顧問公司MCI及泰國獎勵旅遊暨會議協會(TICA)等代表來台，引進會展最新潮流及產業趨勢，吸引來自12個國家/地區約440位與會者熱情參與，不僅增進國際交流，更提升臺灣會展國際能見度，為臺灣年度之會展盛事。

To keep Taiwan's MICE industry following contemporary trends, the Bureau of Foreign Trade under the Ministry of Economic Affairs authorized TAITRA to organize the 14th Asian MICE Forum (AMF) in 2019. In order to allow participants to be actively engaged at the AMF, TAITRA adopted the theme of "Be Entertained: Make an Event into a Game" and cooperated with practitioners of Taiwan's MICE industry to present entertaining ideas in detail of the AMF's activities. In 2019, approximately 440 participants from 12 countries / regions joined the AMF, including representatives from renowned MICE organizations, such as:

- The International Association of Professional Congress Organizers
- MCI, the world's largest conference consulting company
- Thailand's Incentive Travel & Conventions Association

The AMF has been leading Taiwan's MICE industry and enhanced the industry's visibility, as well as served as an iconic platform for elites to interact with each other.

MEET TAIWAN提升會展績效 2019 Performance of MEET TAIWAN

打造臺灣會展最佳目的地 Make Taiwan the best destination for global MICE industries

成效卓著 屢獲國際會展大獎肯定 Winning International MICE Awards

本會執行經濟部國際貿易局「推動臺灣會展產業發展計畫(簡稱MEET TAIWAN)」，持續以各式行銷及推廣活動，宣傳臺灣會展知名度，2019年獲國際知名媒體集團TTG Asia Media頒發「年度最佳會展局(Best Convention & Exhibition Bureau)」，並榮獲商業界「史迪威大獎(Stevie Awards)」項下「年度旅遊產業公關活動」銅獎，再再展現MEET TAIWAN以專業服務、創新公關操作及完整行銷規劃，成功在國際舞臺打響臺灣會展品牌知名度。

The Bureau of Foreign Trade of the Ministry of Economic Affairs (MOEA) has authorized TAITRA to execute the MEET TAIWAN program, Taiwan's MICE Promotion Program. The program aims to promote Taiwan's MICE industry by employing innovative public relations approaches and marketing strategies. In 2019, the program has shown its endeavors by winning the Best Convention & Exhibition Bureau award of TTG Asia Media and recognition at the 16th Stevie International Business Awards.



MEET TAIWAN獲頒TTG Awards最佳會展局獎
The MEET TAIWAN program won the 2019 TTG Travel Awards - Best Convention & Exhibition Bureau.

接軌國際 發掘國際會議新藍海

Attracting International Conferences to Taiwan

MEET TAIWAN為協助國內公協會爭取國際會議來臺舉辦，導入專案輔導機制，依各會議競標需求提供專人輔導及客製化協助，與主辦單位、相關業者共組競標團隊，提升競標成功機率。例如，本年度成功協助爭取「2021亞太牙醫年會」、「第32屆世界精神藥學大會」、「2023年國際醫療資訊大會」、「2023年國際亞洲學者大會」等多場逾千人之指標型會議。

2019年MEET TAIWAN因應國際會議產業趨勢變化，主動接洽國際組織，介紹臺灣會議專業的硬體設施及軟體服務，並展現來臺易達性、便利性、安全性及多元性等面向。例如：主動接洽「婦女權益發展協會（AWID）」，成功爭取「2021年婦女權益發展協會年會」來臺，預計吸引2,000人與會；本會葉明水秘書長率隊赴國際展覽業協會（UFI）曼谷年會講座演講及推廣臺灣會展實力，爭取「國際展覽業協會2021年亞太會議」來臺舉辦。

The MEET TAIWAN program aims to promote Taiwan as a destination for international conferences and provides customized services to domestic organizations. One of the program's functions is to coordinate a bidding team with local organizers and relevant industries to support the bidding process for significant international conferences. In 2019, the success of the program can be seen in the following list of conventions to be held in Taiwan.

- 2020 32nd CINP World Congress of Neuropharmacology
- 2021 43rd Asia Pacific Dental Congress
- 2023 International Convention of Asian Scholars
- 2023 World Congress on Medical Informatics

The MEET TAIWAN program has been keeping contact with International NGOs by showcasing the capability of Taiwan's MICE industry's capability from the perspectives of accessibility, convenience, and diversity. In 2019, the MEET TAIWAN team successfully persuaded the Association of Women's Rights in Development (AWID) to convene its 2021 International Forum for Women's Rights and Development in Taiwan. Furthermore, TAITRA's President & CEO, Mr. Walter M.S. Yeh and the MEET TAIWAN team participated in the 2019 UFI Global Congress in Bangkok to bid for the 2021 UFI Asia-Pacific Conference.

亞洲之首 積極推動會展永續指標

Taiwan's MICE industry: A Leader in Promoting Sustainability in Asia

為呼應國際永續發展趨勢，MEET TAIWAN在經濟部國際貿易局支持下持續推動綠色會展工作，更領先亞洲各國，自2014年起即將「ISO 20121活動永續管理系統」國際認證導入會議及展覽產業。在國際認證的嚴謹要求及第三方單位驗證下，MEET TAIWAN陸續協助國內會展主辦單位、裝潢設計業者、會展場館等取得認證，迄今認證數已累積共16張證書，超越新加坡及泰國等亞洲會展大國，奠定我國在推動永續發展領域「亞洲之首」之地位！



Following the global trend in sustainability, the MEET TAIWAN program has been facilitating Taiwan's MICE industry to go green. Since 2014, the program has been assisting Taiwan's professional exhibition / conference organizers and interior decorator companies as well as exhibition / convention venues to be certified by ISO 20121.

裡應外合 爭取指標海外企業來臺獎勵旅遊

Corporate Overseas Meetings & Incentive Travel in Taiwan

針對企業會議及獎勵旅遊，以「企業會議專案輔導小組」機制，簡化海外企業來臺舉辦企業會議流程，透過單一窗口模式，由專人提供一站式諮詢及客製化服務，本年度成功促成132案企業會議來臺舉辦。

MEET TAIWAN鎖定高潛力目標市場，與本會駐外單位「裡應外合、通力合作」，促成許多知名企業來臺，尤其在新南向地區交出漂亮成績單。例如：促成華碩印度分公司於COMPUTEX Taipei期間邀請300名印度經銷商來臺觀展，並於展後在臺辦理獎勵旅遊活動；協助促成印尼前2大汽車裝配及製造公司Indoparts率1,030名績優員工及經銷商來臺，更將其3年一度的頒獎大會移師臺灣舉辦；另外，也成功將新加坡賀寶芙2,200人年度大會帶來臺灣。

To promote corporate business meetings and incentive travel programs to be held in Taiwan, the Corporate Meeting Project Counseling Team of the MEET TAIWAN program has provided customized consultation and streamlined services to overseas corporations.

In 2019, 132 corporate overseas meetings successfully convened in Taiwan with the support of the MEET TAIWAN program. The MEET TAIWAN team achieved the success through collaboration with TAITRA's overseas offices and by targeting potential clients in specific markets. The success of the program includes the following three cases from the New Southbound market:

- ASUS India and its 300 Indian dealers attended the 2019 COMPUTEX Taipei and held an incentive travel program in Taiwan.
- Indonesia's second largest automotive assembly and manufacturing company, Indoparts, held its triennial awards ceremony for 1,030 employees and dealers in Taiwan.
- Herbalife Singapore held its annual conference for 2,200 members in Taiwan.

國際經貿聯繫 及國內外據點服務

為推動我國經貿工作及加強海外拓銷力道，本會強化與國際經貿組織及工商團體的交流聯繫，及以走動式服務，服務地區重點產業及中小企業。

In support of Taiwan economic and trade missions and to bolster its power exploring overseas business opportunities, TAITRA invests in enhancing relations with global organizations and business communities and provides walk-in services to key industries and small & medium-sized enterprises.



1. 2019年本會黃志芳董事長與KOTRA權坪五社長共同主持TAITRA-KOTRA聯席會議
In 2019, TAITRA's Chairman, Mr. James C. F. Huang, and KOTRA's President & CEO, Mr. Pyung-oh Kwon co-hosted TAITRA-KOTRA joint meeting in Seoul.

2. 2019年本會與麥加商會(MCCI)簽署合作備忘錄
In 2019, TAITRA signed a MoU with the Makkah Chamber of Commerce and Industry (MCCI).

External Relations



2019年本會與馬紹爾群島商務投資暨觀光辦公室(OCIT)簽署合作備忘錄
In 2019, TAITRA signed a MoU with the Office of Commerce, Investment and Tourism (OCIT), Republic of the Marshall Islands.



2019年本會葉明水秘書長代表台北世貿中心出席WTCA墨西哥年會，並接下2020年第51屆年會主辦權
TAITRA's President & CEO, Mr. Walter M.S. Yeh at WTCA General Assembly 2019 in Mexico and has been preparing to host the WTCA General Assembly 2020 at TWTC in Taipei.

強化聯繫與交流 Real-Time Global Trade Network

國際經貿聯繫

International Cooperation in Economic and Trade Affairs

為我國在國際經貿舞臺發聲，本會每年積極參與10多個國際組織的活動，含世界貿易中心協會(WTCA)、亞洲貿易推廣論壇(ATPF)、國際展覽組織聯盟(UFI)、國際展覽協會(IAEE)及國際會議協會(ICC)等。

除積極加入國際組織外，本會更致力於推動國際合作交流，本會於2019年與23個經貿推廣機構及商會簽署合作備忘錄，含馬紹爾群島商務投資暨觀光辦公室(OCIT)、巴拉圭工商部出口暨投資促進局(REDIEX)、世界資訊科技與服務聯盟(WITSA)、沙烏地阿拉伯麥加商會(MCCI)、科索沃商會(KCC)、印尼國營貿易公司(PPI)等，累計已與500多個外國工商團體建立合作關係。

本會另透過全球63個駐外單位和駐地業者與工商團體建立及保持友好關係，強化本會與我國在全球能見度，推動我國經貿工作。

TAITRA strives to explore trade opportunities and enhance Taiwan's visibility by the global reach of its 63 overseas offices. Since established, TAITRA has actively engaged in membership events for maintaining relationships and connections with many international organizations, including globally renowned trade promotion organizations and MICE organizations such as the following:

- The World Trade Centers Association (WTCA)
- The Asian Trade Promotion Forum (ATPF)
- The Global Association of the Exhibition Industry (UFI)
- The International Association of Exhibitions and Events (IAEE)
- The International Congress and Convention Association (ICCA)

In 2019, TAITRA signed cooperation agreements with 23 trade promotion organizations, including the following institutes:

- Office of Commerce, Investment and Tourism (OCIT), Republic of the Marshall Islands
- The Investment and Export Network (REDIEX), Republic of Paraguay
- World Information Technology and Services Alliance (WITSA)
- Makkah Chamber of Commerce and Industry (MCCI)
- Kosovo Chamber of Commerce (KCC)
- Perusahaan Perdagangan Indonesia (PPI)



海外據點重要業務 TAITRA's Overseas Offices

2019年本會共設有63個國外據點，協助辦理本會貿易拓銷團、參展團活動，提供規劃性產業及專業報告，徵集Taiwan Trade國外會員，蒐集貿易機會，推廣台灣國際專業展並協助國內公協會辦理活動。

為媒合以色列的創新科技與臺灣的製造實力，2019年本會於素有「新矽谷」之稱的以色列新設立「特拉維夫台灣貿易暨創新中心」。一年來本會率企業高階CEO團、新創團、農業團及科技團赴以國訪問，促成多家臺以新創企業交流，也邀得指標性創投來臺參加台北國際電腦展創新及新創展區。

此外，本會於35國45城市成立海外商務中心，提供獨立辦公室及商務辦公桌之辦公設備，除新南向市場與中東外，服務已擴至非洲、中東歐及美洲。本服務讓臺灣企業得以優惠價格使用辦公設施，藉以建立商務聯繫，加強行銷布局，爭取多國市場商機。

TAITRA operated 63 overseas offices in 2019. The offices' business practices are as follows.

- Implementing TAITRA's trade missions and exhibitions.
- Providing industrial and professional reports to local traders.
- Recruiting foreign members for the Taiwantrade website and collecting trade information.
- Inviting buyers to visit Taiwan's international exhibitions.
- Assisting industrial associations' overseas promotional events.

Joining existing 62 overseas offices, Taiwan Trade & Innovation Center, Tel Aviv was launched in February 2019 in Israel. The center aims to strengthen the Taiwan-Israel business partnership by serving as a bridge to link Taiwan's manufacturing capability with Israel's innovation power. In 2019, TAITRA led several delegations to Israel with the focus of startups, agricultural and high-tech companies. In addition, by leveraging the center, TAITRA invited globally renowned venture capital companies such as Maverick Ventures Israel to join InnoVEX at COMPUTEX 2019.

Furthermore, in 2019, TAITRA operated 45 Overseas Business Centers (OBCs) in 35 countries. OBCs offer independent offices or business table services at an economical price, thus helping companies set up liaison and business centers to manage local markets in the New Southbound countries, the Middle East, Africa, and others. Companies can leverage OBCs to explore overseas markets.

1. 特拉維夫貿易暨創新中心於2019年2月開幕
Taiwan Trade & Innovation Center, Tel Aviv was launched in February, 2019.

2. 2019年本會葉明水秘書長率一級主管與中小企業菁英會對談
In 2019, TAITRA's President & CEO, Mr. Walter M.S. Yeh led TAITRA's top management team to meet with elites from Taiwan's small & medium enterprises.

3. 2019年8月外貿協會工商交流營於南投舉辦
In August, TAITRA held the 2019 panel event with local associations in Nantou.

落實在地化推廣 Domestic Branch Office Services

本會除了臺北總部，共設有桃園、新竹、臺中、臺南及高雄辦事處，以走動式服務地區重點產業和中小企業，為廠商就近提供包括貿易推廣諮詢、商情資訊、工商講座、採購洽談會及在職訓練等服務。

In addition to its headquarters in Taipei city, TAITRA operates domestic branch offices in Taoyuan, Hsinchu, Taichung, Tainan and Kaohsiung to provide walk-in services, such as trade promotion consultation, business information, market seminars, and on-the-job training, to key industries and small & medium enterprises.

訪問地區廠商了解需求 Local Company and Business Association Visits

本會2019年拜訪5,535家廠商，發掘業界或目標產業的實際需要，及推介本會各項服務，例如籌組海外貿易拓銷團、國際市場開發專案、國際招商業務，辦理農產品拓銷活動等。

In 2019, TAITRA staff visited 5,535 local companies to help identify the needs of individual companies and industries and to offer trade and business services.

與地方政府及公協會交流合作

Interaction and Cooperation with domestic governments and associations

與各地方政府及公協會密切合作，透過辦理國際展覽、產業聚落採購大會、地方工業商業會交流營等，協助廠商布建全球通路，提升我國出口動能。

To enhance the volume of Taiwan's external trade, TAITRA worked with domestic governments and associations to assist Taiwanese enterprises to develop their global distribution channels by holding international trade shows, industrial cluster-based sourcing Taiwan events and panel events.

提供商情資訊 Business Information

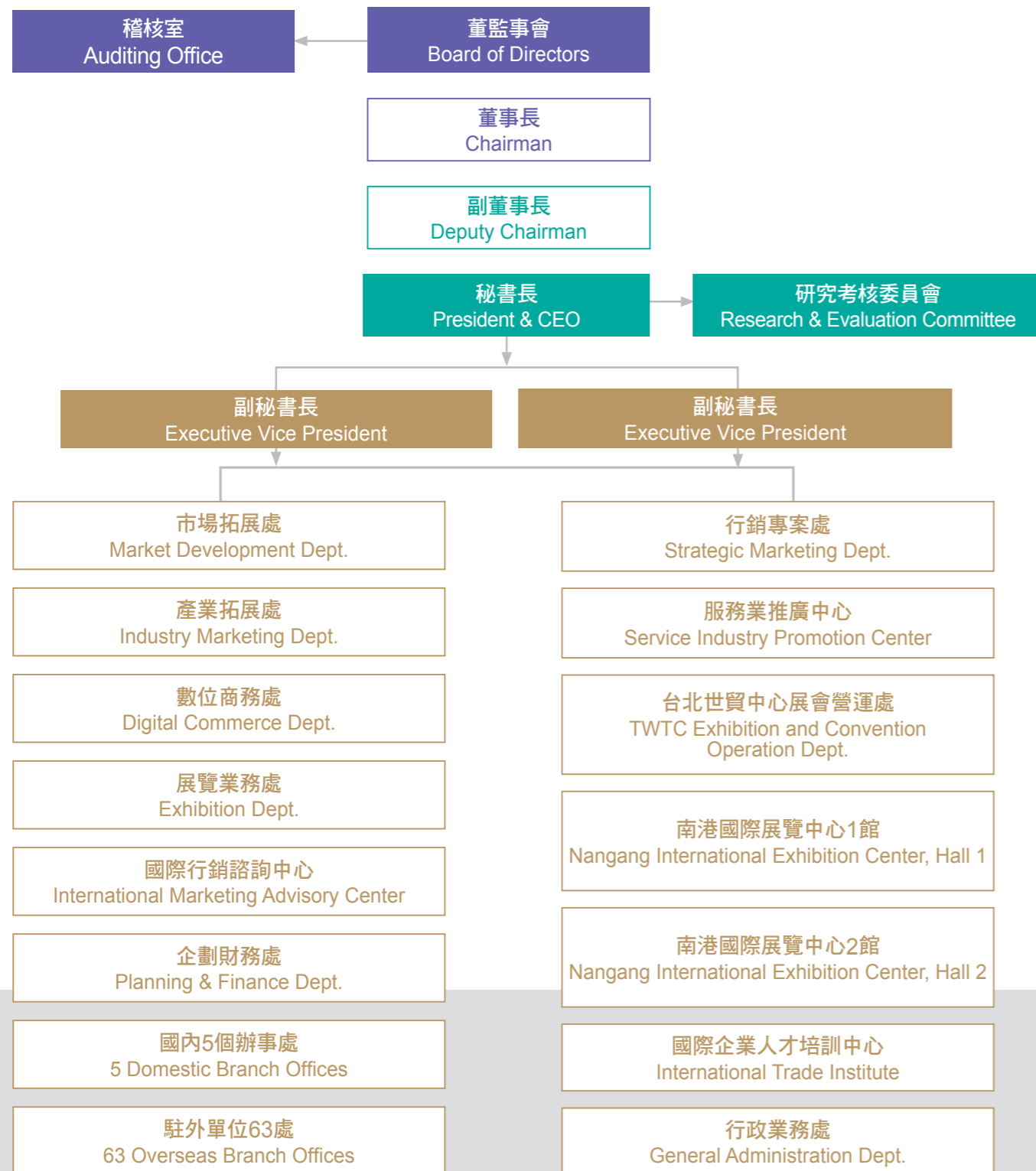
本會5個國內辦事處之貿易資料館，提供經貿圖書、期刊、光碟、其他非書資料及資訊服務供業者查詢，2019年共計服務1萬3,979人

TAITRA's five domestic offices' trade libraries collect and display thousands of trade publications, periodicals, CDs, and non-publication information. In 2019, 13,979 visitors benefited from the libraries.



外貿協會組織圖

Organizational Chart



董監事會

Board of Directors



董事長 Chairman
黃志芳 James C. F. Huang

外貿協會
Taiwan External Trade
Development Council



副董事長 Deputy Chairman
王美花 Mei-Hua Wang

經濟部政務次長
Deputy Minister, Ministry of
Economic Affairs



董事 Director
吳自心 Wu, Tzu-Hsin

財政部政務次長
Political Deputy Minister,
Ministry of Finance



董事 Director
高仙桂 Kao Shien-Quey

國家發展委員會副主任委員
Deputy Minister, National
Development Council,
Executive Yuan



董事 Director
劉威廉 William Liu

經濟部國際貿易局副局長
Deputy Director General,
Bureau of Foreign Trade,
MOEA



董事 Director
顏輝煌 Yen Hui-Huang

中央銀行外匯局局長
Director General,
Department of Foreign
Exchange, Central Bank



董事 Director
賴正鎰 Lai Cheng - I

中華民國全國商業總會理事長
Chairman, General Chamber
of Commerce,
R.O.C.



董事 Director
林伯豐 Lin Bo-feng

中華民國工商協進會
理事長
Chairman, Chinese National
Association of Industry and
Commerce, Taiwan



董事 Director
何晉滄 Ho Chin-Tsang

經濟部中小企業處處長
Director General, Small
and Medium Enterprise
Administration, MOEA



董事 Director
邱垂正 Chiu Chui-Cheng

行政院大陸委員會
副主任委員
Deputy Minister, Mainland
Affairs Council,
Executive Yuan



董事 Director
李詩欽 Lee Tsu-Chin

台灣區電機電子工業同業公會
理事長
Chairman, Taiwan Electrical
and Electronic Manufacturers'
Association



董事 Director
黃振進 Huang Chen-Chin

台北市進出口商業同業
公會理事長
Chairman, Importers &
Exporters Association of
Taipei



董事 Director
黃金城 Chin-Cheng Huang

行政院農業委員會副主任委員
Deputy Minister, Council of
Agriculture, Executive Yuan



董事 Director
陳悅宜 Annie Chen

文化部文創發展司司長
Director, Department of
Cultural and Creative
Development, Ministry of
Culture



董事 Director
王隆興 Wang Lung-Hsing

高雄市進出口商業同業公會
常務理事
Executive Director, Kaohsiung
Importers & Exporters
Chamber of Commerce



董事 Director
蘇雲峯

台灣蔬果輸出業同業公會
理事長
Chairman, Taiwan Vegetables
& Fruits Exporters Association



董事 Director
鄭舜平 Cheng Shun-Ping

衛生福利部主任秘書
Secretary General,
Ministry of Health and Welfare



董事 Director
楊紹欣 Yang Shaw-Shin

台灣區製衣工業同業公會
常務理事
Executive Director,
Taiwan Garment Industry
Association



董事 Director
徐秀滄 Hsu Hsiu-Tsang

臺灣機械工業同業公會名譽
理事長
Honorary Chairman, Taiwan
Association of Machinery
Industry



董事 Director
吳天賜 Wu Tien-Tzu

台灣罐頭食品工業同業
公會榮譽理事長
Honorary Chairman, Taiwan
Canners Association



董事 Director
林紹賢 Lin Shao-Hsien

台灣水產工業同業公會
常務理事
Executive Director, Taiwan
Frozen Seafood Industries
Association



董事 Director
王文淵 Wong Wen Yuan

中華民國全國工業總會理事長
Chairman, Chinese National
Federation of Industries



董事 Director
李坤炎 Lee Kun-Yen

台灣區水泥工業同業公會
理事長
Chairman, Taiwan Cement
Manufacturers' Association



董事 Director
林清安 Lin Ching An

台灣針織工業同業公會
常務理事
Executive Director, Taiwan
Knitting Industry
Association

駐外單位名址 Overseas Offices



董事 Director
蔡文榮 Tsai Wen-Rong

台灣區車輛工業同業公會
理事長
Chairman, Taiwan
Transportation
Vehicle Manufacturers
Association



監察人 Supervisor
吳雅嫻 Wu Ya Hsien

經濟部會計處科長
Chief of Department of
Accounting, Ministry of
Economic Affairs



監察人 Supervisor
呂桔誠 Jye-Cherng Lyu

中華民國銀行商業同業
公會全國聯合會理事長
Chairman, The Bankers
Association of the R.O.C.



監察人 Supervisor
何宏哲 Ho Hung-Che

台灣區合板製造輸出業同業
公會秘書長
General Secretary, Taiwan
Plywood Manufacturers &
Exporters Association



監察人 Supervisor
黃烈啟 Huang Lieh Chi

台灣區塑膠製品工業同業公會
副秘書長
Deputy Secretary General,
Taiwan Plastic Industry
Association



監察人 Supervisor
王榮周 Wang Rong-Jou

台北市銀行商業同業公會
理事長
Chairman, The Bankers
Association of Taipei



監察人 Supervisor
林萬得 Lin Wan-Te

台灣省進出口商業同業公會
聯合會理事長
Chairman, Taiwan Importers
& Exporters Chamber of
Commerce



監察人 Supervisor
林清池 Lin Ching-Chi

台灣橡膠暨彈性體工業同業
公會理事長
Chairman, Taiwan Rubber
& Elastomer Industries
Association



監察人 Supervisor
尤瑞彬 Yu Jui-Pin

台灣區製鞋工業同業公會
理事長
Chairman, Taiwan Footwear
Manufacturers Association



名譽董事 Honorary Director
李育家 Lee Yu Chia

中華民國全國中小企業總會
理事長
Chairman, National
Association of Small and
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亞洲 ASIA

孟加拉 Bangladesh

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* 依據中華民國對外貿易發展協會第20屆董監事名單。(提報日期：109年2月6日)

The listed Board members make up the 2020 of Board of Directors. (Information is provided on February 6, 2020)

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哈薩克 Kazakhstan

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越南 Vietnam

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柬埔寨 Cambodia

外貿協會駐金邊辦事處
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澳洲 Australia

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巴西 Brazil

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墨西哥 Mexico

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