



CIECA Newsletter

Connecting Taiwan and the World
CIECA means International Business

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Monthly Event Summary

The 11th Taiwan-Türkiye Joint Business Council Meeting Held on March 20

CIECA and Foreign Economic Relations Board of Türkiye (DEİK) held the “11th Taiwan-Türkiye Joint Business Council Meeting” at the Taipei International Convention Center on March 20. The Meeting was co-hosted by Mr. Jimmy Chu, Chairman of Taiwan-Türkiye Committee, CIECA & Chairman, Fair Friend Group (FFG), and Mr. Necmettin Uzun, Chairman of Türkiye-Taiwan Business Council. Mr. Hsiao Chen-Huan, Economic Counsellor of International Trade Administration, MOEA and Mr. Muhammed Berdibek, Representative of Turkish Trade Office in Taipei were invited to be the guests of honor. A total of 90 or so distinguished guests from Taiwan’s and Türkiye’s indus-

tries, governments, academia, and research institutes attended the said meeting from

The Meeting focused on “Smart Solutions and Applications: Home, Factory and the AI Future.” Mr. Albert Peng, President of Air and Intelligent Life Business Group, TECO Electric & Machinery Co., Ltd. made a presentation on “Smart Solution and Application: From Residential to Warehouse.” Mr. Kayra Uzun, Board Member of Netelsan Electrical Electronics Systems Ind. Trd. Inc. made a presentation on “Smart House, Smart Building, Smart Factory.” Mr. Philip Chen, IIoT Senior Manager of Advantech Co., Ltd. made a presentation on “Advantech Türkiye Vision: Co-creating the Future of AIoT World.”

The Meeting also arranged for Taiwanese and Turkish manufacturers to

conduct business introductions. The Turkish manufacturers included: Netelsan Electrical Electronics Systems (a leader in Turkish smart home equipment); Ankaref Innovation and Technology (a major information and communication company); Nanomat Domestic and Foreign Trade (a semiconductor company); and eight other new startups. Manufacturers from Taiwan side included ATEN International, Accordance Systems Inc., G-Shank, How Der Electronic, Orderble Co. Ltd. and many other enterprises. The two-side exchanges and interactions in the Meeting were lively.



A group photo for VIP guests from right to left: Mr. Hsiao Chen-Huan, Economic Counsellor of International Trade Administration, MOEA; Mr. Jimmy Chu, Chairman of Taiwan-Türkiye Committee, CIECA, & Chairman of Fair Friend Group (FFG); Mr. Necmettin Uzun, Chairman, Türkiye-Taiwan

Business Council, Foreign Economic Relations Board of Türkiye (DEIK); Mr. Muhammed Berdibek, Representative of Turkish Trade Office in Taipei.

The 20th Joint Meeting between CIECA and MNCCI Held on March 20

CIECA and Mongolian National Chamber of Commerce and Industry (MNCCI) co-hosted the “20th Joint Meeting between CIECA and MNCCI” at the Taipei International Convention Center (TIICC) on March 20. The Meeting was co-chaired by Ms. Carol Cheng, Chief Operating Officer of Taiwan Research-based Biopharmaceutical Manufacturers Association (TRPMA) & Board Member of CIECA and Mr. Uuganbayar Bat-Ochir, CEO, Uvurkhangai Province Branch of Mongolian National Chamber of Commerce and Industry (MNCCI). H.E. Bill Keh-Ming Chen, Ambassador on Home Assignment, Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs and Mr. Tumurbaatar Gankhuyag, Representative of Ulaanbaatar Trade and Economic

Representative Office in Taipei were invited to be the guest speakers.

The Meeting focused on “Medicine/Medical Device,” “Food Processing,” “Tourism,” and “Building Materials.” Both sides exchanged views by enterprises and experts from Taiwan and Mongolia. A total of 53 Taiwanese companies and 20 Mongolian companies participated in this event. After the meeting, B2B were held at TICC. The exchanges and interactions in the Meeting were lively. Business opportunities are promising.



A group photo for VIP guests from left: Mr. Tumurbaatar Gankhuyag, Representative of Ulaanbaatar Trade and Economic Representative Office in Taipei; Mr. Uuganbayar Bat-Ochir, CEO, Uvurkhanga Province Branch of Mongolian National Chamber of Commerce and Industry (MNCCI); Ms. Carol Cheng, Board Member of CIECA; H.E. Bill Keh-Ming Chen, Ambassador on Home Assignment, Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs.



A group photo for VIP guests and speakers.



B2B Meeting

CIECA Chairman Henry Chih-Shang Kao Hosted a Luncheon for Mr. John Toigo, Chairman of ATBC and Mrs. Ching-Mei Maddock, CEO of ATBC on March 5

To welcome two distinguished guests to revisit Taiwan, Mr. Henry Chih-Shang Kao, Chairman of CIECA, hosted a luncheon for Mr. John Toigo, Chairman, Australia-Taiwan Business Council (ATBC) and Mrs. Ching-Mei Maddock, CEO, Austral-

ia-Taiwan Business Council (ATBC) on March 5.

The Chairman and the CEO of Australia-Taiwan Business Council (ATBC) came to Taiwan to visit important Taiwanese enterprises and officials, and invited people to participate in the “37th Joint Conference of Australia-Taiwan and ROC-Australia Business Councils” to be held in the Gold Coast City of Australia in early August this year.

In 2023, Taiwan ranked as Australia's fifth largest exporter, eleventh largest importer, and seventh largest trading partner; Australia was Taiwan's eighth largest trading partner, thirteenth largest export market, and fifth largest source of imports. It shows that Taiwan and Australia are building a strong economic partnership. In recent years, energy and mineral products have been the bulk of trade between Taiwan and Australia. The two countries have also announced that they will achieve net-zero emission goals by 2050. It is believed that exchanges and cooperation between Taiwan and Australia will be closer in the future, especially in the energy field. The Joint Conference of Aus-

tralia-Taiwan and ROC-Australia Business Councils has included the energy and mining industries in the conference agenda for ten consecutive sessions. This year, experts and scholars will also be invited to give speeches. Please continue to pay attention to our event information.



A group photo for VIP guests from left to right in the front row: Mr. Wang Shyi-Chin, Chairman of ROCABC; Mr. Henry Chih-Shang Kao, Chairman of CIECA; Mr. John Toigo, Chairman, Australia-Taiwan Business Council (ATBC); Mrs. Ching-Mei Maddock, CEO, Australia-Taiwan Business Council (ATBC).

Back row left to right: Mr. Frank Wu, Secretary General of CIECA; Ms. Jane Liao, Vice President of CPC Corporation, Taiwan; Mr. David Chiu, Senior Advisor of ATBC; Mr. James Chiao, Chairman of Smart Cities Committee, CIECA; Mr. Wang Jenn-Yeong, Vice President of Taiwan Power Company; Ms. Muse Wu, Director of CIECA.

Chairman Henry Chih-Shang Kao accompanied the leaders of Australia-Taiwan Business Council (ATBC) visiting with Taipei City Mayor Chiang Wan-An on March 6

Mr. Henry Chih-Shang Kao, Chairman of CIECA, accompanied Mr. John Toigo, Chairman of Australia-Taiwan Business Council (ATBC) and Mrs. Ching-Mei Maddock, CEO of ATBC in meeting with Mr. Chiang Wan-An, Mayor of Taipei City on March 6.

The Australia-Taiwan Business Council (ATBC) sincerely invited Mayor Chiang to participate in the “37th Joint Conference of Australia-Taiwan and ROC-Australia Business Councils” organized by CIECA and the Australia-Taiwan Business Council (ATBC), which will be held in Gold Coast City, Australia in early August this year.

“Gold Coast City and Taipei City have been sister cities for nearly 42 years. Over the years, the two sides have had close exchanges and cooperation in culture, education, and other fields. I am happy to see the two cities continue to expand diversified

cooperation in the future,” Mayor Chiang said.



A group photo for VIP guests: Mr. Henry Chih-Shang Kao, Chairman of CIECA (left 3); Mr. John Toigo, Chairman of Australia-Taiwan Business Council (ATBC) (left 5); and Mr. Chiang Wan-An, Mayor of Taipei City (right 4).

Hungarian Delegation Networking Reception Held on March 19

Taiwan Green Energy Association (TGEA), Taipei Computer Association (TCA), CIECA, Hungarian Trade Office, Taipei, and JJP Architects & Planners held the “Hungarian Delegation Networking Reception” at the Nangang Exhibition Hall 2 on March 19, 2024. Mr. James Chiao, Chairman, Smart Cities Committee of CIECA & CEO, Smart City Consulting Co., Ltd.; Mr. Angus Lee, Chairman, Taiwan Green Energy Association; and Dr. Lee Chen-Yu, CEO, International

Cooperation Center, TCA were invited to deliver remarks by Taiwan side. Dr. Lilla Judit Bartuszek, CEO, Center for Sustainable Communities (CSC) and Mr. Gergely Kádár, Representative, Hungarian Trade Office, Taipei were invited to deliver remarks for the Hungarian side.

A total of 50 or so representatives of enterprises and public associations from Taiwan and Hungary attended the meeting and had a lively interaction.

In addition to arranging the Ceremony for signing a MoU between the Taiwan Green Energy Association (TGEA) and the Hungarian Sustainable Community Center (CSC), the meeting also invited Mr. Chang Hsiao-Ming, Principal Architect, JJP Architects & Planners to make a special speech. He used TSMC Wafer Factory 14, Advantech Linkou Smart Park, Delta Americas Headquarters, and other buildings as examples to illustrate “A Human-Centric Formula for Smart Buildings.”



A group photo for VIP guests from left to right: Mr. David Wu, Sales Manager, Digi-triumph Technology Inc.; Ms. Genie Huang, Director of Marketing, JJP Architects & Planners; Mr. James Chiao, Chairman, Smart Cities Committee of CIECA & CEO, Smart City Consulting Co., Ltd.; Mr. Chang Hsiao-Ming, Principal Architect, JJP Architects & Planners; Dr. Lilla Judit Bartuszek, CEO, Center for Sustainable Communities; Mr. Gergely Kádár, Representative, Hungarian Trade Office, Taipei; Mr. Chin Chi-Yuan, Chairman, New Taipei City Computer Association; Mr. Angus Lee, Chairman, Taiwan Green Energy Association; Dr. Lee Chen-Yu, CEO, International Cooperation Center, Taipei Computer Association; Mr. Wu Shau Yung, Senior Designer, JJP Architects & Planners.



Mr. Angus Lee, Chairman, Taiwan Green Energy Association (left 2) and Dr. Lilla Ju-

dit Bartuszek, CEO, Center for Sustainable Communities (right 2) signed a memorandum of cooperation, witnessed by Mr. James Chiao, Chairman, Smart Cities Committee of CIECA & CEO, Smart City Consulting Co., Ltd. (left 1) and Mr. Chin Chi-Yuan, Chairman, New Taipei City Computer Association (right 1).

Mr. Nathan Kaiser, Chairman of the Taiwan Committee, Swiss-Asian Chamber of Commerce (SACC) Visited with Dr. Lee Johnsee, Chairman, Taiwan-Switzerland Economic Cooperation Committee, CIECA on March 12

Mr. Nathan Kaiser, Chairman of the Taiwan Committee, Swiss-Asian Chamber of Commerce visited CIECA and was received by Dr. Lee Johnsee, Chairman of Taiwan-Switzerland Economic Cooperation Committee, CIECA on March 12. CIECA's Secretary General Frank Wu and Director Tito Tang joined the meeting too. Both parties exchanged views on the planning for the meeting of 2025.

Chairman Lee Johnsee invited Chairman Kaiser to organize a Swiss delegation of manufacturers to visit Taiwan during the 2025 BIO

Asia-Taiwan for deepening bilateral exchanges in biotech industry between Taiwan and Switzerland.



A group photo for Mr. Nathan Kaiser, Chairman of the Taiwan Committee, SACC (right 2) and Dr. Lee Johnsee, Chairman, Taiwan-Switzerland Economic Cooperation Committee, CIECA (left 2).

CIECA Attended Farewell Dinner Hosted by American Club Taipei on March 26

The American Club Taipei held a farewell dinner to commend Mr. Axel Limberg, Executive Director of German Trade Office in Taipei, for his seven-year great job in Taiwan on March 26. During the night, guests from Taiwan's political and business circles gathered to witness this important and touching moment.

Executive Director Limberg said his farewell to everyone present at the dinner, thanked Taiwanese officials

and business friends for their support and cooperation, and expressed his gratitude for having worked so wonderfully in Taiwan for the past seven years. During his tour of duty in Taiwan, he devoted himself to promoting Taiwan-Germany economic and trade exchanges and brought substantial results to the cooperation between the two sides.

Mr. Cheng Wen-Tsan, Vice Premier of Executive Yuan, also attended the dinner and was invited to deliver a speech. He affirmed Executive Director Limberg's contribution to Taiwan-Germany economic and trade relations in the past seven years. He pointed out that the bilateral trade volume between Germany and Taiwan has continued to grow since 2021 and reached a record high, highlighting the close cooperation between Taiwan and Germany.

The dinner attracted many other European countries' business representatives in Taiwan as well as entrepreneurs with close ties to Germany to share this special moment. This farewell dinner served as not only a commendation event for Executive Director Limberg, but also an im-

portant platform to showcase the results of Taiwan-Germany economic and trade cooperation and to promote multi-party exchanges and cooperation.



Mr. Axel Limberg, Executive Director of German Trade Office in Taipei.

Upcoming Events of CIECA

2024 Taiwan Economic & Trade Delegation Will Visit the Netherlands and Switzerland

CIECA is organizing the “2024 Taiwan Economic & Trade Delegation to the Netherlands & Switzerland,” which is scheduled to visit the two countries from May 10 to 19, 2024. Mr. Walter H.C. Chang, Vice Chairman of CIECA & Chairman of Holmsgreen Holdings Co., Ltd. serves as the head of the delegation. The delegation will focus on “Hydrogen/Fuel Cell” and “Wind Energy” and will hold the bilateral meetings in Rotterdam of the Netherlands and Si-on of Switzerland. The delegation will visit the World Hydrogen Summit & Exhibition which is a representative exhibition of hydrogen energy in Europe. CIECA will arrange the delegation to visit the representative companies in hydrogen energy, wind energy and other related industries. Manufacturers are welcome to register and join the delegation to explore new energy cooperation opportunities in both two countries.

The 16th Joint Meeting between Singapore Business Federation (SBF) and CIECA, Taiwan Will Be Held in June

CIECA will organize a delegation to visit Singapore from June 10 to 12, 2024. The delegation will be headed by Mr. Kuo Shui-Yi, Chairman of Singapore Committee of CIECA. During the visit, CIECA, Taiwan and SBF will co-host “The 16th Joint Meeting between SBF and CIECA, Taiwan.” The meeting will focus on “Digital Transformation,” “Finance,” “Smart Manufacturing,” and “Sustainable Development.” We will arrange in-depth business discussions, field trips to related industries, and on-site fieldwork of the local market. Enterprises from both sides are welcome to participate in the meeting and explore business opportunities. For details of the event, please go to the official website of CIECA.