



CIECA Newsletter

Connecting Taiwan and the World
CIECA means International Business

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Monthly Event Summary

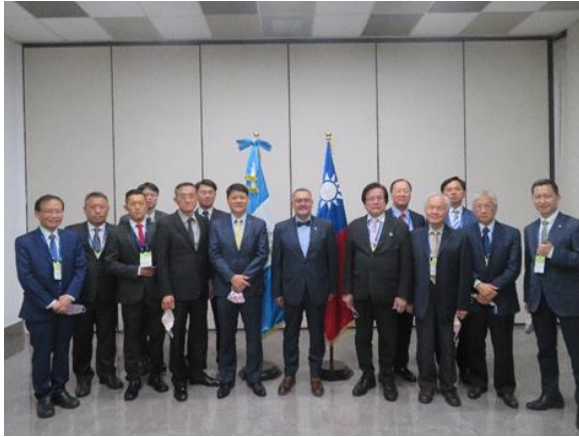
2022 Taiwan Economic and Business Cooperation Mission to Central & South America

This is Taiwan's first large-scale overseas visit after the Covid-19 pandemic. Participating manufacturers are well-known in individual industries, including electric bus, ICT, seafood procurement and investment, etc. According to the interests of each manufacturer, official visits and business matching were arranged. CIECA and CACIF cohosted "the 6th Taiwan-Guatemala Joint Business Councils Meeting" in which economic and trade exchanges achieved outstanding results. In addition, the delegation also called on Ministry of Foreign Affairs and Ministry of Economic Affairs of those countries they visited and was even received by the President of Paraguay. It showed that the governments of those countries attached great importance to Taiwan

businesses' visit. Through this visit, we hope to establish an industrial cooperation platform for Taiwanese companies in Central and South America.

In cooperation with the Ministry of Foreign Affairs and assist Taiwanese companies in expanding the market in Central and South America, CIECA organized the "2022 Taiwan Economic and Business Cooperation Mission to Central & South America" to visit Belize, Guatemala, Honduras, and Paraguay from July 2 to 19.

The 28-member delegation co-headed by Mr. Mike Hung, Vice Chairman of CIECA and Mr. Y. C. Tsai, Director General of Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs made the above visit. Mr. Augusto Hung-Ta Liao, Executive Director of Central America Trade Office (CATO) also joined the delegation as the deputy head.



“The 2022 Central and South American Friendship Economic Cooperation and Business Opportunities Mission” visited the Ministry of Foreign Affairs in Guatemala on July 9, 2022. The delegation exchanged views on bilateral economic and trade cooperation between Taiwan and Guatemala.

VIP guests (Front row): Mr. Giovanni Castillo, Deputy Foreign Minister of Guatemala (right 5), Mr. Mike Hung, Vice Chairman of CIECA (right 4); Mr. Y. C. Tsai, Director General of Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs (left 4) and Mr. Augusto Hung-Ta Liao, Executive Director, Central America Trade Office (CATO) (right 1).

CIECA Attended Meeting for “The 27th Joint Energy and Minerals, Trade, and Investment Cooperation (JEMTIC) Consultations” on July 19, 2022

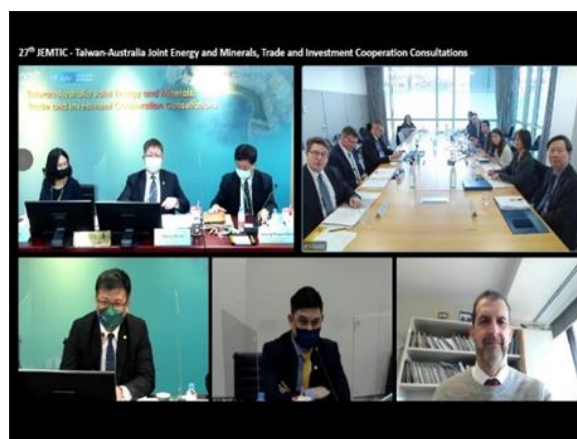
On July 19, 2022, CIECA attended the meeting for "The 27th Joint Energy and Minerals, Trade, and Investment Cooperation (JEMTIC) Consultations" which was organized by the Bureau of Energy, Ministry of Economic Affairs. Mr. Tseng Wen-Sheng, Deputy Minister of Economic Affairs, delivered the opening remark for Taiwan side. Mr. Duncan McIntyre, Head of Energy Division (First Assistant Secretary) at Department of Industry, Science, Energy and Resources delivered a speech for Australia side. The meeting was co-chaired by Dr. Yu Cheng-Wei, Director General of Bureau of Energy, and Mr. David Lawrence, General Manager of Australian Oil and Gas Division. In addition, Mr. Elliott Charng, Representative of Taipei Economic and Cultural Office in Australia attended the meeting in Australia, and Mr. Michael Googan, Deputy Representative of Australian Taipei Office attended the meeting in Taipei.

On behalf of Australia Taiwan Business Council (ATBC), CIECA's counterpart in Australia, Chairman John Toigo and CEO Ching-Mei Maddock, attended the meeting online.

The JEMTIC Consultations was held by video covering three topics, namely "Energy Policy Overview," "Low Emission Technology, Hydrogen, Energy Storage & Energy Efficiency," and "Resource Cooperation (LNG, Coals & Raw Materials)." The Taiwan side made presentations by Bureau of Energy, Ministry of Economic Affairs; Industrial Technology Research Institute, Bureau of Mine, Ministry of Economic Affairs; Chinese Petroleum Corporation; Taipower; and China Steel Corporation.

Taiwan and Australia sides introduced respectively their latest energy policies and strategies for achieving net-zero carbon emissions goal by 2050. Taiwan's natural energy and mineral resources are relatively scarce and is heavily dependent on imports. Until the technology being able to completely replace coal and fossil fuels, it remains necessary to continue to import energy and minerals. Russia

is Taiwan's third largest energy importer, but international sanctions against Russia due to the recent Russo-Ukrainian war have affected Russia's energy exports. In this regard, Australia stated that it will continue to be a loyal partner of Taiwan's energy and mining resources supplier and optimistic about the long-term investment and cooperation in energy between the two sides.



Top row: (left picture in the middle) Dr. Yu Cheng Wei, Director General of Bureau of Energy; (right picture left 1) Mr. Duncan McIntyre, Head of Energy Division (First Assistant Secretary) at Department of Industry, Science, Energy and Resources; (right picture right 1) Mr. Elliott Charng, Representative of Taipei Economic and Cultural Office in Australia.

Lower row: (left 1) Mr. Tseng Wen-Sheng, Deputy Minister of Ministry of Economic Affairs; (left 2) Mr. Michael Googan, Deputy Representative of Australian Taipei Office; (right 1) Mr. John Toigo, Chairman of ATBC.

Ministry of Economic Affairs Held Ceremony to Award Medal to Mr. Thomas Jürgensen, Head of Trade Section of the European Economic and Trade Office on July 26, 2022

Ms. Wang Mei-Hua, Minister of Economic Affairs conferred the Medal of Economic Contribution on Mr. Thomas Jürgensen, Head of Trade Section of the European Economic and Trade Office (EETO) on July 26, 2022. The heads of relevant domestic government units, representatives of business, European representatives in Taiwan and Chairman of CIECA were invited to the ceremony.

At the ceremony, Minister Wang thanked Mr. Jürgensen for his active promotion of Taiwan-EU bilateral industrial exchanges and assistance with Taiwanese businessmen to develop potential business opportunities in Europe during his tour of duty in Taiwan. Mr. Jürgensen has cooperated with the Ministry of Economic Affairs for a long time. Not only did they hold the “EU Investment Forum,” which prompted many European manufacturers to increase their investment in Taiwan this year, but also

held many seminars in Taiwan on ICT and electric vehicles.

In conjunction with the “2020 EU Investment Forum,” CIECA and ECCT (European Chamber of Commerce Taiwan) cohosted the "Taiwan & EU Business Networking Reception" for enhancing the government-enterprises interaction between Taiwan and EU. CIECA will continue to promote Taiwan-EU bilateral industrial and technological cooperation. The "Taiwan & EU Business Networking Reception" will be held on October 25 this year.



Group photo for Ms. Wang Mei-Hua, Minister of Economic Affairs (left 5); Mr. Thomas Jürgensen, Head of Trade Section of the EETO (right 5); Ms. Peggy Lu, Director of CIECA (right 4); and participants from local Associations.

Singapore-Taiwan Business Matching Webinar Held on July 7, 2022

CIECA and SBF (Singapore Business Federation) held the “Singapore-Taiwan Business Matching Webinar” on July 7, 2022. During the Covid-19 pandemic, both sides continue to seek business opportunities for bilateral cooperation.

This conference focused on e-commerce for the first time this year. The theme is "Revolutionize Your Business Expansion with E-Commerce and Beyond." Two of each renowned e-commerce experts and e-commerce companies from Taiwan and Singapore were invited as speakers. Mr. Sam Tsai, Managing Director of PChomeSEA/PChomeThai and Ms. Melissa Lu, Chief Operating Officer of Bravo Ideas, were speakers for Taiwan side. Mr. Neo Tze Siang, Chief Business Officer of Synagie and Ms. Emma Gan, Regional Lead of Atome were speakers for Singapore side.

Four speakers introduced respectively the development and future trends of e-commerce, the application of

live-streaming e-commerce, OMNI strategy, the platform of buy now, pay later, and the examples of cooperation for e-commerce and brands. After the keynote speech, four speakers conducted one-on-one business marching with participating companies.

This business matching webinar successfully attracted a total of 101 people from both sides to sign up for participation. It also facilitated more than 40 groups of Taiwan-Singapore enterprises to discuss opportunities for cooperation during and after the business matching webinar. CIECA and SBF will continue to act as a bridge for the exchanges between both side companies. CIECA hopes to organize a delegation to participate in the bilateral meeting next year and to create more opportunities for both Taiwan and Singapore.



Group photo: (upper left) Mr. Sam Tsai, Managing Director of PChomeSEA/PChomeThai; (lower left) Ms. Thoo Chua, Senior Manager of SBF; (upper middle) Mr. Neo Tze Siang, Chief Business Officer of Synagie; (middle) Ms. Melissa Lu, Chief Operating Officer of Bravo Ideas; (middle and lower) Ms. Emma Gan, Regional Lead of Atome; (right and lower) Ms. Hedy Lee, Director of CIECA and Ms. Jane Hsieh, Specialist of CIECA.

CIECA Attended the French National Day Reception

At the invitation of the French Office in Taipei, Chairman Kao Chih-Shang and Secretary General Frank Wu attended the French National Day Reception held at Taipei Regent Hotel on the evening of July 14, 2022. This reception has been the first large-scale celebration event held by a foreign representative office in Taiwan since the outbreak of Covid-19 pandemic.

VIPs from all walks of life gathered, including Mr. You, Si-Kun, President of the Legislative Yuan, Mr. Wellington Koo, Secretary-General of the National Security Council, Mr. Tien Chung-kwang, ROC's Deputy Foreign Minister, and other dignitaries as well as many foreign ambassadors were present to congratulate Mr. Jean-François Casabonne-Masonnave, Director of French Office in Taipei. Mr. Casabonne-Masonnave said in his speech that the France-Taiwan bilateral cooperation is oriented towards richness and diversity, covering fields such as culture, technology, economy and trade, and academia. The French side is eagerly looking forward to Taiwan's reopening its borders at an earlier date so that various cooperation plans can be carried out smoothly. Director Casabonne-Masonnave also announced that "Lycée International Français de Taipei (LIFT)" will open in September this year. This is the second French school established by the French community in Taipei.



Group photo by VIP guests: Mr. Jean-François Casabonne-Masonnave, Director, French Office in Taipei (left 8); Mr. You Si-Kun, President, Legislative Yuan (left 7); Mr. Wellington Koo, Secretary-General, National Security Council (right 7); Mr. Tsai Ching-Hsiang, Minister of Justice (right 5); Mr. Tien Chung-kwang, ROC's Deputy Foreign Minister, (right 8); Mr. Alexander Tah-Ray Yui, ROC's Vice Minister of Foreign Affairs (left 2).

CIECA organized the Online Meeting for the 6th Term of the 4th Board Directors and Board Supervisors on July 26, 2022

On July 26, 2022, CIECA organized the online meeting for the 6th term of the 4th board directors and board supervisors at 2:30 p.m. in the afternoon. During the meeting, Mr. Isaac Chiu, Deputy Director General of Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs (MOFA) and Mr. William

Liu, Deputy Director-General of Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA) were invited to deliver remarks respectively.

“Except for expressing appreciation to the Ministry of Foreign Affairs, Ministry of Economic affairs, the board directors, and board supervisors for their support of the Association, Chairman Kao also pointed out that despite severe pandemic of Covid-19, CIECA still keep close contact and cooperation with its counterparts, foreign representative offices in Taiwan, and Taiwan embassies overseas. CIECA also held many economic and trade exchange activities and organized a delegation to visit Central and South America from July 2 to 19.” Chairman Henry Kao said in the meeting.

As the pandemic situation eased in the second half of this year and each country has gradually relaxed border policies, the activities planned by CIECA are bound to become lively this year. It is anticipated that all board directors and board supervisors will fully support the activities which organized by CIECA.



Remarks by Chairman Henry Kao



CIECA organized the online meeting for the 6th term of the 4th board directors and board supervisors.

A Farewell Luncheon for ROC's Ambassador Chuang Suo-Hang to Thailand on July 29, 2022

On behalf of CIECA, Chairman Henry Kao held at Lan Ting of the Regent Taipei Hotel on July 29 a farewell luncheon in honor of Mr. Chuang Suo-Hang who will be the ROC's new ambassador to Thailand. Except for expressing appreciation to Mr. Chuang for his hard work and many efforts in promoting the exchanges between CIECA and the Federation of Korean Industries (FKI) while serving as the Chairman of the ROC-Korea

Business Council for many years, Chairman Kao also looks forward to seeing Ambassador Chuang give even more assistance and guidance to CIECA and the Federation of Thai Industries in the future after taking up his new posting in Bangkok.

The distinguished guests in the luncheon included Mr. Tien Chung-kwang, Deputy Minister of Foreign Affairs, Mr. Jacob Lee, CTO of TRPMA and New Drug Development Association, and Dr. James Chiao, CEO of the Smart City Consulting Co. Ltd.. In recent years, smart cities and biotechnology have become key industries of cooperation between Taiwan and Thailand.



From left to right: Mr. Frank Wu, Secretary General of CIECA; Mr. Henry Kao, Chairman of CIECA; Ambassador Chuang Suo-Hang; Dr. James Chiao, CEO of the Smart City Consulting Co. Ltd.; Mr. Jacob Lee, CTO of TRPMA.

Upcoming Events of CIECA

2022 ICC Commission on Digital Economy Sharing Session

ICC and ICC Chinese Taipei will hold the "2022 ICC Commission on Digital Economy Sharing Session" on August 4 at Room 202 of the Hua Nan Bank International Convention Center.

The sharing session will provide an in-depth analysis and discussion on the "2022 ICC Commission on Digital Economy Spring Meeting" held online recently. The discussion will cover, among other things, the theme of the Information Security Working Group, which reminds countries around the world to implement the established Internet norms and to urge the cooperation with each other in combating cybercrime this year. In order to promote the signing of a new international cybercrime convention, the ICC has actively participated in the formulation of the United Nations' recent new international cybercrime convention.

CIECA will invite Ms. Tseng, Ken-Ying, Partner of Lee and Li Attorneys-at-law, to talk about the content of the 2022 Digital Economy

Committee Meeting. Mr. Tim Tu, Chairman of Taiwan Information Security Association, will explain how Taiwan's information security manufacturers develop the applications and the future trends under the digital transformation. Ms. Winona Chen, Associate Partner of Lee and Li Attorneys-at-law, will give a speech on the topic of the cybercrime. In addition, due to Taiwan's mature development in the field of information security, Mr. Robert Chin, CISO of ASUSTeK Computer Inc., is specially invited to share the enterprise's information security practices.

The 20th Taiwan-Germany Joint Business Council Meeting Held on August 25, 2022

On August 25, 2022, the 20th Taiwan-Germany Joint Business Council Meeting will be cohosted by CIECA, DIHK and AHK. The meeting will focus on discussion of carbon neutrality and carbon net zero. On behalf of Taiwan side, the meeting will be chaired by Mr. Jimmy Chu, Chairman of Fair Friend Group.

This meeting will be combined with a symposium in which representatives of companies from Taiwan and German will be invited to conduct in-depth exchanges on low-carbon transformation experiences in manufacturing, machinery, and chemical industries. In the meeting they will share expertise on the solutions to carbon reduction transformation, try to catch up the trend of international carbon reduction, grasp the business opportunities for dcarbon-neutral industries, and strengthen the cross-field international cooperation opportunities for Taiwanese companies.

selected emerging entrepreneurs and will invite Mr. Brent Moore, Deputy Representative of Australian Office Taipei (Senior Trade and Investment Commissioner), Professor Caitlin Byrne from Griffith University, and Mr. Mark Dorney, Former Vice Chair of ATBC as the online panelists.

Public Forum on Australia-Taiwan Emerging Business Leaders Program will be held online on August 26, 2022

This forum is the first in a series of activities for the "Australia-Taiwan Emerging Business Leaders Program," which aims to promote the exchange of emerging entrepreneurs from both sides and enhance the economic cooperation between Australia and Taiwan. The forum will feature achievement briefings by 16