



CIECA Newsletter

Connecting Taiwan and the World
CIECA means International Business

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Monthly Event Summary

CIECA Opened the 4th Membership Meeting of the 6th Term and 8th Board Directors and Board Supervisors Meeting on December 8

CIECA held the “the 4th Membership Meeting of the 6th Term and 8th Board Directors and Board Supervisors” Meeting of the 6th Term at the Hua Nan Bank International Convention Center on December 8, 2023. Both Meetings were hosted by Chairman Henry Chih-Shang Kao of CIECA. In the opening remarks, Chairman Kao expressed his profound appreciation to the Ministry of Foreign Affairs, International Trade Administration of the Ministry of Economic Affairs, CIECA Board Directors, Board Supervisors, the National Committee Chairmen, Advisors, and all the members. “Without their dedication and full support, the events held this

year would not be as so much fruitful,” Chairman Kao said.

In addition, Dr. Roy Chun Lee, Deputy Foreign Minister, the newly appointed ROC's new Representative to EU and Belgium and Ms. Amelia W. J. Day, Secretary General of International Trade Administration, MOEA, were invited to deliver remarks respectively. In their remarks, the two government officials recognized the achievements of CIECA in assisting Taiwanese companies to expand the international market and CIECA's contribution to assisting the government in strengthening foreign trade and economic cooperation.

Afterwards, Dr. Huang Kuan-Tsae, Chair Professor, Computer Science & Information Engineering of Asia University, was invited to make a presentation on “What is AI / ChatGPT working on?” He analyzed

the future of AI / ChatGPT and industry development trends, having provided information for the business community.



CIECA Chairman Henry Kao hosted the 4th Membership Meeting of the 6th Term and the 8th Board Directors and Board Supervisors of the 6th Term on December 8, 2023.



Dr. Roy Chun Lee, Deputy Foreign Minister and Ms. Amelia W. J. Day, Secretary General of International Trade Administration, MOEA were invited by CIECA to deliver remarks at the 4th Membership Meeting of the 6th Term on December 8, 2023.



CIECA held the 4th Membership Meeting of the 6th Term at the Hua Nan Bank International Convention Center on December 8, 2023.



Mr. Frank Wu, Secretary General of CIECA made a presentation on CIECA's work of this year and the future work plans at the 4th Membership Meeting of the 6th Term on December 8, 2023.

CIECA Organized Taiwan Economic and Trade Delegation to Visit Italy, Luxembourg and Belgium from November 27 to December 7

CIECA organized the “Taiwan Economic and Trade Delegation to Italy, Luxembourg, and Belgium,” which was scheduled to visit the three coun-

tries from November 27 to December 7, 2023. Mr. Jimmy Chu, Vice Chairman of CIECA and Chairman of Fair Friend Enterprise Co., Ltd. and Mr. Chin Chi-Yuan, Chairman of Silicon Touch Technology Inc. served as the co-head of the delegation. During the visit, the delegation held the Joint Business Councils Meetings, focusing on discussing “Automatic Machinery” and “Green Technology (Smart City & Renewable Energy).”

Together with two Italian organizations -- Confindustria and Federmacchine -- CIECA held the “the 7th Taiwan-Italy Joint Business Council Meeting” at the headquarters of UCIMU on November 29, 2023. The Meeting focused on the topic of “Automation Machinery” and “Green Technology (Smart City & Renewable Energy).” The said meeting was co-chaired by Mr. Jimmy Chu, Vice Chairman of CIECA and Ms. Barbara Beltrame, Vice President for International Affairs, Confindustria. Mr. Vincent Y. C. Tsai, Representative of Taipei Representative Office in Italy; Mr. Davide Giglio, Representative of Italian Economic, Trade, and Cultural Promotion Office in Taipei; and Mr.

Bruno Bettelli, President of Federmacchine were invited to deliver remarks respectively. A total of 57 participants from both sides attended this event.

CIECA and Luxembourg Chamber of Commerce held “the 14th Taiwan-Luxembourg Joint Business Council Meeting” at the headquarters of the Luxembourg Chamber of Commerce on December 1, 2023. The Meeting focused on the topic of “Automation Machinery” and “Green Technology (Smart City & Renewable Energy).” The said meeting was co-chaired by Mr. Chin Chi-Yuan, Chairman of Silicon Touch Technology Inc. and Mr. Robert Goeres, Luxembourg Chairman of Taiwan-Luxembourg Joint Business Council Committee. Mr. Alexander Tah-Ray Yui, Representative of Taipei Representative Office in the EU and Belgium was invited to deliver remarks at this event. A total of 31 participants from both sides attended this event.

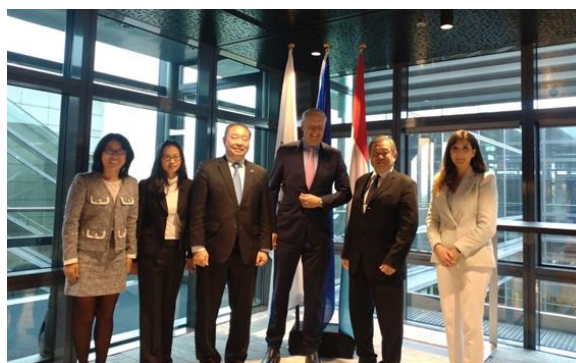
The last stop of the delegation was in Belgium, CIECA and Hub Brussels held “the 23rd Taiwan-Belgium Joint Business Council Meeting” at the

headquarters of Hub Brussels on December 4, 2023. The 23rd Meeting was co-chaired by Mr. Chin Chi-Yuan, Chairman of Silicon Touch Technology Inc. and Mrs. Annelore Isaac, Deputy CEO of Hub Brussels. Mr. Alexander Tah-Ray Yui, Representative of Taipei Representative Office in the EU and Belgium; Mr. François Delhaye, Director of Asia, Belgium’s Federal Ministry of Foreign Affairs; Mr. Pascal Walrave, COO ad interim of Flanders Investment & Trade (FIT); and Mr. Alphi Cartuyvels, Senior Executive of Public and Corporate Affairs, Wallonia Foreign Trade and Investment Agency (AWEX) were invited to attend the meeting. A total of 42 participants from both sides were present at this event. The Meeting focused on the topic of “Automation Machinery” and “Green Technology (Smart City & Renewable Energy) with presentations and view exchanges.



A group photo for VIP guests and speakers at “the 7th Taiwan-Italy Joint Business Council Meeting” from left to right:

Mr. Amedeo Teti, Director General - Head of Italian Foreign Investment Attraction Unit, Ministry of Enterprises and Made in Italy; Mr. Vincent Y. C. Tsai, Representative of Taipei Representative Office in Italy; Mr. Davide Giglio, Representative of Italian Economic, Trade, and Cultural Promotion Office in Taipei; Mr. Jimmy Chu, Vice Chairman of CIECA and Chairman of Fair Friend Enterprise Co., Ltd.; Ms. Barbara Beltrame, Vice President for International Affairs, Confindustria; Mr. Franco Pacini, Chief Executive Officer of Motovario S.p.A.; Ms. Silvia Kuo, Business Development Director, ASUS TeK Computer Inc.



A group photo for VIP guests and speakers at “the 14th Taiwan-Luxemburg Joint Business Council Meeting” from left to right:

Ms. Limei Shiu, Director of Economic Division, Taipei Representative Office in the EU and Belgium; Mr. Alexander Tah-Ray Yui, Representative, Taipei Representative Office in the EU and Belgium; Mr. Robert Goeres, Luxembourg Chairman of Taiwan-Luxembourg Joint Business Council Committee; Mr. Chin Chi-Yuan, Chairman of Silicon Touch Technology Inc.



A group photo for VIP guests and speakers at “the 23rd Taiwan-Belgium Joint Business Council Meeting” from left to right:

Mr. Pascal Walrave, COO ad interim of Flanders Investment & Trade (FIT); Mr. Chin Chi-Yuan, Chairman of Silicon Touch Technology Inc.; Mrs. Annelore Isaac, Deputy CEO, Hub Brussels; Mr. Alphi Cartuyvels, Senior Executive of Public and Corporate Affairs, Wallonia Foreign Trade and Investment Agency (AWEX).

The Hydrogen and Fuel Cell Forum Was Held by CIECA, Netherlands, and Switzerland on December 18

CIECA and Taiwan Hydrogen and Fuel Cell Partnership held the “Hydrogen and Fuel Cell Forum: Netherlands, Switzerland” at the Taipei International Convention Center on December 18, 2023. The Forum was chaired by Mr. Ken Wu, Vice Chairman of Taiwan-Dutch Cooperation Committee, CIECA. Mr. Hsiao Chun, Economic Counsellor, International

Trade Administration, MOEA and Mr. Guido Tielman, Representative of Netherlands Office in Taipei were invited to deliver remarks respectively. A total of 35 people from industries, government, and academia participated, physically or online, in the said Forum.

Dr. Lin Jo-Chen, CEO of Taiwan Hydrogen and Fuel Cell Partnership; Ms. Laisy Deng, Business Development Coordinator for Taiwan & South Korea, Netherlands Enterprise Agency (RVO); and Dr. Andreas Züttel, President, The Swiss Hydrogen Association (Hydropole) were invited to describe their own country’s hydrogen and fuel cell industry outlook and interacted with those on-site participants to explore cooperation opportunities.

Mr. Chris Hugall, Managing Director of the Sustainable Energy Council (SEC), the organizer of the World Hydrogen 2024 Summit & Exhibition, was also invited to introduce the Summit & Exhibition and related visit arrangements. The exhibition will be held in Rotterdam, the Netherlands, in May 2024.



A group photo for VIP guests from right to left: Dr. Lin Jo-Chen, CEO of Taiwan Hydrogen and Fuel Cell Partnership; Mr. Hsiao Chun, Economic Counsellor, International Trade Administration, MOEA; Mr. Ken Wu, Vice Chairman of Taiwan-Dutch Cooperation Committee, CIECA; Ms. Jody Chen, Deputy Head, Economic Department, Netherlands Office in Taipei; and Mr. Duncan Wang, Senior Trade Officer, Trade Office of Swiss Industries.



A group photo for VIP guests and speakers--the top row from left: Mr. Ken Wu, Vice Chairman of Taiwan-Dutch Cooperation Committee, CIECA; Mr. Hsiao Chun, Economic Counsellor, International Trade Administration, MOEA; and Mr. Guido Tielman, Representative of Netherlands Office in Taipei; the middle row from left: Ms. Jody Chen, Deputy Head, Economic Department, Netherlands Office in Taipei; Dr.

Lin Jo-Chen, CEO of Taiwan Hydrogen and Fuel Cell Partnership; Mr. Duncan Wang, Senior Trade Officer, Trade Office of Swiss Industries; and the bottom row from left: Ms. Laisy Deng, Business Development Coordinator for Taiwan & South Korea, Netherlands Enterprise Agency (RVO) and Mr. Chris Hugall, Managing Director, Sustainable Energy Council (SEC).

CIECA Co-sponsored with TEEMA the “2023 TEEMA Global Networking Forum” on December 15

In response to the entry into force of the United States-Mexico-Canada Trade Agreement (USMCA), the Taiwan Electrical and Electronic Manufacturers’ Association (TEEMA) held the “2023 TEEMA Global Networking Forum” at the Taipei International Convention Center on December 15, 2023. CIECA is the co-organizer. This forum gathered experts and scholars from industries, government, and academia to analyze issues related to the commercial layout of the US-Mexico-Canada market under the CPTPP/UMSCA framework. In conjunction with the morning and afternoon sessions, a “Luncheon & Music Feast” was hosted by Mr. Tito Tang, Director of the Europe Department,

CIECA with a live orchestra performance.

The morning session was “CPTPP/USMCA Forum.” The moderator was Dr. Liu Yee-Ru, Policy Advisor of TEEMA, Adjunct Professor, Department of Finance, National Taiwan University. The panellists were Dr. Lin Chien-Fu, Chief Economist of CTBC Financial Holding Company; Dr. Liu Da-Nien, Director of the Regional Development Study Center at the Chung Hua Institution for Economic Research (CIER); and Mr. Chou Chien-Hung, Chairman and CEO of PricewaterhouseCoopers Taiwan. They made presentations on “Impacts of CPTPP/USMCA on Taiwan's industries,” “The Challenges of Taiwan's Accession to CPTPP,” and “A Trend Analysis of Supply Chain Change & Considerations for Outbound Investment by Taiwanese Companies.”

The afternoon session was “Invest US Forum.” The moderator was Mr. Chris Hung, Director General of MIC. The panellists were Ms. Betsy Shieh, Commercial Section Chief, American Institute in Taiwan (AIT) as well as Representatives from the states of

Texas and Nevada. A presentation on “Taiwan-U.S. Collaboration Opportunities” was made for exploring investment market in America.

The ensuing “Invest Mexico Forum” was chaired by Mr. Ricardo Hsu, Assistant Trade Representative of the Office of Trade Negotiation (OTN). TEEMA invited major Taiwanese companies having invested in Chihuahua state of Mexico to this Forum, including Inventec Mexico, Wistron Mexico, and the Taiwanese Association of El Paso to share their successful investment experiences in Mexico. The Mexican state of Chihuahua especially sent a delegation to Taiwan, attending the Forum and making a presentation on “Incentives & Competitive Advantages of Doing Business in Mexico and Chihuahua.”



Opening remarks by distinguished guests (from left to right): Mr. Derry McDonnell, Acting Director of Trade & Investment, Ca-

nadian Trade Office in Taipei; Mr. Jeremy Cornforth, Acting Director of AIT; Mr. Richard Lee, Chairman of TEEMA; Ms. Jenni Yang, Deputy Trade Representative of Office of Trade Negotiation, Executive Yuan; Mr. Martin Torres, Head of Mexican Trade Services Documentation and Cultural Office in Taiwan.



Mr. Martin Torres (front row center), Head of Mexican Trade Services Documentation and Cultural Office of the Mexican Office in Taiwan and Mr. Tito Tang (front row left), Director of CIECA were on the stage.

Mr. Jan Larsson, CEO of Business Sweden Visited with Mr. Henry Chih-Shang Kao, Chairman of CIECA on December 8

Mr. Jan Larsson, CEO of Business Sweden, a counterpart of CIECA, came to Taiwan to visit with Chairman Kao of CIECA on December 8, 2023. Business Sweden also invited Mr. Kuo Shui-Yi, Chairman of

Chunghwa Telecom and Mr. David Chou, CEO/President of Ericsson Taiwan to the meeting together. Meanwhile CIECA invited Mr. R. T. Tsai, Executive Board Director of CIECA and Senior Consultant of Delta Group Electronics, Inc. to join the meeting and exchange views together.

The two parties discussed “the 40th Sweden-Taiwan Joint Business Council Meeting” to be held at the Hua Nan Bank International Convention Center in Taiwan next year. The topics includes Smart Solutions, Smart Healthcare, and Digital Transition. Both sides hoped that the 40th Meeting will be held in a large scale in Taiwan next year. The meeting atmosphere was harmonious and warm.



A group photo: Business Sweden, a CIECA’s counterpart, came to Taiwan to visit with Chairman Kao of CIECA. Mr. Kuo

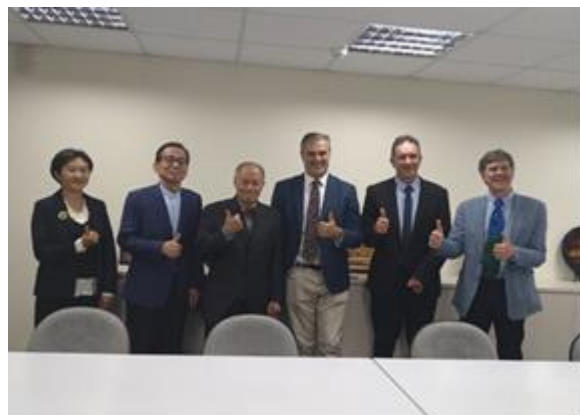
Shui-Yi, Chairman of Chunghwa Telecom and Mr. David Chou, CEO/President of Ericsson Taiwan were invited by Business Sweden to the meeting together. CIECA also invited Mr. R. T. Tsai, Executive Board Director of CIECA and Senior Consultant of Delta Group Electronics, Inc. to join the meeting and exchange views together.

A Delegation of Auckland City Councillors from New Zealand Visited CIECA on December 19

Organized by the Aisa Pacific Department, Ministry of Foreign Affairs, a delegation of three Auckland City Councillors from New Zealand visited the CIECA and was received by Advisor Tung Kuoyu on December 19, 2023. Mr. John Watson, Mr. Wayne Walker, and Mr. Greg Sayers all were Auckland Councillors without party affiliation. Mr. John Watson was the head of delegation, also the Chairperson of Transport and Infrastructure Committee. The two sides exchanged views on the feasible areas of cooperation between Taiwan and New Zealand. In addition to the trade of high-tech products and agricultural produce, they agreed that the two countries could expand business opportunities in areas such as rapid

transit networks, smart cities, education, tourism, culture, small and medium-sized enterprises, and indigenous economy.

CIECA plans to organize a delegation to visit New Zealand and would like to co-sponsor with the New Zealand-Taiwan Business Council, NZTBC in holding “the 2024 Joint Conference of the Taiwan-New Zealand & New Zealand-Taiwan Business Councils” in 2024.



The delegation of Auckland City Councillors from New Zealand, Mr. John Watson (right 2), Mr. Wayne Walker (right 3), and Mr. Greg Sayers (right 1) visited CIECA and were received by Mr. Tung Kuo Yu (left 3), Advisor of CIECA on December 19, 2023. Mr. Frank Wu (left 2), Secretary General of CIECA and Ms. Muse Wu (left 1), Director of CIECA, were present at the meeting.

CIECA Attended the Investment Seminar and Awards-Confering Ceremony Organized by the Manila Economic and Cultural Office in Taipei on December 7

At the invitation of Atty. Silvestre H. Bello III, Chairman and Resident Representative of the Manila Economic and Cultural Office in Taipei, Mr. Henry Chih-Shang Kao, Chairman of CIECA and Mr. Frank Wu, Secretary General of CIECA were invited to attend the luncheon and awards-confering ceremony at the Dynasty Hall, Dazhi Denwell on December 7, 2023.

In addition to conferring awards to associations and companies that have cooperated with or invested in the Philippines this year, the sponsor also invited the Philippines' Board of Investment (BOI) to make, for Taiwanese companies, presentations on Strategic Investment Priority Plan Incentives for Green Economy & Sustainability Related Activities; the Introduction of Dualtech Training Center, and the SUNON Investment Experience in the Philippines.



The luncheon and awards-confering ceremony organized by the Manila Economic and Cultural Office on December 7, 2023. A group photo from left to right: Mr. Henry Chih-Shang Kao, Chairman of CIECA (left); Atty. Silvestre H. Bello III, Chairman and Resident Representative of the Manila Economic and Cultural Office (middle); and Mr. Terry Lin, Investment Officer of the Philippine Trade & Investment Center in Taipei (right).

Weita International Corporation Visited CIECA on December 26

Mr. Alan Chen, President of Weita International Corporation, led his colleagues to visit CIECA on December 26, 2023. The meeting was received by Mr. Jeff Sun, Vice Chairman of CIECA and the atmosphere was frank and warm. The two sides discussed extensively to organize a delegation from industrial sectors to visit Somaliland in the future. As well-known,

Somaliland's Berbera port is a good seaport, having convenient access to the Red Sea. Besides, Somaliland has the potential to extract natural resources such as petroleum and minerals and to develop solar power generation. Should Somaliland businesses cooperate with Taiwanese companies in the future, both countries would be benefited. After the meeting, Vice Chairman Sun invited President Chen and his colleagues to a lunch together to further their interactions.



Mr. Alan Chen, President of Weita International Corporation, led his colleagues to visit with Mr. Jeff Sun, Vice Chairman of CIECA, Mr. Frank Wu, Secretary General of CIECA and Ms. Flora Chu, Director of CIECA on December 26, 2023.

CIECA Visited Advantech AIoT Co-Creation Campus on December 21

CIECA visited its member, Advantech in Linkou Campus III on the afternoon of December 21, 2023. The team was led by Mr. James Chiao, Board Director of CIECA and Mr. Frank Wu, Secretary General of CIECA. Advantech is a global leading company in industrial IoT solutions. The third phase of its AIoT Co-Creation Campus was just finished in August this year. The overall planning and display content of the park are quite complete.

At the outset, colleagues from Advantech's public relations department led the CIECA visitors to tour the three buildings in the Advantech campus, introducing Advantech's corporate philosophy and achievements, and explaining the displays and facilities in the campus. The tour highlighted the use of electronic paper screens to display the usage of each conference room, the product demonstrations in medical, retail, smart transportation, and smart cities, the green building dashboard of the new building, and the paintings drawn by using the AI tool Midjourney. It fully

reflected not only Advantech's cutting-edge technology applications to its product manufacturing process, but also its realization in the employees' daily life.

Then, Mr. Mark Yang, Advantech Associate Vice President for Embedded-IoT Group and AInterCon together with his team members introduced Advantech's company history, product lines and application scenarios, as well as market focus comparison. During the presentation, Associate Vice President Yang's team gave an in-depth introduction of company's promotion plans and its successful cases in such emerging market as Latin America and the Middle East. Advantech's high-quality products and services are now used by public facilities and key industries in many countries. After the presentation, CIECA's colleagues and the Advantech team had enthusiastic discussions; the Q&A session was very solid too. CIECA's colleagues benefited a lot from learning the focal and further development of information and communications industry in each enterprise market.



A group photo for CIECA's colleagues to visit Advantech AIoT Co-Creation Campus III.



Mr. Mark Yang, Associate Vice President, Embedded-IoT Group and AInterCon, Advantech and his team members introduced Advantech to CIECA's colleagues.

CIECA Attended Year-end Reception Held by the Hungarian Trade Office in Taipei on December 21

At the invitation of the Hungarian Trade Office in Taipei, Mr. Frank Wu, Secretary General of CIECA led colleagues from the European Department attended the Year-end Reception at the Shangri-La's Far Eastern Plaza Hotel on December 21, 2023. During

the reception, Mr. Gergely Kádár, Representative of the Hungarian Trade Office in Taipei and Mr. Lin Chu-En, Deputy Director-General of European Affairs, MOFA delivered opening remarks respectively. Many other dignitaries as well as foreign ambassadors and representatives were present on that occasion. Mr. Frank Liu, Chairman of Taiwan-Hungary Economic Cooperation Committee, CIECA, also the CEO of Chi Fu Investment Holdings Group, which is an important Taiwan investor in Hungary, was also present at the reception.

Representative Gergely Kádár delivered a speech in Chinese all through the event. He said, “Hungary is Taiwan’s second largest investor in Europe, accounting for one sixth of Taiwanese investment in Europe; he looks forward to the continued growth of economic and trade cooperation between the two countries.”



Mr. Gergely Kádár, Representative of the Hungarian Trade Office in Taipei and Mr. Lin Chu-En, Deputy Director-General of European Affairs, MOFA toasted together at the Hungarian Year-end Reception.



A group photo for Mr. Frank Wu, Secretary General of CIECA (Right 1); Mr. and Mrs. Gergely Kádár, Representative of the Hungarian Trade Office in Taipei (Right 2 and Right 3); and Ms. Tamara Vér, Deputy Representative, Hungarian Trade Office in Taipei (Left 2).

CIECA Attended Finland's 106th National Day Reception on December 6

At the invitation of the Finland Trade Center in Taiwan, CIECA attended the Finland's 106th National Day Reception at the Shangri-La's Far Eastern Plaza Hotel on December 6, 2023. Many dignitaries as well as foreign ambassadors and representatives were present on that occasion.

Mr. Lauri Raunio, Representative of Finland Trade Center in Taiwan, said in his speeches that both the presidential elections of Finland and Taiwan will be held in January 2024. It fully shows that the commonality of the two countries' pursuit of democracy is to consider the well-being of voters and implement the campaign commitments. Dr. Roy Chun Lee, Deputy Minister of Foreign Affairs, the newly appointed Representative of Taipei Representative Office in the EU and Belgium, was also invited to deliver a speech at the reception.

Mr. Sauli Niinisto, President of the Republic of Finland, also videotaped a speech at the reception.



The Finland Trade Center in Taiwan held the Finland's 106th National Day Reception on December 6, 2023. Dr. Roy Chun Lee, Deputy Minister of Foreign Affairs was invited to deliver a congratulatory message and took a photo with Mr. Lauri Raunio, Representative of Finland Trade Center in Taiwan.