



# CIECA Newsletter

*Connecting Taiwan and the World*  
*CIECA means International Business*

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## Monthly Event Summary

### CIECA's JBC plans for 2022

Currently, the global economy is hardly affected by the pandemic, supply chain bottlenecks and inflation. Facing these challenges, Taiwan benefits from a worldwide digital transformation. In 2021, exports climbed to a record high because of a surge in demand from electronic products and semi-conductor. Besides, in terms of Euro Zone economy, thanks to the high rate of vaccination with strong policies support, the EU economy recovered better than expected, lifting its economy level almost to the standard before the pandemic.

Given this socioeconomic situation, European Department of CIECA put forward several JBC Meetings(online) with its European counterparts, including Belgium, Hungary, Turkey and Germany for the first half of 2022. There will also be physical meetings with European delegations coming to Taiwan for the second half of the year,

which includes Austria, Sweden, Finland and Denmark. Potential industrial topics ranges from Semi-conductor, Smart City to Green Energy and Electric Vehicles to promote bilateral economic cooperation.

In response to the improvement of the epidemic situation, CIECA will also organize 2022 Taiwan Economic and Business Cooperation Mission to Central America and the Caribbean region (Honduras, Guatemala, Belize); 2022 Taiwan Economic and Business Cooperation Mission to Israel, Somaliland, Egypt and 2022 Taiwan Economic and Business Cooperation Mission to Mexico, Peru and Chile, strengthening bilateral economic and trade exchanges between our country and other countries and expanding business opportunities for industrial cooperation. In addition, the 12th Taiwan-Paraguay JBC meeting and the 20th Taiwan-India JBC meeting will be held in Taipei, and people are invited to attend.

For Asia-Pacific aspect, CIECA will

hold “The 21st Joint Business Council Meeting between CIECA and VCCI” in Vietnam and “The 16th Joint Meeting between CIECA and SBF” in Singapore. “The 19th Joint Meeting between CIECA and MNCCI” in Ulaanbaatar is also under preparation in collaboration with TAITRA. Besides, “The 46th Joint Conference of ROC-Korea and Korea-Taiwan Business Councils” and “The 30th Joint Economic Cooperation Meeting between CIECA and FTI” are under discussion to expand potential business opportunities.

**Jarvis Chang, Vice President of FROCH Enterprise Co. visits CIECA to discuss the African market on February 16, 2022**



Jeff Sun (right 1), Vice Chairman of CIECA received Jarvis Chang (right 2), Vice President of FROCH Enterprise Co. at CIECA to discuss the African market on February 16, 2022.

Jarvis Chang, Vice President of

FROCH Enterprise Co., a member of CIECA, led his colleagues come to CIECA to discuss the African market on February 16, 2022.

The African continent is rich in natural resources and demographic dividends. It is the second largest continent in the world, with a total population of 1.3 billion people and a huge economy with a combined GDP of more than 3 trillion US dollars. It is regarded as the next major market and potential target for investment.

FROCH Enterprise Co. is a listed company. The company was established in 1970, mainly specialized in producing stainless steel tubes and pipes. There are more than 2,000 customers in Taiwan and more than 100 countries for export. Vice President Jarvis Chang wants to understand the economic, trade and industrial status of African countries and how to expand their sales in the African market.

Jeff Sun, Vice Chairman of CIECA, met with Jarvis Chang to introduce the commercial layout of the major countries and Taiwanese businessmen in African market.



Jeff Sun, Vice Chairman of CIECA and Jarvis Chang (right), Vice President of FROCH Enterprise Co. at CIECA on February 16, 2022.

### **Taiwan Automation Intelligence and Robot Show**

Smart Manufacturing and Machinery, one of the government's flagship policies included in 5+2 innovative program, receives high regard by whether governmental, industrial or academic aspect. CIECA also mapped out a few delegations and JBC Meetings about such topic in recent years. "Taiwan Automation Intelligence and Robot Show 2021" showcased fruitful results of Taiwan's smart manufacturing capacity, highlighted as below.

ASUS Computer Inc. in their booth

showcased the "ASUS IoT solution", which focuses on Smart Manufacturing, Smart Healthcare & Smart Retail, providing clients with a customized IoT and artificial intelligence solutions. ADLINK Technology Ltd. on the other hand put forward their Smart Factory concept, bringing the top-notch autonomous mobile robot(AMR) and edge computing solution to the exhibition.

ICP DAS CO., LTD. has developed multiple AIoT concentrators and transmitters that conform to the requirements of Cloud computing, and thus provide customers capability to monitor energy consumption or perform machine detection preemptively. HIWIN Technologies Corp. seized the Sub-replacement fertility trend and provided unmanned manufacturing system, such as air-floating platform or precise robotic arm, which meet the high standard of smart and unmanned manufacturing.

Mitsubishi Electric has established an exclusive department of industrial automation for further research and developments. At the same time, in response to the trend of digital

transformation and the 3 goals of smart manufacturing: "Predictive Maintenance", "Energy Management" and "Information Efficiency", Mitsubishi Electric established The eF@ctory Enterprise Alliance to accomplish "smart manufacturing" supply chain.

In order to meet the general trend of IoT, big data and artificial intelligence, Advantech proposes IoT software and hardware solutions with Edge Intelligence WISE PaaS to help partner customers connect the industry supply chain; in addition, Advantech also actively cooperates with various industry Partners to "co-create" an industrial ecosystem to accelerate the realization of the goal of industrial automation Intelligence.

**"Semiconductor and AI are moving towards a trillion era." says Dr. Nicky Lu, the Chairman of Etron Technology: Global Chip Demand Will Continue to Grow Rapidly**

Nicky Lu, the Chairman of Taiwan Semiconductor Industry Association (TSIA) and the Chairman of Etron Technology, was invited to the 261st Gong-Liang Memorial Seminar of

Chinese National Association of Industry and Commerce, Taiwan (CNAIC) to share his point of view regarding the opportunities and challenges of the development of Taiwan's technology industry from semiconductors to AI.

Recently, as the techniques of big data and deep learning advance, AI is widely used in the fields of industry 4.0, automotive electronics, smart healthcare, and smart city. Thus, the substantial increase of the demand of HPC (High Performance Computing) enables the semiconductor process to make a big progress. It is estimated that the total output values of semiconductor reaches to 550 billion US Dollars in 2021 and that the one will exceed more than 1 trillion US Dollars in 2030. The semiconductor industry breaks the Moore's Law by Heterogeneous Integration, breaking through the obstacle of the physical limit. Taiwan plays a vital role in the semiconductor industry, and the supply chain is perfect. In the near future, Taiwan can enhance our advantages by combining with AR/VR and Block Chain, creating more potential opportunities in the

semiconductor industry in the new era of metaverse.

The Joint Business Council meetings planned by CIECA this year also relate to many themes of the semiconductor industry, such as the 22nd Taiwan-Belgium Economic Cooperation Conference which is estimated to be held in May, 2022. There certainly are increasing countries/economic communities who wish to cooperate with Taiwan in smart manufacturing, smart healthcare and smart city areas. Welcome to join us through the JBC meetings with various countries to develop global cooperation opportunities!