



# CIECA Newsletter

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

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## **Monthly Event Summary**

### **The Department of International Cooperation and Economic Affairs, MOFA, R.O.C. (Taiwan) Met with Diplomats from Latin America**

On April 11, 2022, The Department of International Cooperation and Economic Affairs, MOFA, R.O.C. (Taiwan) met with Ambassadors from Belize, Guatemala, Honduras, and Paraguay's Commercial Attaché at the International Conference Room of the Diplomatic Quarter. The MOFA also invited Chinese International Economic Cooperation Association (CIECA), Taiwan, the Importers and Exporters Association of Taipei (IEAT) and Taiwan External Trade Development Council (TAITRA) to participate in the meeting to discuss 2022 Economic Cooperation Programs between Taiwan and its diplomatic allies from Latin America. Director General Y. C. Tsai of the Department of International Cooperation and Economic Affairs,

MOFA, R.O.C. (Taiwan) delivered an opening remark. H.E. Ambassador Candice Augusta Pitts of Belize, H.E. Ambassador Willy Alberto Gómez Tirado of the Republic of Guatemala, H.E. Ambassador Eny Yamileth Bautista Guevara of the Republic of Honduras, and Ms. Macarena Barboza, Commercial Attaché, Embassy of the Republic of Paraguay to the R.O.C. attended the meeting and exchanged views with participating associations.

The Ministry of Foreign Affairs stated in a briefing that many activities have been planned for this year, such as holding trade exhibitions and bilateral Joint Business Council Meetings, organizing missions for investment opportunities, and business matchmaking events. It is hoped that through above activities, the economic ties between Taiwan and its diplomatic allies will be enhanced, and a mutually beneficial partnership strengthened in the post-pandemic era.



On April 11, 2022, The MOFA, R.O.C. (Taiwan) met with diplomats from Belize, Guatemala, Honduras, and Paraguay, to discuss 2022 Economic Cooperation between Taiwan and its diplomatic allies from Latin America at the International Conference Room of the Diplomatic Quarter.

First row from left to right: Ms. Macarena Barboza, Commercial Attaché, Embassy of the Republic of Paraguay; H.E. Ambassador Willy Alberto Gómez Tirado of the Republic of Guatemala; H.E. Ambassador Eny Yamileth Bautista Guevara of the Republic of Honduras; H.E. Ambassador Candice Augusta Pitts of Belize; Mr. Y.C. Tsai, Director General of the Department of International Cooperation and Economic Affairs, MOFA, R.O.C. (Taiwan).

### **New Director of NZCIO Mark Pearson Visited Chairman of CIECA, Mr. Kao, Chih-Shang**

On the afternoon of April 13, 2022, Director Mark Pearson of the New Zealand Commerce and Industry Office (NZCIO), and Ms. Alexandra Reuhman, the Section Head of Economic Affairs of NZCIO visited Mr. Kao, Chih-Shang, Chairman of CIECA. The two sides exchanged views on Taiwan-New Zealand trade situation, the non-governmental Joint Business Conference and the CPTPP.

Since the signing of the Agreement between New Zealand and the Separate Customs Territory of Taiwan, Penghu, Kinmen, and Matsu on Economic Cooperation (ANZTEC) in 2013, bilateral trade has continued to grow even though the pandemic has hit global economy hard. Chairman Kao suggested that the two countries find key fields of industrial cooperation to increase profitability. Taking food industry cooperation as an example, a local factory transforming raw materials into processed foods and then exporting them could not only prolong the shelf life of goods, but also earn more profit than directly

exporting raw materials. This is also more in line with people's needs for a quick meal in modern time. In the future, even food recipes can be exported to Hong Kong, Singapore, and Malaysia, because people over these places have similar food tastes in Taiwan. The market will thus no longer be confined to two countries.

Director Mark Pearson agreed with Chairman Kao on that aspect. He mentioned that New Zealand will focus on developing high value-added industries such as new information and communication technology and renewable energy technology. New Zealand also has an edge over the technologies on geothermal and wind energy which could be the areas for more cooperation with Taiwan. At present, New Zealand is committed to prioritizing the restoration of education market and tourism industry after the epidemic in the hope of attracting more Taiwanese to study and travel in New Zealand.

The two sides also talked about the planning of holding the Taiwan-New Zealand Joint Business Conference this year. Chairman Kao said that it has been suspended in the past two

years due to the epidemic; New Zealand has already opened its borders this year. He wished to hold the Conference in Taipei and a New Zealand delegation could come to attend it. Director Pearson responded that the New Zealand-Taiwan Business Council (NZTBC) hoped to promote the Joint Business Conference too, but the prerequisite for holding a physical meeting in Taipei would be the cancellation of Taiwan's quarantine measures for entry in containing COVID 19 to facilitate New Zealand to recruit members for her delegation.

In addition, regarding Taiwan to apply for joining the CPTPP, Chairman Kao said that most of the enterprises in Taiwan do not really understand the connotation of the agreement. Perhaps in the future, Director Pearson will be invited to explain the importance of CPTPP to Taiwanese businessmen and the benefits that Taiwan businesses can gain from CPTPP. Director Pearson acknowledged that after joining the CPTPP stricter norms may bring many more difficulties but reassured that multinational trade cooperation will be the trend in the future.



New Director of NZCIO Mark Pearson visited CIECA.

Left to Right: Mr. Frank Wu, Secretary General of CIECA; Mr. Henry Chih-Shang Kao, Chairman of CIECA; Mr. Mark Pearson, Director of New Zealand Commerce and Industry Office (NZCIO); Ms. Alexandra Reuhman, Section Head of Economic Affairs of NZCIO.

### **Taiwan Information Security Association Visited CIECA**

On the afternoon of April 14, 2022, Mr. Lin Cheng-I, Vice Chairman of Taiwan Information Security Association (TISA) and TISA's Secretary General Mr. Sean Huang, visited CIECA and introduced their business content. Most of the members of the TISA are local independent researchers and developers. CIECA also described the bilateral economic cooperation conferences and related activi-

ties arranged by its departments. Afterwards, the two sides exchanged views on the relative technical advantages and disadvantages of domestic and foreign manufacturers, cybersecurity policies of various governments, and how to assist the manufacturers in expanding international visibility and furthering international cooperation in the future.



Taiwan Information Security Association visited CIECA on April 14, 2022.

From right to left: Mr. Sean Huang, Secretary General of Taiwan Information Security Association (TISA); Mr. Lin, Cheng-I, Vice Chairman of TISA; Mr. Frank Wu, Secretary General of CIECA; Ms. Hedy Lee, Director of CIECA; Ms. Flora Chu, Director of CIECA; Ms. Peggy Chu, Director of CIECA.

## **Luncheon for the 2022 Taiwan's Visiting Group to Explore Economic Cooperation and Business Opportunities in Mexico and Central America**

On April 18, 2022, Mr. Mike Hung, Vice Chairman of CIECA and Mr. Y.C. Tsai, Director General of International Cooperation and Economic Affairs, Ministry of Foreign Affairs, Republic of China (Taiwan), cohosted a luncheon for representatives of Taiwan businesses and its related associations at the Bamboo Village Hong Kong Cuisine in introducing the 2022 Taiwan's Visiting Group to Explore Economic Cooperation and Business opportunities in Mexico and Central America. The distinguished guests included Mr. Augusto Hung-Ta Liao, Executive Director, Central America Trade Office (CATO), Mr. Peter W.J. Huang, Secretary General of Import and Export Association of Taipei (IEAT), Mr. Kai-Lung Cheng, Chairman, Lian Fa International Dining Business Corporation, etc.

During the luncheon, CIECA gave a briefing to introduce the itinerary of the visiting group, investment and procurement opportunities in each

target country, and the subsidy arrangement by the Ministry of Foreign Affairs. Taiwanese Businessmen who are interested in the Latin American market are welcome to join for the group.



From left: Mr. Mike Hung, Vice Chairman of CIECA; Mr. Y.C. Tsai, Director General of Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs, Republic of China (Taiwan).

## **New Secretary General of CNAIC, Mr. James S. Chu Visited CIECA**

On April 25, 2022, the new Secretary General of the Chinese National Association of Industry and Commerce, Taiwan (CNAIC), Mr. James S. Chu, paid a courtesy visit to CIECA. The two sides exchange views extensively on how to promote Taiwan's international economic cooperation during the epidemic.



From left to right: Mr. Frank Wu, Secretary General of CIECA; Mr. James S. Chu, Secretary General of CNAIC; Ms. Hedy Lee, Director of CIECA.

### **The Announcement of Successful Australia-Taiwan Emerging Business Leaders Program on April 28, 2022**

On the afternoon of April 28, 2022, the CIECA, Taiwan and the Australia-Taiwan Business Council (ATBC) made, in a virtue form, an Announcement of Successful Australia-Taiwan Emerging Business Leaders Program. The Taipei venue is located at the GIS Taipei Tech Convention Center. The Australia venue is located at the Sparke Helmore Convention Center in Sydney.

During the Joint Announcement, CIECA Secretary General Frank Wu,

delivered a greeting message and Chairman John Toigo gave an opening remark on behalf of ATBC. In addition, Director General Fiona Fan, Taipei Economic and Cultural Office in Sydney and Deputy CEO Gareth Williams, National Foundation for Australia-China Relations were also invited to deliver a speech respectively.

VIP guests at Taipei site included Deputy Representative Brent Moore, Australian Office Taipei; Commissioner Murray Davis, NSW Government Trade & Investment office, Greater China; Commissioner Patrick Hafenstein, Trade and Investment Queensland Taiwan Office; Executive Director Glenn Lio, Australia New Zealand Chamber of Commerce; Chairman Arthur Ho, Semisils Applied Materials Corp., Ltd.; and General Manager Gary Wang, Domino's Pizza.

In the Announcement of Successful Australia-Taiwan Emerging Business Leaders Program, a total of 16 emerging business leaders from Australia and Taiwan were selected. They were coming from different companies and professional fields. Ms.

Ching-Mei Maddock, CEO of ATBC, said that the program will promote exchange of young entrepreneurs between Australia and Taiwan, and explore more bilateral cooperation opportunities through workshops, forums, and other activities throughout the year.



Opening Remarks by Mr. John Toigo, Chairman, ATBC & Mr. Frank Wu, Secretary General, CIECA.



Remarks by Director-General Ms. Fiona Fan, Taipei Economic and Cultural Office, Sydney Australia & Ms. Ching-Mei Maddock, CEO of ATBC.

## **CIECA Attended GTO Forty Years Anniversary on April 28, 2022**

The German Trade Office, Taipei held GTO Forty years Anniversary in Taiwan on April 28, 2022. Mr. Chen, Chern-Chyi, Deputy Minister of Economic Affairs and Amb. Alexander Tah-Ray Yui, Vice Minister of Foreign Affairs, Republic of China (Taiwan), were invited to give speeches. The German Trade Office is also the counterpart of the Taiwan-Germany Joint Business Council Meeting for CIECA. Director Peggy Lu, the European Department of CIECA, was invited to attend the event. Over the past 40 years, the German Trade Office, Taipei has served as a bridge to promote the economic and trade relations between Taiwan and Germany, contributing immensely to the long-term cooperation between the two countries.



From left to right: Mr. Tom TC Chou, Commissioner of the Taipei Mayor's Office for External Affairs; Mr. Erdal Elver, President and CEO, Siemens Taiwan; Mr. Eugene Chien, Chairman and President, Taiwan Institute for Sustainable Energy (TAISE); Dr. Jörg Polster, Director General, German Institute Taipei; Amb. Alexander Tah-Ray Yui, Vice Minister of Foreign Affairs, Republic of China (Taiwan); Ms. Leonie Yang, General Manager, DEinternational; Mr. Kao, An-Bon, Deputy Mayor, Taoyuan City Government.

## **Upcoming Events of CIECA**

### **The 22nd Taiwan-Belgium Joint Business Council Meeting on May 5, 2022**

The 22nd Taiwan-Belgium Joint Business Council Meeting was co-hosted by CIECA and the General Administration of Foreign Trade and Investment in the three regions of Belgium: Hub Brussels, Flanders Investment & Trade (FIT), and Wallonia Export and Investment Agency

(AWEX) on May 5, 2022. The Meeting conducted in-depth discussion on "Semiconductor: AI Chip." Both sides wished to seek opportunities for cooperation between Taiwan and Belgium and create a win-win situation.

### **The 10<sup>th</sup> Joint Meeting of Taiwan-Turkiye Business Council on May 10, 2022**

The 10<sup>th</sup> Joint Meeting of Taiwan-Turkiye Business Council will be cohosted by CIECA and Foreign Economic Relations Board of Turkiye (DEIK) on May 10, 2022. The Joint Meeting will focus on in-depth discussions on "Electric Vehicles: Key Components such as Charging Equipment and Batteries." It is hoped that the invited companies from both sides could communicate with each other to explore opportunities for cooperation and to create a win-win situation for both Taiwan and Turkey.

### **The 15th Taiwan-Hungary Joint Business Council Meeting on May 25, 2022**

The 15th Taiwan-Hungary Joint Business Council Meeting & Taiwan-Hungary Business Networking will be cohosted by CIECA and Hun-



garian Chamber of Commerce and Industry on May 25<sup>th</sup> at Taipei International Convention Center. This year's meeting will focus on "Smart City Solutions." Through the interaction of experts and companies from Hungary and Taiwan, creating a win-win situation for business cooperation and investment opportunity is highly anticipated.