



CIECA Newsletter

Connecting Taiwan and the World
CIECA means International Business

No.132 / November 2023

Monthly Event Summary

Taiwan Economic and Business Cooperation Mission Visited Malaysia from October 2 to 6, 2023

CIECA organized the “2023 Taiwan Economic and Business Cooperation Mission to Malaysia,” which was scheduled to visit the country from October 2 to 6, 2023. Mr. Walter H.C. Chang, Vice Chairman of CIECA serves as the Chief Delegate and Mr. James Chiao, CEO of Smart City Consulting Co., Ltd. as the Deputy Chief Delegate of the delegation whose members come from different industries such as ICT, warehousing equipment, logistics, and finance.

In addition to visit with YBhg. Tan Sri Dato’ Soh Thian Lai, President of National Chamber of Commerce and Industry of Malaysia (NCCIM), the delegation also visited local organizations including Artificial Intelligence

Technology, Faculty of Information Science and Technology (FTSM), University Kebangsaan Malaysia (UKM); Malaysian Green Technology and Climate Change Corporation (MGTC); Malaysia’s Digital Investment Office (MIDA & MDEC); Sustainable Energy Development Authority (SEDA); and Advantech Co., Ltd. KL Office.

On October 4, the delegation called on YBhg. Tan Sri Dato’ Soh Thian Lai, President of NCCIM. Mr. Walter H.C. Chang, Vice Chairman of CIECA, said “Malaysia is a key country for Taiwanese businessmen to invest there. The business communities of the two countries had close exchanges in the past. He hopes that CIECA and NCCIM can resume exchanges and hold a Taiwan-Malaysia Joint Economic Conference in the future.”

YBhg. Tan Sri Dato' Soh Thian Lai said "NCCIM is an alliance of Malaysian business circle, willing to promote commercial opportunities between Malaysia and Taiwan. However, the Ministry of International Trade and Industry (MITI) of Malaysia has tasked the Federation of Malaysian Manufacturers (FMM), a member of the NCCIM to serve as the counterpart units under the framework of Malaysian-Taiwan Economic Cooperation Committee (MTECC). Taiwan and Malaysia's bilateral and industrial exchanges and dialogues have been fully carried out under the existing MTECC cooperation structure."

He further mentioned "Malaysia is carrying out a digital transformation plan, building 5G infrastructure, and optimistic about future cooperation with Taiwan." Vice Chairman Walter H.C. Chang responded that Malaysian government should show a more positive attitude towards Taiwanese manufacturers and encourage Taiwanese manufacturers to invest in Malaysia.

"In the aftermath of the U.S.-China trade war and the COVID-19 pandemic, Taiwanese businessmen have planned a global commercial layout,

trying to take advantage of using different country's forte of development, for instance, Taiwan and Malaysia share certain similar culture, both peoples are able to use English and Chinese to communicate with each other, and many of the Malaysian students coming to Taiwan to study will also become valuable assets for the industries of both sides in the future," Vice Chairman Chang observed. He hoped that Taiwan and Malaysia's business communities would resume normal exchanges via the platform of Chamber of Commerce to promote bilateral economic and trade cooperation.



Mr. Walter H.C. Chang, Vice Chairman of CIECA presented a gift to YBhg. Tan Sri Dato' Soh Thian Lai, President of National Chamber of Commerce and Industry of Malaysia (NCCIM) on October 4, 2023.



A group photo for the delegation to visit the Malaysian Industrial Development Authority (MIDA), which was received by Ms. Najihah Abas (right 7), Executive Director of Investment Promotion, MIDA on October 4, 2023.

The Preparatory Meeting for “2023 Taiwan Economic and Business Cooperation Mission to Argentina” on October 19, 2023

CIECA held the preparatory meeting for “2023 Taiwan Economic and Business Cooperation Mission to Argentina” at 10:30 a.m. on October 19, 2023. The meeting was co-chaired by Mr. Mike Hung, Vice Chairman of CIECA and Mr. Frank Wu, Secretary General of CIECA.

During the meeting, CIECA introduced the itinerary of the 2023 Taiwan Economic and Business Cooperation Mission to Argentina, and invited Ms. Tiffany Chou, Sales Manager

of Airtrade Express Ltd. to share some tips for travelling safety in Argentina before the delegation leaving Taiwan. After the meeting, the members of the delegation chatted and interacted with each other pleasantly.



A co-chaired preparatory meeting for “2023 Taiwan Economic and Business Cooperation Mission to Argentina” by Mr. Mike Hung (right), Vice Chairman of CIECA and Mr. Frank Wu (left), Secretary General of CIECA.

The 9th Taiwan-Argentina Joint Business Councils Meeting Held in Argentina on October 24, 2023

“The 9th Taiwan-Argentina Joint Business Councils Meeting” held in the conference room on the 12th floor of the Argentine Chamber of Commerce and Services (CAC) at 9:30 a.m. on October 24, 2023. The meeting was co-chaired by Mr. Norberto Capellán, Director of CAC and Mr.

Mike Hung, Vice Chairman of CIECA. Mr. Natalio Mario Grinman, President of the Argentine Chamber of Commerce and Services, and Mr. Henry Chih-Shang Kao, Chairman of CIECA, pre-recorded their congratulatory messages through video to wish the meeting a success. In his opening remark, Director Capellán thanked CIECA for leading the delegation to visit Argentina all the way from Taiwan. Mr. Mike Hung, Vice Chairman of CIECA, also thanked the Argentine Chamber of Commerce and Services (CAC) for its thoughtful arrangements and made the joint meeting almost perfect. CIECA Vice Chairman Hung also invited CAC to organize a delegation to visit Taiwan and co-host the “The 10th Taiwan-Argentina Joint Business Councils Meeting” next year. Ms. Hsie Miao-Hung, Director General of Taipei Commercial and Cultural Office in Argentina, delivered her remarks to express a hope that trade exchanges between the two countries would become more frequent and economic and trade relations would flourish in the years ahead. Members of TAITRA’s delegation to the “2023 Taiwan Hardware

Trade Mission in Latin America” and Mr. Sergio Angiulli, President of Chamber of Hardware Stores of the Argentine Republic also attended the meeting. Nearly 40 participants from Taiwan and Argentina attended this event.

During the meeting, CIECA and CAC re-signed a Memorandum of Understanding on Cooperation. The two parties exchanged the copy of MOU and took a group photo. The theme of the meeting focused on the overall economic and trade prospects of the two countries. The speakers were Mr. Matías Bolis Wilson, Chief Economist of the Argentine Chamber of Commerce and Services from Argentina side and Mr. Mike Hung, Vice Chairman of CIECA, from Taiwan side.

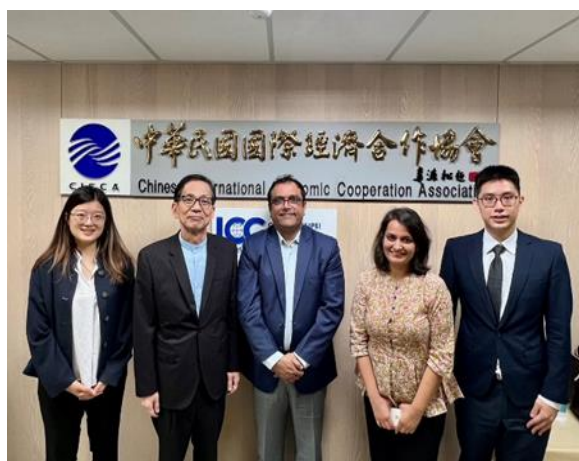


A group photo of the 9th Taiwan-Argentina Joint Business Councils Meeting for VIP guests.

India's FICCI Visited CIECA on October 24, 2023

On October 24, Mr. Gaurav Vats, Director—North Americas & East Asia, FICCI, led his colleague to visit CIECA and discussed “the 20th Taiwan-India Joint Business Councils Meeting” to be held on October 25, 2023. The two sides went over the details of the next-day meeting, reviewing the history of the meeting and portraying the prospects for continued cooperation on exchanges in business circle and mutual visits of each country in the future.

“CIECA has sided with FICCI and FICCI will give their full support at tomorrow's meeting,” said Mr. Vats.



Mr. Gaurav Vats (left 3), Director—North Americas & East Asia, FICCI visited with Mr. Frank Wu (left 2), Secretary General of CIECA.

The 20th Taiwan-India Joint Business Councils Meeting Held on October 25, 2023

CIECA and FICCI co-held the 20th Taiwan-India Joint Business Councils Meeting, which was successfully concluded on October 25, 2023. This Joint Business Council Meeting was co-chaired by Mr. Morris Li, Chairman of India Committee, CIECA, Taiwan (Chairman of CTBC Bank) and Mr. Manish Sharma, Co-Chair for the India-Taiwan Business Cooperation Committee, FICCI (Chairman of Panasonic Life Solutions in India and South Asia). This event discussed investment and industrial cooperation opportunities between Taiwan and India.

Mr. Morris Li, Chairman of India Committee, CIECA, Taiwan; Mr. Tien Chung-Kwang, Deputy Foreign Minister, R.O.C. (Taiwan); Mr. BauShuan Ger, Representative of Taipei Economic and Cultural Center in India; and Mr. Manharsinh L Yadav, DG, IT were invited to deliver remarks respectively. Nearly 100 representatives from industries, government, and academia attended the said meeting.



A group photo for VIP guests at the 20th Taiwan-India Joint Business Councils Meeting on October 25, 2023. From left to right: Dr. Lee Guann-Jyh, Deputy Director General, International Trade Administration, MOEA; Mr. Manharsinh L Yadav, DG, IT; Mr. Tien Chung-Kwang, Deputy Foreign Minister, R.O.C. (Taiwan); Mr. Manish Sharma, Co-Chair for the India-Taiwan Business Cooperation Committee, FICCI; Mr. Morris Li, Chairman of India Committee, CIECA, Taiwan; Mr. Rajesh Kumar Singh, Secretary, DPIIT, Government of India; Mr. BauShuan Ger, Representative, Taipei Economic and Cultural Center in India.

CIECA Attended the Reception for the 100th Anniversary of the Founding of the Republic of Türkiye on October 30, 2023

On behalf of CIECA, Chairman Henry Chih-Shang Kao and Secretary General Frank Wu attended the reception for the 100th Anniversary of the Founding of the Republic of Türkiye on October 30, 2023. Many other dignitaries as well as foreign ambassadors and representatives were present on that occasion.

The event first played the video of the pre-recorded speech by Turkish President Recep Tayyip Erdogan. Then Mr. Muhammad Berdibek, Representative of the Turkish Trade Office in Taipei delivered his opening remarks followed by ROC Vice Minister of Foreign Affairs Remus Li-Kuo Chen's congratulatory message. They both mentioned that the two countries stressed the importance of developing green industries, renewable energy, circular economy, and smart cities with high hopes for bilateral cooperation and exchanges growing incessantly.



A group photo for Mr. Henry Chih-Shang Kao, Chairman of CIECA (middle); Mr. Frank Wu, Secretary General of CIECA (right); and Mr. Tito Tang, Director of CIECA (left).

CIECA Attended “the Proclamation Day of Mongolia and the 20th Anniversary of the Ulaanbaatar Trade and Economic Representative Office in Taipei” on October 31, 2023

CIECA attended “the Proclamation Day of Mongolia and the 20th Anniversary of The Ulaanbaatar Trade and Economic Representative Office in Taipei,” which was hosted by Mr. Zolzaya Lkhagvasuren, Representative of the Ulaanbaatar Trade and Economic Representative Office in Taipei and his spouse Mrs. Ariunaa

Bold-Erdene at Grand Hyatt Taipei on October 31, 2023. Mr. Remus Li-Kuo Chen, Vice Minister of Foreign Affairs, MOFA was invited to deliver remarks at the event. Mr. Tien Chung-Kwang, Deputy Minister of Foreign Affairs, MOFA, and many other dignitaries as well as foreign ambassadors and representatives were present on that occasion.

During the event, Representative Zolzaya Lkhagvasuren delivered a speech and mentioned that Ulaanbaatar City and Taipei City established a sister city relationship in 1997, and subsequently established representative offices in Ulaanbaatar in 2002 and Taipei in 2003 respectively. It opened a new chapter in bilateral cooperation. The Mongolian government has declared 2023 to 2025 as the “Years to Visit Mongolia” aimed at reconstructing the tourism industry. The number of tourists from Taiwan to Mongolia has returned to the pre-pandemic level this year. As of the third quarter of 2023, the second largest number of tourists applying for visas to travel to Mongolia is from Taiwan. He hoped that Mongolia and

Taiwan could continue and deepen their cooperation in the future.



A group photo from right: Mr. Frank Wu, Secretary General of CIECA; Mr. Zolzaya Lkhagvasuren, Representative of the Ulaanbaatar Trade and Economic Representative Office in Taipei; Mrs. Ariunaa Bold-Erdene; and Ms. Muse Wu, Director of CIECA.

CIECA Secretary General Frank Wu Met with Gergely Kádár, the New Representative of the Hungarian Trade Office in Taipei on October 11, 2023

Mr. Frank Wu, Secretary General of CIECA led his colleagues to meet with Mr. Gergely Kádár, new Representative of the Hungarian Trade Office in Taipei and Mr. Balázs Szabó, Investment and Trade Director of the Hungarian Trade Office in Taipei on October 11, 2023. The two sides ex-

changed views on potential cooperation opportunities in industries such as ICT, electric vehicle supply chain, semiconductor supply chain, food/agricultural products, energy, medical equipment, and pharmaceuticals between Taiwan and Hungary.

The Hungarian Trade Office in Taipei invited CIECA to attend the Hungarian Food Suppliers Conference on October 25. The conference was held in a mixed virtual and physical format. 17 Hungarian companies in Budapest and Taiwanese companies in Taiwan were invited to join the online meeting and exchange views across the sea.



A photo for exchanging gifts between Mr. Frank Wu, Secretary General of CIECA and Mr. Gergely Kádár, New Representative of the Hungarian Trade Office in Taipei.

CIECA Visited the Lithuanian Trade Representative Office in Taipei on October 5, 2023

CIECA Director Tito Tang led his colleagues to visit with Mr. Paulius Lukauskas, Representative of the Lithuanian Trade Representative Office in Taipei on October 5, 2023. The two sides discussed to organize visiting delegations in the future and hold bilateral meetings to promote business opportunities for industrial cooperation between Taiwan and Lithuania.

Representative Lukauskas said that Lithuania has organized delegations to visit Taiwan four times this year, mainly targeting industries such as laser, IT, semiconductor, and financial technology. Lithuania has a population of only 2.79 million and a small manufacturing industry. However, its laws and regulations are progressive and conducive to innovation. It is a country especially rich in talents in the fields of cybersecurity, blockchain, and financial technology. It is even quite suitable to be a testing ground for Taiwan's medium-sized enterprises to enter the European market. On top of that, the energy crisis triggered by the war between Russia and Ukraine

has stimulated the growth of renewable energy in Lithuania. Electricity generated from solar and wind power has doubled in recent years. Lithuania is expected to become an energy exporter by 2030, which will lead to promising business opportunities in the energy storage market.



A group photo for Mr. Tito Tang, Director of CIECA and Mr. Paulius Lukauskas, Representative of the Lithuanian Trade Representative Office in Taipei.

Taiwan-Hungary Green Energy Networking Meeting Held on October 20, 2023

Hungary's ArchEnerg Cluster, Energotest, and TN Energy came to Taiwan to visit Energy Week from October 18 to 20, 2023. For promoting business opportunities between Taiwan and Hungary, CIECA Specifical-

ly held the “Taiwan-Hungary Green Energy Networking Meeting” with Taiwan Green Energy Association in Neihu on October 20. The event invited Taiwanese companies and associations to exchange views with Hungarian companies.

This meeting focused on Energy Storage, Smart Rail, Electric Vehicle, Smart Energy Solution, etc. During the meeting, Mr. Angus LEE, Chairman of Taiwan Green Energy Association; Mr. György Szügyi, Vice President of ArchEnerg Cluster, President of National Association of Innovative Clusters; and Mr. Balázs Szabó, Investment and Trade Director, Hungarian Trade Office, Taipei were invited to deliver remarks respectively. After the meeting, the two sides introduced their company products, businesses, and further discussed how to cooperate to enter the European market. The atmosphere was lively.



Mr. György Szügyi (right 2), Vice President of ArchEnerg Cluster, President of National Association of Innovative Clusters, was invited to deliver remarks. Mr. Balázs Szabó, Investment and Trade Director, Hungarian Trade Office (right 1).

CIECA Attended the “International Seminar: Opportunities for German-Taiwan Cooperation on Evolving Global Supply Chain Management” on October 27, 2023

Mr. Frank Wu, Secretary General of CIECA led his colleagues to attend the “International Seminar: Opportunities for German-Taiwan Cooperation on Evolving Global Supply Chain Management” hosted by the Sino-German Cultural and Economic Association (GDKWV) at the Grand Mayfull Hotel Taipei on October 27, 2023.

A panel session was held on the day of the event. Mr. Paul Hsu, Chairman

of Paul Hsu and Partners Co., Ltd. served as the moderator. German representatives in Taipei and several heavy-weight guests were invited to serve as speakers, including Mr. Jörg Polster, Director General of German Institute Taipei; Mr. Thomas Prinze, Former Director General of German Institute Taipei; Mr. Martin Eberts; Mr. Roland Wein; Mr. Axel Limberg, Executive Director of German Trade Office, Taipei; Mr. Roland Rudorfer, Director of Austrian Office, Taipei; Ms. Claudia Fontana Tobiassen, Director of Trade Office of Swiss Industries; Mr. Stan Shih, Co-Founder of Acer; Mr. John Wu, CEO of Paul Hsu and Partners Co., Ltd.. They discussed future cooperation opportunities between Taiwan and Germany in the fields of international supply chain, culture, and technology.

Besides, GDKWV also invited the well-known TV host Ms. Sisy Chen to deliver a keynote speech about the impact of war on the international supply chain and future development trends.



A group photo from left to right: Mr. Paul Hsu, Chairman of Paul Hsu and Partners Co., Ltd.; Mr. Thomas Prinze, Former Director General of German Institute Taipei; Mr. Martin Eberts; Mr. Roland Wein; and Mr. John Wu, CEO of Paul Hsu and Partners Co., Ltd.

CIECA Attended Taiwan Circular Awards Ceremony on October 27, 2023

CIECA attended the “Taiwan Circular Awards” ceremony hosted by Chung-Hua Institution for Economic Research at Shangri-La Far Eastern in Taipei on October 27, 2023.

During the event, Mr. Tsaur Tien-Wang, Chairman of Chung-Hua Institution for Economic Research (CIER) and Mr. Cheng Wen-Tsan, Vice Premier of Executive Yuan were invited to deliver remarks respectively. Ms. Kao Shien-Quey, Deputy Minis-

ter of National Development Council and Mr. Yang Chih-Ching, Chief Secretary of Ministry of Economic Affairs came to present a total of seven awards. The types of award-winning enterprises were diverse, including large companies, small and medium-sized enterprises, high-tech industries, and traditional industries.

In addition to inviting representatives of the award winners such as CCILU International Inc., Taipei Medical University-Shuang Ho Hospital, Ministry of Health and Welfare, and Delta Electronics, Inc. to share their exemplary experience on the stage, the forum also held a discussion session hosted by Dr. Lin Chun-Hsu, Director of the Center for Green Economy, CIER. The keynote speakers in the forum were from ERM Taiwan, Cathay Financial Holdings, CSRone and UL Solutions. The topics covered environmental external costs, climate finance, product circularity, and the taskforce on nature-related financial disclosures (TNFD).



Photos of CIECA’s colleagues and the distinguished guests: (top right) Dr. Lin Chun-Hsu, Director of the Center for Green Economy, CIER; (bottom left) Dr. Wen Lih-Chyi, Partner of ERM Taiwan & Consultant of Center for Green Economy, CIER.

CIECA Visited with Somaliland’s Representative in Taiwan, Mohamed Omar H. Mohamoud, on October 5, 2023

CIECA Vice Chairman Jeff Sun visited with Mr. Mohamed Omar H. Mohamoud, Representative of the Republic of Somaliland Representative Office in Taiwan on the afternoon of October 5, 2023. The two sides discussed the matters of the “2023 Tai-

wan Economic and Business Cooperation Mission to Egypt, Jordan, and Somaliland” as well as suggestions related to Somaliland’s visa processing, industry sectors and other matters.



Mr. Jeff Sun, Vice Chairman of CIECA (left 1) visited with Mr. Mohamed Omar H. Mohamoud (left 2), Republic of Somaliland’s Representative in Taiwan.

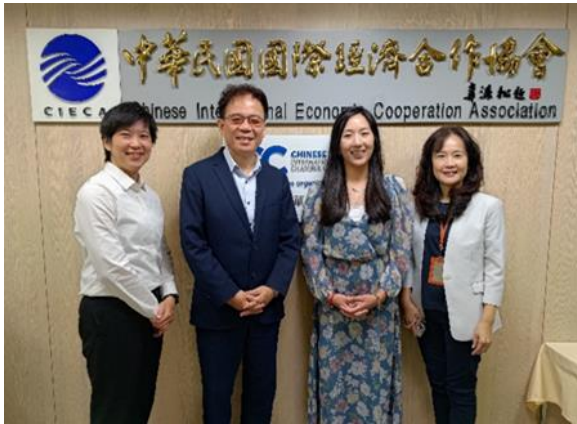
CIECA Received Guests from the Netherlands Enterprise Agency and the Netherlands Office in Taipei on October 12, 2023

Ms. Jody Chen, Deputy Head of Economic Department, Netherlands Office in Taipei, led Ms. Laisy Deng, Business Development Coordinator Taiwan & South Korea, Netherlands Enterprise Agency to visit with Mr. Tito Tang, Director of CIECA on October 12, 2023. The two sides discussed future cooperation between

Taiwan and the Netherlands, particularly those industries with cooperation potential.

Ms. Deng suggested that Taiwan and the Netherlands should cooperate in niche industries such as energy (including hydrogen energy, offshore wind power, thermal storage, geothermal energy, etc.), recycling, smart technology, and financial technology. She also introduced the Netherlands’ highly developed industries of electric bicycles, heavy trucks, maritime ships and cold chains. She shared information with Director Tang about the World Hydrogen Summit to be held in Rotterdam of the Netherlands in May 2024.

The Netherlands Enterprise Agency is affiliated to the Dutch Ministry of Economic Affairs and Climate Policy. The Agency provides funds and networks to assist entrepreneurs, organizations, research institutions, etc. in investing and expanding business in the Netherlands and abroad.



A group photo from right to left: Ms. Jody Chen, Deputy Head of Economic Department, Netherlands Office in Taipei; Ms. Laisy Deng, Business Development Coordinator Taiwan & South Korea, Netherlands Enterprise Agency; Mr. Tito Tang, Director of CIECA.

Upcoming Events of CIECA

A Taiwan Economic and Trade Delegation Will Visit Italy, Luxembourg, and Belgium

CIECA is organizing the “Taiwan Economic and Trade Delegation to Italy, Luxembourg, and Belgium,” which is schedule to visit the three countries from November 27 to December 7, 2023. Mr. Chu Chih-Yaung, Chairman of Fair Friend Group and Mr. Chin Chi-Yuan, Chairman of Silicon Touch Technology Inc. will serve as the co-head of the delegation. The delegation will focus on discussing “Automatic Machinery” and “Green

Technology (Smart City & Renewable Energy) industries.” During the delegation’s visit to Italy, Luxembourg, and Belgium, CIECA will hold “The 7th Meeting of the Taiwan-Italy Joint Business Council Meeting,” “The 14th Taiwan-Luxembourg Joint Business Council Meeting,” and “The 23rd Taiwan-Belgium Joint Business Council Meeting” with their counterparts respectively. The counterpart in each of the country will arrange the delegation to visit machine tool manufacturing industries, smart city technology-related enterprises and industrial clusters. It hopes to strengthen cooperation between Taiwan and the three countries. Those who are interested in joining the delegation are welcome to sign up for seeking business opportunities. (For details, please refer to our website: <https://reurl.cc/qL6aXy>).