



# CIECA Newsletter

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

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## **Monthly Event Summary**

### **The 20th Taiwan-Germany Joint Business Council Meeting Held on August 25**

The 20th Taiwan-Germany Joint Business Council Meeting was held by CIECA, German Trade Office Taipei and Taiwan Committee of German Business on August 25, 2022. The Meeting was co-chaired by Mr. Jimmy Chu, Chairman of Fair Friend Group and Mr. Dirk Sanger, Managing Partner of C. Melchers GmbH & Company. Mr. Chen Chern-Chyi, Deputy Minister of Economic Affairs, R.O.C. and Dr. Franziska Brantner, German Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Climate Action were invited to deliver opening remarks respectively. The VIPs in the Meeting included Dr. Shieh Jhy-Wey, Representative of Taipei Representation in the Federal Republic of Germany and

Dr. Jorg Polster, Director General of German Institute Taipei, etc.

A Panel Discussion was specially arranged for the Meeting. The moderators of the panel discussion were Mr. Alex Y.M. Peng, Executive President of Industrial Technology Research Institute (ITRI) and Mr. Axel Limberg, Chief Representative and Executive Director of German Trade Office Taipei. They guided the attendees from both Taiwan and Germany to share their experiences. The panelists from Taiwan side included Mr. Vincent Liu, CEO of LCY Chemical Corp., Dr. Sebastian Schoning, CEO of FFG Europe and Americas Group, and Mr. Jim Chen, General Manager of Kingsteel. The panelists from German side included Mr. Erdal Elver, President and CEO of Siemens Taiwan, Mr. Aditya Rankirshna, Vice President of Siemens Taiwan, Mr. Andreas Schmidt, Managing Director of Bosch Taiwan, and Mr. Kin Wah Chay,

Managing Director of BASF Taiwan, etc. The discussed issues contained the dilemma and challenges faced by enterprises in carbon reduction, and the impact of circular economy on carbon neutrality. Industry representatives were invited to exchange views in the panel discussion.

More than 110 corporate representatives attended the Meeting on-site and online, and the interactions between the two sides' participants were very lively.

During the Meeting, a MOU was signed by Siemens Taiwan, Kingsteel, and Ruh-Yih Automation, in which they focused on future cooperation in the fields of enterprise digital transformation, virtual-real integration, energy saving, and the solutions of carbon reduction.



The group photos of the 20th Taiwan-Germany Joint Business Council Meeting (front row right to left): Mr. Andreas Schmidt, Managing Director of Bosch Taiwan; Mr. Aditya Ramkrishna, Vice President of Siemens Taiwan; Mr. Erdal Elver, President and CEO of Siemens Taiwan Ltd.; Mr. Kin Wah Chay, Managing Director of BASF Taiwan; Mr. Vincent Liu, CEO of LCY Chemical Corp.; Mr. Alex Y.M. Peng, Executive President of Industrial Technology Research Institute (ITRI); Mr. Chen Chern-Chyi, Deputy Minister of Economic Affairs, R.O.C.; Mr. Jimmy Chu, Chairman of Fair Friend Group; Dr. Jörg Polster, Director General of German Institute Taipei; Mr. Axel Limberg, Chief Representative and Executive Director of German Trade Office Taipei; Mr. Jim Chen, General Manager of Kingsteel; Mr. Ma Wei-Chun, Executive Vice President of Ruh-Yih Automation. Online VIP guests (right to left): Dr. Sebastian Schöning, CEO of FFG Europe and Americas Group; Dr. Shieh Jhy-Wey, Representative of Taipei Representation in the Federal Republic of Germany; Dr. Franziska Brantner, German Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Climate Action; Mr. Dirk Säger, Co-Chairman of Taiwan-Germany Joint Business Council.

## **2022 ICC Commission on Digital Economy Sharing Session**

CIECA held the "2022 ICC Commission on Digital Economy Sharing Session" at Room 202 of the Hua Nan Bank International Convention Center on August 4. The sharing session offered an in-depth analysis and discussion on the "2022 ICC Commission on Digital Economy Spring Meeting" which had been held online recently.

During the Sharing Session, Ms. Tseng, Ken-Ying, Partner of Lee and Li Attorneys-at-law, talked about the content of the 2022 Digital Economy Committee Meeting. Mr. Tim Tu, Chairman of Taiwan Information Security Association, explained 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, gave 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 by CIECA to share

the enterprise's information security practices.



CIECA held the "2022 ICC Commission on Digital Economy Sharing Session" on August 4, 2022. The Taiwan VIP guests from left to right: Mr. Robert Chin, CISO of ASUSTeK Computer Inc.; Ms. Tseng, Ken-Ying, Partner of Lee and Li Attorneys-at-law; Ms. Kuan Leticia Pei-Chi, Director of Bilateral Trade Division II, Bureau of Foreign Trade, Ministry of Economic Affairs; Mr. Tim Tu, Chairman of Taiwan Information Security Association; Ms. Winona Chen, Associate Partner of Lee and Li Attorneys-at-law.

**Mr. Frank Wu Attended the “Signing Ceremony of Australia-Taiwan English Language Learning Partnership Action Plan 2022” on August 17, 2022**

Mr. Frank Wu, Secretary General of CIECA attended the “Signing Ceremony of Australia-Taiwan English Language Learning Partnership Action Plan 2022” which was sponsored by the Australian Office in Taiwan, ROC’s National Development Council and Ministry of Education at 10:00 a.m. on August 17, 2022.

The Taiwanese representatives at the signing ceremony were Minister Pan Wen-Chung, Ministry of Education and Minister Kung Ming-Hsin, National Development Council, while the Australian representative was Representative Jenny Bloomfield, Australian Office in Taiwan. After the opening speeches, the above three representatives jointly completed the signing of the Action Plan.

Australia and Taiwan enjoy important partnership in education. There are more than 10,000 Taiwanese students leaving for Australia to study annually, and many Australian students come to

Taiwan to study through the "New Colombo Plan" initiated by the Australian government. The "Australia-Taiwan English Language Learning Partnership Action Plan" contains Bilingual Teacher Training Program, Sister School Partnership, Joint Degree Program, Technical and Vocational Education Training, etc. It is anticipated that through this Action Plan, the educational exchanges and cooperation between Taiwan and Australia can further their educational partnership.



(Left to right) Mr. Kung Ming-Hsin, Minister of National Development Council, Ms. Jenny Bloomfield, Representative of Australian Office in Taiwan, and Mr. Pan Wen-Chung, Minister of Education signed the Action Plan.

**CIECA Chairman Henry Kao Held A Farewell Luncheon for Deputy Minister Harry Ho-Jen Tseng, the Newly-Appointed Ambassador to Canada on August 4, 2022**

On behalf of CIECA, Chairman Henry Kao held at Regent Taipei Hotel on August 4 a farewell luncheon in honor of Deputy Foreign Minister Harry Ho-Jen Tseng who is the ROC's new ambassador to Canada. During the Covid-19 pandemic, CIECA and Canadian Trade Office in Taipei held "2020 Canada-Taiwan Business Network Luncheon" and "2021 Canada-Taiwan EV Supply Chain Executive Summit" to discuss potential business opportunities for cooperation between the industries of the two countries. CIECA hopes that ambassador Tseng, after taking up his posting in Canada, can provide the latest information for the business circles of the two countries in the fields of economic, trade and investment cooperation, and continue to offer his assistance and guidance to CIECA.

The distinguished guests in the luncheon included Dr. Deng Chen-Chung, Minister without Portfolio of Executive Yuan, Ms. Yang

Jen-Ni, Chairperson of Taiwan Council for U.S. Affairs, Mr. Chaney Ho, Board Director of Advantech Co., Ltd., Dr. James Chiao, CEO of the Smart City Consulting Co. Ltd., and Mr. Frank Wu, Secretary General of CIECA.



A farewell luncheon was held on August 4, 2022, in honor of Deputy Foreign Minister Harry Ho-Jen Tseng who will be the ROC's new ambassador to Canada. From the left: Mr. Chaney Ho, Board Director of Advantech Co., Ltd.; Dr. Deng Chen-Chung, Minister without Portfolio of Executive Yuan; Mr. Harry Ho-Jen Tseng, Deputy Foreign Minister; Mr. Henry Kao, Chairman of CIECA; Ms. Yang Jen-Ni, Chairperson of Taiwan Council for U.S. Affairs; Mr. Frank Wu, Secretary General of CIECA; Dr. James Chiao, CEO of the Smart City Consulting Co. Ltd.

**Mr. Mike Hung, Vice Chairman of CIECA Hosted A Farewell Luncheon for Ambassador and Mrs. Willy Alberto Gómez Tirado**

On behalf of CIECA, Vice Chairman Mike Hung held a farewell luncheon on August 17, 2022, in honor of Mr. Willy Alberto Gómez Tirado, Guatemalan Ambassador to the R.O.C., and Mrs. Gómez, who were schedule to leave Taiwan in the next few weeks.

The distinguished guests in the luncheon included Mr. Y. C. Tsai, Director General of Department of International Cooperation and Economic Affairs, Ministry of Foreign Affairs (MOFA), Ms. Hsie Miao-Hung, Director General of Department of Latin American and Caribbean Affairs of MOFA, H.E. Ambassadors from Paraguay, Haiti, Belize, Eswatini, South Africa, Nigeria, Somaliland, Marshall Islands, Tuvalu, Mr. Chang Chia-Hao, Chairman of e-Formula Technologies, Inc., Mr. Frank Wu, Secretary General of CIECA, etc. The scene was warm and lively.



Mr. Mike Hung, Vice Chairman of CIECA, presented a gift to Guatemalan Ambassador Willy Alberto Gómez Tirado and Mrs. Gómez.



Before Guatemalan Ambassador Willy Alberto Gómez Tirado and his wife are leaving Taiwan, Mr. Mike Hung, Vice Chairman of CIECA held a farewell luncheon.

The VIP guests: Guatemalan Ambassador and Mrs. Willy Alberto Gómez Tirado (front row left 6 and left 7); H.E. Paraguay Ambassador Carlos José Fleitas Rodríguez (front row right 4); H.E. Haiti Ambassador Roudy Stanley Penn (front row left 3); H.E. Belize Ambassador Candice Augusta Pitts (front row right 6); Mr. Mike Hung, Vice Chairman of CIECA (back row left 4); Mr. Y. C. Tsai, Director General of Department of International Cooperation and Economic Affairs, MOFA (back row left 3); Ms. Hsie Miao-Hung, Director General of Department of Latin American and Caribbean Affairs, MOFA (back row left 2).

**Mr. Frank Wu, Secretary General of CIECA Attended “The 57th National Day of the Republic of Singapore” on August 22, 2022**

At the invitation of the Singapore Trade Office in Taipei, Secretary General Frank Wu attended the reception of the 57th National Day of the Republic of Singapore, which was held at Grand Hyatt Taipei on August 22, 2022.

The National Day of Singapore was on August 9. The Singapore Trade Office invited more than 400 Singaporeans in Taiwan to participate in a series of activities on August 8 in celebration of the National Day.

Many Taiwanese VIPs were present at the 57<sup>th</sup> National Day reception held by Singapore Trade Office in Taipei, including Dr. Lee Ta-Wei, Secretary General of Office of the President, Mr. Koo Li-Hsiung, Secretary-General of National Security Council, Dr. Deng Chen-Chung, Minister without Portfolio of Executive Yuan, Mr. Hsu Sheng Hsiung, Acting Chairman of Strait Exchange Foundation, Mr. Tsai Ching-Hsiang, Minister of Justice, Mr. Wang Jin-Pyng, Former President of

Legislative Yuan, Dr. Eric Chu, Chairman of KMT, etc.

Among them, Dr. Wu Jaushieh, Minister of Foreign Affairs delivered a speech to commend Singapore an important partner for Taiwan’s New Southbound Policy and expect the furtherance of Taiwan-Singapore friendship in the future.



A photo for Mr. Yip Wei Kiat, Trade Representative of Singapore Trade Office in Taipei (left) and Mr. Frank Wu, Secretary General of CIECA (right).

**CIECA Attended “The Australia-Taiwan Emerging Business Leaders Program-Public Forum” on August 26, 2022**

At 11:00 a.m. the Australia Business Council (ATBC) held “the Australia-Taiwan Emerging Business Leaders Program-Public Forum” on August 26, 2022. CIECA was represented online by Ms. Hedy Lee, Director of Asia Pacific Department and Ms. Jane Hsieh, Specialist of Asia Pacific Department.

During the forum, Mr. Brent Moore, Deputy Representative and Senior Trade & Investment Commissioner of Australian Office, Mr. Catlin Byrne, Professor of Griffith University, and Mr. Mark Dorney, Managing Director of Chevalier Capital Pty Ltd. were invited to be the panelists. In addition, the 16 leaders selected from Australia and Taiwan for the Emerging Leaders Program discussed in groups on how to promote the cooperation between Taiwanese and Australian enterprises and enhance bilateral relations.

The online forum lasted for one and a half hours; officials of Taiwan’s office in Australia also participated online.

The new leaders of the project will also participate in "the 35th Australia-Taiwan Joint Business Conference" to be held in November this year, and present the results of the project.



(First row left to right) Mr. John Toigo, Chairman of ATBC; Mr. Catlin Byrne, Professor of Griffith University; Mr. Brent Moore, Deputy Representative and Senior Trade & Investment Commissioner of Australian Office; Mr. Mark Dorney, Managing Director of Chevalier Capital Pty Ltd.; Mrs. Ching-Mei Maddock, CEO of ATBC.



## **Upcoming Events of CIECA**

### **Taiwan-Lithuania Business Club Launching Event Will Be Held On September 15, 2022**

Coinciding with the opening of the Lithuania Economic and Trade Office in Taiwan, CIECA will hold on September 15 the “Taiwan-Lithuania Business Club Launching Event” to promote economic and trade exchanges between Taiwan and Lithuania. The activity will be held in the VIP room on the fourth floor of the Taipei International Convention Center. This event will invite government agencies, Lithuanian representatives in Taiwan, industry associations, representatives of Taiwan business, and the Lithuanian enterprises delegation to participate in the event. In addition, CIECA will also invite representatives of business to share their experiences and exchange views during the luncheon.