



# CIECA Newsletter

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

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## **Monthly Event Summary**

### **The 36<sup>th</sup> Joint Conference of the ROC-Australia & Australia-Taiwan Business Councils Held in Taipei on August 15, 2023**

CIECA and ATBC (Australia-Taiwan Business Council Limited) co-hosted “the 36<sup>th</sup> Joint Conference of the ROC-Australia & Australia-Taiwan Business Councils” at Shangri-La Far Eastern Taipei on August 15, 2023. The 36<sup>th</sup> Conference was co-chaired by Mr. Yang Wei-Fuu, Chairman of ROC-Australia Business Council, CIECA, Taiwan and Mr. John Toigo, Chairman, Australia-Taiwan Business Council Limited (ATBC). Ms. Wang Mei-Hua, Minister of Economic Affairs; Mr. Don Farrell, Senator and Minister of State and Minister for Trade and Tourism; Mr. Tien Chung-Kwang, Deputy Minister of Foreign Affairs; and Mr. Cameron

Dick, Treasurer & Minister for Trade and Investment, Queensland Government were invited to deliver remarks. They all expressed the importance of and support for the Joint Conference of the ROC-Australia & Australia-Taiwan Business Councils at opening ceremony. The conference attracted more than 170 people from industries, governments and academia in Taiwan and Australia.

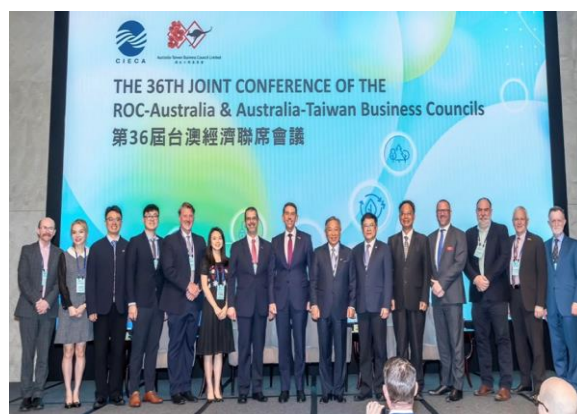
There are four themes for the conference. The speakers of “Energy Transition” are Dr. Lin Jo-Chen, CEO of Taiwan Hydrogen & Fuel Cell Partnership, Mr. Wu Chen-Han, Electrical Engineer, Taiwan Power Research Institute, Taiwan Power Company, Mr. Mark Leslie, Co-Head for Asia Eku Energy, Macquarie Asset Management, and Mr. Iain Scott, Vice President, Global LNG Trading, Woodside Energy Ltd.

Dr. Huang Jeng-Fang, Director General, Taiwan Livestock Research Institute, Ministry of Agriculture, and Mr. David Smith, CEO & Executive Chair, Ceres Tag made presentations on “Smart Agriculture.”

As for the third theme of “Wellbeing & Health” presentations were made by Dr. Alice Wang, Director of Advantech WISE-IoT ASEAN and South Asia Business Development and Mr. Jerry Huang, Executive Director, Gene Company Pty Ltd. The fourth theme of “Cyber Security” was conducted in the form of a panel discussion. Mr. Robert Chin, Chairman, Taiwan CISO Alliance, CISO, ASUSTek Computer Inc. Group, Professor John Fitzgerald, School of Business, Law and Entrepreneurship, Swinburne University of Technology, Dr. Kao Da-Yu, Vice Chairman, Taiwan CISO Alliance, Deputy Head of Information Security Division, Bank SinoPac, and Professor Paul Watters, Academic Dean of Academies Australasia Polytechnic served as panelists to share their views and expertise.

“The 36<sup>th</sup> Joint Conference of the ROC-Australia & Australis-Taiwan Business Councils” is the first time

that ATBC has led a delegation to visit Taiwan after the COVID-19 pandemic. The Joint Conference provides an important platform through which enterprises and institutions from both countries have established a closer cooperative relationship, further promoted technical exchanges and resources sharing, and achieved in the end the goal of mutual benefits and win-win results.



A group photo for VIP guests and speakers from left: Professor Paul Watters, Academic Dean of Academies Australasia Polytechnic; Dr. Alice Wang, Director of Advantech WISE-IoT ASEAN and South Asia Business Development; Mr. Jerry Huang, Executive Director, Gene Company Pty Ltd.; Mr. Wu Chen-Han, Electrical Engineer, Taiwan Power Research Institute, Taiwan Power Company; Mr. Mark Leslie, Co-Head for Asia Eku Energy, Macquarie Asset Management; Dr. Lin Jo-Chen, CEO of Taiwan Hydrogen & Fuel Cell Partnership; Mr. John Toigo, Chairman, Australia-Taiwan Business Council Limited (ATBC); Mr. Cameron Dick, Treasurer & Minister for Trade and

Investment, Queensland Government; Mr. Tien Chung-Kwang, Deputy Minister of Foreign Affairs; Mr. Yang Wei-Fuu, Chairman of ROC-Australia Business Council, CIECA, Taiwan; Dr. Huang Jeng-Fang, Director General, Taiwan Livestock Research Institute, Ministry of Agriculture; Mr. Iain Scott, Vice President, Global LNG Trading, Woodside Energy Ltd.; Mr. David Smith, CEO & Executive Chair, Ceres Tag; Mr. Rowan Callick, Vice Chairman, Australia-Taiwan Business Council Limited (ATBC); Professor John Fitzgerald, School of Business, Law and Entrepreneurship, Swinburne University of Technology.



A group photo for the 36<sup>th</sup> Joint Conference of the ROC-Australia & Australia-Taiwan Business Councils.

### **CIECA Held Indonesia Investment and Business Forum on August 16, 2023**

The COVID-19 pandemic has changed the future of the global industrial supply chains. In order to

promote bilateral exchanges, explore new business opportunities, and expand economic, trade and investment relations between Taiwan and Indonesia, CIECA and Indonesian Economic and Trade Representative Office in Taipei, and Indonesia Investment Coordinating Board/BKPM co-hosted the "Indonesia Investment and Business Forum" once more after it was held in 2021. Taiwanese companies which have interest in exploring Indonesian market were invited to participate in the forum.

The forum was held at Shangri-La's Far Eastern Plaza Hotel on August 16. About 80 manufacturers from information and communication technology, textiles, trade, biotechnology, electronics and electrics and banking industries were present. The forum was chaired by Mr. Walter H.C. Chang, Vice Chairman of CIECA and Chairman of Holmsgreen Group. Mr. Iqbal Shoffan Shofwan, Representative of Indonesian Economic and Trade Office to Taipei and Mr. Nurul Ichwan, S. E., M. M., Deputy for Investment Promotion, Indonesia Investment Coordinating Board/BKPM

were invited to deliver remarks respectively.

Mr. Ali Fauzi, Director of Investment Department, Indonesian Economic and Trade Office to Taipei; Ms. Vela Sari, Deputy Director of Investment Planning for Services and Economic Zone, Ministry of Investment; Representative of Panbil Industrial Estate; and Mr. Endry Supriadi, General Manager, Taipei Branch of Bank Rakyat Indonesia (BRI) were invited to make presentations on “Investment Policy Updates and Opportunities in Indonesia,” “Tax Treaty Layout in Indonesia,” “Introduction of Nusantara and Investment Opportunity Map,” “Industrial Zone as a Supporting Factor to Sustainable, Hi-Tech, and Export Oriented Indonesia,” and “Financing Facilitation from BRI to the Investors” respectively. For encouraging industries to invest in Indonesia, Mr. Eric Chiu, Vice President of Tron-E Technology, was specially invited to share Indonesian investment experiences in the Forum. The participants interacted enthusiastically; the meeting ended successfully in a harmonious atmosphere.



A group photo for VIP guests from right 3: Mr. Ali Fauzi (right 3), Director of Investment Department, Indonesian Economic and Trade Office to Taipei; Mr. Walter H.C. Chang (right 4), Vice Chairman of CIECA; Ms. Lien Yu-Ping (right 5), Director General, Department of International Cooperation and Economic Affairs, MOFA; Mr. Iqbal Shoffan Shofwan (right 6), Representative of Indonesian Economic and Trade Office to Taipei; Mr. Nurul Ichwan, S. E., M. M. (right 7), Deputy for Investment Promotion, Indonesia Investment Coordinating Board/BKPM.



Mr. Nurul Ichwan, S. E., M. M., Deputy for Investment Promotion, Indonesia Investment Coordinating Board/BKPM was invited to deliver remarks at Indonesia Investment and Business Forum.

**New Director of the Belgian Office in Taipei Matthieu Randers Visited with Chairman Kao Chih-Shang of CIECA, on August 25, 2023**

Mr. Matthieu Randers, Director of the Belgian Office, Taipei, and Ms. Doris Wu, Trade and Investment Commissioner, Flanders Investment & Trade visited CIECA at 14:30 on August 25, 2023. On behalf of CIECA, Chairman Kao Chih-Shang accompanied by Executive Board Director and Chairman of the Belgian Committee Chin Chi-Yuan exchanged views on future cooperation between Taiwan and Belgium.

Director Matthieu Randers shared the relevant policies of the Belgian government such as promoting circular economy, recycling resource, and reducing wastes. He also briefed Belgium's energy developments in nuclear power generation, green building, and offshore wind power technology. Director Randers expressed welcome to the CIECA organized delegation's forthcoming visit to Belgium at the end of this year and recommended relevant visiting itineraries. Chairman Kao not only shared his experiences and views on food processing with

Director Randers but also Director Randers to visit the I-Mei Foods factory. The two sides exchanged views extensively on future cooperation. The atmosphere was lively.



A group photo from left to right: Mr. Tito Tang, Director of CIECA; Mr. Frank Wu, Secretary General of CIECA; Mr. Kao Chih-Shang, Chairman of CIECA; Mr. Matthieu Randers, Director of the Belgian Office, Taipei; Ms. Doris Wu, Trade and Investment Commissioner, Flanders Investment & Trade, Belgium; Mr. Chin Chi-Yuan, Executive Board Director of CIECA.

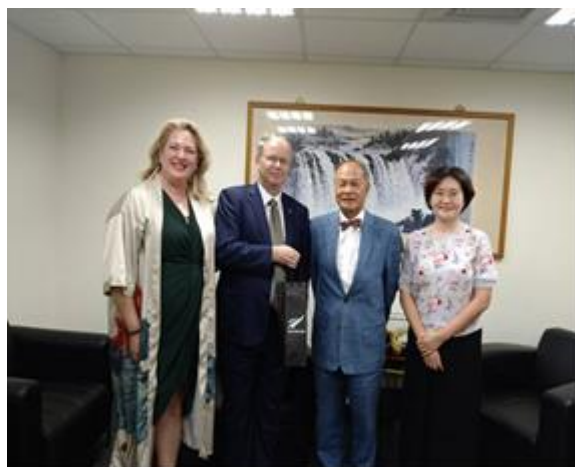
**Mr. Mark Pearson, Director of New Zealand Commerce and Industry Office Visited with Advisor of CIECA, Mr. Tung Kuo-Yu on August 29, 2023**

Mr. Mark Pearson, Director of New Zealand Commerce and Industry Office and Ms. Tina Wilson, Director of New Zealand Trade Development Center visited CIECA and discussed

with Mr. Tung Kuo-Yu, Advisor of CIECA, regarding the forthcoming 2023 Joint Conference of the Taiwan-New Zealand & New Zealand-Taiwan Business Councils to be held in Taipei on September 14, as well as the overall economic and trade cooperation between Taiwan and New Zealand.

This year marks the 10th anniversary of the signing of the Agreement between New Zealand-Taiwan Economic Cooperation (ANZTEC). The trade value between Taiwan and New Zealand having grown significantly, totaled US\$3 billion in 2022. However, in terms of import and export between the two countries, it should not be limited to Taiwan's export of information and communication products to New Zealand's, and New Zealand's export of agricultural products to Taiwan. Beyond that, Taiwan can also export mangoes and lychees to New Zealand, While New Zealand can cooperate with Taiwan in high-tech industries particularly in geothermal energy development. Both sides believe that there remains a big room for expansion of economic and trade co-

operation opportunities between the two countries.



Mr. Mark Pearson, Director of New Zealand Commerce and Industry Office (left 2) visited Mr. Tung Kuo-Yu, Advisor of CIECA (right 2) and accompanied by Ms. Muse Wu, Director of CIECA on August 29, 2023.

### **CIECA Visited with Director Azhana Mohamed Saleh, Malaysian Investment Development Authority in Taipei on August 17, 2023**

On behalf of CIECA, Secretary General Frank Wu accompanied by Mr. James Chiao, Chairman of Smart Cities Committee and colleagues from Asia Pacific Department visited with Director Azhana Mohamed Saleh, Malaysian Investment Development Authority in Taipei on August 17, 2023. The two sides discussed the itinerary of CIECA's delegation to Malaysia. The atmosphere of the talks between

the two sides was very harmonious and lively.



A group photo from left to right: Ms. Muse Wu, Acting Director of CIECA; Mr. Frank Wu, Secretary General of CIECA; Ms. Azhana Mohamed Saleh, Director of Malaysian Investment Development Authority in Taipei; Mr. James Chiao, Chairman of Smart Cities Committee, CIECA; Ms. Wendy Lee, Specialist of CIECA.

### **CIECA Was Invited to Attend Taiwan Automation Intelligence and Robot Show & Automation Taipei 2023**

At the invitation of the Taiwan Automation Intelligence and Robotics Association, Mr. Tito Tang, Director of CIECA, led his colleagues to attend the “Taiwan Automation Intelligence and Robot Show & Automation Taipei 2023” held at Taipei Nangang Exhibition Center on August 24. A special

guided tour of six companies was made, covering Taiwan Mitutoyo Corporation; ADLINK Technology, Inc.; Century Trading Corp.; OME Technology Co., Ltd.; Chieftek Precision Co. Ltd.; and HIWIN Technologies Corp. The interaction at the event was lively.



A group photo for VIP guests at Taiwan Automation Intelligence and Robot Show & Automation Taipei 2023.

### **CIECA Invited Ms. Greta Wen, CEO of Artificial Intelligence Foundation, Taiwan to Make a Presentation on “The Distance Between ChatGPT and Enterprise transformation”**

ChatGPT has been hotly discussed recently on its positive and negative effects. What concerned most, nevertheless, is which industries will be severely threatened? Ms. Greta Wen, CEO of Artificial Intelligence Foun-

dation, Taiwan said that “the discussion in the market mostly focuses on the impact of the AI tsunami on marketing, education, media, and even software engineers of the IT industries. The manufacturing industries seem little affected because ChatGPT is unable to identify the authenticity of the information and its lack of accuracy. It cannot, therefore, be used in the manufacturing industry.

Moreover, “Taiwan's manufacturing industries have been automated and have harnessed smart AI for a long time, using factories' long-accumulated big data. AI is used as a hand to assist enterprises in creating value. Through algorithms and computer programs, it can be quickly standardized and modularized. This is why Amazon can sell books and goods all over the world. It uses AI not only externally, but internally as well. Amazon's internal communication is also fully AI systemized, through these internal and external digital connections values are created and goals achieved,” continued Wen.

She went on saying that the key to Taiwan's future industrial development would be no longer appealing to

standardization and large-scaled cost reduction, because there will be more and more customization needs. The reasons why it could be possible to lower cost in the past were that the production line could be gradually optimized due to the large quantity of demand for same products on the one hand and the accumulated experiences from the production could help make quick accommodation to the process on the other.

“In the future, however, the production line may have to be replaced once a month, and it would be very common that before the past experiences have been accumulated to such an extent to accommodate to the newly replaced production line, new mistakes may have accumulated. Therefore, how the companies can rapidly respond to the customization requests will be a big challenge,” Said Ms. Wen.





Ms. Greta Wen, CEO of Artificial Intelligence Foundation, Taiwan (right) and Mr. Frank Wu, Secretary General of CIECA.



Ms. Greta Wen, CEO of Artificial Intelligence Foundation, Taiwan shared a presentation on August 21, 2023.

## Upcoming Events of CIECA

### “The 2023 Joint Conference of the Taiwan-New Zealand & New Zealand-Taiwan Business Councils” Will Be Held on September 14, 2023

Coincides with the 10<sup>th</sup> anniversary of the signing of the Agreement between New Zealand and the Separate Customs Territory of Taiwan, Penghu, Kinmen, and Matsu on Economic Cooperation (ANZTEC), Chairman Charles Finny will lead a delegation to visit Taiwan from September 13 to 15. CIECA will hold “the 2023 Joint Conference of the Taiwan-New Zealand & New Zealand-Taiwan Business Councils” on the 1<sup>st</sup> floor of the Noble House at the Regent Taipei Hotel on September 14, 2023. The Joint Conference will be co-chaired by Mr. Tung Kuo-Yu, Advisor of CIECA and Mr. Charles Finny, Chairman of New Zealand-Taiwan Business Council. The Conference will focus on “ESG in Food and Beverage Industry,” “Energy Sector (Geothermal),” “Indigenous Economies,” “Cooperation in the Green Finance Sector,” and “Manufacturing Exports.” Experts from Taiwan and New Zealand will be invited to interact with each other for

exploring business cooperation opportunities. Industrialists are welcome to sign up and participate.

### Taiwan Economic and Trade Delegation Will Visit France

CIECA is organizing the “Taiwan Economic and Trade Delegation to France,” which is scheduled to make the visit from September 9 to 17, 2023. Mr. Hsu Tsao-Hua, Vice President of Taiwan Power Company serves as the head of the delegation. The visit will focus on discussing the issues of “Energy Safety/ Electricity Resilience,” and “Net Zero Emissions/ Green Energy.” The delegation will also hold “the 27<sup>th</sup> Taiwan-France Economic Cooperation Conference” on September 12. To strengthen technical cooperation and market expansion, the delegation is planning to visit local power generation/ transmission/ distribution/ industries, as well as the enterprises related to renewable energy, hydrogen production, and transportation facilities in France.

### The 19<sup>th</sup> Joint Meeting between CIECA and MNCCI To Be Held on September 25 to 29

CIECA is organizing the delegation to visit Mongolia, which is schedule to make the visit from September 25 to 29, 2023. Ms. Carol Cheng, Board Member of CIECA serves as the head of the delegation. During the delegation in Mongolia, CIECA and MNCCI will hold “the 19<sup>th</sup> Joint Meeting between CIECA and MNCCI.” The meeting will focus on “Medicine/Medical Device,” “ICT,” “Tourism,” and “Credit Services” for in-depth discussion and analysis. CIECA will also arrange related industries visit, B2B meeting, on-site inspection of the local market, and seeking substantial cooperation opportunities.

### 2023 Taiwan Economic and Business Cooperation Mission to Paraguay and Argentina from October 16 to 29

In cooperation with the Ministry of Foreign Affairs and assisting Taiwanese companies in expanding the market in Latin America, CIECA is or-

ganizing the “2023 Taiwan Economic and Business Cooperation Mission to Paraguay and Argentina” from October 16 to 29, 2023.

It is expected to hold bilateral meetings with CIECA’s counterparts in each of the country. Official visits and business matching meetings will be arranged in accordance with the interests of each manufacturer. Through this visit, we hope to establish an industrial cooperation platform and expand business opportunities for Taiwanese companies in Latin America. (For details, please refer to our website:

<http://registration.cieca.org.tw/visit/?d=193>).

### **2023 Taiwan Economic and Business Cooperation Mission to Egypt, Jordan, and Somaliland from November 4 to 17**

In cooperation with the Ministry of Foreign Affairs and assisting Taiwanese companies in expanding the market in the Middle East and Africa, CIECA is organizing the “2023 Taiwan Economic and Business Cooperation Mission to Egypt, Jordan, and

Somaliland” from November 4 to 17, 2023. CIECA will arrange related industries visit and on-site inspection of the local market to strengthen bilateral economic, trade and investment relations between Taiwan and the above-mentioned countries. Relevant itinerary arrangements will be arranged by Chamber of Commerce and our overseas offices in each of the countries. This is a rare opportunity. Taiwanese companies are welcome to sign up and participate.