

# Invest in Taiwan



Department of Investment Services,  
Ministry of Economic Affairs (MOEA)

# Topics

- Taiwan's Economic Development and Competitive Advantages
- Why Invest in Taiwan
- Inbound and Outbound Investments
- Foreign Direct Investments (FDIs) in Taiwan
- Investment Incentives and Benefits
- New Government's Strategies of Economic Reform and Investment Opportunities
- 2009 Taiwan Business Alliance Conference
- Investment Service Contact

# Taiwan's Economic Development and Competitive Advantages

## 1. Taiwan's Major Economic Index

Economic Indices	2007	2008	2009
Economic Growth Rate (%)	5.7	0.12	-2.97*
Investment Growth Rate (%)	3.25	-13.47	-28.07*
Consumer Spending (%)	2.31	-0.29	0.82*
Revenue Growth (%)	6.67	2.14	-14.12 (Jan~Feb)
Industrial Production (%)	7.77	-1.95	-35.92 (Jan~Feb)
Manufacturing (%)	8.34	-1.76	-37.02 (Jan~Feb)
Trade Volume (Billion USD)	4,659.3	4,960.8	726.0 (Jan~Mar)
Exports (Growth %)	2,466.8 (10.1)	2,556.3 (3.6)	405.5 (-36.6) (Jan~Mar)
Imports (Growth %)	2,192.5 (8.2)	2,404.5 (9.7)	320.6 (-47.2) (Jan~Mar)
Indices of Consumer Price (%)	1.80	3.53	-0.01 (Jan~Mar)
Unemployment Rate (%)	3.91	4.14	5.53 (Jan~Mar)

Note: \* Whole year projection

Source: Directorate General of Budget, Accounting and Statistics, Executive Yuan, R.O.C., Ministry of Finance, Ministry of Economic Affairs

# Taiwan's Investment Environment and Competitive Advantages

## 2. Assessment of Taiwan's Investment Environment by International Institutions

**Investment Environment Risk  
Assessment Report (BERI)**

**5<sup>th</sup> in the World  
2<sup>nd</sup> in Asia  
2008~2009**

**Knowledge Economy Devt.  
World Bank (WB)**

**17<sup>th</sup> in the World  
1<sup>st</sup> in Asia  
(2008)**

**Innovation Ranking  
(EIU)**

**6<sup>th</sup> in the World  
2<sup>nd</sup> in Asia  
(2007-2011)**

**Global Competitiveness Index  
World Economic Forum (WEF)**

**17<sup>th</sup> in the World  
5<sup>th</sup> in Asia  
(2008-2009)**

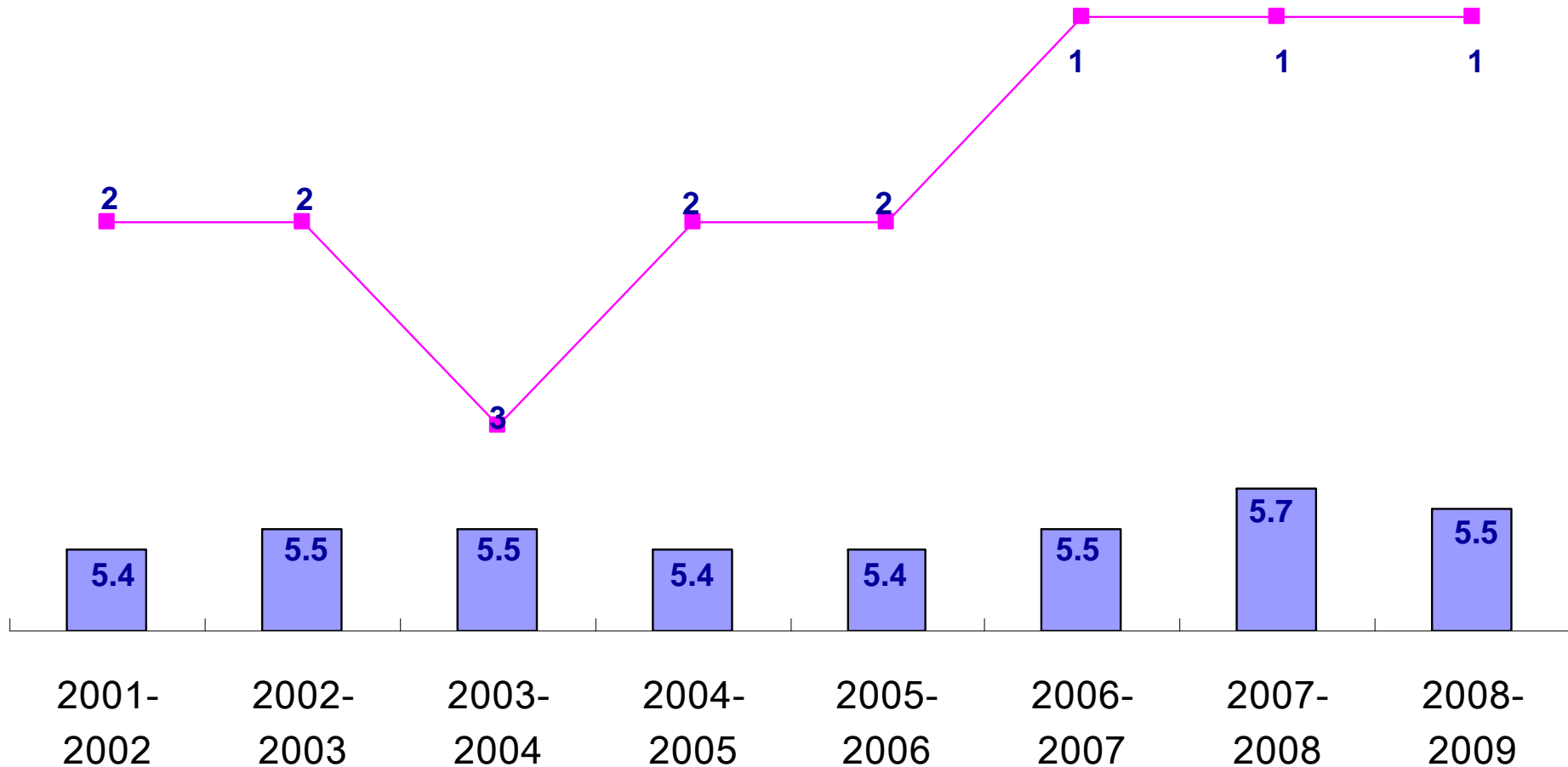
# Why Invest in Taiwan

## Why Invest in Taiwan

1. First in the Competitiveness of Industry Cluster Development
2. Capacity of Industries to Innovate
3. High-Quality R&D and International Marketing Specialists
4. Highly Efficient and Integrated Global Logistics System
5. Free Capital Market

# 1. First in the Competitiveness of Industry Cluster Development

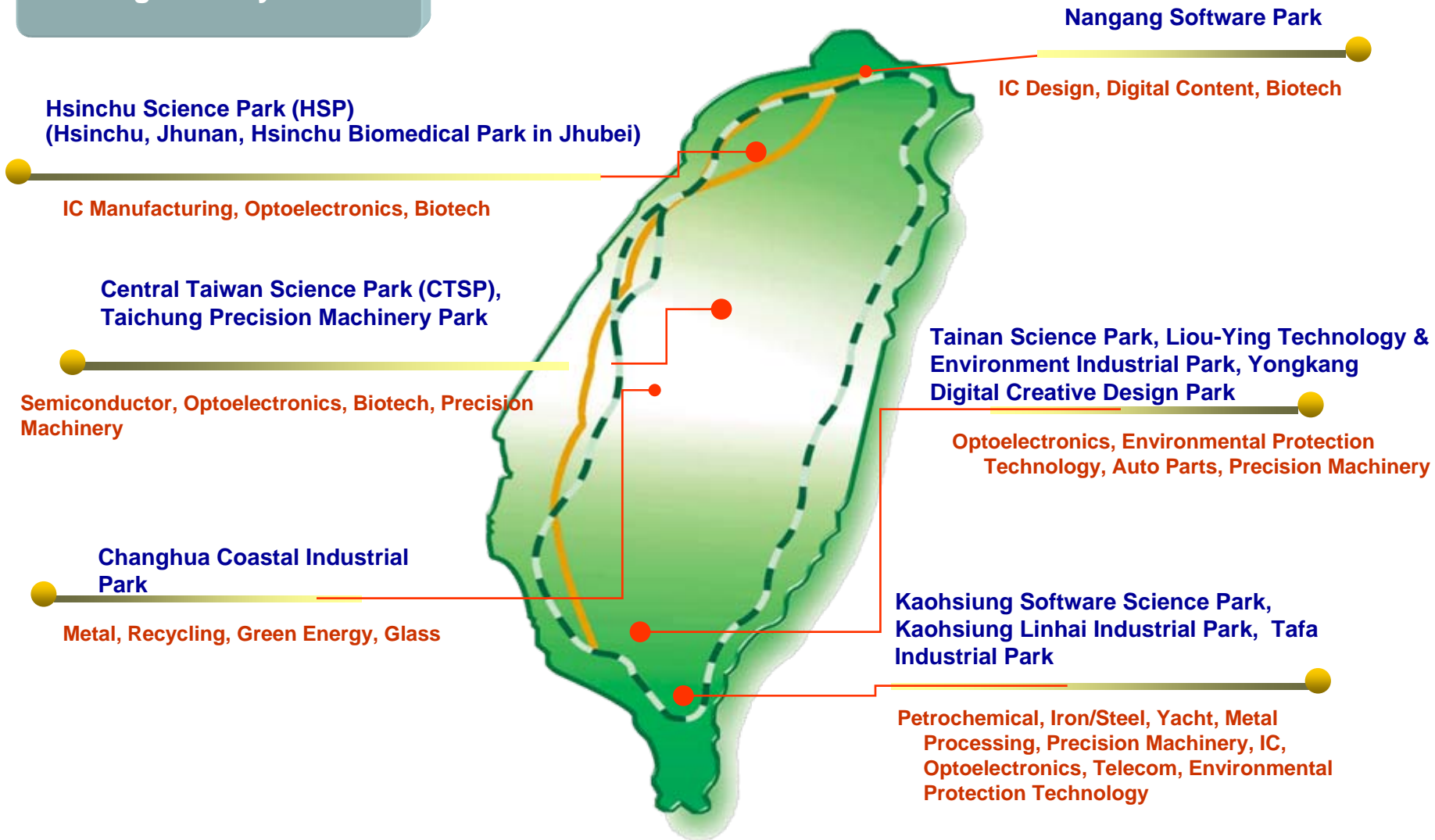
2001~2008 Taiwan's Global Ranking in State of Industry Cluster Index



Source: 2001-2005, 2007-2008, WEF, Global Competitiveness Report; 2005-2007, WEF, Global Information Technology Report

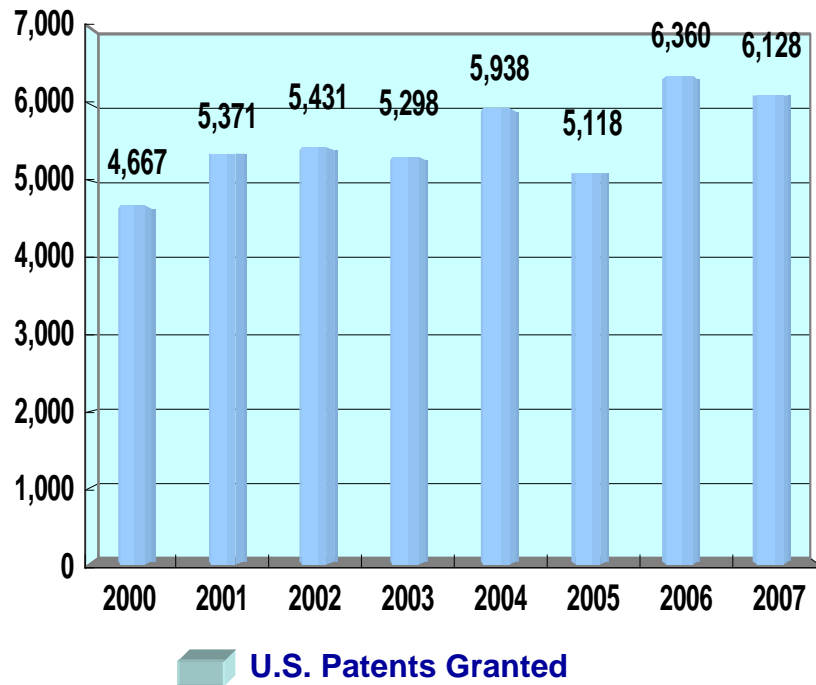
# 1. First in the Competitiveness of Industry Cluster Development

## Strong Industry Cluster

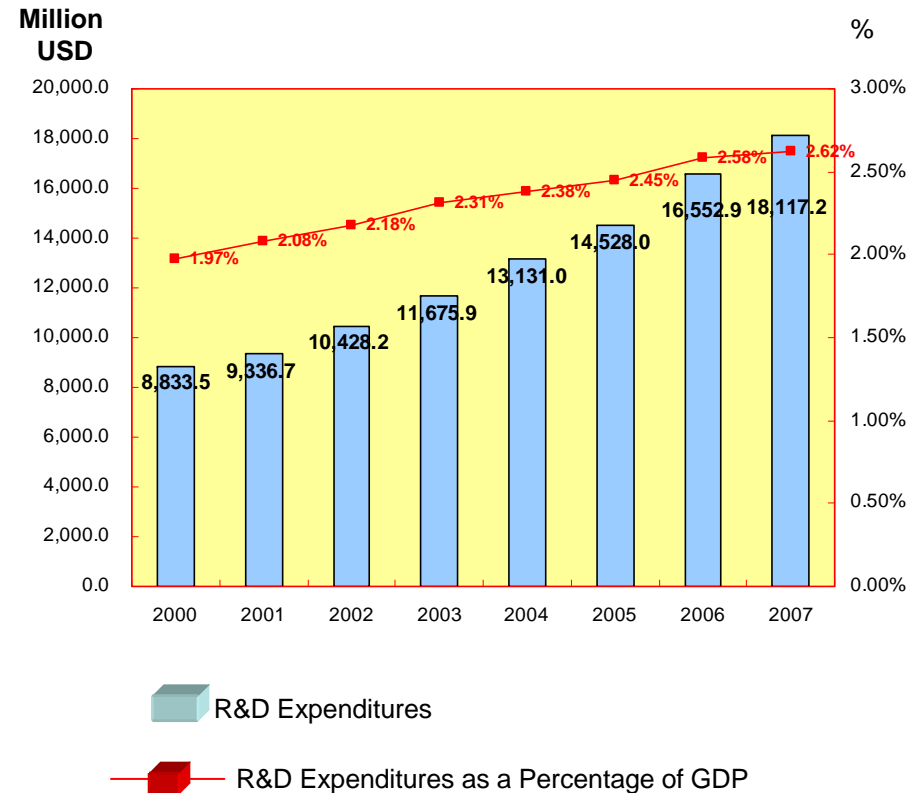


## 2. Capacity of Industries to Innovate

### (1) U.S. Patents Granted



### (2) R&D Growth



### 3. High Quality R&D and International Marketing Specialists

Comparison of the number of R&D personnel per 1,000 employees: 9.4 per 1,000 employees in Taiwan belong to R&D; 11.1 in Japan, 8.7 in Korea, 7.2 in Germany, 5.8 in the UK, and 1.6 in China

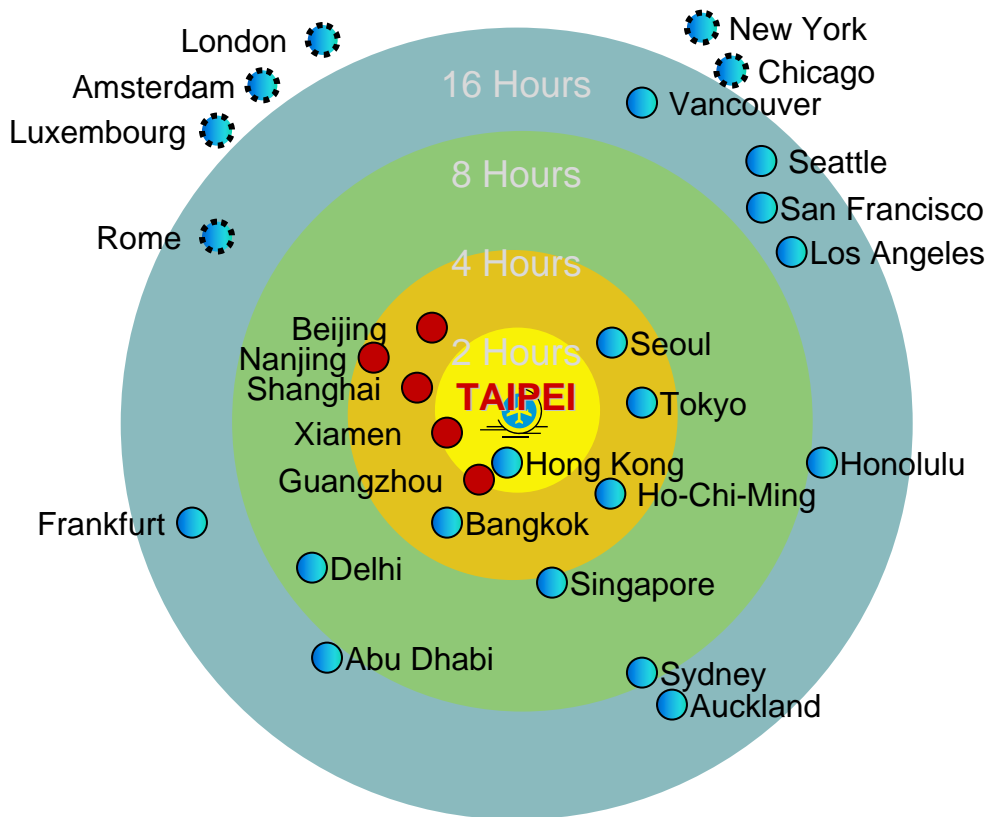
Taiwan's vast experience in world trade has created an environment with an international image, and its people with a global mindset

A wealth of managerial talents knowledgeable in finance and international trade

Well-educated people possessing multilingual skills especially in English, Japanese, and Chinese

# 4. Highly Efficient and Integrated Global Logistics System

Taiwan -- Situated in a strategic geographical location



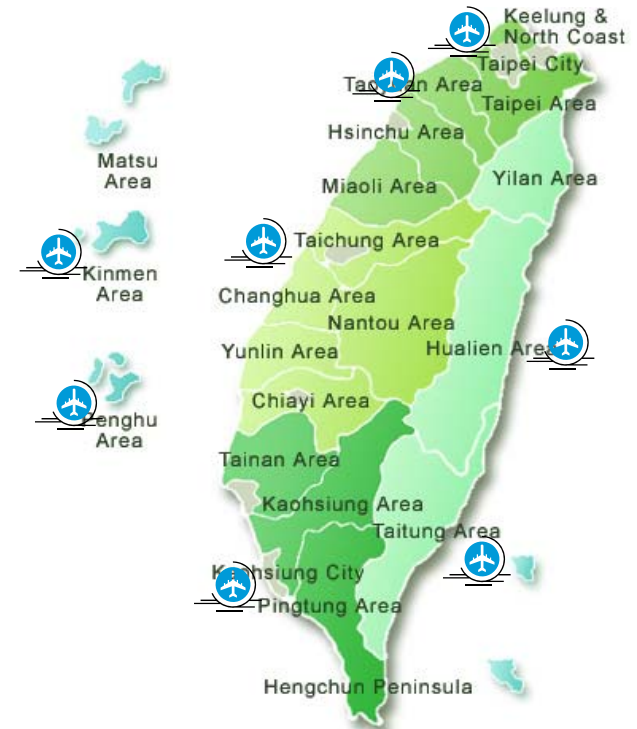
**International (Direct/Indirect Flights from Taipei)**

	Direct Flights		Indirect Flights		Int'l Airports
	Direct Flights between Taiwan & China (from July 2008)				

## 4. Highly Efficient and Integrated Global Logistics System

Weekly direct flights to 27 major cities in China

Beijing, Shanghai, Guangzhou, Xiamen, Nanjing, Chengdu, Chongqing, Hangzhou, Dalian, Guilin, Shenzhen, Wuhan, Fuzhou, Qingdao, Changsha, Haikou, Kunming, Xi'an, Tianjin, Zhengzhou, Haerbin, Guiyang, Nanchang, Hefei, Ningbo, Jinan, Shenyang



- Average flying time from Taoyuan International Airport to Shanghai is only 1.3 hours
- Taiwan's maritime navigation to China can save 16~27 hours, and cutting 15%~30% in cost
- Taiwan's close proximity to China can boost industry competitiveness and increase exports
- Taiwan can also serve as an ideal regional hub for global logistics
- Division of labor across the straits is now even more convenient and accessible

## 5. Free Capital Market

### 1. Stock Market

<b>Taiwan Stock Exchange</b>		(As of Dec. 2008)
<b>Listed Companies</b>	<b>718</b>	
<b>Market Capitalization</b>	<b>US\$191.18 Billion</b>	

<b>Over-the-Counter/Venture Capital</b>		(As of Dec. 2008)
<b>Listed Companies of OTC Market</b>	<b>539</b>	
<b>Listed Companies of OTC-Emerging Market</b>	<b>233</b>	
<b>Listed Venture Capital Companies</b>	<b>183</b>	

Sources: Taiwan Stock Exchange Corp., FSC, Executive Yuan, Taiwan Venture Capital Association, GRE Tai Security Market

## 2. Banks

<b>Statistics</b>		(As of Dec. 2008)
<b>Total No. of Domestic Banks/Branches</b>	<b>37 / 3,264</b>	
<b>Total No. of Foreign Banks/Branches</b>	<b>32 / 141</b>	
<i>Citibank, HSBC, DBS, Mizuho, JP Morgan Chase, Bangkok Bank, UBS AG, Bank of America, ABN AMRO, Standard Chartered, Deutsche Bank, BNP Paribas, EnTie Commercial Bank, Barclays, etc.</i>		
<b>Strategic Alliances of Major International Banks</b>		
<b>Foreign Banks</b>	<b>Domestic Banks</b>	
<b>Shinsei Bank</b>	<b>Jih Sun Financial Holding Co.</b>	
<b>Standard Chartered Bank</b>	<b>Hsinchu International Bank</b>	
<b>AIG</b>	<b>Taiwan Central Insurance</b>	
<b>HSBC</b>	<b>Far Eastern International Bank</b>	
<b>GE Consumer Finance</b>	<b>Cosmos Bank</b>	

# Inbound and Outbound Investments

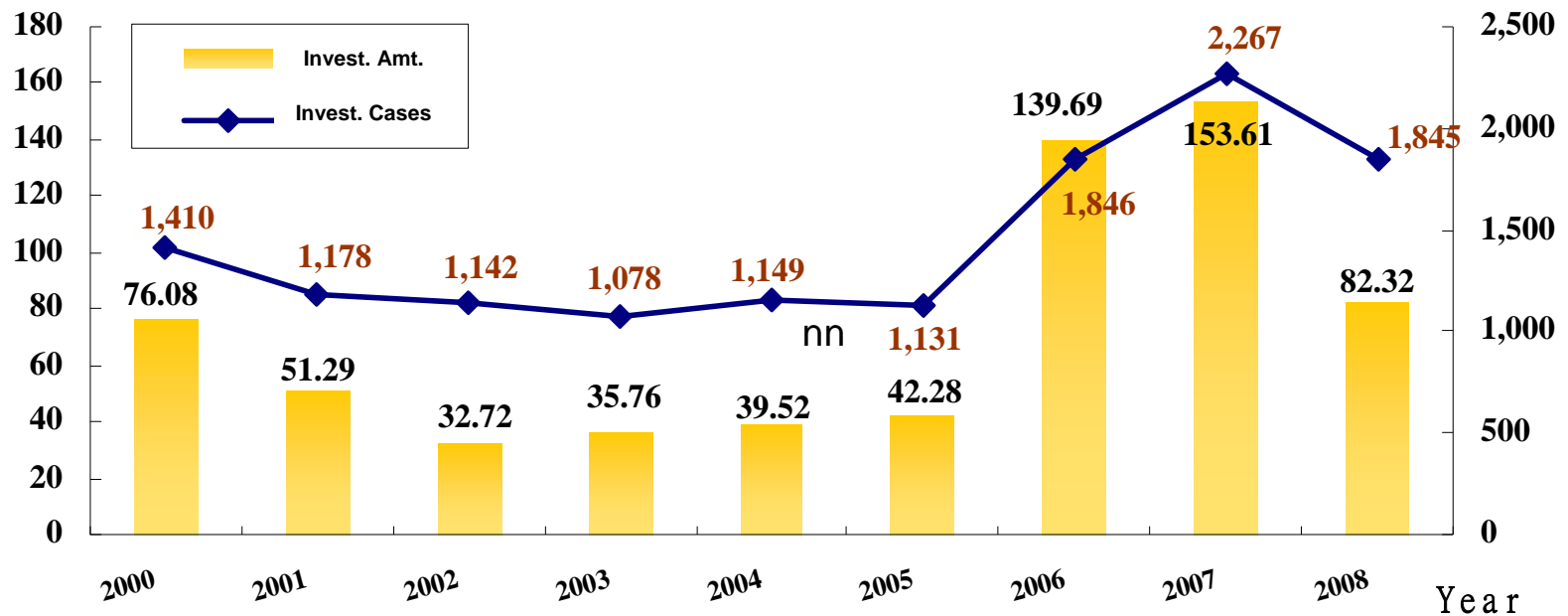
# Inbound Investments

## 1. Investment Trend of Inbound Investors

From 2006, the number of inbound investors in Taiwan increased; however, dropped to US\$8.23 billion in 2008 due to the global economic recession.

Investment Amount in Billion USD

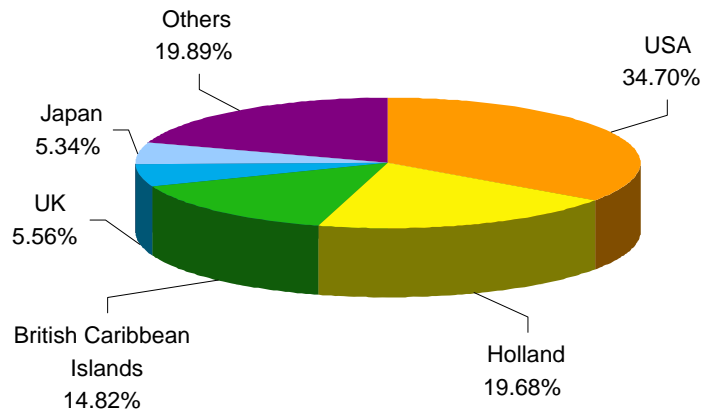
Investment Cases



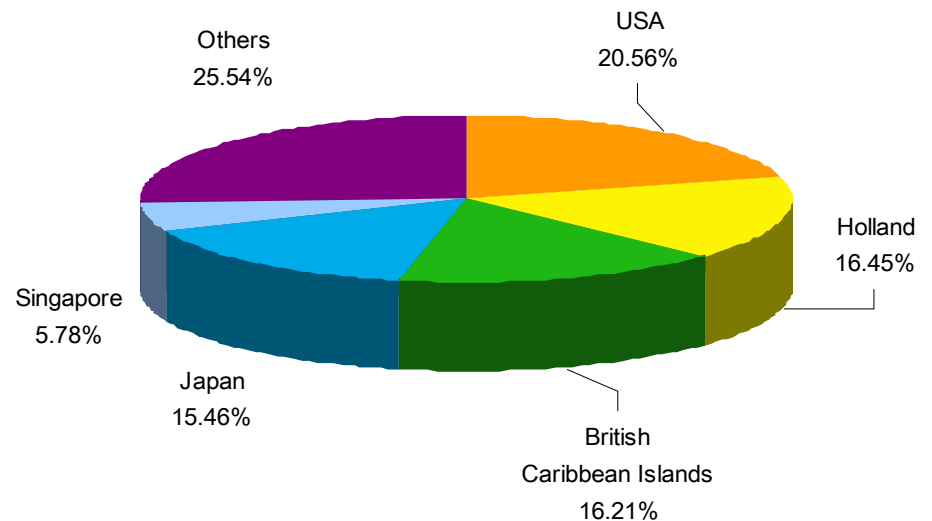
## 2. Major Overseas Investors by Country

From Jan 1952 to Dec 2008, the total number of investment cases generated from inbound investors reached 24,155 cases, amounting to US\$102.28 billion.

### Jan ~ Dec 2008



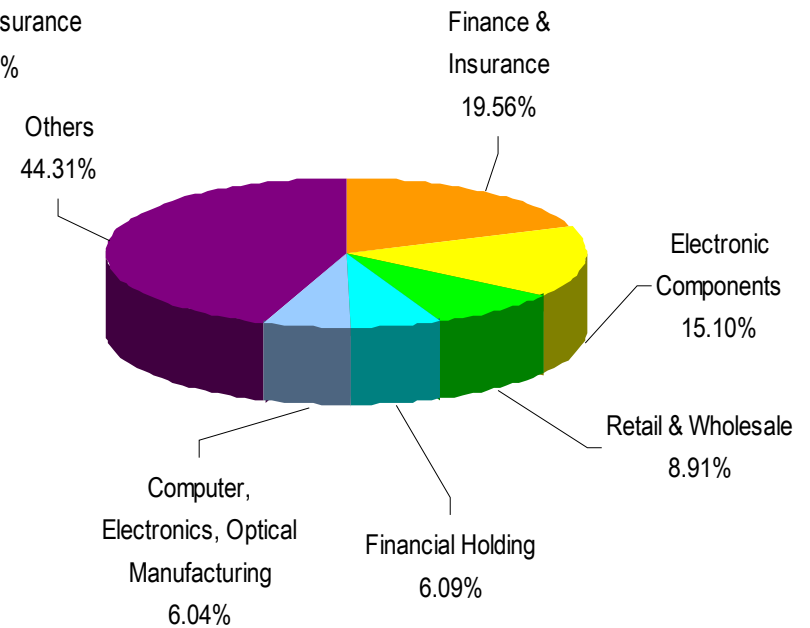
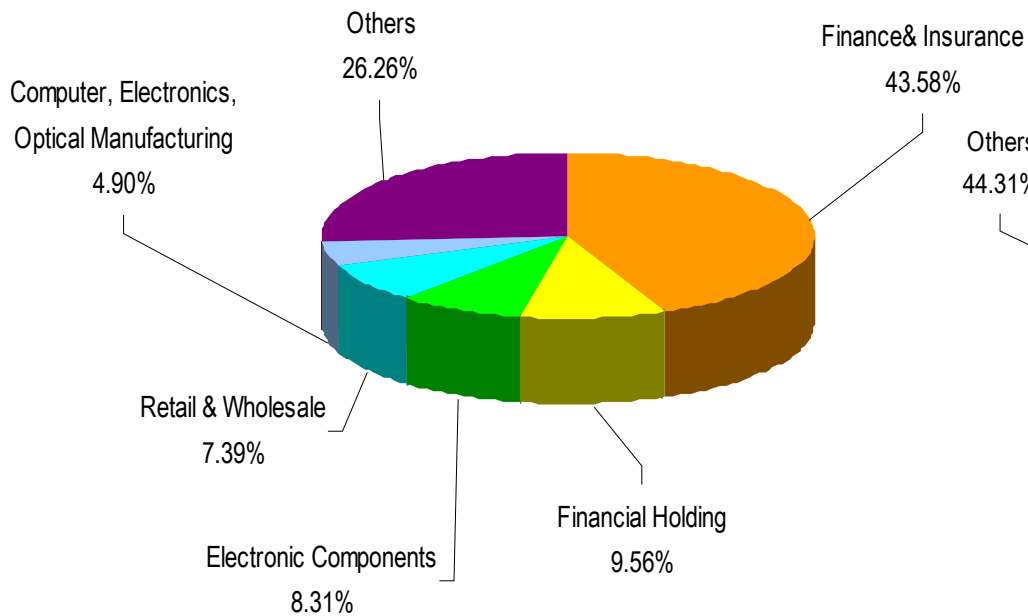
### Jan 1952 ~ Dec 2008



3. Major Industries Invested

Jan ~ Dec 2008

Jan 1952 ~ Dec 2008



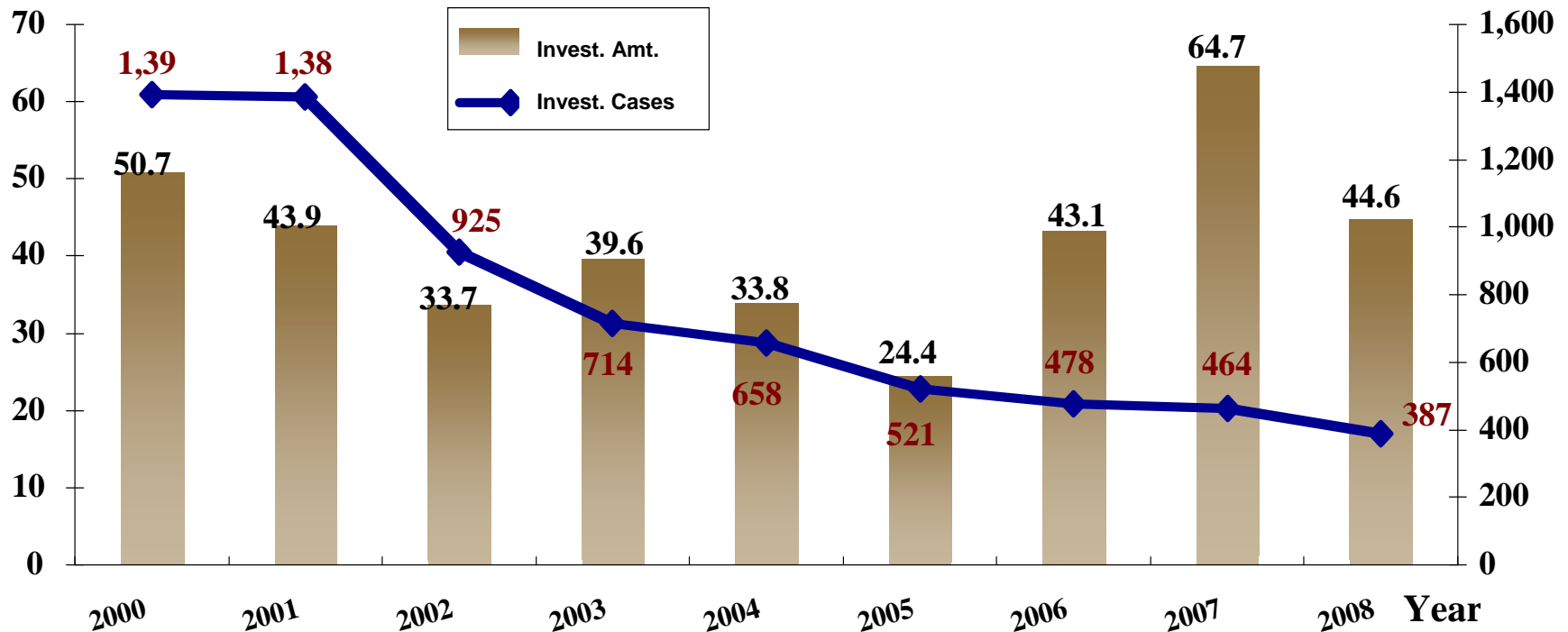
# Outbound Investments

## 1. Investment Trend of Outbound Investors

From 2000 to 2005, outbound investments declined; however, showed a gradual increase from 2006 onwards. The total amount of investments in 2007 reached US\$6.47 billion; however, fell back again in 2008 with an amount of US\$4.46 billion, a 30.97% decrease from 2007.

Investment Amount in Billion USD

Investment Cases

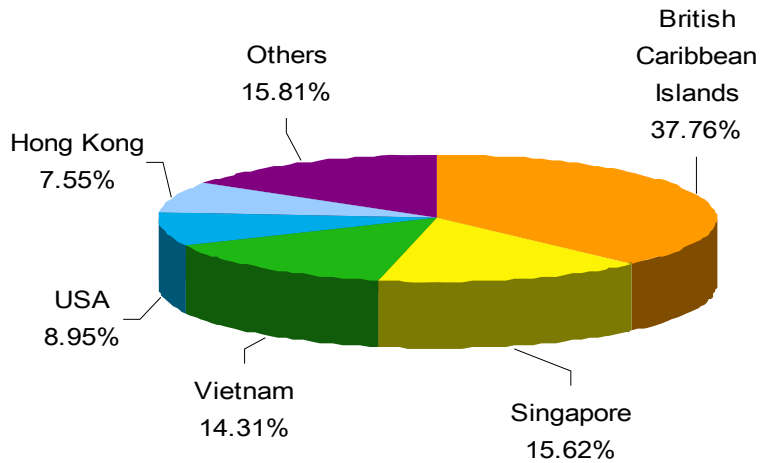


# Outbound Investments

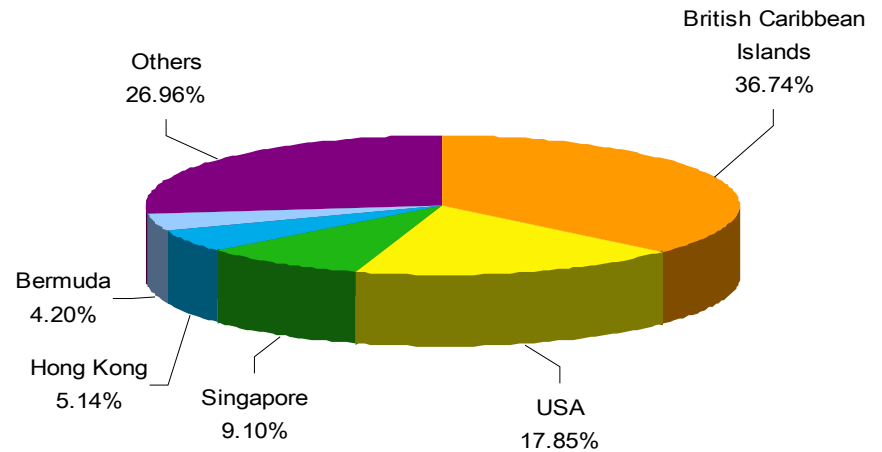
## 2. Major Invested Markets by Country

Based on statistics by DOIS, MOEA, from 1952 to December 2008, a total of 12,351 outbound investment cases had been generated, amounting to almost US\$59.768 billion.

**Jan ~ Dec 2008**



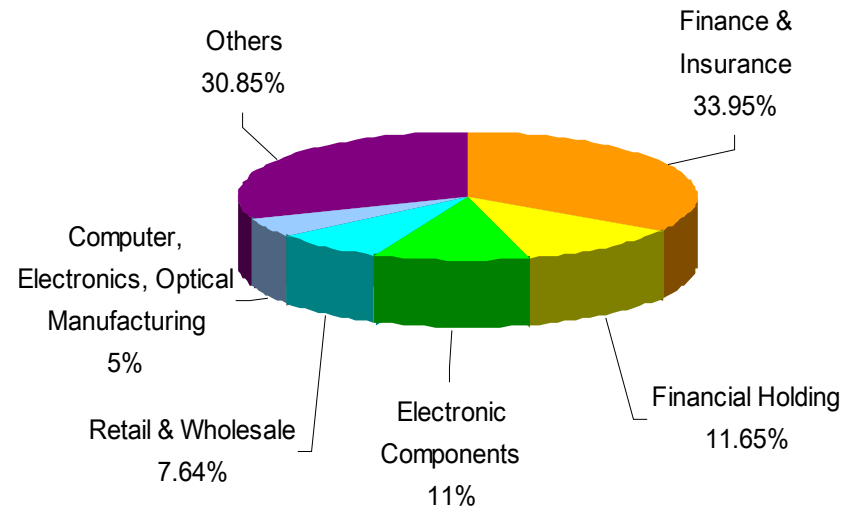
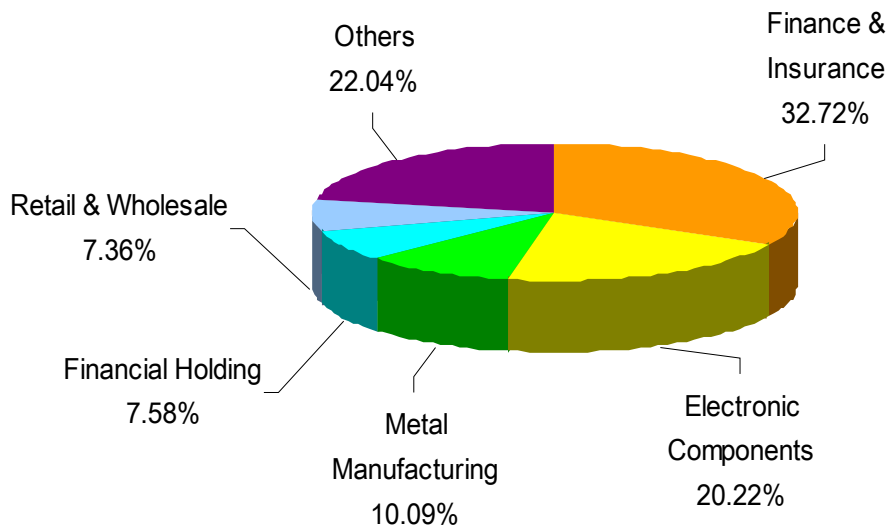
**Jan 1952 ~ Dec 2008**



3. Major Industries Invested

Jan ~ Dec 2008

Jan 1952 ~ Dec 2008

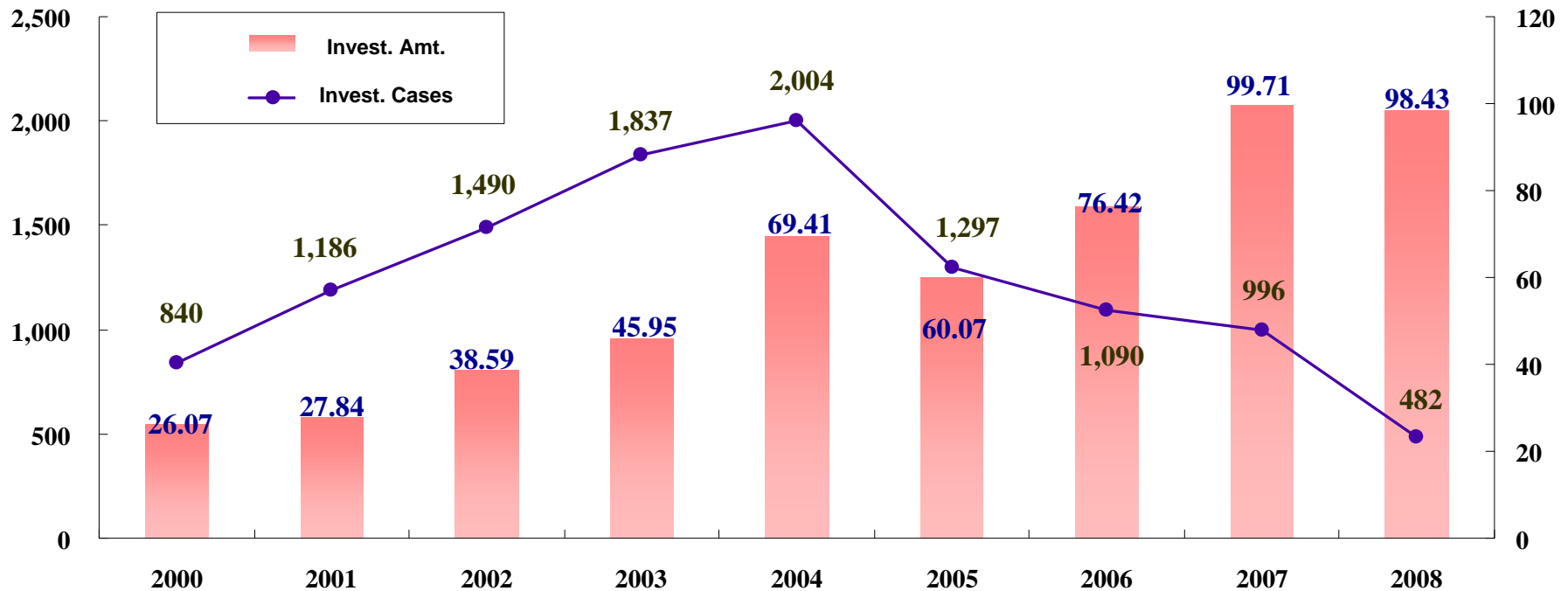


## 1. Investment Trend

From 2000 to 2004, Taiwanese investments in China showed a rapid increase but declined in 2005. However, in 2007, Taiwanese investments peaked amounting to US\$9.97 billion, but slightly decreased in 2008 with US\$9.84 billion, a minimal drop of 1%.

Investment Cases

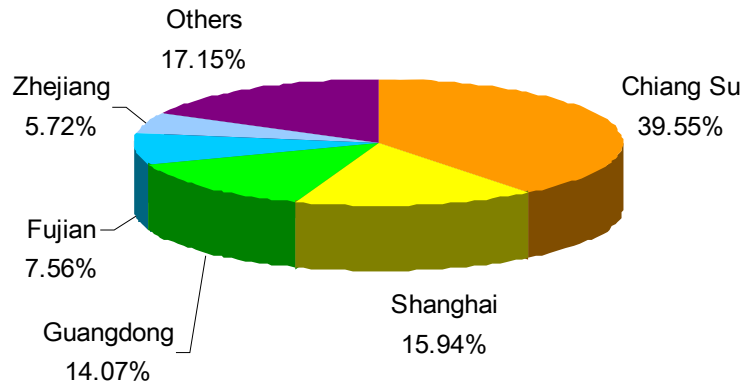
Investment Amount in Billion USD



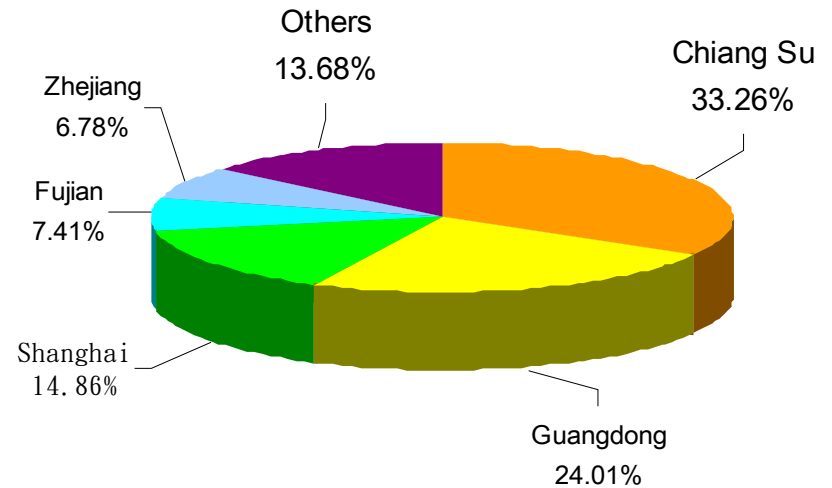
## 2. Outbound Investments to China by Region

A total of 37,181 investment cases had been generated by Taiwanese investors since January of 1952 until December of 2008, reaching an amount of US\$75.56 billion.

Jan ~ Dec 2008

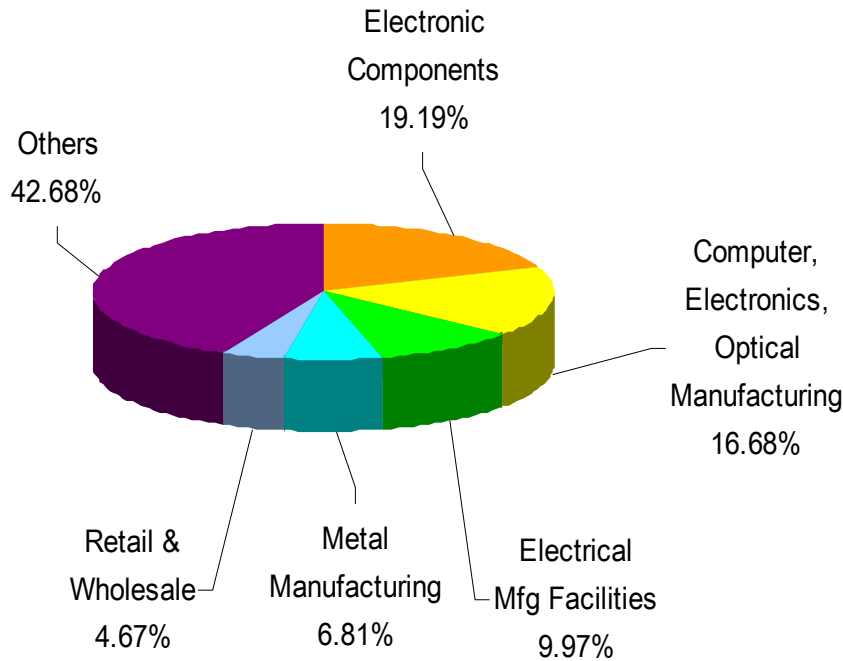


Jan 1952 ~ Dec 2008

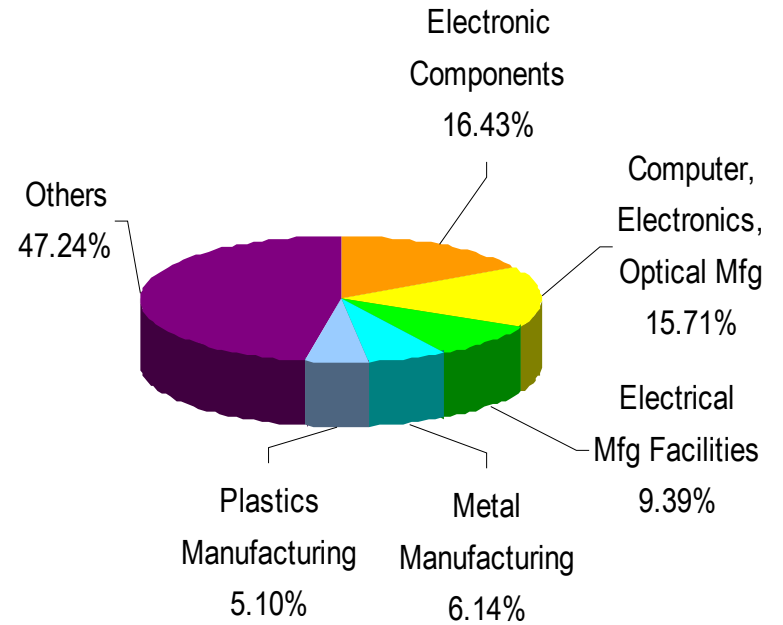


### 3. Major Industries Invested

Jan ~ Dec 2008



Jan 1952 ~ Dec 2008



# Foreign Direct Investments (FDI) in Taiwan

## Foreign Direct Investments (FDI) in Taiwan

- R&D Center: About 30 multinational corporations established 39 R&D centers on the island
- Global Logistics Center: About 13 multinational corporations established global logistics center in Taiwan

# **Investment Incentives and Benefits**

## Protection of Foreign Investors' Rights

- Ownership Rights
  - May have 100% ownership (excluding chartered types of businesses)
- Expropriation Rights
  - Foreign or overseas Chinese investors would not be expropriated in 20 years by the government if they hold 45% or more of the enterprises' equity
- Currency Exchange (remittance acceptable for items below)
  - Interest-bearing investments, profit or yield/earnings
  - Transfer approval, capital withdrawal or capital reduction, accreditation of investments
  - Capital gains

# Tax Incentives

## 1. Statutes for Upgrading Industries

- Effective up to Dec. 31, 2009
- Applicable Industries: Agricultural, Industrial, Service Industries
- Targets: Foreign enterprises established in Taiwan

### Emerging New Industries

5-year tax exemption for manufacturing and other technical service related industries

Tax exemption or investment tax credit to investors in specific industries defined as “emerging, important, and strategic”

Tax exemption or investment tax credit to investors in automation equipment and technology, recycling, pollution control equipment and technology, with 5%~20% minimum investment amount

Alternatives  
(Choose 1)

### Investment Tax Credits

10% increase on investment tax credit for purchase of energy sources, use of renewable energy sources; 15% increase on tax credit for equipment

Expenditure for the development of R&D and personnel training: 30% exemption for general industries, 35% for biotech; if expenditure is more than the previous year, the amount of business income tax credit is no more than 35%

## 2. Investment by Functions

### Incentives for Setting Up Regional Headquarters

Regional HQs that provide management services or the development of R&D to their foreign affiliates have the right to obtain royalty income and tax exemption from royalty income. Regional HQs that also invested on its affiliating companies are entitled to profit and tax exemption from profit gained.

### Setting Up R&D Centers in Taiwan

A foreign enterprise established according to Taiwan's corporate law, which has 30% in expenditure for R&D, is entitled to income tax exemption for the following 5 years.

A company that meets the requirements for "Emerging, Important, Strategic Industries" can apply for "5-Year Exemption or Investment Tax Credit", or "Investment Tax Credit for Shareholders"

### Global Logistics Center

Any foreign profit-seeking enterprise that has established a branch office in Taiwan, which engages in the business activities of international logistics and distribution of goods to domestic customers, can apply for exemption from corporate income taxes.

# Land Support

## 006688 Measures

- Extending and expanding the 006688 preferential land rental incentive to Dec. 31, 2009.

## 789 Program

- Incentives for the sale of land for the development of industrial areas based on market price of individual property, a 10%~30% discount is set, effective from Oct. 2008 up to Dec. 31, 2010.

- A company that meets the requirements for “Emerging, Important, Strategic Industries” can apply for “5-Year Exemption or Investment Tax Credit”, or “Investment Tax Credit for Shareholders”

## Releasing Taisugar Land

- Taisugar releases lands through rental/leasing agreements or surface rights for the development of industries; lease term guaranteed up to 50 years, effective up to Dec. 31, 2009.

# **New Government's Strategies of Economic Reform and Investment Opportunities**

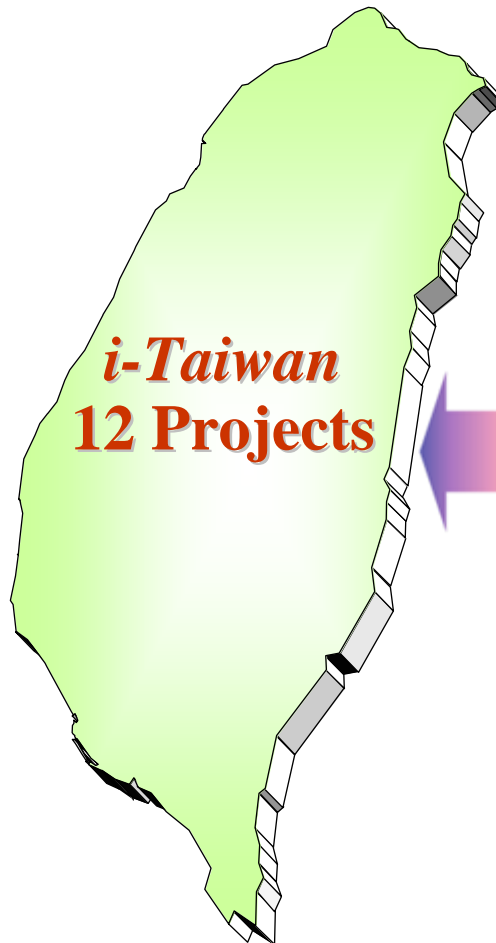
## New Government's Strategies of Economic Reform and Investment Opportunities

1. i-Taiwan 12 Projects
2. Six Emerging Industries
  - A. Biotechnology
  - B. Tourism
  - C. Green Energy
  - D. Healthcare
  - E. High-end Agriculture
  - F. Cultural and Creative Industries

# i-Taiwan 12 Projects

## 1. Goals

- 12 major public construction projects to regenerate Taiwan's economic miracle
- Estimated investment amount of NT\$4 trillion (about US\$12.5 billion) from 2008~2016



- **Transportation Network**
  - A fast and convenient islandwide transportation network
  - Kaohsiung Port-City Regeneration
  - Taoyuan International Air City
- **Industrial Development**
  - Central Region New High Tech Industrial Clusters Program
  - Intelligent Taiwan
  - Industrial Innovation Corridors
- **Urban and Rural Development**
  - Urban and Industrial Park Regeneration
  - Farm Village Regeneration
- **Environmental Protection**
  - Coastal Regeneration
  - Green Forestation
  - Flood Prevention and Water Management
  - Sewer Construction

2. Vision and Targets

Goals

- Expand domestic needs
- Improve investment environment
- Boost economic strength
- Upgrade quality of life

**Govt. investment:  
About US\$8.3 billion**

**Private investment:  
About US\$4.2 billion**

i-Taiwan 12 Projects	Total Budget Plan	2009 Budget
1. Convenient Islandwide	1.45 Billion	65.3 Billion
2. Kaohsiung Free Trade Zone & Eco-port	57.7 Billion	7 Billion
3. Taichung Asia-Pacific Sea/Air Logistics Hub	50 Billion	200 Million
4. Taoyuan Intl Air City	67 Billion	1.4 Billion
5. Intelligent Taiwan	225 Billion	24.2 Billion
6. Industrial Innovation Corridors	115 Billion	9.9 Billion
7. Urban & Industrial Zone Renewal	57 Billion	3.1 Billion
8. Farm Village Regeneration	150 Billion	2.3 Billion
9. Coastal Regeneration	20 Billion	3.1 Billion
10. Green Forestation	30 Billion	2.7 Billion
11. Flood Prevention & Water Management	186 Billion	37.9 Billion
12. Sewer Construction	240 Billion	13 Billion
<b>Total</b>	<b>2.65 Trillion</b>	<b>170.3 Billion*</b>

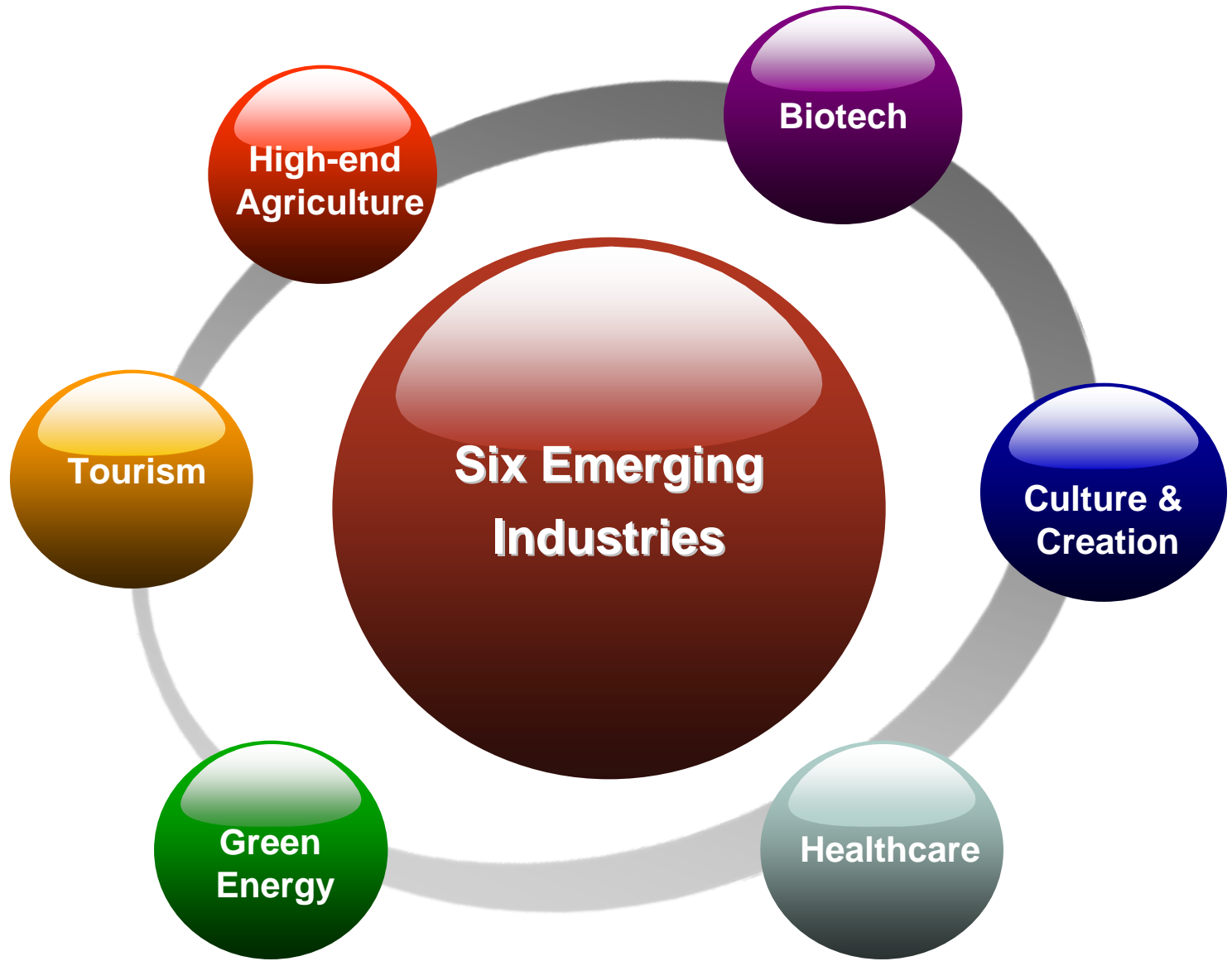
Additional NT\$200 million allocated to other govt. projects

### 3. Investment Opportunities

- On July 15, 2009, Taiwan officially becomes the 41st WTO GPA (Government Procurement Agreement) member
- Tremendous opportunities are available for foreign investors, including government procurement projects as well as public private participation of construction works
- Useful links relating to Taiwan's investment opportunities:
  - Public Construction Commission, Executive Yuan  
<http://www.pcc.gov.tw/pccap2/TMPLfronted/ChtIndex.do?site=002>
  - Promotion of Private Participation  
[http://ppp.pcc.gov.tw/pcc\\_site/](http://ppp.pcc.gov.tw/pcc_site/)
  - Agreement on Government Procurement (GPA)  
<http://www.pcc.gov.tw/pccap2/TMPLfronted/ChtIndex.do?site=002>



# Six Emerging Industries

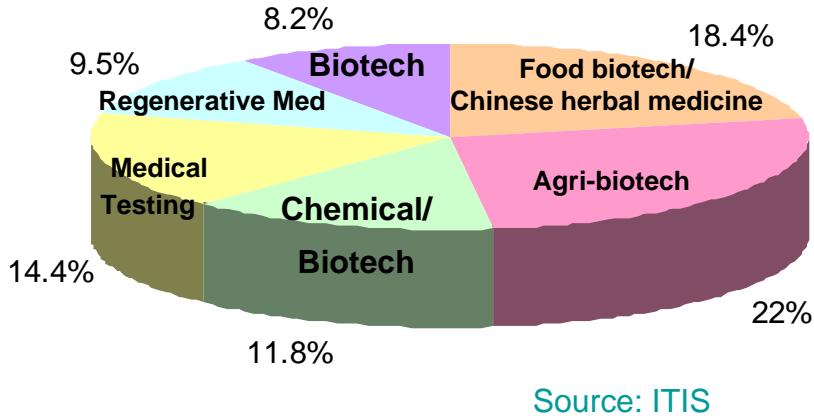


## Six Emerging Industries

### A. Biotechnology

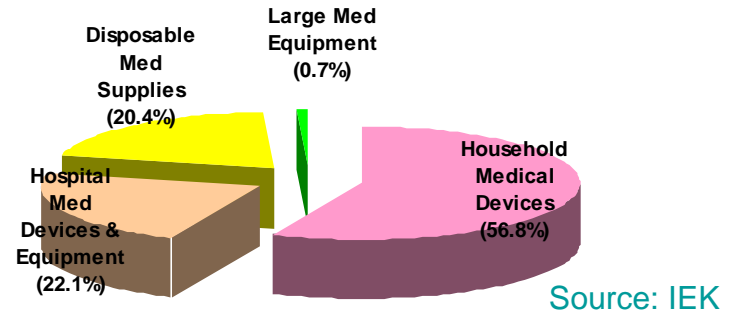
## Biotech Industry

In 2007, production value was NT\$22.6 billion; food biotech, Chinese herbal medicine and agricultural biotech comprised most firms.



## Medical Device

In 2007, production value was NT\$51.5 billion, with medical products for household use ranking first. Large medical equipment used by hospitals showed fairly low rate of only 0.73%. Taiwan holds only 1% of the global market share for medical devices.



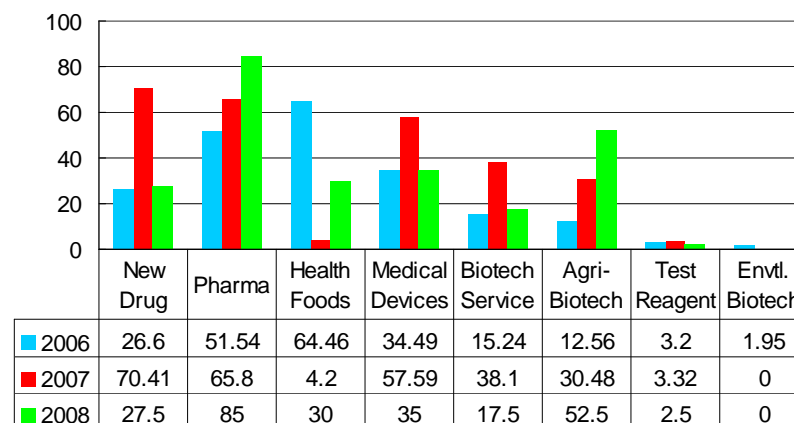
## Manufacturers

- 154 pharmaceutical companies successfully passed CGMP standard, producing drugs for the domestic market particularly in healthcare.
- 21 pharmaceutical companies in Taiwan have obtained GMP; the ratio of imports to exports of raw materials is 60:40; ScinoPharm, Yung Shin, Everlight Chemical, Yung Zip are among those that have obtained national approval for safe raw materials, product quality and technology.
- There are currently about 117 companies that have met GMP standard since September 2005.
- In 2007, the production value was at NT\$56.8 billion.

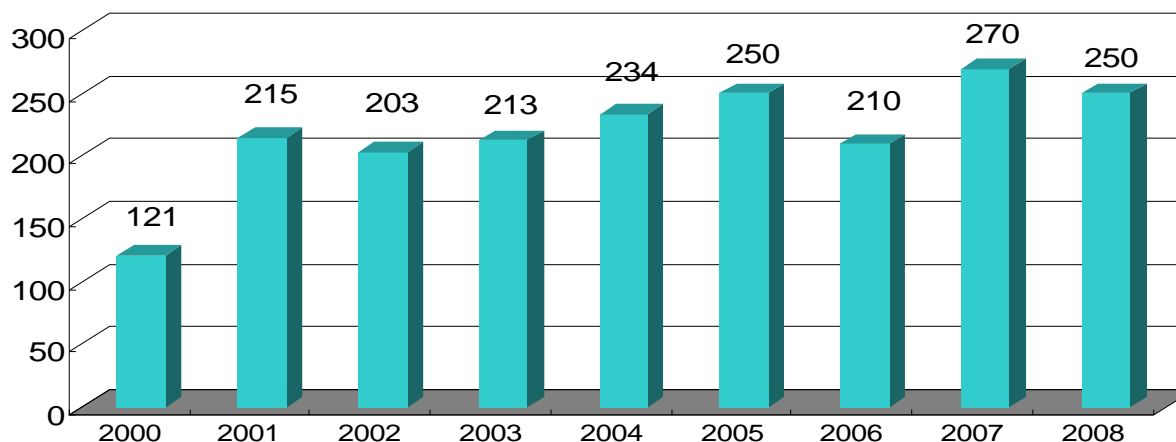
## Investments on Taiwan's Biotech

- Since a record breaking NT\$20 billion in investments was made in 2001, investments generated annually were over NT\$20 billion.
- Major areas of investment were pharmaceutical, medicines and the development of new drugs, medical devices, health food products.

In Hundred Million NT\$



In Hundred Million NT\$



## Developments and Strategies of Taiwan's Biotech Industry

- Established the Bio Taiwan Commission (BTC) to provide the latest developments, direction, strategies, recommendations, advices, and other useful information.
- Established 18 new clinical trial and research centers (12 centers for Chinese medicine, 4 were more distinguished clinical trial and research centers)
- Established the Center for Drug Evaluation (CDE). According to EU's EMEA and the US FDA's evaluation and assessment, Taiwan's CDE meets strict quality international standard and quality.
- 2000~2008: Total investments coming from the National Science & Technology Development Fund amounted to NT\$115.7 billion, occupying 20% of the total investment plan.
- The National Development Fund, Executive Yuan accumulated an investment amount of NT\$12.7 billion (including direct and indirect investments).
- In 2008, workforce increased to 163, with university graduate level/above amounting to 36,352, of which 10,413 held Master's and Ph.D. degrees.

## Status of Taiwan's Biotech Industry

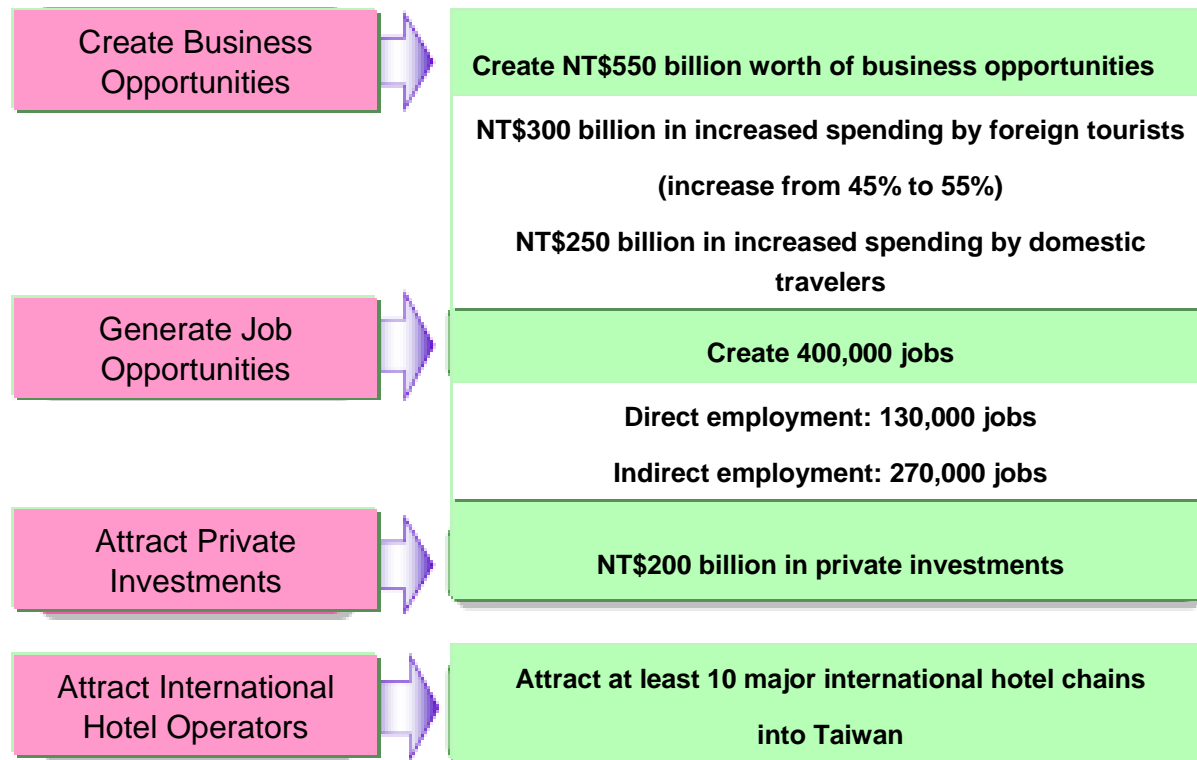
### Encouraging the Creation of New Value-Added Drugs and Development of High-End Medical Devices

- In June 2001, the regulations or standards set for biotech companies have become more flexible. Since then up till 2008, about 38 companies from the biotech/medical device industries have been listed or OTC traded.
- In 2008, the launch of the Biotechnology Takeoff Package was announced, and it consists of 4 major areas:
  - Strengthening the Industrial Value Chain & Pre-Clinical Development in the Commercialization Process
  - Establishment of Biotechnology Venture Capital Fund
  - Creation of Biotech Incubation Center
  - Formation of Taiwan Food & Drug Administration
- Companies such as AbGenomics, Panion & BF Biotech, and Medigen Biotech have gradually developed partnerships with multinational pharmaceutical corporations through close collaboration and alliance with them.
- ApexBio, Bioptik Technology, Health & Life Co., and others hold an important position in the global market for blood glucose meters.

## B. Tourism

# Goals

- 2009: To attract 4 million tourists to Taiwan
- 2012: To generate NT\$100 billion in revenue, create 400,000 jobs, attract NT\$200 billion in private investments, bring in at least 10 major international hotel chains into Taiwan



## Action Programs

### Best of Taiwan

- International Scenic Spots
- Flagship  
“Best of Taiwan Action Program”  
“Foundation Building Action Program”  
“Value Enhancement Plan”

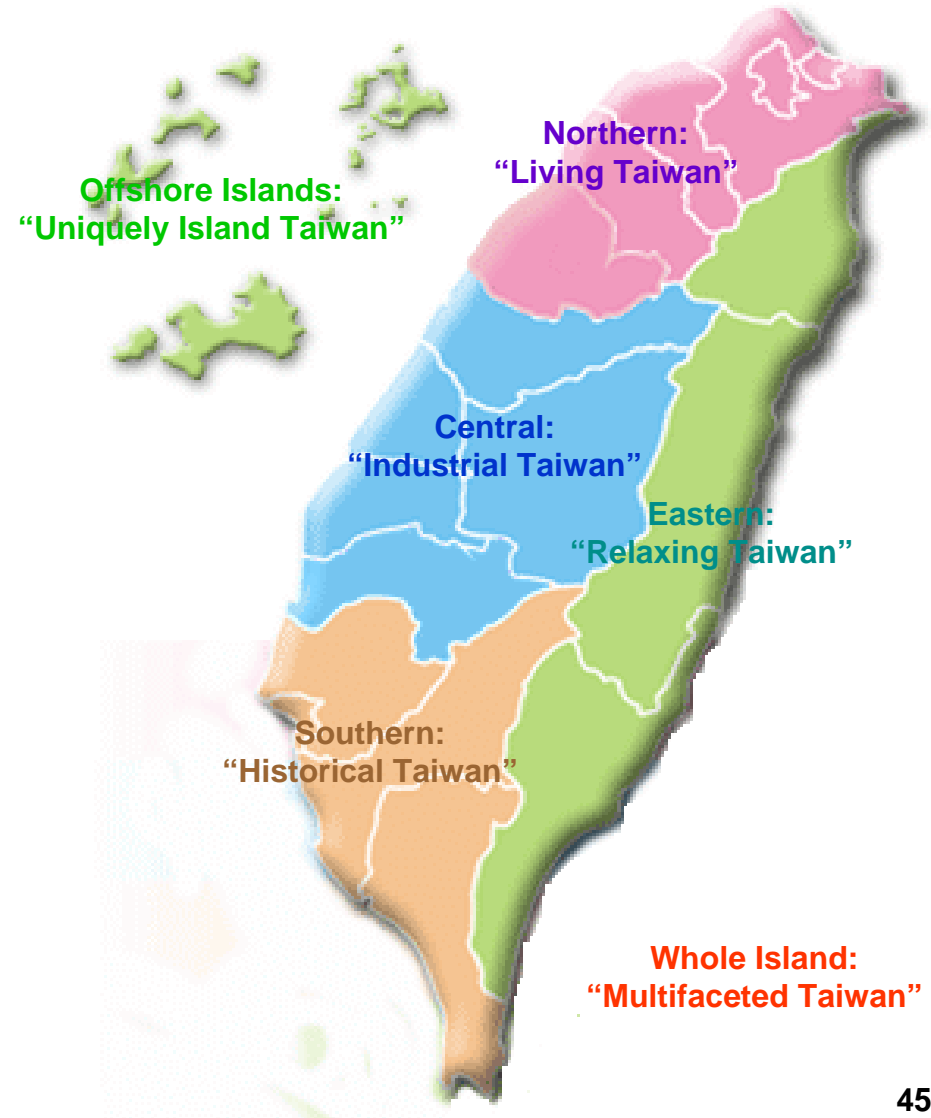
### Foundation Building

- Industry Restructuring
- Cultivating Elites

### Value Enhancement

- Market Development
- Quality Enhancement
- Hotel Evaluation
- Non-government Certification Program

## Regional Development



## Statistics of Foreign Arrivals in Taiwan & Forecast

Unit: 1,000 people

Country/Region	2008	2009	2010	2011	2012
Japan	<b>1,087</b>	<b>1,090</b>	<b>1,100</b>	<b>1,200</b>	<b>1,260</b>
Korea	<b>252</b>	<b>220</b>	<b>240</b>	<b>270</b>	<b>290</b>
China	<b>329</b>	<b>700</b>	<b>1,000</b>	<b>1,200</b>	<b>1,500</b>
HKG/Singapore/ Malaysia	<b>980</b>	<b>980</b>	<b>1,020</b>	<b>1,100</b>	<b>1,180</b>
Europe/US/New Zealand/Australia	<b>655</b>	<b>610</b>	<b>640</b>	<b>690</b>	<b>720</b>
Others	<b>542</b>	<b>500</b>	<b>500</b>	<b>540</b>	<b>550</b>
<b>Total</b>	<b>3,845</b>	<b>4,100</b>	<b>4,500</b>	<b>5,000</b>	<b>5,500</b>

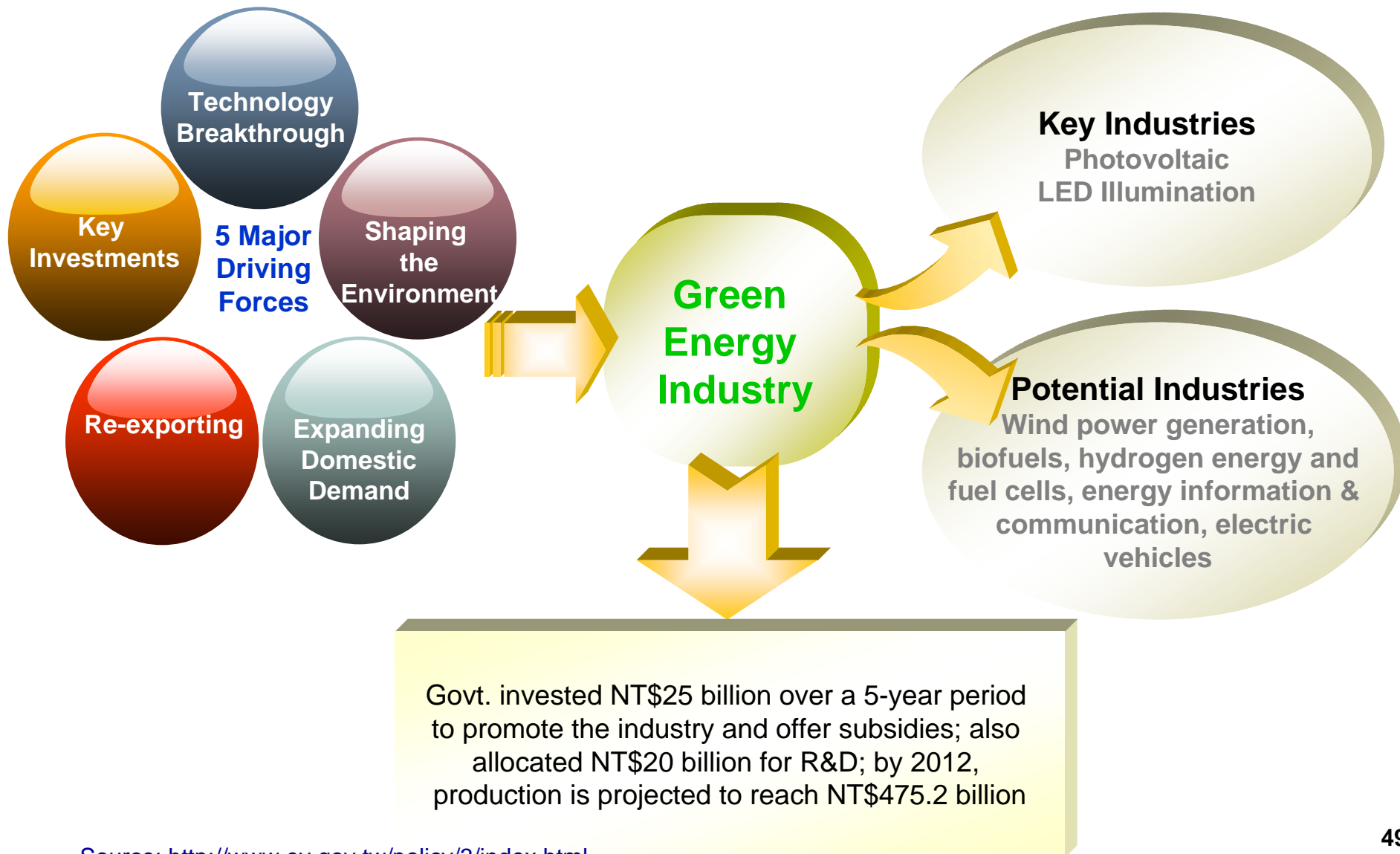
# Funding Plan

**Source: Tourism Development Fund (60% to come from airport service fees and budget allocation from the National Treasury)**

Action Programs	2009	2010	2011	2012	Total
<b>A. Best of Taiwan Action Program</b>	<b>7.0</b>	<b>60.0</b>	<b>60.0</b>	<b>60.0</b>	<b>187.0</b>
1. Manage Flagship	6.0	54.0	54.0	54.0	168.0
2. International Scenic Spots	1.0	6.0	6.0	6.0	19.0
<b>B. Foundation Building Action Program</b>	<b>3.0</b>	<b>5.0</b>	<b>6.0</b>	<b>6.0</b>	<b>20.0</b>
1. Industry Restructure	2.8	4.0	5.0	5.0	16.8
2. Develop Elites	0.2	1.0	1.0	1.0	3.2
<b>C. Value Enhancement (Tourism Value Added)</b>	<b>20.0</b>	<b>25.0</b>	<b>24.0</b>	<b>24.0</b>	<b>93.0</b>
1. Market Development	16.0	20.0	20.0	20.0	76.0
2. Quality Enhancement	4.0	5.0	4.0	4.0	17.0
<b>Total</b>	<b>30.0</b>	<b>90.0</b>	<b>90.0</b>	<b>90.0</b>	<b>300.0</b>

# C. Green Energy

## The Take-Off Program for the Green Energy Industry



## Vision and Developments of the Photovoltaic Industry

The world's 10 largest solar cell makers (by revenue):

2008 Rank	Names of Enterprises
1	Q-Cells (Germany)
2	First Solar (US)
3	Suntech (China)
4	Sharp (Japan)
5	JA Solar (China)
6	Kyocera (Japan)
7	Yingli (China)
8	Motech (Taiwan)
9	SunPower (US)
10	Sanyo (Japan)

Total Production (Billion NT\$)

4500

2300

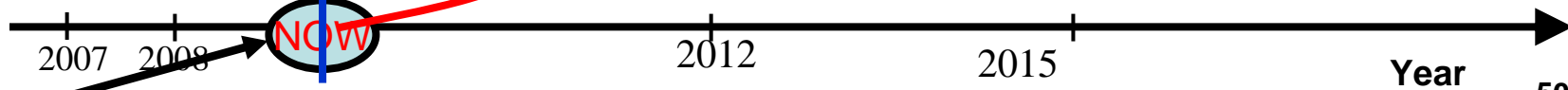
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### Market Position

- Up-stream: 7 silicone wafer makers
- Mid-stream: 45 battery module makers
- Down-stream: 29 makers in application system
- Production value in 2008 was NT\$101.1 billion
- Solar cell production is 4<sup>th</sup> biggest in the world, of which Taiwan's "Motech" is the 8<sup>th</sup> largest producer in the world
- Solar cells comprise 98% of exports, with Europe as the major market

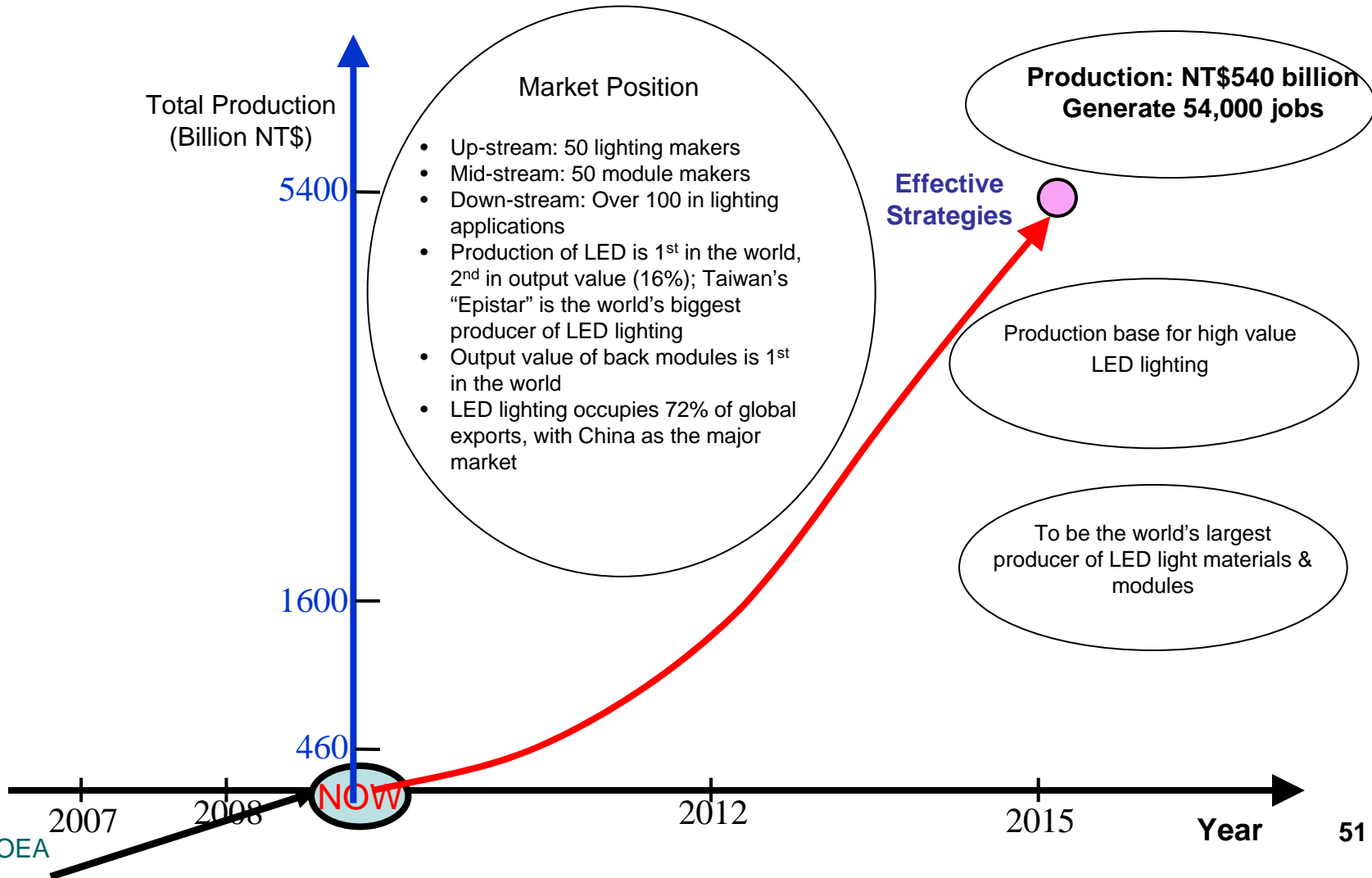
Effective Strategies

- Production: NT\$450 billion  
Generate 45,000 jobs
- To make Taiwan one of the world's top 3 producers of solar energy batteries
- Establish a cluster and/or global hub for PVs
- To hold a strategic or key position in global PV technology

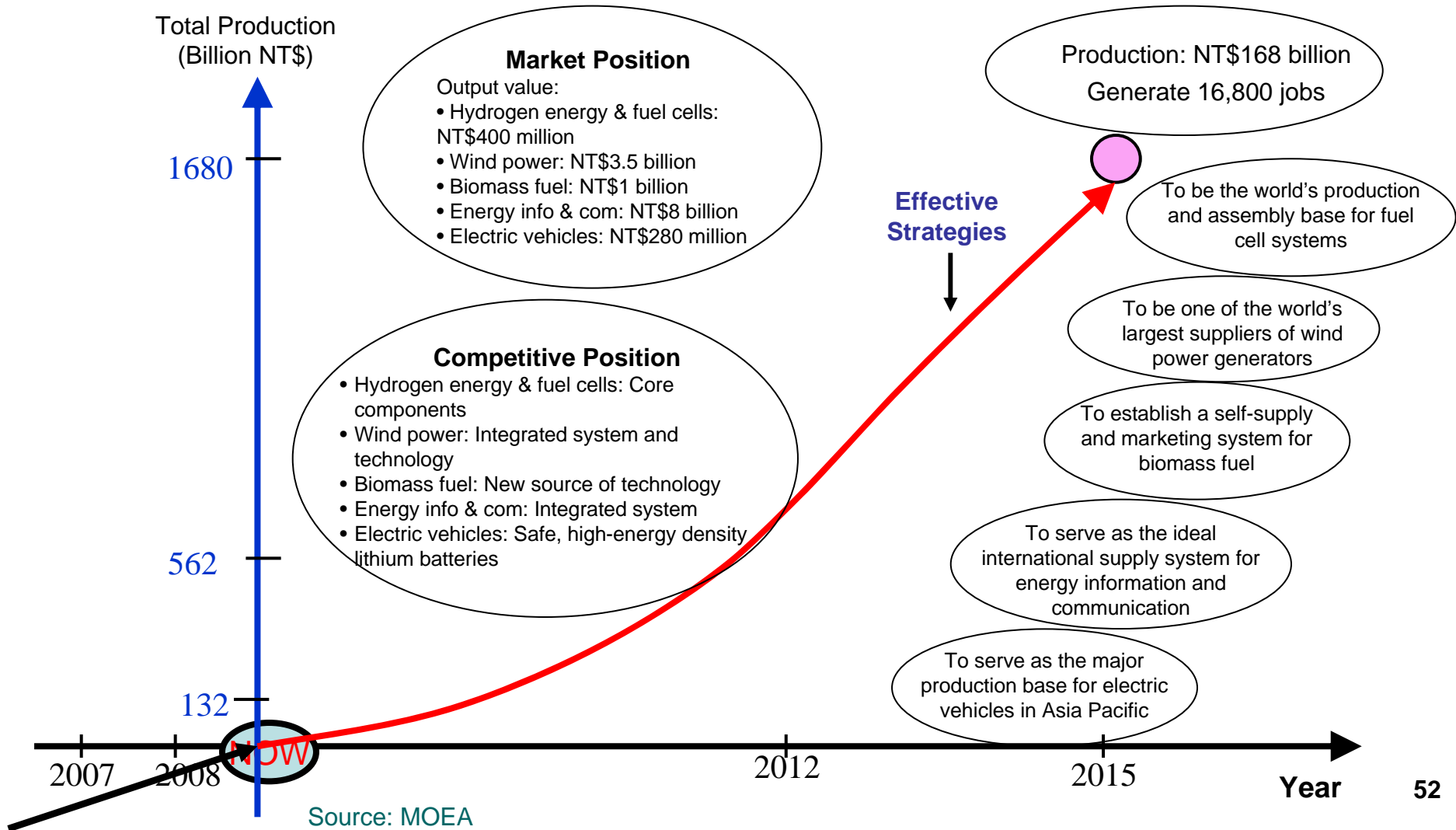


Source: PV News, Photon International, IEK (2009/04)

# Vision and Developments of LED Lighting and Optoelectronics

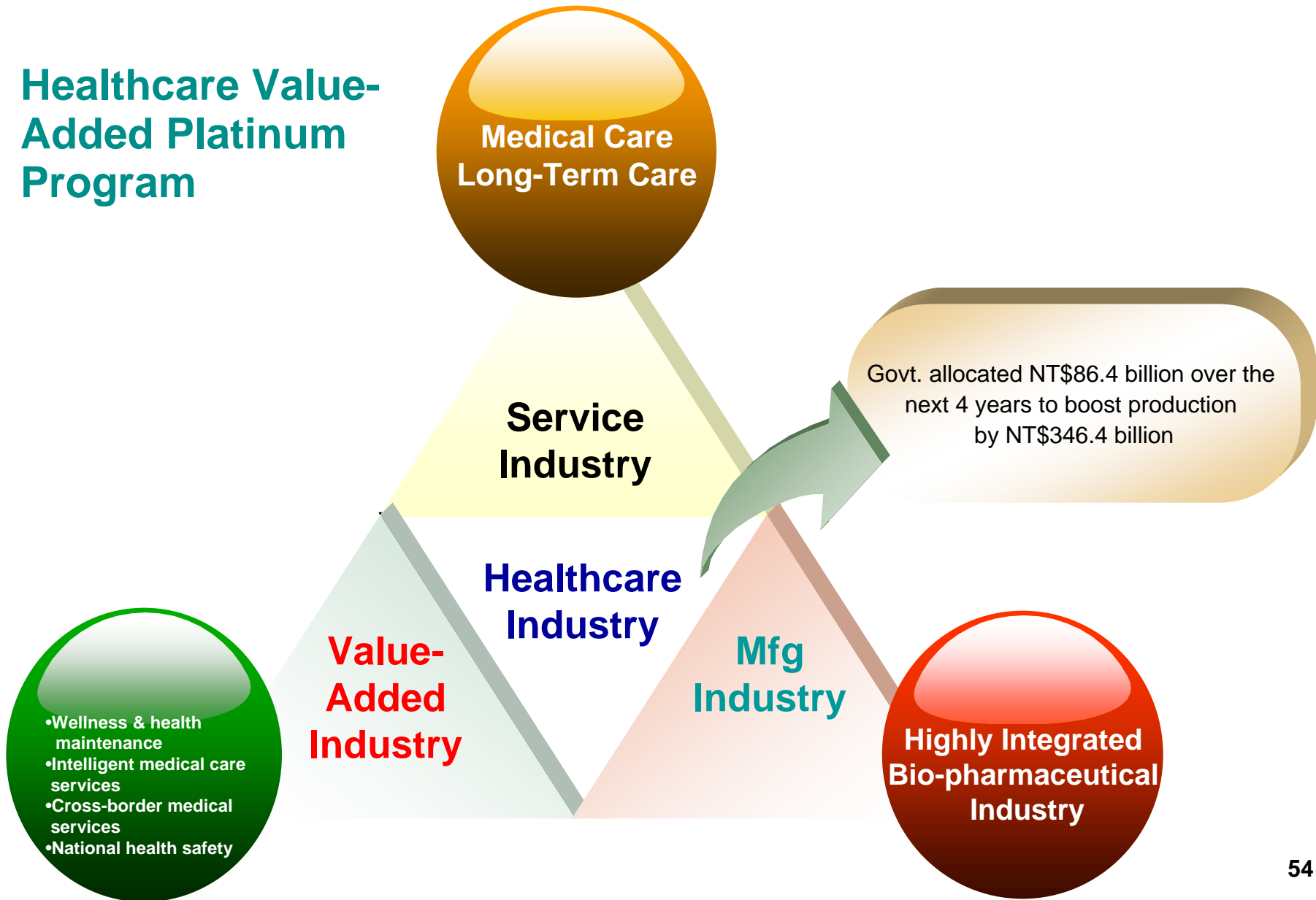


## Vision and Developments of Wind Power Industry



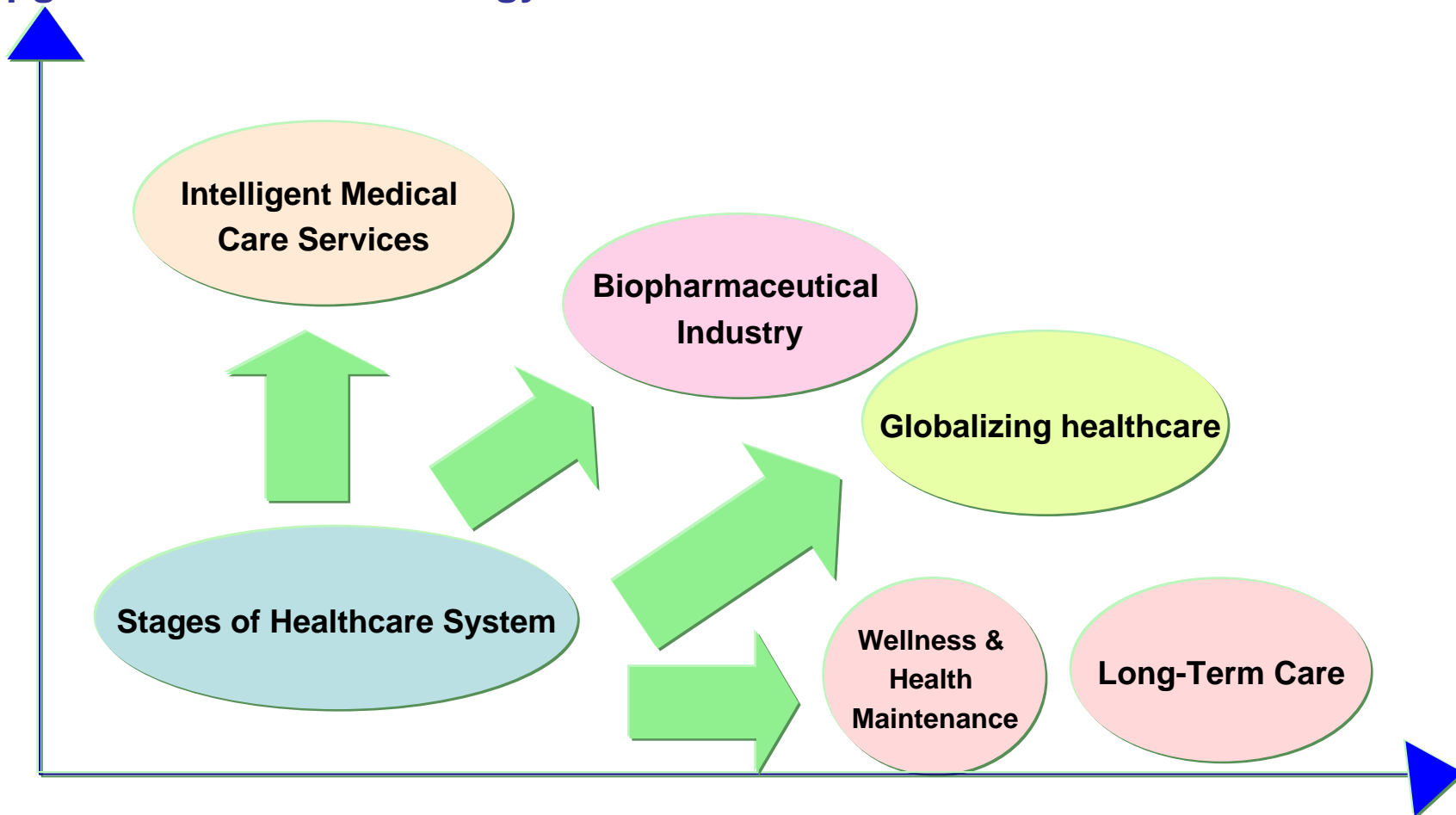
# D. Healthcare

# Healthcare Value-Added Platinum Program



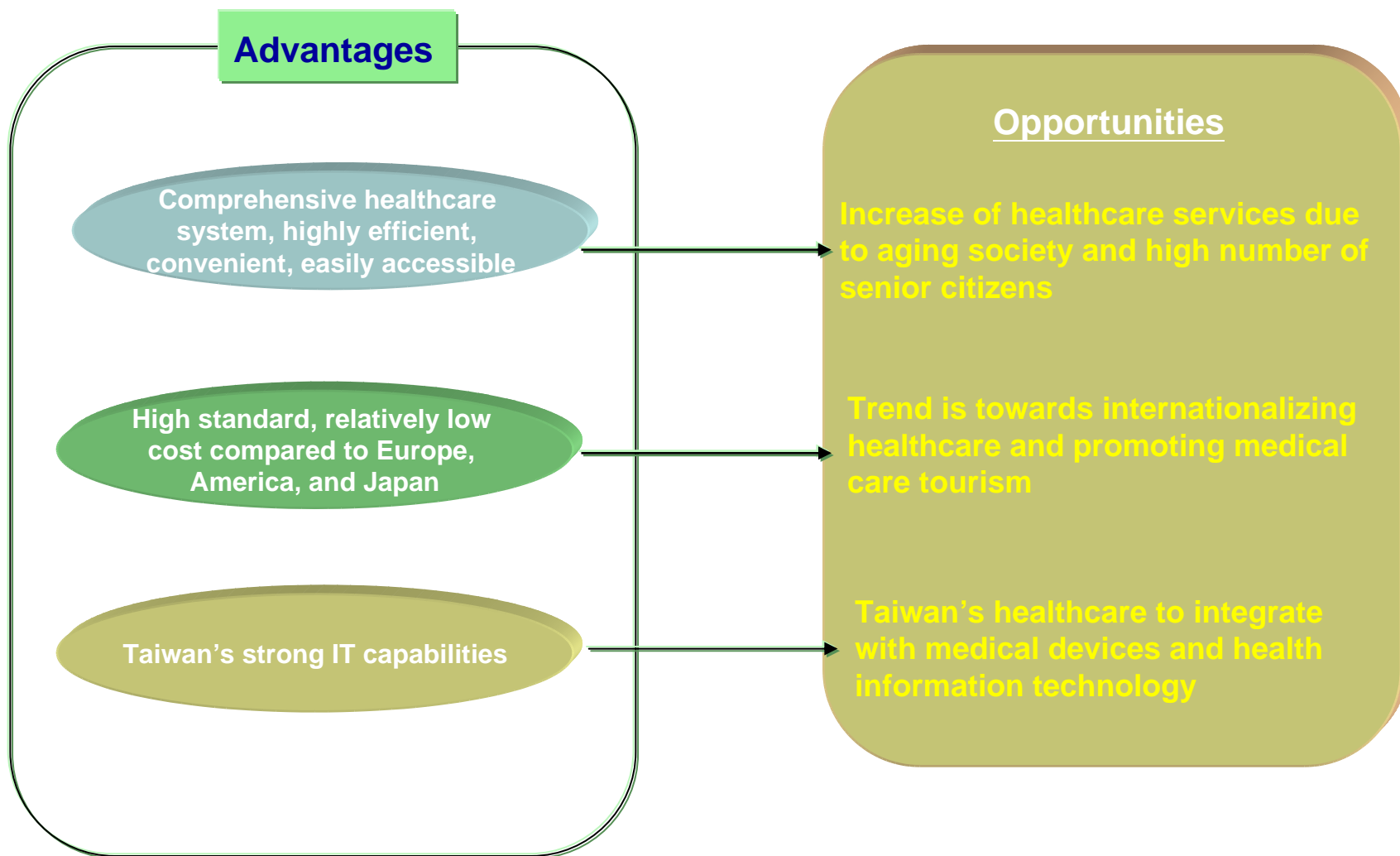
# Range of Healthcare Services

The Upgrade of Core Technology

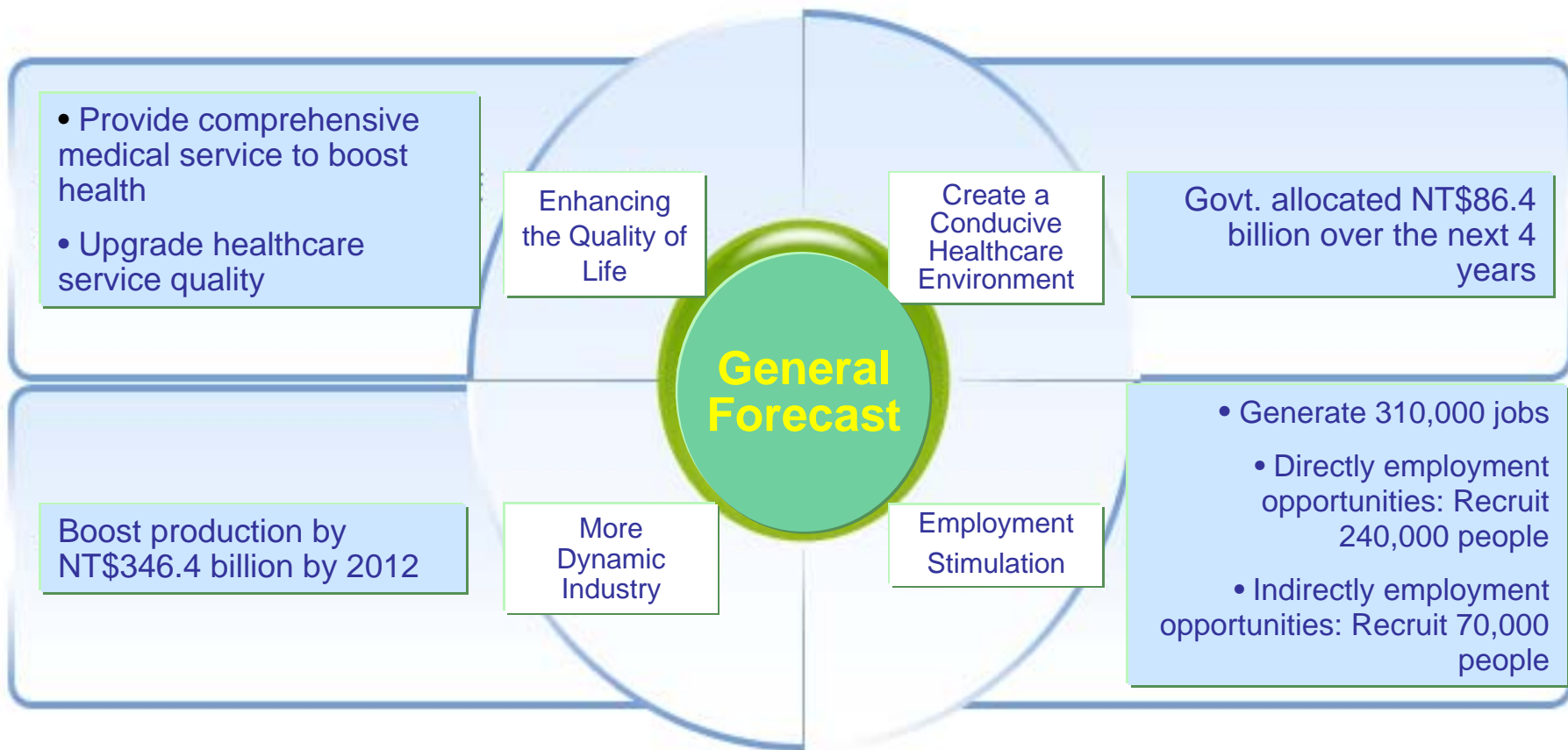


The Expansion of Industrial Map

## Advantages and Opportunities



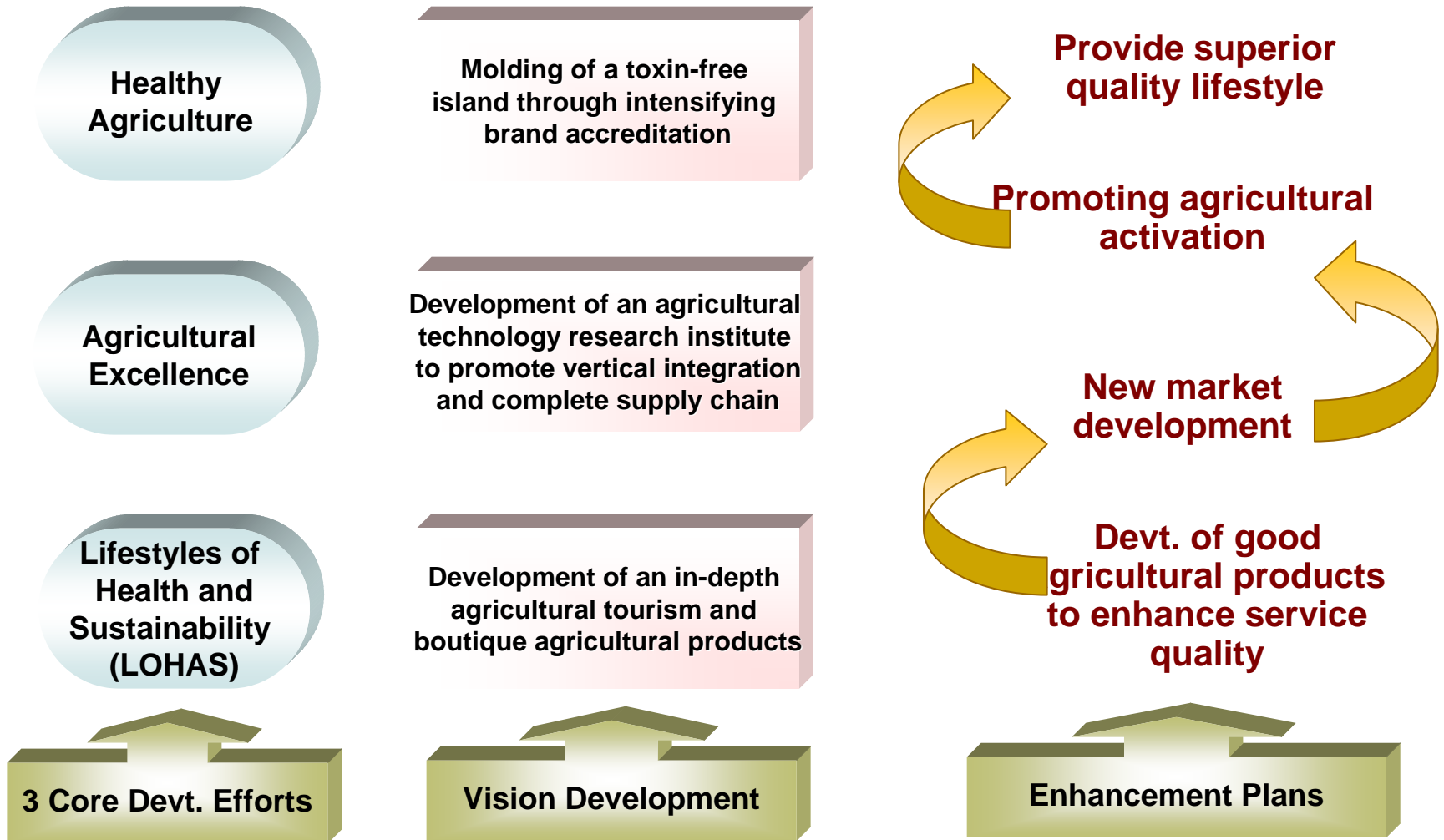
## Expected Results



## E. High-end Agriculture

# High-End Agriculture and Health Excellence Program

Investment of NT\$24.2 billion over a period of 4 years up to 2012, boosting a production value of up to NT\$158.9 billion.



## Government Investments

In Billion NTD

Year Industry	2009	2010	2011	2012	Total
* Healthy Agriculture	3.62	3.75	3.89	3.35	14.61
Agricultural Excellence	16.29	16.30	18.31	17.43	68.33
LOHAS	27.15	45.37	45.64	40.92	159.08
Total	47.06	65.42	67.84	61.70	242.02

\* Healthy Agriculture is used mainly for system development and product sales management.

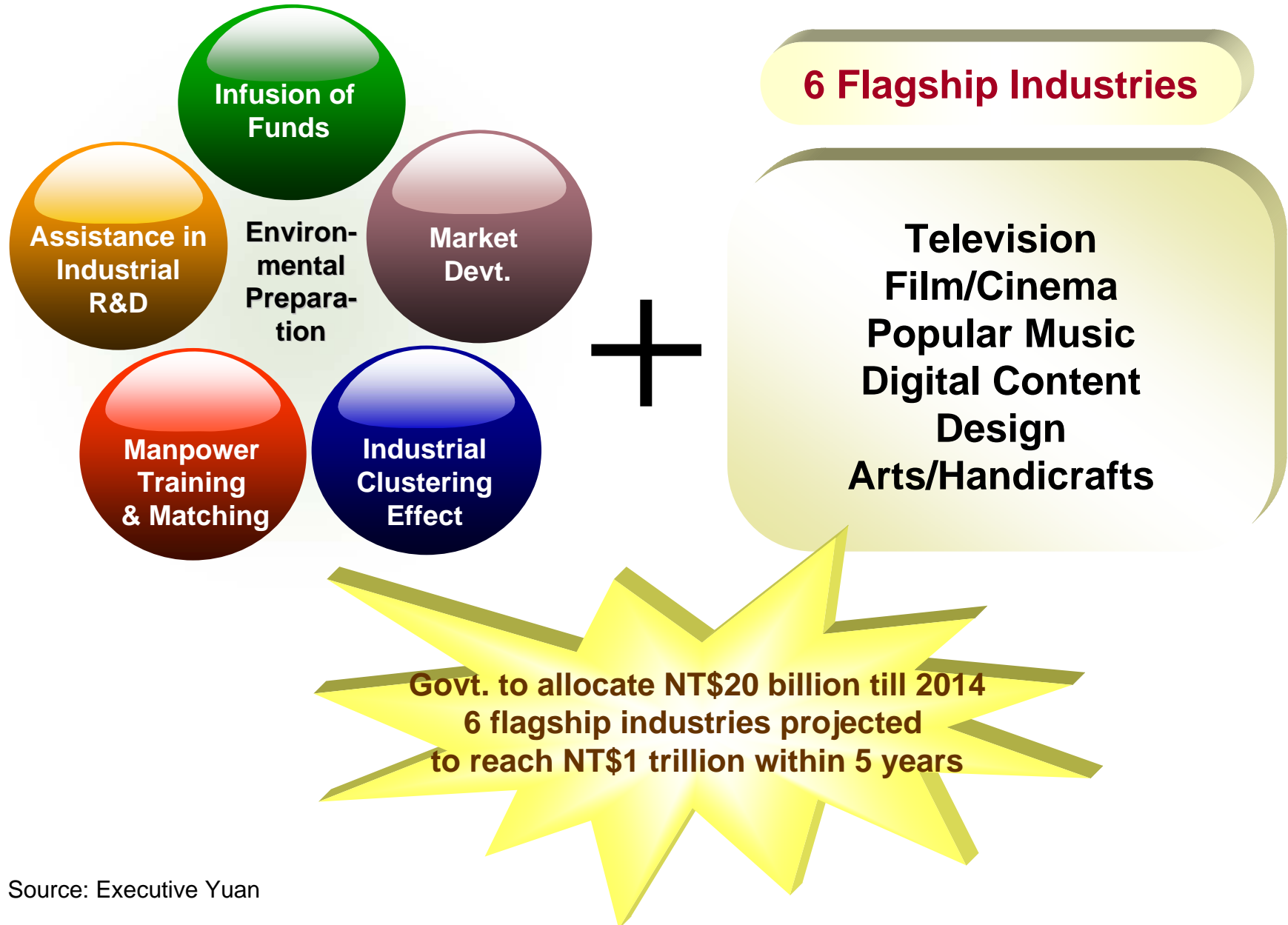
## Development and Strategies of High-End Agriculture

Strategies	Measures	Regulatory Authorities
<p><b>Establishment of New Business Model</b></p>	<ul style="list-style-type: none"> <li>• To develop a lowland forest recreational area and create an energy-saving low-carbon high-quality ecological park.</li> <li>• To develop and promote recreational agriculture areas and sophisticated recreational fishing ports, as well as fishing villages.</li> <li>• To promote a recreational agricultural area with quality guaranteed services and model system to boost the entire agricultural tourism.</li> <li>• To promote the Rural Regeneration program (Farm Village Regeneration), planning the construction of an attractive farm village.</li> <li>• To join with Chinese tourists in promoting the concept of “placing an order in Taiwan, pickup delivery in China”.</li> </ul>	<p>COA COA COA COA COA</p>
<p><b>Development of New Agricultural Technology</b></p>	<ul style="list-style-type: none"> <li>• Researching and developing the techniques of cooling and preservation for retaining freshness; extending the period for sampling of excellent agricultural products.</li> <li>• Utilizing the traditional method of making wine and combining with agricultural bio techniques to produce uniquely special wine, commercializing another product segmentation.</li> <li>• Developing excellent bamboo pulping techniques to expand applications in various industries such as semiconductor, medical, and energy.</li> </ul>	<p>COA COA COA</p>
<p><b>New Market Development</b></p>	<ul style="list-style-type: none"> <li>• To develop different agricultural tours with various themes including health and wellness, dynamic workshops to obtain positive learning experiences, fine foods and delicacies, and other interesting activities; promote the concept of “farmstay”, an ideal way for tourists to meet local farmers, learn products, and experience the rural life; develop the international markets.</li> <li>• In coordination with agri-tourism and in meeting consumers’ demands, to develop and promote more locality-based specialty foods and products</li> <li>• Develop the market for special occasions such as engagements, one-month old celebration, corporate image, and others.</li> </ul>	<p>COA COA COA</p>

## Expected Results

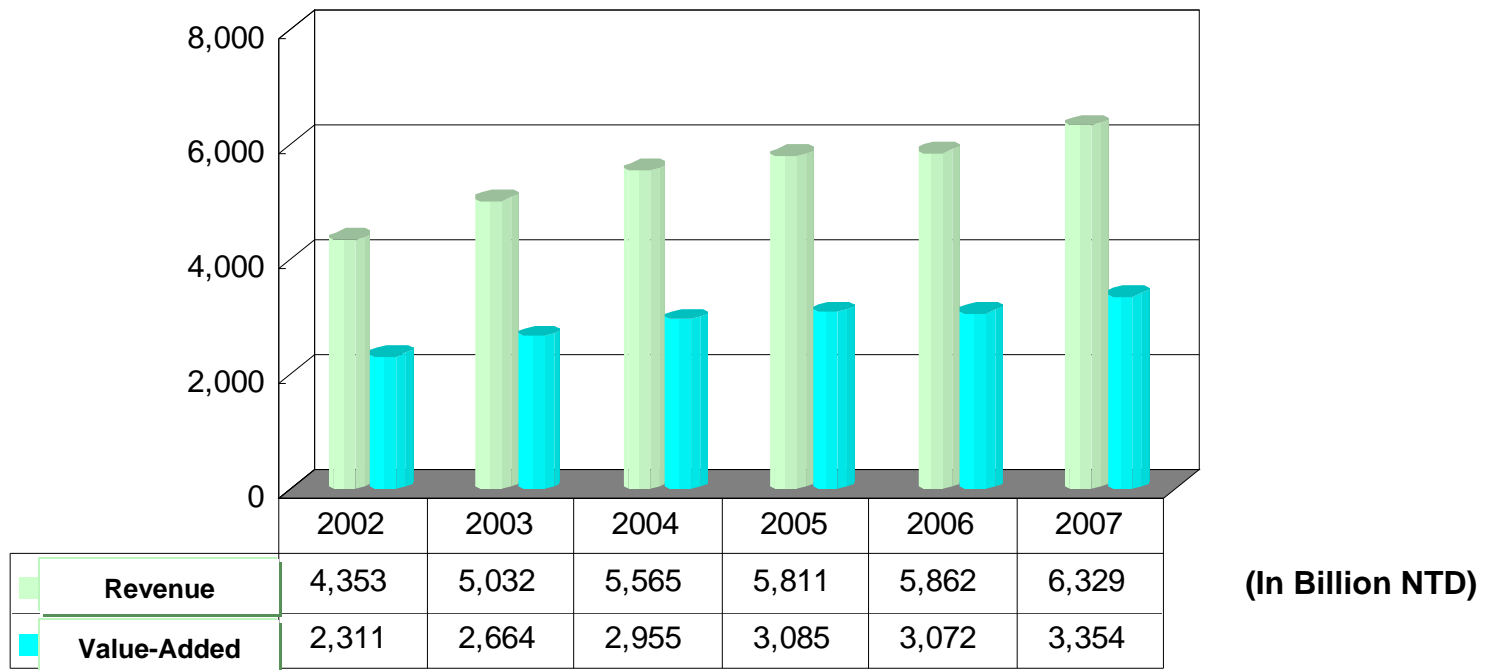
- Total production value is projected to reach NT\$158.9 billion by 2012, and will generate 31,000 jobs
- Focused industries include: organic farming, product traceability, agricultural biotechnology, orchids, groupers, plant nursery, ornamental fishes, breeding livestock and poultry, agricultural tourism, quality agricultural products (GAP and CAS standard quality products)

# F. Cultural and Creative Industries



# Status of Taiwan's Cultural and Creative Industries

## 2002~2007 Business Turnover and Added Value Table



Source: Association of Cultural Environment Reform Taiwan,  
according to estimate by the Financial Data Center of the Ministry of Finance

During the first phase of the development project from 2002 to 2007, the accumulated business turnover of the cultural and creative industries reached NT\$197.6 billion, a 7.73% increase annually, which posted a 3.7% of the country's gross domestic product (GDP).

# The Development of Cultural and Creative Industries

Strategies	Measures	Regulatory Authorities
<p><b>Environmental Preparation</b></p>	<p>There are 5 major strategies to the environmental preparation: the infusion of funds, assistance or facilitation in industrial R&amp;D, market development, manpower matching and training, and intensifying the industrial clustering effect ~ all designed to build a friendly environment for the development of the industry. The government further supports the industry by strengthening the protection of intellectual property rights (IPRs), building up a mechanism for the valuation of intangible assets, and establishing an agent licensing system in order to enhance Taiwan's international image as well as value for the industry.</p>	<p>CCA</p> <p>CCA</p> <p>CCA</p> <p>CCA</p> <p>CCA</p>
<p><b>6 Flagship Projects</b></p>	<p>Television, Film/Cinema, Popular Music, Digital Content, Design, Arts/Handicrafts</p>	<p>MOEA</p> <p>GIO</p> <p>CCA</p>

# Expected Results

**Taiwan to develop into an Asia-Pacific confluence of cultural and creative industry**

*Elevate spending on arts and culture from 13% to 15% of total household spending*

**Total production value of 6 flagship industries is projected to reach NT\$1 trillion within 5 years, and will generate 200,000 jobs**

**Support and facilitate over 800 creations or inventions in international contests, generate over NT\$6 billion through global partnerships, and more than 270 overseas cases**

**Production value of film industry to increase over 20%, boosting profit from overseas markets more than 3 times**

# **2009 Taiwan Business Alliance Conference**

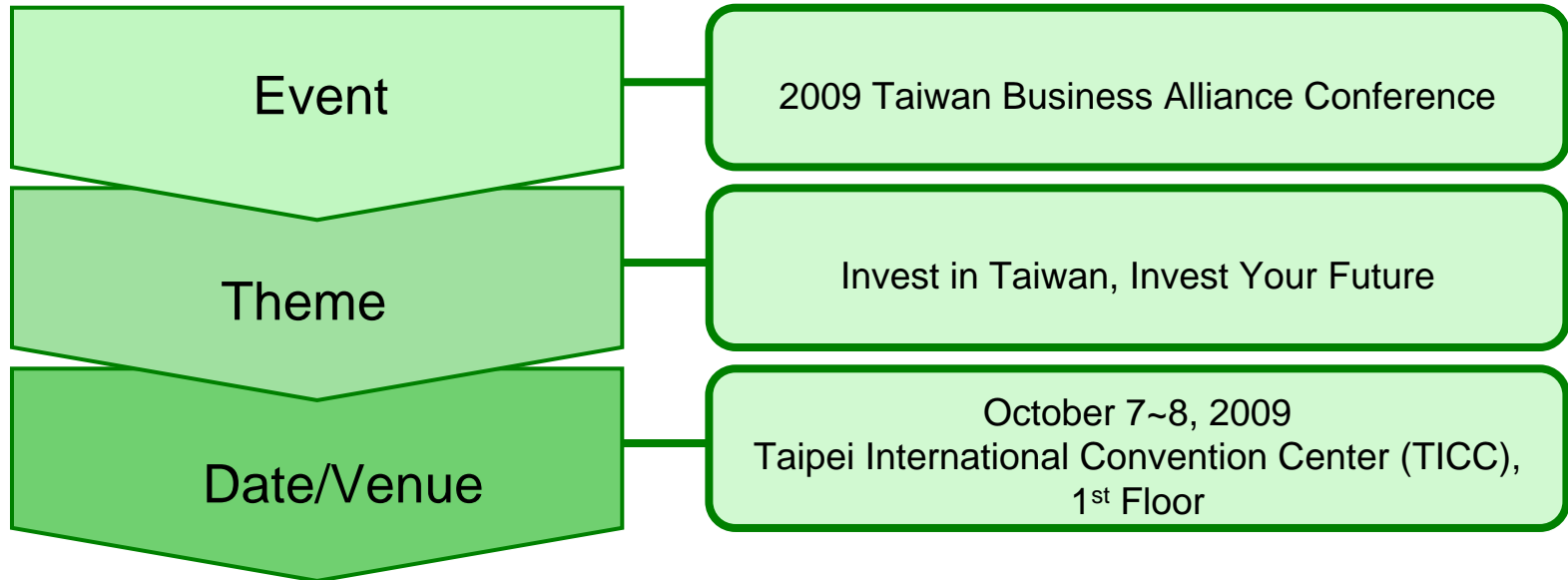
Organized by: Ministry Of Economic Affairs

Co-organized by: Taiwan External Trade Development Council

## Tasks:

1. Events and Activities
2. Registration
3. Agenda

# 1. Events and Activities



	Event: 2009 Taiwan Intl. Photovoltaic Forum & Exhibition
	Show Dates: October 7~9, 2009
	Event: 2009 TAITRONICS
	Show Dates: October 8~11, 2009
	Event: 2009 Taiwan International RFID Applications Show
	Show Dates: October 8~11, 2009

# 1. Events and Activities

- Date: October 7~8, 2009
- Venue: Taipei International Convention Center (TICC), Room 101
- Participants:
  - Overseas foreign investors
  - Overseas Chinese investors (from China)
  - Foreign investors in Taiwan
  - Foreign/domestic enterprises, venture capitalists (VCs), representatives, Academia Sinica, industry professionals and associations
- Estimated no. of participants: 400 and above
- Language(s): English (simultaneous translation available for native Chinese and Japanese speakers)
- Details:
  - Oct. 7: Sessions 1 and 2 will highlight a keynote speech and a panel discussion in the morning, followed by 4 different industry panel discussions in the afternoon
  - Oct. 8: 4 fact-finding industry tours (Green Energy, Auto Electronics, Tourism & Recreation, Healthcare)

# 1. Events and Activities

## Oct. 7

### Morning:

- Session 1: (Keynote Speech) “Taiwan’s Opportunities & Challenges in Emerging Asian Markets”
- Session 2: (Panel Discussion) “Taiwan - Your Ideal Partner in Asia”

### Afternoon: 4 Panel Discussions

- Green Energy: (Moderator) Mr. Huei-Ching Yeh, Director General, Bureau of Energy
- Auto Electronics: (Moderator) Dr. Tyzz-Jiun Duh, Director General, Industrial Development Bureau
- Tourism & Recreation: (Moderator) Mr. David W.J. Hsieh, Deputy Director General, Tourism Bureau
- Healthcare: (Moderator) Dr. Tzay-Jinn Chen , Deputy Minister, Department of Health and Dr. Steve Hsu-Sung Kuo, Centers for Disease Control, Department of Health

\*\* Panel consists of 1 moderator, 2 Taiwanese and 2 foreign panelists \*\*

# Registration

## How to register:

- Online registration
  - \*\*\* Begins on August 1
  - \*\*\* <http://investintaiwan.nat.gov.tw>
  
- Fax: +886-2-2757-6610
  
- Contact Persons: +886-2-2725-5200
  - \*\*\* Lisa Chiu      Ext. 1304
  - \*\*\* Angelica Hao   Ext. 1320

## 2009 Taiwan Business Alliance Conference

Date/Time	Activity	Venue
<b>Oct. 7</b> <b>(Wed.)</b> 09:00~09:30	Registration	TICC Lobby
09:30~09:40	Opening Remarks By Minister Chii-Ming Yiin, Ministry of Economic Affairs	Room 101 (1F)
09:40~10:40	Session I : Taiwan's Opportunities & Challenges in Emerging Asian Markets	Room 101
10:40~11:00	Coffee Break	
11:00~12:00	Session II : Taiwan—Your Ideal Partner in Asia	Room 101
12:00~13:30	Luncheon	Banquet Hall (3F)
13:30~17:00	Panel Discussions: ◆ Green Energy Industry ◆ Auto Electronics Industry ◆ Tourism & Recreation Industry ◆ Healthcare Industry	Room 101 A/B/C/D
<b>Oct. 8</b> <b>(Thurs.)</b>	Fact-finding group tours in 4 focal industries of panel discussions	

# Investment Service Contact

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**<http://investintaiwan.nat.gov.tw>**

**End of Presentation**