

# **International Economic and Technology Cooperation Assistance Available from the MOEA**

## **1. Name of Organization:**

Taiwan External Trade Development Council (TAITRA)

## **2. Service Items:**

Online trade promotions

## **3. Description:**

TAITRA operates a network of government-sponsored trade promotion services, including Taiwantrade, the official online trade promotion portal of Taiwan.

Taiwantrade is established to help global enterprises do business with Taiwan over the internet. Through Taiwantrade, buyers worldwide can reach potential Taiwanese suppliers and source a wide range of items made in/by Taiwan, including machinery, electronics, communications equipment, computers, auto/motorcycle parts, hardware, furniture, and other products.

## **4. Implementation Methods:**

- (1) Reciprocal Link Exchange Program: Through cross-linking, Taiwantrade and trade portals of other countries can help their respective members increase global market exposure.
- (2) Online and Print Advertisements: By disseminating information in print or online, members and users of online services provided by each party are notified of current trade leads and opportunities for resource sharing.

## **5. Successful Cases:**

Taiwantrade has entered into reciprocal link exchanges and advertising cooperation with several major trade portals around the world.

**6. Contact Information:**

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**7. Remarks:**

# **International Economic and Technology Cooperation Assistance Available from the MOEA**

## **1. Name of Organization:**

Taiwan External Trade Development Council (TAITRA)

## **2. Service Items:**

Cooperation with world-class logistics companies in the area of international logistics

## **3. Description:**

- (1) Taiwan has been promoting a plan to establish a global logistics network by encouraging foreign logistics providers to invest in Taiwan and cooperate with their Taiwanese counterparts.
- (2) TAITRA cordially invites logistic service providers to hold international logistics seminars in Taiwan.

## **4. Implementation Methods:**

Logistic service providers are warmly invited to send delegations to participate in the Logistics Forum in Taipei. The event, which attracts clients from around the world, provides a superb opportunity for enhancing relations between local entrepreneurs and overseas logistic service providers.

## **5. Past cases:**

TAITRA had previously worked with logistic service providers from the United States and the European Union on similar cooperative efforts, and each event had attracted many participants and led to the establishment of important relationships between foreign and local companies.

## **6. Contact Information:**

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## **7. Remarks:**

## **International Economic and Technology Cooperation Assistance Available from the MOEA**

### **1. Name of Organization:**

Taiwan External Trade Development Council (TAITRA)

### **2. Service Items:**

Joint exploration of the mainland Chinese market

### **3. Description:**

Numerous Taiwanese enterprises have been investing heavily in the mainland for many years now, and some of them have established effective selling channels there. TAITRA can help link entrepreneurs in other countries with Taiwanese enterprises to jointly explore the mainland market.

### **4. Implementation Methods:**

- (1) Cooperating countries can establish a contact window and provide information on industrial sectors for cooperative development with TAITRA, the contact window in Taiwan. TAITRA is especially interested in developing ties in such sectors as electronics, machinery, building materials, and farm production.
- (2) Both sides can organize exchange visits to share information and assist with the arrangement of such visits by the other side.
- (3) Delegations can be organized to visit mainland China to explore various business ventures.
- (4) TAITRA can provide various services, such as the International Sourcing Center (ISC), to help foreign firms establish links with local firms in key industrial sectors, such as electronics and machinery, for the purpose of jointly expanding markets in mainland China.

### **5. Past cases:**

Over 1,400 foreign companies, including Philips, Siemens, BMW, and Sando, have benefited from TAITRA services.

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**7. Remarks:** None

# **International Economic and Technology Cooperation Assistance Available from the MOEA**

## **1. Name of Organization:**

Taiwan External Trade Development Council (TAITRA)

## **2. Service Items:**

Assistance in forming cooperative ties with Taiwan in machinery, turnkey equipment, IT, and other key sectors.

## **3. Description:**

Taiwan has extensive manufacturing experience and engineering talent that could benefit foreign firms through mutually beneficial joint ventures.

## **4. Implementation Methods:**

- (1) Cooperating countries can establish a contact window to discuss cooperation in detail with TAITRA, a trade development agency that coordinates liaison on the Taiwan side.
- (2) Seminars, conferences and exchange visits can be organized on both sides to share knowledge and information on potential markets and industries. Each side should assist with the arrangement of such activities by the other side.

## **5. Past cases:**

TAITRA has arranged similar cooperative activities with numerous countries over the years.

## **6. Contact Information:**

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## **7. Remarks:**