



TAIWAN EXCELLENCE

@ 2019 MWC | Hall 7 / 7G50
Fira Gran Via





**TAIWAN
EXCELLENCE**

TECH TAIWAN
SMART CONNECTIVITY

@ 2019 MWC

Hall 7 / 7G50
Fira Gran Via



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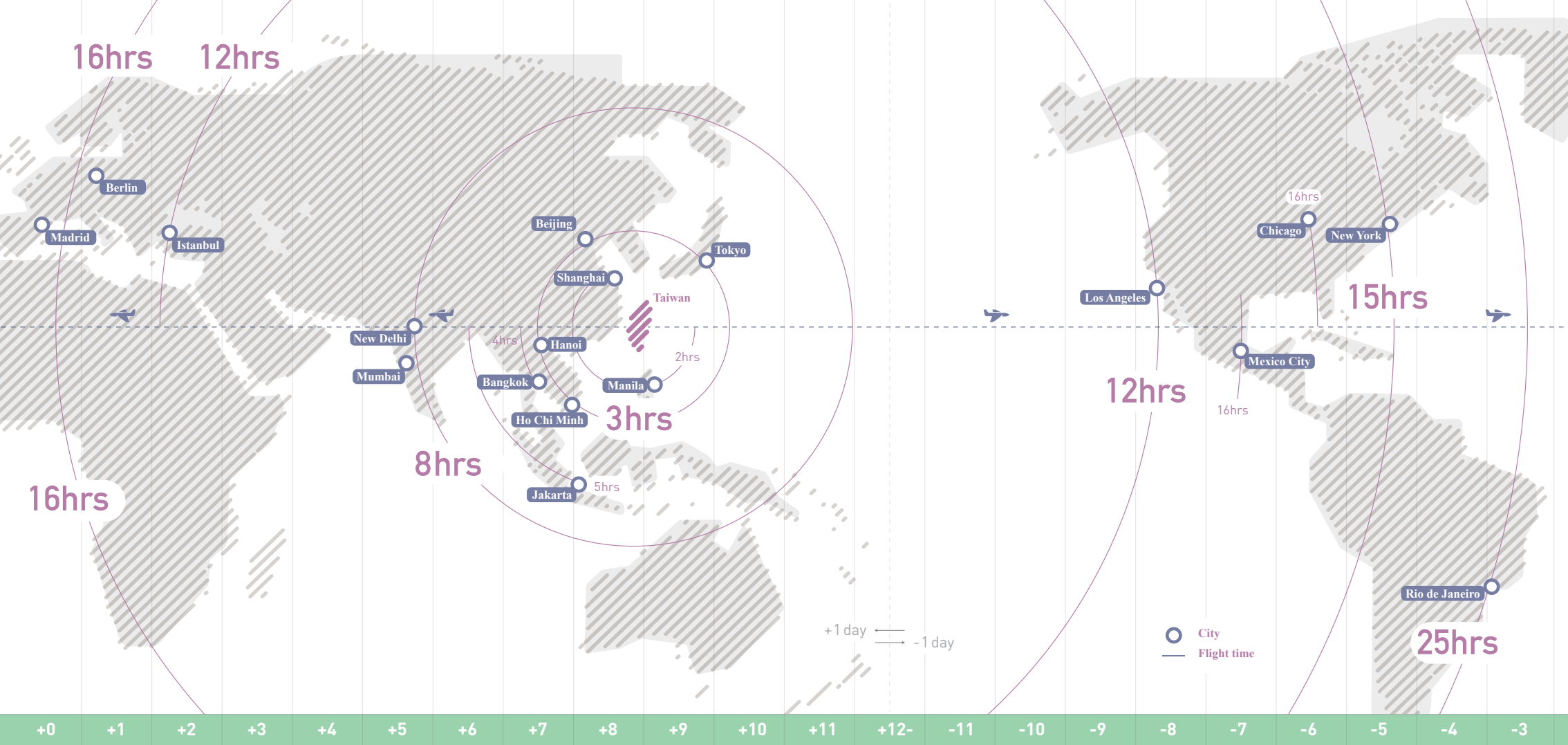
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About Taiwan

Area

36,197 km²
(13975.74 mi²)
Ranked 139th

Population

23.57 million
Ranked 56th

Landmark

Taipei 101
Located in Northern Taiwan,
the 8th tallest building
in the world.

Climate

- Tropics
- Subtropics

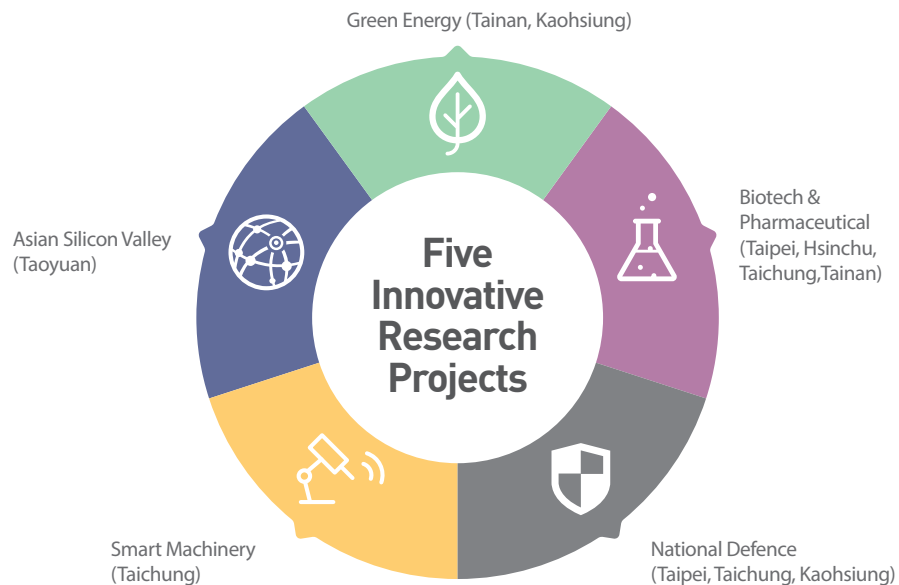
Ethnicity

- Han Chinese / Hakka / Hoklo
- Indigenous People
- New Immigrants

Source | Ministry of Foreign Affairs

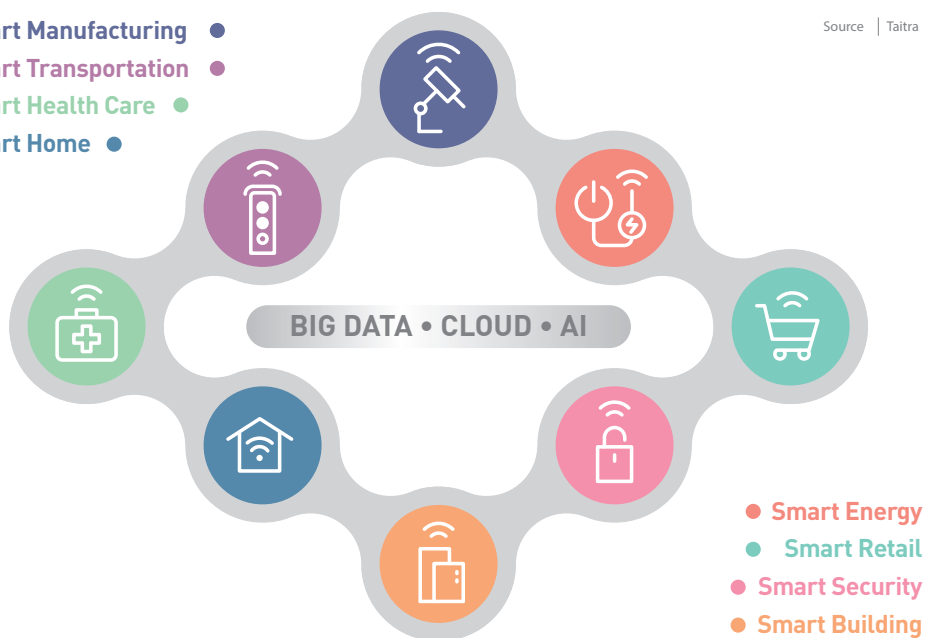
Economic and Trade Policies

Source | National Development Council



Smart Manufacturing ●
Smart Transportation ●
Smart Health Care ●
Smart Home ●

Source | Taitra



Economic Statistics

Source | Ministry of Finance, WTO, IMF, National Statistics

PPP
(Purchasing Power Parity)
US \$49,901
• Ranked 20th

GDP
(Gross domestic product)
US \$571 billion
• Ranked 22nd

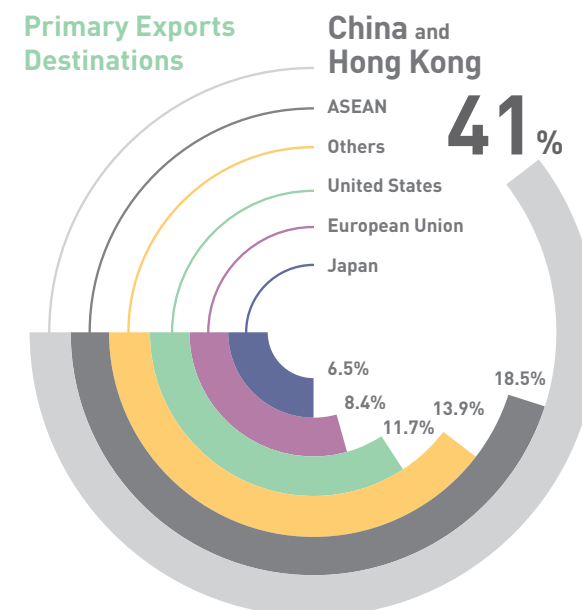
GDP Per Capita
US \$24,227

Economic Growth Rate

2.66%
(2018 estimated)

Total Exports Value
US \$317 billion
• Ranked 18th

Total Imports Value
US \$259 billion
• Ranked 18th



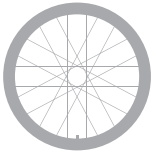
Source | Ministry of Finance, WTO

Industrial Development

Leading Industries

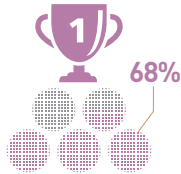
Bicycles

Holds the largest import share in Germany, Netherlands and UK.



IC Foundry

Taiwan's IC Foundries hold the largest market share in the world.



Super Yachts

The 4th builder country in the world and Asia's biggest maker.



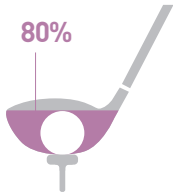
Textile

Functional Textiles hold a 70% market share worldwide



Sports and Leisure

80% of world's golf club heads are produced by Taiwanese companies.



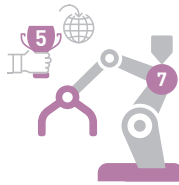
Healthcare

The world's 1st medical power scooter exporting country.



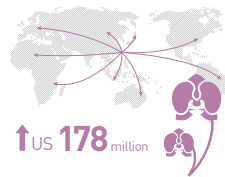
Machine Tool

The world's 5th machine tool exporting country. The 7th machine tool maker in the world.

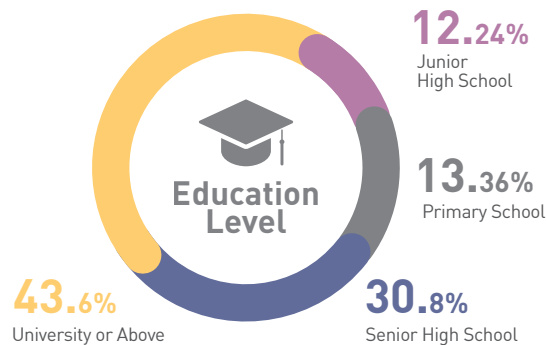


Orchids

Through advanced breeding methods and pattern protection to enhance the competitiveness of the orchid industry. The export amount of the Taiwan orchid reached US\$ 178 million.



Intellectual Advantage



A total of 11 Taiwanese universities have made the world's list for the top 500 universities

11
500

Industrials Clusters



Sports & Leisure Goods

The export amount of sporting goods sector reached US\$ 1.7 billion in 2016.



Machine Tool

Taiwan is one of the top exporting countries for machine tools.



Orchid

Perfect growing environment, combined with advancements in breeding.



Green Energy

Development of a complete photovoltaic industrial cluster that encompasses the up, mid, and downstream segments of the supply chain.



Bicycle

The A-Team (a team comprised of 20 bike and parts companies) has created high quality and innovative new products.



Biomedicine

Innovative medical devices and new marketing models that drive the formation of a complete product and service ecosystem.



Automobile Parts and Accessories

The auto parts industry has the capability of providing original equipment (OE) and after market (AM) service to global supply chain. A comprehensive, highly efficient subcontractor network makes up a central-to-satellite plant system within which individual parts manufacturers specialize in specific areas.



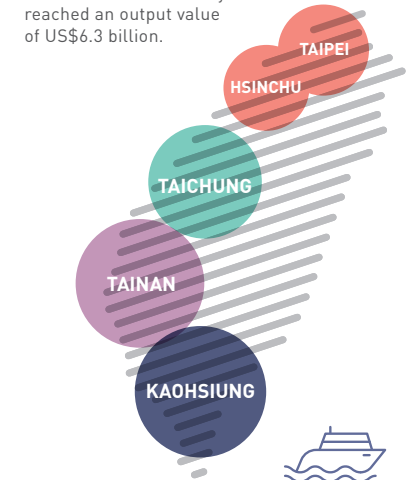
Automobile Electronic

The auto electronics industry of Taiwan is founded on the strengths of its well-developed ICT and auto parts industries. In 2016, the auto electronics industry reached an output value of US\$6.3 billion.



ICT

These clusters have helped Taiwan the "go-to" location for procurement and design.



Fastener

Production accounts for 30% of all fasteners internationally and has exported to over 140 countries.



Super Yachts

The success of Taiwan's super yachts rests on three main points: high building skills, superior craftsmanship and customized solutions. Combined with the geographical advantage of Kaohsiung City.

World Rankings

Taiwan is ranked 2nd in the world in terms of "State of Cluster Development" in The World Economic Forum (WEF)'s "Global Competitiveness Report 2017-2018"



Taiwan is ranked 15th in the "Doing Business 2018" survey by the World Bank.



Taiwan is ranked 14th in the 2017 Annual World Competitiveness Yearbook and 3rd in the Asia-Pacific region



Attractions in Taiwan



Yushan National Park

Mt. Jade is the highest peak in East Asia (3952 meters)



Nantou County
Sun Moon Lake



Taichung City
Daja Jenn Lann Temple



Penghu County
Cimei Twin Hearts
Stone Weir



Tainan City
Chihkan Tower

INTERNATIONAL
AIRPORT
HIGH SPEED
RAIL STATION



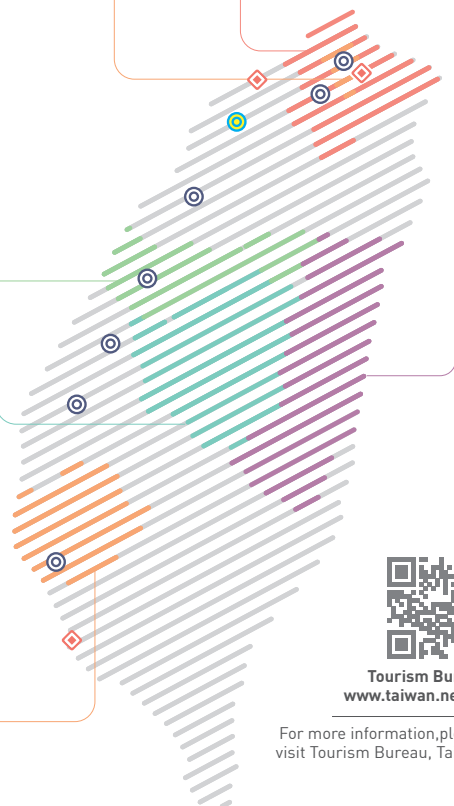
Taipei City
National Palace Museum



New Taipei City
Jiufen



Hualien County
Taroko National Park



Tourism Bureau
www.taiwan.net.tw

For more information, please
visit Tourism Bureau, Taiwan

Festivals in Taiwan

January



New Year's Day

February



Taiwan Lantern Festival

March



Taichung City Mazu International Festival

April



The Tung Blossom Festival

June



Dragon Boat Festival

September



Mid-Autumn Festival

December



Winter Solstice Festival

Source | Tourism Bureau, Taiwan
Penghu National Scenic Area Administration

Culture of Taiwan



Lantern Festival

The sky lanterns of the festival carry the prayers and vows of the people. A great event that reflects the festive Taiwanese spirit to the world.



Dragon Boat Festival

An annual tradition that is also one of Taiwan's 3 major holidays. Dragon boat races are held, and people eat Zongzi (Rice Tamales) on Festival day.



Mid-Autumn Festival

On the Festival day, family members get together, see the full moon and eat moon cakes with pomelos.

Source | Tourism Bureau, Taiwan

Tastes of Taiwan

Taiwan's street cuisine is beloved by food enthusiasts around the world. One of the quickest ways to experience is to visit night markets.



Bubble Tea



Xiaolongbao
(Steam Dumplings)



Shaved Ice Dessert



Braised Pork Rice



Pineapple Cakes



Zongzi
(Rice Tamales)



Ban-wan
(Taiwanese Mega Dumplings)



Oyster Omelet

Main Events and Trade Shows in 2019

Trade Shows in Taiwan

March



Taipei Int'l Machine Tool Show

4-9, Mar.



Taipei Int'l Cycle Show

27-30, Mar.

April



TAIPEI AMPA



TaiwanITS



AutoTronics Taipei

24-27, Apr.

June



COMPUTEX
TAIPEI

28, May - 1, Jun.



Taiwan Int'l Medical & Healthcare Exhibition

27-30, Jun.

International Events in Taiwan

2018



Taichung World Flora Exposition

3, Nov., 2018 - 24, Apr., 2019

2019



2019 Tour de Taiwan

17-21, Mar.

2019 Asian Baseball Championship

16-25, Oct.

World Combat Games 2019

For more details of trade shows, please visit: www.taiwantradeshows.com.tw

Source : National Statistics, Ministry of Finance, Ministry of Economic Affairs, Tourism Bureau, TAITRA, QS World University Rankings



The symbol of Taiwan Excellence honors Taiwan's most innovative products that provide tremendous value to users worldwide. All products carrying this symbol have been selected for specific Taiwan Excellence Awards based on their excellence in design, quality, marketing, Taiwanese R&D and manufacturing. Initiated by the Ministry of Economic Affairs (MOEA), Taiwan, R.O.C. in 1992, the symbol of Taiwan Excellence is recognized by 102 countries.

Organized by



Bureau of Foreign Trade (BOFT), MOEA

The Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs (MOEA), R.O.C. is responsible for implementing policies and regulations governing foreign trade and economic cooperation. Established in January 1969, the BOFT's role and position have been adjusted regularly to meet the needs of the ever changing international economic and trade environments. The BOFT has been guiding and working with the Taiwan External Trade Development Council (TAITRA) in numerous promotional trade projects and activities both internationally and domestically. Having worked closely with TAITRA for many decades, the BOFT continues to commission TAITRA for various critical government projects relating to business, trade and investment, while promoting Taiwan internationally.



Taiwan External Trade Development Council (TAITRA)

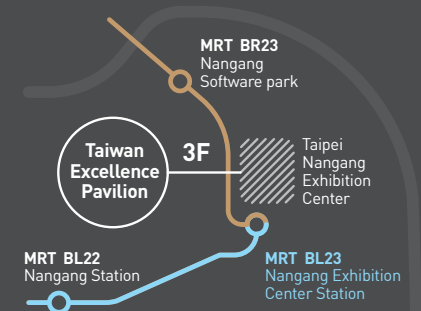
Founded in 1970 to help promote foreign trade, the Taiwan External Trade Development Council (TAITRA) is the foremost non-profit, semi-governmental trade promotion organization in Taiwan. Jointly sponsored by the government, industry associations, and several commercial organizations, TAITRA assists Taiwanese businesses and manufacturers with reinforcing their international competitiveness and in coping with the challenges they face in foreign markets. TAITRA boasts a well-coordinated trade promotion and information network of over 1,200 international marketing specialists stationed throughout its Taipei headquarters and 50 overseas offices worldwide. Together with its sister organizations, the Taiwan Trade Center (TTC) and the Taipei World Trade Center (TWTC), TAITRA has created a wealth of trade opportunities through effective promotion strategies.



Taiwan Excellence Pavilion

Taiwan Excellence Pavilion showcases the country's best innovations across industries. Located on 3F of Nangang Exhibition Center. The Pavilion is home to Taiwan Excellence Award winning products. Visiting Taiwan Excellence Pavilion is a visual feast for eyes and a physical experience for the hands, combining technology with aesthetic design.

www.taiwanexcellence.org/en
www.taiwanexcellence.org/tw/pavilion



3F, Hall 1, Taipei Nangang Exhibition Center
 No.1, Jingmao 2nd Rd., Nangang District, Taipei City

Take Taipei MRT **Blue Line** or **Brown Line** to Taipei Nangang Exhibition Center Station

Free Admission

Mon - Fri 10:00-18:00 & Exhibition Days

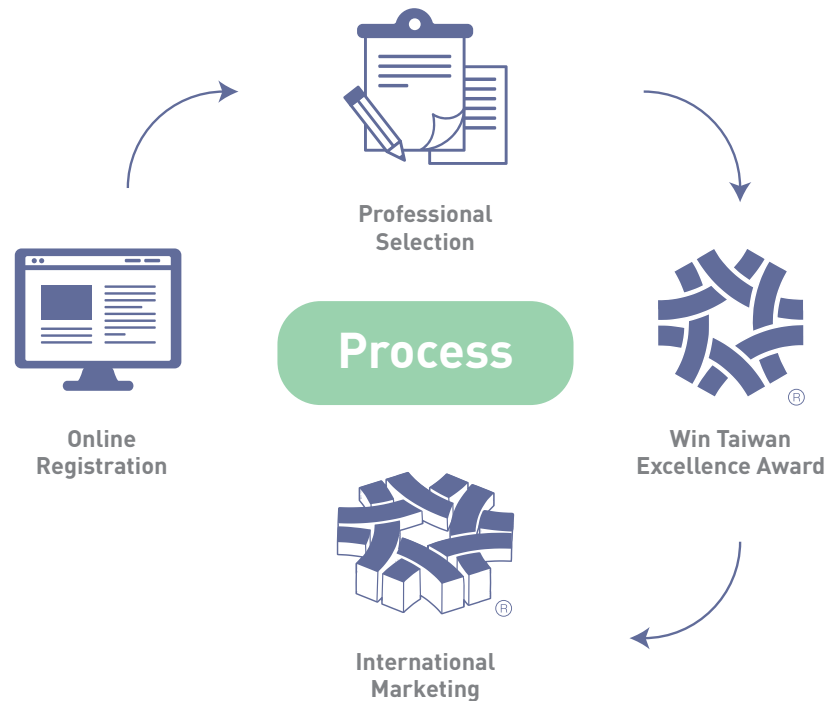


Taiwan Excellence



Taiwan Excellence Pavilion

What is Taiwan Excellence?



In order to encourage Taiwanese manufacturers to enhance their total capability and to incorporate innovation and added value into their products, the Ministry of Economic Affairs (MOEA) has launched a large scale groundbreaking and forward-looking national project, The Taiwan Industry Image Enhancement Project (IEP project).

The government has entrusted the Taiwan External Trade Development Council (TAITRA) to carry out the project.

Under the scheme of work, the Taiwan Excellence selection has been implemented to select annually the most innovative products based on their excellence in criteria including research and development, design, quality, and international marketing. Taiwan Excellence Awards are given to products that stand out the selection and show competitive “Innovative

Values”. All award winning products are entitled to apply the Taiwan Excellence mark for marketing and promotional purpose. Companies that win the award are proud to take advantage of the mark as it represents the highest honor of Taiwan national recognized and endorsed excellent products.

The IEP provides both B2B and B2C focused companies the perfect platform for value-added promotion through cross-platform media-links, O2O(online to offline), and a series of integrated marketing communication activities, which included exhibition marketing, experiential marketing, channel marketing, media relations, advertising, celebrity endorsement, brand agency fairs and digital marketing among other related activities.

PRODUCT



Acer Incorporated

www.acer.com
@AcerTaiwan

Established in 1976, Acer is an information and communication technology company dedicated to the research, design, marketing, sale and support of innovative products that enhance people's lives. Today Acer is one of the world's top ICT companies and has a presence in over 160 countries.

Product Information

Swift 7 Ultra-thin Laptop SF714-51T



At just 8.98 mm thin, the Swift 7 is the world's thinnest laptop¹. The premium aluminum unibody design with blazing fast 4G LTE² connectivity is perfect for travelling professionals looking for a sophisticated look and always-on internet connectivity, from anywhere.

1. By an internal survey among clamshell PC available by Jan 5, 2018, running Windows OS or OSX.
2. 4G LTE speed, availability and special offer vary by area and by telecom provider.

Product Information

Swift 3 Ultra-thin Laptop SF313-51



The ultrathin design makes Swift 3 easy to carry while what's inside offers up maximized performance necessary for the modern lifestyle. The Swift 3 supports 2x2 801.11ac Gigabit Wi-Fi¹ or 4G LTE¹ platforms making sure your signal remains strong and consistent.

1. Specifications may vary depending on model and/or region. All models subject to availability.



ADATA Technology Co., Ltd.

www.adata.com
@ADATGlobal

ADATA Technology, one of the world's leading vendors of DRAM modules and USB flash drives, provides complete solutions, including memory cards, solid state drives, and portable hard drives. ADATA products also include on-the-go power for mobile devices, and the company is a major provider of advanced LED lighting.

Product Information

LED PowerBank D8000L



Combining power bank and LED in one, D8000L provides 4-mode lighting that highlights your experiences. You get 8000mAh to charge devices and IP54 dust and waterproofing.

Where to buy:



Product Information

External SSD SE730H



SE730H connects via USB 3.1 Gen 2 with Type-C Connector and delivers 500MB/s read/write. Add to this IP68 dust and water proofing, military shock proofing, and an stylish design and you get must-have storage for multiple platforms.

Where to buy:



Advantech: Partnering for Smart City & IoT Solutions

Founded in 1983, Advantech is a leader in providing trusted innovative embedded and automation products and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, and global logistics support; Advantech has always been an innovator in the development and manufacture of high-quality, high-performance computing platforms.

Product Information

Mini uCPE (Mini Universal Customer Premise Equipment) FWA-T011



FWA-T011 is a compact uCPE/SD-WAN solution without performance compromise. It comes with mini footprint and fan-less design, and certified by ENEC Lightweight uCPE Virtualization technology. Deploying Universal Customer Premise Equipment (uCPE) by using off-the-shelf programmable platforms, such as the FWA-T011, users could significantly simplify enterprise network topology while replacing single mission-oriented equipment and hardware. Coupled with the NFV Access software from Advantech's strategic partner - ENEC, this extends cloud-centric technologies to the access network.

Where to buy:

Contact Number : 1-888-576-9668



AIFA TECHNOLOGY is a leading company of Taiwan specialized in the design and manufacture of electrical products and sells in the whole world. For more than twenty-five years, we have been entrusted with the production of remote controls, consumer products, and IoT products for various well-known brands and are highly acclaimed.

Product Information

Wi-Fi Remote Control Box i-Ctrl



This IoT product "i-Ctrl" (Wi-Fi Remote Control Box) can easily control home appliances (with infrared ray) through your smart phone. Connecting anywhere anytime without distance limit.

Where to buy:

aifatechnology.com/contact

Product Information

Bluetooth Remote Control Box BTRC-02(05)



1. Instantly turn your house into a SMART HOME.
2. Control all electronics which have IR remote function.
3. Easy code setting and user-friendly interface.
4. Learning function for controlling more devices.

Where to buy:

aifatechnology.com/contact

ASUS is one of Fortune magazine's World's Most Admired Companies, and is dedicated to creating products for today and tomorrow's smart life. Our comprehensive portfolio includes Zenbo, ZenFone, ZenBook and a range of IT devices and components, along with AR, VR, IoT and gaming.

Product Information

**ROG Phone
ZS600KL**



ROG Phone breaks every rule to go where rivals fear to tread. Its world-beating, speed-binned 2.96GHz Qualcomm SDM 845 and Adreno 630 GPU deliver epic performance, its unique GameCool vapor with detachable AeroActive Cooler to sustains high frame rates in the heat of battle, and its no-compromise AMOLED display blends blazing speed with gorgeous visuals make the phone built to win. The enhanced, ultra-responsive game controls including ultrasonic AirTriggers and advanced haptics let you focus all your skills on the game for total domination.

Where to buy:



CviCloud Corporation is 100% owned affiliated company of Cvilux Group in Taiwan . Opro9 is registered brand worldwide. Opro9 Marketing Strategy : Based on Apple's Homekit (smart home) foundation , combined with IOT devices, networking applications and cloud service skills ; create health, nursing care and smart life.

Product Information

**Smart Air Purifier
FHH106**



Apple HomeKit product with remote control, without filter, lower power consumption, 3 fans control, build in romantic lighter, PM 2.5 detector and anion producer. It can clear air very useful and recover to the fresh air.

Where to buy:

amanda.peng@opro9.com

Product Information

**Opro9 Smart Diaper
FHH201**



Opro9 SmartDiaper integrates well with a baby's routine so parents can start raising their child in an increasingly technological world. Its design is light, clean, and ergonomic so that babies who use it can feel comfortable.

Where to buy:



Edgecore Networks is the leader in open networking providing a full line of open WiFi access points, packet transponders, virtual PON OLTs, cell site gateways, and 1G, 10G, 25G, 40G, 100G and 400G OCP-Accepted™ switches that offer choice of commercial and open source NOS and SDN software for the Data Center, Service Provider, Enterprise and SMB customers.

Product Information

**Disaggregated 10G PON OLT
ASXvOLT16**



The ASXvOLT16 is the industry's first open OLT that will enable service providers to deploy 10G PON services from CORD infrastructures, and support open source SDN and NFV software. The design supporting 10G XGS-PON or NG-PON2 plus four 100G QSFP28 uplinks. This virtual 10G PON OLT has been designed in conformance with the AT&T Open XGS-PON 1RU OLT specification contributed to the OCP Telco Working Group.

Where to buy:

STORDIS :
Rosenwiesstr. 17, 70567 Stuttgart - Germany / +49 (0)711 342 158 0
ELECTRONIC PRODUCT SERVICES :
Rheinstrasse 41, 64283 Darmstadt, Germany / +49 6151 501 2454
3M SERVICE GMBH :
3M Service GmbH Ahrensburger Str. 8, 30659 Hannover / (0511) 74 01 92-0

GEOSAT Aerospace & Technology Inc. was formed in 2004. We are the only company in Asia to integrate upstream (Research & Development), midstream (Operation Services), and downstream (Data Analysis) UAV application fields into our services, providing complete solutions for our clients.

Product Information

**ALPAS-Smart Agriculture Unmanned Helicopter
ALPAS II**



ALPAS II (Shen-Nong, or Divine Farmer named after The God of Agriculture and Mythical sage ruler of pre-historic China), a helicopter built on GEOSAT years of experiences and integrated into a lightweight and high-performance UAV specifically for smart agriculture.



HTC DeepQ

deepq.com
@deepqai

DeepQ stands for using Deep architecture to Quest for cure. We are a subsidiary of HTC focusing on developing AI, Blockchain and VR Technology to help improve healthcare and shape the future of precision medicine.

Product Information

VIVE Pro



VIVE Pro delivers immersion unlike any other: true-to-life precise tracking, ultra-vibrant colors and uber-realistic sounds create a world that transports you to any scene in split seconds.

Where to buy:



Product Information

VIVE Focus



VIVE Focus is a simple all-in-one solution. Enjoy instant wireless VR with high-resolution 3K AMOLED screens, Qualcomm® Snapdragon™ 835 processing, and world-scale tracking right out of the box. No tethered PC, base stations, or sensors required.

Where to buy:



IEI Integration Corp.

www.ieiworld.com
@IEIIntegration

IEI Integration Corp. is a leading industrial computer provider, and applied in various applications such as factory automation, networking appliances, AIoT, transportation, and healthcare. IEI strives to promote its own-brand and serving ODM vertical markets to offer complete and professional services.

Product Information

Intelligent Network Appliance PUZZLE-IN001



IEI's PUZZLE-IN001 is the latest network appliance which can support high speed network connection via eight GbE RJ-45. It offers two smart NIC options to bolster the performance and features redundant power supply to ensure highly reliable performance.

Where to buy:

rosaliu@ieiworld.com

Product Information

Medical Grade Panel PC POCm-W24C-ULT3



IEI's POCm-W24C-ULT3 is designed for hospital staffs. It's equipped with three independently replaceable batteries designed for long-term use and easing the heavy burden of the existing nursing cart. With features high expansion, it offers smart card readers, or biometric modules etc.

Where to buy:

rosaliu@ieiworld.com



New Era AI Robotic Inc.

www.neweraai.com/us_en
@NewEraAI

New Era AI focuses on robots and AI technique, which are designed to provide services in hotels, retail stores, hospitals, banks, airports and cinemas, and developed three important technologies for a long time: indoor navigation, voice interaction, and facial recognition.

Product Information

C01 Smart Service Robot C01



C01 Smart Service Robot can implement facial recognition, voice interaction and indoor navigation, besides, and integrates with retail store, hotel, hospital, and airport service.

Where to buy:

+ 31 (0) 858 768 735



Nuwa Robotics

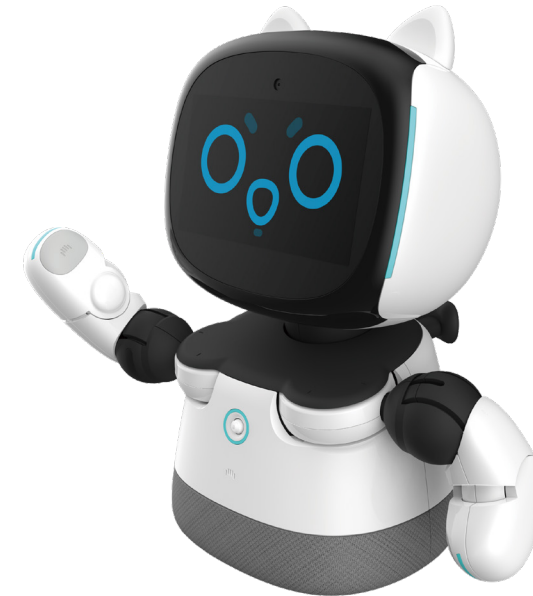
www.nuwarobotics.com
@NuwaRobotics

女媧創造

Nuwa Robotics specializes in the development of artificial intelligence and robotics and is fully equipped with comprehensive R&D capabilities in robotic products.

Product Information

Kebbi Robot C12P158



Kebbi robot has four major characteristics, including body language, artificial intelligence, English teaching, and programming. As for artificial intelligence, the robots can have facial, object, and voice recognition. In addition, robots have a variety of functions, such as story-telling, playing games, singing and dancing.



PLANET Technology Corp.

www.planet.com.tw
@PLANETTechnology

PLANET Technology Corporation is a leading global provider of IP-based networking products and solutions for SMBs and enterprises.

Product Information

Color Touch LCD 24-Port PoE+ Wireless LAN Managed Switch with 40G Fiber Uplink WS-2864PVR



This product provides Smart AP Control, L3 static routing, Intelligent PoE functions and an intuitive Touch LCD for energy-saving wireless network.

Where to buy:
sales@planet.com.tw

Product Information

Industrial Flat-type Smart Router with Color Touch LCD Screen WGR-500-4PV



This product offers powerful security and L2/L4 switching functions, unique intuitive touch LCD and smart AP control for IoT/IloT applications.

Where to buy:
sales@planet.com.tw



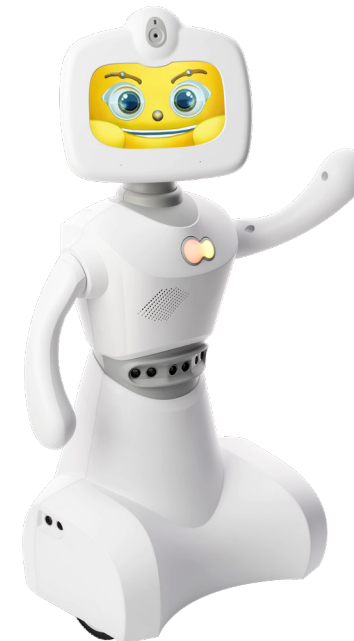
Robotelf

www.robelf.com
@myrobelf

Robelf is design for both families and business using. The remote control of security and interactive education content will be our design of rigid services. We have customized System for our robots, based on Android software. We can also provide customized commercial robot services.

Product Information

Robelf R0001



"Fun, Fancy, Possibilities" are the three keywords of Robelf, a smart home robot. We break the restrictions of technology and cost, making robot affordable and meets family needs. Robelf makes the communication between family member easy, connecting people with their loved ones.

Where to buy:



Your Networking Ally

ZyXel Communications Corporation

 www.zyxel.com

 @Zyxel



Focused on innovation and customer-centricity, ZyXel Communications has been connecting people to the Internet for nearly 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for telcos and service providers, business and home users.

ZyXel, Your Networking Ally.

Product Information

Multy U AC2100 Tri-Band WiFi System WSR30



Multy U (Pack of 3)

1. Intelligent Tri-band mesh WiFi network
2. Seamless room-to-room roaming of up to 557m²
3. Easy to install and manage with Multy app
4. Verify the status by breathing LED
5. Expand for more WiFi coverage
6. Ethernet backhaul supported

Where to buy:

www.amazon.co.uk

partner.zyxel.eu/contact-us

Product Information

Multy Plus AC3000 Tri-Band WiFi System WSQ60



Multy Plus (Pack of 2)

1. Tri-band dedicated backhaul
2. Coverage reach up to 464 m²
3. Business Class network security services
4. 5-in-1 flexible deployment
5. Easy installation from either app or web browser
6. Guest WiFi hotspot with fully customizable Captive Portal

Where to buy:

www.amazon.co.uk

partner.zyxel.eu/contact-us



Organized by



Bureau of Foreign Trade, MOEA



Taiwan External Trade Development Council (TAITRA)

Taiwan Trade Center - Barcelona

Carrer de Muntaner 239, Entlo. 4, 08021, Barcelona, España

Tel : +34 93 241 93 06 | Fax : +34 93 414 75 03

E-mail : barcelona@taitra.org.tw



Taiwanexcellence