



**TAIWAN
EXCELLENCE**



VISIT OUR BOOTH AT THE

TAIWAN EXCELLENCE PAVILION, HALL 6.029

2019 MARATHON EXPO!

AND GET YOUR PERSONAL #REACHYOU'REXCELLENCE SHOELACES

MARATHON EXPO 26. – 28. SEPTEMBER 2019

**BMW
BERLIN
MARATHON**
28. + 29. September 2019

www.taiwanexcellencemarathon.de



Bureau of Foreign Trade,
Ministry of Economic Affairs (MOEA)



Taiwan External Trade
Development Council (TAITRA)



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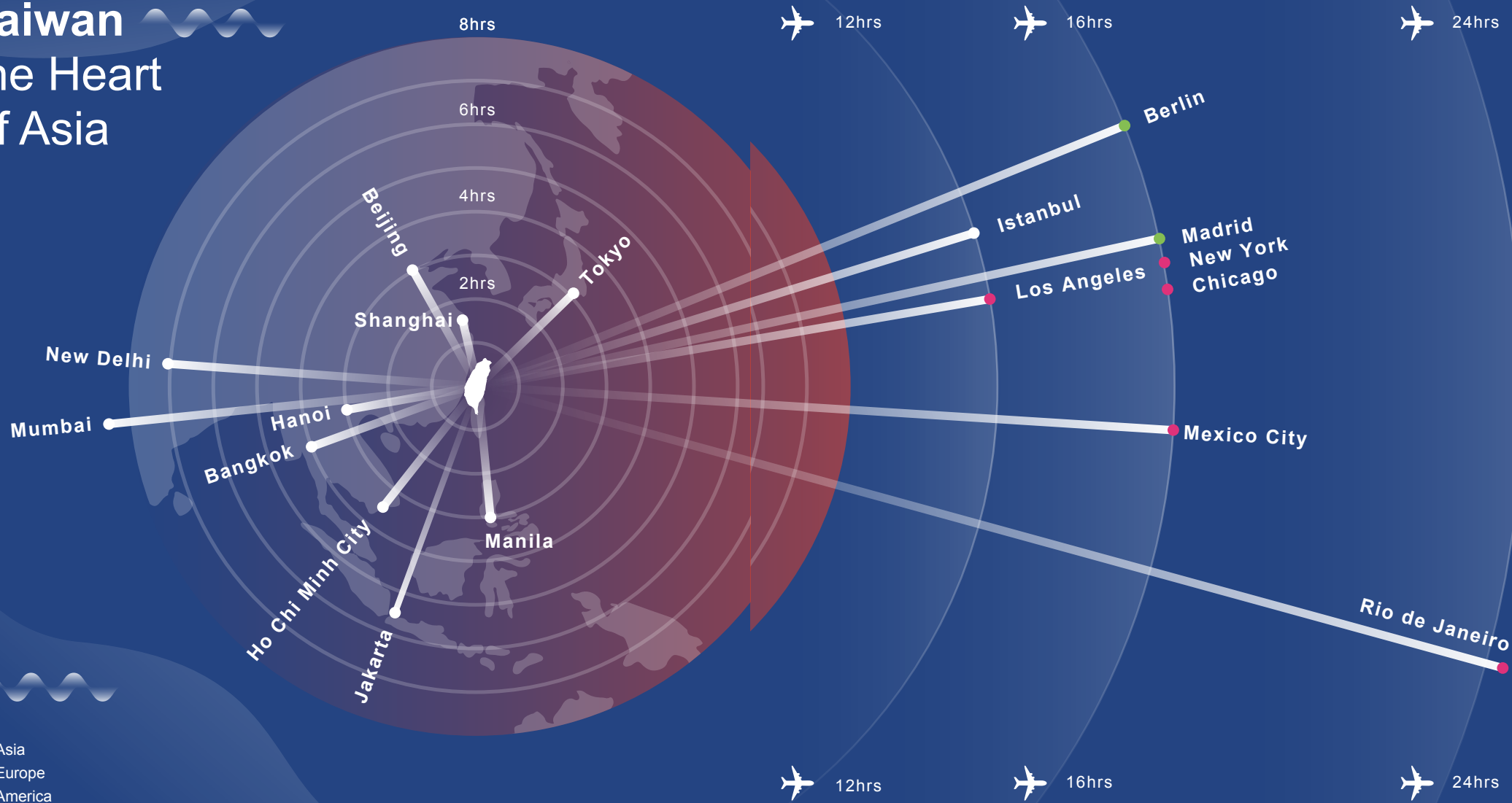
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TAIWAN

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US

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Taiwan

the Heart of Asia



- Asia
- Europe
- America

About Taiwan

■ Landmark

Taipei 101
(The 10th tallest building in the world)



■ Climate

Tropics
Subtropics

■ Area

36,197 km²
(Ranked 139th)

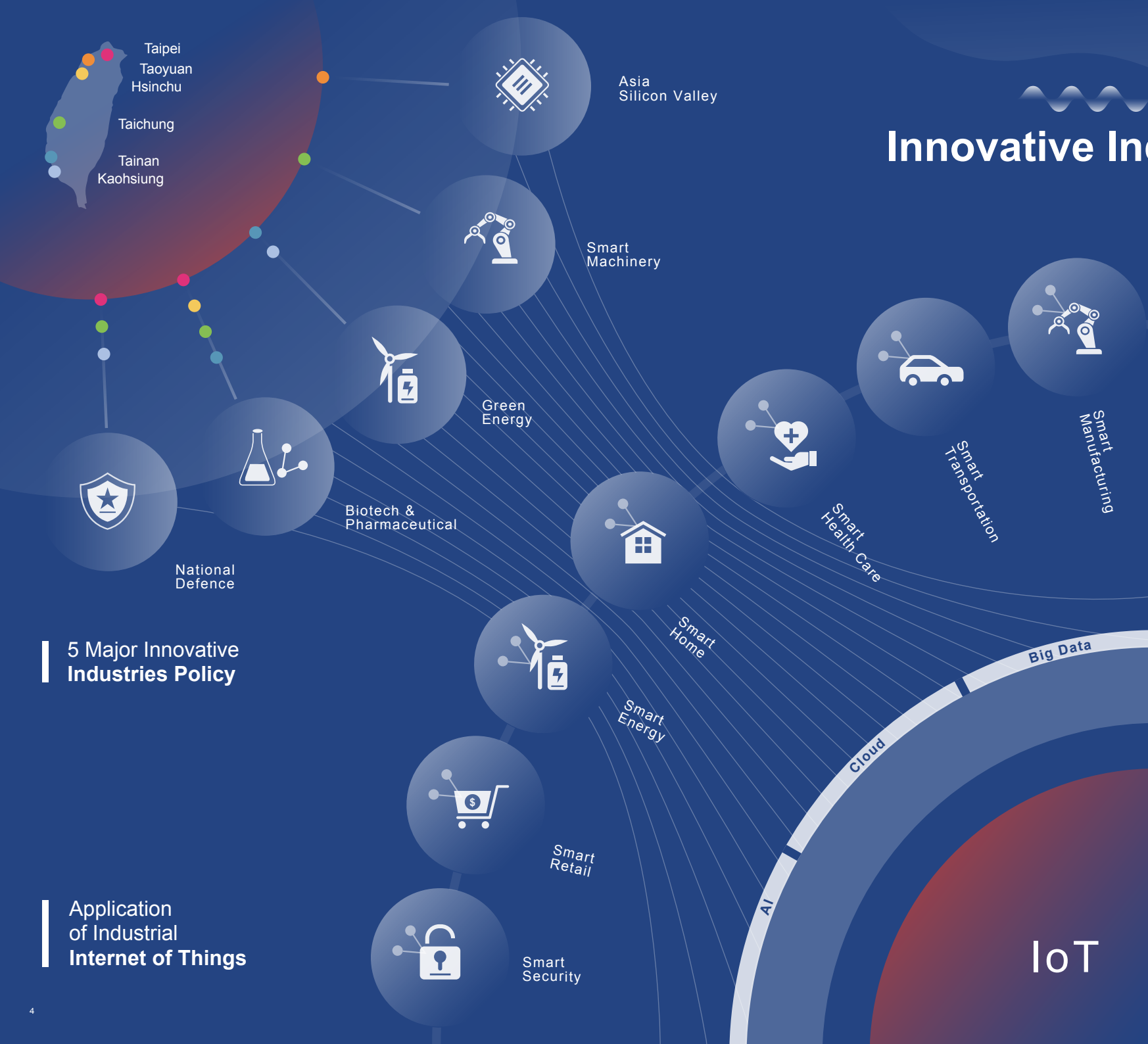


■ Ethnicity

95.5% Han Taiwanese/ Hakka/ Hoklo
2.3% Indigenous People
2.2% New Immigrant

■ Population

23.58 million
(Ranked 56th)



Applications of Innovative Industries Policy & IoT System

Taiwan's advantage in Intelligent System

Taiwan has the advantage in developing AI/smart system with supporting policies, intellectual and complete industrial cluster. With the government supporting, Asia Silicon Valley Development Plan as an integrated platform is intended to guide the transformation of Taiwan innovative economy. The plan establishes an IoT Industry Major League team, led by manufacturers such as Acer, Advantech and Mediatek with over 400 businesses and startup companies forming an industry ecosystem.



NCTU-Cradle of Tech talents



Hsinchu Science and Industrial Park- ICT Cluster



ASVDA- A government supported integrated platform



Taiwan's first self-driving bus by ASVDA

Taiwan Economy

Primary Export Destinations

(unit : US \$)

Total Import Value

287 billion

Ranked 18th

Total Export Value

336 billion

Ranked 19th

European Union

8.8%

Others
9.2%

China & Hong Kong

41.2%

South Korea
4.8%

Japan
6.9%

ASEAN
17.3%

United States

11.8%

Trade Values With
7 Main New
Southbound Markets

Economic Statistics

(unit : US \$)

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

■ GDP Growth Rate

■ PPP

■ GDP

■ GDP/ Capita



2.66%
(2018)



51,865
(Ranked 20th)



588 billion
(Ranked 23rd)



24,889
(Ranked 19th)

■ Innovation Capability

■ Doing Business

■ World Competitiveness

4th

Taiwan is ranked 4th in "Innovation Capability" in The World Economic Forum's "Global Competitiveness Report 2018".

13th

Taiwan is ranked 13th in the "Doing Business 2019" survey by the World Bank.

17th 4th

Taiwan is ranked 17th in the 2018 Annual World Competitiveness Yearbook and 4th in the Asia-Pacific region.

(unit : billion US \$)

■ Trade Growth Rate
6.1 %

72.8 (in 2018)
68.7 (in 2017)

(unit : billion US \$)

Malaysia 19.8 Vietnam 14.5 Philippines 11.4 Thailand 10.8 Indonesia 8.8 India 7.1 Myanmar 0.3

Industrial Clusters

- Textile
- Healthcare

- ICT
- Sports & Leisure

- Bicycles

- Machine Tool

- Orchid

- Super Yachts

- Automobile Electronic

- Biomedicine

- Automobile Parts & Accessories

- Green Energy

- Fastener

Taiwan is the main base for R&D and production of functional textile. Now, Smart Textile is one of the developing priorities.

Taiwanese enterprises have a long collaborative relationship with multinationals. It makes Taiwan become a producer of upstream medical devices and a key link in the global supply chain.

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

The export amount of sporting goods sector reached US\$ 1.9 billion in 2018.

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

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

Perfect growing environment, advanced breeding method and patent protection enhance the competitiveness of the orchid industry.

The success of Taiwan's yachts rests on three main points: high building skills, superior craftsmanship and customized solutions.

The auto electronics industry of Taiwan is founded on the strengths of its well-developed ICT and auto parts industries. In 2018, the auto electronics industry reached an output value of US\$6.6 billion.

Innovative medical devices and new marketing models driving and forming a complete production and service ecosystem.

The auto parts industry has the capability of providing original equipment (OE) and after market (AM) service to global supply chain.

The Photovoltaic industrial cluster development encompasses the complete supply chain.

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



1st 70%

Functional Textiles hold a 70% market share worldwide.



1st

The world's 1st mid-range and high-end mobility scooters exporting country.



1st 68%

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



1st 80%

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



1st

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



7th

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



5th

The export amount of the Taiwan orchid reached US\$ 173 million.



4th

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



1st

Industries Taiwan leads the world in

Intellectual Advantage

Education Level

44.5%

University or Above

30.6%

Senior High School

12.8%

Junior High School

12.1%

Primary School

University Ranking



Top 500 X 11

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

Industries In Taiwan

Culture of Taiwan

Attractions In Taiwan

- International Airport
- High Speed Rail Station



New Taipei City-Jiufen



Taichung City-Dajia Jenn Lann Temple



Penghu County-Cimei Twin Hearts Stone Weir



Tainan City-Chihkan Tower



Chiayi County-National Palace Museum



Yushan National Park

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



Taipei City-National Palace Museum



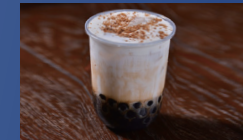
Hualien County-Taroko National Park



Nantou County-Sun Moon Lake

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.



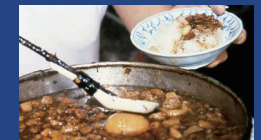
Bubble Tea



Xiaolongbao (Steam Dumpling)



Shaved Ice Dessert



Braised Pork Rice



Pineapple Cakes



Zongzi (Rice Tamales)



Ba wan (Giant meat dumplings)



Oyster Omelet*



JAN

New Year's Day



FEB

Taiwan Lantern Festival

The sky lanterns of the festival carry the prayers and vows of the people.



MAR

Taichung City Mazu International Festival

The Tung Blossom Festival



MAY



JUN

Dragon Boat Festival

It is one of Taiwan's three major annual traditional holidays. Dragon boat races are held, and people eat Zongzi (Rice Tamales) on Festival day.

JUL

AUG



SEP

Mid-Autumn Festival

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

OCT



NOV

Winter Solstice Festival

DEC

Festivals In Taiwan



Main Events & Trade Shows in Taiwan

- Annual Trade Shows
- 2019 International Events



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



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), R.O.C. in 1992, the symbol of Taiwan Excellence is recognized by 102 countries.



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, 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 trade promotion projects and activities both internationally and domestically. Having worked closely with TAITRA for many decades, BOFT continues to commission TAITRA for various critical government projects relating to business, trade and investments, 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 Taiwan 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 1,300 international marketing specialists stationed throughout its Taipei headquarters and 68 branch offices worldwide. Together with its sister organizations, Taiwan Trade Center (TTC) and 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 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 09:30-18:30 &
 Exhibition Days

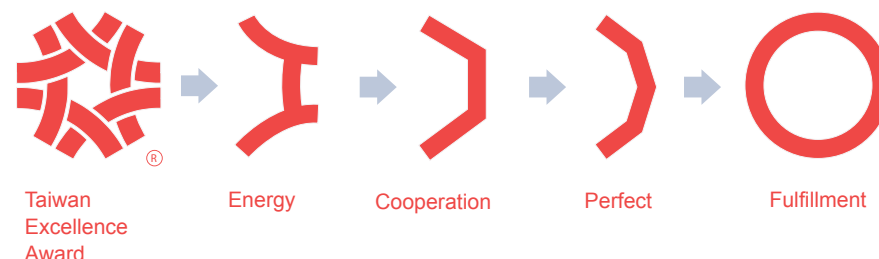


Taiwan Excellence



Taiwan Excellence Pavilion

Brand Connotation



Items of Selection



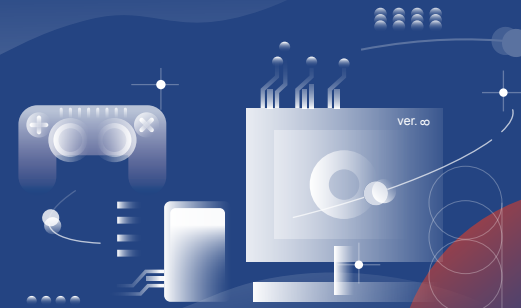
Taiwan Excellence shows the competitive "Innovative Value" of Taiwanese product. Initiated by Ministry of Economic Affairs (MOEA), R.O.C. (Taiwan) in 1993 and implemented by Taiwan External Trade Development Council (TAITRA). The symbol of Taiwan Excellence honors Taiwan's most innovative products that generate tremendous value to worldwide users and it is recognized in 102 countries.

The symbol endures 4 brand connotation. The first icon "Energy" represents the vigor that distinguishes Taiwan's local industries. The second icon "Cooperation" represents the bonds of solidarity that unite Taiwan's manufacturers. The third icon "Perfect" represents Taiwan's manufacturers pursuit of

perfection and excellence. The fourth icon "Fulfillment" owes its origins to the traditional Taiwanese cultural affinity for "completeness" or "wholeness".

The Taiwan Excellence Awards selection has been implemented to select annually the most innovative products based on their excellence in criteria including R&D, 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. Award-winning companies are proud to embrace the mark as the highest honor of Taiwan national recognized and endorsed excellent products.

ICT & Gaming



PRODUCTS

20



ADATA Technology Co., Ltd.

21



ASUSTek Computer Inc.

22



Micro-Star International Co., Ltd.

23



Transcend Information, Inc.

Health & Leisure

Sports

24



Buder Electric Appliance Co., Ltd.

25



departure international Co., Ltd.

26



HAPPY ISLAND TECH CO., LTD.

27



iXensor Co. Ltd.

28



JOHNSON HEALTH TECH

29



Leadtek Research Inc.

30



Tokuyo Biotech Co., Ltd.

31



UNI-PARAGON Enterprise Co., Ltd.

32



KMC (KUEI MENG) International Inc.

33



SINGTEX Industrial Co., Ltd.

34

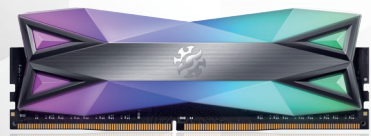


TBS Group Corporation

35



O-TA Precision Industry Co., Ltd.



XPG SPECTRIX D60G DDR4 RGB Memory Module **SPECTRIX D60G**

The XPG SPECTRIX D60G DDR4 memory features a unique dual RGB light strip design that gives it the largest RGB surface area of any memory module! What's more, it sports a wide frequency range from 3000-4133MHz and supports Intel® XMP 2.0 profiles for easy overclocking.

- Outshine the Competition
- More RGB per mm2
- Diamond-Cut Design
- Stable, Durable and Reliable
- Overclocking with Intel® XMP 2.0
- Programmable RGB Lighting



XPG SPECTRIX S40G RGB PCIe Gen3x4 M.2 2280 Solid State Drive **SPECTRIX S40G**

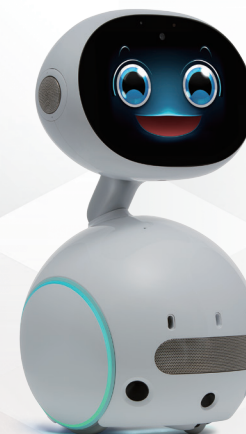
With sustained read/write speeds of up to 3500/3000MB per second, customizable RGB lighting, and a slew of performance enhancing features, the XPG SPECTRIX S40G is a no brainer for those seeking amazing performance and exceptional reliability.

- RGB Your Way
- Unparalleled Speeds
- In Pursuit of Efficiency
- Data Integrity and Security
- Backed by a 5-Year Warranty



XPG Precog Gaming Headset **Precog**

The XPG Precog Headset is the world first dual-driver gaming headset. It is designed to offer gamers the ultimate gaming audio experience with an excellent frequency response range for immersive, multi-layered sound. What's more, the headset features three audio modes (FPS, Virtual 7.1 Surround Sound, and Music) for optimized sound for different applications and ENC (Environment Noise Cancellation) technology to help gamers communicate with team members clearly despite the presence of ambient noise.



Zenbo Junior **Zenbo-K**

- Expansive Applications, Flipped Learning
- Intelligent educational tool to cultivate AI capabilities
- Easy to use open platform to create various applications
- Instant remote management to increase operational efficiency



ASUS VivoWatch SP **HC-A05**

Your intelligent companion for easier health management

- Embedded ECG and PPG sensors — Track real-time health data including heart rate, blood oxygen, sleep, activity, exercise and de-stress level (HRV score) to stay informed about your health
- Built-in GPS sensor — Track workouts and view activity maps and stats, such as speed, distance and duration in the intuitive ASUS HealthConnect app



Stealth Thin Gaming Laptop GS65

The GS65 Stealth Thin is the world's first gaming laptop to feature 144 Hz display with 4.9mm thin bezel design, achieving a stunning 82% screen-to-body ratio. Packing advanced features set in the smallest dimension possible with outstanding golden diamond-cutting design, the MSI GS65 Stealth Thin brings gaming laptop into a new stylish gaming era.



Ultra slim laptop PS42

The eye-catching PS42 comes with incredibly slim skeleton, mere 1.19 kg in weight and 15.9mm in height, while features an amazing 10+ hours battery life. The thin bezel along the display plays an important role in achieving such portable form factor. While been extremely thin, the PS42 still manages to pack much within: fingerprint sensor for security and performance in an unprecedented chassis.



DrivePro™ Body 60 Body Camera TS64GDPB60A

- Smooth and detailed Full HD 1080P recording (1920 x 1080 @ 30 fps)
- 64GB internal memory
- Team synchronization
- Pre-recording function
- Robust and durable design
- Up to 10 hours of battery life



ESD230C Portable SSD TS960GESD230C

- USB 3.1 Gen 2 interface with UASP support (USB Attached SCSI Protocol)
- Up to 520 MB/s read and 460 MB/s write
- 3D NAND flash memory
- The ESD230C fits perfectly into a wallet thanks to its small credit-card size.
- Includes a USB Type-C cable and a USB Type-C to Type-A cable



JetDrive™ 855 SSD Upgrade Kit for Mac TS960GJDM855

- Up to 1,600 MB/s read and 1,400 MB/s write
- JetDrive 850 NVMe PCIe Gen3 x4 SSD with a Thunderbolt enclosure
- Installation tools included
- Compatible with selected MacBook & Mac models* running macOS High Sierra (10.13) or later

*Please visit Transcend Website for compatible devices



Counter top water dispenser BD-3219



Features:

- Stylish and contemporary design
- Small size with large dispensing
- Color screen with Speaker function for the blind easy to use
- Color indicator for Hot / Ambient / cold water temperature
- Safety lock function for hot water to avoid child scalded by hot water.
- Continuous water supply function
- Multiple filter life settings, with precise filter work time monitoring, to optimize filter replacement timing
- Network connectable

Counter top water dispenser HS-72



Features

- Convenient and large-capacity (1800cc)
- Start it with one button by directly filling the water above the dispenser
- High-Concentration Hydrogen Water Generator (1200ppb within 30 minutes.)
- Simple Hydrogen mode
- Convenient Ozone mode
- Portable design
- All-in-one no need to install

Portable Hydrogen Water Generator HI-TA13



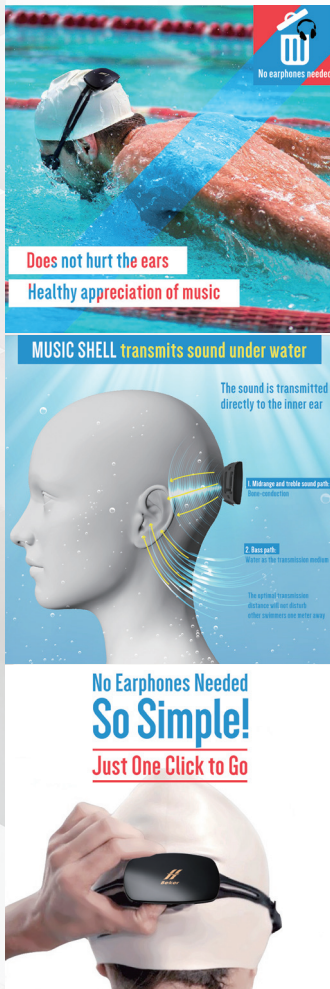
Features:

- Generate high concentration of hydrogen water within 3 minutes
- Simple Hydrogen mode
- Portable and capable hydrogen water generator
- All-in-one no need to install
- Avoid accidentally touch, leakproof, and industry-leading patented technology
- Approved by CE and IEC blue light inspection



HD511

Ideal for family sharing: economical and space saving
Front case can be quickly disassembled through a simple press action
Couple with various front cases for different needs and occasions
The front case can be used independently when detached
Shell made from 100% virgin Bayer molded polycarbonate provides product with high impact-resistance and lightweight
3-digit TSA-friendly locks
360° resilient and multi-directional polyurethane solid spinner wheels, zero effort and quiet rolling
3-stage retractable ergonomic aluminium handle - provides easy maneuverability



MUSIC SHELL
 beker



COMFORT:
 Enjoy music underwater without earphones blocking your ears.
SMALL & CONVENIENT: Lightweight at 1.2 ounces.
WIRE FREE:
 Sound is transmitted through the skull directly into your inner ear



PixoTest POCX01 System
 POCX01



- **EXTENSIBLE-** Modularization for multiple in vitro diagnostic testing.
- **PORTABLE-** Handheld design for ease of carrying to the community.
- **EFFICIENT-** Quick test result and intuitive UI design can fit perfectly into the operation process and improve efficiency.
- **ACCURATE-** NGSP certified. Lab- quality clinical results.
- **eMANAGEMENT-** All test data can be seamlessly uploaded to the cloud and connected to the management systems of community-based point-of-care facility.



Matrix Fitness T7xi

T7xi

The 7xi not only changes the way you connect & communicate with your members. But also your members don't have to break their rhythm to access entertainment, social media and facility communication.



Horizon Fitness Paragon X

Paragon X

Paragon X brings together form & function for revolutionary exercise experience. Exclusive Air Runner Technology combines responsive air cushioning with unique programming to keep workouts challenging



amor H2 Health Band

amor H2

- With Taiwan well-known physicians and the medical research team involved, amor H2 health band are developed based on exclusive professional algorithms, and focus on office workers and senior citizens who have lack of physical activity.
- The unique indicators of "circulation index" and "fatigue index" reflect the exercise efficiency, sleep quality, and stress in life/work.
- amor H2 health band and its artificial intelligence health management service only takes 30 seconds to generate the personalized health improvement suggestions to help users adjust their daily living habits and achieve a healthy life. "



Massage Chair
TC-682+AVS(Best selling item)



- Environmentally friendly microfiber PU leather
- The brand new germany technology AVS (Audio Vision Stimulation)
- 4 auto programs plus 2 customized sleep massage program
- Brainwaves oriented massage program with audio
- Brainwaves by visual stimulation
- Zero gravity
- Zero wall
- SL track
- Adjustable leg massager
- Bluetooth speaker plus hip massage



Massage Chair
TC-395(Best selling item)

- Microfiber PU leather
- Zero gravity
- Leg massage
- Four auto massage programs
- Five manual massage programs
- Heating function
- 3 level of intensity
- Heat on lumbar
- Air pressure modes (full body, shoulder, arm and leg)



Ocean Recycling Roll Fuction Backpack
180503-43-7

As the global warming becomes more and more serious, We had used eco-friendly marine recycling waste to made backpack.



Discovery bear series backpack

deya carefully selected environmental recycled yarn in Taiwan to the PET bottles in production to Taiwan with eight plastic bottles to make a spot deya bear backpack, not just in response to environmental protection, let people find the spot where you arouse public attention to ecological conservation!



Deya ironman extreme backpack
Triathlon Backpack (from swim to bike and run)

deya extreme function ironman backpack used Nylon 66 high-grade light ballistic nylon + CORDURA material of military specification fabric, has ultra light weight, wear-resisting, tear-resistant, high temperature resistant, impact resistant and other characteristics, suitable for various extreme endurance races, The backpack that is indispensable for various sports such as sports and bicycles provides the highest level of comfort to sports and enhances the fun of sports.



KMC (KUEI MENG) International Inc.
<https://www.kmcchain.com/en/>
 f kmcchain.hq
 🛒 <http://www.kmcchain.eu/>

SINGTEX®

SINGTEX Industrial Co., Ltd.
<http://www.singtex.com>
 f singtex.industrial
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12 speed X chain X12



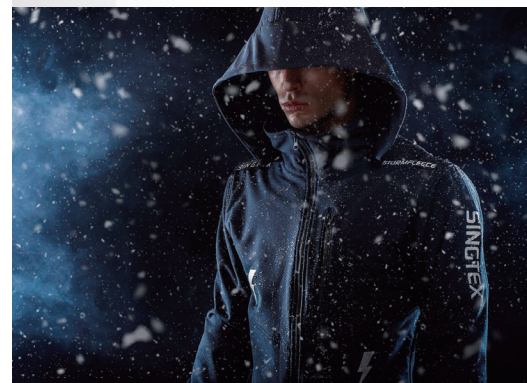
- An inner X-Bridge adapts precisely to the limited gear space.
- Asymmetrical chamfering can avoid chain and cassette teeth interference.
- By precise adjustment, X12 is perfectly compatible with the 12 speed systems."



New X series X11/ X10/ X9/ X8



- 100% compatible with Shimano, SRAM, Campagnolo.
- Taking into account the specs of different systems, we've developed a proprietary X Bridge and chamfer design that perfectly fits them all.



STORMFLEECE SW-8943C6

STORMFLEECE® Jacket combines fleece & softshell into one, reducing microfiber loss & delamination with its single-layer-woven technology; blocks wind & rain while providing warmth.



S.LEISURE eco-comfy stretch shirt SCW-721



S.LEISURE eco-comfy stretch shirt uses the latest recyclable stretch technology featuring long-lasting stretch comfort, breathability, fast dry, lightweight & superior recovery while reducing its carbon footprint.



AROFLY ELITE ARO-2A15

- The Smallest Power Meter in the world
- DIY, Quick and Simple installation
- Compatible with most bikes
- Left/Right Pedal Ratio display



AROFLY LINK

- Small, Compact and Easy to install.
- Provides Power, Cadence, Left/Right Pedal Ratio, Rear Tire Pressure.
- Compatible with most bikes.
- Easily transferable from bike to bike.



ht xc elite

The HT XC ELITE is a racing model with a 650B wheelset and nimble geometry.

