

Amazing Taiwan

28 Top-ranked Brands Gather Together

Innovations Supported by History and Tradition
Presenting Cutting-edge Designs in Various Fields



TAIWAN EXCELLENCE OFFICIAL MOOK

Cheerful, energetic national characteristics

The Taiwanese personality is as bright and cheery as the colorful fruits and flowers grown in the island's southern countryside. The Taiwanese people's strength for staying positive and getting things accomplished even in the face of failure is the driving force behind creating even better products.



What Makes Taiwanese Manufacturing Great?

Though the country has long possessed a strong profile in terms of tourism, high quality products made in Taiwan are getting more attention in recent years. But how are these excellent products that are gaining in world market share produced? We explore the source of Taiwan's power.

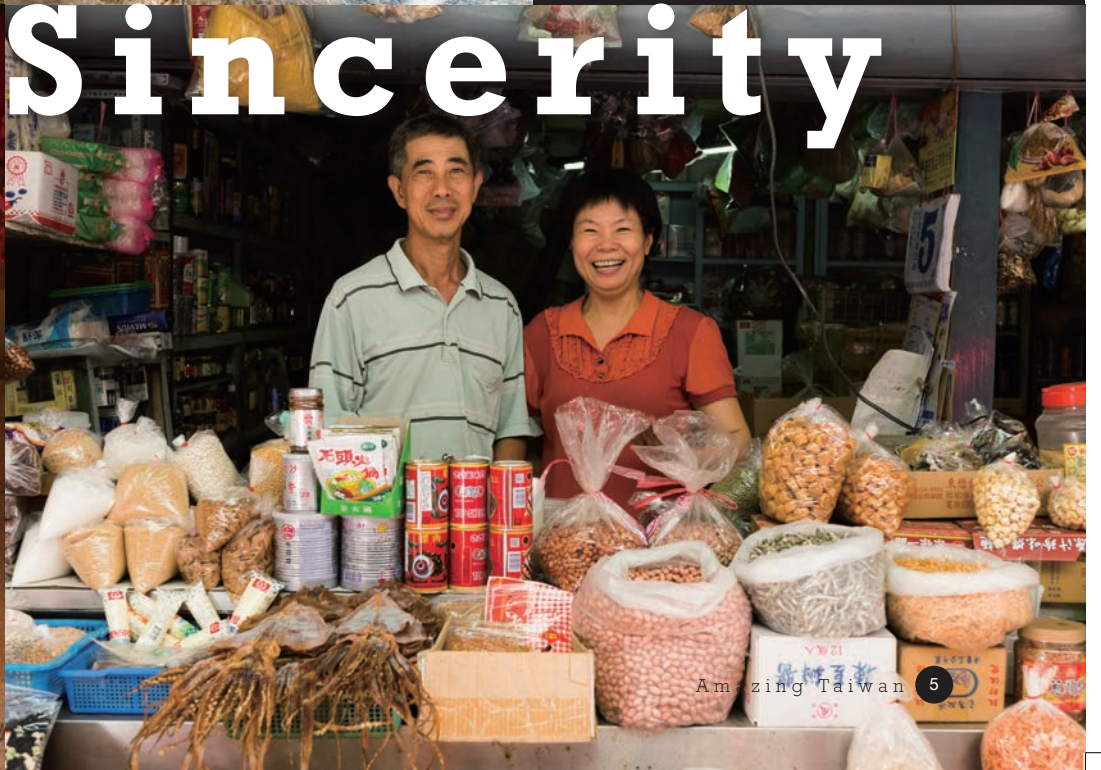
Strength

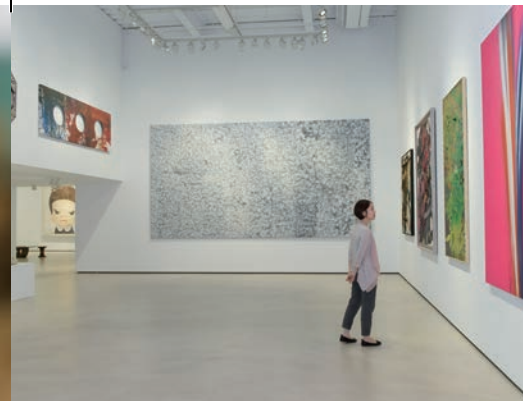


A sincere attitude toward everything

Taiwan is made up of many small, high quality enterprises built on the back of a steady and respectful work culture. The kind and unassuming character of the Taiwanese makes them trusted by global companies, and their earnest attitude is reflected in the quality of their products.

Sincerity





Flexible and innovative power of ideas

The Taiwanese have a uniquely flexible way of thinking, actively adopting different elements into their own ideas, for excellent results. Their alacrity and inherently adventurous spirit are the essential ingredients of their manufacturing leadership.

Culture

A mindset of maintaining traditions and culture

The last few years have seen a movement to revive traditional Taiwanese traditions and products. Businesses are creating breakthrough products that still integrate traditions and culture, such as adding modern elements to a traditional product or renovating classical buildings into modern facilities.

► P.4~6 Photographer
Toshiyuki Kumagai

Living in Taiwan for over 20 years, Kumagai takes photographs for magazines and advertisements and has even photographed the recent Presidents of Taiwan. He also holds photograph exhibitions and lectures in both Japan and Taiwan. Kumagai is an avid athlete, having completed a triathlon in Taiwan including climbing Yushan mountain, swimming across Sun Moon Lake, and cycling across Taiwan.

Cooperation: Tourism Bureau of Tainan City Government / Taiwan Indigenous Culture Park



Innovative





Amazing Taiwan

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📍...Address
☎...Telephone number
🕒...Business hours / regular business holidays
🔌...Charge
📶...Access
🌐...Website
* Regular business holidays exclude public holidays and extraordinary holidays.



What is TAIWAN EXCELLENCE AWARDS?

"Taiwan Excellence" products are excellent products recognized by the Ministry of Economic Affairs(MOEA), R.O.C. You can see unique and innovative products during events in various countries and at the Taiwan Excellence Pavilion (see P. 12), so check them out!

Point 1

Distinguished awards given to excellent Taiwan products

"TAIWAN EXCELLENCE AWARDS" products are selected through a strict examination process by the Ministry of Economic Affairs (MOEA), R.O.C. every year. The purpose is image enhancement and promotion of Taiwanese products to the world. The first TAIWAN EXCELLENCE AWARDS ceremony was held in 1993, and the 25th ceremony was held in 2017.

There are three levels for "Taiwan Excellence": Gold, Silver, and TAIWAN

EXCELLENCE AWARDS, with the highest level Gold Award being given to products with the most "innovative values."

As is evident by the word "Excellence," these titles can only be given to only products that stand out in all aspects, including R&D, design, quality, and marketing. If a product wins any award, it can use the Taiwan Excellence symbol for all its international marketing and promotion.

Point 2

The Taiwan Excellence trademark is recognized by 102 countries

The Taiwan Excellence mark consists of six arching lines representing the "spirit of pursuing happiness in Taiwanese traditional culture." At the same time, the symbols stands as proof that those products have been

recognized by Taiwan on the national level. Now, over 20 years have passed since the birth of "TAIWAN EXCELLENCE AWARDS," and 102 countries recognize the Mark as a criterion of product value.



From the left, "TAIWAN EXCELLENCE AWARD," "Gold Award," and "Silver Award."



Point 3

A number of events are held to disseminate Taiwan Excellence products to the world

To promote awareness of Taiwanese products domestically and globally, events are held regularly in various countries, such as Japan, Indonesia, Vietnam, and the U.S., etc. At these venues, you can experience Taiwan Excellence-awarded products firsthand while receiving explanations from event staff.

In addition to exhibitions, other events such as marathon races and charity drives are held to create positive awareness of Taiwan

Excellence products both domestically and overseas.



For example, an event held at the KITTE shopping mall in Tokyo in June 2017 drew records crowds.

1

Applicant screening



2

The first selection



3

Receipt of the TAIWAN EXCELLENCE AWARDS



5

Receipt of Gold / Silver Awards



4

The second selection



Operating authority



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.



Implemented by 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 60 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.

Experience the Greatness of Taiwan Excellence Products Firsthand

TAIWAN EXCELLENCE PAVILION

The TAIWAN EXCELLENCE PAVILION is the place where you can actually see and experience creative and exciting Taiwan Excellence products firsthand. Visitors can try a wide variety of approximately 100 exhibited items, including gaming PCs, bicycles, and home electronics.



The original TAIWAN EXCELLENCE PAVILION, located within the Taipei Fine Arts Museum, will be closed in October 2017.

The TAIWAN EXCELLENCE AWARDS are given to innovative, value-added products that excel in the areas of quality, R&D, marketing, and design. Approximately 500 made-in-Taiwan (MIT) products win the prize every year, and around 100 of them are exhibited in the TAIWAN EXCELLENCE PAVILION.

Exhibits include outdoor products such as bicycles, high-tech products such as PCs and smartphones, and home electronics.

Many exhibited products are not enclosed in glass cases, so visitors can directly touch them, and some of them, such as a massage chair, are available to experience.

In line with the standards for receiving the Taiwan Excellence distinction, all of the products displayed feature creative ideas and original designs. Some visitors go to the Pavilion to learn more about products for business purposes, while others simply enjoy industrial designs as art.

The products are classified by categories and all feature bilingual (English & Chinese) descriptions. Staff dressed in the Pavilion's signature red uniforms are on hand to provide more detailed explanations in either language.

In recent years, the concept of "culture and creativity" – the movement to create new, uniquely Taiwanese value by integrating the traditional into the modern – has extended to include manufacturing and urban development.

"Culture and creativity" is also incorporated into exhibits at the Pavilion – Acer's gaming laptop PC "Predator 21 X," which features a case suggestive of an armored car and an internally developed visual line sensor, is based on the company's PC manufacturing techniques.

In addition, the waterless cooking pot made by Tatung Company – a home electronics manufacturer in business for 100 years – enables users to cook with moisture contained in the ingredients without any addition of oil or water. The product was developed to answer a new demand in Taiwan in terms of the increasing number of people who cook at home instead of going out to eat.

These and more products that embody both Taiwan's traditional spirit and technological innovation are sure to stimulate your senses.



TAIWAN EXCELLENCE PAVILION

📍 No. 161, Section 3, Zhongshan North Road, Zhongshan District, Taipei City
 ☎ +886-2-25851659 #12
 🕒 9:30am-5:30pm (Saturday-8:30pm) / Business holiday: Monday
 🚶 7-minutes walk from Exit No.2 of MRT Yuanshan Station

*The pavilion will be closed on October 31, 2017



[Part1]

Fall in Love with Taiwan A Journey of Creative and Cultural Discovery

The number of overseas tourists in 2016 reached nearly 7.6 million. Although Taiwan has a host of well known and attractive sightseeing locations, you can take a step further to experience Taiwan's beautiful architecture, high profile restaurants, and unique culture. A few tips from well-informed people can help you go out on a journey of rediscovery of Taiwan. The more deeply you understand Taiwan, the more you will fall in love with it.

ARCHITECTURE P.16

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BOOK P.24

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了解最新的台灣建築文化！

Some of the World's Most Excellent Architecture View Taiwan through Some of its Finest Structures

Taiwanese architectural marvels have drawn considerable attention in recent years. Novel designs are incorporated into two Taiwan buildings without being ensnared by traditional styles. Japanese architect Kenta Sano talked about the latest trends in Taiwanese architecture and shared some top examples.

1 National Taichung Theater

A Unique Metropolitan Opera House of Curved Surfaces

An opera house designed by Toyo Ito, the building was opened in 2016. Composed of concrete walls and glass walls arranged alternately as well as interior made up entirely of three-dimensional curved surfaces, his buildings are characterized by a unique structure made up of curved lines without any vertical walls or columns.

📍 No.101, Sec.2, Huilai Rd., Xitun District, Taichung City
☎ 04-2251-1777 🕒 11:00am-9:00pm (Fri./Sat.-10:00pm) / No business holidays
🚗 15 minutes by taxi from Taiwan High Speed Rail Taichung Station
🌐 <http://www.npac-ntt.org>

The unique and bold design is praised as "one of the world's top nine landmarks" by Taiwanese media.

Taiwanese architecture keeps evolving while integrating foreign dimensions

Taiwan's modern architectural masterpieces like Taipei 101 are best known to the world. On the other hand, there are many classical architectures built in the traditional style found in local villages which produce nostalgic landscapes. People visiting Taiwan, therefore, may often feel a sense of wistful "nostalgia" when they see these buildings on the retro streets.

Over the past few years, Japanese architects have grown in popularity. Masters of modern architecture, including Tadao Ando, who designed the Asia Museum of Modern Art, Kengo Kuma, who designed Whitestone Gallery Taipei, and Toyo Ito, who drew attention for "The Kaoshiung World Games Main Stadium", handle many domestic projects. Ito in particular has designed a variety of buildings. Starting with the Kaoshiung World Games Main Stadium in 2009, he has since increased his work in Taiwan, including buildings such as College of Social Sciences, National Taiwan University and department building and the Taipei International Trade Center. His recent work on the National Taichung Theater has received considerable attention both domestically and abroad. The reason why Japanese architects are preferred may be largely thanks to Taiwanese people's deep familiarity with Japanese culture. Many hold pro-Japanese feelings received through film and music. Japanese style can be said to resonate with a generation of young people who have absorbed Japanese culture. The close proximity of the two countries may also be one of the reasons why Japanese architects are so accepted.

In addition, Taiwan is known for welcoming foreign talent rather than relying on domestic architects for every project. The Luce chapel in Tunghai University, for example, was designed by I. M. Pei, a Chinese-American, and is

Navigator

Kenta Sano

Profile

Born in Tokyo in 1974, Sano majored in geography at Waseda University and architecture at Tokyo University of Science, and earned his Master's degree at Yokohama School of Architecture. He began working for Toyo Ito & Associates and Architects in 2004 and participated in Taiwan-based projects including Kaoshiung World Games Main Stadium and the National Taichung Theater. In 2015, he established Kenta Sano and Associates, Architects.



known as a landmark of Taichung to the world. OMA, a multinational architectural firm, won the bid to design the Taipei Performing Arts Center currently under construction, a project that is also attracting international attention. Taiwanese hold the concept that it's possible to incorporate the best resources from overseas without stealing business from domestic architects. Taiwan regularly holds international architectural competitions and views its state-of-the-art buildings as Taiwan Brands to symbolize national culture. In an architectural industry where a lot of countries are more likely to adopt domestic architects, Taiwan can be viewed as an attractive country for foreigners. In addition, there are opportunities for a wide range of professionals from masters like Ito to younger architects. This is one of the main characteristics of Taiwan's industry.

Innovative renovation projects revive aging industrial buildings

Over the last few years, a number of projects to remake plants and storehouses into new commercial facilities have emerged throughout various regions in Taiwan. These development projects are referred to as "Wenhua-Chuangyua-qu (Cultural and Creative Parks)" or "Wen-chuang (Culture and Creativity)" to revive and reinvigorate old historical sites plants and storehouses. Building interiors adopt modern tastes while retaining the familiar flavors of the periods they lived through, and unique shops are spotlighted and booming in popularity as local attractions.

The pioneer is "Huashan 1914 Cultural and Creative Park" in Taipei City. Once a beer factory, it was remade into an art hub in 2007. Likewise, "Songshan Cultural and Creative Park" in Taipei is a cultural nexus built out of a closed cigarette manufacturing plant. Both of these "Cultural and Creative parks" have received both domestic and overseas recognition as creative bases of art and design in Taiwan where old and new meet.

了解最新的台灣建築文化！

Taipei 101 was officially recognized in the Guinness Book of World Records as the tallest building in the world until it was overtaken by the Burj Khalifa in Dubai.

2 Taipei 101

Taiwan's Landmark Tower and Tourist Hotspot

Taipei's landmark tower was designed by Li Chu-Yuan, a Taiwanese architect. The design integrates the number eight – a symbol of economic prosperity in Chinese culture – into the building's structure; the main tower features a series of eight segments of eight floors each and has the appearance of a jointed piece of bamboo, which also symbolizes success.

📍 No.7, Section 5, Xinyi Road, Xinyi District, Taipei City

☎ 02-8101-7777

🕒 11:00am-9:30pm (Fri./Sat. -10:00pm, some shops may differ) / No business holiday

🚶 1 minute walk from Exit4 of MRT Taipei101 Station @ <http://www.taipei-101.com.tw>

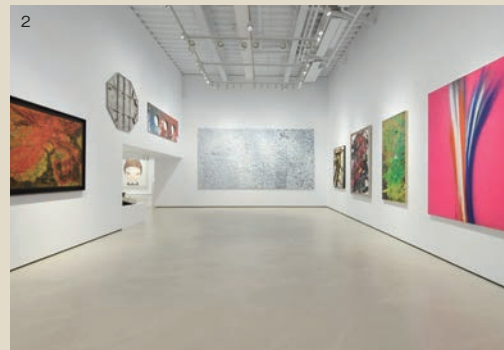
3 Whitestone Gallery Taipei

The fourth traditional Japanese Gallery in Taiwan

This gallery was opened in Taipei in commemoration of the fiftieth anniversary of the world-renowned Whitestone Gallery in Tokyo. Kengo Kuma created the design, which with its wood-base is characterized by its distinctly Japanese aspects and is said to be a highly representative work of the designer's.

📍 No.1, Jihu Road, Neihu District, Taipei City ☎ 02-8101-7777

🕒 11:00am-7:00pm / Business holidays: Monday and Saturday 🚶 1 minute walk from Exit2 of MRT Xihu Station



1. The stylish, creative, and distinctly Japanese design is unique to Kuma. He is also responsible for the new National Stadium in Japan.
2. The white exhibition space has a 7 m-high ceiling.

4 Luce Chapel in Tunghai University

A uniquely-shaped chapel built in Tunghai University in Taiwan

This chapel was designed by I. M. Pei, a globally famous Chinese-American architect, and completed in 1963. The building's roof is designed to hold up without any columns, and its unique, joined-palm shape is known throughout the world.

📍 No.1727, Section 4, Taiwan Boulevard, Xitun District, Taichung City

☎ 04-2539-0121 (Tunghai University)

🚶 35 minutes by taxi from Taiwan High Speed Rail Taichung Station

@ <http://www.thu.edu.tw/english/index.php>



The opposed shape thereof is unique to architecture. Mr. Pei is also known for the glass design of the pyramid in the Louvre Museum.

5 College of Social Sciences, National Taiwan University

A unique, forest-like university library with mushroom-shaped columns

The building designed by Toyo Ito is characterized by its tree-like outer structure, a roof that looks like floating lotus leaves, mushroom-shaped columns and curved bookstands.

📍 No.1, Section 4, Roosevelt Road, Da'an District, Taipei City ☎ 02-3366-8300

🕒 8:20am-9:00pm (Sat.9:00am- / Sun.-5:00pm)

🚶 10 minutes walk from Exit2 of MRT Gongguan Station

@ <http://web.lib.ntu.edu.tw/koolib/en>



Kazuko Fujie was responsible for the building's furniture design in the building, which anyone over 18 can apply to view at the reception desk.

Two cultural hotspots driving Taiwan's renovation boom

In recent years, Taiwan's government has invested considerable resources in renovating old buildings into centers of cultural and creative (Wen-chuang) commerce. These projects have especially drawn the attention of young people. Two facilities that symbolize the renovation boom are introduced in detail below.

Songshan Cultural and Creative Park

While the retro exteriors of this former cigarette manufacturing plant remain, this inside now houses various museums, shops, and restaurants. The complex – a treat for all architecture lovers – was designed by Toyo Ito.

📍 No.133, Guangfu South Road, Xinyi District, Taipei City ☎ 02-2765-1388

🕒 8:00am-10:00pm (in a facility 9:00am-6:00pm) / Business holiday: Monday

🚶 5 minutes walk from Exit5 of MRT Memorial Hall Station

@ <http://www.songshanculturalpark.org>



Huashan 1914 Cultural and Creative Park

Huashan 1914 retains the shadow of its days as a beer factory even after being transformed into a creative space consisting of restaurants, shops, galleries and event spaces, with its colors and designs all updated into the contemporary style.

📍 No.1, Bade Road Section 1, Zhong Zhen District, Taipei City

☎ 02-2358-1914 🕒 Depending on stores

🚶 5 minutes walk from Exit1 of MRT Zhong Xiao Xing Sheng Station

@ <http://www.huashan1914.com>



了解最新的台灣美食文化！

Experience the Cutting Edge of Aesthetic Dining in Taiwan

In recent years, the food scene in Taiwan has been surging thanks to a few innovative young chefs. Here, we introduce restaurants where you can experience the cutting edge of cuisine. It's strongly recommended you take time out from your busy trip schedule to visit them.

Navigator

Rie Suzuki

Profile

A journalist who came to Hong Kong in 2005, she has regularly contributed to various media outlets about trend, culture, history and delicacies throughout the world.



Restaurants in Taipei are gaining publicity thanks to the rise of innovative young chefs

Sophisticated gourmet scenes have been rising throughout countries in Asia, including Hong Kong and Singapore. In recent years, famous restaurants and chefs have gathered in Taipei, which is already seen as a new Asian gourmet city.

"RAW," where André Chiang, a young chef born in Taipei, serves as the managing chef, is among the most popular new restaurants. Chiang uses his experience at some of the

top restaurants in countries throughout the world, including France, to offer creative cuisine that integrates traditional Taiwanese ingredients. Every dish is characterized as being brilliant and beautiful, like a work of modern art. Since 2016, the restaurant has won a number of prestigious awards, including being ranked in "S. Pellegrino Asia's 50 Best Restaurants." Since at present it is very difficult to secure a table, it is recommended to make a reservation just after deciding on your plan to visit Taiwan.

If you want to try some of the world's leading cuisine, visit "STAY," managed by

3-stars Parisian chef Yannick Alléno. The chef classed 3 stars of 2 restaurants from Paris. Now, he currently has 16 restaurants all over the world where dishes are prepared through traditional French techniques and with premium local ingredients. "STAY" is located in the Taipei 101 skyscraper (see P.18). Some tastes unique to the Taiwan branch include desserts made by pastry chefs daily, and STAY's jointly established cafe, "Sweet tea," is also very popular among locals. Make sure to insert a visit to "STAY" into your travel plans.

Hotel dining best suited to travelers with little time

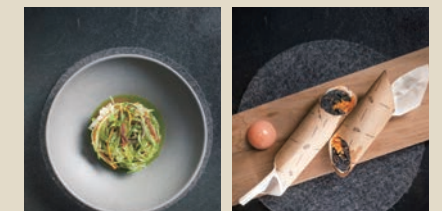
With the continuous opening of first-class international hotels, attention is increasingly being paid to dining at hotels with a reputation for good hospitality. Chinese restaurant "Ya Ge" at "Mandarin Oriental, Taipei" serves a splendid menu of Chinese dishes as well as local dishes. Guests can also try the current trend for Chinese dining paired with wine, in the restaurant's modern, sophisticated surroundings, complete with Chinese art. In addition, there is an all-day

RAW

Up-and-coming Taiwanese chef André Chiang

The restaurant offers a new interpretation of traditional Taiwanese dishes with the theme of "Nature & Craft." "RAW" leads the food culture and trends in Taiwan by serving quality cuisine in a relaxing setting. The set course including eight dishes - which are changed based on seasons - are priced at NT\$ 1,850 and 2,680 (chef's table).

📍 No.301, Lequn 3rd Road, Zhongshan District, Taipei City ☎ 02-8501-5800
🕒 11:30am-2:30pm, 6:00pm-10:00pm / Business holidays: Monday and Tuesday 🚶 7 minutes walk from Exit No.3 of MRT Jiannan Road Station 🌐 <http://www.raw.com.tw>



Pot-au-feu, a French traditional recipe using Taiwanese beef. Boudin noir (blood sausage), with Korean apple pickles.

Chef

André Chiang

The chef "Restaurant ANDRÉ," who is in Singapore at present, has experience in Michelin-starred restaurants in France. He serves the role of one of Asia's representative chefs.



了解最新的台灣美食文化！

Mandarin Oriental, Taipei

To the gourmet spot, "Mandarin Oriental, Taipei," which enchants hotel devotees from around the world.

Opened in 2014 after eight years, this conveniently-located hotel has good access to sightseeing spots. Its elegant and classic appearance is prominent among neighboring buildings. High hospitality is shown in six dining - restaurants & cafe, bar and lounge in the hotel.

📍 No.158, Dunhua North Road, Songshan District, Taipei City ☎ 02-2715-6888 (main phone number) 🕒 Business holidays and hours depend on the restaurant 🚶 8 minutes walk from Exit No.7 of MRT Nanxing Fuxing Station
@ <http://www.mandarinoriental.com/taipei>

All day Café Un Deux Trois



An all-day dining restaurant where you can enjoy cuisines from around the world. Menu items include Taiwanese-style breakfast such as pancake, noodle and congee.

Lunch & Dinner Ya Ge



Cafe The Jade Lounge



The afternoon tea set served with premium Chinese tea is recommended.

Bar M.O.Bar



An excellent space with an island bar in the centre. Various types of alcoholic drinks are available.



1.First-class ingredients and local produce are used in abundance.
2.There is a private room (max 20 people) in addition to the main dining room. The space is the best for business.



The characteristically sophisticated and warm interior of chef Alléno's restaurants.

STAY by Yannick Alléno

Enjoy 3 stars French cuisine using Taiwanese ingredients

Much-talked-about as a place where you can experience perfect French gourmet while in Taipei. Recommended set menu items which change based on seasons are priced at NT\$ 1,680 ~ (Lunch) and NT\$ 2,600 ~ (Dinner). A number of a la carte menu items are also available.

📍 Taipei 101 Shopping Mall 4F, No.45, City Hall Road, Xinyi District, Taipei City
☎ 02-8101-8177
🕒 12:00pm-3:00pm, 6:00pm-10:00pm / No business holidays
🚶 10 minutes walk from Exit No.4 of MRT Taipei 101/World Trade Center Station
@ <http://www.staytaipei.com.tw>

Chef
Yannick Alléno

Following his achievement of three stars in the Michelin Guide at "Le Meurice" in Paris in 2007, Alléno, seen as a trend-setter, has quickly attracted the attention of gourmets across the world and continues to engage the hearts and palates of customers.



A sweet and aromatic seafood dish using fresh crabs. Enjoy it with fruits and herbs.





Inheritance of the Past and the Present A Driving Force of Taiwanese Literature

Taiwanese literature is entering a new stage. Rather than just serious historical works, there is an increase in pop and humorous novels. Kentaro Amano, a translator, talked about trends in current Taiwanese literature.

Navigator

Kentaro Amano

Profile

Born in Aichi Prefecture, Japan, in 1971. Amano graduated from the Department of Japanese Language in the Faculty of Literature, at Kyoto Prefectural University with a degree in Chinese literature. He established Bunbundo Translate Publishing LLC in 2012, a company which engages in Taiwanese and Japanese publication translation and interpretation.



A new tide of Taiwanese literature stressing the importance of history

There are two streams of current Taiwanese literature – the historical novel written in the classical style and the pop novel. One is the experimental history novel written with the elegance of the classical style.

Their style uses rhyming words while citing classical writings in a beautiful but complex style. Respect for classical writing style can be seen as a rebuke to the Chinese cultural revolution and the desire to depict modern history as a metaphor, and it has been a main technique in the Taiwanese literary world.

For example, "Mu Song (Seeing My Father Off)" written by national best-selling novelist Lung Ying-Tai, consists of a series of affectionately written essays on episodes of a family who spent a tumultuous era together.

Although the book uses the classical style contemporary readers can read it with a fascination for the writing structure.

The other is the pop novel which emerged in the 2000s in time with the democratization of Taiwan.

Its main characteristic is that individual stories are expressed freely, because writers were freed from the conventional notion that "Literature should deal with serious historical themes".

Wu Ming-Yi is a leader of new Taiwanese literature. "The Illusionist on Skywalk", his representative work, depicts Taipei in the early 1980s fantastically from a child's perspective. Everyone who reads it will feel nostalgic for their childhood.

This new Taiwanese literature functions without requiring a knowledge of history.

Recommended books which an enjoyable visual element

Amano introduced books with such impressive photographs and illustrations including the covers and binding that you can enjoy them even if you cannot read Chinese.

A Cachalot on Terrain / written by Wang Yen-Kai, Nobu

An essay written by a commercial planner. Memories of the good old days, heard from people in regions throughout Taiwan, are written alongside pictures with warm, bold compositions.



Old House Face / written by Yang Chao-Ching & Hsin Yung-Sheng

A book which highlights the detailed designs of classic old buildings. Especially noteworthy are pictures of intricately designed tiles and show-windows, not often seen in other countries.



Cats in Taiwan (tentative translation) / written by Mrs. Cat

A photo essay compiling images of cats and their owners' lives with them. The writer is Mrs. Cat, a popular local photographer. A very enjoyable book to pass the time.



The Starry Night / written by Jimmy Liao

A picture book with a feeling of softness that depicts a coming of age story of a lonely girl. It was a top seller and was eventually made into a movie.



Taiwanese and Japanese works of literature feature the following differences.

Readers of Taiwanese literature with discovery some key similarities along with differences from the literature of other countries such as Japan.

"Stealing a Catsby" (tentative translated title), written by Huang Chong-Kai, concerns a radical President of a fictional Taiwan that proclaims war against China. It describes the complicated geopolitical situation of Taiwan directly, and expresses dissatisfaction against politics and society in public.

The book just forms one example of the many of Taiwanese novels that deal with the relationship between people and the society, but there are few works dealing with human relationships and love stories.

This is due to the fact that Taiwanese people are highly open and communicative, often asking others for private information about things such as family and income even if those other people are strangers. Therefore, there is little need to form stories from topics that people discuss with each other frankly and regularly.

Japanese and Taiwanese people live in neighboring countries and share similar values. They shared their cultures before and

during World War II, and they both enjoy pop culture influenced by the U.S. after the war ended.

Japanese may feel closer to Taiwan if they find references to "Doraemon" and "Masked Rider" in Taiwanese novels, but their cultures and values are not completely the same.

After reading stories of Taiwanese people with the country's special history and geography, such differences can be easily seen.



A selection of works of Taiwanese literature translated by Amano. A beginner's book recommended by Amano is "The Illusionist on Skywalk" (Wu Ming-Yi).

了解最新的台灣讀書文化！

Mollie Used Books

Fashionable and remarkably comfortable!
A disruptive used bookstore chain

A new type of chain which has completely changed the "dusty and small" image of used bookstores. It is proud of its fashionable displays and a wide variety of items, and there are a lot of Japanese and English books. Back issues of magazines are also available, which is rare in Taiwan. The store has several locations throughout Taiwan.

📍 No.2, Lane 40, Section 4, Roosevelt Road, Zhongzheng District, Taipei City
☎ 02-2369-2780
🕒 12:00pm-10:00pm / No business holidays
🚶 5 minutes walk from Exit 4 of MRT Gongguan Station
@ http://www.mollie.com.tw/News_List.asp



1. A wood-like fashionable interior. Benches to sit on and read books for a long time are also available.
2. The store has many valuable used books on displayed to be found easily.
3. The store's appearance is more like that of a cafe.

Bookstore 1920s

A bookstore which connects the 1920s with the present and teaches the history and culture of Taipei's Dadaocheng district

The bookstore is located on Dihua Street, which is the oldest wholesale district in Taipei. The store name "1920s" is said to be named after "the 1920s," the area's most prosperous era due to the export of tea leaves. Taiwanese historical and artistic works and design books are displayed in the store, which also features an attractive assortment of postcards and souvenirs.

📍 No.34, Section 1, Dihua St, Taipei City
☎ 02-2552-1321
🕒 9:30am-7:00pm / No business holidays
🚶 10 minutes walk from Exit 2 of MRT Beimen Station
@ <http://www.artyard.tw>



Famous brands and general items are sold on the first floor. The second floor is the book floor.



1. It has an abundance of visual books enjoyable just by viewing them. 2. A classical building standing in front of Yongle Market. It was once a drugstore.

Three recommended bookstores even Non-Chinese readers will enjoy

Three bookstores you will enjoy even if you do not understand the language, from a bookstore where you dine as well as read to one filled with owner's preferences.



1. Besides books, the third floor has a cooking studio and holds various events.
2. There are approximately 300,000 types of books and a total of one million books in the store. Approximately 1,200 books are displayed so that their front and back covers can be seen.
3. Eslite's Spectrum Songyan Store is also recommended (→P. 109).

Eslite Bookstore

One of the largest scale bookstores in Asia

A bookstore that's not just a bookstore, Eslite - home to over 150 vendors - is a nexus of artistic trends and culture. Among the items on display are fashionable clothing, interior decoration, and food, all concentrated in one location. It also has the highest variety of books and is always crowded with Taiwanese people and tourists alike.

📍 No.11, Songgao Road, Taipei City
☎ 02-8789-3388
🕒 11:00am-12:00am (shopping center: -11:00pm) / No business holidays
🚶 5 minutes walk from Exit 2 of MRT City Hall Station
@ <http://www.eslite.com>

Visit in the middle of the night! Taiwan's 24-hour bookstore

Eslite Spectrum Stores are located throughout in Taiwan. Surprisingly, Eslite Spectrum's Dun Nan branch, located in Taipei's bustling East District, is open 24 hours a day! A lot of office workers stop there on their way home from work to relax.

Eslite Dunhua

A large-scale bookstore with two floors above the ground and two floors underground. The second floor is purely books, while fashion items, cosmetics, and food are sold on the other floors. During late night hours, you'll see more people sitting down and reading books because there are fewer visitors during that time.

📍 2F, No.245, Section 1, Dunhua South Road, Taipei City ☎ 02-2775-5977
🚶 1 minute walk from Exit 6 of MRT Zhongxiao Dunhua Station



There is a Wealth of Great Products from Taiwan

28 Brands Received TAIWAN EXCELLENCE AWARDS

There is a Wealth of Great Products from Taiwan

28 Brands Received TAIWAN EXCELLENCE AWARDS

Taiwan's history of contract manufacturing long overshadowed the unique brands born on the island. Today, however, "Taiwan Excellence" products in various fields, including IT, medical technology, and sporting goods, have begun taking center stage. The following feature articles will explore 28 companies that received the Taiwan Excellence Award following a strict selection process through a look at their products, all of which are exceptional not just in terms of quality, but also design and innovativeness.

New Products Emerge like Bamboo Shoots after a Rain

Recently, products with innovative designs and functions have come to emerge continuously every year in Taiwan -- from every industrial field and region.

Some existing products have been improved upon to meet the demands of the present era. Products intended for simplification by introducing IoT, and long-awaited products implemented after research and development for many years.

It is said that Taiwan produces new things one after the next, just like bamboo shoots sprouting in the forest after the rain, and the growth of Taiwan's manufacturing technology and engineers serves as testimony to the fact that it has become a fertile ground of manufacturing. This rich, creative environment can be traced to Taiwan's advanced product making-techniques and top engineering acumen.

In Taiwan, it's common for small companies to seek resources from across the world, dispatching their employees abroad while inviting foreign engineering talent to Taiwan.

Of course, Taiwan – which has a population of 23 million- has always looked outside its borders to grow beyond a quickly saturated domestic market. Everyone who experiences firsthand the Taiwanese attitude of optimism and remaining open to new things will be inspired to feel the same way.

TAIWAN EXCELLENCE AWARDS - 28 Brands

Electronics

Industrial Machinery

Lifestyle Products

Sports & Leisure

Healthcare



New Products Emerge like Bamboo Shoots after a Rain

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TAIWAN EXCELLENCE AWARDS - 28 Brands

ASUS Seeks Innovation and Beauty in One Product, ZenFone 3



► ZenFone 3



POINT 1

Sophisticated design

The device, molded by the same precision special technology used to cut diamonds, balances design and operability.

POINT 2

A high-speed focus of 0.03 seconds

The TriTech Autofocus function is designed to capture the moment of a moving object without any blur.

POINT 3

Irresistible sound

Equipped with SonicMaster and 5 magnet Speakers, Zenfone 3 can support high audio resolution.



Zenfone 3 has received high reviews as a SIM free smartphone device not only in Taiwan but in other Asian countries as well.

ASUS Tek Computer Inc.

An electronics manufacturer established in the Republic of China (Taiwan in 1989 headquarters is located in Taipei City). It owes its name to the last four letters of Pegasus, the flying white horse in Greek mythology. The corporate slogan is "In Search of Incredible (Challenge. Beyond the limit of imagination).

► ASUS Designo Curve Monitor



POINT 1

Ultra-wide curved surface liquid crystal

The device achieved an 178 degree viewing angle by displaying images in an aspect ratio of 21:9 on a screen curved at a radius of 1,800 mm.



POINT 2

Abundant video input terminals

Features inputs for Display Port 1.2 and 3 along with HDMI 2.0 devices.



POINT 3

A wireless charger is equipped

Wireless charging capabilities MX34VQ's based supports the Qi standard, allowing it to charge Qi-enabled

ASUS has grown into a global brand by leveraging its portfolio as a comprehensive electronics manufacturer. The company holds a 40% share of the motherboard market the highest in the world, and is third in the world for number of consumer notebook PCs shipped. In recent years, ASUS has also taken great strides in the smartphone field, with its "Zen" series has seen sharp increases in popularity across the globe.

The latest ZenFone 3 model has adopted a full-resolution HD display and provides vivid images with a brightness of 600nits. The brand has also pursued excellence in sound quality, with sound playback at 192 kHz/ 24bit, equivalent to 4 times the quality of a CD. With sophisticated design, this device

incorporates advanced technologies freely including a camera which can autofocus at an ultrafast speed of approximately 0.03 seconds.

ASUS JAPAN President Emilie Lu says that she is not content with the current situation.

"What is important is how our technological abilities serve people's lives. Technology not appreciated by people is meaningless. Our commitment to design and price represents our feeling that we want more people to enjoy a higher level of luxury."

The ASUS Designo Curve Monitor is another product that embodies this concept.

With even wider display capabilities than 4K UHD or full HD, the ultra-wide curved display screen widens the

angle of visibility, filling your total field of vision. When the display is used as a game monitor, you can experience a sense of immersion beyond imagination. ASUS's continues to work toward bringing a new era in the digital field.



ASUS JAPAN Inc.
President
Emilie Lu

An Auto Tracking Camera that Captures the Speaker at a Distance of 25 meters

► AVer PTC500

AVer PTC500 is an advanced PTZ tracking Camera for lecture recording and distance learning.



PTZ camera



Panoramic camera

RJ45 3G-SDI 2 HDMI DC 12V 3G-SDI 1 RS232 Audio Line in



AVer Information Inc.
SIU MKT &
Sales Div Director
Darren Lin

The Taiwan Excellence Awards is given to products with excellent functions and design. Out of the 528 products which won in 2017, only 10 received Gold awards, and AVer's PTC 500 professional auto tracking camera was one of them.

About this product, AVer sales & marketing department director Darren Lin says confidently, "The high-performance AI and lens accurately track the subject. The zoom has 30 times optical magnification."

The auto tracking camera tracks and records lecturers on stage and at lectures and at other events. It has the ability to properly recognize the speaker and accurately zoom and focus, even from a distance.

There are many products that photograph subjects at 20 times optical magnification and 15 meters in distance, but the company's product zooms precisely to the subject at 30 times optical magnification at a distance of 25 meters or more.

In addition to Lecture Mode, which

automatically tracks one speaker, the camera also has an Audience Mode function that zooms in on a person among the audience when they stand for a question. It took more than a year and a half of development to put these two functions into one camera.

"We spare nothing in our investment toward technology and human resource development. One in three employees is an engineer, and we turn 10% of our profits into our R&D budget," says Lin.

With a philosophy that places importance on human resources, the company has already sent out a number of IoT products to the market. The conference camera VC 320 is an office tool that adopts Bluetooth and can transfer images and sound wirelessly during conferences to a remote location. This excellent tool makes setting up online meetings easy.

Using the power of IT, the company continues to grasp the winds of change in an era when our working style is changing, while keeping its feet firmly on the ground.



VC520 Conference Camera is available for web-based or cloud-based meeting service.



VC320 Conference Camera has a built-in camera, microphone, and speaker.

AVer Information Inc.

Founded in 2008, AVer Information is a professional manufacturer of cameras and document cameras, which display materials on hand through projector at educational sites and business meeting, headquartered in New Taipei City. They also manufacture and sell auto tracking cameras that record lectures as well on-line conferencing camera products for IoT. Due to their high development capabilities, they have grown into a global company with offices in 11 countries around the world.

Small 20.5g Wireless Barcode Scanner

► Wireless Ring Barcode Scanner (MT500L)



POINT 1

Equipped with a small battery

A two-hour recharge enables continuous use for 8 hours.

POINT 2

Reasonable price

It is less expensive than those of competitors.

MARSON TECHNOLOGY CO., LTD.

A manufacturer of barcode readers established in 1990 (the headquarters are located in New Taipei City), MARSON has shown its capabilities in the field of sophisticated OEM as well as ODM. The company produces a wide range of products, including hand-held scanners equipped to cash registers in supermarkets and convenience stores, small wearable devices used for taking inventory in warehouses, and USB devices that can connect to smartphones.

Since 1990
MARSON®



Only a small number of people are aware that the world would be in trouble if we did not have barcodes. People would have to wait a long time to pay at cash registers, and commodity inventory would demand grueling mental work requiring a good memory. Barcode readers are the hidden must-have items for distribution and sales tasks.

MARSON TECHNOLOGY located in New Taipei City is a company that has been manufacturing barcode readers for a quarter of a century. The company has recently developed the small, light, and wireless wearable barcode reader MT500L, which proudly won the 2017 Taiwan Excellence Gold Award. Weighing in at just 20.5g, the product's lightness contrasts with similar products from other companies that weigh over 100g.

MT500L is a wireless device, so you can work with both hands freely after you attach it to your finger. The product also causes no finger fatigue, because if you gently touch a button on the side, it emits a reading laser.

"Not only is it small, but it has excellent functions. It can even scan a barcode displayed on a smartphone screen with

a laser beam. Ours is the only product in the entire world that can do this," emphasized Vice President Michael Liu.

In Taiwan, bank accounts are getting barcoded. If you display your bank account barcode on your smartphone for the cashier to read with the scanner, the funds are deducted directly from your account, which means MT500L is a next generation reader corresponding to a cashless shopping system.

As noted above, there are opportunities to use barcode readers everywhere. They are starting to be used in warehouses where inventory is taken and, recently, in hospitals to reduce medical errors. For example, now medical systems in hospital can scan the contents of medical charts and prescribes drugs through barcodes attached to straps around patient's wrists.

"Promotion of IT technologies increases the demand of barcode readers. We are developing much smaller products to respond to the barcode on things era," says Liu.



MARSON TECHNOLOGY CO., LTD.

Vice president

Michael Liu



Easily complete tasks using both hands without worrying about the weight.

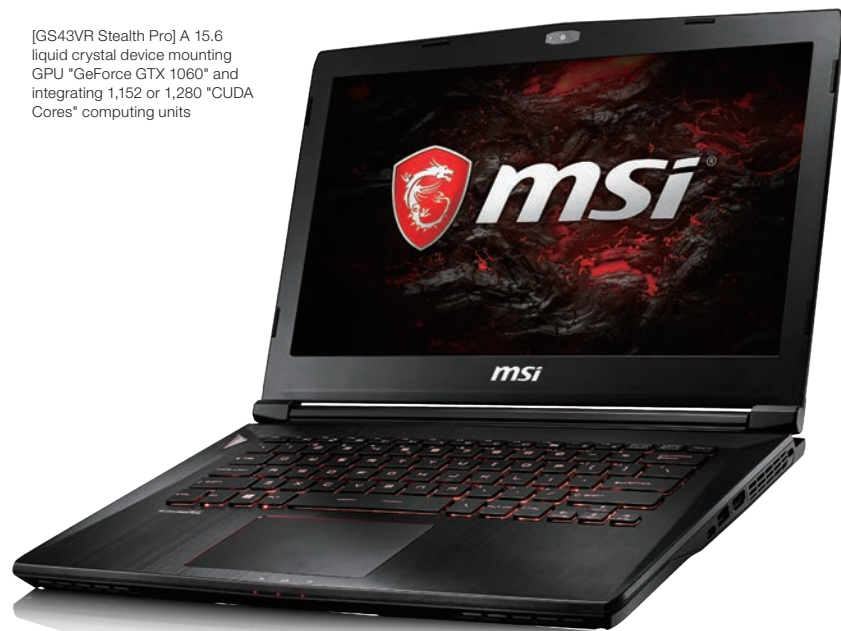


Scanning barcodes on a smartphone screen with a laser beam was impossible in the past, but this company's scanners can read it.

A Fully-Developed Gaming Laptop Computer - Leading the Market through Consistent Development and Manufacturing

► Compact & high performance Gaming Notebook

[GS43VR Stealth Pro] A 15.6 liquid crystal device mounting GPU "GeForce GTX 1060" and integrating 1,152 or 1,280 "CUDA Cores" computing units



[GT73VR Titan SLI] A 17.3" liquid crystal device mounting GPU "GeForce GTX 1070" and integrating 1,920 "CUDA Cores" computing units



[GT83VR Titan SLI] An 18.4 liquid crystal device mounting GPU "GeForce GTX 1070" and integrating 2,560 "CUDA Cores" computing units



Micro-Star Int'l Co., Ltd. (MSI)

Established in 1986 by a member of Sony Taiwan corporation (the headquarters is located in New Taipei City), MSI focuses on the design, in-house manufacturing, and distribution of motherboards and graphic boards for desktop personal computers. In 1998, MSI launched its first IPO. It entered the laptop OEM business and later shifted to in-house brand sales. Since 2012, MSI has focused on gaming models consistently. The company currently has 12,700 employees worldwide.



Micro-Star Int'l Co., Ltd.
Corporate Marketing,
Assistant Vice President
Sam Chern

The development of gaming laptop personal computers always comes in turn with the challenge of heat from 3D-graphics LSI (GPU). In this field, MSI is already an undisputed authority, holding the leading market share for a variety of different products in various countries.

Corporate Marketing, Assistant Vice President Sam Chern clearly remembers the moment of joy when he met a well known game creator of SQUARE ENIX.

"He went out of his way to show us his beloved device made by us."

MSI has brought well-balanced products to the market more quickly than other companies – that's thanks to the company's practice of internally designing heat pipes and manufacturing personal PCs frames itself through an almost completely in-house system. Though this means bearing the expense of a flat operation, it spares MSI the inconvenience of complying with the

schedules of subcontractors (EMS / ODM companies).

In addition, MSI improved the usability of its products. Its cooling control system "Cooler Boost" - which is seen as a standard - allows users to speed up the rotation of the cooling fan just by pressing a special button.

Wanting to solidify its lead in the gaming market even more firmly, MSI is now considering improving the display performance of its middle-sized products with a less than a 17" liquid display.

Product Marketing Manager Jacky Wang says, "The specification of 120 Hz of refresh rate (the number of times the screen updates per second) is not exclusive to large-sized products. We will be able to overcome technical problems including costs caused by the adoption of 120 Hz for middle-sized products and increased heat generation."



[A cooling fan] An in-house cooling mechanism enhances heat conductivity by using thick heat pipes.

[GAMING Headset] The earphones "IMMERSE GH10" accompanied by a removable microphone have larger than 13.5-millimeter speakers, which easily generate low sound.

Warms as Well as Cools! The First Temperature Change Gadget Using IC



MOAI ELECTRONICS CORPORATION

Established in 2003 as an IC/IP vendor with headquarters in New Taipei City, Moai has evolved around providing OEM services for USB memory makers. While seeking new business opportunities due to the slow adoption of USB 3.0, Moai succeeded in creating IC chips that could warm and cool themselves. The company has since staked its future on the development, manufacturing, and sales of various electronic coolers.

► G2T N1 PLUS Wearable Electric Scarf



The gadget loops around your neck. A metal part that can become cold or warm is placed directly on the skin (the price is approximately 115 US dollars).



One can imagine the role this product could play in various situations, such as heatstroke prevention for workers at a construction site under the blazing sun.



The product can be used while exercising for such things as temperature control while running and during cooling down.



Power is supplied by the accompanying battery, and the temperature of the metal part varies within a range of plus/minus 10 degrees.

The most surprising part of this device is that it can both warm and cool your neck, which is made possible by a unique IC chip.

The metal parts applied directly on the right and left sides on your neck, approximately the size of business cards, can rise or drop in temperature through the operation of the warming/cooling IC chip.

If you try the gadget in cooling mode, you'll probably find it cooler than you expected, about as much as wearing a

moderately cooled ice pack continuously on your neck. As long as the gadget is energized, it remains cool, so it is superior to an ice pack.

The G2T N1 has some challenges to overcome, such as achieving a smaller form factor and improving the life of battery, which lasts for 6 hours after an 4-hour charge.

This product, however, is a prototype, and this version is still 1.0. Clark Lin, President of Moai Electronics Corp., says, "We will keep improving the device, aiming to develop an innovative product like the smartphone." The company has already developed mini coolers using the same IC chips.

This cooling system, which is completely different from conventional ones, is eco-friendly because it does not use coolants, and Moai has succeeded in creating a small sized product that



The same IC chip mechanism is applied to this mini cooler, which is priced very reasonably at approximately 55 US dollars.

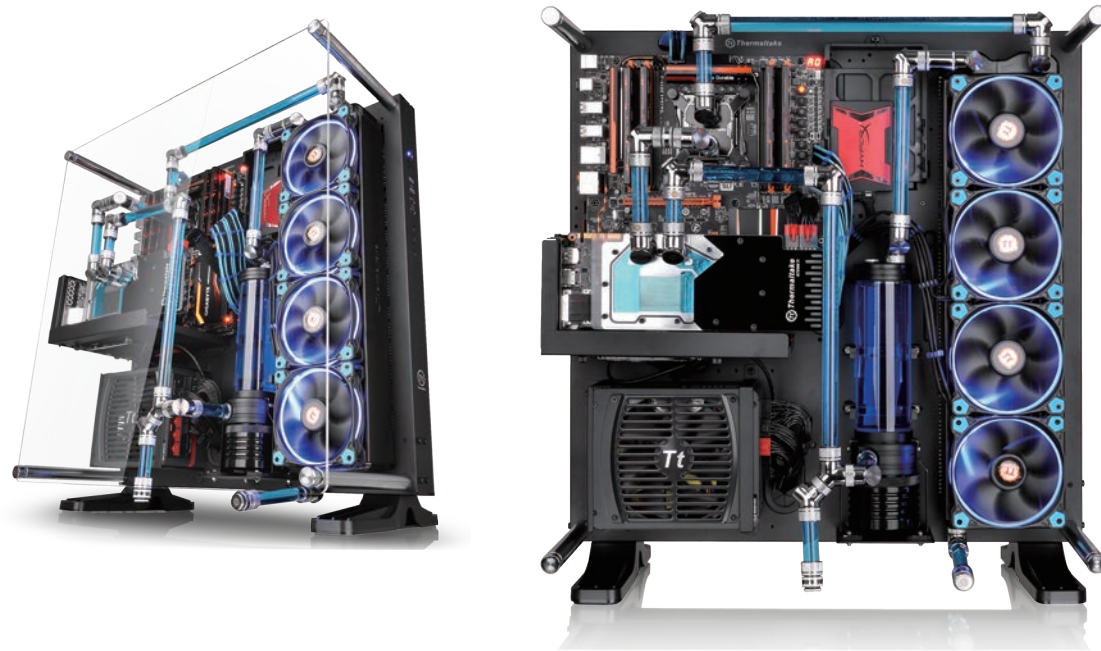


MOAI ELECTRONICS CORPORATION
Chairman & C.E.O.
Clark Lin

changes the conventional wisdom regarding coolers.

The gadget is a cube approximately 20 cm on each side, making it easily storable under a desk so that it does not get in the way. The device is especially suited for people sensitive to heat.

Personal Computer Cases that Defy Expectations in Terms of Appearance and Noise Level



► Core P5 ATX Wall-Mount Chassis

Usually, consumers think that personal computers should be small and simple. But Thermaltake's mid-tower personal computer case (chassis) "Core P5" defies expectations. Though some of the product's novelty has worn off (it was released in November 2015), it continues to meet the needs of so consumers who want to make their homebuilt personal computers look larger and more beautiful.

Core P5 is not actually a box. Four rods project out from the four corners of the steel case like a cutting board, and transparent acrylic plates are attached to bridge the rods. Of course this allows dust to go inside, but those who consider this a drawback are not the target user for Core P5.

The main role of the board is to be a wall to fix integrated components, such as a hard disk drive and a water

cooling mechanism, and also to hide the cable connecting the integrated components inside. The cutting board is hollow. Therefore, as Allen Yen, assistant manager of Sales Department IV, emphasizes, "The incorporated components equipped by users at immense cost are not required to be covered with cables." The Core P5 weighs over 12kg, but can be hung on a wall using television fitting.

The mid-tower personal computer case "Suppressor F51", which pursues quietness, won the Taiwan Excellence Award in 2017. Although it looks very ordinary, the cooling efficiency was improved by incorporating meshes into the top and bottom panels to increase the airflow in the case. If combined with cooling components and a power source sold by Thermaltake, the noise measured in an anechoic room in



Thermaltake Technology Co., Ltd.
Integrated Sales & Marketing Dept. IV,
Assistant Manager
Allen Yen

which background noise is 17 dB(A) falls to within 32.2 dB(A) (about as loud as a pencil writing).

Those seeking creativity, innovation, as well as performance should try Thermaltake's products.



Optional parts such as a cooling mechanism are attached to the personal computer chassis.

Thermaltake Technology Co., Ltd.

Headquartered in Taipei, Thermaltake was established in 1999 as the spinoff brand of a PC cooling product maker. In 2003, it expanded the line of goods to power source units and cases (chassis) sales, which now form the company's main sources of current income. It conducted an initial public offering in 2007. In 2016, it launched the direct sales website ttpremium.com. Thermaltake has approximately 170 employees.

Capture Objects up to 250m Away in the Dark

► H.265 VAIR Long Range Speed Dome Camera (SD9364-EH)



The video was captured under the settings of 3-to-8 Mbits of file volume per second and 36.95 frames per second.

VIVOTEK INC.

VIVOTEK Inc. (TAIEX: 3454) was founded in Taiwan in 2000. Its comprehensive solutions include network cameras, video servers, network video recorders, PoE solutions, and video management software. To create a sound industrial ecosystem, VIVOTEK has expanded strategic alliances with leading international software and hardware partners and works with over 183 authorized distributors across 116 countries.

In the surveillance camera market, there was a significant alternation of players against the background of the correspondence to networks (wired LAN) and the dissemination of the video compression. Market shares by traditional Western manufacturers became too low for oligopoly, and Asian companies advanced rapidly, with VIVOTEK being the representative player. The price of VIVOTEK products is even lower than those made by Japanese and Western companies. Sara Ching, the regional manager of international sales department 2, said, "Some of our products are 20% less expensive than other companies".

"SD9364-EH", which won the Taiwan Excellence Silver Award, captures objects 250m away in the dark with ease, and saves the data compactly using the latest video compression standard H. 265. H.265/HEVC, the new video compression technology can bring out twice the efficiency of standard H.264. SD9364-EH can 360° continuous

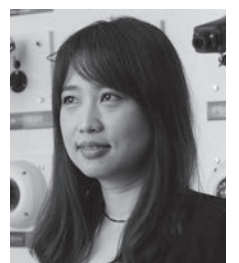
pan and 220° tilt to capture fine details at top-notch quality.

For waterproofing and dust proofing, the camera fully complies with IP66, a dust and waterproofing standard.

The camera's ability to shoot in the dark stems from the fact that it narrows its irradiation range of the infrared lights responding to 30 times optical zoom.

The reason why SD9364-EH can enhance low light surveillance is its Vari-Angle IR (VAIR) technology. It provides smooth vari-angle adjustment of the IR illuminators, allowing broad coverage FOV and highly uniform IR intensity while avoiding hot-spots traditionally associated with IR illumination.

Different from general surveillance camera manufacturers in Vatics's knowledge can be applied to review the setting of the ICs for the standard H. 265. If Vatics mass-produces ICs corresponding to the standard H.265 and supplies them to VIVOTEK, the price competitiveness of surveillance cameras may increase. This is because



VIVOTEK INC.
International Sales
Department 2, Regional
Manager
Sara Ching

the number of suppliers of the standard ICs complying with the standard H. 265 is still low, and the price of ICs remains high. VIVOTEK may develop a competitive edge for products complying with the standard H.265 due to its higher compression efficiency compared to other companies.



Infrared lights cannot be seen by people, but they are captured by cameras (as images).

Wire Electric Discharge Machine Equipped with Artificial Intelligence and a Linear Motor



► RV853L-Intelligent Linear Drive Wire Cut EDM



A sophisticated design that's completely different from the conventional clunky design.



Equipped with a linear motor to eliminate backlash.



Equipped with a management system that automatically circulates and adjusts the temperature of the coolant water.



A large, highly visible operation panel is placed in front of the machine.

When an electric current is applied to an extract wire stretched lengthwise, and a metal plate is placed within a few micrometers, a discharge phenomenon occurs between the wire and the metal. The method for processing metal into a desired shape by melting it with the heat generated by the discharge phenomenon is referred to as "wire electric discharge machining".

It can look like veneer board processing using an electric fret-saw for arts and crafts in elementary schools.

Using a wire electric discharge machine enables precision machining of extremely hard metal. Boring a hole with a diameter less than 0.1mm, which is essential for manufacturing, is a piece of cake.

Headquartered in Taichung City, CHMER is a manufacturer that has produced such electric discharge machine for many years. The company also developed the latest model wire electric discharge machine "RV 853 L", which is introduced here.

There are three major features of "RV 853 L".

First, CHMER has adopted a linear motor for the driving part of the machine. Important metal parts in the linear motor are not in contact with

each other due to the repulsive force of the magnet, and a small gap is made. Therefore, the metal does not wear, and in addition to the durability, the accuracy of the motion which the motor makes is markedly improved.

Second, the product is equipped with artificial intelligence (AI). The AI informs the user when the parts used in the machine are consumed. In other words, it prevents sudden breakdown beforehand.

Third, the product is energy saving. By improving the cooling system, the device achieves energy savings of about 20%, which in turn brings own operating costs. But the most surprising thing about the product is the linear technology, which took 9 years to develop.

Linearization of machines has been advanced in various fields in recent years, but there are not many examples that succeeded in electric discharge machines.

"We should to incorporate new technology consistently. I want to make things that only Taiwan can, and I want countries throughout the world to recognize that Taiwan has excellent technology," said President Brad Wang, who has continually pursued innovation.



**CHING HUNG
MACHINERY &
ELECTRIC INDUSTRIAL
CO., LTD.**
President
Brad Wang



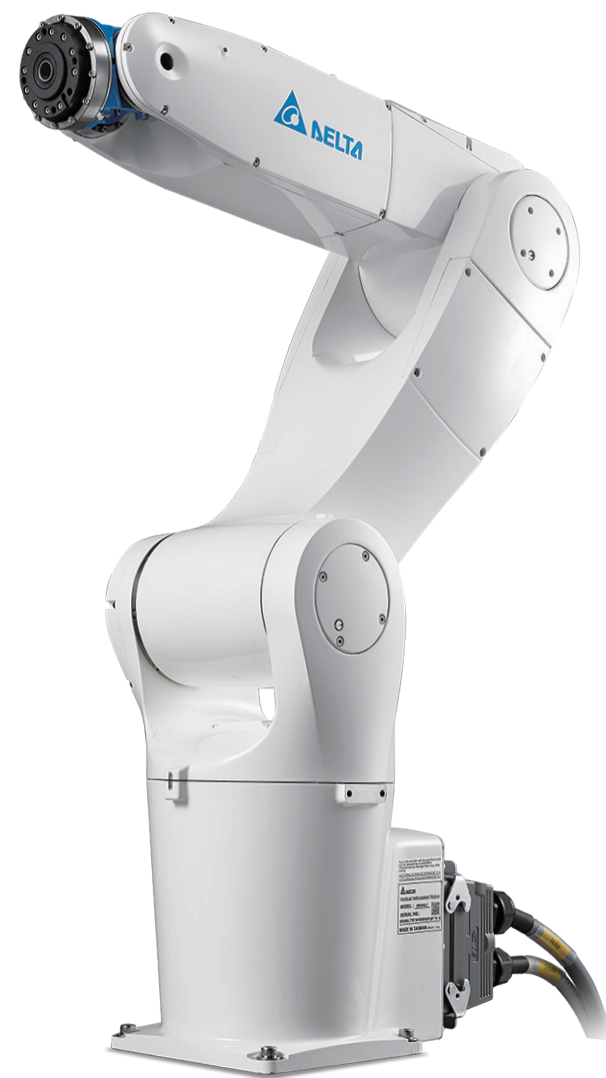
Central factory in a suburb of Taichung City [left]. The factory, which has acquired ISO 9001 certification, is a highly organization operation [right].

CHING HUNG MACHINERY & ELECTRIC INDUSTRIAL CO., LTD. (CHMER)

CHMER is an electric discharge machine manufacturer founded in 1975 (the headquarters is located in Taichung City). Electric discharge machining is a technology that melts, cuts, and shapes metal by electric sparks generated from electrodes. The company has sharpened their technological skills as they have grown, and have in turn developed machine tools for electric discharge machining, wire cutting, and high speed machining. CHMER holds roughly 50% of the market in Taiwan and is aiming for further expansion overseas.

Articulated Robot for Various Industrial Processes

►「DRV90L」 「DRV70L」



POINT 1

Simple design

Modern design is achieved by avoiding cable entangling during operation.

POINT 2

Handles a variety of operations

The robots can handle a variety of operations, including soldering and screw fastening, by attaching different parts onto the head.

The declining birth rate in many countries, such as Japan and Taiwan, has caused labor shortages and become a major social issue. Delta Electronics developed the high-performance Articulated Robot DRV70L and DRV90L Series as a solution for an insufficient labor force.

The first-generation product was made for simple tasks, such as moving objects weighting approximately 10 kg horizontally.

A second-generation product has since been developed, and can perform more complex operations, such as soldering and screwing processes. "In the future, we will also be able to do manual work such as grinding with our articulated robots," says Peter Peng the Director of Delta's Robot Automation business department.

His confidence comes from Delta's pride as a leader of electronic component manufacturing. All of the technologies

that the company has developed to date are now fully demonstrated in the manufacturing of these robotic arms.

By designing all of the key parts in-house, including robot controllers, servo drives, and motors, the company succeeded in reducing the product's size while maintaining high performance. Delta's articulated robots are able to achieve quick and precise 25mm vertical movements and 350mm horizontal movements, all performed within 0.5 seconds.

Delta's articulated robots have another strength: a high degree of reliability. Being one of the world's top power supply and cooling fan manufacturers, the company's products go through a full range of strict quality control and rigorous testing processes. In addition, their industrial robots are actually

used as manufacturing tools at their own company's factories, and have shown perfect results in operation and maintenance.

The manufacturing industry has transformed from a mass production system to a small-lot production system to produce a wide range of different items. Moreover, the turnover rate for sending new products to market continues to rise. If a company needs to make a large capital investment every time when they create a new production line, their funds will quickly run out.

"In that respect, the industrial robots can be made to support a variety of production lines by simply rewriting their programming. These arms are suitable for the modern manufacturing industry due to their high flexibility," says Peng, pointing to a bright prospect for the robotic age.



At the 26th Taipei International Machine Tool Show (TIMTOS), Delta Electronics articulated robot workstation, integrated with a CNC machine, MES (Manufacturing Execution System) and cloud, produces customized gifts on site.



Delta Electronics, Inc.
Director
Robotic Automation
Business Dept.
Peter Peng



Delta's robot arm demonstrates synchronous resonance with 20 music metronomes in the National Museum of Natural Science in Taiwan.

Delta Electronics, Inc.

Delta, founded in 1971, is a global leader in power and thermal management solutions and a major player in several product segments such as industrial automation, displays, and networking. Its mission statement, "To provide innovative, clean and energy-efficient solutions for a better tomorrow," focuses on addressing key environmental issues such as global climate change. As an energy-saving solutions provider with core competencies in power electronics and innovative research and development, Delta's business categories include Power Electronics, Automation, and Infrastructure.

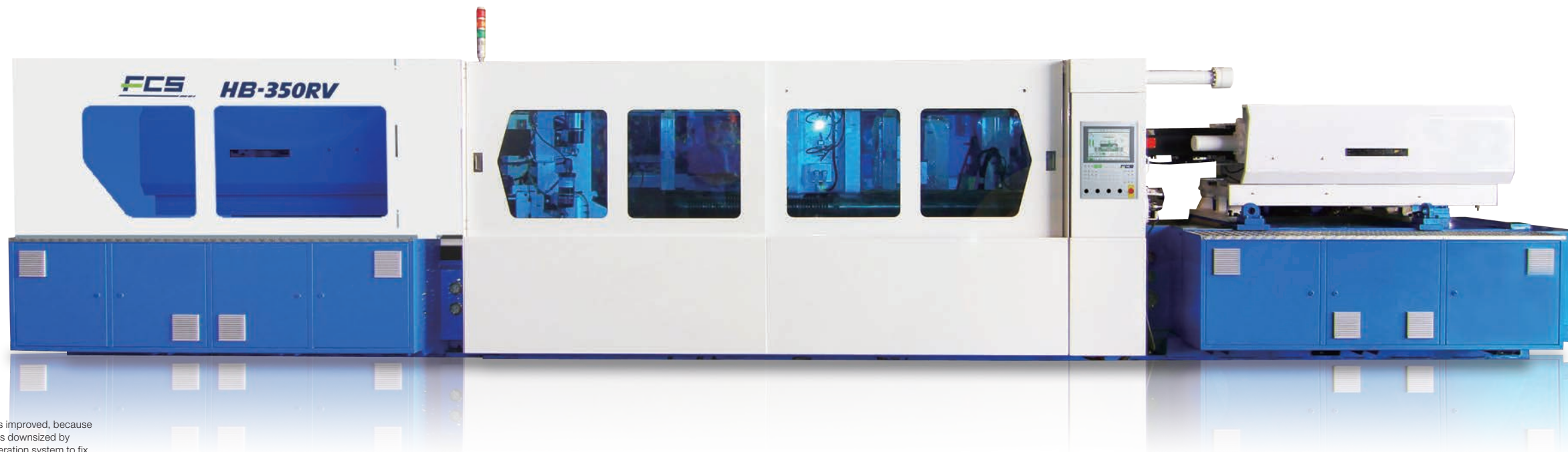
A Plastic Injection Molding Machine with Dramatically Improved Manufacturing Efficiency



► HB-350RV



The melted plastic is injected from a long nozzle into the molds, which are installed on the side of the cube.



Productivity was improved, because the machine was downsized by changing its operation system to fix the molds onto the machine.



Fu Chun Shin Machinery Manufacture Co., Ltd.
Vice General manager
Benjamin Lee

Fu Chun Shin Machinery Manufacture Co., Ltd.(FCS)

A plastic processing machine manufacturer established in 1974 (the headquarters is located in Tainan City). It mainly manufactures large machines using a technique called injection molding to inject and fill the melted plastic into molds. With a strong focus on R&D, FCS produces one new machine after another, and its scale has grown to include three factories in Taiwan (total area of 120,000 m²) and sales bases around the world.

A machine tool for melting raw plastic materials and injecting them into molds to produce products is called an injection molding machine.

FCS manufactures the most high-tech plastic injection molding machines in Taiwan.

The company's pride is its "HB-R series", which includes smaller-sized machines that can produce relatively large plastic products efficiently.

Vice General Manager Benjamin Lee says, "Plastic is used as a material for the bodies of next generation automobiles. To respond to that demand, we developed machines which can be produced in larger volume."

The secret to the improved performance of FCS' products lies in the mold operation system. For conventional injection molding, some molds are installed on huge, vertically-standing disks, which are rotated while the melted plastic was cast from the injection port, as if the revolving cylinder of the revolver is rotated to strike the firing hammer at the top point.

For "HB-R series", however, molds are installed on the side or sides of the cube, and plastic is cast while the cube is rotated horizontally.

If four molds are used, the conventional disk system needs to prepare a huge disk on which four molds can be set.

But FCS' new horizontal rotation system requires each mold to be installed on 4 sides of the cube, reducing the size of the machine, meaning even smaller scale factories can use it.

In addition, "HB-R series" is designed to produce two products per one process by providing injection ports not only on the front side but also the back side.

"We just began sales in 2016, and the number of machines is increasing around the China. I hope to increase our market share in ASEAN countries, where we have established sales outlets, and to also enter India to do so in the future," said Lee.

The Only Linear Motors / Torque Motors in Taiwan



► DiAMOND

POINT 1

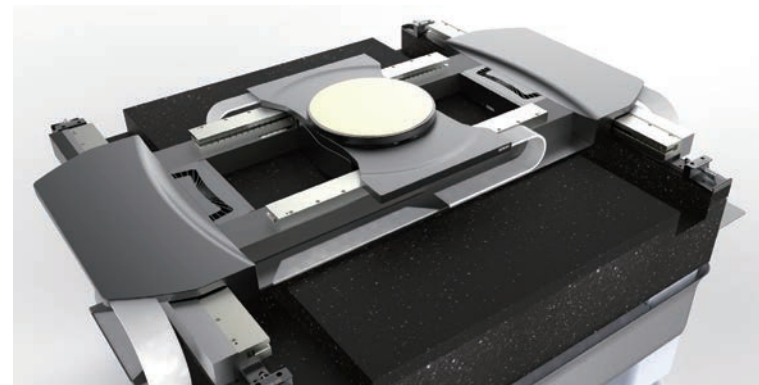
Dynamic balance

Various balance control systems compensate power asymmetry generated by the rotation of bearings and motors.

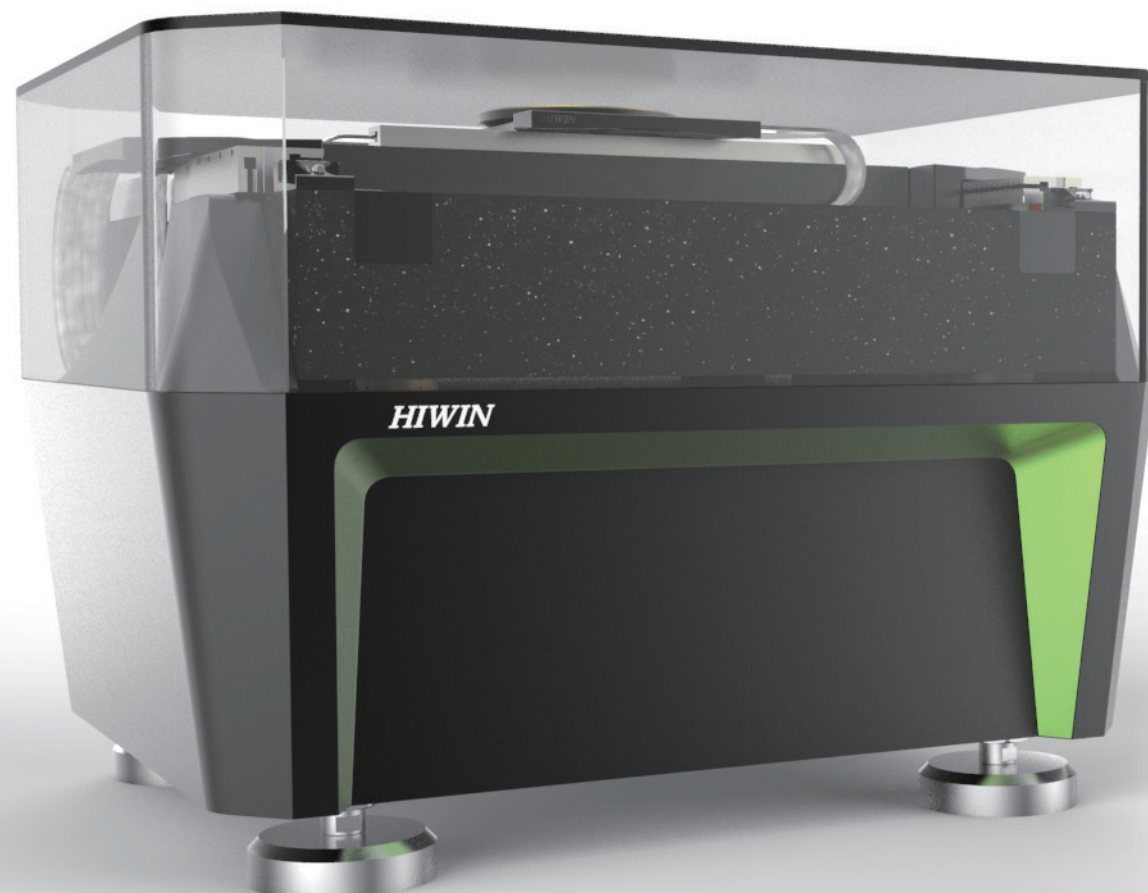
POINT 2

Extremely high precision

The equipment of linear motors, porous air bearings, SiC ceramic guides, etc., does not spoil reliability and accuracy even if used for a long period.



The precision positioning stage is an essential machine for manufacturing semiconductors. If silicon, the semiconductor material, is placed on the disk (stage), the disk moves vertically and horizontally with nano-meter-level motions according to the computer program. In response to the motion, electronic components and circuits are printed from above.



HIWIN MIKROSYSTEM CORP.

A precision machine manufacturer established in 1997, HIWIN produces linear technology and positioning machines (the headquarters are located in Taichung City). The company's products include linear motors, linear actuators, AC servo drives, and precision positioning machines for cutting-edge fields such as semiconductors, biology, and medicine. The company have over 10 sales offices centered on Western, Middle East, and East Asian markets.

Linear actuator



Positioning measurement system



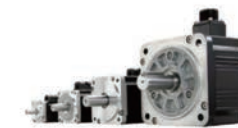
Linear motor



Torque motor



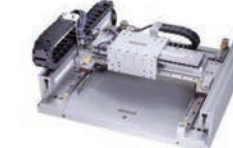
AC Servo motor



Drive



Linear motor stage



Linear + Rotary Robot



abilymotor & abilyrobot



A line of HIWIN MIKROSYSTEM Corp products.

DiAMOND is a next generation precision positioning stage developed by HIWIN MIKROSYSTEM Corp., a global company headquartered in Taichung. It won the Taiwan Excellence Gold Award in 2017, for its exceptionally high precision.

The precision positioning stage is an essential device for semiconductor manufacturing. For semiconductor manufacturing, nano-meter-level (one billionth of a meter) units of minute electronic circuits are printed on a silicon plate. At this time, the precision positioning stage positions the silicon plate in nano-meter-level units according to the program.

The secret of DiAMOND's precision lies in its driver and balance control systems.

Linear motors and air bearings are adopted into the drive system. Errors resulting from friction and abrasion do

not occur, because there is no contact between metals. Therefore, smooth and accurate movement is possible.

In addition, balance control by unique counter balancers and error correcting systems compensate for the power asymmetry generated by motor motion. This significantly reduces errors of the machine movement.

For the manufacturing of this machine, the research and development team of HIWIN MIKROSYSTEM conducted all design, component manufacturing, and software programming. This was made possible by the company's background as a precision machine manufacturer with high-level linear technology, including linear motor manufacturing. Linear technology is a leading-edge technology which is expected to be applied in various fields in the future.

A Bottle Opener Created by the Second Generation Female President of a Small Factory



Freeform Marketing Ltd.

A small factory established in 1978, whose strong point was processing zinc alloys (the headquarters is located in Changhua City). They began as a mold building manufacturer and now conduct compression molding utilizing mold technologies. Since the second generation president took over, the company has actively started the development and branding of in-house products, including houseware items made of zinc alloy with excellent design.



► Ganbei Bottle Opener



A bottle opener with a simple, modern design.



The ring groove of the opener is hooked on the cap of the bottle. The cap can be easily removed from the bottle.

This bottle opener, which might be placed in a stylish showroom, is very easy to use. Just mount the inside of the product to the mouth of the bottle, hook it to the edge of the cap, and apply force.

If you squeeze the opener in your hand during use, force is transmitted to the bottle cap efficiently. You should never apply incorrect force to the bottle and spill its contents.

The product is made out of a zinc alloy. It is produced by compression molding. The technology is characterized by the high precision and mass production of products with complex shapes. If another process, such as surface treatment, is interposed during compression molding, a greater variety of products can be produced. This technology is excellent for manufacturing housewares.

The person who created this novelty is Danielle Chang, the second generation president of this zinc alloy processing company.

She says, "I had seen my father's factory since I was a child, and I thought

that I would like to make modern and innovative housewares made of zinc alloys in the future."

Chang's company was established by the first president as a metal mold manufacturing subcontractor 40 years ago. Utilizing the company's technologies, their business expanded to compression molding of zinc alloys. Now, they have technology that can shape anything, from screws 2cm in length to model cars as long as 1m.

However, only performing subcontracted work comes with limitations, and Taiwan has become involved in cross-border price wars due to globalization.

"Subcontract work is important. However, it is difficult to survive through that alone. That is why we decided to feed our way into high value-added business to consumer products. Thankfully, we obtained the first president understanding," says Chang.

As soon as she became president, she launched the original brand "no.30" named after the atomic number of zinc.



Freeform Marketing Ltd.
Brand Director
Danielle Chang

Now the company distributes 12 items in total, including the bottle opener as well as lighting equipment and dishes.

Incidentally, one thing we noticed was the number of women employed. "When the first president was in office, most of my colleagues were male. But now, the number of female workers is higher compared to that of male workers. Quality inspection, packaging, and after-sales care requiring delicate attention are tasks now mainly given to female employees," said Chang.

Under Chang's direction, diversity seems to function well in the company.

A Smart and Quiet Hand Dryer which can be Integrated with a Washstand



HOKWANG INDUSTRIES CO., LTD.
President
James Hsu

Wall-mounted hand dryers are mainly used in office restrooms, but the "Deck-mounted Hand Dryer" defies this convention.

This product is integrated with a washstand and installed adjacent to the faucet. After you wash your hands, if you move them sideways to dry them, then the dripping water falls into the sink.

The noise created by the motor and the fan is less because they are installed under the washstand.

"A request from a customer to lower the noise was the trigger for the development of this product. First, we came up with the idea to separate the parts so that the noise will come from the main body.

Then we thought that we would develop a unique product with an attractive design," said Hokwang President James Hsu.

Although it was difficult to develop this

such a novel hand dryer, they managed to complete the product using the lessons and technologies cultivated by manufacturing hand dryers for approximately 20 years.

For example, air is blown from the lower part of the wash stand upward, so the force of wind weakens before it hits the hands.

To overcome this problem, the shape of the air outlet was devised to increase the force of the wind.

The company, focusing on the development of innovative products, is also committed to personnel training. One of these efforts is to dispatch employees overseas annually. The attitude of carefully nurturing young staff is largely a result of Hsu's humbleness toward other people.

"I want to broaden our presence in Japan and Middle East markets, into which we have not expanded," said Hsu.

► Deck-mounted Hand Dryer (EcoTap D / EcoTap W)



The product is a simple, modern blower. The air blown out through the blower dries wet hands.



EcoMo is an ergonomic, high speed, wheelchair friendly hand dryer. Unlike other vertical hands-in dryers, no matter where you are, in a wheelchair or with a crutch, users can effectively dry their hands. It is also a great hand dryer for high traffic locations, with its absorbent, ceramic pad that prevents water overflow. Lastly, there is an anti-bacterial protection cover and super HEPA filter, which eliminates over 99% of any present bacteria!

HOKWANG INDUSTRIES CO., LTD.

A manufacturer of hand dryers and soap dispensers established in 1996 (the headquarters is located in New Taipei City). The company has developed various types of products and received over 200 patents. Hokwang's main customers are overseas in Western countries, and some of its recent products have been adopted for European rail vehicles. The company puts great effort into CSR activities, such as community-based environmental protection.

POINT 1

Washstand-integrated type

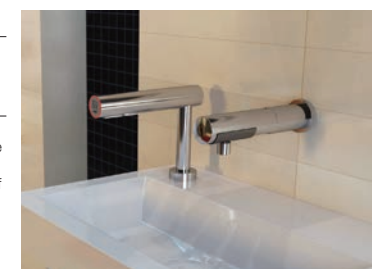
If the hand dryer is installed adjacent to the faucet, water dripping from the user's hands falls directly into the washroom sink.



POINT 2

Quiet

The motor and fan that blow the air are installed under the washstand, so the noise level is low compared to those of conventional products.



Focusing Attention on Commercial Play and Taking on the Malaysian Market

► Icy Ice Building Set (KC0005)



You can freely play with animals and towers by combining four-color blocks. Everyone from children to adults can enjoy these toys.

"We want to create more enjoyable role play," said CEO Elton Chiu. Based on such a hope, Kiddie's Paradise Inc. created the play equipment KC0005. The product features a snowflake motif and is made of polyethylene (PE) plates with diameters of 22.5cm and 10cm respectively. Both of the plates have eight notches. You can select the color of the plate from four colors. The diversity of the combination of these plates stimulates the creativity of children. And the fact that KC0005 can be stored compactly is good news for buyers (the small plate can be fit in the center of the large plate).

In the building toys market, brands like LEGO reign supreme. KC0005, however, does not always compete with them, because Kiddie's Paradise Inc. sells KC0005 as commercial equipment.

KC0005 can be stored compactly but each piece is larger than an ordinary

block," said Chiu. "So, this product is less likely brought into general houses. But there is absolutely no problem to set the product in nursery schools and kindergartens. Our company prepared a three-dimensional design drawing of a product with higher durability as a commercial equipment."

Such product positioning is working well and there are only a few direct competitor products. Kiddie's Paradise Inc. plans to strengthen exports to English-speaking countries in Southeast Asia such as Singapore and Malaysia in the future. The company has already been exporting its products to the U.S.

"The Malaysian market is hampered by customs duties, but popular trends in Singapore transfer easily, and the birth rate is high. We're best off taking advantage of opportunities there," said Chiu.



Kiddie's Paradise Inc.
C.E.O. - Equivalent to
COO in US organization
Elton Chiu



Kiddie's Paradise Inc.

Established as an import company of toys and childhood-education supplies in 1987 (the headquarters is located in Taipei City). It began exporting its own brand products in 1997 and launched the in-house brand "WEPLAY" in 2000. Its brand products have won industrial design awards in Germany and Japan. After studying abroad and working in the U.S., the current CEO joined the company in 2009 with the goal of increasing WEPLAY's overseas business.



Achieving Breathability, Waterproofing, and Deodorization Using Coffee Grounds

► S.Café® Design Jacket



POINT 1

Highly elastic, comfortable clothing

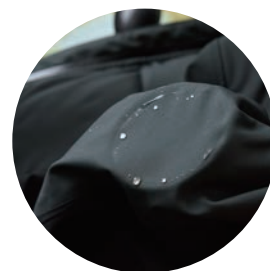
The high elasticity makes for stress-free wearing.



POINT 2

Breathability and waterproofing

In addition to breathability and waterproofing, the clothing has excellent deodorization properties functional even on hot summer days.



Singtex Industrial Co., Ltd.

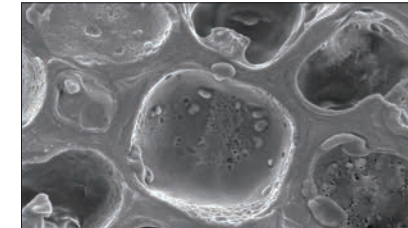
Established in 1989, a manufacturer of highly functional fibers (fabrics) and clothes with excellent deodorization, waterproofing, and breathability (the headquarters are located in new Taipei City). Fibers account for 75% of sales. High profile customers include The North Face, Timberland, and the acquisition of these clients has greatly expanded Singtex's revenue. In 2010, it succeeded in developing a fiber using coffee grounds. Since then, it has become a regular recipient of the Taiwan Excellence Awards. Singtex made its initial public offering in 2014 and has approximately 790 employees.

SINGTEX®

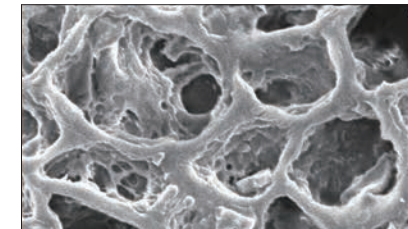


S.Café®
SUSTAINABLE PERFORMANCE

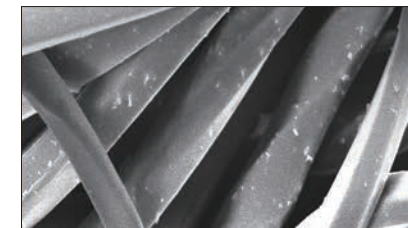
Roasted Beans



Coffee Grounds



S.Café® Yarn



The left image is the direct line of vision. The right image is seen with the electron microscope. Coffee grounds are extracted from coffee beans, and the grounds are refined into threads.

Clothes with excellent breathability and waterproofing, mostly associated with GORETEX, are no longer uncommon. In the Japanese market, which is sensitive to body odor, clothes like socks promoting deodorization are regular items. However, there are still few fibers that have achieved these functions by reusing waste products. Singtex Industrial Co., Ltd., has developed a fiber called "S.Café®" made of used coffee grounds.

It is well known that coffee grounds can be used as an air freshener. This is because the grounds generated during the roasting process have a honeycomb-like structure which captures substances that cause odor. In order to sell fibers containing coffee husks widely, however, they must also support light colors.

That is why Singtex shrinks pieces of coffee grounds into particles with a 400nm diameter and mixes the required amount into fibers. If pigments or other materials are added, the textiles can

be colored pure white. Coffee grounds contain a lot of oil. Singtex never wastes this oil. Instead, it uses coffee oil as a porous membrane which determines properties of breathability and waterproofing (repellency).

Interesting, luxury brand clothing companies such as Timberland, The North Face, and Wacoal sell clothes with S.Café®'s brand name displayed on the tag. The fiber is enjoying fame similar to that of the artificial leather Clarino. Singtex Chairman Jason Chen explained the reason with a bright smile, saying "Eco-friendliness reassures consumers, while increasing the brand power of clothing."

Singtex not only develops the fibers but also its own clothing.

Recently, the company finished developing a down jacket with enhanced stretching properties that uses thermo-compression to prevent water from entering the garment. Products using S.Café® are promising.



Singtex Industrial Co., Ltd.
Chairman
Jason Chen



► TRI-COMPRESS (SS-3T-109M-BK/OR)



Lower body compression
"COMP-E-ST-02M-BK/
LIME". For marathon
runners.



The red version of the
compression wear "SS-
3T-109M-BK/OR" for
triathlon.

Encouraging the Popularization of Compression Wear

Aropec Sports Corp.

In 1963, the father of the current president began production of in-house brand goods in Taichung. In 1999, the company in its present form was established and expanded its focus on wetsuits. It advanced into the compression wear market in 2014 and deepened its involvement in the marathon culture as a sponsor of "Soochow University International Ultra Marathon", in which participants have to contend with a travel time of 24 hours.

Using exercise tape has various effects, including the aid of muscle movement, the prevention of injuries, and the improvement of sustaining power and instantaneous force. It is, however, necessary to have advanced techniques and sufficient knowledge to sufficiently bring out the effects of tape. A big topic among sports fans is "Compression Wear," which produces effects similar to those of tape just by wearing it. The clothes tighten to your body appropriately and improve things such as muscle stability and blood circulation. Aropec Sports has developed more functional compression wear by using the technology cultivated through the long time manufacturing of wetsuits.

SS-3T-109M-BK for triathletes, one of the company's second-generation creations, is a particularly good example of Aropec's work to develop this kind of

product. "Tri Max," fabric developed in cooperation with a middle ranking fiber manufacturer after trial and error for two years, has higher moisture permeability than conventional products.

An interesting aspect of the product's design is that the rubber material bearing the compression bonding is used on the backside. The lateral sides of the wetsuits are devised to stand out vividly in red and yellow.

The cost performance of the products is also high. Aropec Managing Director Marvin Wei said, "Compared with Western brand products equivalent in functionality to our products, prices of our products are about half that of those of Western products. This has been recognized by the U.K. magazine Triathlon Plus, and we received the Top Value award." The company considers the supply of their products to the world by itself to be more important than

increasing the sales, and therefore it has shifted its business focus from OEM to in-house brands.

In conclusion, Wei said, "Japanese business people see customers off until they disappear from view. In a manner similar to that, we remind ourselves to work with care." Aropec Sports will continue to manufacture more excellent brand products.



Aropec Sports Corp.
Managing Director
Marvin Wei

An SUV Winch Allowing Users to Understand Operational Status via Remote Control

► Electric Winch (Seal Gen2 9.5i/9.5si/9.5rsi)



A small and excellently designed winch. The upper panel of the main body and the remote control display important information including the remaining battery level.



Off-road racing, a form of racing where SUVs compete in nature, is a popular motor sport in Western countries.

**COMEUP
WINCH**



Comeup Industries Inc. developed a new type of winch for SUVs with a function called Intelligence Dashboard (IDB). IDB is a system that displays important information, such as battery level, winching in/out operation, and overheating, on the panel of the winch body and on the remote control at hand.

"Compared to the old days, the performance of the winch has been improved. However, this has made almost all winch products similar and difficult to differentiate. That is why we developed the IDB as a new approach to this problem," said President Duncan Tsai.

"In developing the latest model with IDB, Seal Gen 2, we made a considerable effort in design to differentiate it from competing products," added David Lin, Manager of sales and marketing continues.

Making the decision for a new design was difficult. At first, COMEUP asked external industrial designers to support, but it was difficult to achieve compact design that was highly waterproof and strong. Finally, they settled on their own

design. They also stuck to paint, adopting high-tech paint that passed a 200 hours salt spray test. The company was originally a specialized manufacturer of industrial winches used at construction sites. Their products had a reputation for the basics of power and durability. Comeup, however, sought to challenge themselves in a new field and succeed using their technology as well as to broaden their perspectives toward design. Since then, sales of sports-related products have increased to account for half of the company's revenue.

The secret of their development capability lies in the ratio of technicians in the organizational structure. One tenth of all employees belong to the R&D department, and even the managerial staff are former engineers. "I would like the IDB and design achieved in winches for sports to feed back into the engineering department," said Tsai.

Comeup is entering a positive spiral of development for the whole company, in which a new technology developed in one department is implemented in another.



**COMEUP
INDUSTRIES INC.**
President
Duncan Tsai



**COMEUP
INDUSTRIES INC.**
Manager of Sales & Marketing
David Lin



The company manufactures winches equipped on fire-fighting vehicles for rescue during fires, in addition to those for enterprise and SUVs.

COMEUP INDUSTRIES INC.

Comeup Industries is a winch manufacturer founded in 1975 with headquarters in New Taipei City. They began operations as a manufacturing and sales company of industrial winches for construction sites. Since then, it has grown in step with the Taiwanese architectural boom and has climbed to the top of the domestic market. After the momentum of the construction industry in the 2000's faded, they moved into the off-road sports market for outdoor SUVs.

An Easily Maintainable Electric Gun for Survival Games

► Electric Toy Gun (CXP-UK1)

POINT

Maintenance is now simple

The gun barrel can be opened upward to easily remove the BB bullet shooting mechanism for maintenance.



Modeled based on the M4 Carbine Gun used in the U.S. Army with a design customized for survival games.

CXP-UK1 is a toy gun which shoots BB bullets electronically. Its weight is so close to that of a real gun that you may feel uneasy picking it up. Naturally, the product is adored by survival game lovers.

The manufacturer is ICS Corporation, which has produced toy guns in Taichung City for approximately 30 years. ICS manufactures mainly two types of guns - one is designed to be easy to use, and another has parts rendered as close to a real gun as possible.

C.E.O. DON Chu, said, "We began manufacturing toy guns after we learned the precise dimensions of actual guns from local buyers. We adhere thoroughly to guns that look authentic."

The reason why ICS's products are popular is their easy maintenance. A standard electric gun has

approximately 400 parts, which are manually assembled. That means that when you take care of your gun, you must manually disassemble all those parts. The heart of the gun, its shooting mechanism, is particularly delicate and difficult to maintain.

To address this problem, ICS integrated the shooting mechanism together into a "gear box". In addition, the structure of the barrel was made to open easily, allowing the quick removal of the gear box. This design dramatically reduces maintenance time, which usually requires at least 30 minutes.

"The structure of the gear box is one of the original technologies in my company, and it has been incorporated into our all guns for survival games. They are highly reputed," said Chu. If you would like to know more about them, just visit the ICS website.



I CHIH SHIVAN
ENTERPRISE CO., LTD
C.E.O.
DON Chu



CQB (shortened barrel for closer battle) size. The full length is 795-700mm and the weight is 2,700g. The inner barrel length is 261mm.



Carbine (small rifle) size. The full length is 906-811mm, and the weight is 2,920g. The inner barrel length is 372mm.

I CHIH SHIVAN ENTERPRISE CO., LTD (ICS)

A toy gun manufacturer established in 1998 in Taichung City. The company, which began manufacturing toy air guns for children, now makes gas guns and electric guns for survival games, which require a higher level of quality. Almost all of the parts are manufactured in ICS's own factory, with 1,000 to 2,000 guns produced manually per day according to orders.

The Latest-Model Road Bike Tires Using a High-Performance Rubber Material

► Road Racing Tire



KENDA RUBBER IND. Co., LTD.
Assistant Vice President
Lorder Chen

VALKYRIE is a road racing tire developed by Kenda. It is a high-end model whose tire performance, including durability and rolling resistance (*1), are approximately 20% higher than that of conventional tires.

A special rubber called R3C, originally developed for use in automotive tires, is the primary tire material.

Carbon is usually added to raw materials to improve the strength of tire rubber. For R3C, additional mixing of silica (fine silicon dioxide) improves the results, such as braking at high speeds.

Moreover, the ideal tread pattern (groove-shape) was simulated using a computer. Tire performance was upgraded by making fine

POINT

VALKYRIE

Successful improvement of rolling performance and durability with high-performance rubber "R3C" and "KA".



KENDA RUBBER IND. Co., LTD.

Since its establishment in 1962 in Changhua Country, the company has been manufacturing all kinds of tires for automobiles, motorcycles, bicycles, and heavy agricultural vehicles. Their bases have expanded globally to Asian and Western countries with more than 10,000 employees in total and 800,000 tires and tubes produced per day. The company is one of the top five automobile tire manufacturers five in the world.

adjustments through high level pressure measurements, drainage measurements, and environmental tests for temperature and wind, similar to those used for automobile tires.

"To sum it up, VALKYRIE is a product developed with generous use of automobile tire materials and design technology applied to bicycle tires," said Lorder Chen, Development Quarters Manager.

Kenda Corporation is a reliable manufacturer that can produce tires for various types of vehicles. Kenda has multiple research and development departments, used for automotive, motorcycles/powersports, and bicycles.

These departments share each other's

technical expertise and as a result, they can develop cutting edge performance products.

Currently, the company is developing tubeless tires (*2), because it anticipates growing demand due to the increase of public transportation like shared bikes.

"In fact, we have produced a standard tube type version of the VALKYRIE Pro, which uses high performance R3C rubber and K-Armor puncture breaker, as well as a tubeless version of the VALKYRIE Pro," said Chen.

VALKYRIE is the name of a deity who appears in Norse mythology who rushed through battlefields and had no blindspots.

*1 Resistance generated when a tire rolls over the road. The lower the resistance, the better the tire.

*2 A tire filled with net-like strongly elastic rubber rather than a tube to be inflated. It is also called an airless tire.

The high performing VALKYRIE has been adopted by Cofidis, a professional bicycle team in France.



High Quality and Inexpensive Reels Fascinate Fishing Lovers Across the World

► MAKAIRA SPINNING REEL (MK-10000/20000/30000)

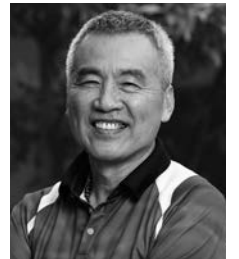


One of the reels of "MK-10000/20000/30000" series; they weigh 991 to 1107g. They have excellent cost performance. There is a large number of Okuma reel users in various countries, including the U.S.

The reel has adopted a completely waterproof structure and uses forged stainless gears and carbon brake plates.

Okuma Fishing Tackle Co., Ltd.

Established as a fishing reels OEM in 1986 in Taichung, Okuma built a factory in Dongguan City, Guangdong Province in 1992. The company began manufacturing fishing rods in 1997 as is the exclusive provider to 60 companies in the world, with 1,200 specialty stores in China.



Okuma Fishing Tackle Co., Ltd.
C.E.O.
Charles Chang

Taichung City is one of the world's premier areas for the precision machinery industry, serving as home to resin lens market leader Largan Precision Company Ltd. and leading bike maker Giant Manufacturing Co. Ltd. Okuma Fishing Tackle Co. Ltd., a reel manufacturer popular in the U.S., is also based in the city. The company has an abundant variety of machine tools, which can manufacture everything for cutting, pressing, and coating, excluding electroplating.

Among fishing enthusiasts, however, it is still strongly believed that the highest grade reel brands are Japan's Shimano and Daiwa. To break this stereotype, Okuma Fishing Tackle created the MK-10000/20000/30000 series of reels. The bearings, which are the key components of the reels, are made by Germany's Schaeffler Technology AG & Co., known for its INA brand by Schaeffler, a German general parts manufacturer. This is an

unusually high-end series reel that is commercially available for nearly \$800 US dollars. They are made of forged aluminum and stainless parts, completely waterproof, and capable of holding fish as heavy as 500kg.

C.E.O. Charles Chang plans to apply the technical strength proven by MK-10000/20000/30000 and brand power to making products for young people at affordable prices.

"We will achieve sufficient performance by separating the parts of the integral molding and connecting them with screws, while reducing manufacturing costs. In addition, we will be able to develop a 50-60 dollar product market. We expect sales growth in developing countries, including Indonesia and Brazil," he says.

When today's young people become seniors, or when developing countries become more advanced, Okuma will be in a fixed position as a high-quality reel brand.



A Breakthrough Yoga Rod with a Shiatsu Massage Effect Produced from Recycled Materials

► iRoller - DIY Assemble Foam Roller



The yoga rod "iRoller," used for stretching and massage. It is produced from recycled materials.



A jacket warding off mosquitoes.



Sun Own Industrial Co., Ltd. is one of the few chain stores selling outdoor equipment in Taiwan. In addition to its own brand "歐都納 (ATUNAS)," it carries European and Japanese brands.

Its business is somewhat similar to that of a manufacturer. It has a manufacturing wing, and in 1981 developed unique ethylene-vinyl acetate (EVA) resin that has been applied to kickboards, surfboards, shoes, and other products.

A product that has well leveraged this part of the company's business is the yoga rod "iRoller," used for stretching and massage.

General Manager Nick Chang says, "When surfboards or other item are made from different materials, leftover materials are always produced. Our company, which contributes to outdoor culture, did not want to discard them as waste materials. Thus, we developed a yoga rod by molding it from leftover materials."

The yoga rod has disks 5cm thick with 18 bumps each, which are skewered together with a rod fixed to both ends.

Users, therefore, can rotate disks one by one to enhance its shiatsu massage effect.

Sun Own has also sold jackets combating dengue fever, which has reached epidemic levels in Taiwan on various occasions, in cooperation with a fiber manufacturer. A chemical agent warding off mosquitoes carrying the dengue fever virus is added to the cloth of the jacket. Even after the jacket is washed 20 times, it maintains 80% potency. The jacket has passed a toxicity determination examination.

Sun Own continues to create products that exist in harmony with the environment and make people's lives richer and more comfortable by utilizing wisdom and innovative ideas, and we can anticipate more such products in the future.



Sun Own Industrial Co., Ltd.
General Manager
Nick Chang

Sun Own Industrial Co., Ltd.

A major outdoor equipment sales company in Taiwan (the headquarters are located in Taichung City). Since it was established in 1975, it has created products for marine sports including beach shoes, surfboards, and life jackets, and since 1986 it has produced climbing gear. In 1990, it opened the "Atunas Holiday Country Resort." It has around 70 store locations including booths in department stores.

New Rehabilitation Equipment Produced by a Training Machine Manufacturer

► Recumbent stepper (MS350)



A machine that measures the muscular strength of limbs. The chair can be removed to connect wheel chairs.



Stepper SC200/XS110 which won a Taiwan Excellence Award in 2017.



Dyaco International Inc.

Dyaco International was established in 1989 as an international trading company in Taiwan (the headquarters is located in Taipei City). As it entered the 1990s, the business expanded steadily to become the leader in industrial fitness equipment. In 2003, they merged with Spirit Fitness company in the US. They manufacture and sell products including exercise bike and treadmills with sophisticated design and advanced technology.

"MS350 Recumbent Stepper" (which won a Taiwan Excellence Award in 2017) is a rehabilitation apparatus used to train muscles and improve cardiopulmonary (heart and lungs) functions. Its major feature is that it can be directly connected to a wheelchair by removing the stepper seat.

The parts used to squeeze the left and right arm and the left and right leg operate independently. Exercise programs are conducted based on the status of users' arms and legs under the guidance of experts after the strength of the four limbs are measured individually.

For example, for people whose lower bodies are disabled, it is possible to exercise by just using the strength of both arms of the upper body, and for people with paralysis in the left half of the body, it is possible to exercise by just using the strength of the right arm and leg.

The essential technologies of this product come from leading-edge fitness apparatuses, including a mechanism to adjust burdens in tune with users, and the

design in which prolonged exercise is assumed based on human engineering.

Dyaco International Inc., located in Taipei City, designed and manufactured the product's main body by applying its know-how.

Dyaco International Inc., founded in 1989, is a worldwide fitness equipment manufacturer which manufactures and sells products in over 60 countries.

The company, which always seeks the development of new markets, recently established its new healthcare business unit.

Its advanced technical capabilities have been appraised, and the company has also jointly developed health rehabilitation equipment to prevent mild dementia with a Japanese company.

Business Development Division V.P. Wendy Ko said, "I want to sell user friendly healthcare equipment by making use of techniques cultivated by fitness equipment." We can expect to see Dyaco take bold leaps into different industries in the future.



Dyaco International Inc.
Business Development
Division
V.P.
Wendy Ko



The production line in DYACO's Taipei factory. Products go through strict quality checks as they are assembled.

A Light, Durable, and Handy High-Quality Wheelchair

► Active Wheelchair (HW9)



A high-end machine with a carbon frame and wheels made of aluminum alloy.



An electric mobility scooter which automatically folds when the button is pressed (Taiwan Excellence Silver Award received in 2017).

"HW9" is the 9th and latest model of Heartway's HW series. It is a active wheelchair characterized by its lightness and durability, which is attributed to its carbon frame and wheels made of aluminum alloy.

It is easy to carry it in a car, since its backrest can be folded and the wheels can be removed easily. The wheelchair's comfort, based on human engineering for which the HW series is best known, remains unchanged.

"Wheelchairs are a part of users' life, so they must be more stylish, cooler, and more comfortable, as the basic premise is that safety always comes first," says Thomas Ho, Marketing & Sales Department.

All of Heartway's products have passed quality tests, including a heat resistance test, a slope test, and a rough road test, and meet safety standards including the TUA and the FDA in the West.

The products offer a strong sense of stability and reliability that are the results of 20 years of experience in wheelchair manufacturing .

Due to its high performance, the HW

series is more expensive than others, but the price is in line with Heartway's original concept of developing quality, value-added wheelchairs.

They are produced as a high-end product for the elderly, and the company's strongest customer base is in European countries with good welfare policies.

Wheelchairs that are customized to match the user's body are expensive. Compared to products around Europe, which often cost 6,000 to 20,000 Euro, the wholesale price of HW series products, not inferior in quality, are inexpensive by comparison, ranging from 2,000 to 3,000 Euro.

Price competitiveness is one of the reasons why the HW series is so widely accepted by the market.

In addition to wheelchairs, Heartway also produces electric mobility scooters, which play a central role among the company's wide number of products. The latest model "S21 Easy Move" is also foldable, and when the button is pressed, the seat and the handles automatically bend to be made compact in size.



Heartway Medical Products Co., Ltd.
Marketing & Sales
Thomas Ho

Heartway Medical Products Co., Ltd.

A manufacturer of wheelchairs and electric mobility scooters established in 1995 with the headquarters in Taichung City. Originally, Heartway produced simple and inexpensive medical wheelchairs for the U.S. and Germany. However, it felt its limitations in the price battle of products and has shifted its focus to high quality, value-added products for the past 10 years. With a background in medical products, Heartway has an advanced quality inspection system and its products therefore offer high stability and reliability.

A Portable Ophthalmic Digital Camera Used in Mobile Medical Treatment

► Horus Scope Digital Eye-Fundus Camera (DEC200)



The ophthalmic camera "DEC 200" can photograph retinal capillary blood vessels of the eyeground, or the back of eyeballs, in combination with medical equipment used for examinations of diseases such as glaucoma and arterial sclerosis. The device lets flashlights shine into the eyes to capture the light reflected from the retina.

Conventional ophthalmic cameras were traditionally large, expensive, and stationary. In addition, they could not reproduce images easily because Polaroid film was used for imaging.

DEC 200, however, uses digital technology and has a small enough form factor to be portable. It can be used for photographing of the eyeground

of patients who have difficulty in getting out of bed or in non-medical environments such as disaster sites.

Since it has 5 mega pixels and a shooting range of 45 degrees, this camera compares favorably with the latest stationary cameras in terms of performance. The price, however, is half of that of stationary cameras.

Moreover, the most remarkable feature is the "fully automatic shooting mode" which is very easy to operate. It lets users capture the image just by pointing the lens toward the patient's eyeballs and pressing the button.

The camera transmits an infrared ray that measures the distance to the eyeground and automatically focuses.

When this happens, there is an instantaneous flash within 1 second, and a photograph is taken of the eyeground.

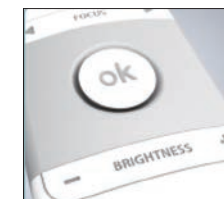
Management and operation of images is easy because they are saved as digital data. For example, city-based medical specialists can diagnose images photographed in a country clinic via the Internet.

Medimaging Integrated Solutions Inc., responsible for the development of the camera, is a company that develops medical equipment and software. Future projects include developing an AI to diagnose eyeground images. DEC 200 is set to be a leader in next generation IoT medical equipment.



POINT 1 Digital image management

Slots for USB devices and SD cards are located on the side of the LCD display. Using an SD card with built-in Wi-Fi makes using the camera even more convenient.

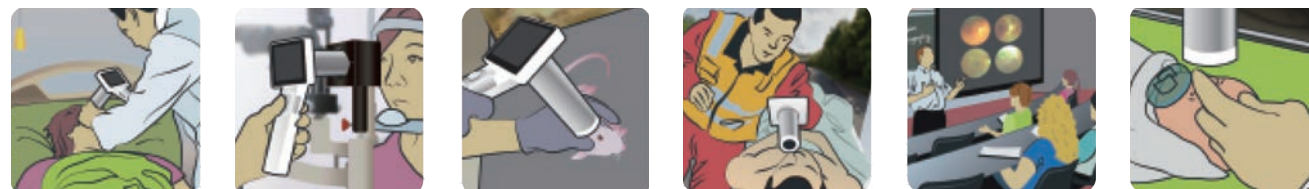


POINT 2 Simple and easy operation

Equipped with an automatic infrared focusing feature. Just push the shoot button to operate. Focus and brightness can only be adjusted in manual mode.



With its miniature size and a body that weighs just 500 grams, this camera is highly portable. One-hand operation is possible by pressing the photo button.



Different from conventional stationary models, this portable camera can assume different uses in various situations. For example, for patients who have difficulty standing, the camera can photograph the eyeground even as the patients lie in bed. The camera can also be used in environments outside hospitals including emergency vehicles, disaster sites, and accident sites. In addition, the camera has applications for education and training at universities as well as for eye tests when purchasing glasses.

Medimaging Integrated Solution Inc. (MiiS)

A medical equipment and software manufacturer established in 2010 with headquarters in Hsinchu City. The company offers highly professional services such as ophthalmic cameras to observe the back of the eye, ear scopes to observe the back of the ear, stomatoscopes, endoscopes, and software and hardware for remote medical systems, to more than 50 countries. Recently, the company has committed itself to creating portable, digital, and IoT-capable medical equipment.

Doubly-Equipped, Cost Effective Solution to Meet Needs of Special Medical Services

► Smart Bedside Terminal (ONYX-1222)



An all-in-one personal computer for medical institutions. It can be set at a point where it is easy to see the patient's bed.



The brightness is changeable. When a nurse turns off the light or conducts reports, he or she can conduct such tasks without disturbing patients' sleep.



Onyx Healthcare Inc.

Established in 2010 after separation from AAEON, a brand dealing with personal computers incorporated in industrial equipment and affiliated with major PC maker ASUS manufacturer (the headquarters is located in New Taipei City). Onyx develops personal computers specializing in the needs of medical organizations. Sales of in-house brand products is almost equal to that of Onyx's designing, manufacturing, and commissioning business. It achieved earnings growth by exporting to Western markets and conducted its initial public offering (IPO) in December 2016.



The all-in-one personal computer for medical institutions "Venus-191" incorporates a battery.



The small desktop personal computer "MedPC-2100" for medical institutes does not need a cooling fan.



The "UPower Lite-22" battery charger can charge two batteries having a capacity of 63Wh.

ONYX-1222, a little bit like a small television in appearance, is a personal computer installed next to hospital beds. It features a 11.6" display and can be used for nurse calls as well as exchange of images for diagnosis. Users can operate the device without disturbing thanks to a lack of a cooling fan and touch panel operation.

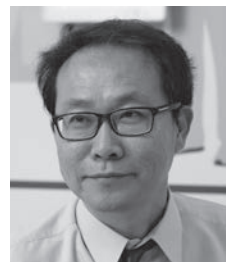
This machine incorporates two types of touch panels (TP): a capacitance type and a resistance film type. The former type of panel is used for smartphones and has a high accuracy of multi-touch (multiple contact input). The latter type was popular before the capacitance type of panels became known, and one-point touch is a required as a prerequisite condition. Double-equipping of TPs in this way is not useful for home electronics, but medical equipment has different requirements. This is because the medical staff is used to the resistance film type.

Bob Wang, the vice president of Onyx Healthcare said, "Which is beneficial to users, changing users' customs or reducing the cost by removing the

resistance film? We can precisely answer questions like this (the answer is: mounting the resistance film TP). This is the strong point of our company specialized in the medical market."

This machine has two wired LAN ports. This also seems useless at a glance, but some medical institutions separate the network to feed a huge amount of video data from the network dealing with data centered on texts." The price went up, but, we made this machine to correspond to these two networks while confirming that this correspondence wouldn't impair our price competitiveness," said Wang.

Onyx Healthcare also contracts to design and manufacture other brand products (EMS/ODM). When asked whether the company can grow quickly like Hon Hai if it is just engaged in such business, Wang replied, "We may do so, but if we only commit to EMS/ODM, we can't hear the demands directly from medical organizations and can't accumulate know-how regarding government certification of medical equipment. To avoid these problems, we take the risk of in-house brand business."



Onyx Healthcare Inc.
CEO
Bob Wang

Good News for Patients with Sleep Apnea – A Reduced-size Device that Sucks Air Out rather than Blowing Air In

Somnics, Inc.

A venture company from The Industrial Technology Research Institute (ITRI) headquartered in Chupei City, Somnics was established in 2010. The company's current flagship product was nearly completed in 2014 after the acquiring of funds from other organizations, including venture capital from the Sino Pac Group. The product was certified in the EU in 2016 through verification tests (CE marking). Although there were not any sales yet at that time, the company made an initial public offering (IPO) in May 2017. Somnics has 50 employees.

SOMNICS

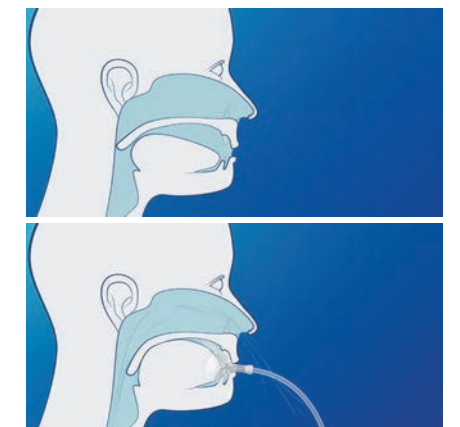


iNAP One/Lite



"iNAP One" received an EU medical instrument certificate. It is commercially available at a price of \$1,500 US dollars. It is expected to receive a U.S. certificate soon.

"iNAP Lite" received a Malaysian medical instrument certificate. It can even be operated via battery. It is commercially available at a price of \$1,200 US dollars.



The image above is when obstructive sleep apnea (OSA) occurs. The image below is when the airway is secured by sucking out the air inside the mouth.



Somnics, Inc.
C.E.O.
Chung-Chu Chen

There are estimated to be 13 million patients with sleep apnea in the USA alone. This disorder not only prevents patients from sleeping comfortably, but can also cause serious illness due to the burden it imposes on the circulatory organs. Compared to people without sleep disorders, patients with sleep apnea syndrome are 2-3 times more likely to suffer cardiac infarction and 4 times more likely to suffer a cerebral stroke. The most common cause of sleep apnea is the obstruction of the airway due to the tongue being drawn into the back of the throat.

The application of "continuous positive airway pressure" is a common form of treatment. The airway is extended by continuously sending pressurized air through the patient's nostrils. Somnics, however, developed an instrument to

achieve the opposite result. It sucks out the air inside the mouth to separate the tongue from the airway through "continuous negative airway pressure."

C.E.O. Chung-Chu Chen says, "The air pump incorporating the negative pressure device made by Somnics is much smaller than existing ones, because it must control the air pressure in the narrow oral cavity." Furthermore, the negative pressure devices made by Somnics are smaller than those launched by ApniCure Inc. in 2016. It weighs just about 200g, which is less than half the weight of competing products like positive pressure devices, which weigh 1-2kg. These advantages were created by Taiwanese engineers who have inserted themselves in the consumer equipment industry where lighter, more compact products are. The image above is when obstructive

sleep apnea (OSA) occurs.

The image below is when the airway is secured by sucking out the air inside the mouth.

Although government certification is essential to sales and manufacturing of this kind of medical equipment, Taiwan lacks human resources with strong knowledge of these certifications.

Somnics has overcome this problem through the efforts of staff from contract research organizations (CROs).

Somnics plans to mount a sensor to detect breathing on a next-generation device which would create a time during which negative pressure is not generated. In doing so, power consumption during sleep is dramatically reduced. A battery charge will become sufficient, completely freeing patients from relying on power cords.

A Big Hit in Asia! A Walking Stick with a Built-in Chair for the Elderly



► Ta-Da Chair

Step2Gold Co., LTD.

Headquartered in Taichung City, Step2Gold is a health and nursing care product venture company that began operations in 2013 after becoming independent from a 20 year old Taiwan-based manufacturer of furniture for the U.S. The "Ta-Da Chair", which started selling in 2016, is their main product, and has become a big hit since being introduced on Japanese TV programs including NHK and TBS.



Equipped with a one-touch lock function; unlocking it with two fingers could cause damage.



Use it when you're on the go, such as waiting for the bus or standing in line at the store.



Step2Gold Co., LTD.
President & Design
Director
Boris Pao

The word "Ta-Da" in "Ta-Da Chair" is an onomatopoeia often used by magicians in Europe and the US. This "magical" product is generally used as a walking stick but can be turned into a chair with one touch when your legs get tired.

Boris Pao, a developer and the president & design director of a sales company, decided to produce "Ta-Da Chair" for his 65-year old mother with weak legs.

This was not the first time Pao had created a chair – he had previously worked for a company that sold furniture to the U.S. The knowledge gained making

furniture has been very useful to him in terms of developing safer products.

In pursuit of quality equal to or greater than that of furniture for Europe and the United States, Pao aimed to first clear several criteria, such as the European outdoor product safety standards "EN 581-1" and "EN 581-2."

The carefully selected materials of the chair are strong, lightweight aluminum alloy and plastic, which does not bend even if left outdoors for 2 or 3 years. A brace has been attached to reinforce fragile parts, and rubber was chosen for

the tip attachment because it does not slip easily.

The product has been designed so that, even if it should break, it would break safely.

As a result, the finished product is a sturdy chair that almost never warps, even after fatigue test when 80kg of force is applied vertically to the seat over 200,000 times.

"To be able to meet the world class safety standard, I tried to satisfy the world's highest safety tests used in Europe and the U.S. By doing this, I was able to create a product that meets the safety standards of various countries," said Pao with a smile.

The project is currently only exported to Japan, but its distribution channel will expand globally in the near future.

A Massage Chair Aimed at Health Care Using IoT

► iFancy2 MASSAGE CHAIR

POINT 1

Detects your body automatically

The sensor measures your height and build, and automatically determines the massage positions most suitable to you.

POINT 2

Zero gravity

Reclining lets you enjoy your massage in a comfortable, gravity-defying position.

POINT 3

Heating system

Heaters are equipped on both the back and leg portions and can warm the whole body.



Tokuyo Biotech Co., Ltd.

Established in 2001 in Taoyuan City, Tokuyo manufactures and distributes massage chairs. It started business as an OEM for SANYO Electric Co., Ltd. in Taiwan. After SANYO fell into a management crisis, it launched the in-house brand "tokuyo" and has continued manufacturing high quality massage chairs, which it distributes to over 30 countries.



You can learn about Tokuyo's history at the entrance to the company's office.



Assembly work under strict quality control.

"iFancy2" made by Tokuyo is the latest massage chair manufactured based on the concept of the combining IoT and health.

Its artificial intelligence determines the optimal massage course for the user via several sensors and a heartbeat monitor. The data obtained is saved on the cloud—the company has plans to use it for individual health care in cooperation with medical organizations.

"Thinking 30 or 40 years from now, we must create both inexpensive, affordable products along with expensive, high-end products," says Tokuyo President Fred Nien. "That's how I thought to create products with new value by incorporating healthcare and IoT into existing massage chairs."

Healthcare and IT were unknown fields to Tokuyo, making product development a big challenge. So the company brought system engineers into its development team, conducted clinical trials in the medical department of National Taiwan University, and finished a new type of massage chair four years later.

"I want our massage chairs to be used as home health stations. They will measure users' health status every day and send the data to a hospital. People on business trips can know their parents' health conditions. We are aiming to create such infrastructural health equipment," says Fred.

The company has aggressively expanded its business to Japan, establishing its Japan Business Department in April 2017.

To advance into the Japanese market, it has introduced compact and reasonably priced products so that they can be within the reach of young people.

Massage chairs, one size smaller than conventional ones and costing approximately NT\$27,670 are targeted for single people. Massage chairs for specific body parts including the lower body and legs, are lower priced.

Angus from Tokuyo's Japan Development Department says, "When selling this product, I make a joke that, if you are going to give your fiancée a present, our massage chairs are less expensive than a luxury handbag."

tokuyo



Tokuyo makes space-saving and affordable foot Massagers for single people. Massagers for the shoulders, head, and hands are also popular.



Tokuyo Biotech Co., Ltd.
President
Fred Nien



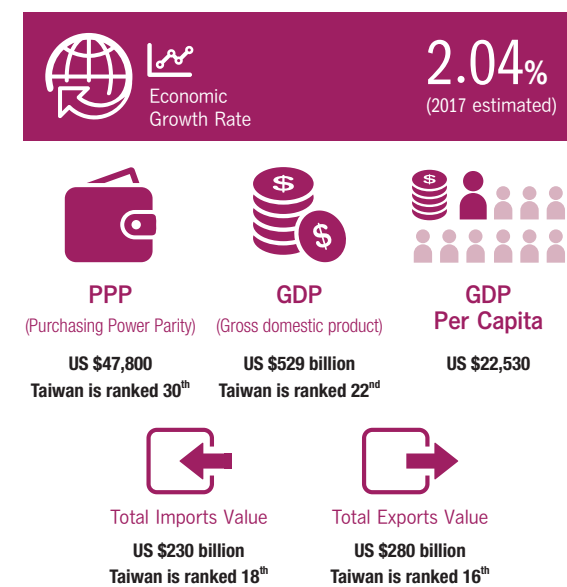
Tokuyo Japan Co., Ltd.
C.E.O.
ANGUS

Taiwan Economic Data

Taiwan brands are gradually increasing their presence throughout the world. This is supported by the below economic information, including main industries leading the Taiwan economy, industrial distribution based on areas, and businesses targeting the younger generation.

What is Taiwan's current economic status?

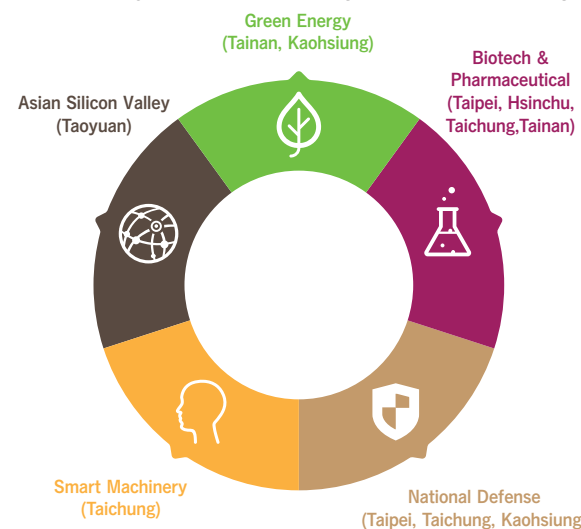
The GDP growth rate in the first quarter of 2017 was 2.60%, and the annual growth rate is estimated to be 2.04%. Compared to 1.50% in 2016, positive growth is expected.
* According to a report issued in July 2017



Five major industries leading the Taiwan economy

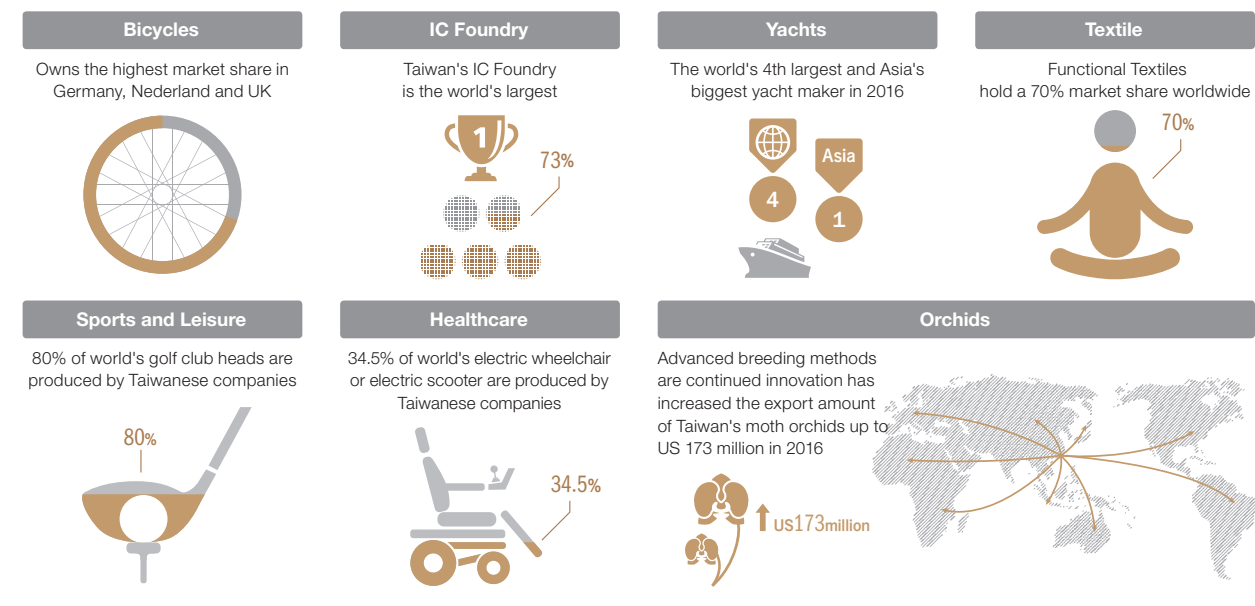
Five major industries that are fundamental for economic development are the Asian Silicon Valley, green energy, biotechnological medical treatment, Smart Machinery, and national defense. Biopharmaceuticals are receiving a particularly large amount of attention.

Five major industries leading the Taiwan economy

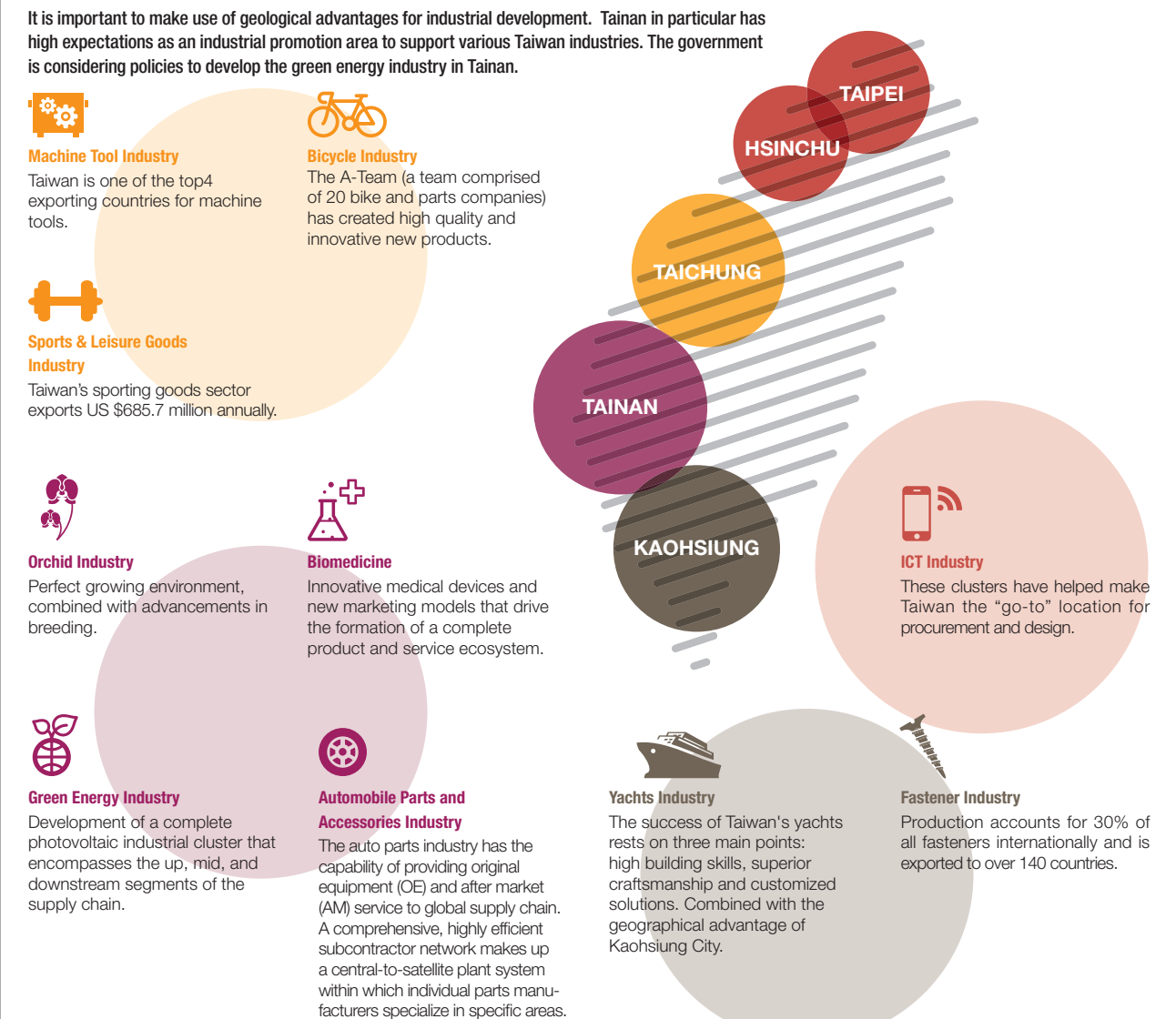


Other main industries

Taiwan is active in the manufacturing of bicycles and of golf club heads. The electronics industry, in particular, has matured to the extent of having a big effect on the global economy.



What is the main industry in each region?



Must know industrial keywords

"Industry 4.0"

Points to understand "Industry 4.0"

Internet of Things "IoT"

A system which will make it possible for "things" incapable of human speech to exchange information and control each other through the Internet.

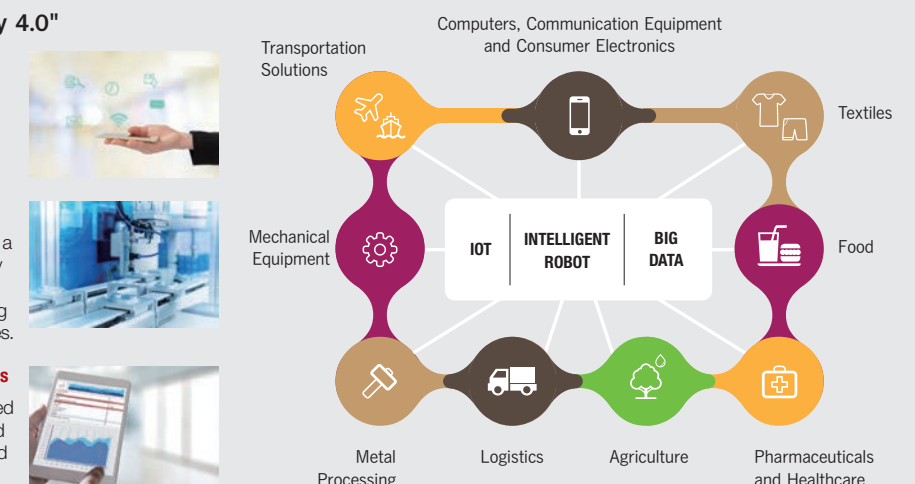
AI is possible! Intelligent robots

Artificial intelligence-enabled robots capable of a degree of independent decision making. They are expected to take an active part in future factories through operations such as detecting mechanical abnormalities and operating issues.

Big data of collection, accumulation, and analysis

Big and complex pieces of data are collected and accumulated, and then analyzed to find solutions to economic problems and to add value to existing systems.

The term "Industry 4.0", which refers to new innovations in the manufacturing industry, was coined in Germany. Its other name is "the 4th Industrial Revolution". Industrial development projects focusing on the next generation are coming under the spotlight around the world. Learn what fields are most important below.



Six Future Businesses

Many innovative technologies and products have been born in Taiwan, in part thanks to clear, long-term business strategies. Here, industries central to Taiwan's growth over the past three decades will be introduced.

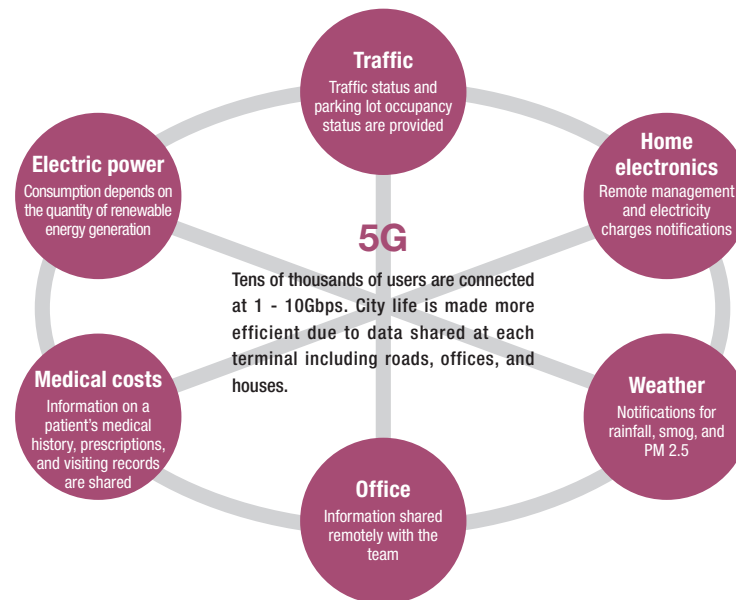
1 Smart city

Demonstrating its full ability as an IoT / ICT supply chain

How can urban infrastructure be operated efficiently as global population growth and concentration accelerate? Smart cities are anticipated as a solution to these global issues.

For urban smartification, various city infrastructures are linked with next-generation high speed communication systems / 5G networks. Vital IoT / ICT technological developments, including sensor technology and wired / wireless networks, are among Taiwan's strongest areas, and their development is advancing steadily.

More convenient urban infrastructure thanks to a 5G line connection



IoT-enabled healthcare equipment

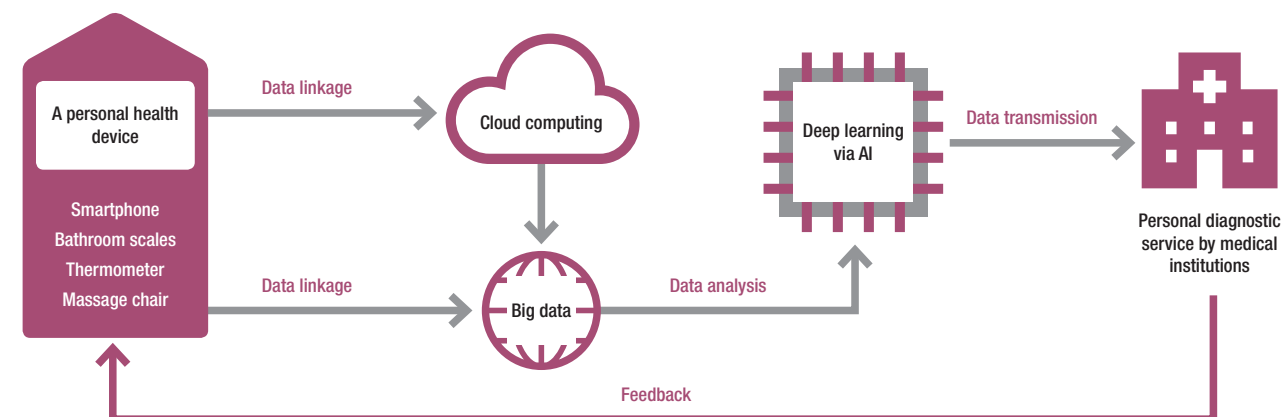
If IoT-enabled individual health management terminals (personal health devices) such as smartphones are used within the smart city environment, medical institutions will be able to provide individuals with the most optimal treatment plans (see the following figures).

Mobile health, home care, and remote care will be realized, and disease diagnosis and care of patients will reach a new level.

Healthcare is one of the leading examples of a platform with incredible potential for development of personal services via IoT.

Terminal dealers in Taiwan are advancing research and development of IoT gateways and peripheral sensor items. They are already affiliated with website service platform vendors like IFTTT and Zaiper.

Home Health Care Network utilizing IoT



Smart home and smart appliances

Inside houses in the smart city, home appliances are connected to the Internet. Conventional white goods are internally controlled by microcomputers and standalone applications, but from now, they will be linked externally, while "control" and "communication" are moving on to integration.

Manufacturers are addressing the technological development of ICT systems at a rapid pace. They have three strategies at the present moment. The first is the development of special chips and sensors. The second is the construction of energy-serving control systems and making open platforms. The third is the linkage of application interfaces of home appliances among manufacturers.

Tong Yuan Electric & Machinery Co. Ltd. (TECO), a major Taiwanese appliances manufacturer, has already released smart home appliances which can be connected to a cloud. Interfaces among facilities will soon be able to be connected by incorporating USB hubs into home appliances and gateways.

Seven definitions for smart home appliances

1. Improves the management ability of power usage at peak time to save electricity
2. Possible to shift power demand and load at a peak time
3. Supports the electricity usage plan, and responds with proper timing after receiving the notification of a phenomenon
4. Automatically adjusts to urgent demands for electricity usage, and prepares for limitations and power blackouts
5. Is associated with renewable energy, and optimizes the timing to shift electricity utilization to renewable energy
6. Provides users with electric charge information based on time periods
7. Engages with smart home appliances, creates data around energy consumption of individual consumers and realizes the most effective electrical usage based on that data

2 Wind power generation and offshore wind power generation project

Two factors that increase offshore wind power generation facilities and cultivate overseas market development

Whenever one discusses about future businesses, it is impossible to avoid renewable energy. Taiwan has a perfect structure for wind power generation, based on technical consultants, construction contracts, and the development, operation and maintenance of power stations. As for

offshore wind power generation stations, collaborative development with Western companies is ongoing. In addition, a new wind power generation project has already begun in the Taiwan Strait. Components along with wind power generation system manufacturers continue to develop their

business domestically and overseas and are expected to increase their market penetration.

A 4-year wind power generation promotion plan is being considered by Ministry of Economic Affairs of the Republic of China

Year 2017

Accumulated installed capacity

0.6
gigawatts

The production output of the Taiwanese wind power generation industry in 2015 was nearly 430 million US dollars (up 14.4% from the year before). Since then, it has continued to expand satisfactorily and shows stable growth both domestically and overseas.

Year 2020

Accumulated installed capacity

1.3
gigawatts

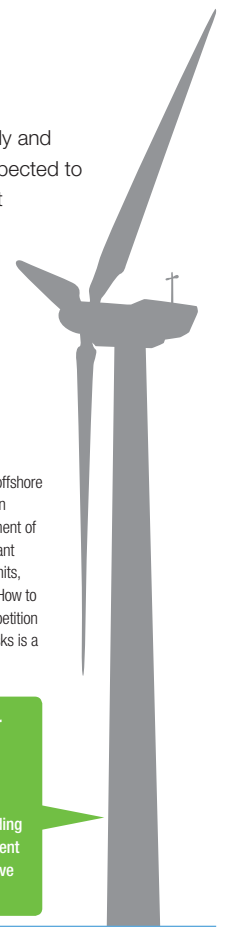
The construction of 3 offshore wind power generation model districts will begin in 2018. In addition, the production output of the wind power generation industry in Taiwan in 2019 is expected to reach 86 million US dollars.

Year 2025

Accumulated installed capacity

4.2
gigawatts

The development of smart meter communication systems (AMI)
The AMI is intended to identify precise electric demands by measuring electric consumption data automatically and sending them to power companies. The development and spread of AMIs is essential for effective clean energy implementation.



3 Micro LED

Next generation display materials whose R&D meets global standards

A technology key to carrying the LED industry into the future is the micro LED. This dream material boasts higher brightness (luminance) despite lower electricity consumption and is more resilient than its predecessors.

Because of these features, it is believed that micro LED will be the material for the next generation of displays, taking the place of organic EL displays or liquid crystal displays.

There are currently two electronics and photoelectric system research institutes acting as micro LED research teams in Taiwan, PlayNitride and the Industrial Technology Research Institute (ITRI). Development has progressed very far and a yield rate reaching 99% has been achieved when a micro LED is mounted to a panel.

Examples of micro LED products and image quality

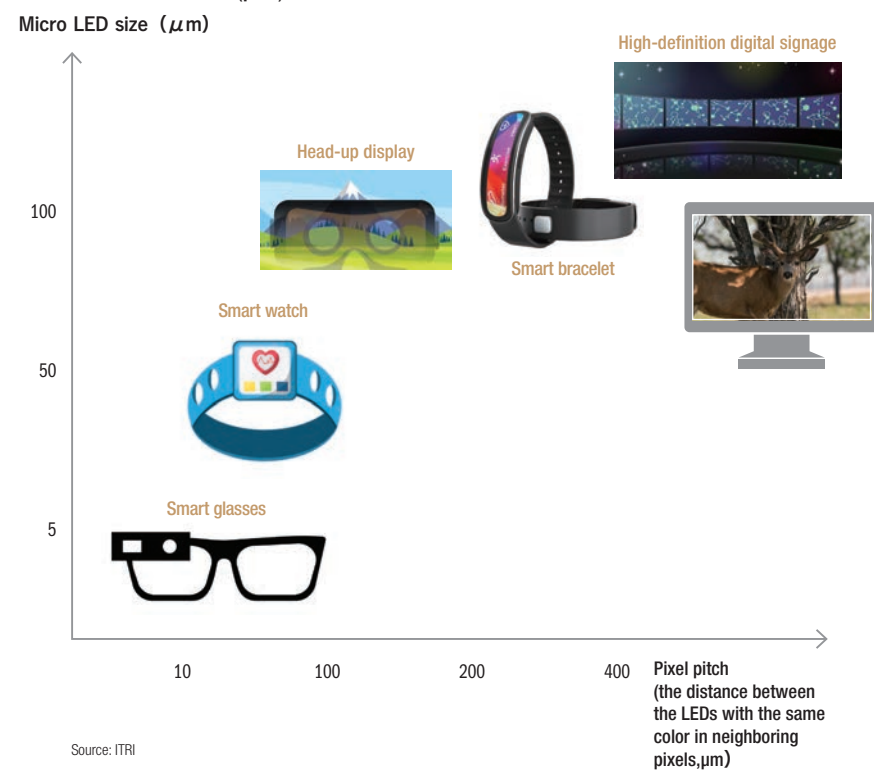
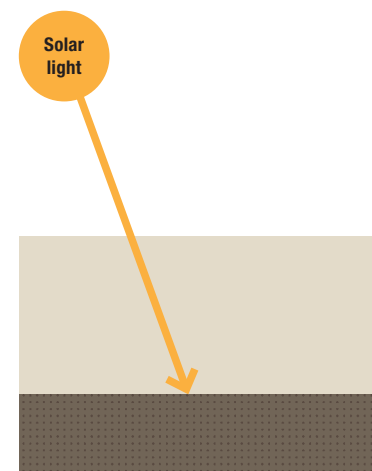
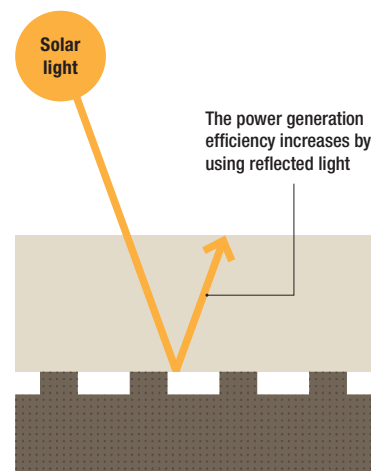


Image of solar photovoltaics by PERC

Conventional cells

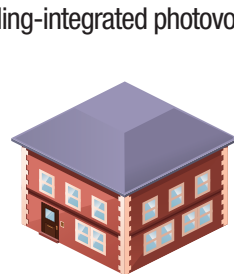


PERC

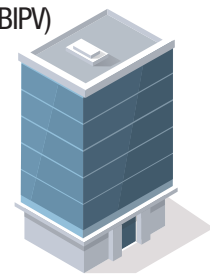


Usage examples of building-integrated photovoltaics (BIPV)

Building-integrated photovoltaics (BIPV) is a highly anticipated trend. Such structures include photovoltaic power generation modules, which serve as parts of the building as well as provide the functions of power generation, insulation, and daylighting. The technology is expected to bring greater demands including the adoption of solar batteries instead of glass on an all glass-covered building and the use of solar batteries for windows of individual houses.



Glass windows of houses



Glass wall surfaces of office buildings

4 Solar power

Increasing power generation efficiency through technological development of passivated emitter rear contact cells (PERC)

World demand for solar power generation has been coming back since 2014, and its potential has been attracting attention in both developed and emerging markets. In response to this situation, Taiwan has been highly active in the work of improving the efficiency of power generation in passivated emitter rear contact cells (PERC).

The main feature of PERC is that the light penetrates without generating electrons and is reflected on the back of the cell. The reflected light generates an electrical current once again, increasing the efficiency of power generation (left image). Investment costs are even lower than that of conventional solar cell panels, meaning PERC can kill two birds with one stone.

Major companies engaged the development of this technology in Taiwan are Gintech, Sino-American Silicon Products (SAS), and Solartech. Improving the conversion efficiency of solar power should revitalize the industry, with the benefits spreading to related businesses as well. For example, peripheral components for solar power cells and solar tracking systems would bask in this success, leading to further support for the next industry.

5 Smart motors

Revitalization of the mature motor industry through the introduction of IoT

Motors are a core component to the "smartification" of factories. Moreover, their increased efficiency and smartification are key to the growth of the motor industry.

The smartification of motor systems reduces equipment failure rates, and in addition to improving production efficiency, a merit of the introduction of wireless communication is the reduction of space used for cables.

An example of this would be the system developed by TECO, the leader of Taiwan's motor industry. The system links motors with smartphones, meaning that the operation status can be monitored through an app. It was well-received at an exhibition in Japan for enabling improved efficiency and reduced energy consumption.

The market outlook is also bright. According to research conducted by Markets & Markets on three major smart motor key component markets, the size of the global smart motor market in 2015 was US \$1.02 billion. It is expected to grow to US \$1.38 billion by 2020.

IoT promotion of motors

Conventional motors



- Mature industry
- Stable productivity
- Innovative power is weak

IoT promotion

Smart motors



- Activation of mature industries due to smartification
- Energy conservation / promotion of efficiency
- Development in anticipation of the expansion of the smart motor market size
- Development / production by Taiwan before the rest of the world

Development and application of inverter control motors

Inverter control motor systems have been attracting attention globally for their high efficiency.

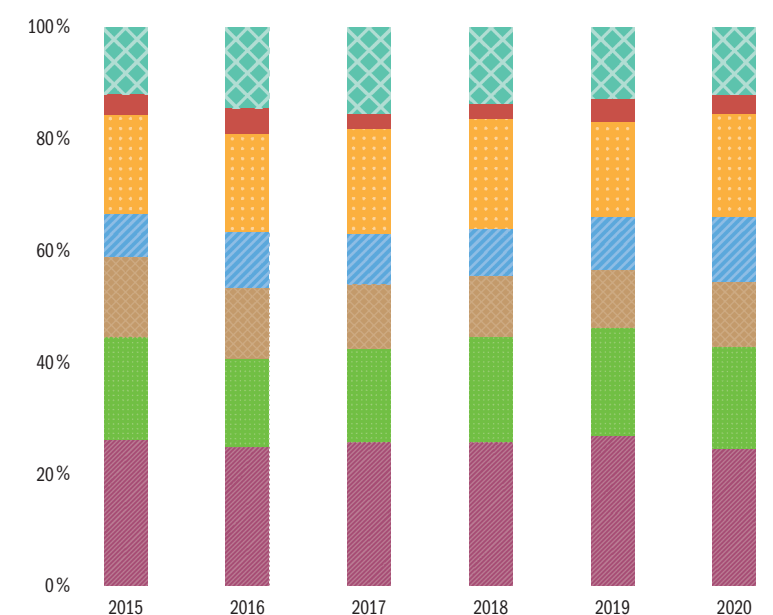
An inverter is a device that changes voltage and frequency. By attaching it to a motor, it is possible to raise or lower rotation speed. Lowering rotation speed with an inverter at times when high output is unnecessary means that energy efficiency increases.

Energy saving by inverter motors is highly anticipated in machines with high energy consumption such as pumps, fans, and air compressors. The high demand for these machines is predicted to remain unchanged in the future (right image).

Taiwan is advancing its minimum energy performance standards to meet the increasing demand for inverter control motors.

Sales forecast of Taiwanese industrial motors

- Other application
- Transport planes
- Industrial machinery
- Machine tools
- Air compressors
- Fans
- Pumps



6

Smart automobile-related products

The introduction of IoT for related products in response to the trend of smart automobiles

A wave of smartification has hit the automobile industry, and major manufacturers are making tremendous efforts in the development of next generation automobiles. What's more, countries across the world are actively developing policies and regulations in relation to car electronics.

In particular, mandatory equipment and production development of the following

items in a wide variety of fields are being promoted: in-vehicle ICT equipment such as dashboard cameras to record travelling information, digital event data recorders to record accident data, eCALL to automatically report an emergency when an accident happens, and tire pressure monitoring systems.

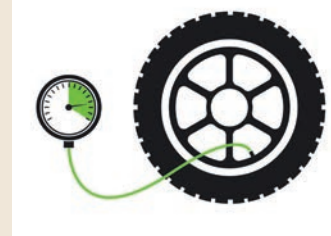
The number of parts general required for

a single next-generation automobile is expected to be reduced dramatically due to a simplified structure made possible by the motorization of automobile parts.

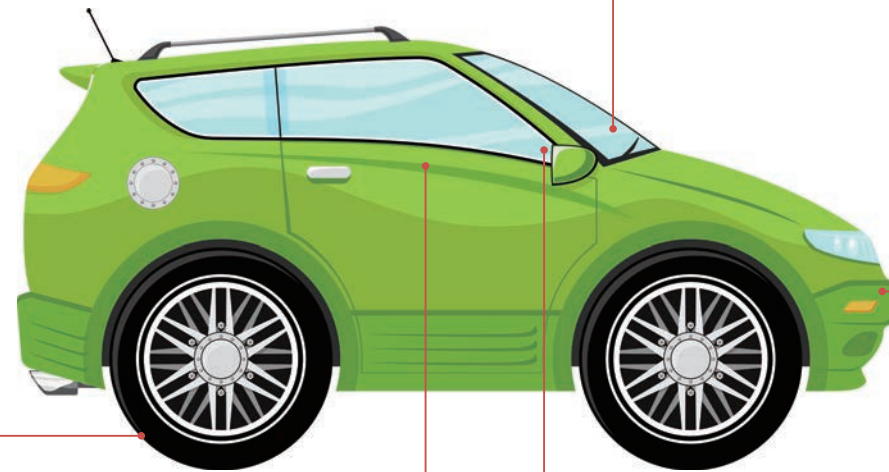
At the same time, new electronic components, including a large number of sensors and image recognition systems, are being incorporated into automobiles, creating various services and platforms.

Smart tire gauges

Correct air pressure is identified by the tire pressure monitoring system. A display in the car.



Tire pressure monitoring systems with slenderized tires improve safety and fuel consumption. Tire pressure sensors manufactured by Taiwanese companies correspond to over 500 types of automobiles, and those brands have forged ahead into the North American market.



Interior displays

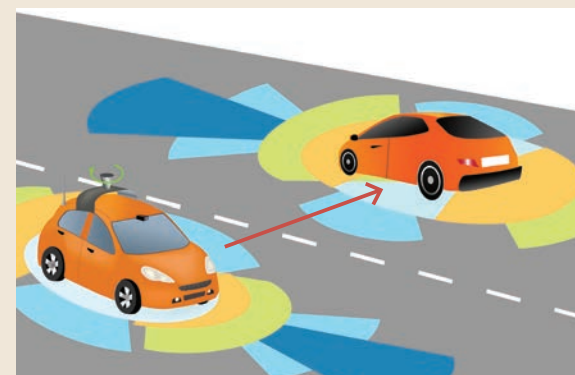
With smart automobiles, interior equipment is also changed. A multitude of new displays, including organic EL touch panels, curved surface models, and naked-eye 3D models, are being developed and installed everywhere from the backside of the front seat to the ceiling.



Organic EL touch panels and curved surface displays are installed everywhere in the car.

Smart drive recorders

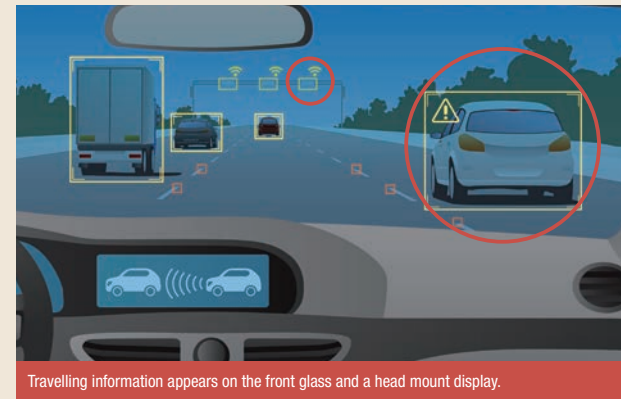
Images of accidents are uploaded onto the cloud in real time. As soon as an accident vehicle is found, the recorder alerts the driver. In addition, it is possible to share information with the surrounding area through communications between automobiles.



Smart drive recorders are associated with communication between vehicles, with various types of information being shared.

AR drive assist system

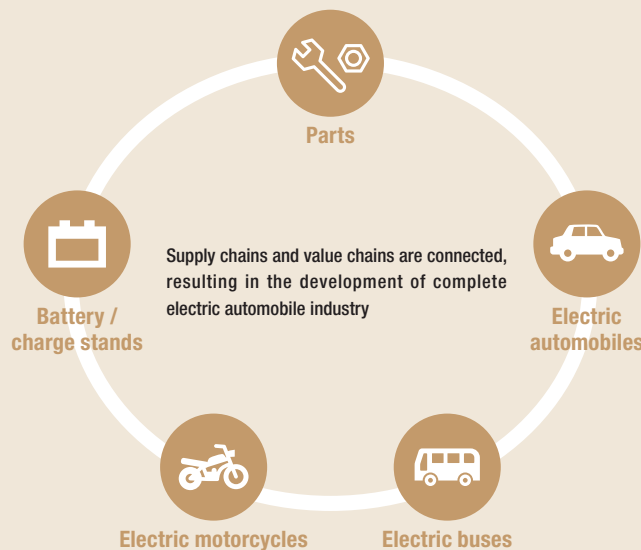
For the driver assist system using augmented reality (AR), the distance between cars and warnings appear on the front glass and the head mount display. Many companies are actively developing AR head mount displays.



Travelling information appears on the front glass and a head mount display.

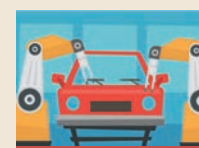
The superiority of the Taiwanese electronic automobile parts industry

It is no exaggeration to say that smartification of automobiles and motorization go hand in hand. Taiwan has superiority over the supply chains of electronic vehicle parts, boasting the ability to manufacture a wide variety of parts and in small quantities. A value chain from production to operation is set to be built, providing a supply of finished products and components including electric buses and motorcycles, and charging facilities are under construction.



The future to come with the spread of smart cars

It is thought that smart cars, which represent the next generation of automobiles, will make our life more convenient. In the not-so-distant future, automobiles that don't require drivers to hold the steering wheel may be seen on the roads.



Light and durable raising materials are partially used, and the assembly process is simplified.



Fully automatic driving is put to practical use, turning travel time into leisure time.



As more people use smart taxis and shared cars, travelling time will change to free time spent in leisure after complete autonomous driving is put into practical use.

column

The trend of precise machine industry and market opportunities

The research and development of cutting-edge machine tools

The Industrial Technology Research Institute (ITRI), an organization of research and development of industrial technology, and directly controlled by Ministry of Economic Affairs R.O.C. is committed to the speeding up, development, and refinement of new technologies. At the same time, it is developing important components, including multiple-shaft equipment and direct drive motors. In addition, ITRI has a policy to increase industry-wide competitiveness by enhancing the research and development of smartification software and system technology, and by developing advanced machine tools. It is also absorbed in the development of special facilities due to tie-ups with other types of business, and it will advance into the facilities manufacturing market for emerging industries, including wind power generators, solar power generators, and electric vehicles.

Smart robotics supporting robot industry

Smart robots, which have integrated software and hardware, self-directive decision-making, and the ability to directly communicate with people, will be brought into reality and come to be valued in industries and markets around the world. Taiwanese manufacturers are focusing on users' needs, the technological framework for deep learning, the integration of disparate systems, and the design of an interactive interface. The day will soon come when smart robots with human-like instincts and smoothness will be introduced into workplaces (such as hospitals and the service sector).

Micro / nano technology

Examples of the development of production technology mainly dealing with micron / nano structures by ITRI include molding of micron / nano structures, role-to-roll technology, processes and facilities of precision coating and vacuum / atmospheric plasma, and others. These technologies are being used to develop products for the optical electric industry, including color filters for integrated optical thin films / fine structures, transparent conducting layers / antireflection films, and the film processing technology using clean technology which is applied to industries such as optical electronics, clean energy, communication, and medical treatment.

Shinji Kondo

Profile

After graduating from the Faculty of Economics, Kobe University in 1979, he joined the Mainichi Newspaper company. He held positions such as Hong Kong chief correspondent, Taipei chief correspondent, and manager of the Economics Department of Osaka Headquarters. He has worked as a professor at OtemonGakuin University since 2014. He has written numerous books including "Kosaku-suru Taiwan Ninshiki -- Miekakure-suru 'Kokka' to 'Hitobito'" ("Blending Recognition of Taiwan -- Glimpses of the 'Nation' and 'Citizens' Coming and Going"); joint authorship, Bensei Publishing Inc.



"Pay attention to five fields including biomedical. Japan and Taiwan are good partners that complement each other".

Taiwan, which has developed into a world-leading IT country, is at a turning point. The interviewer asked Kondo what fields will be focused on from now, and what is attractive about gaining entry into Taiwan.



Q

How is the economic state of Taiwan?

The real GDP growth rate in Taiwan was 1.5% in 2016 and is expected to be 2.04% in 2017. What is driving the Taiwanese economy is an increase in IT-related companies. Although IT manufacturers in Taiwan are mainly focused on electronic manufacturing services (EMS), quantities of products including laptop personal computers stand at over 80% of those in the world. EMSs are contracted manufacturers but they deal with design and are large in scale. The sales of Hon Hai Precision Industry Co., Ltd., which manufactures iPhones distributed by Apple Inc. in the U.S., are much higher than those of major electronic manufacturers in Japan.

Q

What fields is the government focused on?

Tsai Ing-Wen's government, which got started last year, mapped out the "New Southbound Policy" to focus on investments in countries from the Association of Southeast Asian Nations (ASEAN) and India. Their industrial mainstays are the following fields: natural energy, smart machinery, Internet of Things (IoT), biomedical, and the national defense industry. Biomedical is especially important. Taiwanese researchers, who went to Western countries to study abroad and were active in local pharmaceutical companies, returned to Taiwan and have participated in drug-discovery ventures. The commercialization of anticancer drugs and AIDS virus drugs is progressing.

Q

How is Taiwan developing in Asia?

A lot of IT manufacturers in Taiwan have plants in China and have manufactured products by trading electronic parts with Japan and South Korea. The IT industry that has supported the Taiwanese economy, however, is at a turning point.

Liquid crystal panels have been produced mainly in Taiwan and South Korea, but the amount of production by Chinese manufacturers is expected to exceed that of Taiwan and South Korea within a few years, because Chinese manufacturers have constructed large factories in their country. EMSs, which are a strong point of Taiwan, have low profitability, so they have improved on this model by making use of cheaper labor costs of China, but it is getting harder to do so. The Taiwanese government is going to make the transition from relying on Chinese labor.

Q

How will Japanese-affiliated companies in Taiwan change?

Not only the manufacturing industry but also the retail trade and the restaurant industry have expanded their businesses in Taiwan on an astonishing scale. Mitsui Fudosan Co., Ltd. opened an outlet mall comprised of Japanese brands and restaurants in New Taipei City in January 2016. In 2020, a second mall will be opened in Taichung City. Taiwanese people are pro-Japanese and have a good response to Japanese brands.

Moves to China, after the establishment of a joint venture between Japanese and Taiwanese companies, have accelerated. After such a venture tries Japanese products in Taiwan, it brings this knowhow into China. Japanese companies have technologies, brand power, and strong funding, while Taiwanese companies are advantageous in their language and customs.

It can be said that they are good partners who complement each other.

Mikio Numata

"The relationship between Japan and Taiwan is the best ever so far. Taiwan is vital to Japan's future."

The Japan-Taiwan Exchange Association plays a role similar to an embassy in Taiwan which has no formal diplomatic relations with Japan. Mr. Numata, the representative of the Taipei Office, talked about the current relationship between Japan and Taiwan.

Q

How is the relationship between Japan and Taiwan at present?

I view the relationship as being the best ever so far. I think that the turning point which led to this was the changes in Japan triggered by the Great East Japan Earthquake. In 2011, the Japanese government did not include Taiwan as one of the wreath-laying countries at the memorial ceremony to mark the Great East Japan Earthquake, because of historical reasons. Japanese people, who had dear affection for Taiwan due to a lot of public donations from Taiwanese people, raised their voices in opposition. Then, Japan's prime minister at the time apologized at the Diet, and Taiwan was designated as a wreath-laying country in 2013.

The connection between Japan and Taiwan seems to have become stronger through that change. In 2016, 6.06 million people of the two countries visited each other's country (1.89 million people from Japan and 4.17 million people from Taiwan). The number of Taiwan travelers visiting regions throughout Japan is increasing.

Q

What do you think is an exclusive attraction of Taiwan which other countries do not have?

Although there are factors, including the atmosphere of cluttered but teeming streets, industries and gourmet not invariant to advanced regions in Japan and the West, I think that the people factor is still significant. Taiwanese people have customs that Japanese people should respect. They quickly offer their seats to people who need it, and they approach things in an open manner. No country is likely to accept Japanese culture as much as Taiwan does.

Q

What do you think of products made in Taiwan?

As is clear from products manufactured by ASUS, Acer and bicycle manufacturer GIANT, Taiwanese products are precise and strong. The scale of the economics in Taiwan is not small in any way. It's nominal GDP ranks 22nd among 190 countries and regions. In the field of personal computers and smartphones, Taiwan is top-class. This is probably because they are products that Taiwanese people make quick decisions about. I think that Taiwan will stay at the forefront even in the IoT era when those technologies are transferred.

Q

What do you think of the management style of Taiwanese companies?

There are still a few long-running companies. On the contrary, there are a lot of Japanese companies which have survived for over 100 years while changing the main line of their business. Japanese people are slow-decision makers, but after they decide to do something, they make a united effort to accomplish it quickly. This trait must have made those companies survive.

Founders of many Taiwanese companies, including the above-mentioned GIANT, are nearing retirement. After retiring, their leadership abilities must be compensated by the employees' cohesiveness. When that happens, long-running companies in Japan and Japanese traits should be useful for Taiwanese companies and help to develop mutually beneficial relationships.

Three years since I relocated here, I feel again that it is essential to continue joining together with Taiwanese people for the future of Japan.

Profile

The representative of Taipei Office, Japan-Taiwan Exchange Association. Although Numata is the head of the overseas contact organization, he has a unique background of having entered the Ministry of Foreign Affairs through the non-career (non-first class) test. The leader of the New York consulate in 2007, the Director-General, Consular Affairs Bureau, Ministry of Foreign Affairs of Japan in 2011, ambassador extraordinary and plenipotentiary of Myanmar in 2012, and incumbent since 2014.

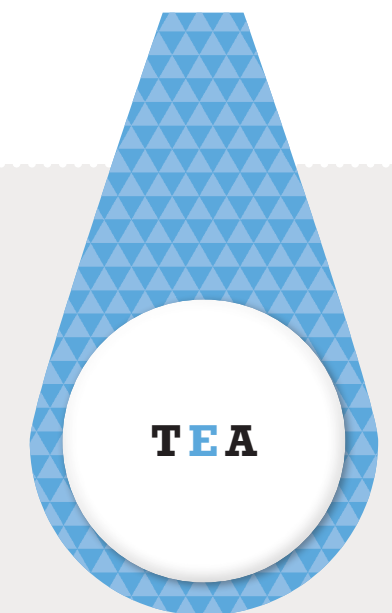




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[Part3]

An Enjoyable Place to do Business. The Latest Guide to Taiwan

Taiwan has a lot of attractive spots, including gourmet restaurants, street stalls, and massage clinics.

When visiting Taiwan for business, make sure to make some rewarding time for yourself when you have a break from work. Hip, newly renovated cultural spots and MIT (made-in-Taiwan) products stores are gathering momentum these days, and stylish cafes are perfect for taking a rest. Your business trip will surely be far more pleasant if you take time to see a new and different side of Taiwan.

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RENOVATION

Feel that Taiwanese is "In Season" at Hip Urban Renewal Spots

Urban renewal spots where old buildings are revived into modern ones are seen more and more in Taiwan. Following Huashan 1914 Cultural and Creative Park and Songshan Cultural and Creative Park (see P. 19) are new waves of renovation, including the traditional wholesale district at Dihua Street. These places, which represent a blend of traditional and modern Taiwan, include retro and modern cafes, art spaces, and shops.

Modern facilities housing historic cafes and shops



A nostalgic and modern atmosphere including window frames and illuminations. At Salt Peanuts Café, you can enjoy meals sitting on a terrace seat in the courtyard.

Art Yard

A former mansion of a local tycoon built in 1920. It has a traditional town house-styled gate, which is small at the entrance, long, and narrow. It is a composite space housing a membership hotel, bistros, and shops, with a relaxed retro atmosphere. You are most likely to forget the time and stay for a while.

📍 No.195-199, Section 1, Dihua Street, Datong District, Taipei City
 🕒 Depending on stores
 🚶 10 minutes walk from Exit 1 of MRT Daqiaotou Station
 @ <http://www.artyard.tw>



1. A brooch with a warm feeling using wood and recycled wool which comes in a wide variety of color combinations. 2. European clothes and bags in addition to general goods are available. 3. Copper seals using cedar. The product's many motifs include umbrellas, flowers, and elephants.



General goods shop

Twine

A general fair trade goods shop. Products are designed in Taiwan and produced in Cambodia, India, and Africa. Feel the warmth of unique handmade goods.

☎ 02-2557-8690
 🕒 10:00am-6:00pm / No business holidays



Cafe

Salt Peanuts Café

A cafe where you can enjoy handmade sweets and light meals. Special ingredients, including fair trade coffee and natural ice cream, are on the menu.

☎ 02-2557-8679
 🕒 10:15am-6:00pm / No business holidays

1. Sweets such as the Nuts & Banana Cheese Tart (NT\$ 160) are exquisite. Cinnamon rolls are also popular. 2, 3. Rare coffee produced in Taiwan and caramel cinnamon jam are also available.



Taipei Artist Village-Treasure Hill

An art village where artists from Taiwan and overseas live while working on creations and exhibitions. Modern art works are displayed along narrow slopes connecting a retro concrete house like a maze. There are ateliers and studios where you can visit, and cafes where you can take a rest.

📍 No.2, Alley 14, Lane 230, Section 3, Tingzhou Road, Zhongzheng District, Taipei City
 ☎ 02-2364-5313 🕒 11:00am-10:00pm / Business holiday: Monday 🚶 15 minutes walk from Exit 1 of MRT Gongguan Station
 @ <http://www.artistvillage.org/index.php>



An artist village where you can see the latest culture and art



1. The artist village is located on the south side of a low hill. The area was originally a village illegally occupied by ex-military soldiers in the latter half of the 1940's. 2. A Taiwanese black bear drawn on the wall of a house. 3. The shade net is also artistic. 4. A unique object representing a fortune cookie. 5. Illustrations and a map can be found at the entrance.



An old day care center converted into a beautiful bookstore



1. The space features warm lighting and pleasant book arrangements. 2. Artistic books which you can enjoy just by looking at them are laid out. 3. The green building blending in to the surrounding nature has terrace seats where you can see a pond.

Yue Yue Bookstore

A book cafe at Songshan Cultural and Creative Park (see P. 19). The building, originally a daycare center, was rebuilt into a bookstore. Artistic books and cafe tables are arranged. Spend quiet time while reading a book.

📍 Songshan Cultural and Creative Park, No.133, Guangfu South Road, Xinyi District, Taipei City
 ☎ 02-2749-1527
 🕒 9:00am-9:00pm / No business holidays
 🚶 10 minutes walk from Exit 1 of MRT Taipei City Hall Station
 @ <http://fanplus.family.tw/yueyuebookstore>

For Men



Nostalgic picture postcards full of memories of your trip.



Coin purses in a wide variety of colors and patterns.



A cute wooden bear ornament.

For Men



A small drawstring bag suitable for holding small items.



Fabric cardholders make great gifts.



A Taiwanese handkerchief on which a retro illustration is drawn.

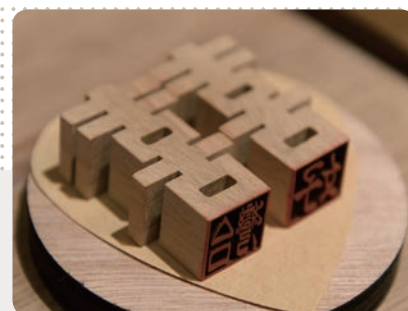
For Women



Xiaolongbao-shaped cruetts in a steaming basket.



The honey set is a popular item in this shop.



Two seals express a character meaning "double happiness."

For Women



A place mat with popular chopsticks and a spoon.



Rolls of tape with original patterns (4 rolls per set).



Buy fabrics and try to make items by yourself (250g / NT\$350).

Unique and sensible items from different regions in Taiwan

Lovely Taiwan Shop

A general shop that brings together sensible items that convey the goodness and local culture of Taiwan. Well-known regional products and folk handicraft are displayed close together. Respective designs and packages of items, including tea, sweets, soap, and small ornaments are too good to miss.

📍No.18-2, Lane 25, Nanjing West Road, Datong District, Taipei City ☎02-2558-2616

🕒12:00pm-9:00pm / Business holiday: Monday

🚶15 minutes walk from Exit 4 of MRT Zhongshan Station

@ http://www.lovelytaiwan.org.tw/web/shop_info.php

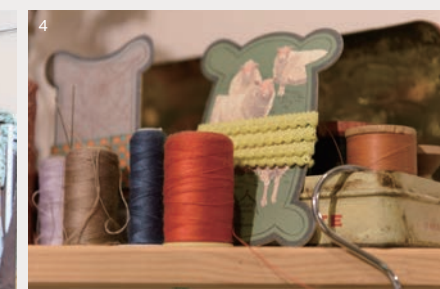


1.Strings of soap made to look like 3 owls. They possess a pleasant fragrance, making them suitable for placement in a closet or at an entrance. (NT\$ 240) 2.Clothes with an Asian flavor are also available.

Taiwanese General Goods Made in Taiwan, for Yourself and for Souvenirs

Products made in Taiwan called "MIT" (an English acronym) have become all the rage. Even local young creators proudly label their products as "MIT", creating fashionable goods and cosmetics into which Taiwanese traditional elements are incorporated. If you're looking for products unique to Taiwan, you'll want to check these out!

Fabric accessories to pay attention to in which tradition is blended into a modern design



1.There are a lot of unique 100%-cotton fabric items including tote bags, cushions, book covers, and iPad cases. 2.A wide variety of items. 3.Subdued colors are also one of the characteristics of In Bloom. 4.Yarn is also sold for people who like to knit.

In Bloom

A brand shop for printed fabrics on which traditional Taiwanese patterns are arranged in a contemporary style. It has lots of choices of fabric products which can be used in offices and schools. A fabric made up of crested mynas(popular bird) has been popular since early times; another one featuring mosaic tile patterns seen in retro buildings ia also popular.

📍No.28, Minle Street, Datong District, Taipei City (original shop) ☎02-2555-1026

🕒9:30am-7:00pm / No business holidays

🚶15 minutes walk from Exit 2 of MRT Beimen Station

@ <https://www.inbloom.com>



GOODS

TEA

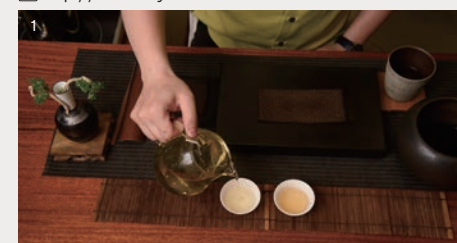
Enjoy High Quality Taiwanese Tea of Different Flavors and Appearances

Taiwanese tea is one of the regular souvenirs. There is such a large variety that it makes it difficult to decide what tea to buy. In such a case, you should select unique tea different from others. There are different tastes depending on the brand including packages, tea leave blends, and cultivation methods. Let's take a trip through Taiwan's sophisticated tea world.

Kung Fung Yung

The shop expanded its business through the import of Pu-erh tea. Since 2011, it has developed tea that is still rare in Taiwan. It also sticks to brand packages, which are known for their beauty. The shop's pineapple cakes are also popular.

📍 No.7, Lane 72, Section 2, Zhongshang North Road, Zhongshan District, Taipei City
☎ 02-2563-2851
🕒 9:00am-9:30pm / No business holidays
🚶 3 minutes walk from Exit 2 of MRT Shuanglian Station
🌐 <http://www.kfytea.com>



1. The shop allows tea tasting. There is an event space on the second floor. 2. Colorful packages as well as tea leaves are attractive to the eye. They are appropriate for souvenirs.

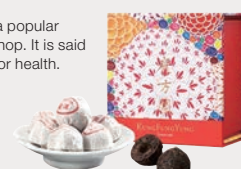
Graceful packages are best for souvenirs



Flower tea, black tea, and others are available. Pu-erh tea (NT\$ 30).



Pu-erh tea, a popular item in the shop. It is said to be good for health.



Pineapple cakes at the price of NT\$ 450 (8 pieces) make a great treat.



Emperor Love

Emperor Love is a chain of tea shops developed by a local restaurant brand under the concept of "blending the West and the East." The tea brands they sell are blended top quality natural oolong tea, along with blends of Eastern tea leaves and Western herbs. In total, shops are deployed in nine areas including Taipei, Songshan Airport, Taoyuan, and Taichung.

📍 Departure Hall, the Second Floor, Terminal 1, Songshan Airport (Songshan Airport Shop)
☎ 02-2547-2385
🕒 6:00am-9:00pm / No business holidays
🚶 The Second Floor of Terminal 1, Songshan Airport
🌐 <http://shop.emperorlove.com>

Tea with a new sense in which the East and the West are mixed



1. The combination of natural herbs imported from Germany with Eastern tea is new. The products are free from artificial additives and pass strict pesticide testing. 2. Tea bags of blended tea, including lavender Pu-erh tea and rose green tea, are also popular.



Selected tea leaves are delicious even in cold tea

Ji Shi Hao Cha

A full-scale tea stand produced by "Hwa Gung" with a history of 99 years. The owners are meticulous in every respect including fermentation degrees depending on the tea. It proposes new drinking styles, such as drinking cold tea in a wine glass.

More than 10 kinds of tea, including Alishan Oolong and Dongfang Meiren, are available and brewed by the staff (at least NT\$ 80).

There are tea bags in a book-shaped package. Each set features three books, meaning three different tastes (at least NT\$ 600).

📍 Slow-village, B1, Caowu Square, No.534, Yingcai Road, West District, Taichung City
☎ 04-2302-8862 🕒 12:30pm-9:00pm (Sat./Sun./Holidays: 11:00am-9:00pm) / No business holidays
🚶 Free bus No. 158 from Exit 6 of Taiwan High Speed Rail Taichung Station. 12 minutes walk after getting off at Guang San SOGO (Mei Cun Road) Station
🌐 <https://www.facebook.com/goodae1923>



Golden-Fish Shaped Tea Bags are a Big Hit in Japan

A golden fish type tea bag created by a Taiwanese designer in 2013. It became a big topic in Japan, and an overseas branch in was opened in Kyoto for the first time. People are fascinated by its fine appearance and gracefulness when it is put into a cup! Highly recommended as souvenirs.

CHARM VILLA

All of goldfish tea bags, which won the "Red Dot Design Award" in Germany, are made by hand. Check them out!

📍 No.137, Section 2, Fengnian Road, Beitou District, Taipei City
☎ 02-2891-0101 🕒 10:30am-6:30pm / No business holidays 🚶 15 minutes walk from Exit 1, Beitou Station
🌐 <http://www.charmvilla.com>



If the bag floats in the cup, it looks like a goldfish is swimming. 4 flavors. The classic version costs NT\$ 1,160 (12 pieces).

Café Lumière

A former U.S. consulate office remade into a arts complex. Terrace seats placed in the cafe next to glass windows and surrounded by greenery give a sense of openness. You can taste craft beer made in Taiwan in addition to coffee and desserts. Check out the gift shop along with the movie theater.

📍 No.18, Section 2, Zhongshan North Road, Zhongshan District, Taipei City
☎ 02-2562-5612
🕒 10:00am-10:00pm / No business holidays
🚶 3 minutes walk from Exit 3 of MRT Zhongshan Station @ <http://www.spot.org.tw>



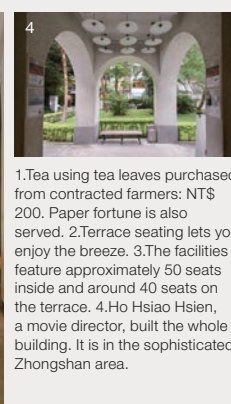
Mocha using organic chocolate made in the Netherlands: NT\$ 200

Taking a little rest while drinking coffee in the sylvan space of a former embassy

A cinnamon roll generously sprinkled with sugar: NT\$ 160

Have a break with popular desserts

Cool down your body with rich ice cream: NT\$ 90



1.Tea using tea leaves purchased from contracted farmers: NT\$ 200. Paper fortune is also served. 2.Terrace seating lets you enjoy the breeze. 3.The facilities feature approximately 50 seats inside and around 40 seats on the terrace. 4.Ho Hsiao Hsien, a movie director, built the whole building. It is in the sophisticated Zhongshan area.

A Comfortable Cafe You Want to Drop in on Your Way Home from Work

How about catching your breath in a quiet space apart from crowds during your spare time for a meeting or on your way back to the hotel? There are many cafes where you can have not only tea but also excellent coffee in Taiwan. One cup paired with the right dessert and your fatigue will vanish. The three cafes introduced here are perfect for visiting with friends or alone.

CAFE



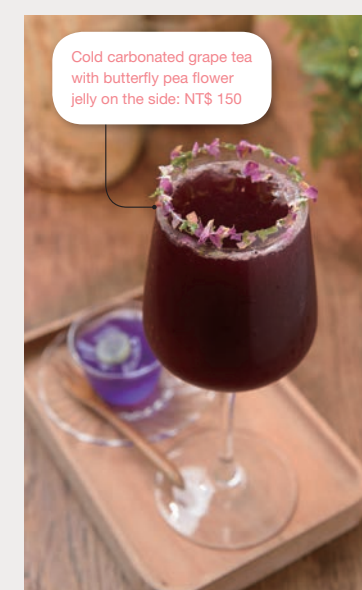
CHIAO TEA SALON

The female owner – still in her 20's - opened this tea salon because she wanted to convey the allure of tea to the younger generations. You can enjoy authentic tea at ease in the open salon as a modern cafe. Tea mixed with carbonated juice goes great with handmade Taiwanese desserts.

📍 No.2-1, Lane 164, Jinhua Street, Da'an District, Taipei City ☎ 02-2351-0671 🕒 1:00pm-10:00pm (Fri./Sat./Sun. -11:00pm) / Business holiday: Monday 🚶 10 minutes walk from Exit 4 of MRT Dongmen Station @ <https://www.facebook.com/chiaoteasalon5>



1. There are comfortable sofas along with a counter with four seats and a VIP room for 6 to 8 people. There is also an event space in the basement. 2. Tea utensils carefully selected by the owner.



Cold carbonated grape tea with butterfly pea flower jelly on the side: NT\$ 150

Tasting first-class tea leaves selected by the female owner



A cake stuffed with kiwi. Acidity and sweetness mingle in the mouth

A taro tart. Popular hearty desserts

You can select 2 types of desserts at a price of at least NT\$ 150

A precious cafe where coffee tasting is possible



Coffee tasting

Fragrant "Ethiopia Yirgacheffe Chelelectu"

Complex full-bodied "Ethiopia Yirgacheffe Gedebe G1"

"Mandheling" with deep taste and rich bitterness

"Costa Rica Bella Vista" characterized by its fruity taste and smooth sweetness



The name of the shop is a pun on "dear friend."

Deerfriend Café

A third wave coffee shop popular for "tasting style" of drinking 4 to 5 kinds of coffee at the price of NT\$ 200. You can taste coffee made of standard beans and rare beans. Menu items created by you can be sold at the shop by using SNS.

📍 4F, No.149, Section 5, Zhongxiao East Road, Xinyi District, Taipei City ☎ 02-2749-4925 🕒 11:00am-10:00pm / No business holidays 🚶 2 minutes walk from Exit 4 of MRT Taipei City Hall Station @ <https://www.facebook.com/deerfriendcafe>

HOTEL

Attractive Design Hotels that Make a Business Trip Pleasant

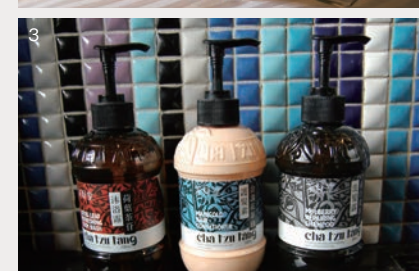
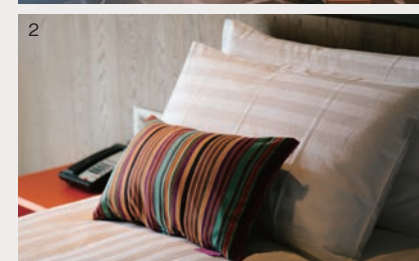
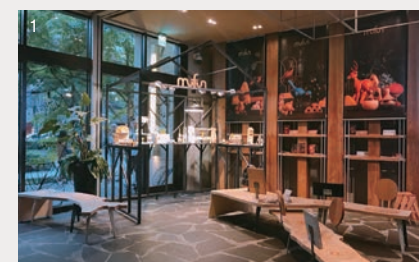
There are many different types of hotels in Taipei, from traditional hotels to hostels. Design hotels, known for being full of individuality, are highly recommended for business trips. Spaces created by famous architects and creators are like a condensed version of Taiwanese culture. You'll want to stay at a hotel that makes you look forward to returning from work.

Home Hotel DA-AN

An attractive hotel opened in July 2015. The warm lumber used for elevators, colorful textiles in guest rooms, and excellently designed furniture are based on the concept of the life and art of the Taiwanese natives. The hotel is a space where you can relax as if you were at home.

📍 No.219-2, Section 1, Fuxing S. Road., Da'an District, Taipei City ☎ 02-8773-9000
 🏠 Standard Original Bedroom: NT\$ 10,800, etc.
 🚶 3 minutes walk from Exit 2 or 3 of MRT Zhongxiao-Fuxing Station
 🌐 <http://www.homehotel.com.tw>

1.Events such as special exhibitions are held in the lobby.
 2.A native pattern is used for the pillows laid on the Taiwanese brand "Detail" beds.
 3.A variety of amenities, including the Taiwanese brand "Cha Tzu Tang" shampoo, are available.



The spirit of the Taiwanese natives lives in the details of the furniture and motifs



All items are made in Taiwan, from the desks representing looms, lights, and stationery to tissue cases.



The library-like lounge is a perfect space for both business and breaks



1.The lounge has approximately 5,000 books to read and 50 comfortable chairs. 2.You can enjoy authentic dishes and cocktails all day long in the restaurant "The Chapter." 3.Japanese Architect Toyo Ito was involved in the hotel's construction.

Eslite Hotel

The hotel is a member of the Eslite Group best known for the fashionable bookstores. The hotel is full of motifs unique to the bookstores, such as a bookshelf occupying the entire wall of the lobby and magazine racks in guest rooms. You can enjoy a beautiful panoramic view of the city and mountains from the room. Enjoy your time in luxury.

📍 No.98, Yanchang Road, Xinyi District, Taipei City ☎ 02-6626-2888
 🏠 Deluxe room: NT\$ 16,000, etc.
 🚶 10 minutes walk from Exit 1 of MRT Taipei City Hall Station
 🌐 <http://www.eslitehotel.com>

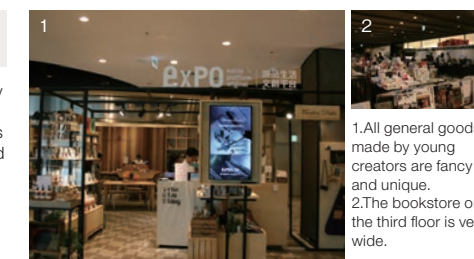
Encounter Seasonal Designs at "Cheng Pin Sheng Huo" Directly Connected to Eslite Hotel

Cheng Pin Sheng Huo, directly connected to the hotel, is a 3-story department store that includes shops that bring together sundry goods made in Taiwan, cafes, and a bookstore. It is a perfect place to look for souvenirs!

Cheng Pin Sheng Huo Song-yan Store

The building contains carefully selected shops, including sensitive designers' boutiques and shops carrying household goods with refined taste.

☎ 02-6636-5888
 ⌚ 11:00am-10:00pm / No business holidays



1.All general goods made by young creators are fancy and unique.
 2.The bookstore on the third floor is very wide.

Convenient to Know Facts about Taiwan

1 One out of 1.6 people in Taiwan have a scooter

The number of scooters is 14 million relative to the population of approximately 23 million. This means that the ratio is equal to 1 scooter per 1.6 people, which is the No. 1 in the world!



2 Taiwan is home to world-renowned whiskey

One of the whiskeys produced by Kavalan Distillery was recognized as the best single malt whiskey in the world, and has received attention as an innovative whisky in the industry.



3 Everyone is on Facebook

If you make a friend in Taiwan, you're more likely to exchange Facebook accounts than telephone numbers. Approximately 78% of the population is on the platform.



4 College tuition is cheap!

Taiwan is famous for very cheap university tuition, especially for foreign students. Annual fees are approximately half to one-third of those in a country such as Japan regardless of whether it is a national or private university.



5 There are two types of mailboxes, green and red

There are two types of mailboxes in Taiwan, a green one and a red one. Green mailboxes are for domestic use only, while red mailboxes are for air mail and express use only.



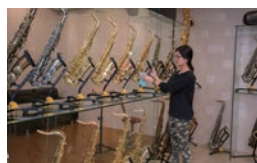
6 The highest number of convenience stores in the world

Taiwan is a world convenience store power! 7-Eleven and FamilyMart are the most popular brands. You can find many items unique to Taiwan.



7 There is a "sax town" where 64 percent of saxophones in the world are produced

Most of the famous sax manufacturers, including "Cadeson" and "IO", produce them in Houli District in Taichung City. Some factories allow you to buy a sax on site there and observe their facilities.



8 Receipts serve as lottery tickets

All Taiwanese receipts include lottery numbers. Check the winning lottery numbers on the government-managed website. You have an opportunity to win a maximum of approximately NT\$9680,000!



9 Taipei is a global coffee town

Speaking of Taiwan, people bring up images of oolong tea and pu-erh tea, but there are coffee shops all over towns. Try a taste of Taiwanese coffee!



Here, we'll share some must-know trivia about Taiwanese customs, culture, and manners to know before your next business trip or tourist visit.

10 Karaoke is extremely luxurious!

Taiwanese Karaoke is characterized by buffet style meals. Rooms are very big and comfortable, making guests feel like wealthy people.



11 There is a "Cat Village"

The area surrounding Houtong Station is famous among cat lovers. In particular, a lot of cats live in the sloped area of a mountain behind the station called "Cat Village".



12 Most Taiwanese people have their own English nicknames

It is hard for foreigners to remember Chinese names and their pronunciation. So many Taiwanese people have their own English nicknames.



13 Go to the most beautiful Starbucks in the world

Starbucks Bao'an Shop is in the sightseeing area of Dadaocheng. Its built into a classical work of architecture decorated with different color chandeliers.



14 Bring your eco-friendly shopping bag, because plastic shopping bags cost money

There is a charge for a plastic shopping bags (approx. NT\$1 / bag). Therefore, bringing your eco-friendly shopping bag is a wise choice. If you don't have one, pick up a local eco-friendly shopping bag as a memento of your trip.



15 Dumplings are not eaten with rice

Dumplings are a main dish in Taiwan, so they are never eaten with rice, nor are they often seen eaten with noodles.



16 There is a lot of emphasis on Feng Shui

Taiwan is one of the nations where Feng Shui culture has spread the most deeply. Therefore, the numbers 4 and 13 are considered to be unlucky and they are often excluded from building floors.



17 If you drink or eat something on the subway, you will be fined

Drinking or eating anything, including gum and candies, is prohibited on the MRT subway. If you commit an offense, you will be fined NT\$1,500.



18 A fund of world heritage candidates!

Taiwan has a vast natural landscape and many historical buildings, but surprisingly, it doesn't have world heritage status yet. Candidates include the scenic "Taroko-National-Park".



List of 28 Brand Companies which Received TAIWAN EXCELLENCE AWARDS in 2017 (alphabetical order)



English Company Name	Chinese Company Name	Industry	Introductory Page	QR
Aropec Sports Corp.	金鴻股份有限公司	Sports products	60	
ASUS Tek Computer Inc.	華碩電腦股份有限公司	Electronics	30	
AVer Information Inc.	圓展科技股份有限公司	Electronics	32	
CHING HUNG MACHINERY & ELECTRIC INDUSTRIAL CO., LTD. (CHMER)	慶鴻機電工業股份有限公司	Industrial machinery	44	
COMEUP INDUSTRIES INC.	川方企業股份有限公司	Winch manufacturing	62	
Delta Electronics, Inc.	台達電子工業股份有限公司	Industrial machinery	46	
Dyaco International Inc.	岱宇國際股份有限公司	Trainig & Medical equipment	72	
Fu Chun Shin Machinery Manufacture Co., Ltd. (FCS)	富強鑫精密工業股份有限公司	Industrial machinery	48	
Freeform Marketing Ltd.	富利豐國際有限公司	Metallic mold products	52	
Heartway Medical Products Co., Ltd.	台灣維順工業股份有限公司	Medical equipment	74	
HIWIN MIKROSYSTEM CORP.	大銀微系統股份有限公司	Industrial machinery	50	
HOKWANG INDUSTRIES CO., LTD.	和光工業股份有限公司	Hand drier manufacturing	54	
I CHIH SHIVAN ENTERPRISE CO., LTD (ICS)	一芝軒企業有限公司	Toy gun manufacturing	64	
KENDA RUBBER IND. Co., LTD.	建大工業股份有限公司	Tire manufacturing	66	

English Company Name	Chinese Company Name	Industry	Introductory Page	QR
Kiddie's Paradise Inc.	童心園實業股份有限公司	Toy and education products	56	
MARSON TECHNOLOGY CO., LTD.	茂森科技股份有限公司	Electronics	34	
Medimaging Integrated Solution Inc. (MiiS)	晉弘科技股份有限公司	Medical equipment	76	
Micro-Star Int'l Co., Ltd. (MSI)	微星科技股份有限公司	Electronics	36	
MOAI ELECTRONICS CORPORATION	奇岩電子股份有限公司	Electronics	38	
Okuma Fishing Tackle Co., Ltd.	寶熊漁具股份有限公司	Fishing products	68	
Onyx Healthcare Inc.	醫揚科技股份有限公司	Electronics	78	
Singtex Industrial Co., Ltd.	興采實業股份有限公司	Fiber products	58	
Somnics, Inc.	萊鎂醫療器材股份有限公司	Medical equipment	80	
Step2Gold Co., LTD.	永朔實業有限公司	Health / nursing care products	82	
Sun Own Industrial Co., Ltd.	歐都納股份有限公司	Outdoor products	70	
Thermaltake Technology Co., Ltd.	曜越科技股份有限公司	Electronics	40	
Tokuyo Biotech Co., Ltd.	督洋生技股份有限公司	Massage chair manufacturing	84	
VIVOTEK INC.	晶睿通訊股份有限公司	Camera products	42	

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Amazing Taiwan

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