



**Taiwan External Trade  
Development Council (TAITRA)**

# **Hawaii-Taiwan Business Cooperation: Potential Industries**

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Executive Director

Taiwan Trade Center, Los Angeles

May 17, 2017



# Presentation Topics

**A**

**About TAITRA**

**B**

**Taiwan at Your Finger Tips**

**C**

**Think Taiwan Think Bicycles**

**D**

**Taiwan International Boat Show**

**E**

**Food and Agricultural**

**F**

**Conclusion**



- **Taiwan External Trade Development Council (TAITRA)**
- **Founded in 1970**
- **The Foremost Non-Profit Trade Promotion Organization in Taiwan**

# Taiwan External Trade Development Council (TAITRA)

Overseas  
Delegations/Exhibitions



Databases/Publications



Integrated  
Marketing  
Communication

Customize Trade  
Services



Taipei  
International  
Trade Shows



[www.taiwantrade.com](http://www.taiwantrade.com)

# Taiwan External Trade Development Council (TAITRA)

**Glocalization = Globalization + Localization**



Overseas Branches – **60** (**5** in the U.S.)



# Taiwan External Trade Development Council (TAITRA)



WORLD TRADE CENTERS  
ASSOCIATION

*Congratulates*

*TAIPEI*

*WORLD TRADE CENTER*

*On its certification as a  
Center of Excellence  
September 24, 2012*



WTCA Award for  
Center of Excellence

**Categories of Superior  
Performance In:**

Facilities

Conference ☞

Exhibit ☞

Tenant Services ☞

WTC Club ☞

Services

Business ☞

Group Trade Missions ☞

Inbound & Outbound

Trade Education ☞

Trade Information ☞

☞ Denotes Best Practice

Eric R. Dahl, CEO  
World Trade Centers Association

Natalie N. Rideau, Certification & Programs Manager  
World Trade Centers Association

TAITRA/TWTC was granted total of  
**8** Best Practice Certifications  
by WTCA in 2012 ,

# Taiwan at Your Finger Tips



# Taiwan at Your Finger Tips





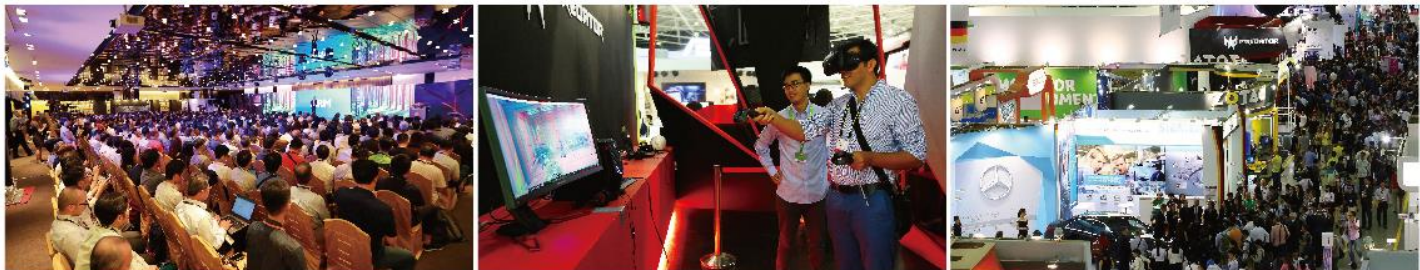
## *Welcome to join us for COMPUTEX 2017*

**2017** May 30 – June 3

**InnoVEX** **2017** May 30 – June 1

Exhibitor Online Registration

Available at <http://www.computextaipei.com.tw>



Taiwan at Your Finger Tips

# Drone Taiwan 2017

AUG. 17-19

Drone and components, software, application(aerial photography & video, search & rescue, land & forest management, security, surveillance, science & research



# Think Taiwan Think Bicycle



## Honolulu Century Ride



## Tour de Taiwan





# Think Taiwan Think Bicycle



# Think Taiwan Think Bicycle



**2018** Oct. 31  
- Nov. 3

Taipei Nangang Exhibition Center, Hall 1  
TWTC Exhibition Hall 1





# TAIWAN INT'L BOAT SHOW

Kaohsiung Exhibition Center & Horizon City Marina





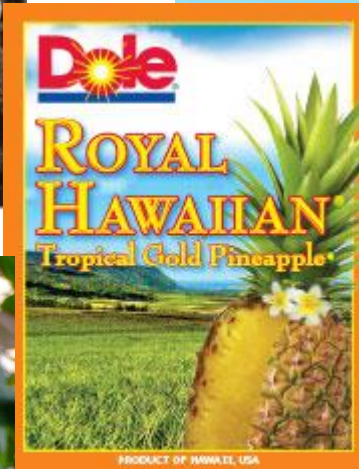


# TAIWAN INT'L BOAT SHOW

Kaohsiung Exhibition Center & Horizon City Marina



# Food and Agriculture



BOTTLED IN HAWAII

LIVE GREEN - THINK DEEP - DRINK BLUE



# Food and Agriculture





# Asian Super 5-in-1 Food Expo





# FINDING INVESTMENT OPPORTUNITIES

India  
Venezuela  
Canada  
Vietnam Japan  
Guatemala Denmark  
Myanmar South Africa  
Austria Argentina Italy  
Ireland U.S.A Czech  
Costa Rica Philippines Bangladesh  
Germany France Korea  
Belgium Singapore



**Contact  
TAIWAN**

Colombia New Zealand Andorra  
Indonesia Hungary  
Switzerland Thailand  
Netherlands Finland  
Malaysia Angola  
Sweden Portugal  
Brunei Norway  
United Kingdom  
Spain  
Greece  
Lao PDR  
Italy  
Chile



[www.contacttaiwan.tw](http://www.contacttaiwan.tw)



[www. contacttaiwan.tw](http://www.contacttaiwan.tw)



# Taiwan is a strong trading partner for trade agreements

**top industrial  
cluster  
infrastructure  
in the world**

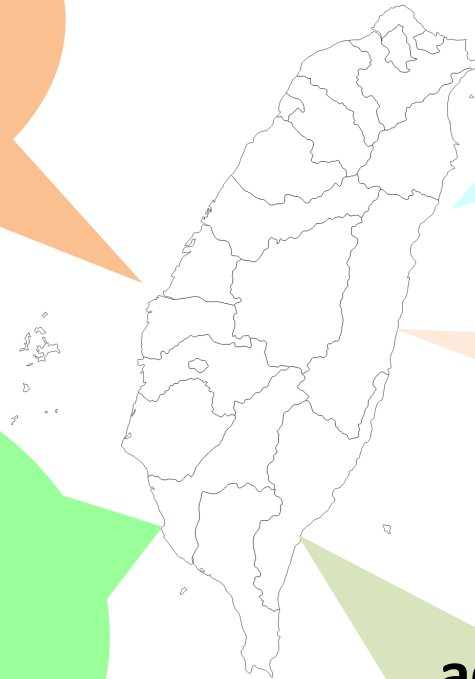
**strong production  
supply chain links  
with TPP and  
RCEP members**

**IPR-related laws  
and regulations  
on copyrights,  
patents,  
trademarks and  
trade secrets**

**3<sup>rd</sup> best  
country in the  
world for  
investment**

**adapting high-  
standard  
commitments  
on a wide range  
of issues**

(BERI, 2013)



# Taiwan: A strong trade partner for Hawaii





**Sun Moon Lake**



**Taiwan Orchids**

**Welcome you  
Doing Business in  
Taiwan!**

