



Doing Business in Taiwan: Discover Trade and Investment Opportunities in the Heart of Asia



The **Swiss-Asian Chamber of Commerce (SACC)** and the **Chinese International Economic Cooperation Association (CIECA)** are pleased to invite you to a forum and networking session to discover trade and investment opportunities with Taiwan. This forum is being held at the occasion of our **1st Switzerland-Taiwan Joint Business Council Meeting**.

A trade delegation consisting of 30 high level representatives from Taiwanese businesses in the sectors of machinery, pharma/biotech, finance and research as well as government, trade and investment officials will be available to answer your questions and help your business succeed in one of East Asia's most dynamic economies. The program will be followed by networking with all delegation members, making this the most important event so far held in Switzerland for everyone already doing business in Taiwan or considering doing so in the future.

We are honoured to have with us Mr. Bernard Bang-Zyh Liu, Representative of the Délégation Culturelle et Economique de Taipei, who will deliver the opening address.

Date: Thursday, 1st October 2015
Time: 17:00 hrs to 20:00hrs
Venue: Credit Suisse Forum St. Peter, St. Peterstrasse 19, 8001 Zurich

Taiwan has transformed itself over the past decades into a highly developed economy with high standards of economic wellbeing, education, healthcare, infrastructure and overall quality of life. Taiwan could achieve 12th place in the 2014 WEF ranking of global competitiveness and is 14th in the EIU ranking of business environment. The island's central location in the heart of East Asia together with close cultural ties to its neighbors and recent improvements in cross-straits relations with the Chinese mainland are creating opportunities worth to explore.

At this forum, we are privileged to have outstanding individuals who will present their views on significant facets of Taiwan's economy in their respective industries as well as discuss the opportunities for economic cooperation.

This event aims to establish and strengthen the ties between companies and institutions in Switzerland and Taiwan and fostering economic dialogue.

Please note that seats are limited for the event and early registration is strongly recommended.

Schedule:

Time	Module
16:45 – 17:00 hrs	Registration
17:00 – 17:15 hrs	Introduction and Welcome Address Alexander Hagemann , Chairman Taiwan Committee, Swiss-Asian Chamber of Commerce Jimmy Chu , Delegation leader of 2015 Taiwan Economic and Trade delegation to Switzerland, Chairman of the Fair Friend Group Welcome Remarks Dr. Urs Lustenberger , President, Swiss-Asian Chamber of Commerce Mr. Bernard Bang-Zyh Liu , Representative, Taipei Cultural and Economic Delegation in Switzerland
17:15 – 18:00 hrs	Economic Status and Outlook Brief presentations on the Machinery and Biotech sectors in Switzerland and Taiwan Mr. Beat F. Brunner , Head of Industry Sectors, Member of the Executive Board, Swissmem Mr. Nic Alexakis , CEO, Swiss Biotech Association
18:00 – 18:40 hrs	Panel Discussion with all Speakers <ul style="list-style-type: none">▪ Mr. Bo-Ching Chiu, Economic Counselor of Bureau of Foreign Trade, MOEA: Doing business in Taiwan▪ Mr. Jimmy Chu, Chairman of the Fair Friend Group: Investing in Europe▪ Mr. René Stössel, CEO, Posalux SA, Experience of Swiss doing business in Taiwan
18:40 – 18:45 hrs	Closing Remarks
18:45 – 19:30 hrs	Networking Apéro

Taiwan in brief:

Taiwan is an island situated at the midpoint of the western Pacific Ocean. It lies off the southeastern coast of mainland Asia, across the Taiwan Strait from China. To the north lies Japan; to the south is the Philippines. Taiwan's total land area is about 36,000 square kilometers, making it the 137th ranked globally, very close to Switzerland (135th). It is 393 kilometers long from north to south and 143 kilometers wide at its widest point. Taiwan lies on the western edge of the Pacific "rim of fire", and continuous tectonic movements have created majestic peaks, rolling hills and plains, basins, coastlines, and other natural wonders. Because of this, two thirds of its territory is covered by mountains which stretch throughout the length of the island. The highest peak soars up to 3,997 meters. Only 25 % of the land is suitable for farming. The climate is subtropical in the north and tropical in the south with average monthly temperatures around 30 degrees C in the summer and 10-20 degrees C in the winter. Typhoons frequently visit Taiwan between July and September. Although the farmland is limited, the warm and rainy weather permits year-round farming as well as three harvests per year. Taiwan's agricultural produce not only meets the domestic demand but also supplies other countries. Nevertheless, Taiwan still relies on imports of beef, soybeans, wheat, and dairy products.

Taiwan's principal mineral resources are coal, natural gas, marble, limestone, and dolomite. After many years of mining, the coal has been mostly depleted.

With the exception of a few multinationals, most businesses in Taiwan are small to medium-sized, and family-owned. Senior managers assume a paternal role and not only take an interest in all activities, but expect to be consulted on each decision prior to action being taken.

Taiwan is the World's 22nd largest economy with an expected GDP growth of 2.0 % in 2015. Taiwan is one of Switzerland's important export markets,

amounting to a total of more than CHF 1.87 billion in goods in exports and CHF 947 million on imports. – Taiwan is a geographically small place with a relatively high population density compared to other Asia Pacific markets.

Taiwan is ranked at 18th out of 189 economies in the World Bank's Ease of Doing Business Survey for 2014, narrowly beating Switzerland and Austria. It did particularly well when it comes to getting electricity (9), dealing with construction permits (10) and starting a business (15). One area of concern is enforcing contracts, however, with the country placing 93rd in that category. In the Global competitiveness ranking of the World Economic Forum, Taiwan is ranked 12th, and in the Economist Intelligence Unit's ranking of the business environment, it is on 14th place.

A high level of competitiveness of Taiwanese companies is ensured by industrial clusters serving specific industries across the whole supply chain, making Taiwan one of the most efficient in product development and industrialization. Taiwan is largely dependent on foreign trade and the number multinationals in the country means that locals are often accustomed to interacting with expats in the business world.

Taiwan's targets:

The Cabinet plans to spend roughly NT\$36 billion (US\$1.16 billion) over the next nine years on its "Productivity 4.0" project beginning this year, with the aim of boosting the island's total industrial revenue and helping 50,000 local manufacturers transform themselves to meet 4.0 standards. In the initial stage, the project's manufacturing industry category includes the eight sectors of electronics & information technology, metal & transportation, mechanical equipment, foods, and textile. The service industry category comprises retail and logistics.

Contact Persons:

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Registration Form:

Please register by returning the reply form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041 620 88 03 or e-mailing to sacc@sacc.ch, by **Tuesday 22 September, 2015**. The cost of the event is CHF 90.00 for SACC/Swissmem-Members and CHF 120.00 for Non-Members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until Friday, 25 September, 2015 at 11.00 a.m.: - otherwise a full no-show charge applies.

Area of Interest:

1)Last Name: First Name.....

2)Last Name: First Name.....

1)Position:Company:.....

2)Position:Company:.....

Full Address:

Phone: Fax: E-mail:

Date:..... Signature:



The Forum St. Peter is kindly offered by:



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