

Sourcing Taiwan 2018 in Taipei &

New Southbound Partnership and Marketing Event

The New Southbound Partnership and Marketing Event is initiated to realize bilateral economic exchanges. Taiwan's New Southbound Policy coordinates resources and efforts from various government bodies and private sectors to consolidate bilateral relations with ASEAN, South Asian states, Australia and New Zealand. Four major perspectives: "Economic Cooperation," "Talent Exchange," "Resource Sharing" and "Regional Links," will be used to forge a new and mutually beneficial model of cooperation, and to create a "Sense of Economic Community." To materialize the mutually beneficial concept, aside from organizing trade missions to new southbound nations, TAITRA plans to orchestrate the first New Southbound Partnership and Marketing Event on March 22, 2018. This event aims to assist sellers from new southbound countries in expanding operations to Taiwan's market reciprocally. The event will arrange one-on-one meetings between the sellers and their counterparts in Taiwan. Several incentives are provided, including the following:

- 1) New southbound nations that set up branch offices in Taiwan are granted a shell scheme where they can demonstrate their own economic and cultural characteristics.
- 2) The first 150 sellers with current annual sales of US\$ 4 million or more are provided with hotel accommodations for 4 days/3 nights and airport pick-up/drop-off services.
- 3) New southbound nations are encouraged to showcase cultural activities during the event (requires additional fees). Please contact TAITRA for further information.

Sourcing Taiwan 2018 in Taipei also coincides with the marketing event. Sourcing Taiwan focuses on Taiwan's five plus two innovative industries; inviting 200 international buyers from a range of industries, including machinery, environmental protection & green energy, daily commodities & leisure, biotech & medical industries, smart city & startup sectors to procure in Taiwan. Opening ceremony, industrial forums and a gala dinner are included.

Tentative Agenda	
Time	Event
09:00-12:00	One-on-One Meetings
12:00-13:30	Lunch Break
13:30-17:30	One-on-One Meetings
17:30-18:00	Business Card Exchange
18:00-19:00	Happy Hour & Culture Shows

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