TAIWAN
Industrial Design Opportunities
1. Select “Chat” function

2. Select “Host & Presenter”

3. Type your question here

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WHY TAIWAN

Eliza Chui
Senior Trade Commissioner
Austrade Taiwan
TAIWAN
COUNTRY PROFILE

Population: 23.5 million
GDP (US$B): 571.5
GDP (US$ per capita): 24,226
Land Size: 36,000sq km (approx. half of Tasmania)
Capital: Taipei

Sources: Australian Office, Department of Foreign Affairs
Taiwan fact sheet
TAIWAN
DID YOU KNOW?

- **No. 11** – Ease of doing business 2017 (4th in Asia)
- **No. 1** (in Asia) – Global Entrepreneurship Index 2016
- **No. 14** – Global Competitive Index 2014-15
- **No. 1** – Asian Development Bank’s 2014 Knowledge Based Economy
- **No. 1** (in Asia) – World Bank’s Knowledge Economic Index in 2012
- World’s first manufacturer of iPhone (Foxconn)
AUSTRALIA-TAIWAN
TRADE & INVESTMENT 2017

❖ A$13.1 billion
Two-way trade

❖ 8th
Largest merchandise export market

❖ A$12.3 billion
Taiwanese investment into Australia

❖ A$8.6 billion
Australian Exports to Taiwan:
• coal, iron ore, copper & aluminum

❖ A$4.4 billion
Taiwan Exports to Australia:
• refined petroleum
• telecom equipment & parts
• computers, motorcycles & bicycles

❖ A$6.1 billion
Australian investment into Taiwan

Sources: Australian Office, Department of Foreign Affairs Taiwan fact sheet
Well established business culture
Taiwan ranked 11th globally on ease of doing business 2017

Good English proficiency
Business can be easily conducted in English

Well regulated environment and strong IP protection

Experienced importers and straightforward distribution channels

Access to global markets
Taiwan is a key player in the global supply chain

TAIWAN ADVANTAGE

Source: The International property Rights Index 2017
GOVERNMENT INITIATIVES
CONNECTING THE DOTS

AUSTRALIA
Industry Growth Centres Initiative
- Cyber Security
- Medical Technologies and Pharmaceuticals
- Advanced Manufacturing
- Food and Agribusiness
- Oil, Gas and Energy Resources

TAIWAN
5+2+3 Industrial Innovation Plan
- Asian Silicon Valley
- Green Energy
- Biotechnology and Pharmaceuticals
- Smart Machinery
- National Defense
- High Value Agriculture
- Circular Economy
- Digital Economy Innovation
- Technology innovation for creative industry
- Chip design and semiconductor industry
TAIWAN: Heart Of Asia
2010 TAIPEI WORLD TRADE CENTRE
- 23 million Mandarin-speaking people
- Everyone under 40 speaks English+
- VR/AR (e.g. HTC VIVE)
- High compliance with international standards
- **You have a piece of Taiwan already:**
  your phone (Apple's #1 partner Foxconn)
  laptop (Acer | ASUS)
  bicycle (Giant | Merida)
  movie (Life of Pi | Crouching Tiger, Hidden Dragon)
• Good for prototyping and market testing before you enter China, HK, Japan
Culture Mix

Indigenous  Chinese  Japanese  American
Infrastructure & Convenience

- High Speed Rail
- Taipei Metro
- Regional Buses

Peak Internet Speed - World 5th
2011 : Taipei World Design Expo & World Design Congress
Four Asian Tigers Economy: from OEM to OBM/ODM

1950–80s industrial

1990s–2000s digital

2008–2018 design
World Leading Tech Companies
Tech-Sci Parks
Tech Trending: Southern & Central Taiwan Science Parks

Cloud Computing
IoT
VR/AR/AI
Blockchain
Eco/Tech
Design Industry: Tech & Innovation
Design Industry: Tech & Innovation
Design Industry: Pacific Cycles
Design Industry: Tech & Innovation
Design Industry: Silicon products
Design Industry: Silicon products
Design Industry: Cradle-to-Cradle
Design Industry: Culture
Design Industry: Tradition & Tech
Design Industry: Culture
DESIGN AND TEA CULTURE: TAIWAN AND AUSTRALIA
31 MAY

AUSTRALIAN DESIGN CENTRE
18:00 - 20:00
FREE EVENT - REGISTRATION REQUIRED
Design Competition Jury & Taiwan by Design
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THANK YOU