



OCT. 6th, 2017

2017 TAIWAN BUSINESS ALLIANCE CONFERENCE

主辦單位：經濟部

時間：2017年10月6日 上午9時至下午3時

地點：台北國際會議中心101會議室 (台北市信義區信義路五段1號)

預計參加人數：500人

論壇簡介

「全球招商論壇」為臺灣最具指標性之年度政府招商活動，每年均吸引數百位跨國企業高階經理人參與盛會。為開創經濟成長新動能，以臺灣擁有之研發人才、創新能力、產業聚落等優勢為基礎，政府積極推動涵蓋亞洲·矽谷(物聯網)、綠能科技、生技醫藥、智慧機械及國防產業等之「5+N產業創新計畫」，並結合臺灣蓬勃發展的多項新興產業，向國內外企業積極招商。

今年度「臺灣全球招商論壇」以「投資臺灣·驅動新成長」為主軸，針對政府一年多來推動5+N產業創新政策之最新進展，及結合相關重點發展產業衍生之投資商機，透過頂尖跨國企業代表的分享與對話，提供國內外企業決策者、產業專業人士掌握台灣產業動向，以及尋找合作夥伴之難得機會。

報名網站：<http://2017ba.cier.edu.tw/index.htm>



“ 經濟部自2003年辦理國際招商論壇/大會迄今，
 累計國內外出席人數累計超過7,000人次，
 已成為臺灣最具代表性的年度招商盛事。 ”



▲ 2016年蔡英文總統蒞臨現場致詞



Dr. Peter Jager資深政府事務顧問 /
 瑞士商諾華 (Novartis) 公司 ▶

本論壇針對台灣政府施政方針及產業政策之新商機，
 規劃當年度活動核心主題，營造中央、地方政府與民間合
 作招商引資之平台，期望讓國內外企業決策者、產業專業
 人士及創業者能深入瞭解台灣投資環境、產業優勢與投
 資商機，進而投資台灣，成為台灣經貿合作夥伴。

本論壇過去邀請具代表性投資案之跨國企業與本部部
 長進行投資意向書 (LOI) 換約儀式，包括美商
 Air Products、丹麥商Dong Energy、美商GE、日商
 Hitachi High-Technologies、瑞典商H&M、日商三井集
 團等，表達來臺投資或在臺擴大深耕的意願。

「2017年臺灣全球招商論壇」將於10月6日
 假台北國際會議中心101會議室舉行
 歡迎踴躍參與



▲ 李世光部長於LOI簽署記者會致詞



▲ 李世光部長與跨國企業進行LOI換約



▲ 專題論壇_臺灣新興產業之發展與投資機會



▲ 2016年論壇現場盛況

2016年臺灣全球招商論壇講者及重要外商代表



ARM

Rene Haas 總裁 / ARM IP事業部

ARM選擇臺灣成為其策略性據點，原因包括臺灣邁向電子業生態圈的全球化心態與視野、高等教育人才、雙語環境使資訊容易流通等。這些強項使得臺灣成為ARM重要的夥伴。



YASKAWA

福永達也 總經理
台灣安川電機股份有限公司

展望臺灣發展智慧機械的前景，由於具備工具機供應鏈、產業聚落等優勢，安川電機十分看好臺灣發展成為機器人製造中心的潛力。



EATON

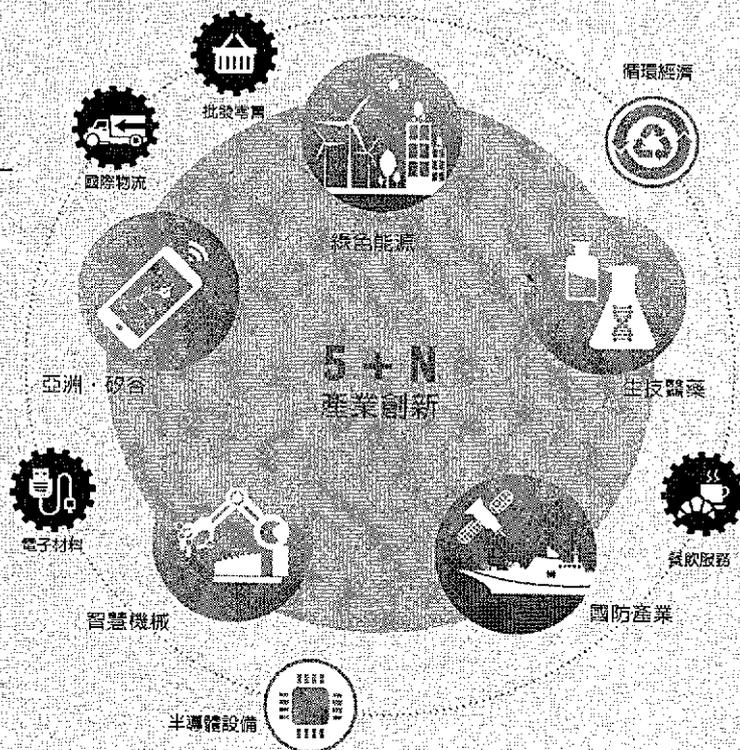
宮鴻華 臺灣區總經理 / 美商伊頓飛瑞慕品股份有限公司

作為一個區域研發中心，伊頓將持續與如臺灣工業技術研究院等地研究單位合作，挖掘如物聯網、雲端應用、工業4.0與智慧城市等領域的潛力。由於臺灣年輕人是可與全球研發團隊合作的優秀隊員，伊頓也將持續在臺灣進行人才培育的工作。



劉其昌 副總裁
美商GE臺灣分公司

GE不僅是大型跨國企業，也是臺灣許多重要產業領域的重要夥伴。臺灣GE持續將其經驗提供給臺灣產業，並與臺灣政府共同合作培育人才。



2017年10月6日(五)
臺北國際會議中心101會議室

2017年臺灣全球招商論壇議程表 (暫定)

時間	活動內容	參與貴賓
08:00-09:00		報 到
09:00-09:10	開幕致詞	經濟部部長
09:10-09:20	貴賓致詞	
09:20-09:35	貴賓與簽署投資意向書(LOI)業者合影	
09:35-09:45	臺灣招商影片播放	
09:45-10:10	簽署投資意向書業者介紹與換約	經濟部部長
10:10-10:30		茶點時間
10:30-10:50	專題演講 全球產業趨勢與投資臺灣商機	外商高階經理人(1位)
10:50-11:10	臺灣投資環境介紹 以創新投資機制帶動新興產業發展	政府單位代表(1位)
11:10-12:15	專題論壇 產業創新與外商布局臺灣新思維	主持人 • 智庫法人代表或資深學者專家 與談人 • 跨國企業高階經理人3-4位
12:15-13:30		午 餐
13:30-14:00	外商投資案例分享 1 攜手臺灣夥伴，拓展亞太新興市場	跨國企業高階經理人(1位)
14:00-14:30	外商投資案例分享 2 強化在臺研發，驅動前瞻技術創新	跨國企業高階經理人(1位)
14:30-15:00	外商投資案例分享 3 深耕在地產業，提升競爭優勢	跨國企業高階經理人(1位)
		會議結束

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Organizer  經濟部
Ministry of Economic Affairs, R.O.C.

Co-organizer



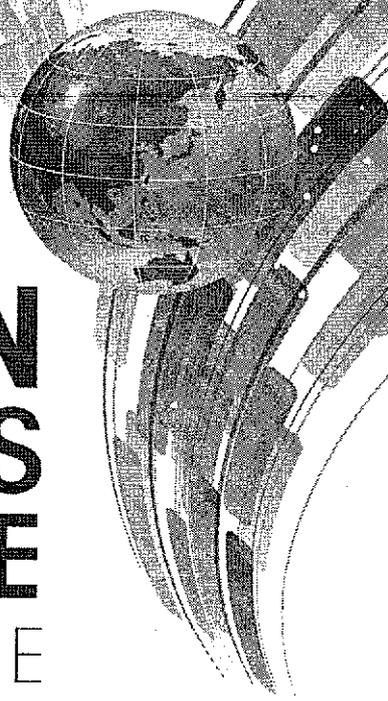
中華經濟研究院
SINOWATTAN INSTITUTE FOR ECONOMIC RESEARCH

經濟部廣告
Ad by MOEA



OCT. 6th, 2017

2017 TAIWAN BUSINESS ALLIANCE CONFERENCE



Organizer: Ministry of Economic Affairs (MOEA)

Time and Date: October 6th, 2017, 09:00~15:00

Venue: Conference Room 101, Taipei International Convention Center (TICC)

Number of Participants (Expected): 500

About the Conference

The "Taiwan Business Alliance Conference" hosted by the Ministry of Economic Affairs (MOEA) enjoys a reputation as a top annual event for the promotion and exploration of investment opportunities in Taiwan, attracting hundreds of multinational corporate executives every year. For exploring the emerging sectors triggering economic growth, based on the island's existing strengths—first-class R&D talent, innovative capabilities and closely-knit industry clusters—the Taiwanese government is actively promoting the "5+N Innovative Industries", including green energy, the "Asian Silicon Valley" (Internet of Things), biomedicine, smart machinery, and national defense. The associated investment opportunities are being closely watched by local and foreign enterprises.

This year, under the theme of "Investing in Taiwan, Creating New Growth", the Conference will focus on the developments and investment potential pinpointed in the recent advances in the "5+N Innovative Industries" policy. Through the sharing of ideas among senior executives of leading multinational corporations, the Conference will provide a rare opportunity for decision-makers from domestic and foreign enterprises, along with industry experts, to grasp business trends and identify collaborative partners.

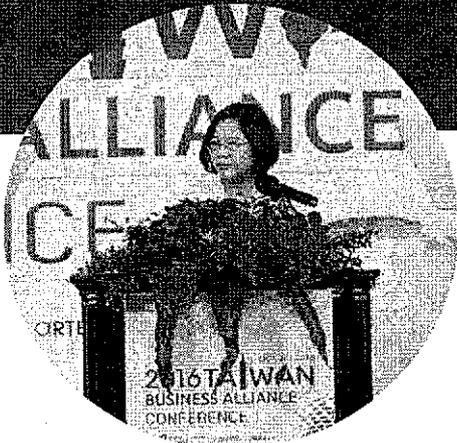
Conference Website: <http://2017tba.cler.edu.tw/index.htm>



“ The Conference has become the top investment event in Taiwan, attracting more than 7,000 participants since 2003. ”



Dr. Peter Jager, Senior Government Affairs Advisor, Novartis International AG ▶



▲ President Tsai Ing-wen presenting her welcome remarks

This year, the Conference will be held on October 6th (Fri.) at the Taipei International Convention Center (TICC).

An opportunity not to be missed!

Focusing on the Taiwanese government’s latest economic policies along with the associated investment opportunities, the Conference sets its main theme and serves as a platform for collaboration between the public and private sectors. The Conference will also help business managers, industrial experts, and venture investors to learn more about Taiwan’s advantages, environments, and investment opportunities, so as to foster the investment ties and partnerships.

Representatives from leading foreign enterprises investing in Taiwan were invited to exchange Letters of Intent (LOIs) with the Minister of Economic Affairs at past Conferences. These enterprises, including Air Products (US), Dong Energy (Denmark), General Electric (US), Hitachi-High Technologies (Japan), H&M (Sweden), and Mitsui & Co. (Japan), expressed strong intention of investing or expanding operations in Taiwan.



▲ Minister Lee Chih-Kung offered opening remarks at the press conference



▲ Minister Lee Chih-Kung exchanged LOIs with the representative of a multinational enterprise investing in Taiwan



▲ Panel Discussion: The development of Taiwan’s emerging industries, and associated investment opportunities



▲ The 2016 Taiwan Business Alliance Conference

Prospective Investment Opportunities in Taiwan
Views from International Business Leaders
 (including 2016 TBAC Speakers)



ARM

Mr. Rene Haas, President,
 IP Products Group, ARM.

Taiwan is a strategic area for ARM for a number of reasons, including its global mindset that leads to the success of the electronics ecosystem, highly educated talent base, and bilingual environment that allows the information to flow through easily. All these strengths have made Taiwan a crucial partner of ARM.



YASKAWA

Mr. Tatsuya Fukunaga, President,
 Yaskawa Electric Taiwan Co., Ltd

Looking at prospects for the development of "smart machinery" in Taiwan, given that Taiwan has a comprehensive machine tool supply chain and highly-developed industry clusters, Yaskawa is very optimistic about Taiwan's potential for developing into an important center for robot manufacturing.



EATON
Powering Business Worldwide

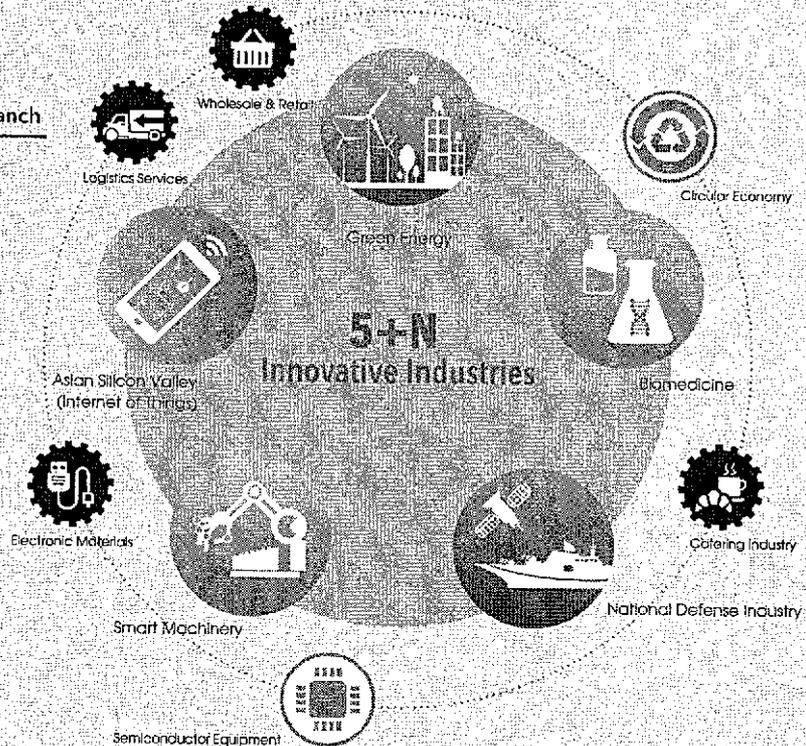
Mr. Howard Kung, Country Manager, Taiwan,
 Eaton Phoenixtec MMPL Co., Ltd.

As a regional R&D center, Eaton will continue to collaborate with local research institutes in Taiwan such as ITRI to tap into the potential of areas such as IoT, cloud applications, industry 4.0, and smart city areas. Eaton will also continue its work on talent incubation in Taiwan as young Taiwanese people are great team players with global R&D teams.



Mr. Jacky Liu, Vice President,
 GE International Inc. Taiwan Branch

GE is not only a big multinational corporation in Taiwan but also a key partner for many key industries. GE Taiwan will continue to offer its experiences with Taiwanese industries and work with government programs for training talents.



Date: October 6th, 2017 (Fri.)
 Conference Room 101
 Taipei International Convention Center (TICC)

2017 Taiwan Business Alliance Conference Agenda (Tentative)

Time	Topic	Speaker
08:00~09:00		Registration
09:00~09:10	Opening Remarks	Minister of Economic Affairs
09:10~09:20	Address by Distinguished Guest	
09:20~09:35	Distinguished Guest Photo with LOI Signatories	
09:35~09:45	Film Showing	
09:45~10:10	Introduction of LOI Signatories and Exchange of LOIs	Minister of Economic Affairs
10:10~10:30		Tea Break
10:30~10:50	Keynote Address: Key Trends in Global Industry and Investment Opportunities in Taiwan	Senior executive of a leading multinational corporation
10:50~11:10	Overview of Taiwan's Major Economic Development Projects Adopting Innovative Investment Mechanisms to Drive Emerging Industries	Representative of related government agency
11:10~12:15	Panel Discussion: Industrial Innovation and International Corporations' New Approach towards Investing in Taiwan	Moderator: Representative of a leading research institute or senior industrial expert Panelists (expected to be 3-4) Representatives of leading multinational corporations
12:15~13:30		Lunch Break
13:30~14:00	An Overseas Company Shares Its Experience of Investing in Taiwan (1) Working with Taiwanese Business to Explore Emerging Markets in the Asia Pacific Region	Representative of a leading multinational corporation
14:00~14:30	An Overseas Company Shares Its Experience of Investing in Taiwan (2) Strengthening Taiwan-based R&D to Drive the Development of Cutting-edge Technologies	Representative of a leading multinational corporation
14:30~15:00	An Overseas Company Shares Its Experience of Investing in Taiwan (3) Building Ties with Local Industry Clusters to Enhance Competitive Advantages	Representative of a leading multinational corporation
		Adjournment

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Organizer



Co-organizer



中華經濟研究院
 CHINESE INSTITUTE FOR ECONOMIC RESEARCH

經濟部廣告
 AD by MOEA

2017 Taiwan Business Alliance Conference

- ◆ Organizer:  Ministry of Economic Affairs, ROC
- ◆ Co-Organizer:  Chung-Hua Institution for Economic Research
- ◆ Date: October 6th, 2017 AM 9:00~PM 3:00
- ◆ Place: Taipei International Convention Center (TICC), Room 101
(No. 1 Sec. 5, XinYi Road, Taipei 11049, Taiwan)
- ◆ Participant Information (Please register your information in English)

First Name			Last Name		
Company			Department		
Title/Position					
Industry Sector	<input type="checkbox"/> Aerospace industry <input type="checkbox"/> Biotechnology & pharmaceutical industries <input type="checkbox"/> Chemical material manufacturing Industry <input type="checkbox"/> Electric vehicle industry <input type="checkbox"/> Food & beverage service industries <input type="checkbox"/> Information security industry <input type="checkbox"/> Internet of things (IoT) industry <input type="checkbox"/> Machinery & equipment manufacturing industries <input type="checkbox"/> Offshore wind power industry <input type="checkbox"/> Retail industry <input type="checkbox"/> Semiconductor industry <input type="checkbox"/> Smart city related industries <input type="checkbox"/> Solar industry <input type="checkbox"/> Government <input type="checkbox"/> Others (please specify): _____				
Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female	Email		
Telephone	+ ()-()-()ext.()				
Mobile	+ ()-()	Fax	+ ()-()-()		
Address					
Country (Your company's home country)					
Conference Registration					
Program Participation	<input type="checkbox"/> 9:00~12:15 (morning) <input type="checkbox"/> 13:30~15:00 (afternoon) <input type="checkbox"/> 9:00~15:00 (full day)				
Meal Preference	<input type="checkbox"/> General <input type="checkbox"/> Vegetarian				
Where did you hear about this event?	<input type="checkbox"/> MOEA Overseas office _____ <input type="checkbox"/> Taiwan government unit _____ <input type="checkbox"/> Representative in Taiwan <input type="checkbox"/> Foreign chamber of commerce <input type="checkbox"/> Media <input type="checkbox"/> Others, Please specify _____				
Please fax or email this registration form to us by September 22nd. Fax: + 886-2-8797-1777 (Ms. Huang) E-mail: 2017tba@arteck.com.tw Tel: +886-2-8797-7333 ext. 108					

