



TAITRA

Business Opportunities in Taiwan

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Taiwan Trade Center Sofia



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Where is Taiwan





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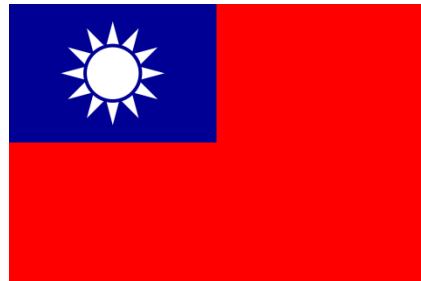
Taipei 101





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Overview of Taiwan



National Area	36,000 KM2
Population	23.5 Million
GDP	US \$ 524.5 Billions
Per capita GDP	US \$22,433
Unemployment	3.85%
Average Monthly Salary	US \$ 1,322
Economic Growth Rate	1.92% (forecasted for 2017)
Capital	Taipei



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2016 Trade Figures

Total Volume :

Bulgaria: US\$ 55.1 billion
Export: US\$ 26.1 billion
Import: US\$ 28.9 billion

Taiwan: US\$ 511.3 billion
Export: US\$ 280.4 billion
Import: US\$ 230.9 billion

Volume :

Bulgaria's Export to Taiwan: US\$ 27.9 million
Bulgaria's Import from Taiwan: US\$ 115.1 million

Trading products:

Bulgaria to Taiwan: Integrated Circuit, Medicine, Clothes, Paperboard, Hormones, Heaters, Carbonates, Enzymes

Taiwan to Bulgaria: Integrated Circuit, Tool Machines, Auto Parts, Computers & Parts, Cables, Synthetic fibres, Fasteners, Printed Circuit

“Made in Taiwan” Meets the World Cup



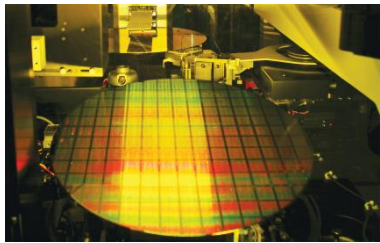




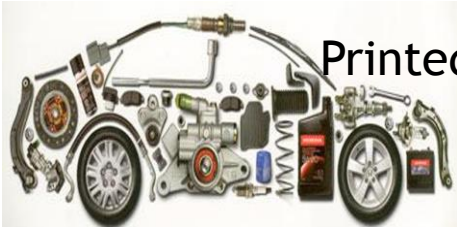






Taiwan produce

- ▶ **Official match footballs** for Olympics 2016 and FIFA World Cup 2014
- ▶ **Jerseys** worn by football teams in FIFA World Cup 2014



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World's Leading Manufacturer for many products

			
Semiconductor	Computer	Bicycle	Sporting Goods
			
LED	Auto parts	Fasteners	LCD Panel
			
Functional textiles	Machine tool	Internet Equipment	Digital blood pressure monitor



Taiwan External Trade Development Council (TAITRA)

- Founded in 1970 to help promote foreign trade
- Jointly sponsored by the government and key industry associations
- Headquarter in Taipei & over 60 overseas offices
- Core Mission
 1. To assist Taiwanese companies in developing international markets
 2. To collaborate closely with the Taiwanese government to promote international trade
 3. To encourage and facilitate trade between Taiwanese and foreign firms



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TAITRA's Services

- Organising over 40 tradeshows for various industry sectors in Taiwan, from the massive Computex, and Taipei Cycle to more niche shows like the Boat Show and Food Taipei
- Helping Bulgarian businesses find partners in Taiwan
- Answering trade enquiries from Bulgarian companies & Taiwanese companies
- Facilitating communication between Bulgarian & Taiwanese companies
 - Online meetings
 - Face-to-face procurement meetings
 - Assisting Bulgarian companies to attend tradeshows in Taiwan
 - Trade missions



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How to find Taiwan Partners - Taiwan Trade Shows

- More than 60 shows every year (2017: 41 shows organized by TAITRA, 26 shows organized by other organizers)
- Cover almost every industry: ICT, Electronics, Food, Machinery, Bicycle, Sport Good, Auto Parts, Hand Tools, Medicare, Fasteners, Gift & Stationery, Aerospace & Defence, Water, Green Industry, Yachts,
- Welcome to be Exhibitor and Visitor
- www.taiwantradeshows.com.tw





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How to find Taiwan Partners - One-on-One Trade Meeting

- Sourcing Taiwan: 580 buyers from 61 countries
- Trade Meetings with Trade Shows
- GPA (Government Procurement Agreement) Meeting
- Industry Cluster Meeting: Auto Parts, Fasteners, Machinery
- Service Industry Meeting: Health Care, Culture & Creative, Gaming, Digital Content, Franchising
- Internet Meeting



How to find Taiwan Partners - Taiwan Trade Website

- Search Products and Suppliers from Taiwan
- Trade Events Information
- Trade News
- www.taiwantrade.com



The screenshot shows the homepage of the Taiwan Trade Website. At the top left is the 'taiwantrade' logo. A search bar with a magnifying glass icon and the word 'Product' is located at the top right, with an 'Advanced' link below it. A vertical navigation menu on the left lists various product categories: Machinery, Automobiles & Motorcycles, Hardware, Agricultural & Food, Home Appliances, Consumer Electronics, Chemicals, Telecom Products, Electrical & Electronics, Medical & Health, Tools, Computer, and Bicycles. Below this menu is a link for 'All Subcategories'. The main content area features a large banner for the 'TAIPEI AMPA Taipei Int'l Auto Parts & Accessories Show' held from April 19-22, 2017, at the NANGANG Exhibition Hall & TWTC Exhibition Hall 1. Below the banner are links for 'Taiwan Expo 2017 (Indonesia)', 'AMPA 2017', 'Optical Zone', 'Homeliving Zone', and 'Hosiery Zone'. Three service boxes are displayed: 'Customized Trading Services' (Place an RFQ, Meet suppliers, Post buying/selling offers), 'Taiwan International Trade Shows' (Check upcoming trade shows), and 'Taiwan Product Magazines' (Each issue focuses on a specific industry with featured articles, product introduction, and supplier info). At the bottom, a 'Featured Categories' section shows five categories with images: Taiwan Food, Halal, Hosiery, Optical, and Green.



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Welcome to Formosa





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