

加強貿易推廣

Strengthening Trade Promotion

我國係以對外貿易為導向的國家，對外貿易是臺灣經濟發展主要的原動力，歷年來貿易局逐年選定重點拓銷市場並透過委託外貿協會推動貿易推廣工作、結合公協會力量協助廠商拓銷，以及規劃各項出口拓銷專案，積極協助我國業者拓展海外市場，以維持我對外貿易穩定且均衡的成長，進而帶動我國經濟成長。主要工作包括：

強化貿易推廣工作

一、協助開發國際市場：

透過組團參加全球重要國際專業展、籌組產業拓銷團、洽邀外商來臺採購及辦理臺灣形象展等，協助廠商爭取商機。另與海外通路商合作辦理臺灣產品促銷活動，協助廠商布建海外行銷通路，以及提供各項客製化專案服務，設置「國際行銷諮詢中心」提供中小企業一站式與客製化之國際行銷諮詢服務。

Taiwan is a country particularly oriented towards foreign trade, and trade has been the main driving force of Taiwan's economic growth during the past decades. Over the years, the BOFT has selected certain key markets and commissioned the Taiwan External Trade Development Council (TAITRA) to implement trade promotion activities and work in partnership with trade associations to help businesses with exportation. TAITRA also initiates special projects for developing global markets in order to maintain growth in foreign trade, which ultimately drives our economy. The main trade promotion duties are:

Promoting Trade for Growth

I. Helping to Develop Overseas Markets:

Trade missions are frequently organized for Taiwanese industries to participate in international trade shows, "Taiwan Expos," and to assist industries with expanding their sales. Simultaneously, foreign buyers are invited to Taiwan to attend large-scale procurement meetings, which are organized in Taipei for entrepreneurs to explore all the various trading opportunities available. In addition, the BOFT cooperates with overseas distributors to stage promotional activities for Taiwanese products and helps manufacturers to establish overseas marketing channels. Customized projects are also implemented to help businesses attract potential overseas buyers, and to deepen existing relationships between buyers and Taiwanese suppliers. The BOFT has also established the "International Marketing Advisory Center, IMAC" and offers one-stop customized services to small

二、提供商情資訊服務：

針對市場別、產業別或焦點議題進行市場調查研究、發行經貿透視雙周刊、「Taiwan Products」雜誌、全球經貿 e 指通 APP 等，並營運貿易資料館，提供專業化經貿資訊服務，協助國內業者掌握全球經貿趨勢。營運臺灣經貿網

「Taiwantrade」(網址：

<http://www.taiwantrade.com>)，協助廠商掌握全球商情商機；成立資訊及數據中心，運用貿易大數據分析，構築全球貿易洞察指標，精準掌握市場機會，提升國際行銷效益。

三、擴展海外據點服務：

於全球重要城市設立服務據點，以貼近出口市場方式提供廠商拓銷所需之商情商機等資訊與服務。另推動臺灣商品行銷中心、中東市場行銷育成中心、臺灣機械買主聯盟等客製化專案。

四、國際行銷人才培訓：

為培育國際行銷人才，辦理各類專業職前及在職

and medium enterprises.

II. Providing Market Information Services:

Research on particular markets, industries, and focus topics is frequently carried out, and TAITRA publishes a number of periodicals, including the bi-weekly Trade Insight magazine, Taiwan Products magazine, and the Taiwan External Trade Development Council web-app. In addition, TAITRA operates the Trade Data Library, which provides Taiwan businesses with professional economic and trade information services, helping them to grasp global economic and trade trends. TAITRA also operates TaiwanTrade (taiwantrade.com), a national B2B portal which aims to provide companies with global market information and business leads. TaiwanTrade also provides IT services and data management center services, uses big data to collect and compile various domestic and international data, identifies market opportunities, and optimizes international marketing efforts.

III. Expanding the Services of the Overseas Operations:

In addition to the MOEA's overseas branch offices, TAITRA branch offices have been established in major cities around the world in order to collect business information and relay it to exporting companies. Projects are formulated for expanding into particular international markets, such as the establishment of Taiwan Product Centers, and the Taiwan Business Development Center Dubai, and Taiwanese Machinery Buyers Union. These centers are then able to help companies seek new clients and compete for business opportunities.

IV. Providing Training Courses in International Marketing:

訓練班，如國際企業經營班（含修習英、日、越南、印尼及泰國等共 8 種外語）、國際貿易特訓班、新南向人才儲備專班，以及針對企業量身訂做之各類短期訓練班。

結合民間力量拓展市場

由於我國對外貿易規模逐年擴大，產品行銷亦日趨專業化，貿易局自 1998 年起結合公協會力量，共同拓展國際市場。迄今每年補助公協會家數超過 180 家，主要活動包括組團赴國外拓展貿易、參加商展、邀請國外貿易團體來訪、舉辦或參加國際性經貿會議、舉辦出口商機座談會、辦理貿易人才訓練及編印經貿資料等。此外，為應個別廠商出口拓銷需要，自 2011 年起補助個別公司或商號參加海外國際展覽，並自 2013 年起以專案補助方式，誘發廠商開發更多元、創新及整合之行銷模式，拓展海外市場。

推動多項專案計畫

一、優質平價新興市場精進方案

東協與印度擁有龐大且快速成長的新興中產消費族群，其追求優質平價之生活型態，形成龐大商

With the aim of nurturing international marketing talent, the BOFT offers a full range of professional and on-the-job training programs, such as the International Business Administration Program (IBAP, including 8 foreign language programs such as English, Japanese, Vietnamese, Indonesian, Thai, etc.), the International Enterprise Training Program, the New Southern Training Program, and a wide variety of short-term training courses tailor-made for local businesses.

Exploring New Markets Jointly with the Private Sector

While Taiwan's exports have grown steadily over the years, product marketing has become much more specialized. Every year since 1998, the BOFT has worked with more than 180 industry associations to help their members expand into international markets. Main activities include planning for Taiwan delegations to visit foreign countries to promote trade and attend trade shows, inviting foreign delegations to visit Taiwan, sponsoring or participating in international economic and trade conferences, organizing seminars on export business opportunities, providing training programs, and publishing trade and economic information. Since 2011, the BOFT has assisted many companies and firms with their participation in overseas international exhibitions, and since 2013, it has been implementing various schemes to develop more diverse, innovative and integrated marketing models that will help companies exert leverage in overseas markets.

Promoting Special Projects

I. The Advanced Project to Promote Most- Valued Products in Emerging Markets

Huge business opportunities have been created

機，貿易局針對此商機，自 2016 年起推動「優質平價新興市場精進方案」，鎖定印度及東協如印尼、越南、菲律賓、馬來西亞、泰國、新加坡等新興市場，推廣我具出口優勢之民生消費最終產品，進行深度市場研究掌握市場需求，篩選適地化產品，辦理創新聯合行銷活動，進行通路精準媒合，客製輔導廠商拓展目標市場。

二、綠色貿易推動方案

為協助我商順應國際綠色趨勢，因應各國訂定之規範及環保相關措施，貿易局自 2011 年起推動「綠色貿易推動方案」，期協助我國綠色相關企業建構出口能量、掌握國際綠色產品發展趨勢及爭取全球綠色貿易商機。具體作法包括強化綠色資訊之掌握與研究，擴散運用於企業個案行銷、國際認證諮詢輔導，及深化行銷推廣與提升形象。

in the emerging markets of ASEAN and India by the rapid growth of a new middle class of consumers with the means to pursue affordable, good quality lifestyles. In order to take advantage of these opportunities, the BOFT has launched the "Advanced Project to Promote Most-Valued Products in Emerging Markets" (A-MVP Project), which started in 2016. This project focuses on consumer products targeting emerging markets in India and ASEAN countries, such as Indonesia, Vietnam, the Philippines, Malaysia, Thailand and Singapore, among others. To assist Taiwanese companies succeed in their market expansion and strengthen their export growth, the A-MVP Project has adopted a number of promotional practices to help these enterprises, such as conducting extensive market research to better grasp market demands, helping to customize products to fit overseas markets, organizing pop-up shop exhibitions, arranging precise matchmaking meetings between vendors and buyers to ensure further cooperation, and giving guidance to businesses that are looking to expand to target markets.

II. Green Trade Promotion Project (GTPP)

In response to the rising global trend towards green products and green business, in 2011, the MOEA launched the "Green Trade Promotion Project," aimed at helping Taiwanese companies grasp opportunities offered by recent trends. Information and training is also provided on compliance with international green standards, recycling regulations, and green procurement standards. Through this project, Taiwan's green product manufacturers and service providers will hopefully develop better links to the global market and boost export sales. Concrete ways of achieving these goals include strengthening the

三、臺灣產業形象廣宣計畫

鑒於我國中小企業居多，受限於財力與經營體質，自有品牌行銷不易，本部爰於 1992 年設置「臺灣精品」標誌，作為國內中小企業共同形象之品牌與推廣臺灣產業形象之標的物，貿易局持續辦理本計畫，運用展覽行銷、賽事行銷、口碑行銷、廣告宣傳、媒體公關、通路合作、推廣活動及數位傳播等多元行銷傳播方式，於重點拓銷市場推廣臺灣精品，以提升當地市場消費者及買主對臺灣優良產品及整體產業之認知度及好感度，以促進我國產品出口。

四、爭取全球政府採購商機專案

我國於 2009 年 7 月 15 日正式成為 WTO 政府採購協定第 41 個締約會員，貿易局自同年起執行本專案，協助我國廠商爭取包含世銀、亞銀、歐銀等多邊開發銀行在內之全球政府採購商機。透過辦理「政府採購專案座談會」建構我國廠商競

ability to grasp and research green information, expanding information on enterprise case marketing, guidance for Taiwan enterprises on issues like exports, international identification, verification, as well as deepening marketing promotion and raising Taiwan's image abroad.

III. The Taiwan Industry Image Enhancement Project

The "Taiwan Excellence Award" is an honor presented to the most innovative Taiwanese products that bring tangible extra value to users worldwide. The Award was initiated by the Bureau of Foreign Trade (BOFT), under the Ministry of Economic Affairs (MOEA), R.O.C, in 1992, in recognition of Taiwan's SMEs that are marketing their products around the world. Products given the Excellence Award are promoted through the Taiwan Industry Image Enhancement Project (IEP). This project uses integrated marketing strategies within specific target markets, such as encouraging companies to attend exhibitions and experimental marketing events, and promoting through a variety of sales channels, like mass advertising, digital advertising, special fairs, and other relevant activities. The Project has significantly improved the image of Taiwanese industries, especially in terms of innovation, and resulted in greater brand awareness and consumer preference for Taiwanese brands. As a result, Taiwan's exports have received a noticeable boost globally.

IV. The Global Government Procurement Project

Taiwan became the 41st signatory to the WTO's Government Procurement Agreement (GPA) on July 15, 2009. In order to help our domestic firms gain opportunities to bid on government procurement overseas, the BOFT has been

標能力；建置「全球政府採購商機網」提供國外政府採購標案資訊；洽邀全球政府採購得標商來臺辦理「一對一洽談會」；並籌組案源開發團赴海外建立合作關係，協助我國廠商開拓全球政府採購市場。

五、工具機暨零組件整合行銷計畫

為協助工具機暨零組件業者強化國際行銷能力，貿易局於 2014 年起推動本計畫，以「精耕臺灣產業國際形象」為主軸，並聚焦於工具機整機設備及其關鍵性零組件等產品，透過多元整合行銷活動在目標市場開拓佈局，提升我國工具機產業於當地知名度，藉此建立臺灣工具機優質產業形象，爭取海外商機。

六、補助業界開發國際市場計畫

為有別於以往籌組參展團、拓銷團及媒合買主等推廣活動，貿易局自 2013 年起推動本計畫，透過專案補助方式，客製化輔導廠商布建海外行銷通路，包括設立海外直營據點、發貨倉庫、洽覓代理商或經銷商等，除鼓勵廠商開發更多元、創新及整合性之國際行銷模式外，更盼協助廠商逐步建立國外市場網絡，提升出口競爭力及實質帶

running the "Global Government Procurement Project" since 2009, organizing specialist seminars, workshops and trade delegations, and inviting government procurement tender winners to Taiwan for one-on-one meetings. It has also developed a website providing information on foreign government procurement tenders that helps Taiwanese enterprises to compete for overseas government procurement opportunities that might involve the World Bank, the ADB, the EBRD, and other multilateral development banks around the world.

V. Integrated Marketing Communications (IMC)

Project for the Taiwan Machine Tool Industry
The "IMC Project for the Taiwan Machine Tool Industry" was launched by the BOFT in 2014, to enhance the industry's image and strengthen export competitiveness. Activities organized by this project include extensive market analysis and research to identify which characteristics are in demand in target markets overseas. Other activities include the promotion of Taiwan's machine tools at international exhibitions and other marketing events, and inviting the media to Taiwan to interview local manufactures. Through this multi-integrated marketing project, the BOFT intends to improve Taiwan's global competitiveness in this industry sector and identify new opportunities for expansion in overseas markets.

VI. The International Market Development Program

In 2013, the BOFT initiated the International Market Development Program in order to provide Taiwanese firms with project-based financial aid and customized consultation services to help them build international marketing channels for their products overseas.

動出口成長。

強化會展產業發展

鑒於展覽及會議產業係具有龐大經濟效益之產業，可帶動國內觀光旅遊及其他周邊相關產業之成長，並提升國際形象；且近年來，與我國競爭激烈之亞洲國家莫不積極發展該項產業，因此提升我國會展產業競爭力係政府當務之急。2017年起辦理「推動臺灣會展產業發展計畫」，包括「會展產業整體計畫」及「會展人才培育與認證計畫」，以「發展臺灣成為全球會展重要目的地」為願景，積極協助爭取國際會議及展覽來臺舉辦，吸引國外人士來臺參加會展活動，並強化我國會展產業競爭力，提高國際能見度。

Such channels might include foreign sales outlets, shipping warehouses, agent/dealer solicitation (as opposed to organizing groups to attend trade shows/exhibitions), market expansion tours, and matchmaking with buyers. This program helps firms to develop more diversified, innovative and integrated international marketing models. It also helps them to establish international market networks step-by-step, and eventually to elevate their competitiveness and export growth momentum.

Enhancing the MICE Industry

The meeting, incentive travel, convention, and exhibition (MICE) industry is an important contributor to Taiwan's economy with the potential to generate growth in both tourism and a variety of other related industries, as well as to raise the international profile of Taiwan. In recent years, some of Taiwan's competitors in Asia have embarked on aggressive development of their respective MICE industries, and have pushed the Taiwanese government to place the enhancement of Taiwan's MICE industry as a high priority item.

In 2017, "Taiwan's MICE Promotion Program" was launched, which includes the "Taiwan MICE Overall Implementation Project" and the "Taiwan MICE Training and Certification Project." By establishing a vision of high-quality services and world-class excellence in exhibition facilities for Taiwan's MICE industry, we hope to transform Taiwan into a major global MICE destination, while setting the industry on a path to international business growth.