

加強貿易推廣

Reinforcing Trade Promotions

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歷年來貿易局衡量國際經貿情勢變化，配合國內產業發展政策與業界需要，除加強拓展新南向市場外，並兼顧先進國家、新興市場及中國大陸市場之布局，逐年選定重點拓銷市場針對根留臺灣且具競爭力之產業加強深耕拓銷，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新南向臺灣形象展等，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」提供中小企業客製化之國際行銷諮詢服務。

Over the years, the BOFT has been dedicated to assisting domestic companies in overseas market expansion by researching and assessing global economic and trade trends in line with governmental trade policies, domestic industrial development policies and industrial needs. Besides maintaining strong trade ties with the New Southbound countries and balancing deployment among advanced countries, emerging markets and the mainland China market, the BOFT has also selected noticeable key markets for trade expansion activities by Taiwanese companies. Commissioned by the BOFT, the Taiwan External Trade Development Council (TAITRA) implements trade promotion activities by combining public and private resources to support 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 listed below:

Promoting Trade for Growth

1. Overseas Market Developments

The BOFT frequently assembles exhibitors to participate in international trade shows, such as "Taiwan Expos," in efforts to promote trade activities and increase commercial opportunities. Foreign buyers are invited to attend large-scale Taiwanese procurement meetings. In addition, the BOFT cooperates with overseas distributors to stage promotional events for Taiwanese products that benefit manufacturers in establishing overseas marketing channels. The BOFT has also established the "International Marketing Advisory Center (IMAC)" and offers customized services to small and medium enterprises.



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。營運台灣經貿網「Taiwantrade」（網址：<http://www.taiwantrade.com>），協助廠商掌握全球商情商機；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、海外商務中心、中東市場行銷育成中心、臺灣機械買主聯盟等客製化專案。

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，貿易局每年補助公協會家數超過210家，辦理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活動共同拓展國際市場。此外，為應個別廠商出口拓銷需要，辦理補助個別公司或商號參加海外國際展覽，並以專案補助方式，誘發廠商開發更多元、創新及整合之行銷模式，布建海外行銷通路。



2. Providing Commercial Information Services

The BOFT offers specialized trade information services to Taiwanese businesses, keeping them abreast of the latest global trade trends through in-depth research on specific markets, industries and trade topics. TAITRA also publishes a number of periodicals, including the magazine *Taiwan Products*, while utilizing its website Taiwantrade to provide detailed information on trade and industries.

3. Expanding Overseas Services

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 to augment expansion into particular international markets, such as the Overseas Business Center and the Taiwan Business Development Center Dubai.



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. Each year, the BOFT has worked with more than 210 industry associations to help their members expand into international markets. Main activities include planning for Taiwanese 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. In addition, the BOFT has assisted many companies and firms with their participation in overseas international exhibitions, and it has been implementing various schemes to develop more diverse, innovative and integrated marketing models that will help companies build international marketing channels for their products overseas.



推動多項專案計畫

一、優質平價新興市場精進方案

為協助廠商爭取東協與印度快速成長的中產階級消費市場龐大商機，貿易局自2016至2018年推動本方案，以推廣我具出口優勢之民生消費最終產品，針對跨產業／跨領域業者建置海外拓銷聯盟平臺，提供客製化出口目標市場消費趨勢調查、顧問團諮詢，並透過社群媒體行銷等促成業者與國外買主媒合，此外，掌握已在目標市場建立通路體系之國際大型買主，推介及輔導我國合適之優質廠商向買主提案，提高成功媒合機會，協助業者拓銷海外市場。

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，貿易局推動本方案，協助我國綠色相關企業建構出口能量、掌握國際綠色產業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，進而深化行銷推廣，如組團參加海外重要綠色國際展覽、籌組綠色專業拓銷團、生態圈輸出、於新南向市場及中國大陸成立「綠色窗口」，由專人蒐集當地市場及產業資訊，提供我商客製化服務、邀請國際專業媒體來臺採訪以提升臺灣整體綠色產業形象。

三、智慧機械海外推廣計畫

配合政府智慧機械產業政策，貿易局於2018年起推動本計畫，向國際買主展現臺灣智慧機械整體解決方案及差異化競爭實力，透過在歐美日等成熟市場及俄、墨、泰、越、雙印等新興市場專業展設置臺灣形象館，辦理應用展示會、新產品記者會、論壇等整合行銷活動、對接媒合潛在客戶，協助我國智慧機械相關廠商爭取海外商機。



Promoting Various Projects

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

In order to help companies compete for the huge business opportunities in ASEAN and India's rapidly growing middle class consumer markets, the BOFT promoted the "Advanced Project to Promote Most-Valued Products in Emerging Markets (A-MVP Project)" from 2016 to 2018. This project aimed to export consumer goods that have a competitive edge in the global market. Thus, the BOFT adopted a number of promotional practices to help these enterprises, including establishing an overseas cross-industry expansion platform, offering detailed information about target export markets, and providing customized consulting services. Moreover, the A-MVP Project arranged matchmaking meetings between vendors and buyers to ensure further cooperation and give guidance to businesses that are looking to expand into target markets.

2. The Green Trade Promotion Project (GTPP)

With worldwide green businesses gaining prominence on the international stage, the MOEA launched the "Green Trade Promotion Project". This program aims to boost export growth for domestic green enterprises, while helping them fully grasp the global trends and market information about green industries. The bureau offers concrete solutions such as providing precise information to enterprises as part of its consultation about obtaining global certifications and organizing trade missions to attend green trade shows worldwide. Moreover, the government has begun setting up "contact personnel" in the Southeast Asian and mainland China markets to conduct in-depth research on regional green businesses and markets in the hope of providing Taiwanese enterprises with accurate industry information and customized services. The government continues to invite overseas media to Taiwan for news coverage of its green implementations and to raise Taiwan's image abroad.

3. The Overseas Marketing and Promoting Project for Taiwan's Smart Machinery (TSM)

In line with government policies, the "Overseas Marketing and Promotion Project for TSM" was launched by the BOFT in 2018 to demonstrate the total solutions and competitiveness of TSM to global buyers. This project includes the establishment of the Taiwan Image Gallery in international machinery exhibitions in both mature markets (Europe, U.S., Japan, etc.) and emerging markets (Russia, Mexico, India, etc.). In addition, it features integrated marketing activities, such as new product press conferences and forums to connect potential customers. The goal of this project is to assist related manufacturers in gaining opportunities overseas.





四、紡織品整合行銷與商機開發計畫

為強化我紡織業者與國外買主間之產銷合作關係，加強拓銷歐美市場及新南向市場，貿易局推動執行本計畫，具體作法包括參展聯合推廣及新產品發表會，對外宣傳臺灣紡織品之優質國際形象、提供紡織業者國際行銷諮詢輔導，組織海外通路布建與市場參訪團，進而協助業者提升國際行銷能量、整合買主採購與產品趨勢數據，並運用數位行銷平臺推廣，積極洽邀國際買主來臺採購、另外並透過客製化行銷輔導措施，客製化為紡織業者規劃行銷資源，協助業者開發海外市場商機。

五、爭取全球政府採購商機專案

為協助我商爭取全球政府採購商機，貿易局辦理本專案，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採購商機，籌組「資通訊」、「營建工程」、「綠能」、「安全監控」、「智慧城市」及「水資源」等行銷聯盟，透過辦理「政府採購專案座談會」建構我國廠商競標能力；維運「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。

六、臺灣產業形象廣宣計畫

由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「台灣精品」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，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，於目標市場（兼顧新南向國家、先進國家及中國大陸等市場）推廣台灣精品，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。

強化會展產業發展

展覽及會議產業可帶動周邊相關產業成長，藉由吸引國外人士參加會展活動而帶來經濟效益，並可提升國際形象，因此，近年來各國皆積極推動會展產業發展。貿易局延續往年推動作法，辦理「推動臺灣會展產業發展計畫」，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。



4. The Textile Export Promotion Project

In order to strengthen ties between Taiwan's textile industry and foreign buyers, while promoting Taiwanese textile products in Europe, the U.S., and the New Southbound countries, the BOFT has been implementing the Textile Export Promotion Project (TEPP). The TEPP aims to achieve the aforementioned goals by 1) holding joint promotions and new product launches at important international shows to raise the profile of Taiwanese textile products, 2) providing international market consultations for enterprises, 3) organizing emerging market survey tours to enhance export growth momentum, 4) promoting Taiwanese textile products via websites, 5) inviting foreign buyers to meet vendors in Taiwan based on the analysis of buyer and product databases, and 6) executing customized marketing and guidance projects to assist enterprises in exploring and developing overseas markets.

5. The Global Government Procurement Project

In order to help our domestic firms gain opportunities to bid not only on government procurement overseas but also on procurement via the World Bank, ADB, EBRD, and other multilateral development banks around the world, the BOFT has been running the "Global Government Procurement Project" since 2009. Under this project, six Taiwanese industry marketing alliances: "ICT," "Engineering & Construction," "Green Energy," "Security and Surveillance," "Smart Cities," and "Water Treatment," have been organized and operated. Through a variety of different activities, including organizing specialist seminars, workshops and trade delegations, and inviting government procurement tender winners to Taiwan for one-on-one meetings, this project aims to assist our domestic enterprises in obtaining diverse capabilities and tenders on international government procurement. A website has also been developed to provide information on foreign government procurement tenders that helps Taiwanese enterprises compete for overseas government procurement opportunities.

6. The Taiwan Industry Image Enhancement Project

The "Taiwan Excellence Award" is an honor presented to the most innovative Taiwanese products that bring tangible awareness to users worldwide. The Award was initiated by the BOFT in 1992, in recognition of Taiwanese SMEs that market their products around the world. Products that achieve the Excellence Award are promoted through the Taiwan Industry Image Enhancement Project (IEP). In addition to encouraging companies to attend exhibitions and experimental marketing events, this project uses integrated marketing strategies for specific target markets (including the New Southbound countries, developed countries and mainland China) to promote products through a variety of marketing channels, such as exhibition and event marketing, word-of-mouth marketing, digital advertising, media public relations, and other relevant activities. This Project has significantly improved the image of Taiwanese industries, especially in terms of innovation, and has resulted in greater brand awareness and consumer preference for Taiwanese products. As a result, Taiwan's exports have been boosted globally.

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 a variety of other related industries, attract foreign participants to Taiwan for MICE events, and raise the international profile of Taiwan. The BOFT initiated Taiwan's MICE Promotion Program to develop Taiwan into an important destination for the MICE industry, while elevating the competitiveness and visibility of our MICE industry.

