

2020 Taiwan Business Alliance Conference

Look at Taiwan Now! New Value, New Role

With the combined impact of China-U.S. trade friction and the COVID-19 coronavirus epidemic, global industry, and the global economy as a whole, are facing unprecedented changes. In industry, supply chains are starting to become more fragmented and shorter. The challenge of building reliable and robust supply chains becomes a key issue for business enterprises throughout the world. Within this turbulent business environment, Taiwan has won international recognition for its outstanding performance in combating COVID-19. In addition, Taiwan possesses multiple strengths - including strong R&D capabilities, highly-developed industry clusters, and a safe investment environment - which make Taiwan an ideal partner for multinational corporations that seek to invest in emerging technologies or expand their presence in the Asia-Pacific region.

The Taiwan Business Alliance Conference is Taiwan's most prestigious annual investment promotion event, and also provides a platform for highlighting Taiwan's investment potential. The theme of the 2020 Taiwan Business Alliance Conference is "Look at Taiwan Now! New Value, New Role." The Conference will focus on the Taiwan investment opportunities available to multinational corporations that seek to adjust their international business development strategies in the context of the COVID-19 epidemic. Senior managers of multinationals who are working in Taiwan will be invited to share their views and engage in dialog with the conference attendees, so that participants will be able to learn about current trends in global industry, the latest policies of the Taiwanese Government on key industries, and the investment opportunities in Taiwan in the post-COVID-19 era.

Given the high level of uncertainty in the current geopolitical environment and the intensification of international competition, we hope that you will take advantage of this opportunity to attend the conference, work together with Taiwan to overcome the current challenges, and play a leading role in a new industrial revolution!

- **Main Organizer:** Ministry of Economic Affairs
- **Co-organizers:** Chung-Hua Institution for Economic Research, aRTECK Creative Consultants, Inc.
- **Date and Time:** Wednesday, October 7, 2020, 8:30 a.m. - 12:00 noon
- **Venue:** Conference Room 101, Taipei International Convention Center (TICC) (No. 1, Section 5, Xinyi Road, Xinyi District, Taipei City)
- **Admission:** Free (Please bring a business card)
- **Inquiry Hotline:** +886-2-8797-7333 ext. 100 (Ms. Chang) / ext. 106 (Mr. Chen)
- **Website:** <http://2020tba.cier.edu.tw/>
- **Registration:** (1) **Online:** <http://2020tba.cier.edu.tw/>
(2) **E-mail:** 2020tba@arteck.com.tw
(3) **Fax:** +886-2-8797-1777
- **Registration Deadline:** 18:00 Friday, September 25, 2020 (or when the maximum number of registrations has been reached)
- The Conference will be conducted in English, with simultaneous Chinese/English interpretation.

Conference Website



2020 Taiwan Business Alliance Conference Agenda

Date: Wednesday, October 7, 2020

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

Time	Activity	Special Guests
08:30~09:30 Registration		
09:30~09:40	Opening Remarks	Ms. Mei-Hua Wang, Minister, MOEA
09:40~09:45	Short film on investment promotion in Taiwan	
09:45~10:15	Keynote Address 1 Business Opportunities in Taiwan for Multinational Corporations Seeking to Adjust International Business Development Strategy in the Post-COVID-19 Era	Mr. Joseph Chou, Chairman & CEO, PricewaterhouseCoopers (PwC) Taiwan
10:15~10:30 Tea Break / Business Promotion Booth Displays by Individual Counties and Cities		
10:30~10:45	Keynote Address 2	Investment and Collaboration Opportunities in Innovative 5G Applications in Taiwan
10:45~11:00		Mr. Jeffrey Wang, Regional Manager, Cisco Taiwan
10:45~11:00	Network System Solutions under 5G Open Architecture	Mr. Eric Peng, Executive Vice President, Smart Device Business Group, Compal Electronics
11:00~12:00	Panel Discussion Business Opportunities and Industrial Capabilities in Taiwan in the Post-COVID-19 Era	<p>Moderator:</p> <ul style="list-style-type: none"> • Dr. Pei-Zen Chang, Executive Vice President, Industrial Technology Research Institute (ITRI) <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Olivier Blachier, President, Air Liquide Far Eastern • Mr. Shuji Oe, Chairman & President, ITOCHU Taiwan • Mr. Brian Sung, General Manager, Cadence Taiwan
Adjournment		

※ The organizers reserve the right to change the agenda and the speakers.