

New Success in Taiwan

Infrastructure

UK's Intelligent Building Group (IBG) signed a MOU co-operation agreement with Taiwan Architecture and Building Centre (TABC) on 3 Feb 2010. The MOU is to enhance business co-operation on green and intelligence building technology and services between the UK and Taiwan. British Trade and Cultural Office (BTCO) introduced IBG to TABC a few years ago, and has been working with both parties to encourage their co-operation. In order to facilitate this MOU agreement, the BTCO spent about 6 months exchanging correspondence with all stakeholders to reach an agreement. There are an increasing number of land developers interested in using low carbon and green technologies for infrastructure development in Taiwan.



TDH Ltd, a UK exhibition company, organised the 10th Rail Solution Asia Conference and Exhibition - **Rail Solution Asia** in Taipei 2010. Eight UK firms participated at Rail Solution Asia, the largest presence among other countries at this show. All of the UK delegates felt there was major potential to win more projects in Taiwan. They also found both UK Trade & Investment and the UK's Railway Industry Association (RIA) very useful in helping them to do business here. The Vice Minister of Taiwan's Ministry of Transportation also gave opening remarks at the Conference.

With support from Railway Sector Group of UKTI, BTCO organised a UKTI networking reception for UK firms to meet up with more industry contacts. Key players from Taiwan's railway industry and other potential partners interested in working with UK firms attended the reception. The Head of Trade from UKTI in Malaysia, and a Senior Commercial Officer from UKTI in Vietnam also accompanied their railway operators. In order to get the maximum benefit for UK firms during their Taipei visit, we invited rail authorities from Hong Kong, Singapore, Vietnam and Taiwan to attend the BTCO reception. Feedback from the British companies was positive.

Jeremy Candfield, Director General of RIA, timed one of his regular visits to Taiwan to coincide with Rail Solution Asia. He also announced there would be a railway seminar in June and received immediate interest from the attending UK firms. For UK firms interested in the UK railway seminar in Taiwan, please contact Railway Industry Association (<http://www.riagb.org.uk/>) for more information.



Chemicals

Key Organics Ltd., a leading UK supplier of high-quality chemical products and services for global pharmaceutical, agrochemical and biotechnology sectors, commissioned an Overseas Market Introduction Service (OMIS) in July 2009 through UKTI South West. The aim was to build up contacts in Taiwan and discuss potential co-operation for the "Bionet Compounds" product series.

With services and support provided by BTCO, Dr John Harris, Managing Director of Key Organics Ltd. visited several Taiwanese companies shortly after he received the OMIS report. Uni-Onward Corp. was then appointed as its agent in Taiwan and now places orders to Key Organics regularly with a gradually increasing quantity. Dr Harris said, "the OMIS process went smoothly, delivered what we were seeking, and I'm fully satisfied as to how it went."



The UKTI organised a **Public Private Partnership (PPP) focused mission** by the Taipei City Government to London in August 2009. This followed discussions at the Taiwan Britain Business Council Meeting in Taipei in June 2009. The visit was aimed at developing relationships with UK authorities as well as industry and PPP professional and legal services, with a view to bring UK expertise to Taipei. The delegation met some of the UK's leading legal services, infrastructure and project management consultants, PUK and toured the London 2012 site in East London.

As a result of this successful visit, Taipei City Government have since opened a tender valued at £74,000 for work to restructure its current PPP framework to align that with the UK's. The focal point of the tender is to review the City Government's internal mechanisms and contract management of PPP projects with reference to the UK's framework. It is also meant to pave the way for future PPP projects to be tendered out on a level playing field for UK companies.

Given the UK's PPP expertise, several interested local bidders have approached UK legal service firms through UKTI to collaborate on their bids. The tender is due to be awarded in the second week of April 2010.



Chemicals

Concept Chemicals & Coatings Ltd. commissioned the Overseas Market Introduction Service (OMIS) through UKTI North West office, in order to study the business potential, appoint a capable agent, and launch the product news of "New Zirconite Leather Shield".



The British Trade and Cultural Office completed the OMIS in April 2009 and delivered the news clippings and the list of interested agents. Hong Cheng International Co., Ltd. at Taipei County has flied to Italy in May 2009 to meet Concept Chemicals at the exhibition stand. After thorough discussion and

sample testing, the first purchase of GBP10,000 was delivered in August 2009. Mr Chris Eaton, sales manager of Concept Chemicals visited Taiwan in November 2009, and was impressed by the sales performance by Hong Cheng who will place the second order by December 2009, estimate to be GBP25,000. Hopefully, starting from January 2010, the order will be placed quarterly; that is, 4 containers of valued to GBP100,000 per year.

Creative Industries

"Love & Money - 50 Years of Creative Britain" four-screen exhibition was showcased at 2009 Taiwan Design Expo on 2-18 October 2009. 58,628 visitors visited the UK Pavilion to watch the 8-min film during the 17-day exhibition period. A total of 8,352 feedback questionnaires were collected on site and a lot of great comments or quotes on UK as the No.1 creative country for Taiwanese audience.



Along with the Love & Money Exhibition, a design mission led by Christine Losecaat was in Taiwan in the week of 5 Oct with 3 delegates - Mr. Dick Powell, Co-Founder & Director of **Seymour Powell**, Mr. Deyan Sudjic, Director of **The Design Museum**, and Ms. Morag Myerscough, Director of **Studio Myerscough**. Two UK Design Talks were held in Taipei and Taichung to coincide with Sir Andrew

Cahn's visit to Taiwan on 7-8 October. A total of 210 practitioners from local creative industries attended the events and more than 20 enquiries were generated from local business contacts, plus 10 media enquires for media coverage on the UK's creative industries.



Co-Founder & Director of Seymour Powell, Dick Powell, after his visit to Taiwan with OMIS, commented: "Many thanks for your brilliant organisation during my visit! You and your team were exemplary and a fine example of the way UK government can work abroad. I particularly appreciated the presence of UKTI staff at my three Taipei meetings. I thought the seminars were great, with a good cross-section of participants giving different perspectives, plus the different



speakers made for excellent company during the week! The thought that went into the programme and your close attention to every detail made for a great week - terrific!"

Education & Skills

With an eye on the increasing interests of Taiwanese students going abroad to UK for creative industries-related courses, The **Arts University College at Bournemouth** had commissioned an OMIS in Oct 2009 for market research service prior to their visit to Taiwan in late Nov. As a result, 14 key contacts out of 27 institutions were identified with interests for future projects with AUCB, among major Taiwanese higher education organisations offering related creative subjects.

Claire McIntyre, Short Course Manager at AUCB commented after their visit to Taiwan with the prior support of the market research through OMIS services: "Many thanks for your assistance with our research and help with our trip. My colleague's visit was extremely productive and we recently welcomed one of the key contacts identified through the OMIS report to our university."

As a result of the visit, AUCB has agreed to offer 4-5 students a one-year study abroad programme from 2011. AUCB will be visiting Taiwan in March 2010 and hopes to continue building relationships with the universities visited.

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