

ICT Outward Mission to Taiwan

29 March ~ 2 April 2010, Taiwan

You are cordially invited to participate in an event that provides an excellent opportunity to promote business and R&D collaborations between the UK and Taiwan in Taipei from 23 March 2010.

The British Trade & Cultural Office in Taiwan are working on an ICT Workshop with the Communication Research Centre, one of Taiwan's leading communication technology promotion organisations. This is an opportunity for UK universities and companies to meet Taiwan top organisations and companies interested in joint projects/requiring advanced technologies, and solutions in green communication, including digital consumer electronics goods.

Our aim will be to showcase UK excellence in **Smart Grid Communications**, or **Green Communications**, and assist universities/organisations/companies of all sizes and all levels of experience to succeed in Taiwan, a world leading mobile communications player and market. The programme will involve presentations, one-2-one meetings and side visits.

Objectives

Working under the BIS (Department of Business, Innovation and Skills) R&D programme, the objectives of this exchange mission are:

- To raise the profile of the UK smart grid and communication technology sector in Taiwan.
- To introduce specific these two technologies currently available for research, investment, licensing and agency ownership opportunities.
- To encourage further R&D projects, and generate business opportunities.

Participants

Speaking slots are available for a maximum of 6 UK speakers on Tuesday 30th March in Taipei. Although financial support will be limited to one offer per topic/organisation all successful applicants are welcome to send more than one delegate.

The main themes of the speaking programme are either smart grid technology, or wireless communication technology. We have deliberately kept the scope of this invitation broad so we can choose the best of British expertise from as wide a field as possible.

Please note that as a condition of full sponsorship, participation in the full visit programme is compulsory. Applications will be assessed against the objectives above by a panel comprising of UK and Taiwan stakeholders.

What's on offer

Travel

- Return Flights: Premium economy class from London, Heathrow T3, UK, to Taiwan.
- Flight details:

Outbound : Depart on Sun 28/Monday 29 March
Inbound : Depart on Fri 1 or Sat 2 April

- Airport Transfers (Taoyuan International Airport <-> Local Hotel)

Accommodation (5 nights)

- The hotel will be booked for the whole duration of your stay. If you wish to stay on for extra days / nights this will be at your own additional cost. Please also advise us if your departure date from Taiwan needs to be extended.

Closing date for applications & selection process

- The deadline for applications is **1st February 2010**.
- Further details of the logistics and other arrangements will be provided after the selection process, and successful organisations have been informed of their places.

If you would like to take advantage of this excellent offer please email sam.leng@fco.gov.uk

Or telephone +886 2 8758 2046/8758 2022.

UK-Taiwan ICT Workshop, March 30-31, 2010

This workshop is proposed to be held annually, either in Taiwan or UK. For 2010, the workshop will focus on smart grid technology and green communications in Taiwan, 30 March ~ 2 April.

	March 30 (Tuesday)	March 31 (Wednesday)
9:00-9:30	Opening UK officer, NSC Director	Introduction of government program to sponsor cooperation
9:30-10:15	UK speaker	UK speaker
10:15-10:45	Coffee Break	Coffee Break
10:45-11:30	Taiwan speaker	Taiwan speaker
11:30-12:15	UK speaker	UK speaker
12:15-13:30	Lunch	Lunch
13:30-14:15	UK speaker	UK speaker
14:15-15:00	"Smart Grid Communications" By NTU professor	"Green Communications" by NTU professor
15:00-15:30	Coffee Break	Coffee Break
15:30-16:15	Industrial speaker (UK or Taiwan)	Industrial speaker (UK or Taiwan)
16:15-17:15	Panel Discussion (Tai-power)	Panel Discussion

Organised by:

- Graduate Institute of Communication Engineering & Department of Electrical Engineering, National Taiwan University
- British Trade and Cultural Office, Taipei

Media

- Asia IT Report – <http://mic.iii.org.tw/english/default.asp> (Monthly, in English)
- DigiTimes – www.digitimes.com/index.asp (Weekdays, in English & Chinese)
- eBusiness Executive Report – www.arcknows.com (Monthly, in Chinese)
- Info.Com – www.digi-age.com.tw (Monthly, in Chinese)

C.V.	Please send us your application form and CV directly at sam.leng@fco.gov.uk when you complete.
Presentation title for Tuesday 30 th March (50 mins)	Workshop: UK-Taiwan ICT Workshop – Smart Grid and Green Communication Technologies <i>* Please provide to us the working titles for your presentations By Monday 8 February 2010.</i> <i>*Audience: Government officials, professors, university staff, and businessmen.</i>
Wed 31st Mar	Side visits: universities/organisations/companies (to be confirmed)
Thu 1st Apr	Side visits: universities/organisations/companies (to be confirmed)
Fri 2nd Apr	Side visits: universities/organisations/companies (to be confirmed)

Links & Industry contacts

- **Communication giants target ICT sector**

Taiwan-based Chunghwa Telecom Co. Ltd. and mainland-based China Telecom Co. Ltd. have recently signed a memorandum of understanding calling for the two companies to cooperate in the development of an Intelligent Environment Service Network (IENet), sources said... ([More](#))

- **Taiwan aims to lead on 'smart grids'**

Taiwan's biggest power company, telecom operator and IT firms are designing metering and communication systems to link air conditioners and lighting systems with computers and mobile phones. Efficiency gains from the scheme could save millions of tons of carbon emissions... ([More](#))

- **Smart grid is to attract US\$ 1.8 billion of business in Taiwan**

Smart grid has become an important tool for economy growth, energy efficiency and carbon abatement for governments in countries like the US, Italy, Japan, and Switzerland. International well-known companies like IBM, Siemens, GE, Toshiba, Hitachi and Sharp have formed alliance to seize the business opportunity that worth US\$ 183 billion globally in the next 20 years... ([More](#))

- **Taiwan Undergoes Smart Meter Test As It Sets Its Sights on Being A Leader in Smart Grid Technology**

Taiwan is a world leader in manufacturing electronic chips and components, and it has recently taken steps to become a world leader in supplying smart meters and the components for a smart grid...

([More](#))

Reference

Q3 2009

Science & Innovation in Taiwan

Opportunities for Research & Development, Investment & Trade

By Sam Leng, Head of Science & Innovation BTCO Taipei

Introduction

Taiwan has achieved remarkable economic successes, having transformed itself in a few short decades to the technology-driven economic powerhouse that it is today.

Over the past 20 years Taiwan has concentrated on developing its high-tech industries, and is now a world leader in the development and production of electronic, information technology (IT), computer and semiconductor products.

Taiwan's aim is to achieve the same kind of successes and global standing in the industries of the future — biotechnology, nanotechnology and renewable energy. These industries are being actively promoted by the Executive Branch of Taiwan Government, with abundant funding, clear developmental guidelines, ambitious roadmaps and action steps toward implementation.

• **ICT**

Taiwan has always had a strong Information and Communications Technology (ICT) industry, the facts speak for themselves. 85% of PCs installed in the world with Windows Operating Systems are produced by Taiwanese IT companies and approximately 80% of worldwide communications equipment is produced by Taiwanese networking communications equipment companies. Companies such as Quanta, Compal, Wistron, Inventec, ASUSTeK lead the field with PCs, with HTC, D-Link and ZyXEL in datacomms.

Product	2009 Worldwide Market Share	Product	2009 Worldwide Market Share
Netbook PCs	99%	Motherboards	92.5%
Notebook PCs	92.5%	Cable Modems	90.2%
WLAN NICs (cards)	89%	DSL CPEs (routers)	77.8%

VOIP Routers	76.1%	IP Phones	69.1%
LCD Monitors	67.2%	CRT Monitors	44.3%
IP STBs (set-top boxes)	44.3%	DSCs (digital cameras)	41.1%

Table 1: Worldwide leading market share of ICT products made by Taiwan¹

Going forward, Government and leading industry players are emphasising the development of more advanced research and innovation capabilities to complement Taiwan industry's traditional core strengths in development, low cost volume production, and access to brand names and channels. The Government's industrial restructuring policy actively encourages industry innovation, which led to the opening of the Microsoft Innovation Centre in 2008 to help boost software R&D capabilities and spur growth and development of Internet applications for Taiwan's ICT industry.

Key companies are using acquisitions and the set-up of Research and Development centres internationally to access advanced research capabilities. They are also looking to develop and / or acquire Intellectual Properties in major technology areas.

Complementary to this, key companies such as Acer and Asus (and Mio in Europe's GPS market) are increasing their branding efforts, in the process becoming household names. In the case of Acer and Asus, both have already agreed to separate their brand names from their manufacturing base, becoming just Intellectual Property companies. Not all companies in Taiwan can make this transition, especially those that have been unable to respond effectively without access to core patents and the ability to tap into international research and development networks.

Business Opportunities

- Digital & Mobile Content
- E-publishing & digital archiving
- Digital audio & video
- Mobile value added applications services
- E-learning
- Computer animation
- Digital-games
- Networking security & value added services
- Content processing software

¹ Source: Market Intelligence Centre / Institute for Information Industry, <http://mic.iii.org.tw> May 2009.

Why is this market attractive for UK companies?

- The mobile phone penetration rate in Taiwan is over 100%.
- Taiwan has the fourth highest broadband coverage and is ranked as the second largest online games market in the world.
- There is fast growing deployment of global logistical support systems by Taiwan firms.
- Extensive use of information technology, particularly in the areas of web-based applications and ecommerce.
- There is demand for appropriate information systems to manage the migration of various industries to mainland China.
- It is a major procurement center for global ICT companies.
- Taiwan is ranked first in the worldwide ICT product market for more than 10 electronics & IT products.
- Taiwan is the world's fourth largest IT hardware producer.
- It is the fourth largest IC industry in the world.
- Taiwan dominates IT hardware production in PRC accounting for about 80% of this.