

推動國際經貿聯繫

External Relations

強化聯繫與交流

Real-Time Global Trade Network

國際經貿聯繫

為強化與國際經貿組織及工商團體之交流聯繫，加強海外拓銷力道，本會透過全球60個海外據點和駐地業者與工商團體建立合作平台及友好關係，強化本會與我國在全球能見度，推動我國經貿工作。

參與國際組織：每年積極參與WTCA（世貿中心協會）、ATP（亞洲貿易推廣論壇）、UFI（國際展覽組織聯盟）、IAEE（國際展覽協會）及ICCA（國際會議協會）等10多個國際組織的活動，為我國在國際經貿舞台發聲。

推動國際合作交流：2016年與宏都拉斯經濟發展部、智利外交部國際經濟關係司、巴西貿易暨投資推廣局、泰國工業院、泰國貿易院、義大利進出口公會、土耳其Eskisehir商會、阿拉木圖企業家商會、阿富汗商工總會、以色列全國總商會、南非商工總會、中國輸出入銀行等24個經貿推廣機構及商工會簽署合作備忘錄。

海外據點重要業務

本會60個國外據點，配合本會業務辦理或協助各項推廣活動、營運3個印度台灣商品行銷中心及中東市場行銷育成中心，為國內廠商提供客製化之行銷服務。2016年共協助辦理海外拓銷活動共130案，遞報商情1萬6,686則，徵集台灣經貿網國外

會員1萬1,002家，蒐集貿易機會3萬53則，推廣台灣國際專業展並協助國內公協會辦理國外推廣活動613案。其中17個據點設有海外商務中心，提供配備齊全的商務辦公室（或辦公桌）供廠商租用，2016年計服務廠商328家次。

International Cooperation in Economic and Trade Affairs

TAITRA is devoted to enhancing relations with global societies and committed to helping the Taiwanese government and business communities meet new challenges. With global access via 60 overseas offices, TAITRA strives to generate new trade opportunities.

TAITRA is a member of the World Trade Centers Association (WTCA), the Asian Trade Promotion Forum (ATPF), the Global Association of the Exhibition Industry (UFI), the International Association of Exhibitions and Events (IAEE), and the International Congress and Convention Association (ICCA). TAITRA actively engages in membership events and is deeply involved in cultivating relationships and interaction to further Taiwan's global trade.



本會與宏都拉斯經濟發展部簽署合作備忘錄，由兩國元首見證
 TAITRA signs MOU with ProHonduras, as witnessed by the Presidents of the two countries.



亞洲展覽會議協會聯盟 (AFECA) 於2016年會及理事會，推選本會葉秘書長 (前排右5) 擔任主席

TAITRA President and CEO Walter Yeh (fifth from the right in the front row) is re-elected as AFECA's President at the annual convention and board of directors meeting.



本會王熙蒙副秘書長 (前排右3) 參加於巴基斯坦拉合爾市舉辦之第29屆亞洲貿易推廣論壇年會

TAITRA Executive Vice President Simon Wang (third from the right in the front row) attends the ATPF 29th CEOs' Meeting in Lahore, Pakistan.

TAITRA signed cooperation agreements with 24 trade promotion organizations in 2016, including: ProHonduras, Brazilian Trade and Investment Promotion Agency, General Directorate of International Economic Relations in Chile, Federation of Thai Industries, Board of Trade of Thailand, Italian Association of Foreign Trade, Eskisehir Chamber of Commerce in Turkey, Almaty Chamber of Entrepreneurs, Afghanistan Chamber of Commerce & Industries, Federation of Israeli Chambers of Commerce, South African Chamber of Commerce and Industry, and the Export-Import Bank of the Republic of China.

Major Function of the Overseas Offices

TAITRA's overseas offices' mission is wide-ranging and the branches are instrumental in implementing numerous and diverse trade activities. Their 2016 operations included:

- ◆ Providing assistance to TAITRA's Head Office and executing 130 trade

missions and exhibitions;

- ◆ Running three Indian Taiwan Product Centers and a Taiwan Business Development Center to assist Taiwanese companies in expanding their business into India and the Middle East;
- ◆ Collecting and relaying 16,686 business snippets to local traders;
- ◆ Recruiting 11,002 foreign members to the Taiwantrade.com.tw website;
- ◆ Inviting buyers to visit Taipei international exhibitions;
- ◆ Assisting industrial unions' overseas event promotions;
- ◆ 17 TAITRA overseas offices offer "Business Center" services, including equipped temporary office space for Taiwanese companies interested in pursuing opportunities overseas. In 2016, the business centers rented office space to some 328 companies.



本會與土耳其Eskisehir商會簽署合作備忘錄

TAITRA signs MOU with Eskisehir Chamber of Commerce.

落實在地化推廣

Domestic Branch Office Services

本會在國內設有新竹、台中、台南及高雄等4個辦事處，就近提供包括貿易推廣、商情資訊、市場研討、在職訓練等服務。與轄區內廠商及工商團體，保持密切聯繫。

訪問地方廠商並配合辦理拓展活動

國內各辦事處2016年拜訪1,981家廠商及公會，發掘業界或目標產業的實際需要，並推介本會各項服務，例如海外拓銷活動徵集、國際市場開發專案、國際招商業務，辦理農產品拓銷活動、台灣國際專業展等。

辦理經貿研討會及說明會

舉辦經貿研討會、說明會、報告會及台灣經貿網推廣說明會，提供商情資訊，協助業者瞭解世界經濟趨勢及地區市場狀況，以為開拓國際市場的參考。2016年共辦理1,114場，參加人數計2萬1,928人。

提供商情資訊

台北總部及各辦事處的貿易資料館，提供經貿圖書、期刊、光碟、其他非書資料及資訊服務供業者查詢，2016年共計服務4萬4,186人次。

TAITRA's four local branch offices in Hsinchu, Taichung, Tainan, and Kaohsiung provide services to companies outside metropolitan Taipei. Through these domestic offices, TAITRA is able to maintain close contact and interaction with local companies

in their respective areas, and provide direct and substantial services in areas such as trade promotion, business information, market seminars, and on-the-job training.

Local Company and Business Association Visits

In 2016, TAITRA staff visited 1,981 local companies and associations. As a trade promoter, TAITRA is well equipped to help identify the needs of individual companies and industries. Moreover, it has the resources to offer other trade and business services.

Market Trends and Business Opportunities Seminars

TAITRA domestic offices regularly conduct trade and business-related seminars regarding various issues to help local companies understand more about world economic trends and the international market. In 2016, a total of 1,114 seminars were held, attracting 21,928 participants.

Business Information

Thousands of trade publications, periodicals, CDs, and non-publication information were collected and displayed at TAITRA's five trade libraries. In 2016, a total of 44,186 visitors benefited from the trade information and statistics databases, managed and operated by these libraries.