

董事長 序言

From the Chairman

黃志芳 董事長

Chairman
James C. F. Huang



本人很榮幸於2017年1月20日接任貿協董事長，貿協肩負國家外貿重責大任，是個有光榮傳承的單位。在臺灣經濟起飛的過程中，貿協更扮演一個關鍵角色，成立47年以來，每年都有很不錯的成果。

過去一年，本會在經濟部指導下，以新南向、新興、中國大陸及歐美日四大市場並重的策略，協助廠商拓展海外市場。2016年總計辦理291個海外推廣活動，平均每1個工作天辦理1項活動；另外，在國內辦理了315項活動，包含35項台灣國際專業展，共邀請8萬7,119名國外買主來臺觀展、採購，創下歷史紀錄。

此外，本會執行之「臺灣產業形象廣宣計畫」（簡稱IEP計畫）於臺灣及海外共9個目標市場辦理整合性行銷推廣。透過密集的行銷活動，強化國際行銷宣傳效益。根據尼爾森行銷研究顧問公司調查顯示，2016年新興市場消費者對台灣精品認知度由原來的17%提升到33%，國人對台灣精品認知度由原來的22%提升至34%。

因應國際情勢、科技發展及配合政府政策，本會不斷自我檢視，推出創新服務與活動，2016年5月成立「資訊及數據中心」運用大數據分析技術協助廠商精準行銷；10月成立「國際行銷諮詢中心」，連結政府資源，建立一站式專業客製化諮詢服務窗口；此外在印度設立3個「臺灣商品行銷中心」、在杜拜JEBEL Ali自由貿易區設立「中東市場行銷育成中心」、成立產業行銷聯盟、臺灣機械海外買主聯盟等，均為貿協創新拓展模式之最佳例證。

在當今的政經局勢下，既有國際貿易規則多被打破，而數位經濟來襲，人工智慧、雲端科技正顛覆各行各業經營模式，對臺灣是全新的挑戰，只有從產業出發，才能真正掌握市場。本人將帶領同仁拜訪廠商，瞭解廠商需求，並蒐集開發市場資訊，做出深刻市場分析，提供企業有效的情報，更期許貿協成為一個睿智的整合者（Smart Integrator），配合政府政策及產業發展需求，開拓全球市場商機。

貿協的職責是全方位的，只要商機所在就是我們的足跡應到之處。最重要的目標，就是幫助業者獲利與成長，協助業者拓展對外貿易，促進產業合作，而Smart Integrator正是達成這個目標的重要方法。貿協將勇於迎向挑戰，積極追求創新，持續擔任臺灣的經貿先鋒。

It was my honor to embrace the role of TAITRA Chairman, February 20, 2017. TAITRA bears profound responsibility for the country's foreign trade and its glorious heritage. Indeed, TAITRA plays a key role as the launchpad for Taiwan's economic ascent and since its establishment 47 years ago, TAITRA has delivered excellent results, year on year.

TAITRA has boosted its efforts across the board to advance Taiwanese exports throughout the emerging, southbound, Mainland China, as well as developed markets. Over the last year, TAITRA coordinated a total of 291 promotional activities overseas, which averaged out to almost daily activities. Back at home we hosted 315 trade promotion activities, including 35 international trade exhibitions, which were brought to life by more than 87,000 international buyers, whom on our invitation, attended the shows and procurement events to meet with Taiwanese suppliers.

Moreover, the "Taiwan Industry Image Enhancement Project (IEP)" has commenced integrated and intensive marketing promotions in nine target markets, serving to boost international marketing efforts and enable Taiwan's excellent products to capture consumer interest. According to the Nielsen Company, 2016 saw buyer and consumer awareness of the innovation, quality and reliability of Taiwanese products rise from 17% to 33% in emerging markets, and from 22% to 34% in Taiwan.

TAITRA has continued to deliver innovative services and promotional activities in response to global economic and technological trends, and in line with government policies. In May 2016, we launched the IT Services and Data Management Center to offer big data analytic services and assist enterprise members in precision marketing. We also unveiled the International Marketing Advisory Center in October, which integrates government resources and provides a one-stop-shop for customized global marketing consultation services. Additionally, we inaugurated three Taiwan Products Centers (TPC) in India,

established a Taiwan Business Development Center in the free-trade zone of Jebel Ali in Dubai, and coordinated the Industrial Marketing Alliances and Overseas Taiwan Machinery Buyers Union. These examples convey TAITRA's vast commitment to innovation.

In today's economic and political environment, where existing rules are being rewritten and emerging technologies such as the cloud and A.I. have changed the game, the onset of the digital economy is presenting brand new challenges for Taiwan and its integral roles in the world's supply chain.

I will lead my colleagues toward understanding what is at stake for Taiwanese industries and attaining a firm grasp on the market. We will visit manufacturers and heed their demands in order that we aid enterprises with truly helpful market insights. My vision for TAITRA is to assume the role of "Smart Integrator" - complement government policies, facilitate industry needs and develop new business opportunities around the world.

TAITRA possesses great responsibility; we assure that our footsteps will remain visible where business opportunities abound. TAITRA's most important goals are to help trade industries profit and thrive, and to expand foreign trade and promote industrial cooperation. Becoming the "Smart Integrator" is the key to achieving this goal. TAITRA will be brave in the face of challenges; it will actively pursue innovation and continue to serve as Taiwan's economic and trade pioneer.