

# 提升臺灣產業形象

## The Taiwan Excellence Campaign

### 推動形象廣宣 厚植出口競爭力

#### Enhancing Taiwanese Industries' Image and Strengthening the Competitiveness of their Exports

為拔擢臺灣產業最具創新價值產品，辦理第24屆台灣精品金銀質獎選拔，以及第25屆台灣精品選拔，共有518家廠商，1,188件產品報名參審，選出230家廠商528件產品頒予「台灣精品獎」，作為我國產業代言。

於臺灣及海外共9個目標市場辦理整合性行銷推廣，包括於國際專業展設立23項台灣精品館及34場臺灣新產品國際記者發表會；辦理臺灣優良產品體驗活動19場、安排18國共42位媒體記者來臺採訪；於國際機場、國內外交通轉運站、戶外廣告看板刊登臺灣產業形象廣告。此外，為強化國際行銷宣傳效益，於印尼、越南、菲律賓等市場邀請當地名人行銷，提升臺灣優質產品在消費大眾心中的形象與好感度；因地制宜辦理創新行銷作法26案。全年獲刊報導近6,000篇，觸達近11億人次。

數位行銷方面，建置台灣精品國際官網及各市場活動網站，宣傳臺灣產業形象；設立facebook等社群媒體，粉絲數達210萬人。

第24屆「台灣精品獎表揚暨台灣精品金銀質獎頒獎典禮」由經濟部沈榮津次長（前排右5）頒獎，與金質獎得獎廠商合影

Deputy Economic Minister Shen Jong-Chin (fifth from the left) presents the awards at the 24th Taiwan Excellence Gold & Silver Awards Ceremony, pictured above with the laureates.



經濟部國際貿易局委託本會自2014年起至2016年推動為期3年之「臺灣產業形象廣宣計畫」（簡稱IEP計畫），致力提升臺灣商品及產業國際形象，兼顧臺灣產業B2B及B2C的特性，提供臺灣品牌企業拓銷目標市場的增值行銷平台。

The Bureau of Foreign Trade tasked TAITRA with creating a three-year plan for the "Taiwan Industry Image Enhancement Project (IEP)", 2014-2016. The project aims to enhance the international image of Taiwanese industries and their products. TAITRA has considered both B2B and B2C characteristics of these industries and has provided Taiwanese brands with a value-added platform serving to aid in their expansion efforts.





印尼雅加達台灣精品公益路跑活動，吸引超過7,700名市民參加

The Taiwan Excellence Happy Run Charity Event attracts over 7,700 residents in Jakarta, Indonesia.

依據參與IEP計畫的廠商需求，促成與目標市場通路業者合作，包括印尼專業資通訊通路 Masterdata及電商平台Blibli；越南Life 1通路及Lazada通路；印度E-zone；菲律賓PC Express及Silicon Valley；中國大陸市場神腦通路、昆明金格百貨、蘇州新光天地、丹尼斯七天地、丹尼斯大衛城、百腦匯通路、天貓商城、京東商城。總計協助394家品牌企業進駐目標市場通路。

台灣精品獲獎廠商於2016年台北國際汽車零配件展及台北國際車用電子展廣泛運用台灣精品標誌

Taiwan Excellence Logo appears on Taiwan Excellence award-winning manufacturers, at TAIPEI AMPA and Auto Tronics Taipei 2016.

In an effort to promote the most innovative domestic products, the 24th Taiwan Excellence Gold and Silver Awards were presented to recipients in 2016. The 25th Taiwan Excellence Brand and Product Selection Event comprised 518 companies and canvassed 1,188 products. Of these, 230 companies and 528 products were recognized by Taiwan Excellence for their achievements.

The IEP has commenced integrated marketing promotions in nine target markets. Activities included establishing 23 Taiwan Excellence Pavilions at international trade shows; hosting 34 international press conferences announcing new Taiwanese product releases; organizing 19 Taiwan Excellence Experiencing Zones in well-known shopping malls, and coordinating with 42 journalists from 18 countries to facilitate relevant interviews in Taiwan.





台灣精品體驗區吸引許多商旅人士參觀

Taiwan Excellence Experiencing Zone attracts travelers wanting to experience the products.

TAITRA also promoted Taiwanese industries by posting advertisements in international airports, transportation hubs, and on outdoor billboards. In the same fashion, celebrity endorsement campaigns in Indonesia, Vietnam, the Philippines and other countries were held to consolidate international marketing efforts and enable Taiwan's excellent products to capture consumer interest. Furthermore, 26 regional and localized innovative marketing campaigns were conducted, generating nearly 6,000 published articles and reaching nearly 1.1 billion people within a single year.

TAITRA's digital marketing efforts include an official international website for Taiwan Excellence, as well as websites for respective international markets promoting Taiwanese industries' image. Social media accounts such as Facebook have also been set up and reach approximately 2.1 million fans.

TAITRA has successfully connected participating Taiwanese brands in the IEP Project with distributors in the target markets. These distributors include Masterdata, the largest distributor of ICT products in Indonesia, and E-Commerce platform Blibli.com. In Vietnam, Life 1 and Lazada participated, along with PC Express and Silicon Valley in the Philippines, and India's E-zone. In Mainland China, brands such as Senao International, Gingko Department Store, Shin Kong Pace, Dennis Mid Town Seven, David Plaza, Buynow and well-known e-commerce platforms Tmall.com and JD.com, also worked with the IEP. TAITRA successfully distributed 394 products in 2016.