



Best U.S. Export Prospects in Taiwan

Apparel	Electronics Components/Test Eq.	Pet Products
Books	Industrial Chemicals	Pleasure Boats/Accessories
Computer Services & Software	Information Security Services	Pollution Control Eq.
Education	Medical Devices & Supplies	Sporting Goods
Electrical Power Eq.	Overseas Travel and Tourism	Telecommunications Eq.

GDP (2010)	US\$427.5 billion
GDP Growth Rate (2010)	10.47%
GDP Per Capita (2010)	US\$18,472
Currency (2010)	New Taiwan (NT) Dollar. Exchange rate: NT\$31.64=US\$1
Unemployment (2010):	5.18%
Inflation (2010):	0.96%
Foreign Exchange Reserves	US\$382 billion (4 th largest in the world)
Major Industries	Electronic components, Information products, chemical materials, petrochemicals, basic metals, metal products and machinery.
Trade (2010)	US\$526.0 billion (\$274.6 billion in exports and \$251.4 billion in imports)

- With a population of 23 million, Taiwan is a thriving democracy, vibrant market economy, and a highly attractive export market, especially for U.S. firms.
- Taiwan is our ninth largest trading partner. It is also our sixth largest agricultural market, and our fifth largest source of foreign students in U.S. higher education.
- Taiwan is the fourth largest holder in the world of foreign exchange reserves, with over US\$ 382 billion in 2010.
- The Taiwan economy has rebounded sharply from the global financial crisis and enjoyed 10.47% GDP growth last year, low unemployment, and an appreciating currency that makes U.S. goods and services more attractive than ever to Taiwan buyers.

For AIT Commercial Section's services, please see the reverse side →



How AIT Commercial Section Can Help Your Business

Under the auspices of the American Institute in Taiwan, the AIT Commercial Section is in essence the U.S. Department of Commerce's overseas branch office in Taiwan. We support U.S. companies to build and expand U.S. business in Taiwan through the following:

Gold Key Matching Service (GKS)

If you plan to travel to Taiwan to meet prospective business partners to further your export goals but do not know where to start, the GKS is the way to go. This turnkey service provides you with prequalified and pre-screened appointments with potential Taiwan agents, distributors or other strategic business partners. The GKS also includes a market briefing by a Commercial Specialist, market research and logistical assistance. If you cannot travel abroad to conduct your meetings live, a DVC Gold Key service is also available.

Single Company Promotion (SCP)

The SCP is designed to introduce new-to-market U.S. companies or raise the market profile of U.S. firms already in the Taiwan market. We can organize a professional, effective promotional event, technical seminar, product/service launch or matchmaking program for you and/or your Taiwan representatives. Our office can also help your company hold seminars, press conferences, catalog shows, or meetings to promote your company and products/services.

International Company Profile (ICP)

The ICP helps you evaluate potential business partners by providing a detailed company report. These thorough background checks on your potential clients will reduce the risk and allow you to enter new business relationship with more confidence.

Platinum Key Service (PKS)

For PKS clients, we provide support for a number of client objectives including: market identification and product/service launch; ongoing major project/government tender assistance; trade dispute resolution; regulatory and technical assistance; technical standards approvals and product registration; and reduction of market access barriers.

International Partner Search (IPS)

We conduct an initial search and contact Taiwan prospects to review your products or services marketing objectives. This service provides you with a list of potential partners.

Export Counseling and Market Research

Contact one of our trusted commercial specialists with industry expertise in your area to gain a better understanding of the Taiwan market. Also, if you are looking for valuable market research for your industry sector in Taiwan, our specialists may have written just the right Taiwan report in your sector.

International Buyer Program (IBP)

If you cannot travel overseas to meet Taiwan's buyers, meet them initially at U.S. Department of Commerce certified IBPs in the U.S. We recruit and bring the Taiwan buyer delegation to you to meet during IBPs in the U.S.

Business Facilitation Service (BFS)

This service provides with you customized business services to support your export endeavors that are not covered in the above services.

For information about Taiwan, please see the reverse side ➡