



**TAITRA**

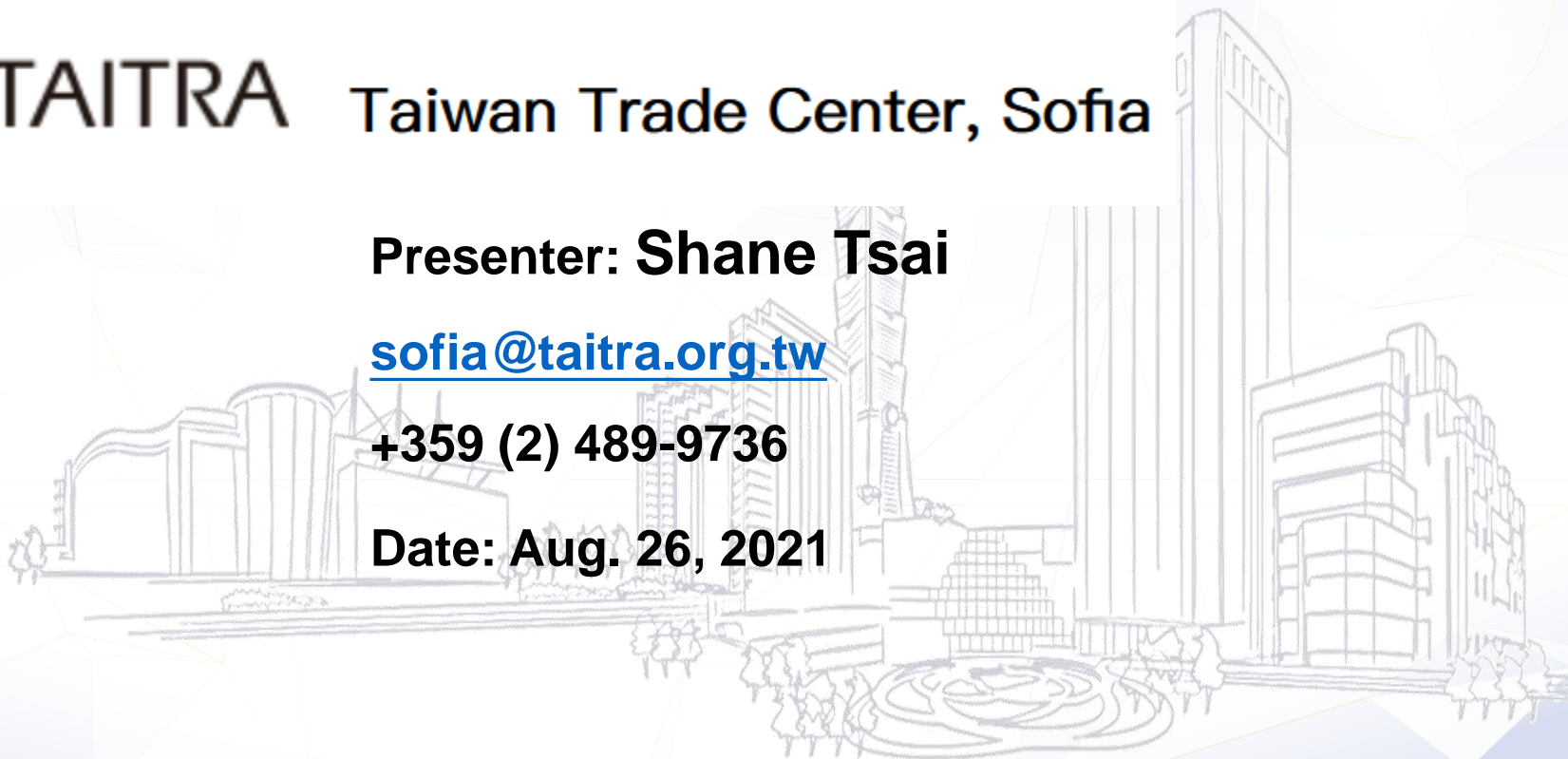
**Taiwan Trade Center, Sofia**

**Presenter: Shane Tsai**

**[sofia@taitra.org.tw](mailto:sofia@taitra.org.tw)**

**+359 (2) 489-9736**

**Date: Aug. 26, 2021**





1

ABOUT TAIWAN

2

SERVICES WE PROVIDE

3

TAIWAN INDUSTRIES &  
**CONNECTION WITH BULGARIA**



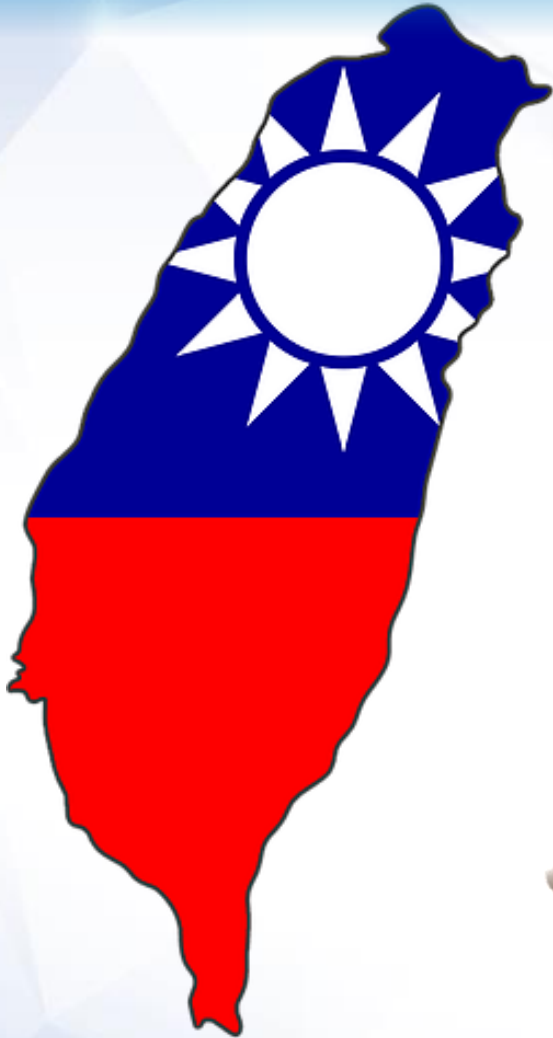








# About Taiwan



Taiwan  
**Population**  
23.4 M

**Similar to**

Australia  
Population  
24.6 M



Taiwan  
**Territory**  
36,191 KM<sup>2</sup>

**Similar to**

Netherlands  
33,893 KM<sup>2</sup>



Belgium  
30,528 KM<sup>2</sup>







# TAIWAN & BULGARIA

# Taiwan's Unique Advantages





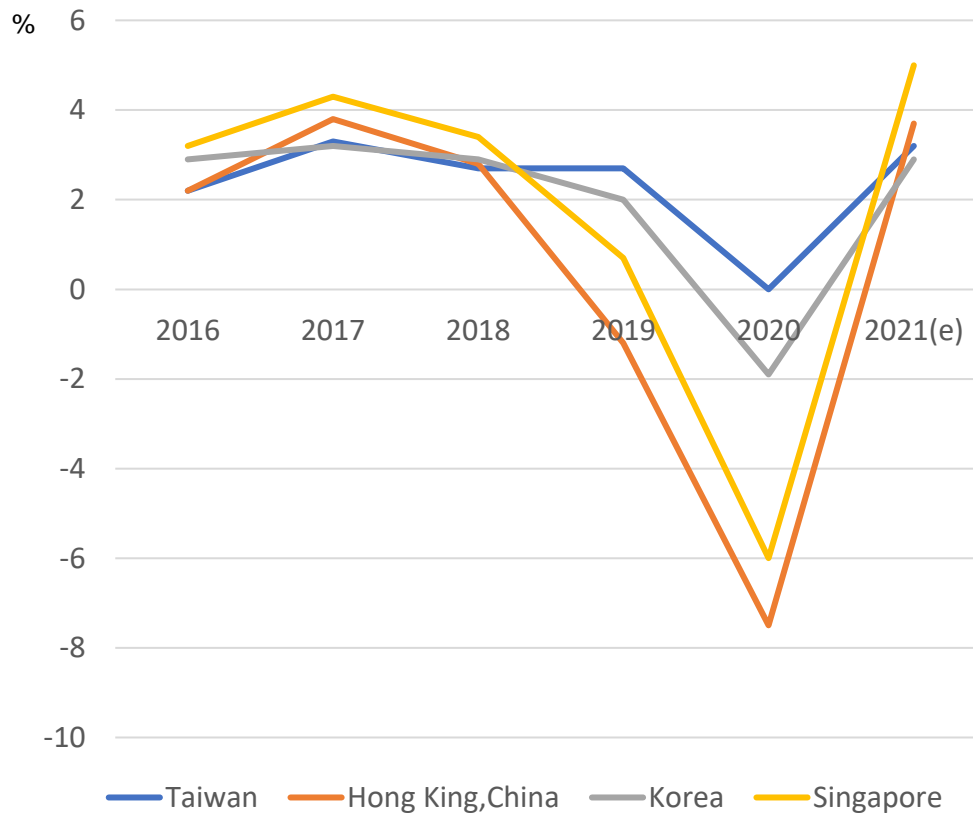


# 1

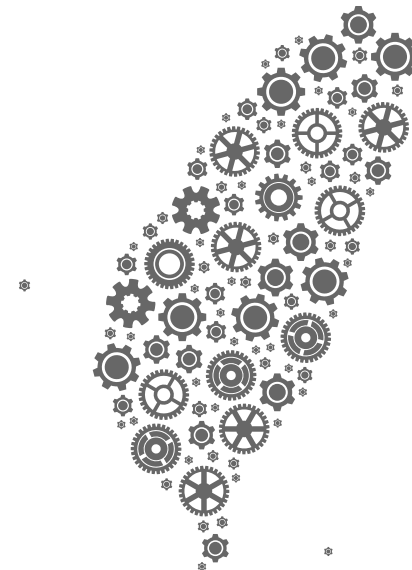
# Why Taiwan

## Economic Momentum

Asian Tigers GDP Growth (2016-2021)



- **21<sup>st</sup>** largest economy in the world
- **Outperformed** the other Asian tigers in 2020







## 2 Leading Trader

**3rd** best  
investment  
destination  
(Source: BERI  
2020)

**3<sup>rd</sup>**

**4th** in Asia-Pacific,  
Global  
Competitiveness  
Report 2019  
(Source: WEF)

**4<sup>th</sup>**

**4<sup>th</sup>**

**4th** World Digital  
competitiveness in Asia,  
2020  
(Source: **IMD** World Digital  
Competitiveness 2020)

**15<sup>th</sup>**

15th out of 190  
economies for  
**ease of doing  
business**  
(Source: **World Bank**,  
Doing Business 2020)

**15<sup>th</sup>**

15th Largest  
exporter in 2020  
(Source: **WTO**, 2020)



3

# High Performing Industrial Clusters

## Hsinchu

- ICT
- Semi Conductor

## Taipei

- Bio Tech
- IC Design

## Taichung

- Smart Machinery
- Bicycle
- Optoelectronics
- Recycle

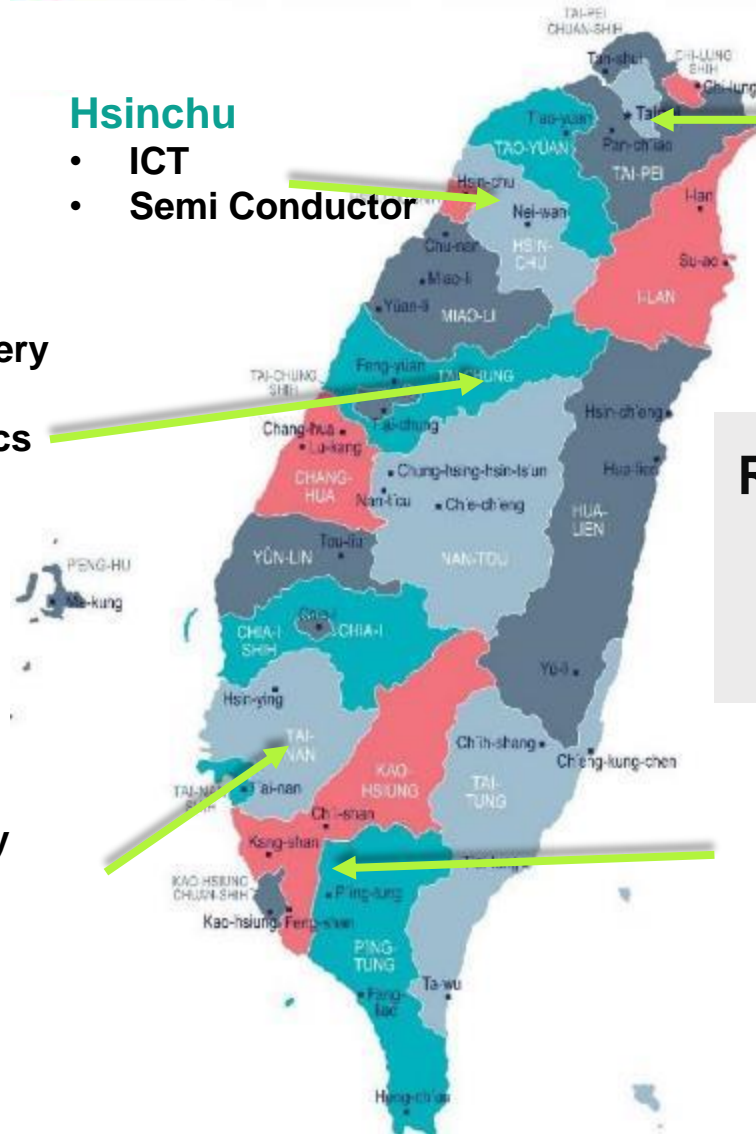
Ranked **#3** in “State of Cluster Development”  
(WEF Global Competitiveness Report in 2019)

## Tainan

- Green Energy
- Auto Parts

## Kaohsiung

- Fastener
- Shipbuilding
- Petrochemical
- Steel







4

# Global Logistics Hub

located in the heart of Asia Pacific



**2.33hrs**

Average flight  
time to 6 major  
cities



**54 hrs**

Average navigation  
time to 5 major ports



2

# **SERVICES WE PROVIDE**





# Taiwan's Trade Promotional Organization



Trade promotion network that helps  
businesses connect with the global market

**1970**

Founding year

**1,300**

Specialists

**5**

Offices  
in Taiwan

**63**

Offices  
worldwide



# Services



**1. Trade Shows  
Taiwan Expo**

**2. Trade Missions**

**3. Procurement  
Meetings**

**4. Taiwan  
Excellence**

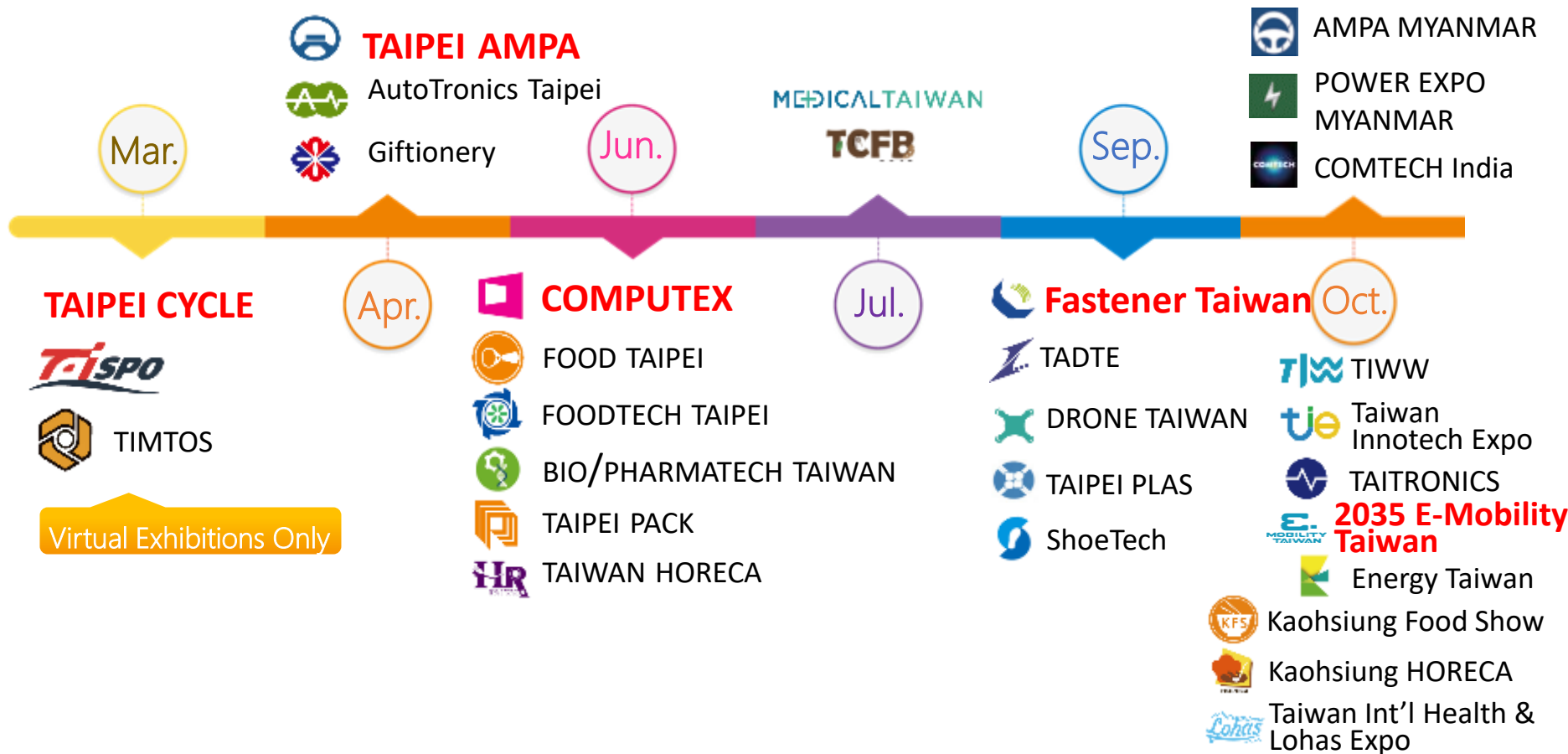
**5. Taiwantrade.com**



1.1

# Taiwan Trade Shows

Hybrid Online & Offline



# Trade Mission

We visits cities around the world to promote trade

**96**

Missions in 2020

**54,652**

Buyers invited in 2020





# Procurement Meetings

We connect Buyers and Suppliers

**10,313**

Meetings in 2020

**3,642**

Buyers Invited in 2020



# Taiwan Excellence

Sharing is Caring (Sept 1- Oct 31, 2021)







Product ▾

Advanced ▾



History



Favorite



Cart



Login

Machinery >

Automobiles & Motorcycles >

Electrical & Electronics >

Hardware >

Agricultural & Food >

Home Appliances >

Chemicals >

Consumer Electronics >

[View All Categories](#)



Buy Now

Meet Supplier Online

Meet Suppliers in Taiwan

Nearest Office



## E-trading Hub-Taiwantrade





# Taiwantrade VR Pavilions



VR Product Showcase

Virtual Pavilion Meet Suppliers  
Online Sourcing Weeks



**3**

# **TAIWAN INDUSTRIES & CONNECTION WITH BULGARIA**

# Isolation Gowns, Protective Clothing



**Team Taiwan**



ECLAT Textile Co., Ltd

**SHEICO Group**  
(Shei Chung Hsin Ind. ) Co., Ltd.



聚陽實業股份有限公司  
MAKALOT INDUSTRIAL CO., LTD.

**旭榮集團**  
NEW WIDE GROUP

**SINGTEX® MAGICTEX™**



Tex-Ray Industrial Co., Ltd.

## Quality Control

1. Sustainably produced under **RSL standards**.
2. Full control over quality, lead time and service.
3. Certified by Taiwan Textile Research Institute.

## Strengths

**Strong and reliable and supply chain**

Main suppliers for Schoffel, Tchibo, Puma, Adidas, Nike, and VF group.



# Test Kits

***Total solutions for quick COVID-19 detection***



瑞基海洋生物科技  
GeneReach Biotechnology



高端疫苗生物製劑股份有限公司  
MEDIGEN VACCINE BIOLOGICS CORP.



Applied BioCode  
Flexible and Affordable Syndromic Testing



基亞生物科技股份有限公司  
MEDIGEN BIOTECHNOLOGY CORP.



聯合生物製藥(股)公司



柏勝生技有限公司



## RT-PCR



- Highest accuracy rate, lowest false negative rate

## Antigen Test (Rapid Test)



- 15-40 minute testing time



## Antibody Test (Rapid Test)



- 15-40 minute testing time

1

# Face Masks



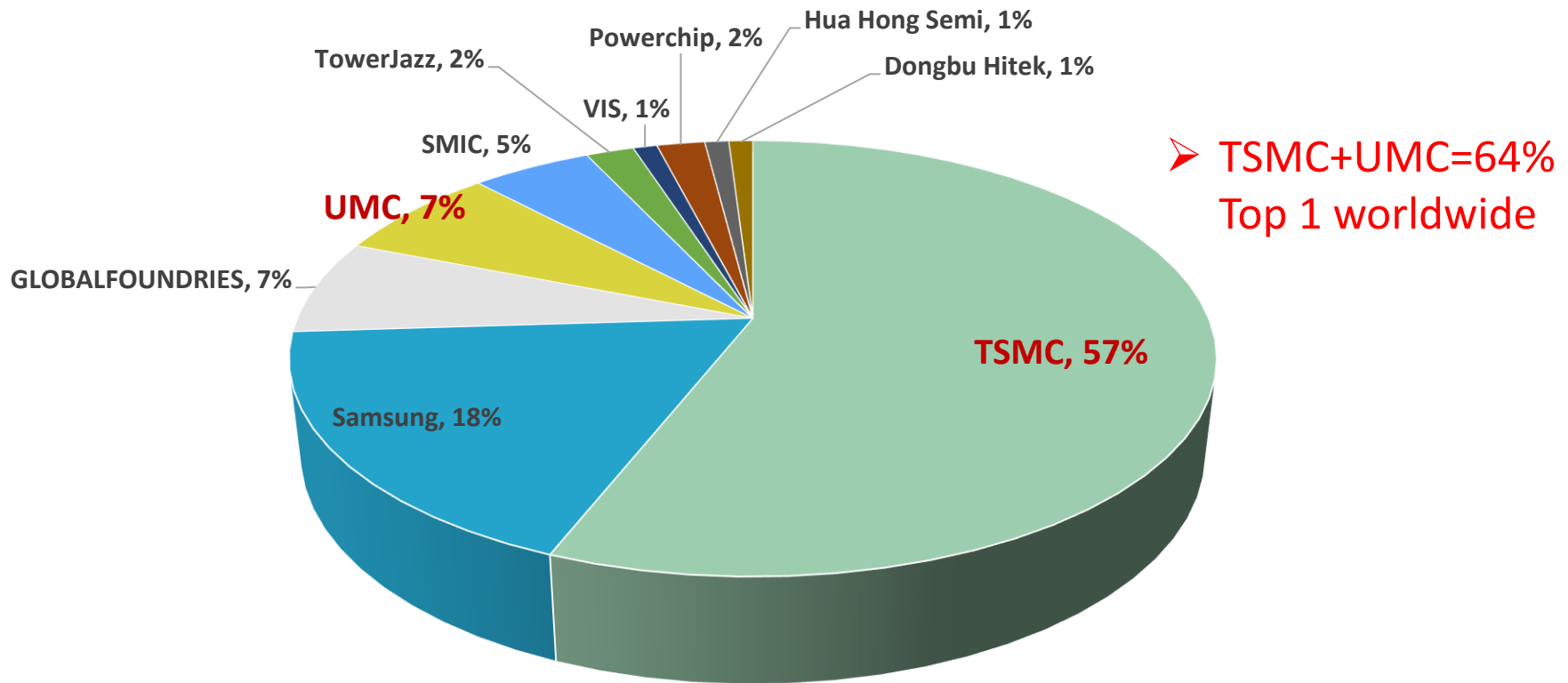
*World's 2<sup>nd</sup> largest production base*



- High-quality **CE and FDA certified** medical, surgical and N95 face masks
- Non-woven materials with 95% to 99.99% filtration efficiency

# IOT - Semiconductor

TOP 10 SEMICONDUCTOR FOUNDRIES Q4 2020



- TSMC Ranked 1<sup>st</sup> with an estimated market share of 57%
- Top 3 foundries by revenue: TSMC, Samsung, GLOBAL FOUNDRIES



## IOT – Displays



- Strong manufacturing capability
- Customization
- Top tier system integration supply chain



- Creative & customized products in commercial fields
- Foxconn Meagered Sharp in 2016
- Important role in automotive display market



# IOT - Communication

WLAN

67%

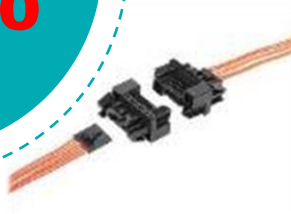
1st



Cable  
Terminal

75%

1st



5G/4G Terminal  
& Module

49%

1st



xDSL  
Terminal

54%

1st



IP STB

39%

1st

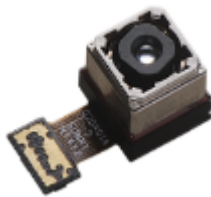


# IOT - Electronic Components

## TOP GLOBAL SUPPLIERS

**Optical Lens Module**

**1st**



**PCB**

**1st**

**IC Design**

**MediaTek 4th**

**Novatek 8th**

**Realtek 9th**



**Wafer Packaging**

**1st**

**Passive Components**

**2nd**



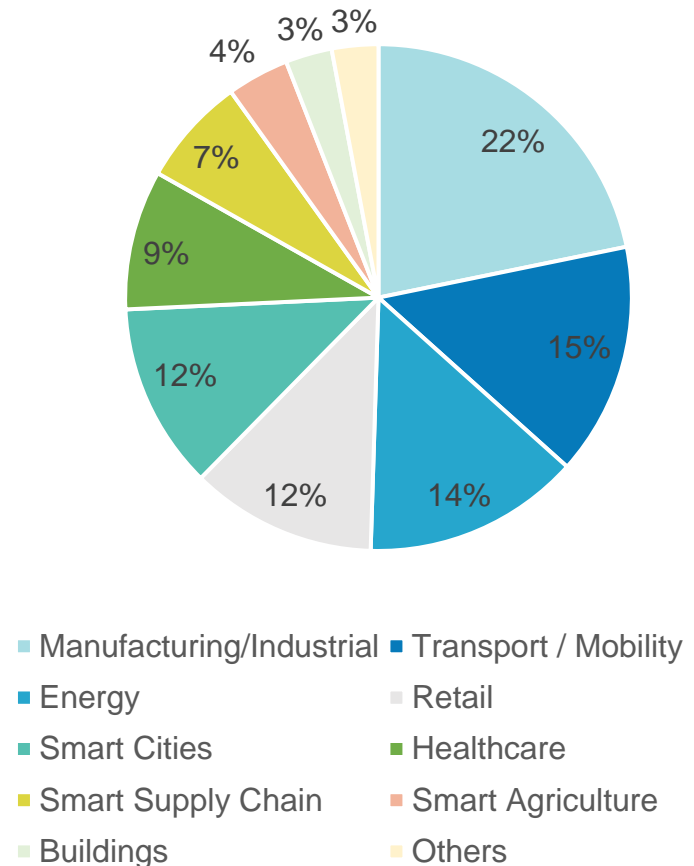
**Energy Component**

**1st**

## Taiwan's position

- ✓ NT\$1.3 trillion IoT output value, 2019 (12% YoY)
- ✓ Currently accounts for 4.3% of global IoT production value
- ✓ To reach 5% by 2025

## Top 10 IoT Applications areas 2020

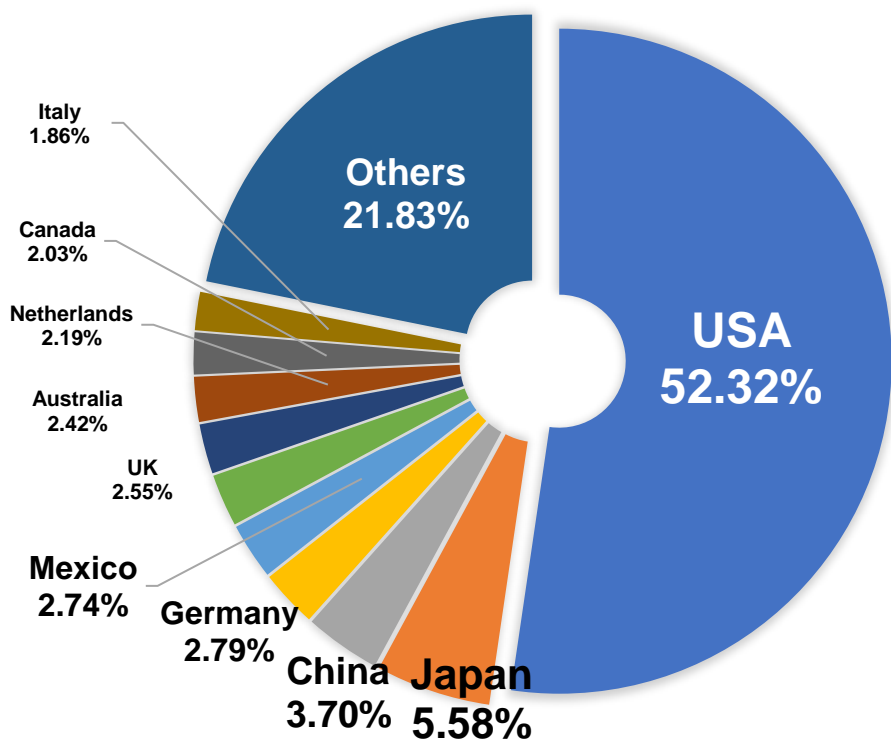






## Annual Figures

### Export Markets (2020)



1. USD 6.6 billion exported in 2020 (-5.78%)

|           |        |         |
|-----------|--------|---------|
| ➤ USA     | 52.32% | +2.04%  |
| ➤ Japan   | 5.58%  | -16.45% |
| ➤ China   | 3.70%  | +8.52%  |
| ➤ Germany | 2.79%  | -6.98%  |
| ➤ Mexico  | 2.74%  | -17.53% |

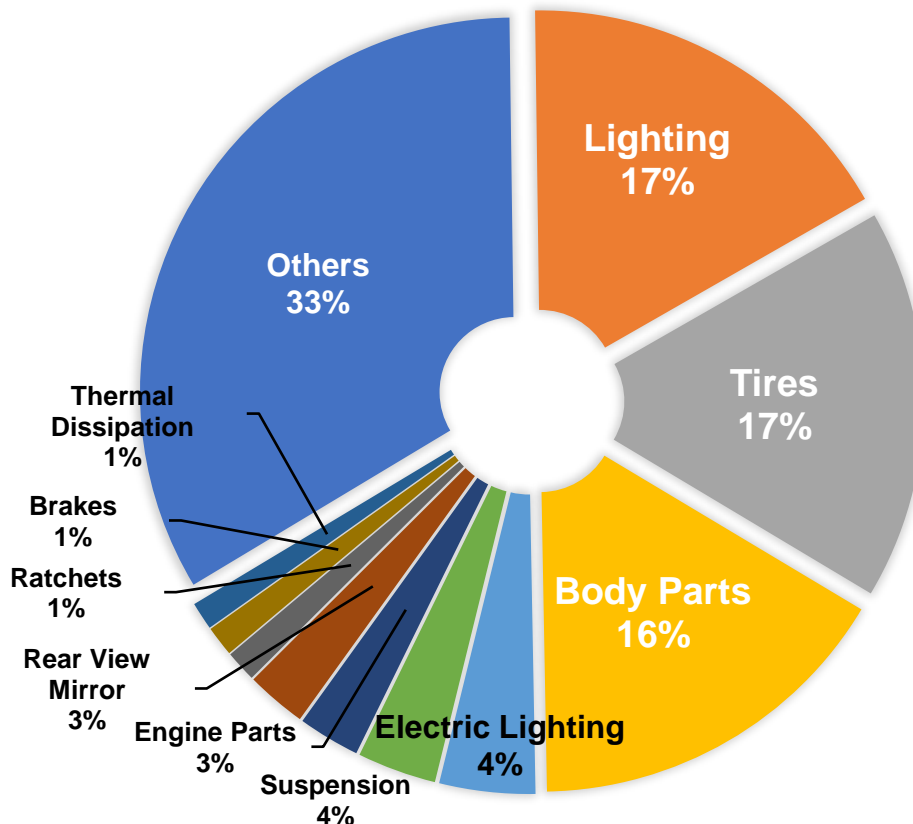
2. Top 5 markets accounted for 67.13% of total.

### 3. Advantages

- Highest market share in after-market collision repair parts
- ICT credentials enhance R&D
- World No.1 mold quality and quantity



## 2020 Shipments



### 1. Top 5 Categories

- Components
- Lighting
- Tires
- Body Parts
- Electrical Lighting

### 2. Major market: Collision repair

### 3. Famous Taiwanese Suppliers:

- ◆ Electrical Lighting: TYC Brother, DEPO
- ◆ Tires: KENDA, CHENG SHIN (MAXXIS)
- ◆ Wheel: SuperAlloy, Lioho Machine Works

## Major Manufacturers





4

# Bicycle



## Global High-end Market Share



Top Brands

GIANT



Pedal: 70%

MARWI



Saddle: 50%

VELO



Carbon Fiber Frame:  
25%

TOPKEY  
Excellence in Outpost



Chain: 80%

KMC



Rim: 55-60%

ALEXRIMS



Hub: 20%

ROMAX



Handlebars: 30%

N

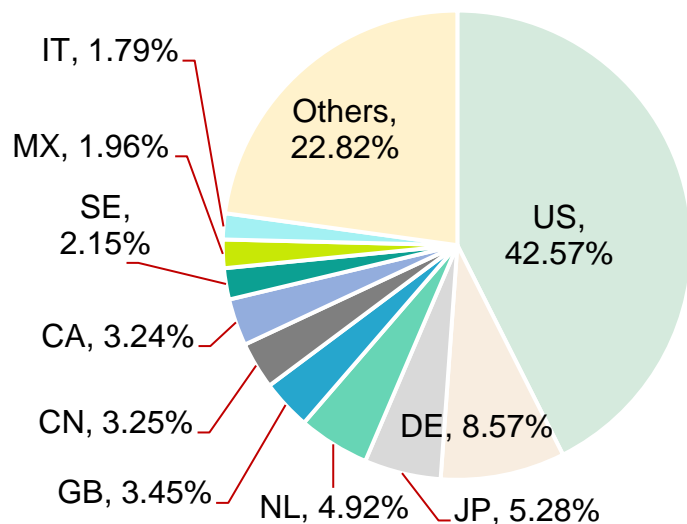
Taiwan exports 2.5 million complete bicycles annually, 29.6% of which are e-bikes.

# Fasteners

## 2020 Overview

|                      |   |               |                             |                              |            |
|----------------------|---|---------------|-----------------------------|------------------------------|------------|
| <b>Export</b>        | US\$3.97 Billion<br>(↓8.04%)  | <b>Import</b> | US\$156 Million<br>(↓0.02%) | <b>Global Export Ranking</b> | <b>4th</b> |
| <b>Main Products</b> | Screws and bolts, nuts, self-tapping screws   |               |                             | <b>Number of Companies</b>   | 1,400      |
| <b>Trends</b>        | High added-value fasteners for automobile, medical, rails, aerospace, and green production. |               |                             |                              |            |

## Export Markets



## Key Players



# How is Taiwan Connected to Bulgaria

## In ICT:

1

### Most imported products in Bulgaria

PCs, RAMs, industrial computers, computer parts, accessories, peripherals, IoT, monitors

2

### Key Taiwan trade channels

COMPUTEX Taipei – May 2022,  
GPA Tender procurement meetings

3

### Our happy Bulgarian customers

Polycomp Ltd.  
Smartcom Bulgaria  
SBS JSC, Panda Coop

### Customer Corner:

#### **SBS JSC**

*Leading system integrator, regular participant at public tenders*

#### **Mr. Jeliazkov, General Manager**

Due to the visit of Computex and GPA tender meetings participation several times, they have found new partners from Taiwan for tender cases in Bulgaria, for example implementing successfully public tenders with a large Bulgarian municipality for the public transportation system in the city.



# How is Taiwan Connected to Bulgaria

## In Fasteners:

1

### Most imported products in Bulgaria

Bolts, screws, nuts, pins, washers, anchors

2

### Key Taiwan trade channels

Fasteners Taiwan – April 2022,  
“Trade with EU” program for  
business introductions, Online  
Procurement Meetings

3

### Our happy Bulgarian customers

Kam 04 Ltd.  
ITT Bulgaria EOOD  
Panchev Ltd.

### Customer Corner:

#### **Kam 04 Ltd.**

*In top 5 importers of fasteners in Bulgaria*

**Mr. Milanov**, Head of Purchasing and Logistics dept.

With support by TAITRA “Trade with EU” program and other trade meetings, they have identified a wide range of partners from Taiwan and are importing regularly from them. They have doubled the turnover of Taiwan ordered goods in 2018, compared to 2017.

# How is Taiwan Connected to Bulgaria

## In Auto Parts:

1

### Most imported products in Bulgaria

Engine parts, body parts, transmission, steering and suspension parts

2

### Key Taiwan trade channels

Taipei AMPA – April 2022,  
“Sourcing Taiwan” program for  
business introductions

3

### Our happy Bulgarian customers

Euro 07 Ltd.  
Taros Trade BG Ltd.  
M & D Auto Ltd.

### Customer Corner:

#### **Taros Trade BG Ltd.**

*Leading auto parts wholesaler in Bulgaria*

#### **Mr. Tashev, General Manager**

After our office in Bulgaria has convinced him to visit the physical trade show AMPA a few years ago, he has established new supplier connections and also this year on the virtual AMPA 2021 he has found new interesting suppliers to work with.

# How is Taiwan Connected to Bulgaria

## In Bicycle Parts

1

### Most imported in Bulgaria

Bicycle frames and frame parts,  
bicycle suspension and  
transmission parts, wheel parts

2

### Key Taiwan trade channels

Taipei Cycle– March 2022,  
Online video meetings

3

### Our happy Bulgarian customers

Velomania Ltd.  
Velo-M Ltd.  
Leader 96 Ltd.

### Customer Corner:

#### **Velo-M Ltd.**

*Wholesaler of bicycles, bicycle parts and accessories*

#### **Mr. Tarnovaliyski, Purchasing Manager**

They are using continuously TAITRA services within the past seven years and taking part in several online video meetings through which they have found suitable Taiwanese suppliers for very specific bicycle parts from which they are importing to Bulgaria already.



**European Commission**    
@EU\_Commission



We need to put transport on the path to zero emissions.



Emissions from cars should be reduced by 55% until 2030.



By 2035, our new cars should emit zero CO<sub>2</sub>.

We also propose targets for alternative fuels infrastructure (electric, hydrogen).

[#EUGreenDeal](#)

## CLEANER TRANSPORT



**REDUCE CAR EMISSIONS  
BY 55% UNTIL 2030**

**NEW CARS SHOULD EMIT  
ZERO CO<sub>2</sub> BY 2035**

**SUSTAINABLE FUELS  
FOR PLANES AND SHIPS**

[#EUGreenDeal](#)



Making transport sustainable for all

[ec.europa.eu](https://ec.europa.eu)



# Future Trend

## in Electrical Vehicle

### Energy Saving Environmentally Friendly

- Upgrades driven by eco-awareness
- Improved efficiency and accuracy in motors, sensors

### Lightweight Materials Modular Design

- Use of high-strength materials: carbon fiber, composite metals
- Modular component design for cross vehicle systems, brands

### Safe & Smart

- Sensor, computing, and various components for safety
- ADAS, vehicle networking system



# 2021 E-MOBILITY TAIWAN

ONLINE

2021.10.20-11.20



## Vehicles

**Passenger Car**  
Foxtron, Yulon

**Bus**  
[Master](#), [RAC](#), [Tangeng](#), [Tron-e](#)  
**Two- and Three-wheeled**  
[Aeon](#), [Ahamani](#), [China Motor](#),  
[Gaius](#), [Gogoro](#), [Kuan Mei](#), [Kymco](#),  
[Motive Power](#), [SYM](#)

## Motor

Motor Component and Material  
[Hota](#), [Rich Electric](#), [CSC](#), [Taigene](#),  
[TATUNG](#), [Tai-I](#)  
Motor Module  
[TECO](#), [FUKUTA](#), [Shihlin Electric](#),  
[STARS](#), [RICH ELECTRIC](#), [CHENG](#)  
[CHANG](#)  
Motor System  
[Chroma](#), [Foxtron](#), [Jimpower](#)

## Electronics

System  
[Chimei](#), [Qisda](#), [E-Lead](#), [FIH](#),  
[Mobiletron](#), [Orange](#), [Whetron](#)  
Radar  
[Cubtek](#), [TungThih](#)  
Power Supply  
[AcBel](#), [DELTA](#)  
Lens  
[Asia Optical](#), [Calin](#)

## Battery

**Battery Cell and Material**  
[BenQ](#), [CorMax](#), [MECHEMA](#),  
[CAEC](#), [CSCC](#)  
[Formosa Plastics Group](#), [Co-Tech](#), [Chang Chun](#)  
**Battery Module**  
[C-Tech](#), [SMP](#), [E-One](#), [Amita](#)  
[Technologies](#), [PIHSIANG](#),  
[CHANG HONG](#), [Digi-Triumph](#)  
[Dynapack](#), [J.S Power](#),  
[Masterhold](#), [Simple](#)  
**Battery Management System**  
[Chroma](#), [Mobiletron](#), [DELTA](#),  
[Han-win](#)

## Testing

**Battery Test Solution**  
[Chroma](#)  
**Motor Testing Solution**  
[MICROTEST](#)  
[CHEN TECH ELECTRIC](#) (motor  
testing solution)



## Charging

**System and Integrator**  
[YES](#), [Noodoe](#), [eTreego](#), [Xmight](#)  
**Station**  
[FORTUNE ELECTRIC](#) · [DELTA](#),  
[PHIHONG](#), [Greatenergy](#), [LITE-ON](#)  
**Charging Equipment**  
[K.S. Terminals](#) · [SINBON](#), [DELTA](#)  
[Well Shin Group](#), [Solteam](#)

# Taiwan EV Supply Chain

# For Inquiries Contact

Taiwan Trade Center, Sofia

Shane Tsai

[sofia@taitra.org.tw](mailto:sofia@taitra.org.tw)

+359 (2) 489-9736

