World Eye Reports

Taiwan

www.worldeyereports.com

Taipei heralds new era of economic cooperation

Facing severe inflation and unemployment that followed World War II, the Taiwanese government formulated a comprehensive long-term reconstruction plan that has seen the country become one of Asia's most dynamic and resilient economies.

By the early 1970s, the government engaged more closely with the global economy because Taiwan, with its small population occupying an area of only 36,000 sq. km, provided a limited market that had grown saturated. So, it focused on developing labor-intensive export industries.

The following decade, in the early days of the information technology revolution, Taiwan made the important shift from a labor-intensive economy to a knowledge-powered one to boost its global competitiveness. And at that time, the country was the hotbed of IT innovation and boasted the best brands in the industry.

As a testament to its government's foresight, the Taiwanese economy reported an average growth rate of 7.4 percent in the last 50 years, wherein the global economy experienced an oil crisis in the 1970s, a Wall Street crash in the 1980s, an Asian currency meltdown in the 1990s and two recessions the past decade.

WER

Tadashi Imai, chief representative of the Japanese Interchange Association in Taipei

In 2011, Taiwan's real gross domestic product is predicted to grow 4.64 percent, while per capita gross national product should grow to $19,253 and private consumption should rise 2.64 percent.

As the global economy emerges from its deepest recession, President Ma Ying-Jeou, elected in 2008, continues to step up public investment and strengthen the country's link to the global economy in an attempt to make Taiwan into the Asia-Pacific's trading hub and innovation center.

Located near the world's fastest-growing economy, Taiwan has identified new economic opportunities in its ties with China.

Last year, Taipei and Beijing signed the Economic Cooperation Framework Agreement, which is seen as enhancing the Taiwanese economy's competitiveness. Given the history between the two sides, the agreement has been generating avid global investor interest and surely marked a milestone in cross-strait relations.

"With the ECFA in place, Taiwan is coming upon an unprecedented time of peaceful and mutually beneficial cross-strait relations and business opportunities. It is our hope that by stimulating private-sector investment, domestic industries will upgrade, create new employment opportunities and enhance the functioning of Taiwan's economy to spur a new wave of economic growth," says Christina Liu, head of the Council for Economic Planning and Development.

Taiwan and China revised the Customs Import Tariff section of the ECFA, which contains the following key points: cooperation in intellectual property rights protection, cooperation in financial matters, trade promotion and facilitation, the Early Harvest plan, and establishment of a cross-strait economic cooperation committee.

"In the Early Harvest list of the ECFA, the tariff barrier for 539 items of Taiwan's products will be reduced to zero within two years in three phases. Among them, the tariff of 108 items was immediately cut to zero on Jan. 1, 2011. The 108 items are in 10 categories of agricultural products, chemicals, machinery, auto parts, textiles, electronics, light industry products, metallurgy, medical care and scientific instruments," explains Chao Yuen-Chuan, president and CEO of the Taiwan External Trade Organization (TAITRA).

SCINOPHARM

Since it invested heavily in developing a biopharmaceutical industry and enlisted its top scientists, Taiwan has become a leader in the field, developing groundbreaking drugs and medications.

WER

Chao Yuen-Chuan, president and CEO of the Taiwan External Trade Development Council

"In the era of the ECFA, Taiwan's biggest advantage is using the reduced tariffs to explore more of the China market," he adds.

According to a survey conducted by Nomura Research Institute, joint ventures between Taiwanese and Japanese in China survived longer than companies formed only by Japanese capital. The success rate in China is 68 percent if Japanese companies enter that market alone but are 10 percent higher if they work with Taiwanese corporations.

The ECFA will increase the appeal of Taiwan's strategic positioning and the effectiveness of Taiwan-Japan cooperation by cultivating Chinese market strategies based on the Taiwan-Japan alliance in trading, investment and integration of supply chain.

Chief Representative Tadashi Imai of the Japanese Interchange Association in Taipei reaffirmed the benefits of business alliances between Japan and Taiwan.

"There exists a strong bond of affinity and mutual trust. Taiwanese firms are naturally well versed in Chinese language and culture and have better knowhow of Chinese-style labor management and marketing. If complementary Japanese and Taiwanese companies combine strengths and cover each others' weaknesses, a win-win situation in China and Southeast Asia can very well be expected," he says.

Those ventures appear to be perfect matches given Taiwan's aggressive risk-taking, business knowhow and branding power in China and Japan's organizational management, quality control and research and development capabilities, stable service and high reli-

CONTINUED ON PAGE 12

A pharmaceutical leader looks to Japan for more partnerships

In the past 14 years, since its founding in 1997, ScinoPharm Taiwan has delivered a full range of high-value solutions that include research and development, manufacturing, process development and the commercialization of active pharmaceutical ingredients (APIs) for several of the world's major multinational pharmaceutical companies.

SCINOPHARM

ScinoPharm President, CEO and Co-Founder Dr. Jo Shen

Recognized for its stringent assurances on intellectual property protection and environmental health and safety, ScinoPharm is the first pharmaceutical company in Taiwan to be certified as an authorized economic operator (AEO) by the Taiwanese customs office.

With a cGMP manufacturing facility specifically designed to manufacture cytotoxic and high-potency compounds, ScinoPharm can readily handle a range of oncology and hormonal products, as well as most other APIs made of small molecules and peptides in its existing production lines.

The company's expertise in the safe handling of materials starts from early-phase clinical supplies to large-scale manufacturing for commercial launch. Being accredited by global authorities such as the U.S. Food and Drug Administration, the Australian Therapeutic Goods Association, the South Korean FDA, the Hungarian National Institute of Pharmacy and the Japanese Pharmaceuticals and Medical Devices Agency, the company currently serves more than 260 customers worldwide.

A cornerstone of ScinoPharm's growth strategy is its entry into the Japanese market, which has expressed growing interest in the company's capabilities. In fact, its customer base in Japan has grown because the government is promoting the development of generic drugs and encourages doctors to prescribe them.

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eBOX

CSBC Corp. Taiwan's professional container vessel shipyard offers support systems and research and development (R&D) services in hull molding, outfitting and propeller design, and dynamic evaluation in the development of new ships. With yards located in Kaohsiung and Keelung, CSBC has delivered quality ships worldwide since 1973, priding itself on integrity, innovation and growth. ***www.csbcnet.com.tw***

Information Technology Inc. (ITI) is a leading manufacturer of large-size Viton and NBR O-rings (2,000 mm ID and larger). With its superior quality, quick delivery and competitive prices, ITI has become the designated O-ring supplier to industry leaders such as solar and thin film transistor (TFT) equipment makers AKT and TEL, as well as TFT panel makers AUO and CMO. ***www.iti.tw***

The Photonics Festival in Taiwan is Asia's largest and most comprehensive event related to the field. The annual festival, organized by the Photonics Industry & Technology Development Association, takes place from June 14 to 16 this year and comprises the following events: OPTO Taiwan (optoelectronics), LED Lighting Taiwan and SOLAR Taiwan (photovoltaics). More than 850 exhibitors are expected, spread out across more than 2,000 booths. ***www.optotaiwan.com; www.pida.org.tw***

Taiwan Electrical and Electronic Manufacturers' Association (TEEMA) has around 3,600 corporate members representing more than 90 percent of the country's E&E manufacturers. It brings together the most comprehensive listing of electrical, electronics, information and communication technology (ICT) and components manufacturers through its website. ***www.teemab2b.com.tw***

The Taiwan Medical and Biotech Industry Association was established in 1953 to oversee the country's manufacturers of medical supplies and equipment. With the industry having reached world-class standards, TMBIA also develops an array of business opportunities to promote its medical and biotech business worldwide. ***www.tmbia.org.tw***

BiotechEast is a Taiwan-based consultancy that offers international biotechnology companies, institutes and investors vital resources and services needed to find business opportunities in the region. Its expertise ranges from drug discovery to pharmaceuticals, medical technology, medical devices, herbal medicine and nutraceuticals. ***www.biotecheast.com***

PharmaEssentia seeks partners to heal the world

Supported by a government that has invested billions of dollars to build up its biopharmaceuticals industry, Taipei-based PharmaEssentia has been testing its PEGylation process. This involves pioneering technology in protein engineering for site-specific drugs, particularly for the treatment of hepatitis.

"The government has put a new focus on the biotechnology industry and distributed grants of almost $2 billion. This is a very important incentive program in Taiwan," says the company's founder and CEO Dr. K.C. Lin.

Currently, PharmaEssentia has five products in the pipeline: alpha-interferon, beta-interferon, EPO, GCSF, and rh-GH, collectively referred to as the "Big Five." Its P1101 alpha-interferon has been the first of the five to get approval for first-round clinical testing from the Taiwanese Department of Health, the Canadian Ministry of Health and the U.S. Food and Drug Administration.

"We started testing in 2009 and completed this phase last November. The preliminary data is very promising. With this positive result, we are moving ahead with our four other products. We would like to do more R&D (research and development) to eventually move on to human testing," Lin says.

PharmaEssentia's P1101 is a third-generation alpha-interferon compound for the treatment of hepatitis B and C, diseases that kill millions of people around the world every year. Compared to its earlier products, Pegasys and PegIntron, P1101 is more patient-compliant and will need less frequent administration.

WER

PharmaEssentia Founder and CEO Dr. K.C. Lin

"Aside from our 'Big Five,' we have built a short-term program to utilize our expertise to reinvest in the process of some challenging API (active pharmaceutical ingredients)," adds Lin.

PharmaEssentia is currently in talks with a renowned CMO (contract manufacturing organization) to jointly produce quality medication such as lyophilized Gemcitabine, a potent chemotherapy drug. It has already generated $1.6 billion in revenue for the originator, and they hope to find a partner to produce the drug for worldwide distribution.

"We are now in the process of collaborating with a Japanese company to use their facility to produce our products and market them in Taiwan, Southeast Asia, China and America," says Lin.

PharmaEssentia, all of whose technology is patent-protected, wants to enter China in the next few years through a Japanese partnership. ♦

www.pharmaessentia.com

Building skyscrapers in the microworld

"In the semiconductor world, we are architects: a construction company that builds skyscrapers in the microworld," says Dr. Nicky Lu, the founder, chairman and CEO of Etron Technology who has personally led the company's phenomenal growth in the past two decades.

Etron's growth has mirrored Taiwan's leadership in the global integrated circuits (IC) and semiconductor industry, particularly in "fabless" technology, which focuses on chip design for manufacture by a third party. Taiwan's global market share for IC supply grew from 1.3 percent to 19 percent between 1990 and 2010.

Today, Etron is the world's ninth-largest supplier of DRAM chips and the most innovated and integrated supplier based in Taiwan, with branch offices around the world.

Established in 1991, Etron has been a pioneer of advanced technology and design in Taiwan's semiconductor industry. Through its work in Taiwan's landmark National Sub-micron Project from 1990 to 1994, the company helped develop Taiwan's first 8-inch (200 mm) wafer with sub-micron technology and the first 16MB DRAM.

"The semiconductor sector is very exciting because it has its ups and downs but everyone has equal opportunities. If you continually develop new visions and new products, you will be successful. For the past 19 years, our intelligent memory products have led our business. We are currently the word's largest fabless specialty DRAM company," says Lu.

Etron continues developing new products in the specialty fields of application-driven memories (ADM) and known-good die memories (KGDM).

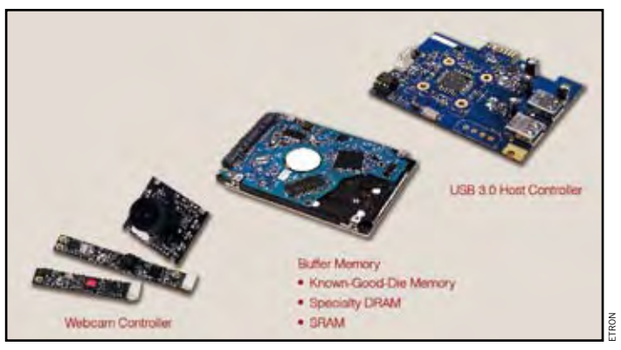
"This year we started shipping our newest chip, EJ168, the USB 3.0 host controller, which is very hot right now," says Lu.

In October, Etron began delivery of its EJ168 to major computer

CONTINUED ON PAGE 12

ETRON

(Left to right) Japan Sales Department Manager Rossini Kuo; Japan Sales Account Manager Tony Huang; Chairman, CEO and Founder Dr. Nicky Lu; President Dr. James Sung; and Japan KGD Account Manager Rika Chu



ETRON

Etron Technology's best-selling products

Orient Europharma offers the right prescription

Through its groundbreaking products, local Taiwanese company Orient Europharma has raised the quality of life and improved the health of people in Taiwan, as well as around the world.

Established in 1982, OEP has become a globally recognized pharmaceutical and health care specialist in the development of innovative pharmaceuticals, oncology drugs, dermo-cosmetics and infant and adult health care products.

"With an integrated network of strategic partners and sales channels, our products are aimed at enhancing the quality of medical treatment in Asia," boasts OEP President Peter Tsai.

OEP is the partner of choice by some world-renowned biotechnology and pharmaceutical companies, such as Elan Pharmaceuticals, Pierre Fabre and UCB, to distribute their innovative products in the Asia-Pacific region in the fields of neurology and oncology.

The company has also managed to secure Japanese partners including Kissei, for developing and manufacturing GluFast (mitiglinide), a novel anti-diabetic agent for the treatment of type 2 diabetes in Taiwan and Hong Kong; Nano-Carrier, using their Nano-Cisplatin for the treatment of pancreatic cancer; and Senju for their ophthalmic product.

Distributing these products across the Asia-Pacific region, OEP Taiwan along with its subsidiaries in Singapore, the Philippines, Malaysia, Hong Kong and mainland China have generated total revenue of around $121 million.

Amid the growing number of opportunities in Asia, the company formed a new subsidiary, Orient Pharma, to focus on research and development and manufacturing activities.

"We want to strengthen our presence in the global market, so we are taking steps to formulate our own drug forms and indications and obtain exclusive rights to manufacture patented products from international pharmaceutical companies and drug certification in the United States, Japan and Europe," explains Tsai.

Meanwhile, OEP spent $32.48 million to build a 15,300-sq.-meter factory in Huwei to boost its export capability.

The plant, designed to meet the standards of the U.S. Food and Drug Administration, is due to open this year.

"Orient Europharma is an ideal partner for companies looking to distribute their products to the Asian region and we look forward to cooperating with more Japanese and other global companies to license their products," Tsai says. ♦

www.oep.com.tw

ORIENT EUROPHARMA

Orient Europharma's subsidiary Orient Pharma Co. Ltd. established its new manufacturing plant in Central Taiwan Science Park.

Researched and written by **Carina Manglapus, Macy Yapkianwee** and **Mark Cortez** in Taipei. Produced by **World Eye Reports**. If you would like further information, including annual reports, from any of the companies featured in this business supplement, please send an e-mail message to **info@worldeyereports.com** indicating your name, mailing address and specific information requested. We will make sure that the companies concerned get your requests and comments.

www.worldeyereports.com

Taiwan

Today's cutting-edge fabrics made by machines designed by Taiwanese firm

For more than 33 years, superior design, technical innovation and sustained research and development (R&D) have distinguished Taiwan's Pai Lung Machinery Mill in the manufacture of textile machinery both at home and around the world.

"We invest between 6 and 7.5 percent of our revenue each year in R&D, which drives the growth of the company. So far, we have accumulated 575 patents, with 300 more still pending," says company President James Wang proudly.

As part of its focus on R&D, Pai Lung also pays very close attention to customer feedback, using the information about the needs of its clients in designing its next generation of machines.

This remains a crucial part of Pai Lung's strategy to stay ahead of the competition and remain adaptable to different markets.

"Our company is open-minded. If the market is emerging, we don't have to be tough with each other. There must be some way to coordinate or form a strategic alliance for everyone's benefit in the market," Wang says.

With a network of partners in 42 countries and agents and distributors in 72 countries, Pai Lung is among the world's top three manufacturers of circular knitting machines.

"We have a global workforce of over 400. The main plant, along with our subsidiaries, such as Pai Lung (Hubei) Manufacturing in China and the recently acquired Vanguard Pai Lung LC, are the dynamic forces behind Pai Lung's success in manufacturing our circular knitting machines," says Wang.

As labor costs rise in China, Pai Lung has begun exporting its new line of computerized flat knitting machines to the mainland.

"The flat knitting machine is booming in China. The main thing is that labor costs are going up and now there is a big demand for this machine in production lines," Wang explains.

Next year, Pai Lung expects growth of between 30 and 40 percent, with a significant proportion coming from niche markets – apparel, house decor, automotive, environmental, health care and structure.

"We have many years of experience. We are dedicated to manufacturing innovative textile machinery for new fabric designs. Our aim and mission is to give our full effort, and strive to design machines that produce more environmental, colorful, texturally smooth fabrics that enrich the world," Wang says. ♦

www.pailung.com.tw

PAI LUNG

Pai Lung Machinery Mill President James Wang

From Taiwan, a European backbone for the Asian iron and steel industry

With more than 140 years of experience, Luxembourg-based Paul Wurth's operations straddle the entire iron and steel industry – from the initial stages of product innovation and development to the final stage of waste management.

"We are a leading company in iron making and offer unique and high-quality products. What sets Paul Wurth apart from other engineering firms is that we have a complete range of services. We are not only in engineering but we also have our own products, innovations and patents. We are a turnkey solutions provider," says Paul Wurth Taiwan's Managing Director Rene Stoltz.

In recognition of the growing potential in other parts of the globe, the company has expanded its international network to include South America, the Middle East, India and other parts of Asia to cater to the growing demand for their leading-edge products and business solutions.

"When Asia became a growing part of the world in the 1970s, it was important for Paul Wurth to grow with it. You could feel that something would happen here in Asia," recalls Stoltz.

In 1994, Paul Wurth entered Taiwan to establish its first Asian office and stay close to partners such as China Steel. Given its proximity to Japan, South Korea and China, Taiwan has strategic and geographical advantages for the company. Today, the office also oversees the Southeast and Northeast Asian regions.

"Paul Wurth continues to grow as we form new joint ventures and collaborate with other engineering firms and manufacturing companies to improve our services. For example, in Korea we worked with local firms to help Hyundai build their first integrated steel plant," Stoltz says.

"We have also been working with Japan for more than 40 years now. We are very happy with our Japanese partner, Mitsui. They are our main trading house in Japan and we work very well together to supply all the big steel companies like Sumitomo, Nippon Steel, JFE, among others," he adds.

Built on the company's core values of environmental sustainability, quality, competitiveness, reliability, flexibility, innovation and cooperation, Paul Wurth has expanded its engineering services to include responsible industrial waste management in this age of growing environmental awareness.

"Aside from iron making, we are also very involved in environmental protection. Paul Wurth developed the Primus process for recycling dust and sludge byproducts from iron and steel production. We've been doing this since 2000. We built a recycling plant in Taichung for Dragon Steel, a subsidiary of China Steel. It uses our new technology, which received an award for environmental sustainability. Our zero-waste technology has been proven. Everything we are treating can be used again," he explains.

In Asia, Paul Wurth wants to find more partners for future projects.

"Paul Wurth will continue to support Japan in order to strengthen the competitiveness of their steel making industry by offering innovative solutions from improved technologies. We at Paul Wurth are committed to answer all the needs of our Japanese clients," Stoltz says. ♦

www.paulwurth.com

PAUL WURTH

Paul Wurth Taiwan Managing Director Rene Stoltz

UCC ventures beyond cement, goes green

While it already has seven batch plants in the south of the country, Universal Cement Corp. is planning a northward expansion that will further strengthen the company's position in the Taiwanese market and create a brand recognized nationally for its quality products.

With 50 years of experience in cement production, UCC has also experienced huge success in producing building materials. Its gypsum boards were used in the construction of Taiwan's most prestigious hotels, such as the W and the Mandarin Oriental in Taipei.

WEB

Universal Cement Corp. Vice President Jack Hou

Amid growing awareness of environmental protection around the world, UCC has evolved into an eco-friendly company. It has begun producing plasterboards that use synthetic gypsum, which make them completely recyclable.

"The quality of our gypsum drywall panels is in line with that of global players. Even though we are a regional player only, the quality of our product speaks for itself," boasts Vice President Jack Hou, who has been working closely together with Executive Vice President Johnson Hou to diversify into high-tech electronics.

As a result of a technology transfer agreement with Taiwan's Industrial Technology Research Institute, UCC developed Uneo™, an ultra-thin flexible sensor that is used in luggage, automotive products and diverse consumer electronics. The new product was well received at the latest IFA media fair in Germany.

Meanwhile, UCC is also looking toward Japan as part of its growth strategy. "Our main focus for Japan will be our building materials. We want to receive more technical knowhow from Japan because the quality of their gypsum panels is higher," says Jack Hou.

"With regards to our microelectronics division, we would like to work with Japanese companies because they are known for their quality and brands. In the future, we look forward to collaborating with Japanese electronics manufacturers within the tablet PC, smartphone, arcade gaming and medical device markets. It would be an honor to work with them," he concludes. ♦

www.ucctw.com

Global player has all the right components

PSA 華新科技股份有限公司 Walsin Technology Corporation

WALSIN

Walsin Technology Corp. President T. L. Tsai

Among the world's top manufacturers of passive components for electronics, Walsin Technology Corp. (WTC) boasts more than 254 patents in the market and 128 offices and plants in 17 countries around the globe, which gives the company an ideal position to provide all its clients with its top-quality environmentally friendly passive components: MLCC, chip resistors, RF devices, modules, disk caps and varistors.

In Asia, WTC has 15 factories – eight in China, two in Japan, one in Malaysia and four in Taiwan – all of which are capable of supplying products anywhere in the world.

It currently ranks fourth in the multilayer ceramic capacitors (MLCC) market, second in the chip resistor market, and No. 1 in China for RF and Bluetooth applications for mobile phones.

"We have a wide product range and global market coverage, which gives WTC an edge as an effective global passive player to support global OEM and EMS (electronics manufacturing service) customers," explains President T. L. Tsai.

"From the design phase to manufacturing, our sales and R&D (research and development) office in Japan and our geographically close manufacturing sites in China make the entire supply chain, for both import and export to Ja-

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NeoPac revolutionizes LEDs for general lighting applications

Regarded as the future of illumination and an effective solution to reduce global warming because of their energy efficiency and long life span, LEDs (light-emitting diodes) have grown more prominent because of NeoPac Lighting Group's pioneering technology in the field.

The Taiwan-based company recently unveiled its patented NeoPac Universal Platform (NUP) and unique system in-package (SIP) thermal management technology for LED illumination, which is predicted to set the standard for sustainable green lighting systems.

NeoPac's NUP precisely defines a standard LEDs light source with maintained lumen output to 1,000 lm and useful life (L70) at over 60,000 hours in a variety of applications for indoor and outdoor light settings.

It also launched another newly developed technology – an 8-inch silicon-based wafer level package (WLP) for the light source, called NeoPac Emitter. The concept of 8-inch WLP technology for manufacturing LED illumination packages is similar to making DRAMs in the semiconductor industry, which indicates that highly developed LED illumination technology will soon come.

Meanwhile, NeoPac reaffirms its commitment to undertake and exercise "A Global Green Lighting Mission" for sustainable human development.

"We are not just focusing on the initial brightness and useful life of LED lamps. We are talking about how to make 'green' lighting products sustainable and promote its popularity. With the pressing issues of global

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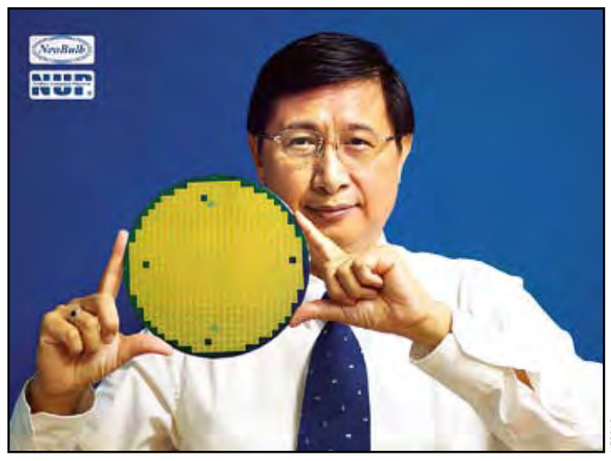

NEOPAC

NeoPac Lighting Group Chairman and CEO Jeffrey Chen

Passion powers growth for Yokogawa Taiwan

For Japanese companies, Taiwan has become a profitable and reliable location for overseas expansion. Aside from its cross-cultural relationships with Japan, the country boasts a dynamic economy and cutting-edge infrastructure, and serves as an ideal bridge for business to mainland China.

Since entering the Taiwanese market 40 years ago, Yokogawa Electric of Japan has established a firm foothold in the country, contributing to its industrial development and participating in major national infrastructure projects.

"I think that Taiwan is one of the best places for Japanese investments. It becomes a double win when we work together," says Yokogawa Taiwan's President and Managing Director Charles C.L. Wang.

While Yokogawa has focused on measurement instruments and production control systems in Taiwan, Wang plans to expand the company's business into advanced firmware and software applications to provide customer solution services in the future.

Last August, the company launched its VigilantPlant Service®, a complete package of solutions and services that allows manufacturers to create and maintain safe, profitable, efficient and environmentally friendly work facilities.

"Caring for the customer and providing quality service are not enough. Passion and an open mind are two additional actors that are needed. Otherwise, we can't be winners in this competitive society."

YOKOGAWA

Yokogawa Taiwan President and Managing Director Charles C.L. Wang

"We started this year, and so far so good. We have received many positive responses from our customers and they feel great about it," Wang says.

In Taiwan, Yokogawa's business is dominated by the petrochemical industry, making up more than 50 percent of its total, followed by iron-steel and other manufacturing markets.

As a member of the Yokogawa group, the company aims to contribute to society by supplying the best quality systems, products and services. Yokogawa believes that Taiwan has become safer and more prosperous because of its quality contribution.

"We are determined to increase our customer base. And as the number of our customers increases, I also want to encourage our employees to be more proactive and adaptable. Cooperation and communication is important to have action in a group," says Wang, who shares the vision of Yokogawa Electric's Tokyo-based president and CEO Shuzo Kaihori that company growth stems from individual creativity and initiative.

"I believe that caring for the customer and providing quality service are not enough. Passion and an open mind are two additional actors that are needed. Otherwise, we can't be winners in this competitive society," Wang adds. ♦

www.yokogawa.com.tw

Taiwan

www.worldeyereports.com

LED solutions light the way to the future

For more than 18 years, Unity Opto Technology has built a reputation for developing new products and applications in the LED (light-emitting diode) markets and has attracted an impressive list of clients that includes many leading household brands in Japan, the U.S., Europe, South Korea and China.

As a major LED packager, the company owns more than 300 patents for LED packaging. With its solid hold in the mid- to large-size LED backlight market and among the most prominent LED backlight suppliers to leading TV brands, OEMs and ODMs, Unity Opto is entering into LED applications for general markets. The company aims to provide the most cost-effective way to "LED your life."

"Our team of experts in LED lighting can provide the most vivid living environment through our complete range of LED products and solutions. Leveraging our technological advantage and mass production knowhow on packaging and testing to come out with consistent, high-quality products, we can quickly respond to client demands and specifications. Our strong design capacity on incorporating the best opto-, mechanical, electrical, thermal, and industrial designs, delivers the most cost-effective products and solutions for our customers," says Chairman C.H. Wu.

The company's strength is based on Wu's concept of combining design capacity to drive the most cost-effective LED solutions with the best quality and performance. To service its global customer base, the company has set up a global sales network in Taiwan, China, Japan, South Korea, Singapore and the U.S., and as the company is focused on indoor lighting, Unity Opto has also built a retail network through strategic partnerships in order to extend its reach to consumers.

From packaged LED, LED module and light engines, to LED light fixtures, Unity Opto provides a wide range of products and total solutions to customers with the highest quality and cost efficiency. In fact, the cost-to-performance advantage and established channel placement are paving the way for the company to become a major player in the general lighting market.

"In addition to general lighting for residential applications, we believe that from now until 2012, the fastest growing market will be indoor lighting for commercial applications for office buildings and factories. We have already received many orders for our LED products to be used in those facilities," Wu adds.

While the company predicts steady growth in all areas of LED technology and application in the next few years, it will stay focused on backlight, lighting and automotive markets.

"Through our design capacity, technology and scale, we are known to deliver low-cost, high-performance LED products and solutions. We are already a Tier 1 outsource partner in the backlight market. Now, we are driving to become a key player in the world for lighting, specifically in indoor lighting, in the future," Wu says. ♦

www.unityopto.com.tw

UNITY OPTO

Unity Opto Technology Chairman C.H. Wu

A reliable partner for high-tech growth

There are few companies like Mustek that are able to keep up with today's rapid growth in technology.

Since its founding in 1988, the company reached a new milestone last year by successfully transitioning into an original equipment manufacturer (OEM) and original design manufacturer (ODM) supplier for companies in the electronics industry.

Specializing in the design and manufacturing of portable scanners and DVDs, digital photo frames, iPod accessories and digital camcorders, the majority of the firm's finished products are sold under the best-known brand names worldwide.

Backed by its reputation for high quality and for design flexibility in response to market trends, Mustek generated more than $600 million when it went public in Taiwan in 1997. Later, it formed a partnership with Fujitsu under the name Mustek-Fujitsu as part of its plan to penetrate the Japanese market.

Focusing on its strength in advanced imaging and video technology to electronic, mechanical and optical software, the company has earned the trust of its customers and has become recognized as a leader in consumer electronics.

Under the leadership of President Eric Chen, Mustek shifted from developing its own brand to becoming an OEM and ODM supplier. Once a competitor to major brands such as Canon, Epson and Hewlett-Packard, the company now wants to become their supplier.

"My past ambition leads me to do everything. But, to become a leader in the industry, I must focus on what we do best: design and manufacture," says Chen.

MUSTEK

Mustek President Eric Chen

"We are guided by our mantra 'to enrich and customize every customer's experiences.' So, companies can rely on Mustek to provide the best quality of products and services. As a total solutions provider, we are ready to cooperate with Japanese and multinational firms to assist them in building and strengthening their brand," he adds. ♦

www.mustek.com.tw

"We are guided by our mantra 'to enrich and customize every customer's experiences.' So, companies can rely on Mustek to provide the best quality of products and services."

CBC and well-being – a natural connection

Boasting "all-natural products," Taiwanese company Challenge Bioproducts (CBC) has followed a business model focused on using nature alone to enhance the well-being of its products' users. Since 1990, it has produced and developed a diverse range of products that include raw materials for biomedical specialty chemicals, health care products, bio-products and enzymes, such as bromelain.

"CBC focuses on doing things right from a natural and environmental point of view. We enjoy our life and work. We can build good relationships with our customers because we treat our customers in the way we treat our friends. Our company concentrates on their well-being, and they have confidence in our company," says President C.K. Lin.

Lin acquired his expertise after years of experience in natural extraction, purification and enzyme reaction. Extremely hands-on in research and development, he continues to lead the company in developing innovative products and bio-process.

As a manufacturer of bromelain SP and the sole supplier of the enzyme, CBC formed a partnership with MediWound, an advanced biotech startup company in Israel. Bromelain SP is a key raw material used in the new drug Nexobrid, which is expected to revolutionize treatment for third-degree burns.

"Nexobrid is expected to go on the market in 2012. We've established a facility that is focused on the mass production of bromelain SP, which is awaiting approval this year. We are in the process of meeting all U.S. Food and Drug Administration requirements," Lin explains.

CBC also produces high-quality natural colorants extracted from the gardenia fruit, annatto seed and hibiscus flower. These are exported to countries around the world, including Japan, where it has a long-standing relationship with the Japanese food ingredient company Semba Tohka Industries Co. Ltd.

"We believe in all-natural products. They improve and protect the environment and people's health. We hope that more manufacturers will have the same idea and work like us to bring safe and natural products to the market," Lin stresses. ♦

www.challengebio.com

CHALLENGE BIOPRODUCTS

Challenge Bioproducts President C.K. Lin

"We believe in all-natural products. They improve and protect the environment and people's health. We hope that more manufacturers will have the same idea and work like us to bring safe and natural products to the market."

Nippon Express oversees successful global logistics business from Canadian base

From its 43,000 sq. meters of warehouses across Canada, Nippon Express has been providing complete logistics solutions across North America, supported by seven branch offices and 183 employees in the country.

"We have an important gateway between Asia and Canada such as branch locations in Vancouver and Calgary. Even if some customers are not based in Canada, we can distribute their products here through us," says Nippon Express Canada President Toru Teshigawara.

A specialist in air freight forwarding, ocean freight forwarding, warehousing and distribution, land transportation, customs brokerage consulting and household relocation, Nippon Express has surmounted the challenges posed by Canada's geographical diversity and extreme climactic conditions.

"We know how to deal with that. But without offices established throughout Canada, it is hard to control the situation," says Administrative Manager Noriko Ando.

NIPPON EXPRESS

Nippon Express Canada's head office in Mississauga, Ontario

The company has facilities in Vancouver, Calgary, Edmonton, Fort Erie, Montreal and Windsor.

Operating at the center of North American supply chains, Nippon Express has become the top choice for Japanese and Asian companies distributing their goods across the region.

Having secured a dominant market share among Asian companies in Canada, Nippon Express stakes its future growth on more partnerships with both Canadian and international companies.

With the world economy and trends now changing on a global scale, Nippon Express aims to provide one-stop business solutions as a logistics consultant.

Already involved in the exporting and importing of foods and goods to Taiwan markets, the company is also well-equipped to deal with the shipping and handling of heavy machinery and industrial cargo from Asian markets.

"Between 200 and 300 Japanese and Asian companies have business in Canada and we have business with almost all of them," boasts Teshigawara, who attributes the company's success to the excellent customer service.

"We are service providers. Once customers feel they have received good service, they want to keep that partnership. We are always thinking about our customers and what will satisfy them. We understand that with expensive and important cargo, they want to hear our voice and reassurance about where it is and what condition it is in," he adds.

"In Asia, Japanese quality is well known. That is recognized quality but we're trying to explain the extensive services that we can provide. It is personalized business here and we're in Canada to build up a stronger relationship between Asia and Canadian clients," he says. ♦

www.nipponexpress.ca

Taiwan leads the charge in new industries

In this increasingly competitive and globalized economy, countries can no longer rely on their traditional industries to spur growth. And with a greater demand for sustainable development, burgeoning industries hold the future of economic development.

Taiwan, once known worldwide as the hotbed of information technology (IT), is investing heavily in these new areas: smart industries, environmental technology, biopharmaceuticals, as well as cultural and creative sectors.

World Eye Reports recently met with Christina Y. Liu, the minister of the Council for Economic Planning and Development, to discuss the country's growth strategy and its mid- and long-term prospects.

WER: What makes Taiwan such a competitive and compelling economic partner?

Liu: The changes Taiwan has made in the last two years give countries like Japan every reason to work more closely with Taiwan.

In the past, Taiwan did not have any direct flights to China and this has resulted in our country often being ignored by the international circle despite our many advantages. Multinational firms have been waiting for Taiwan to have direct flights to China because this will make business more convenient.

Now that we do, international firms who plan on setting establishing a business in Asia will consider Taiwan.

Another reason that makes Taiwan an attractive economic partner is the reduction in the business income tax from 25 to 17 percent.

How will the Economic Cooperation Framework Agreement with China affect Taiwan?

Many people are focusing on how the ECFA agreement will reduce tariffs, but I think they should concentrate on how this will affect market access into China.

CEPD

Taiwan's Council for Economic Planning and Development Minister Christina Y. Liu

China prohibits foreign entry, but with ECFA, China will be more open to Taiwan. And by next year, we will begin talks about investment protection.

China is now concentrating its economic growth from exports to domestic demand. It's such a large market and they have a lot of policies to boost the domestic market.

Taiwanese firms have invested in China for years. High-tech industries would use China as a production site.

From China, these companies export their products to the Western market. This has changed ever since the financial crisis.

People now realize that if you can produce in China, why would you want to sell abroad when you can focus on the Chinese domestic market?

Because Japanese firms are the experts in high technology, they are a great complement to Taiwanese companies.

Given this great combination, Japan has been very receptive to our Taiwan roadshow program.

Tell us more about CEPD's major projects.

To speed up the development of the service sector, the government has pinpointed 10 service industries with rich development potential as focuses for assistance and promotion, namely: globalization of Taiwanese cuisine, medical travel, music, digital content, international logistics, finance (which especially focuses on the Fund-Raising Platform for the Hi-Tech), urban renewal, the MICE (meetings, incentives, conferences and exhibitions) industry, WiMax and Chinese-language e-commerce.

In addition to the 10 key service industries, the government is also promoting the development of the six emerging industries (travel and tourism, medical care, biotechnology, green energy, cultural and creative industry, and high-end agriculture) and four new intelligent industries (cloud computing, smart electric vehicles, intelligent green buildings, and patent commercialization) to lead another leap forward for the nation's industries.

It is our wish that global investors are able to share the limitless business opportunities of Taiwan's future economic development.

What type of targets or ambitions have you set out for CEPD during your term?

With all these emerging new industries, there is no end. I would have succeeded in my mission as long as I can get these industries to start and grow.

We believe these industries have potential to be world class in the next decade for Taiwan. Some may fail, some may excel. The market will decide. I'm 99 percent confident that the next booming industry for Taiwan will be coming out of these 20 emerging markets.

We are organizing a Taiwan roadshow to let world markets know about these industries and tell us what they think.

The sectors that people will invest in will be the ones with the potential to grow. As long as I can finish this roadshow, I will be satisfied.

Our economic growth rate has been driven by the increase in net export. But because of the cross-trade involvement, we are now in the position to attract foreign companies to invest in Taiwan for them to be able to penetrate the China market. ♦

www.cepd.gov.tw

NeoPac revolutionizes LEDs for general lighting applications

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warming and energy conservation worldwide, LED illumination technology provides immediate and sustainable solutions to both government and private sectors in this regard," says Chairman and CEO Jeffrey Chen.

As part of its mission, NeoPac demonstrated and promoted its advanced LED lighting technology to Mexican President Felipe Calderón and several other world leaders during the COP16 climate change summit in Cancun, Mexico last December.

NeoPac markets its own brand of LED luminaires worldwide under the NeoBulb brand, but the company sets its sights on cooperating with lighting companies by providing its sustainable light solution.

"We are not just a lighting company," Chen says. "We are also a green energy solutions provider." ♦

www.neopac-lighting.com

Taipei heralds new era of economic cooperation

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ability in the global market.

"Taiwan and Japan should take this great opportunity to cooperate and expand in the massive Chinese market in order to produce twice the result with half the effort," says Chao.

Growing industries for both nations include sustainable energy, information technology, biotechnology and medical services, and optoelectronics.

In fact, Taiwan is hosting its 13th Photonics Festival this year, a clear sign that the industry embodies an unstoppable trend toward environmentally friendly growth. The event is considered among the most important exhibitions in the industry after FPD International and Finetech Japan.

The total production value of Taiwan's photonics industry is expected to reach $90 billion this year from $63.3 billion just four years ago. The country is also the world's largest TFT-LCD (thin film transistor liquid crystal display) producer, the second-largest in LED (light-emitting diode) packaging production and fourth in solar cell production.

"We either look for technology transfer or get OEM/ODM (original equipment manufacturers/original design manufacturers) orders from Japan manufacturers to help Japanese brands expand their market with our efficient cost control, product design and sales channel. In order to bring more products to the market, Japanese brands can work with Taiwan manufacturers to bring more added value to their products," says Dr. Peter T. C. Shih, chairman and founder of the Photonics Industry & Technology Development Association. ♦

Building skyscrapers in the microworld

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manufacturers for USB 3.0, which is set to be the new global standard in high-speed computer connections. Nicknamed "Super Speed USB," USB 3.0 achieves a tenfold increase in speed compared to the current USB 2.0 standard. Etron's chip offers the world's fastest USB 3.0 read and write speeds.

"We are upgrading our design and want to be part of everyone's home digital application in the future," Lu adds.

For example, since 2009, Etron has shipped 19 million units of its webcam controller ICs (integrated circuits), which have a market share of more than 50 percent of the PC camera market in China.

Lu sees continuing close technical and marketing cooperation between Taiwanese and Japanese companies as the key to the future in the world of semiconductors. Specifically, he promotes the collaboration of Japan's high-tech expertise with Taiwan's dynamic entrepreneurial sector.

He also envisions the formation of a "Pan Pacific IC Circle." Composed of the most innovative IC companies from Japan, Taiwan, South Korea, China, Singapore, Europe and the U.S., the circle creates a new business model – a "Clustered Virtual Vertical Integration" – and achieves results together that the companies could not achieve working separately.

Under Lu's leadership, Etron continues to push the limits in the field of semiconductors, where tiny advances make giant changes in people's lives. ♦

www.etron.com

Global player has all the right components

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pan, efficient and competitive," he stresses.

To expand the company's business, WTC has formed alliances with companies both Japanese and non-Japanese, such as that with Japan's Nitsuko Electronics in 2001. In 2006 it acquired Kamaya, one of the world's top three chip resistor manufacturers.

"Our company adopted Nitsuko Electronics' integrated system of production: from design to production to sales. Our aim was speedy product development and cost reduction. We make further efforts to become the customers' first choice. After we acquired Kamaya, we ranked No. 2 for the chip resistor market in the world. Backed by its mature and advanced technology in ceramic materials and machines, our partnership with Kamaya made our product development faster and more industry-competitive," Tsai says.

Aside from those joint ventures, WTC also received the "green partner certification" from Japanese giant Sony after it complied with regulations regarding ROHS (restrictions on hazardous substances).

According to Tsai, WTC selected a few key fast-growth products from high-growth market segments as strategic focus targets in the next few years: smart phone, LCD/LED TV, touch panel PC, notebook computers, USB 3.0, DDR3 and LED lighting. The company will continue to focus its production output, and new and niche product release and introduction to market in line with these target segment trends to maximize its competitive edge as a base for future business expansion.

"We must face the challenge and become one of the world's top three passive components providers in terms of output and profit," he says. ♦

www.passivecomponent.com

A pharmaceutical leader looks to Japan for more partnerships

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"We've brought in professional personnel who understand Japanese business culture and this has opened a lot of doors for us. At this point, our sales have dramatically increased and this is just the beginning," says CEO and President Dr. Jo Shen, one of the company's founders.

Shen, who returned to her home country from the U.S. to help build Taiwan's pharmaceutical industry, is optimistic that business from Japan will further accelerate. Aside from developing and manufacturing generic APIs, ScinoPharm also focuses on custom research and manufacturing services, analytical R&D, peptide synthesis technologies and biopharmaceutical services for bio-similars of monoclonal antibodies.

"These in-house technologies and capabilities take years to develop and establish. Those are our new 'blue oceans.' The timing is right. We have a wealth of experience because of our generic business. We did our homework well and we are ready. We would like to collaborate with new drug development companies that lack in-house chemistry development capabilities or manufacturing facilities," says Shen about the company's leading position in this niche industry. ♦

www.scinopharm.com