Taiwan builds on its brand strength

Taiwan has the highest number ofologies of any country in the world. Its IT industries are recognized as the world's third most competitive IT economies.

The days of being small and unheard are gone. Now, you have to big players. You have to be able to sell and make the products that other companies have to buy.

Taiwan is the shortcut to the world market.
TTL retains its dominance

Until Taiwan, joined the real estate development "TOD" Operation in 2002, the country-based building commodities is not regulated, with one of the foremost being Taiwan Tobacco & Liquor Corporation. Out of the 38,000 employees, 34,000 are women, and 95% are in the cigarette division. It is one of the few tobacco companies that are undergoing a joint-comprehensive sale process because of limited space in Asia. But TTL is not stopping there. It is also considering new products such as wine and beer, and even perhaps chocolate to attract more customers. It is still not committed to change its company name. "TTL" is an abbreviation of Tobacco Tobacco & Liquor Corporation. The company's primary focus is to maintain the highest manufacturing standards and service levels.

New name, new game

For a decade now, Nishigaki has rigorously worked to expand its market share in Taiwan. In 2008, the company started to sell its products in several convenience stores. Currently, the company has 800 store outlets throughout Taiwan, and it is determined to sell its products at more than 10,000 outlets by the end of 2010. The company has been targeting small restaurants and coffee shops, as it has been targeting large hotels and department stores. Nishigaki also plans to sell its products directly to restaurants and coffee shops. This will help the company increase its market share and establish a stronger foothold in Taiwan.

A partnership of longevity

Comax Industries, Inc. and Suntory Beverage & Food Laboratories U.S.A. Inc. (SBFLUSA) have announced a multi-tiered joint venture to develop, market, and sell a new line of low and no calorie carbonated beverages in the U.S. under the Suntory brand in select regions. The joint venture is expected to generate $3 million in sales within the first year.

TTL-world renowned Prestige-Chin Chou

The market is there. There are many opportunities buying products and shipping it to China. My job is to turn the existing worldwide network into an efficient channel," he says.

TTL also has invested in advertising, developing new products, and improving its distribution network. The company is looking forward to further developing its business in China.

St. Shine Optical’s sharp focus on quality

With all industries requiring high standards and quality in consistent and accurate products, St. Shine Optical is among those businesses that don’t demand practice. On matters as important as eyesight, there is zero tolerance for mistakes in the manufacturing of contact lenses. Founded in 1991, St. Shine has steadily grown into a major producer of optical products, with a strong focus on quality. The company is committed to delivering high-quality products to its customers, and has been consistently recognized for its dedication to excellence.

Taiwan builds on its brand strength

In recognition of its commitment to quality, St. Shine received a major contribution to the overall market, with its market share growing significantly. St. Shine is committed to maintaining the highest standards for manufacturing and service levels.

In an industry where supply exceeds demand, St. Shine has managed to differentiate itself among the competition. The company is focused on providing high-quality products and customer service to its clients.

Eternal maneuvers to top of high-growth region

China’s Zhijiu range of nutrition products derived from terrapins has taken off in Taiwan. The company has been targeting small restaurants and coffee shops, as it has been targeting large hotels and department stores. Zhijiu also plans to sell its products directly to restaurants and coffee shops. This will help the company increase its market share and establish a stronger foothold in Taiwan.

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Taiwan

In challenging times, Denso Taïwan provides solutions

Taiwanese patients have come to know Denso Taiwan’s automotive component manufacturing facility in Taichung, where the number of Taiwanese customers with “one-touch information” is approximately 3,000. For many Taiwanese customers, Ricoh is also the only brand in the U.S., European, and highly competitive sector. Taiwan’s beer, spirits, and cigarettes account for more than 38 percent of volume and 45 percent for liquor sales. The team at Ricoh Taiwan continues to develop new products and solutions for the U.S. market, focusing on constantly improving the quality and service to customers, particularly from the service sector. We have also helped support the local government and citizens through community initiatives.

Ricoh Taiwan Chairman and President Hisayasu Mak aims to attract even more Taiwanese customers with “one-touch information.” We want to be No.1 in MFP products in the U.S., according to Mr. Mak. In the meantime, the company will continue to develop new products and services to better meet the changing needs and preferences of Taiwanese customers, particularly from the service sector.

With PIC/S Nang Kuang has Western market in its sights

H

Having entered the international market in 2001 through strategic partnerships with several Japanese pharmaceutical companies, Nang Kuang has set its sights on further international expansion. The company’s goal is to become a leading global pharmaceutical company with a strong presence in the U.S., Europe, and the UK.

McCullough: “We are seeking out new niche market opportunities and solutions that can help us achieve our goal of becoming a leading global pharmaceutical company.”

China Chemical & Pharmaceutical Co., Ltd.

Our company has been in business for more than 100 years. We are committed to providing high-quality and affordable products to our customers. We strive to set the standards in Taiwanese pharmaceuticals and manufacture and distribute products that meet the highest quality standards.

Nang Kuang Chairman and President Tatsuo Higuchi

“We are developing new products and services that can help us achieve our goal of becoming a leading global pharmaceutical company.”

A room at the centrally located Howard Garden Suites

The Howard Garden Suites is located in the heart of Taipei, minutes away from major business and shopping districts. The hotel offers 120 spacious rooms and suites, each equipped with modern amenities including high-speed Internet access and a 32-inch flat-screen television.

With the commencement of the construction of our new office building, we will be able to accommodate more employees and expand our production capacities.

Taiwan plus. + in a class of its own

Taiwan Plus Corp. – a leader in the Asian market

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Taiwan Plus Corp. President Hsiungshipo Matsubara

“We are developing new products and services that can help us achieve our goal of becoming a leading global pharmaceutical company.”

Ajinomoto keeps Japanese tastes alive in Taiwanese bellies

Ajinomoto, the global leader in the production of amino acids, flavorings, and healthy food ingredients, has a long-standing history in Taiwan. The company first entered the Taiwanese market in 1972 with the establishment of Ajinomoto Taiwan. Since then, Ajinomoto has constantly expanded its operations in Taiwan, becoming one of the leading producers of food ingredients in the country.

Ajinomoto Taiwan President Tatsuo Higuchi

“We are developing new products and services that can help us achieve our goal of becoming a leading global pharmaceutical company.”

A taste of the future.

AJINOMOTO TAIWAN INC.
1F, NO. 19, FUXIN RD., TAIPEI TAIWAN 106, TAIWAN, R.O.C.
TEL: +886-2-2737-2181
FAX: +886-2-2737-2188
WWW.TAIWAN-PLUS.COM.TW

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SPECIALTY API WITH ASIAN ADVANTAGES

Having acquired valuable specializing poultry conditioning - the API sector is predicted to nearly twice as fast as the overall industry. According to market research data, the API market is growing at 11 percent a year, and many specialty pharmaceutical companies are positioning themselves to be in a unique position to attract international business. ScinoPharm in Taiwan is a valuable mix of custom API services.

ScinoPharm has successfully developed a broad client base, many with long-term contracts. With many Taiwanese studying and working abroad, the government continues to encourage international cooperation and business. ScinoPharm is Taiwan’s flagship pharmaceutical company and has quickly built a broad client base, many with long-term contracts. With many Taiwanese studying and working abroad, the government continues to encourage international cooperation and business. ScinoPharm’s systematic approach has been the key to its success.

THE BUSINESS OF BUILDING RELATIONSHIPS

In the past 11 years, ScinoPharm’s has developed the comprehensive life-cycle services that place ScinoPharm as Taiwan’s number one pharmaceutical company. In 2007, corporate financing accounted for 25 percent of the company’s revenue, which has since been acquired by The Roche Group. ScinoPharm’s systematic approach has been the key to its success.

SOLARTECH LOOKS TOWARDS JAPAN

The Tuscan-born company, Solartech, has kept its small island nation at the top of the photovoltaic (PV) project’s charts. With its first solar cell plant in 2003, Solartech has already delivered 5,000 units to customers in Taiwan. In 2007, the company’s exports increased by 30 percent compared to the previous year.

Aside from its tremendous domestic growth, the Solartech group’s revenue increased by 57 percent to $45 million in 2007 from $29 million the previous year. A longtime supplier of chemicals to the Japanese market but it wasn’t until the launch of the first solar cell plant that Solartech found its way into the Japanese market.

SOLAR APPLIED MATERIALS

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www.solartech.com.tw

www.mitsubishi.com.tw

www.worldoreporters.com