



Transforming Taiwan: Innovative industries and new partnerships

Tsai President Tsai Ing-wen's administration has placed high priority on transforming Taiwan's economy.

The government aims to drive growth through five major advanced industries — green energy, smart machinery, biotechnology and pharmaceuticals, defense and the development of an Asian Silicon Valley.

The latter involves the development of solutions driven by the "internet of things" and artificial intelligence, and will support technology start-ups.

Initially described as the five pillar industries, Tsai has gone on to include two more industries — high-value agriculture and the circular economy (a regenerative system based on closing and reducing energy and material loops) to create Taiwan's pioneering 5+2 Major Innovative Industries policy.

With a wealth of experience in these areas, Japanese companies, organizations and research institutions are actively collaborating with Taiwan in these exciting, new industries.

Taiwanese companies active in these key industries



Shen Jong-chin, Minister of Economic Affairs

are reaching out to international markets and have their sights set on the Japanese market, often working closely with their Japanese partners.

"Taiwan's main objective is to pursue opportunities for trade expansion through multilateral, regional and bilateral channels," said Shen Jong-chin, minister of economic affairs. "Taiwan would like to deepen reciprocal trade relations with its trading partners and create mutual benefits. Japan is a very important partner for

Taiwan, as the country is Taiwan's third-largest trading partner and strengthening bilateral, economic and trade relations with Japan is one of Taiwan's main objectives."

"Through our cooperative partnerships, Taiwanese and Japanese enterprises are combining their complementary advantages and tapping into larger third markets. This is creating a sustainable business-cooperation ecosystem, which is strengthening our innovation-driven sectors and our international competitiveness."

Many Japanese legacy companies are active in Taiwan and have directly responded to Taiwan's industrial transformation through increased collaborations and investment initiatives.

Former Mitsui and Co., Ltd. first established a presence in Taiwan in 1896 and has been contributing to the Taiwanese economy for over 100 years. Former and current Mitsui and Co. Taiwan's business interests have developed over the years from agricultural products and mining in the early 20th century to textile, chemical, iron and steel, automobile, railway and electronics today.

"Today, we manage eight different business divisions and have successfully ventured into green energy, pharmaceutical and medical service that is in line with the 5+2 innovative industries initiative, promoted by the Taiwanese government," said Satoru Ohashi, chairman of the Japanese Chamber of Commerce and Industry, Taipei, and chairman of Mitsui & Co., Taiwan.

"Japan and Taiwan face similar economic and social



Satoru Ohashi, Chairman of The Japanese Chamber of Commerce and Industry in Taipei and Chairman of Mitsui & Co., Taiwan.

challenges including our aging populations. We must continue to closely collaborate to create new opportunities for the future. As chairman of the Japanese Chamber of Commerce and Industry, Taipei, I recognize that by combining Taiwan and Japan's strengths, we can create opportunities for economic development."

Kotaro Kojima, president of Idemitsu Chemicals Taiwan Corp., shares similar views on the relationship between Taiwan and Japan. "We are proud of our collaborations with Taiwanese companies and recognize the importance of continually strengthening our business relationships in Taiwan and across the region," said Kojima. "In many key industries and across dynamic markets, Taiwan continues to play a leading role in the global economy. Taiwanese companies are familiar with Japanese management systems and the synergies shared by Japan and Taiwan will ensure the relationship continues to flourish and create more economic opportunities." ♦

Read the full Taiwan-Japan report at: www.synergymediaspecialists.com

Biotechnology rising star aims to transform immunotherapy

Taiwan's thriving biotechnology industry is being driven by applied biotech, pharmaceuticals and medical devices. Dr. Hung-Kai Kevin Chen is on a mission to deliver biotech solutions to address some of today's most crucial medical needs.

As founder and CEO of Elixiron Immunotherapeutics Inc., Chen and his dedicated team are developing revolutionary antibody-based immunotherapies to treat the hepatitis B virus (HBV) and cancer.

Three hundred million people (a third of whom are in China) currently live with chronic HBV. The liver infection of HBV leads to complications, including end-stage cirrhosis and hepatocellular carcinoma and with no cure — 1 million people die each year from HBV and related diseases. Current antiviral therapies are unable to eliminate the virus and new therapeutic options are urgently needed.

"Patients chronically infected with HBV are unable to clear the viruses because



Dr. Hung-Kai "Kevin" Chen, Founder and Chief Executive Officer of Elixiron Immunotherapeutics Inc.

of ineffective antiviral immunity," said Chen. Elixiron is developing novel immunotherapeutics to reinvigorate antiviral immunity to cure chronic HBV. The company's first investigational new drug under the United States Food and Drug Administration is anticipated in 2019.

The company takes a similar immunological approach to conquering cancer. Despite the unprecedented durable response rates ob-

served with immune checkpoint blockades, efficacy is limited in the majority of treated patients by a key barrier — the immunosuppressive tumor microenvironment.

By utilizing a translational medicine approach, Elixiron's scientists have identified key immunosuppressive cytokines from the microenvironment of immunologically cold tumors, which drive immune resistance and cancer metastasis.

"We are committed to the development of revolutionary immunotherapies, which target the immunosuppressive tumor microenvironment and harness the full power of the immune system to fight cancer," said Chen.

"By 2021, we aim to become a biotechnology rising star with two clinical stage immunotherapeutics in development to help win the battle against both HBV and cancer." ♦

www.elixiron.com



Driving innovation and strengthening partnerships

Toshiba Electronic Devices and Storage Corporation (TOSHIBA) has delivered intelligent and visionary innovations to Taiwan as Toshiba Electronic Components Taiwan Corporation (TET) since 1979.

With semiconductor and storage solutions designed to excite the marketplace, the company has become a single-source partner for customers seeking design, manufacturing, marketing and sales solutions.

TET operates as a representative office of Toshiba Energy Systems and Solutions Corp. and Toshiba Infrastructure Systems and Solutions Corporation.

"We work closely with our customers from design and development to final product delivery," said TET President Takao Yagi.

"By defining the correct product mix and delivering technology-driven innovations, we have established very strong relationships with original equipment manufacturers, original design manufacturers, contract manufacturers, value-added resellers, retailers and distribution partners."



Our intention is to continue to innovate while strengthening our partnerships and contributing to the dynamic economy of Taiwan."

TAKAO YAGI
President
Toshiba Electronic Components Taiwan Corp. (TET)

The company delivers hard disk drives (HDDs), discrete semiconductors, high-end microcontrollers, application-specific integrated circuits and other products for personal computers, power supply, automotive, multimedia, industrial, server and data center application solutions.

Today's smartphones, computers, tablets, digital cameras, medical devices, networking and enterprise applications rely on the company's semiconductor and storage product solutions. Delivering industry-leading

HDDs for enterprises and consumers, one product represents the company's high-technology innovations.

To support enterprise-storage solution providers as they look to achieve their total cost of ownership objectives, Toshiba introduced the world's first and only 14 terabyte HDD — the MG07ACA Series — at the end of last year.

"Companies require reliable data-storage solutions and innovations in cloud-computing, and the "internet of things" and data center

management are driving the industry," said Yagi.

TOSHIBA is constantly innovating, providing solutions and building strong relationships with clients.

"Our consumer market in Taiwan has always been very strong as we continue to focus on developing this important part of business," said Yagi. "With technology-driven advancements in information technology and automation, we are also looking to grow our industrial client base as we expand our total business."

In infrastructure systems, TET's commitment to Taiwan can be seen in the successful delivery of advanced solutions to public sector infrastructure projects undertaken in partnership with Taiwanese companies.

"We are looking forward to the future," concluded Yagi. "Our intention is to continue to innovate while strengthening our partnerships and contributing to the dynamic economy of Taiwan." ♦

www.toshiba.semicon-storage.com

TOSHIBA
Leading Innovation >>>

Bringing the latest Mitutoyo equipment, services and customized-solutions to Taiwan

As the world's leading manufacturer of precision-measuring equipment, Mitutoyo Taiwan Co., Ltd. plays a vital role in global industry.

The company established a distribution network in Taiwan a half-century ago as the island began its journey toward becoming a world leader in electronics and high-technology manufacturing. Mitutoyo Taiwan was established in 1987 and continues to set the industry-standard for products and services.

Taiwan President Tsai Ing-wen's five-pillar industries strategy, which incorporates smart-machinery and biotechnology, is designed to transform key industrial sectors. As new opportunities arise in both industry and academia, Mitutoyo Taiwan is in a



Tomoo Tanaka, Chairman and General Manager of Mitutoyo Taiwan

strong position to further strengthen its business in Taiwan.

"Companies and research teams in critical industries need to place their trust

in the highest-quality precision measuring equipment," said Tomoo Tanaka, chairman and general manager of Mitutoyo Taiwan.

"Just as our customers place their faith in our products, it is our responsibility to repay that trust by ensuring they have access to the latest Mitutoyo solutions and services."

Before and after-sales services are the backbone of Mitutoyo's success in Taiwan. With over 10 distributors and three showrooms across the country, existing and new customers have direct access to Mitutoyo products and services.

The recently renewed M3 Solution Center in Taipei provides customers with access to the latest Mitutoyo equipment, services and customized solutions.

"We are proud of our

contribution to Taiwan's industrial and economic development and involvement in the advanced, scientific research taking place here," concluded Tanaka.

"Taiwan's economy is well-positioned to face global, economic challenges and as a Japanese company active in Taiwan, we understand the importance of strengthening our partnerships here. We will ensure Mitutoyo Taiwan continues to support existing customers while establishing new business ties with small, medium and large enterprises as they drive Taiwan's vibrant economy." ♦

www.mitutoyo.com.tw



Delivering guaranteed Taiwanese quality to the world

As Taiwan's leading tobacco and liquor company, Taiwan Tobacco and Liquor Corp. (TTL) is creating a stir in international markets.

Celebrating 117 years, the state-owned enterprise is building on its respected reputation by transforming its business through four key strategies — rejuvenation, differentiation, asset renovation and internationalization.

Since 2016, Wu Jung-hui, the company chairman, has led TTL's professional team.

"In recent years, we have worked hard to transform TTL and moved the company in a new direction to explore innovative market possibilities, both locally and abroad," said Wu.

In terms of rejuvenation, TTL has reached out to Taiwan's young talent pool to recruit, invest in and train outstanding employees.

"Our desire to bring young people into the TTL family has given us a new spark and dynamic energy across all divisions of the company," said Wu.

In addition to investing in people, TTL has grown



Wu Jung-hui, Chairman of Taiwan Tobacco and Liquor Corp. (TTL)

its product range. Earlier this year, the company's Sweet Touch Fruit Series range of beer beverages was expanded to include two new flavors — green tea and melon. Both products have become consumer favorites in Taiwan and embody TTL's differentiation strategy.

The upgrading of TTL's wineries, such as its famous Nantou Winery, falls under asset renovation. By

integrating characteristics of local Taiwanese culture into each TTL winery, the company has been able to attract visitors, increase its brand recognition and play a role in Taiwan's tourism industry.

TTL's final and most important strategy is internationalization. Currently, mainland China, North America and Japan are TTL's largest foreign markets. Wu's vision is to transform TTL into a truly global company and deliver products to consumers across the globe.

"Our medium-term goal is to ensure TTL becomes a recognized brand name in the Asia-Pacific region," said Wu. "Eventually, we want our products to be enjoyed globally and just as Taiwanese culture is becoming increasingly popular around the world, internationalization is our long-term goal. We want TTL to be seen as a bridge between Taiwan and the rest of the world."

Japan will play a key role in this global strategy. In recent years, demand for the company's Shaohsing Wine, Omar Whisky and Taiwan Beer has increased

significantly in Japan.

As trends in Japanese liquor consumption change, the consumer market for young adults is becoming dominated by beer and low-alcoholic beverages. TTL is excited to introduce new fruit beers to the Japanese market in addition to its already popular range of products sold across the country.

"Our Omar Whiskey has won a number of international awards over the years and was successfully introduced to the Japanese market last year," concluded Wu. "The Japanese and Taiwanese consumer markets share many similarities, particularly when it comes to high-quality products such as ours. As we develop our brand in Japan and the rest of the world, we are excited about the future. We look forward to strengthening TTL's international business through strong partnerships and our desire to deliver guaranteed Taiwanese quality to the world." ♦

www.ttl.com.tw/en



天使が恋した

三年連続国際コンクールで受賞、世界のウイスキーの輝くスター OMAR (オマー)
低緯度で温暖な気候の中、台湾中部の南投蒸溜所が、Angel's shareを加速した。
亜熱帯果実の芳醇な香りとハチミツのアロマにしたOMARは、
シングルモルトウイスキーに独特の風味を生み出した。

OMAR Single Malt Whisky

SFWSO 2017 GOLD MEDAL
SFWSO 2017 SILVER MEDAL
IWSC 2016 OUTSTANDING TASTE
ISC 2016 SILVER MEDAL
CMB 2015 GOLD MEDAL

Bourbon Type 46% abv
Sherry Type 46% abv

Transforming Taiwan

www.synergymediaspecialists.com

Innovation-driven solutions and technologies

Taiwan Toshiba International Procurement Corporation (TTIP) is committed to the continued development of Taiwan's vibrant technology sector. Initially established in 2001 to handle procurement and production control of Toshiba's consumer electronics assembly both in Taiwan and mainland China, TTIP has evolved — much like Taiwan's technology sector. Key manufacturing industries in Taiwan are developing in-line with global demand and most suppliers have shifted their consumer electronics product-assembly requirements to South-east Asia. With this trend set to continue, TTIP is focused on delivering innovative and advanced solutions and technologies. In 2018, Toshiba Group, Japan, announced its intention to focus on four primary business activities: social



infrastructure, energy, electronic devices and digital solutions. Today, these four business units are a good fit within the Taiwanese government's technology-driven 5+2 Major Innovative Industries policy. As Taiwan strengthens its international role in next-generation technology development, TTIP's restructuring and transference of resources has allowed the company to focus on areas such as the "internet of things" and artificial intelligence. "We believe Taiwan is well-positioned on the global stage to become a leading player in the development of future technologies," said Masao Daira, TTIP president.

“As with our engineers in Japan, our team here in Taiwan is extremely skilled. We made a decision to ensure our Taiwanese workforce is fluent in Japanese and this has led to strong communication and collaboration between departments.” Daira is committed to strengthening TTIP's role as a bridge and facilitator between Japan and Taiwan. “I enjoy working and living in Taiwan and my experiences have led me to believe that Japan and Taiwan have a great deal in common,” shared Daira. “TTIP will play a role in contributing to this unique relationship while continuing to support our Toshiba businesses across the region in the development of industry-leading technologies.” ♦ www.toshiba.co.jp

TOSHIBA

Cost-effective and reliable services for GMP virus production and testing

Specializing in biological safety and quality testing, TFBS (Testing Facility for Biological Safety) Bioscience Inc. is Taiwan's first contract research organization in this field. TFBS was established 10 years ago as a business unit in the Development Center of Biotechnology, a leading life-science research institute in Taiwan. The company offers reliable, cost-effective and scientifically validated testing solutions for biopharmaceutical companies worldwide. “We are well-positioned to deliver value-added services and solutions to our clients in Taiwan, Japan and the rest of the region,” said Dr. Thomas Yuan, TFBS CEO and founder. Japan is a world leader in research and development of small molecule drugs and



cell therapy and is now taking steps to strengthen its biologics development. In 2017, the U.S. Food and Drug Administration historically approved the first two products of CAR-T (chimeric antigen receptor) cell therapy and the first product of gene therapy. “We expect to see more efforts and activities devoted to these fields in Japan, while TFBS is targeted to provide services of GMP (good manufacturing practice) virus production and testing in 2018,” explained Yuan. TFBS aims to become a center of excellence for virus testing and production in Asia. Sixteen percent of TFBS's clients are Japanese — Yuan

aims to increase this to 50 percent in the next two years in line with the development of Japan's biopharmaceutical industry. “While meeting the biological safety and quality requirements of Japan's regulatory authorities, TFBS is committed to strengthening our relationships with our Japanese clients,” concluded Yuan. “In the coming age of cell and gene therapy, we look forward to providing our Japanese clients with solutions for their needs in the production of viruses at our cutting-edge GMP-compliant P2 facility.” ♦ www.tfbsbio.com

tfbs

Investing in growth, the environment and sustainability

Celebrating 70 years next year, Far Eastern New Century Corporation (FENC) has grown from humble beginnings into an industry leader. Founded as a Taiwan-based textile producer, FENC is today a global leader in the polyester and textile industries with operations in Taiwan, China, Southeast Asia, Japan and the U.S. “As an industrial manufacturing leader in bio-based and recycled polyester, we are building on our international reputation while promoting competitive niche products such as food-grade recycled PET (polyethylene terephthalate resins) and recycled polyester fibers,” said Donald Fan, COO of FENC's Polyester Industry. In April 2013, FENC entered into a joint-venture partnership with Ishizuka Glass Co., Ltd. to establish the Far East-



ern Ishizuka Green PET Corporation (FIGP). The company, based in Japan, produces and distributes recycled PET products. “We expect FIGP's current production capacity of 35,000 metric tons of recycled PET to double within two years,” said Fan. “Almost 85 percent of consumer waste is recycled in Japan and the Japanese understand the importance of sustainability, just as we do. Looking forward, our mission is to continue innovating and investing in the development of high-quality recyclables and bio-based materials for the betterment of environments in Taiwan, Japan and around the world.” ♦ www.fenc.com



The company has become one of the top-three global PET suppliers and is the leading supplier in the world with a total virgin PET production capacity of over 2 million metric tons per year. Over the past decade, FENC has also expanded its product range to deliver solutions to non-textile industries such as the electronics, food, automotive, construction and health care sectors.

Today, the company's non-textile products account for over 70 percent of the firm's total product output. In addition to increased environmental awareness and sustainability initiatives, continued growth is a priority for FENC. With recycling production lines in Taiwan and Japan, the company's recycled PET output currently ranks No. 1 in Asia. “It is our responsibility to lead by example,” said Fan. “We have invested heavily in research and development and have collaborated with world-class global brands in both supply chain and environmental initiatives. For the Oceans is a program that recycles ocean-found plastic bottles to produce sportswear and fashion items. We collaborated with Coca-Cola to develop the world's first 100 percent Bio-PET bottle launched at Expo Milano 2015 and also unveiled the first 100 percent Bio-PET polyester shirt.” Japan is FENC's second-largest foreign market for PET products. As a country passionate about environmental awareness and sustainability, the demand for recycled products in Japan has grown substantially over the past decade.

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