

Taiwan Smart City Summit and Expo

26-29 March 2019

Taiwan Market Overview

Taiwan and Queensland share a strong business relationship.

- In 2017, Taiwan was Queensland's 5th largest merchandise export destination valued at \$2.8 billion
- There were 73,000 Taiwanese tourists visited Queensland contributing \$208 million to the state economy
- 5,230 Taiwanese students studied in Queensland contributing \$186 million to the state economy.
- In 2016, Taiwan government has announced the New Southbound Policy to strengthen the economics and trade cooperation, people to people linkages, resources sharing, and institutional links among ASEAN nations, Australia and New Zealand.
- In 2017, Taiwan government announced the 5+2 Major Innovative Industries Policy, focusing on the industrial sectors of the IoT, biomedical, green energy, smart machinery, and defence, and subsequently was expanded to include new agriculture and circular economy as the "+2".

About TCA (the Summit and Expo organisers)

Taipei Computer Association (TCA), established in 1974, is the leading industrial organization in Taiwan. Its 4,000 members engages various fields such as software, hardware, semiconductors and components, manufacturing, sales, network communication services, etc., thereby generating over 80% of the total production value of Taiwan's Information Communication Technology (ICT). TCA offices are located in Taipei, Taichung and Kaohsiung as well as overseas offices in China, Japan and India.

About the Smart City Summit & Expo (SCSE)

The Smart City Summit & Expo, established in 2014, is not only the platform for the Taiwan ICT industry to present their smart city solutions, but also the biggest IoT application exhibition in Asia. City leaders from all over the world are gathered in Taipei to exchange their experience in smart city development, learning a diversity of innovative applications and solutions, and thus escalating the growth of smart cities worldwide through communications among suppliers and buyers. 'Building Smart Cities on the IoT' has been the theme of Smart City Summit & Expo. With the comprehensive IoT network, the city leaders can make smart decisions based on Big Data collected from cities and citizens.

Benefits

Mayors and Deputy Mayors will receive;

- a round-trip premium economy flight ticket
- airport transfers
- four-days free accommodation
- ground transport to all SCSE related events

There are additional benefits for any business delegates accompanying the mayor/deputy mayor.



Summary of SCSE 2018

The Queensland Smart Cities Delegation was the first joint activity between TIQ and LGAQ since the signing of the MoU and it was also the first time that the Taiwan Smart City Summit and Expo had mayors/deputy mayors attending from Australia.

Over 25,000 people attended the Smart City Summit and Expo (SCSE) including mayors and deputy mayors from 120 cities and 50 countries. There were 10 delegates from Queensland including two mayors, two deputy mayors, two presidents of chambers of commerce, two economic development agency representatives and two business delegates. TIQ Taiwan worked collaboratively with Austrade for the coordination of a joint Australia – Queensland Pavilion at the Expo; DFAT for a joint networking reception with 50 key Taiwanese VIPs.

The aim of the delegation was to profile Queensland's smart cities and related initiatives as well as achieve investment and export outcomes for the participating cities and business delegates. Outside of the SCSE program and additional 12 meetings were organised for the group in addition to a number of tailored individual meetings.



Australian Pavilion – [Front L to R] Manager Commonwealth Bank of Australia, Vice President Taishin International Bank, Deputy Mayor of Taipei, Deputy Mayor of Toowoomba, CIO Asia Silicon Valley Development Agency, Deputy Mayor of Townsville, Chairwoman of Tatung, Austrade Senior Trade Commissioner, President Australia Taiwan Chamber of Commerce – Queensland, President Ipswich Chamber of Commerce; **[Back L to R]** Director Taipei Smart City Project Management Office, Dean at James Cook University, Professor at University of Technology Sydney, Sunshine Coast Tradestart Officer, Professor at University of Technology Sydney, Toowoomba Economic Development

Manager, DFAT Head of Post, Founder Think VR, Telstra Executive, Mayor of Charters Towers, Chairman TECO, Queensland Trade and Investment Commissioner

Testimonials

'I must say I am sad to be leaving. I have enjoyed the hospitality of strangers who are now friends and the company of those I already knew. Thank you to all those who have made this possible and wonderful. See you next year if not before'. – Mayor of Charters Towers, Cr. Liz Schmidt

'It has been an amazing week and I love Taiwan and the Taiwanese. Sylvia (Summit Staff) will always have a place in my heart. Thank you Patrick and the TIQ team for your care and attention to us. Proud to have such a team working for Queensland. If I have the opportunity, I will return but will be far more aware'. – Deputy Mayor of Toowoomba, Cr. Carol Taylor

'Wow! What a journey over the last eight days. I want to thank everyone for the great experience I had whilst in Taipei, Taiwan and the friendship. So much was learnt, experienced and shared, the opening ceremony, education, health, culture, markets, food, music, community leaders, mayors, technology, our student minders and the fantastic team at TIQ lead by Patrick. The list goes on and on, the memories will as well. Thanks again team! Taipei, I will be back! – Deputy Mayor of Townsville, Cr. Les Walker

Opportunities in Taiwan

- **Information sharing**- 50 parallel conference sessions, bringing together over 250 global leaders and experts and facilitating in-depth discussion. There are speaking opportunities for mayors and/or delegates.
- **Intercity Proof of Concept** – The Taipei Smart City Project Management Office is looking for companies to do a proof of concept in Taipei under the GOSMART initiative. Both Townsville and Toowoomba are signatories.
- **Export Opportunities** – more than 25,000 professional visitors and more than 250 exhibitors, SCSE is the place for smart city and IoT business opportunities.
- **Investment Opportunities** – TIQ Taiwan can facilitate meetings with potential investors for investment ready projects in their cities.
- **PR Opportunities** – there are opportunities to have a booth at the Expo to showcase smart city solutions from your region as well as gain media exposure from local media outlets.



Meeting with Investors at Huanan Bank – The Queensland Smart Cities Business Delegation meeting with investors and buyers at Huanan Commercial Bank hosted by Vice Chairman Tommy Lin.

TIQ Support

- **Before the conference** – TIQ will host a market briefing session, design a tailored program including: 1:1 business matching and investment seminars and logistics support.
- **During the conference** – TIQ Taiwan will accompany you to the conference and meetings and provide interpreting services if needed.
- **After the conference** – TIQ will provide a post-event report and assist with follow up.