

# AUGUST



中華民國全國商業總會  
*General Chamber of Commerce of the Republic of China*

## **The 7th Brand Golden Ship Award Unveiled Joint Recognition by ROCCOC, Government, and Academia for 33 Outstanding Brand Enterprises**

General Chamber of Commerce of the Republic of China(ROCCOC) held the grand award ceremony for the 7th Brand Golden Ship Award on August 7, 2025. The event gathered prominent guests from industry, government, and academia, who together witnessed the moment of glory as 33 outstanding domestic and international brand enterprises were honored. This award is not only a recognition of brand strength but also an important platform for Taiwan's small and medium-sized enterprises to make their voices heard in the international market.

In Chairman Hsu Shu-Po's speech, emphasized that Taiwan is home to countless SMEs who driven by innovation and ideals, have carved out their own branding paths even under challenging market conditions. The Brand Golden Ship Award was established to recognize this vitality. It does not judge based on the scale of an enterprise but instead encourages companies with innovative potential, giving more Taiwanese brands the opportunity to step onto the global stage.

He stressed that the Golden Ship Award is not merely an accolade—it also serves as a vital platform to help enterprises connect with government resources and leverage the support of overseas chambers of commerce.

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This year's event featured guest speeches and award presentations by Fang-Guan Jan, , Deputy Minister of the National Development Council; Zhao Xion-Gruan, Deputy Minister of the Overseas Community Affairs Council, Deputy Minister of the Overseas Community Affairs Council; Su Wen-Ling, Director-General of the Department of Commerce under the Ministry of Economic Affairs; and Kuo Yu-Hsin, General Manager of the Small and Medium Enterprise Credit Guarantee Fund.

Divided into four major categories—"Green Sustainability," "International Licensing Potential," "Service Innovation," and "Overseas Taiwanese Businesses"—the award highlights the remarkable achievements of Taiwanese enterprises in sustainability, internationalization, innovative services, and global expansion. It empowers globally competitive brands to master sustainable management strategies, encourages them to implement ESG practices, and aligns them with worldwide trends.

"Green Sustainability" category includes home cleaning brand "CleanClean", which emphasizes ingredient safety and eco-friendliness to build green cleaning power; in the financial insurance industry.

"RIGHT", which responds to green finance by creating a zero-carbon insurance brokerage; "EVERSMOOTH", which practices sustainable development by promoting low-carbon processes and smart energy-saving management; and "Luluyelife", which connects supply chains, collaborates with small farmers, promotes green dining, aesthetic displays, and environmental education.

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“International Licensing Potential” includes “Kungfood”, dedicated to creating Taiwanese goose-oil dry noodles; “Tahan casa”, which started from traditional furniture manufacturing and built a full ESG service system; “PREFCO”, which originated in the traditional fire and smoke ventilation equipment industry; “Nong Chun Xiang”, which sells maternal and infant food with the core value of providing care and warmth; “Mom’s Dry Noodles”, committed to “no additives, rich flavor”; “Daintiest”, combining Taiwan’s food craftsmanship with Italy’s traditional cheese culture; “Linco”, focusing on developing foods that are safe to eat and convenient to use; “ARES”, an important partner helping Taiwanese enterprises break through “invisible barriers”; “HC-Life”, building an integrated healthy lifestyle ecosystem; “Faciox”, “starting from Taiwan to contribute to global respiratory health”; and “NovaPlus”, which develops eco-friendly sustainable products with technological innovation.

“Service Innovation” includes “Ai3 co.”, which leverages complete AI development capabilities to provide one-stop services; the local salon brand “SOFEL”, which has successfully transformed by adopting an innovative business model; “大車河”, which injects new vitality by integrating lifestyle aesthetics and public art; “Bombus Technology”, envisioning expansion into AI intelligence; “JM JINMEI”, establishing a new benchmark in functional protective gear in the Asia-Pacific; “LAI HAO”, a cultural concept store with curated Taiwanese products beloved by travelers; “LINSING”, which upholds natural wellness and Oriental nut milk culture rooted in the philosophy of food as medicine; “Spirit Scientific”, which creates a precise healthy lifestyle; “Tunahouse”, which started from ocean fishing and adheres to ultra-low temperature preservation for sustainable full-fish utilization;



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“WitsPer”, which uses a one-stop approach to help new brands land in Taiwan; “Motor Island”, which reshapes the second-hand motorcycle market with integrity; “Rediscover Microorganisms”, a lab-based brand that applies science to make health truly tangible; “LADY FLOWER”, focusing on women’s health so every woman can bloom with confidence and wellness; “food for health”, which started with postpartum meals and pioneered Taiwan’s “three freshly cooked meals daily, hot delivered in toxin-free ceramic containers” model; and “JJ Baby food”, which develops “functionalized food.”

“Overseas Taiwanese Businesses”, guided by the Overseas Community Affairs Council, evaluates enterprises based on whether their brands hold certain influence and recognition in their local markets. “Atomrock”, founded in Seattle with technology rooted in Taiwan, strives to bring AI from the lab into real-world applications, building a flexible and scalable Cloud AIoT platform; “RT Pastry”, a Taiwan-born brand established in Malaysia for over 20 years, insists on fermentation techniques, strict quality control, and creative R&D to build a cross-cultural and heartwarming brand; and “Zen pack”, which demonstrates unique advantages in integrating design, manufacturing, and brand strategy, making packaging an extension of every brand.



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## **Brand as the Recognition of Competitiveness**

Deputy Minister of the Overseas Community Affairs Council, Zhao Xion-Gruan, stated: “The international expansion of Taiwan’s service industry relies on marketing and branding, as well as localized connections, in order to build service chains. Overseas Taiwanese businesses, who are familiar with local markets, regulations, and business environments, serve as the best shortcut for domestic enterprises to move toward internationalization and are also the best guides and partners for entering local markets.”

Deputy Minister of the National Development Council, Fang-Guan Jan, expressed: “Taiwan should not only focus on a single industry but should diversify its layout in global markets to strengthen long-term economic resilience.”

Director-General of the Department of Commerce under the Ministry of Economic Affairs, Su Wen-Ling, remarked: “In the face of current global economic and environmental challenges, only by strengthening their competitiveness can enterprises cope with the ever-changing environment. Beyond following the trends of industrial intelligence and low-carbon development, enterprises must accelerate their pace of smart transformation. At the same time, ‘branding’ is also a crucial key to enhancing competitiveness.” She also invited Kuo Yu-Hsin, General Manager of the Small and Medium Enterprise Credit Guarantee Fund, as a guest speaker and award presenter. GACC Vision: Building a BIT Model as Taiwan’s Protective Mountains.

The Brand Golden Ship Award serves as a platform for enterprises to shine. ROCCOC will guide award-winning enterprises to connect with the resources of overseas chambers of commerce and leverage government support as a strong backing. While developing international markets, these brands will simultaneously create strength for Taiwan, establishing the BIT (Brand In Taiwan) model and driving Taiwan’s industries to become globally competitive protective mountains of the nation!



# Brand Acceleration Smart Enterprise Upgrading!

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Enterprise's management strategy requires continuous rolling adjustments. However, the complexity of the “analytical decision-making” process and the depth gap in “manual decision-making” are now two of the most common points in corporate decision-making.

From determining whether orders can be delivered on time, checking for shortages in raw materials, identifying discrepancies between inventory and actual sales, to managing purchase prices, gross margins, and so on—the processes of data collection, organization, and report compilation all consume a large amount of manpower and time.

Employees' abilities to identify root causes and make judgments are limited, and the perspectives of decision-makers often differ from those of frontline executors and data analysts, leading to further gaps.

To promote industrial upgrading, enhance industrial value, and encourage enterprises to engage in technological innovation and applied research, a two-year learning program will be introduced for members of the 2025 Brand Acceleration Fellowship, participants of the 3rd Brand CEO Program, and participants of the 4th Brand CEO Program.

As part of the “2025 Brand Acceleration and International Licensing CEO Training Program, On August 13, 2025, ROCCOC host the course “Smart Enterprise Upgrading: Insight into Trends, Leveraging Resources, and Innovative Marketing”.

# Brand Acceleration Smart Enterprise Upgrading!

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In this course, Mr. Kuo-Shu Lo, Deputy Director of the Service System Technology Center at the Industrial Technology Research Institute, will share three key digital technology topics: “Activating AI Decision-Making Power: Global Trend Insights x Practical Enterprise Implementation,” “Resource Accelerator: Subsidy Strategies x Seizing Market Opportunities,” and “Intelligent Marketing Revolution: How GAI Transforms Traditional Marketing patterns.”

In today’s rapidly changing market, decisions must be made more frequently. According to a survey conducted by Oracle, the number of daily decisions made by 75% of business leaders has increased tenfold over the past three years, more than 80% of them felt pressure of decision-making. Thus, with the emergence and continuous advancement of Generative AI (GenAI or GAI), it has become essential for business managers to learn how to leverage GAI in decision-making. And helping enterprises reduce costs, enhance competitiveness, and cultivate AI transformation talent. Through “Smart Enterprise Upgrading,” AI technology applications can be promoted across industries to further meet the needs of enterprises in their digital and technological transformation.

