

GENERAL CHAMBER OF
COMMERCE OF THE
REPUBLIC OF CHINA

WELCOME TO OUR
December Newsletter

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convention with Business Leaders

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

2025 Executive Yuan Premier Cho's convention with Business Leaders Chairman Hsu Shu-po: Willing to act as a bridge for cross-party communication to build a superior business environment

The General Chamber of Commerce of the Republic of China (ROCCOC) held the "2025 Executive Yuan Premier Cho's Dialogue with Business Leaders" on the morning of December 9, 2025, at the Sheraton Grand Taipei Hotel. The session was co-hosted by Chairman Hsu Shu-po and Premier Cho Jung-tai of the Executive Yuan, with heads of relevant ministries in attendance. A total of 17 ministries and over 70 government officials participated. Business leaders, including ROCCOC directors, supervisors, and chairpersons of member associations representing over 80 industries, submitted a total of 70 proposals in hopes of engaging in proactive communication with the government.

Chairman Hsu Shu-po started with the service industry is the backbone of Taiwan's economic activity, for an output value of nearly NT\$15 trillion in 2024, accounting for over 60% of the total GDP. The service industry is also a central pillar of stable social development, employing approximately 7.05 million people—over 60% of the total workforce—and serving as a key cornerstone for employment stability. More importantly, national tax revenue reached NT\$3.7 trillion in 2024, with industrial and commercial enterprises contributing over NT\$2 trillion, or about 60% of total tax revenue. Demonstrates that the steady development of enterprises facilitates public service output, which in turn maintains social stability and security.

Regarding cross-party relations, Chairman Hsu noted that the business community does not wish to see the nation stagnate and that industrial and commercial groups are willing to serve as a bridge for communication between the ruling and opposition parties.

In his opening remarks, Premier Cho Jung-tai of the Executive Yuan stated that in response to the restructuring of the international trade order in the post-tariff era, only by stabilizing domestic industries can the government help local enterprises reduce costs, promote transformation and upgrades, and expand into international markets. Furthermore, regarding cross-party relations, Premier Cho expressed his gratitude to ROCCOC for its willingness to take on the role of a communication bridge.

Regarding the labor shortage in the service industry, various sectors—including waste removal, tourist hotels, paper containers, resource recycling, fruit and vegetable wholesaling, petrochemical storage tanks, plastic products, machinery, and manpower agencies—reflected their difficulties in human resources during this session.

Chairman Hsu Shu-po mentioned that while the industry appreciates government policies such as relaxing the cap on retaining foreign technical personnel and opening the hospitality and dock loading/unloading sectors to mid-level skilled foreign labor, detailed communication is still needed at the execution level to resolve issues effectively. Additionally, some industries remain unable to apply for migrant workers due to regulatory or industrial classification restrictions; progress in these areas is also highly anticipated.

Regarding the proposal from the waste removal industry to open up migrant worker hiring to fill manpower gaps, the Ministry of Environment stated that it has requested the National Association of Waste Removal and Treatment to assist operators in completing questionnaires; once the assessment is finished, a proposal will be submitted to the Ministry of Labor. The Ministry of Labor suggested that priority should be given to increasing wages and optimizing labor conditions and the work environment; should the Ministry of Environment submit a proposal, the Ministry of Labor will conduct a further evaluation.

In terms of tourism and hospitality, although operators acknowledge government policies such as opening up to foreign technical labor and promoting domestic tourism, they currently face challenges such as a tourism deficit and controversies over domestic lodging prices. The Ministry of Labor stated that introducing foreign technical labor is not merely about "opening up," but rather a hope to work closely with operators to drive wage increases for domestic workers and encourage the hiring of more high-quality personnel in the hospitality industry.

The Ministry of Transportation added that to implement the "National Hope Project" vision and the "Tourism-Based Nation" policy goal, the Executive Yuan will invest over NT\$550 billion; to expand domestic tourism demand and attract international visitors, the Executive Yuan has allocated an additional NT\$34.6 billion to promote the "Tourism Dual-Engine Drive Program."

Secretary-General Chang Tun-han of the Executive Yuan noted that efforts are currently underway to promote MICE (Meetings, Incentives, Conventions, and Exhibitions) and concerts to drive tourism, and the "Culture Points" program will also be extended to younger age groups. Premier Cho Jung-tai of the Executive Yuan summarized the nation's tourism policy direction with four key pillars: "Every Ministry is a Ministry of Culture, Every Season is a Tourism Season, Everyone is an Athlete, and AI Services are Everywhere."

Regarding the problem of unclear government jurisdiction, as industry classifications become more granular and business scopes more diverse, some operators encounter specific business difficulties but cannot identify the responsible authority. In response, Chairman Hsu Shu-po called on the Executive Yuan to step in and coordinate to provide clear guidance for businesses. During this convention, for issues ranging from the "Green Channel" of the ATA Carnet system and the promotion of "National Professional Certification" for automobile appraisal to the fragmented jurisdiction over the horticultural service industry, Premier Cho Jung-tai directly instructed specific coordinating ministries or requested the involved departments to convene meetings for deliberation as soon as possible.

About the issue of "Compulsory Industry Association Membership," which is highly valued by various industrial associations, Chairman Hsu Shu-po emphasized his hope that the Ministry of the Interior (MOI) would require social affairs departments of all local governments to administer according to the law. Fines should be imposed on companies and businesses that fail to join their respective associations within the deadline. He proposed that the MOI promptly convene a national tripartite seminar involving relevant local government units, the ROCCOC, and commercial chambers at all levels to conduct face-to-face communication and resolve these bottlenecks.

The MOI stated that it is currently confirming the status of implementation with local governments and will deliberate on the seminar arrangements while upholding the principle of balancing public interest with the rights of operators. In response, Premier Cho Jung-tai of the Executive Yuan instructed the MOI to schedule the proposed seminar after this meeting and provide a briefing to the ROCCOC and relevant commercial groups.

The proposals for this dialogue also covered a diverse range of issues, including import/export customs clearance, medical and health care, education and training, and transportation, logistics, and warehousing. Due to time constraints, 20 proposals were discussed on-site. For the proposals that remain unresolved, Chairman Hsu Shu-po specifically requested Premier Cho to task the Secretary-General of the Executive Yuan and relevant ministries to provide detailed follow-up responses: "how to proceed, how to resolve the issues, and what difficulties the government faces in implementation," ensuring clear communication with operators to solve problems.

Chairman Hsu Shu-po concluded by noting that the ROCCOC currently has 162 member associations spanning all sectors of the service industry. From every individual's daily needs—food, clothing, housing, transportation, education, and entertainment—to all walks of life, all are members of this chamber. Consequently, a wide variety of issues arise that require proactive government assistance. As the leading national commercial organization, the ROCCOC has long served as a communication bridge between the government and industry.

In the future, ROCCOC will continue to work alongside all members and collaborate with the government to create a superior operating environment and enhance the competitiveness of Taiwanese enterprises.



Constructing New Maritime Routes for Taiwanese Enterprises and Linking International Diplomacy: ROCCAT "Golden Ship Awards Alumni Association" Successfully Completes Leadership Handover

How Taiwanese SMEs transform from "Hidden Champions" into "International Brands" has become a key factor in the extension of national strength. The General Chamber of Commerce of the Republic of China (ROCCOC) Chairman Hsu Shu-po has vigorously promoted the "Golden Ship Awards" in recent years. This initiative is designed not only to honor outstanding enterprises but also to establish an export model known as "BIT" (Brand In Taiwan). With the successful leadership handover of the Golden Ship Awards Alumni Association at the end of 2025, it symbolizes that this brand power—initiated by the private sector, endorsed by the government, and certified by diplomatic allies—is evolving from individual corporate honors into a transnational "Brand Diplomacy Force."

Hsu Shu-po's Brand Vision: Excellence Regardless of Scale, Helping SMEs Shine

During the promotion of the Golden Ship Awards, Chairman Hsu Shu-po has repeatedly emphasized: "In Taiwan, there are countless SMEs working diligently with innovation and ideals, striving to carve out a brand path in the market. Recognizing this potential, the purpose of promoting the Golden Ship Awards is not to judge excellence by the scale of the company, but to open more possibilities for enterprises possessing innovative energy."

Chairman Hsu pointed out that while Taiwanese enterprises have long possessed superior technical and production capabilities, "branding" is the only way to remain invincible in global competition. The core function of the Golden Ship Awards goes beyond presenting trophies; it serves as a vital "connector." Through close cooperation with government agencies such as the Ministry of Economic Affairs (MOEA), the National Development Council (NDC), and the Overseas Community Affairs Council (OCAC), ROCCAC accurately injects government R&D subsidies, overseas channel matchmaking, and investment/financing energy from the National Development Fund and the Credit Guarantee Fund into award-winning enterprises. This effort drives Taiwanese industries to become a world-competitive "phalanx of national shield industries."

From Honor to Delivery: The Substantive Linkages of the Golden Ship Awards Alumni Association

The biggest difference between the "Golden Ship Awards" and other business awards lies in its "endurance." To ensure that winning enterprises can continue to exchange ideas and share resources, the Chamber established the "Golden Ship Awards Alumni Association" in May 2024. On December 22, 2025, a handover ceremony for the first and second terms of the chairmanship was held, with the first-term Chairman Hsueh Wei-li passing the torch to the second-term Chairman Li Chi Yueh, with over 160 attendees present.

The grand event was attended by distinguished guests from across the industry, government, and academia, including Jan Fang-Guan, Deputy Minister of the National Development Council; Dong Jianhong, Political Deputy Minister of the Ministry of the Interior; Yen Hui Lee, Deputy Minister of the Overseas Community Affairs Council; Su Wen-ling, Director-General of the Administration for Commerce, Ministry of Economic Affairs; and Li Guan-Jhih, Director-General of the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs.

Green Diplomacy: "Certified Endorsement" from Allied Ambassadors

Notably, several Ambassadors Extraordinary and Plenipotentiary to Taiwan attended the ceremony, including David Adams Orrukem from the Republic of Palau, Lily Tangisia Faavae from Tuvalu, and H.E. Ambassador Anjanette Kattil from the Republic of the Marshall Islands. In their speeches, the ambassadors noted that Taiwanese brands are no longer just about one-way product sales; rather, through the Golden Ship Awards platform, deep cooperation has been established with allied nations in net-zero transformation and green growth, further enhancing the "gold content" of the awards. When the technology of Taiwanese enterprises is "certified" by international envoys, it signifies that the BIT model has successfully upgraded commercial activities into international cooperation.

Incoming Chairman Li Chi Yueh also stated that he will continue to carry forward this momentum, expanding the international reach of the Alumni Association and making the Golden Ship Awards platform a vital springboard for Taiwanese brands to stand on the international stage.

Sailing to the World: The 8th Golden Ship Awards Is About to Launch

The Golden Ship Awards has constructed a complete ecosystem, from the practice of award-winning enterprises across various sessions to the cross-border integration of the Alumni Association. It precisely grasps industrial trends to set its competition categories:

1. **Green Sustainability Group:** In response to the global ESG wave, encouraging enterprises to improve energy efficiency and reduce environmental impact.
2. **International Licensing Potential Group:** Targeting enterprises with the ability to replicate business models, assisting them in licensing or representing their brands overseas.
3. **Service Innovation Group:** Encouraging innovators who break traditional frameworks through cross-border integration and digital transformation.
4. **Overseas Chinese and Taiwanese Entrepreneurs Group:** In collaboration with the Overseas Community Affairs Council, this group selects outstanding brands with local influence. By leveraging the advantages of overseas Chinese businesses familiar with local markets and regulations, they serve as "path seeker" for Taiwanese enterprises expanding internationally.

"The Golden Ship Awards is not just an award; it is about helping enterprises connect with resources." This "Golden Ship"—navigated by the ROCCOC, escorted by the government, and rowed by the efforts of enterprises—is more than an honor; it is a ticket to the international market for any partner struggling on the entrepreneurial path or business owners thinking about transformation. Under the escort of the Golden Ship Awards, more Taiwanese brands will shine brightly on the world stage. Registration for the 8th session is open from now until March 31, 2026.



For application and registration:

<https://forms.gle/zNK377XzuMCmGa5F6> ◦