

# July Newsletter

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The General Chamber of Commerce of the Republic of China (ROCCOC) held the 12th Second General Assembly on the afternoon of July 10 at the Illume Taipei. Honorary Chairman of the ROCCOC, Wang Jin-Pyng; Legislative Yuan’s Economics Committee Convener, Hsieh Yi-fong; Deputy Secretary-General of the Taiwan People’s Party Caucus, Chang Chi-kai; Secretary-General of the Ministry of Economic Affairs, Chuang Ming-chi; and Director Lin Chen-lu of the Ministry of the Interior, among other distinguished guests, attended the meeting and offered their encouragement. Nearly 500 members and guests were present at the event.

Chairman Hsu Shu-po first expressed appreciate to government officials for their guidance and support of ROCCOC, and also thanked all directors, supervisors, and member representatives for their dedication and hard work. He emphasized that ROCCOC has been implementing member services, speak for concerns of industries, and earning broad recognition and respect.

Chairman Hsu stated that the global economy is facing serious challenges: the U.S.–China trade war continues, compounded by U.S. “reciprocal tariffs” and the appreciation of the New Taiwan Dollar. In particular, the Trump administration’s tariff list remains highly unpredictable, placing enterprises under dual pressures of rising costs and market uncertainty, which significantly impacts Taiwan’s business environment and undermines the competitiveness of SMEs and exporters.

Chairman Hsu underlined that China remains Taiwan's largest trading partner, accounting for about 32% of Taiwan's exports, and cannot be easily replaced by any single market. In addition, as many countries join various economic and trade organizations, Taiwan is relatively disadvantaged. Aside from the United States, Taiwan should actively expand multiple markets, including China, Europe, ASEAN, Japan, and South Korea.

The Association has also integrated industry resources with government support to strengthen Taiwan's economic and trade relations worldwide, such as: engaging in exchanges with Victoria, Australia on green energy development; organizing the "2024 Service Industry Northeast Asia Trade Delegation," leading 38 companies to hold 175 business matchmaking meetings in Japan and South Korea; establishing the "Taiwanese Business Service Center" in Buzen City, Fukuoka Prefecture, Japan, to provide one-stop services for Taiwanese enterprises; and strengthening cooperation with Okinawa.

During the assembly, Chairman Hsu addressed the business community's concern over "All Businesses Belong to Associations." He noted that the Association has worked through consultants and Legislator Jeng, Tian-Tsair to propose legal amendments, which have now been submitted to the Legislative Yuan's Internal Affairs Committee for review.

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## **"All Businesses Belong to Associations"**

Chairman Hsu called on the Ministry of the Interior and participating industry representatives to support the initiative, stressing that "All Businesses Belong to Associations" can enhance the economic and social functions of business organizations. He also urged bipartisan legislators and industry leaders to support and implement this measure.

Regarding the labor shortage issue, Chairman Hsu emphasized that including the Ministry of Labor, Ministry of Economic Affairs should also assist industries in addressing labor shortages. The problem should not be confined to only 3K industries, but also include medium-skilled labor. He highlighted that long-term care and healthcare already place tremendous pressure on society.

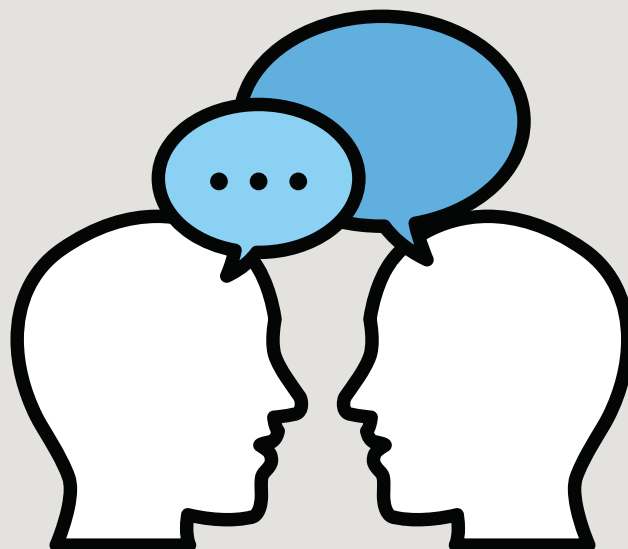
Earlier this year, ROCCOC led delegations from the hotel, waste disposal, and road freight transport sectors to personally meet with the Ministry of Labor. Chairman Hsu appeal the government to maintain close communication with industry and business groups to jointly address the labor shortage challenge.

The assembly also featured speeches from distinguished guests. Honorary Chairman Wang Jin-Pyng noted that current domestic and international political and economic factors—including the Russia–Ukraine war, the Israel–Iran conflict, U.S. tariffs, U.S. debt, and China’s economic situation—have already impacted Taiwan’s export markets, leaving many businesses too grieved to cry.

Combined with hot money inflows, internal political turmoil, and the sudden inclusion of Taiwanese companies on Beijing’s export control list, these challenges have imposed tremendous pressure on enterprises. Wang further pointed out that Academia Sinica has downgraded Taiwan’s economic growth forecast for this year to 2.93%, underscoring the need for government and industry to work together to find solutions and ensure continued economic prosperity.

Secretary-General Chuang Ming-Chih of the Ministry of Economic Affairs commended the Association for leading industries onto the global stage, increasing the visibility of Taiwanese brands, and enhancing international competitiveness. He encouraged businesses to strengthen resilience through digital transformation and net-zero transition to cope with a volatile environment and the impacts of extreme climate, while assuring that the Ministry of Economic Affairs will continue serving as a strong supporter of industry.

Economics Committee Convener Hsieh Yi-Fong noted that both industry representatives and Chairman Hsu expressed deep concerns about global economic uncertainties. She emphasized that the Legislative Yuan will continue to monitor the government’s response and ensure that businesses’ recommendations are heard and represented.



Deputy Secretary-General Chang Chi-kai of the Taiwan People's Party Caucus stressed that businesses are facing unprecedented challenges, particularly regarding the competitiveness of U.S. tariffs on Taiwanese products compared to neighboring countries. He pledged that his caucus will continue to serve as a supporter for both government and society, actively assisting in addressing industry needs raised by the Association.

Director Lin Chen-lu of the Ministry of the Interior, Department of Cooperatives, highlighted that the current "Business Organization Act" already clearly stipulates "All Businesses Belong to Associations." As Taiwan is a society governed by the rule of law, the Ministry will strictly adhere to legal principles and ensure the effective implementation of this policy, which has drawn strong attention from the business community.

In closing, Chairman Hsu emphasized the assembly's main visual theme of "blue sky, green land, and white clouds" as a metaphor, underscoring that economic growth and industrial development can only flourish in a harmonious environment.

He stressed that industries seek to grow the economy, not engage in political strife. Upholding the spirit of "unity and shared prosperity," ROCCOC will work hand in hand with all members to overcome challenges and build a better Taiwan and a more favorable business environment.





# From Manufacturing Automation to Snack Globalization ROCCOC Brand Acceleration CEO Class Learns Firsthand from Three Benchmark Enterprises

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General Chamber of Commerce of the Republic of China (ROCCOC) is dedicated to nurturing the startup ecosystem and supporting the growth of emerging brands. In today, we organized the “Brand Acceleration and International Licensing CEO Program,” which offers OMO (online–offline integration) courses on operational strategies.

On July 9, 2025, under the leadership of Director Lai Li-biao, 55 entrepreneurs from the program visited three companies recognized for their influence and leadership in respective fields.

The goal was to observe their business models, licensing strategies, intelligent management practices, and sustainability initiatives, while bridging the gap between theory and real-world practice.



The first stop was Yaskawa Electric Taiwan Corporation, where Deputy General Manager Huang Hsin-sheng of the Robotics Division and his team welcomed the delegation.

Entering the facility, the group was greeted by dozens of robotic arms in the production line demonstration area. The MOTOMAN industrial robots precisely executed welding and material handling tasks, enhanced by AI visual recognition systems —like production partners with “eyes” and a “brain.”

The guide explained that these systems not only increase production line flexibility but also significantly reduce defect rates. Executives further mention how Yaskawa builds long-term, stable partnerships with system integrators and distributors worldwide through licensing cooperation, while maintaining consistent brand image and service standards across countries.

They highlighted applications such as robotic coffee preparation and high-performance drive systems, showing that the company’s focus extends beyond intelligent manufacturing efficiency to take sustainable management as core strategy.



The second stop was Fwusow Industry Co., Ltd., a Comprehensive agribusiness with over 70 years of history. Concluding agricultural supplies, animal feed, oils and fats, food, and pet products—nearly the entire agricultural supply chain.

In the production line, the visitors saw automated dosing and mixing equipment at work, smelled the scent of grains and oils. Chairman Hung Yao-kun personally received the delegation, explaining that these production data come from IoT sensors that enable real-time monitoring of temperature, humidity, and capacity to ensure feed quality and energy efficiency. Fortune shared its licensing strategy, which includes both its own brands and collaborations with international partners through co-branding or OEM models to expand into overseas markets.

They emphasized that licensing must address not only branding but also supply chain sustainability; without it, long-term partnerships in international markets are hard to maintain.

On the sustainability front, renewable energy and circular economy practices are no longer slogans but basic operating principles.

For example, waste from farms is processed and recycled, reducing environmental impact while creating new economic value.





The final stop was Hwa Yuan Foods Co., Ltd. Entering the reception hall, the delegation was greeted by familiar displays of Koala's March and potato chip packaging, Chairman Guo Yao-Peng personally received the delegation.

A nostalgic reminder of this iconic snack brand founded in 1969 and cherished by generations of Taiwanese. The factory tour began at the raw materials inspection area, where strict HACCP and ISO 22000 procedures governed every stage of production. At the frying line, the group watched potato chips tumble in hot oil through transparent glass, filling the air with a mouthwatering airwave.

Hwa Yuan Foods Co., Ltd. shared the company's international licensing and market strategies. Hwa Yuan adapts products to suit consumer preferences in different countries, such as launching spicy flavors for the Southeast Asian market and incorporating local cultural symbols into packaging. Its overseas expansion employs a dual approach of licensed manufacturing and local distribution, enabling rapid market entry while mitigating the risks of direct investment.



Although these three benchmark companies belong to different industries, their successes share several key factors:

Technology and branding are inseparable — Yaskawa leads with technological innovation to establish brand authority, while Fortune and Hwa Yuan build on consistent quality with continuous innovation.

Licensing models are flexible and diverse adapting to market characteristics with options such as licensed manufacturing, distribution, or co-branding, enabling rapid market penetration while reducing risks.

Global vision paired with localization—maintaining brand consistency across countries while thoughtfully integrating local cultural elements.

Sustainability is ingrained in corporate DNA—from energy conservation and carbon reduction to smart agriculture and food safety, these practices are not only brand-enhancing but also essential for successful licensing and market trust.

The tour gave the participating CEOs valuable insights, international licensing is far more than just signing contracts it is an integrated endeavor combining brand strategy, supply chain management, cultural communication, and risk control.

For the CEOs in NAC's Brand Acceleration and International Licensing Program, these real-world experiences served as a “living textbook,” reminding them that while pursuing overseas markets, they must first solidify their brand foundations to ensure steady and sustainable growth.



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