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

ROCCOC "Taiwan Consumer Goods Trade Mission" Expands into Okinawa, Japan: Taiwan-Japan Cooperation Elevates to New Heights, Generating US\$4.8 Million Business Opportunities

From November 19 to 24, 2025, Chairman Hsu Shu-po of the General Chamber of Commerce of the Republic of China (ROCCOC) led the "2025 Taiwan Consumer Goods Trade Mission" to Okinawa, Japan, for a six-day economic and trade promotion tour. By combining visits to the Okinawa Prefectural Government, corporate matchmaking sessions, and large-scale public events, the mission successfully integrated the strengths of government, industry, and the market. It is estimated to have generated US\$4.8 million in potential business opportunities, showcasing the high influence of Taiwanese brands, and potential in the Japanese market.

On the afternoon of November 19, Chairman Hsu Shu-po and his delegation met with Governor Dennis Tamaki of Okinawa Prefecture. Chairman Hsu stated that Taiwan is near to Okinawa, with short travel distances and low logistics costs, making Okinawa a vital strategic outpost for Taiwanese enterprises expanding into Japan. With 860,000 Taiwanese tourists visiting Okinawa annually, the connection between the two regions remains active and robust across tourism, commerce, and civil activities. Both held in-depth discussions on tourism promotion, food exchange, and creative industry cooperation, confirming future directions and laying a stronger foundation for Taiwanese companies entering the Japanese market and bilateral economic development.



After the meeting, the Chamber hosted a dinner party for Vice Governor Oshiro Hajime of Okinawa Prefecture, inviting representatives from the Okinawa Industry Promotion Public Corporation, Ryukyu Taiwanese Chambers of Commerce, the Okinawa Trade Association, and major distributors. During the dinner, both sides engaged in extensive exchanges regarding market demand, cooperation models, and future business opportunities. They discussed how to promote practical interaction and long-term cooperation between Taiwanese and Japanese companies, while enhancing brand visibility and promotion opportunities for Taiwanese enterprises in Okinawa and the broader Japanese market.



The following morning, Chairman Hsu was invited to the grand opening of the Okinawa Great Trade Fair. The fair attracted several heavyweight buyers from the Asia-Pacific region, including Sie, De-Jhang, Chairman of JAPAN MEDICAL and Chairman of ROCCOC's Health and Long-term Care Industry Development Committee, who attended as a buyer to inspect consumer products exhibited by Japanese companies.

Chairman Hsu stated that in addition to focusing on policy and commercial cooperation, this trip also involved observing local market demand and consumer preferences to help Taiwanese companies plan localized marketing strategies. This aims to enhance brand visibility and market competitiveness, establishing a solid foundation for long-term bilateral cooperation and economic expansion.

Chairman Hsu explained that the mission included 24 Taiwanese enterprises, covering fields such as food, souvenirs, health products, and creative industries. Several one-on-one matchmaking sessions were arranged, attracting 26 Japanese companies. Discussions focused on channel requirements, packaging adjustments, mass production specifications, and cooperation methods. Japanese buyers generally showed high interest in Taiwanese products, with many companies proactively proposing follow-up trial orders, agency partnerships, or further visits to Taiwan.

Chairman Hsu emphasized that compared to previous missions which focused primarily on B2B negotiations, this mission also included participation in a "Taiwan Festival." This allowed Taiwanese companies to face Japanese consumers directly and obtain first-hand market reactions, which is highly beneficial for adjusting product direction and brand positioning. Several vendors noted that face-to-face communication helped them better understand Japanese preferences. "Meide Foods" observed that Japanese consumers prefer small, exquisite items with cute packaging; specifically, Taiwan-shaped designs are popular for gifts, while daily use favors mini, portable portions. "Shun Tai food" attracted locals by serving dried plums with green tea, and this direct feedback has become an important reference for adjusting product lines and future layouts.



Chairman Hsu pointed out that this mission adopted a "Three-Axis Model" consisting of official cooperation, corporate matchmaking, and consumer market research. This not only increased the market visibility of Taiwanese brands in Okinawa but also deepened civil exchanges and promoted simultaneous policy dialogue and industrial cooperation. Through official visits, a foundation for government-level support was established; through matchmaking and trade fairs, Taiwanese operators learned about local channel needs and opportunities; and through market research, they grasped consumer responses. Balancing policy, commerce, and market provides comprehensive assistance for Taiwanese companies expanding into Japan.

In recent years, the Chamber has continued to deepen the Taiwan-Japan economic network, visiting Tottori, Fukuoka, Tokyo, and Kumamoto since 2023, and hosting several visits from the Okinawa Prefectural Government. This April, the "Taiwan-Japan Exchange Center" was co-established with the Buzen City Government, symbolizing a closer stage of bilateral cooperation. It provides one-stop services for Taiwanese companies looking to establish a presence in Japan. Moving forward, the Chamber will continue to assist Taiwanese enterprises in cultivating the Japanese market across food, creative industries, retail, and other sectors. Through visits, exhibitions, and matchmaking, the Chamber aims to create more substantive results and enhance bilateral economic exchange and public interaction, providing long-term support for cooperation between Taiwanese and Japanese enterprises.

Brand Acceleration and International Licensing CEO Training Program: Partnering with National-Level TAITRA to Link with New International Trends

As global geopolitics and the economic landscape undergo rapid reshaping, and waves of digital transformation and sustainable development sweep across the globe, the international layout and enhancement of core competitiveness for brand enterprises have become key to the breakthrough of Taiwan's industries. The "Brand Acceleration and International Licensing CEO Training Program," long cultivated by General Chamber of Commerce of the Republic of China (ROCCOC) and hailed as a cradle for Taiwanese brand leaders, remains dedicated to helping SME CEOs shine in the international market. The core spirit of this program—"Brand Upgrade, International Expansion, and Public Sector Resource Linkage"—provides strong acceleration momentum for brands through systematic guidance, training, and in-depth visits to key institutions.

On November 5, 2025, a group of ambitious and energetic business owners from the "CEO Training Program," led by the Chamber, visited the Taiwan External Trade Development Council (TAITRA), the nation's primary organization for foreign trade promotion. They were received by Deputy Secretary-General Jhou, Siou-Long, Director Huang, Han-Tang of the Digital Commerce Department, and their team for a profound and forward-looking exchange. This visit was not only a session for knowledge acquisition but also represented the establishment of a closer, more strategic cooperative bridge between Taiwanese brand enterprises and a national-level trade promotion agency, jointly mapping out a new blueprint for Taiwanese brands in the global market.

Through this visit, TAITRA deeply demonstrated its core functions on several key dimensions:

1. International Market Marketing and Channel Establishment

The core mission of TAITRA is to "assist manufacturers in expanding overseas markets and securing orders." Through its global network of overseas offices, such as Overseas Business Centers and Taiwan Product Centers, it provides enterprises with first-hand market information, trade and investment consultation, temporary office spaces, and customized marketing services to help Taiwanese brands and products land quickly and establish international marketing channels. Furthermore, it is responsible for the overseas promotion of Taiwan's industrial image and international brands, enhancing the overall visibility and value of Taiwanese products.

2. Planning and Execution of Domestic and International Exhibitions

TAITRA is a leader in Taiwan's international exhibitions, responsible for the planning and execution of numerous major international trade fairs. Through professional curation and omni-channel marketing, it provides a world-class platform for Taiwanese industries to showcase products and conduct business negotiations. During this visit, the TAITRA team highlighted core exhibitions such as "Food Taipei Mega Shows 2026," "Medical Taiwan," and "Designed Gifionery Taiwan," all of which are vital venues for brand enterprises to go global and secure large-scale orders.

3. Digital Trade and Talent Training

TAITRA is a crucial driver for Taiwanese enterprises to connect with cross-border e-commerce and enhance digital competitiveness. Its "Taiwantrade" website is not only an important platform for international buyers to find Taiwanese products but also integrates AI technology to provide "Digital Competitiveness Analysis Services," helping enterprises precisely grasp market trends. Additionally, activities related to e-commerce platforms, the application of digital marketing tools, and "AI Talent Training" are all concrete efforts by TAITRA to help enterprises upgrade their digital capabilities.

4. Innovation Incubation: TAI-ONE SPACE Intelligent Shared Office

Another highlight of the visit was a tour of "TAI-ONE SPACE," a newly created intelligent shared office located on the 2nd floor of Hall 1 of the Taipei World Trade Center (TWTC). Received by Patty Yen, Deputy Director of the Taipei World Trade Center Hall 1 Operations Department, the group learned that this space is not only an innovative move in asset activation but also carries strategic significance for startup incubation and industrial linking. It provides a convenient, smart, and international working environment, forming an ecosystem of information, business, and exchange specifically for startups and SMEs looking to internationalize.

This visit by the "2025 Brand Acceleration and International Licensing CEO Training Program" business owners to TAITRA was a high-efficiency, high-value strategic alignment. They not only received the latest strategies on exhibition marketing, digital trade, and international licensing but also experienced the innovative incubation space, TAI-ONE SPACE. While the "CEO Training Program" sharpens brand strategy and licensing capabilities, TAITRA provides the national-level exhibition platforms, digital tools, and global networks, acting as a solid backbone and navigator for market expansion.

The goal of the "Brand Acceleration and International Licensing CEO Training Program" is to cultivate brand leaders who can represent Taiwan and possess global competitiveness. The resource linkage provided by TAITRA gives these leaders the wings to fly into the international market. In the future, we look forward to seeing more Taiwanese brands from this program utilize TAITRA's resources to create new pride for Taiwan on the international stage.

