

79<sup>th</sup>  
商人節大會暨  
**金商獎頒獎典禮**  
Golden Merchant Awards Ceremony  
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**October      Newsletter      2025**

# **WELCOME TO OUR GOLDEN MERCHANT AWARDS CEREMONY**

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The 79th Merchant Festival  
Golden Merchant Awards Ceremony  
Hsu Shu-po: 60 Golden Merchant Award  
Winners Rooted in Taiwan, Shining Globally,  
Setting Exemplary Corporate Standards

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Winners of the 79th Golden Merchant Awards  
Pay a Courtesy Call on Vice President Bi-  
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**The General Chamber of Commerce of the Republic of China(ROCCOC) grandly hosted the 79th Merchant Festival and Golden Merchant Awards Ceremony on the afternoon of October 31, 2025, at the Howard Plaza Hotel Taipei.**

**ROCCOC Honorary Chairman Wang Jin-ping, DPP Legislator Lin, Tai-hua, People's Party Deputy Leader Chang Chi-kai, Deputy Minister of the Ministry of Economic Affairs Jiang Wen-ruo, Ministry of Foreign Affairs Permanent secretary Minister Baushuan Ger, Ministry of the Interior Permanent secretary Minister Wu Tang-an, Ministry of Economic Affairs Investment Promotion Bureau Director-General Chang Ming-pin, Director-General Su Wen-ling of the Bureau of Business Development, Ministry of Economic Affairs, Chairman Wei Ming-ku of the Credit Guarantee Fund for Small and Medium Enterprises, and other government agency heads, as well as Ambassador Fan Dongya of the Embassy of Saint Christopher and Nevis, Ambassador Faavae of the Embassy of Tuvalu, and other diplomatic envoys and representatives from multiple countries stationed in Taiwan, attended to offer encouragement. Award-winning enterprises participated enthusiastically, making the event a gathering of distinguished guests.**



**This year's Merchant Festival and Golden Merchant Awards ceremony featured categories including Outstanding Merchants, Outstanding Foreign Business Units in Taiwan, Outstanding Foreign Companies, Outstanding Long-Established Businesses, and Elite Long-Established Businesses. Following evaluation, 60 recipients emerged as winners. Each stands as a benchmark exemplar in their respective industries, earning widespread acclaim and recognition.**

**Chairman Hsu Shu-po extended his most sincere congratulations and respect to all awardees. The Merchant Festival is a day when merchants nationwide gather to celebrate and honor excellence. Taiwan is founded on commerce and trade; "When business thrives, the economy and tax revenue stabilize, and people's lives improve." Chairman Hsu believes that with harmony across the political spectrum and shared national goals, Taiwan's economy will continue to flourish, bringing greater prosperity to all citizens.**

**The "Outstanding Business person" award, symbolizing the highest honor for entrepreneurs in our country, recognizes individuals who lead their enterprises to sustained growth through formidable strength. They innovate in business management and diligently fulfill corporate social responsibilities. For instance, companies like Taiwan Order Furniture, Shye Yih Feeding, Wei Houg Technology Co., Ltd., and Ubm International Manpower have achieved remarkable accomplishments in import/export or tax contributions.**





**Other exemplary companies like Argo Yacht, Streamed a parking area, and Golden Well Int'l Logistics Ltd. have achieved remarkable success in distribution systems and affirmed ROCCOC as the premier commercial communication platform. DPP caucus member Lin Tai-hua praised all awardees as Taiwan's honor, emphasizing that industries—whether manufacturing, services, or agriculture—must continuously adapt to overcome challenges.**

**Deputy Leader Chang Chi-kai of the People's Party Caucus cited last year's tax revenue surplus of NT\$528.3 billion to express gratitude for corporate contributions to the nation. Furthermore, ACERA demonstrated distinctive strengths in brand development, product design, and sales systems.**



**This year's recipients of the “Outstanding Foreign Business Unit in Taiwan” award have made significant contributions to expanding Taiwan's international markets, promoting bilateral trade, and strengthening friendly relations.**

**Among them, the Embassy of Saint Christopher and Nevis has continuously deepened cooperation, achieving annual growth in total trade volume.**

**The French Office in Taipei serves as a vital partner for Taiwan in Europe and reaffirmed its support for Taiwan's participation in the World Health Organization during this year's World Health Assembly.**

**Italian Economic, Trade and Cultural Promotion Office actively promotes Taiwan-Italy economic, trade, and cultural exchanges.**

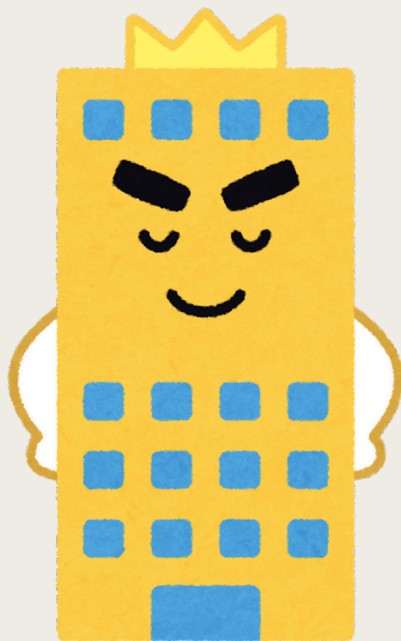
**The Malaysian Friendship and Trade Centre notes that Taiwan is Malaysia's fourth-largest trading partner and continues to advance visa and immigration facilitation cooperation.**

**The Spanish Chamber of Commerce has achieved substantial results ranging from resuming economic and trade dialogues to desalination and technological exchanges.**



**This year's "Outstanding Foreign-Invested Enterprises" award recipients are all internationally renowned multinational corporations that have demonstrated exceptional performance across various sectors while actively engaging in social welfare initiatives. Novartis Taiwan has significantly enhanced Taiwan's healthcare environment by introducing advanced international medical technologies, profoundly impacting the quality of healthcare and medical standards nationwide.**

**Futhermore, Mead Johnson and L'Oréal Taiwan have championed environmental protection and educational programs, contributing substantially to Taiwan's sustainable development.**



**This year's "Outstanding Legacy Businesses" include Shui Gen, Lin Yuan Mei Xiang Store, Uncle KUO and Fu yuan tang. These enterprises uphold traditional craftsmanship and cultural heritage while actively driving brand innovation, infusing time-honored brands with contemporary relevance.**

**Furthermore, brands honored as “Elite Legacy Businesses”—such as Ta fang Taiwan Tachi, DR.WANG GTH, and Li Ting Xiang—have successfully penetrated new-generation markets through skillful craftsmanship inheritance, innovative thinking, and diversified marketing. This demonstrates the enduring vitality and continuous evolution of traditional brands.**



**The award ceremony featured speeches by several distinguished guests. Honorary Chairman Wang Jin-ping of our association encouraged the 60 award recipients present and affirmed the Chamber of Commerce as the largest commercial communication platform. Democratic Progressive Party caucus member Lin Tai-hua praised all awardees as the pride of Taiwan, emphasizing that whether in manufacturing, services, or agriculture, all sectors must continuously adapt to overcome challenges. Deputy Leader of the People's Party Caucus Chang Chi-kai cited last year's tax revenue surplus of NT\$528.3 billion as an example, expressing gratitude for businesses' contributions to the nation.**



**Representing the government, Deputy Minister of the Ministry of Economic Affairs, Jiang Wen-ruo, stated that Business Day serves as a moment to collectively witness Taiwan's commercial strength, while also acknowledging the TCC's role in facilitating communication between the government and enterprises. Whether it be outstanding domestic businesses, foreign enterprises, or long-established shops, all have demonstrated exceptional performance in market operations, brand image, and corporate social responsibility. She also thanked foreign companies for choosing Taiwan as an investment destination and stated that the Ministry of Economic Affairs is actively optimizing the investment environment, providing subsidies for corporate R&D and supporting efforts to capture overseas markets.**

**Permanent secretary Minister Baushuan Ger stated that the recipients of the Golden Business Award are entrepreneurs who relentlessly pursue excellence, innovation, and social responsibility, and he extends his highest respect to the awardees. Though Taiwan may be small in size compared to other nations, it plays a pivotal role in the global economic and trade system. The Ministry of Foreign Affairs is committed to advancing “comprehensive diplomacy” to foster democracy, peace, and prosperity. He earnestly requested all sectors to join in promoting diplomatic efforts, enabling Taiwan to continue shining brightly on the global stage.**





**Permanent secretary Minister Wu Tang-an stated that this year, the Ministry of the Interior continued its tradition of holding a commendation ceremony for “Nationally Outstanding Commercial Organizations and Excellent Association Staff” during the Golden Business Awards ceremony. This ceremony honors commercial organizations and association staff who have demonstrated active dedication and outstanding performance over the past year, and also serves as an opportunity to express deep gratitude.**

**Hsu Shu-po expressed his hope that the annual Golden Commerce Awards would establish more exemplary models for Taiwan. He reiterated his gratitude to all awardees for their contributions to Taiwan's economy and expressed his belief that through collective cooperation, we will surely honor our journey and illuminate the future with golden brilliance.**



# **Winners of the 79th Golden Merchant Awards Pay a Courtesy Call on Vice President Bi- khim Louise Hsiao and Vice Premier Cheng Li- Chiun of the Executive Yuan**

**On the eve of Merchants' Day, Chairman Hsu Shu-po of The General Chamber of Commerce of the Republic of China(ROCCOC), as per tradition, accompanied this year's honorees—Outstanding Merchants of the Republic of China, Outstanding Foreign Business Units in Taiwan, Outstanding Foreign Merchants, Outstanding Old Shops, and elite long-established businesses, along with over 60 colleagues from the association's administrative staff.**

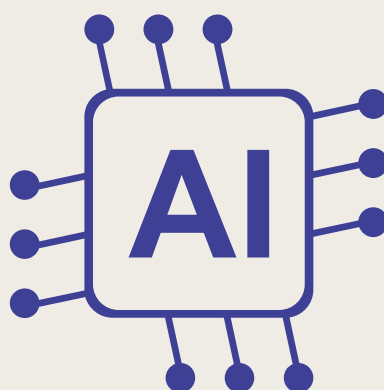
**On the morning of October 28, 2015, the group visited the Presidential Office to receive an audience and commendation from Vice President Bi-khim Louise Hsiao. A luncheon gathering was held at the Legislative Yuan's Kang Yuan Restaurant. On the afternoon of October 30, the group proceeded to the Executive Yuan, where they were received by Vice Premier Cheng Li-chun. The awardees felt deeply honored.**



**The morning of October 28 began with a visit to the Presidential Office, where Vice President Bi-khim Louise Hsiao personally received the delegation. She was accompanied by Vice Minister of Economic Affairs Wen-Juo Chiang and Director-General of the Bureau of Business Development Wen-Ling Su.**

**During the meeting, Vice President stated that this year's Golden Business Awards not only honor the winning companies and individuals but also aim to inspire more business partners in Taiwan to pursue continuous improvement and development through the exemplary spirit of the awardees. She further noted that Taiwan's business environment is constantly evolving. The award-winning enterprises have demonstrated resilience and transformation efforts in the face of various challenges. They have remained steadfast through changing times, social structural transformations, and internal and external challenges, earning deep consumer trust. They continue to thrive and grow by responding to changing circumstances with quality and service.**

**The Vice President emphasized that the government will continue to support all sectors in Taiwan. The recently proposed “Ten New AI Infrastructure Projects” targets not only the technology industry but also aims to integrate artificial intelligence across all industrial fields to enhance efficiency. Simultaneously, the government is promoting initiatives to encourage Taiwanese businesses to invest back in Taiwan, which has already yielded results. To address the challenges of climate change and digitalization, the “Dual-Axis Transformation” policy is being advanced to assist industries in their ongoing development toward net-zero transition and AI digitalization.**





**At this event, Ms. Huang Li-ying, Chairwoman of Hsiang I Feed Co., Ltd., representing this year's Outstanding Businessperson awardees, delivered remarks at the Presidential Office. Mr. Watarai Tsuyoshi, Chairwoman of NYK Logistics Co., Ltd., accepted commemorative gifts presented by the Vice President on behalf of all awardees.**

**On October 30, Chairman Hsu Shu-po once again led this year's "Golden Merchant Award" recipients to the Executive Yuan, where they were received by Vice Premier Cheng Li-chun. The meeting was attended by Vice Minister Ho Chin-tsang of the Ministry of Economic Affairs, Vice Minister Chen Ming-jen of the Ministry of Labor, and Deputy Director-General Liu Ya-chuan of the Bureau of Business Development.**

**Upon arrival, Vice Premier Cheng greeted each awardee individually before delivering remarks congratulating all recipients. He noted that the "Outstanding Businessperson" selection began during the 1969 Business Day celebrations, when Taiwan's per capita GDP stood at US\$357.**





**By 2024, per capita GDP has surpassed US\$34,000, and Taiwan has risen to become the world's 21st largest economy. This year's projected economic growth rate stands at 4.45%, a testament to the relentless efforts of generations of entrepreneurs and workers. Their contributions have propelled sustained economic expansion, shaping Taiwan's vibrant economic landscape today while making significant contributions to the global community.**



**Vice President Cheng pointed out that in facing future challenges, the government has launched policies for dual-track transformation toward net-zero and digitalization. By embracing innovation-driven growth thinking and collaborating with enterprises, the vision is to achieve innovative growth, green growth, and inclusive growth, making Taiwan a more prosperous and sustainable economy.**

**This session featured remarks by Chairman Yang Guoyu of Da Che He Co., Ltd. on behalf of the Outstanding Businessperson awardees; remarks by President Chien Shao-ting of AstraZeneca Taiwan Ltd. on behalf of the Outstanding Foreign Businessperson awardees; and remarks by Manager Zheng Fu-wei of Zheng Xingzhen Trading Co. on behalf of the Outstanding and Elite Old Establishment awardees.**

**During his remarks at both audiences, Chairman Hsu Shu-po of our association expressed special gratitude to Vice President Hsiao and Vice Premier Cheng Li-chun for their attention to the industrial and commercial sectors. Amidst their busy national affairs, they made time to meet with the awardees of the 79th Businessmen's Day, offering encouragement and commendation—a significant affirmation.**

**Taiwan is home to so many outstanding entrepreneurs, as well as foreign enterprises and diplomatic missions stationed here who share our passion for this land. As long as we work together, Taiwan's economy will undoubtedly thrive.**

