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# Newsletter

The General Chamber



of Commerce of the R.O.C

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## NEWS

**BY THE PRIDE AND LUCK FOR INDUSTRY AND COMMERCE IN SNAKE YEAR  
THE GENERAL CHAMBER OF COMMERCE OF THE REPUBLIC OF CHINA HELD  
THE “2025 SPRING NETWORKING DINNER”**

**FOR THE HUGE POTENTIAL OF SOUTHEAST ASIA MARKET  
ROCCOC STRIKES AHEAD TO OPEN UP OPPORTUNITIES FOR  
TAIWAN MARKET**

## BY THE PRIDE AND LUCK FOR INDUSTRY AND COMMERCE IN SNAKE YEAR THE GENERAL CHAMBER OF COMMERCE OF THE REPUBLIC OF CHINA HELD THE "2025 SPRING NETWORKING DINNER"



The General Chamber of Commerce of the Republic of China (ROCCOC) held the "2025 Spring Networking Dinner" on the evening of March 4, 2025, at the ILLUME TAIPEI, 2nd floor of the ILLUME TAIPEI. The event invited heads of government agencies, representatives of foreign embassies in Taiwan, ROCCOC's directors and supervisors, member associations, advisory consultants (Members of the Legislative Yuan), industry consultants (presidents of the ROCCOC's member associations and foreign chambers of commerce), and administrative consultants (experts and scholars in finance, law, labor relations, and other fields). For the first time, chairpersons of Taiwanese business associations worldwide and from Mainland China were also invited. Over 300 distinguished guests attended, creating a grand and lively gathering.

Chairman Hsu Shu-Po delivered a speech, stating that he continues to adopt the attitude of "serving instead of leading" to assist in industrial development. Currently, the association has 162 member associations covering various sectors of the service industry, and 84 cross-party members of the Legislative Yuan serve as advisory consultants. Therefore, he emphasized his inescapable responsibility to work together with all members and collaborate with the government to build a superior business environment.

Chairman Hsu also mentioned that since the new government team took office, economic and industrial policies have focused on AI digital transformation, Transform To Net Zero, overseas market expansion, industrial innovation, and increased investment in infrastructure.



The General Chamber of Commerce has made significant efforts in these areas. Regarding digitalization,

ROCCOC is also planning to establish an AI application platform and form a professional consulting team, aiming to collaborate with the government to assist the service industry in integrating AI technology into their operations, thereby accelerating the digital transformation of traditional businesses and SMEs. Regarding the net-zero transition, in response to the pressure of carbon reduction, the association will actively assist industries in conducting basic carbon inventories and cultivating green talents in line with government policies, aiming to build a support mechanism specialized in serving SMEs and the service sector.

In addition, the association has preliminarily planned a stable green electricity supply platform to allow member enterprises in need of green electricity to legally procure it.

In terms of overseas market expansion, following the lifting of COVID-19 restrictions, ROCCOC as actively assisted enterprises in exploring overseas markets, with activities spanning Northeast Asia, Eastern Europe, Australia, and Southeast Asia, significantly helping industries to penetrate international markets.

In November 2024, ROCCOC signed a Memorandum of Understanding with Buzen City, Fukuoka Prefecture, Japan, planning to establish a "Taiwanese Business Service Center" to provide one-stop services, assisting Taiwanese businesses with company establishment, work visas, bank account opening, and introducing local tax, legal, and policy resources. Several Taiwanese companies have successfully set up companies in Japan through the "Taiwanese Business Service Center," with more applications currently underway, demonstrating the effectiveness of overseas expansion efforts.

Chairman Hsu emphasized that in the face of protectionism and the rise of emerging economies, Taiwanese businesses must collaborate with global partners when establishing an overseas presence.



## For this year's Spring Dinner

Representatives from multiple embassies in Taiwan and Taiwanese business representatives from Japan, Malaysia, Australia, France, Lithuania, and China were specially invited. He expressed hope for the creation of more diverse and in-depth cooperation opportunities, enabling everyone to jointly expand international trade, compete on international, and strengthen Taiwan's economic resilience.

At this year's Spring dinner, several heads of government ministries attended and delivered speeches. Minister of Economic Affairs Kuo Jyh-huei emphasized the importance of the commercial and service sectors to Taiwan. The Ministry of Economic Affairs is actively promoting initiatives such as the "Best AI Awards," which select outstanding domestic and international AI innovation technology applications, and measures like the "Diverse Revitalization and Development Program for Micro, Small, and Medium Enterprises" to support the development of SMEs and the service industry.

Minister of Digital Affairs Huang, Yen-Nun, highlighted that a key mission of the Ministry of Digital Affairs is to assist enterprises in digital transformation, emphasizing that industrial upgrades must rely on AI tools.

Huang, Yen-Nun also expressed the hope to promote a "Basic AI Law" to drive Taiwan's overall digital transformation.

Chairman of the Mainland Affairs Council Chiu Chui-Cheng commended the General Chamber of Commerce's efforts in promoting civil exchanges, noting that in the face of the potential impact of "Trump 2.0" in the U.S., supporting Taiwanese businesses in China remains essential. He encouraged industry association chairpersons to assist Taiwanese enterprises in establishing a global presence.

Chairwoman of the Overseas Community Affairs Council Chia-Ching Hsu stated that in addition to actively expanding various overseas economic and trade services, the General Chamber of Commerce also helps Taiwanese service industry brands go international through the "Golden Ship Award."



In 2022, Golden Ship Award collaborated with the OCAC to establish an "Overseas Taiwanese Business Group" to promote the development of cross-border corporate exchanges for the first time, joining hands to make Taiwan's service industry shine on the global stage.

Furthermore, several Members of the Legislative Yuan attended the dinner as advisory consultants, including Sra Kacaw, Hung, Mong-Kai, Chang Chih-Lun, Lee Yen-Hsiu, Lo Ming-Tsai, Chang Chi-Kai, Lin Yueh-Chin and Cheng Cheng-Chien, among others, who expressed their blessings and gratitude to the attending guests.

Chairman Hsu Shu-Po mentioned that Taiwan is not only home to high-tech industries but also to SMEs in sectors such as catering, wholesale and retail, transportation and logistics, accommodation, and tourism.

These industries support the majority of Taiwan's population and are closely tied to people's daily lives. He hopes to balance the long-standing government budget trend of "favoring industry over commerce," and he looks forward to the government providing more policy resources and support to the service industry and SMEs.

In conclusion, Chairman Hsu expressed his gratitude to all government officials and business leaders for their strong support, with special thanks to friends from around the world. He emphasized that Taiwan has both talent and technology. In recent years, the association has actively expanded into overseas markets and established service centers to assist domestic enterprises in their global expansion efforts. He hopes to continue working closely with experienced overseas Taiwanese business leaders to jointly contribute to Taiwan's economic prosperity.



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

## FOR THE HUGE POTENTIAL OF SOUTHEAST ASIA MARKET ROCCOC STRIKES AHEAD TO OPEN UP OPPORTUNITIES FOR ★ TAIWAN MARKET ★



The Association organized the “Taiwan Consumer Products SEA Trade Delegation” from March 20 to 25, 2025, leading a delegation of 15 companies to Ho Chi Minh City, Vietnam, and Kuala Lumpur, Malaysia, to promote Taiwanese brands in the Southeast Asian market.

This trade mission focused on consumer products such as food, health, and lifestyle goods. Through business matchmaking and market exploration, it successfully generated business opportunities worth USD 9.24 million, sparking a wave of “Taiwan trend” and further enhancing the visibility and competitiveness of MIT (Made in Taiwan) brands in the Southeast Asian market.

Chairman Hsu Shu-Po stated that the Southeast Asian market is growing rapidly, and Taiwanese enterprises possess unique advantages. Vietnam and Malaysia, the two major economies within ASEAN with close trade ties with Taiwan.

According to the latest trade data, Taiwan’s total trade with Malaysia reached USD 34.5 billion in 2024, ranking 7th, while trade with Vietnam reached USD 22.1 billion, ranking 9th, making both countries among Taiwan’s top ten trade partners in ASEAN.

The “Taiwan Consumer Products SEA Trade Delegation” lead high-quality companies in fields such as “processed food,” “souvenir gifts,” and “home and lifestyle products.”



Participating brands included Vigor Kobo, Cona's, Energreen Health Industry Chain, and Elvishome Art Of Living, showcasing Taiwan's diverse appeal from bakery and confectionery to premium chocolate, health products, and home aesthetics. Through in-person interactions, the mission facilitated over 120 business meetings, connecting with 55 local distributors and companies, allowing MIT products to penetrate the Vietnamese and Malaysian markets and enhance their international presence.

In recent years, ROCOOC has actively supported enterprises in expanding into international markets. Since 2021, following the pandemic, the association led trade missions to South Korea, Poland, the Czech Republic, Lithuania, Australia, and Japan, successfully helping Taiwanese businesses connect with global markets and generate over USD 30 million business opportunities, demonstrating the competitiveness and growth potential of Taiwanese enterprises in global arena.

This "Taiwan Consumer Products SEA Trade Delegation" continues to build on that momentum, further helping Taiwanese businesses achieve breakthroughs in the ASEAN market and fostering more multinational collaborations, opening up new opportunities in the region.

