

A special feature produced by:



TAIWAN



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Taiwan and the US share a common belief in 'free, fair and reciprocal' trade

Taiwan continues to impress global markets through its focus on innovation, technology and stability. An expanding economy, GDP is expected to grow at 2.27 per cent in 2018. The self-governing island nation seeks to secure its position as the most prominent of the 'Four Asian Tigers' - Taiwan, Hong Kong, Singapore and South Korea.

As America's tenth largest trading partner with two-way total trade amounting to US\$ 84.9 Billion, the symbiotic relationship between The US and Taiwan is undeniably intertwined. Furthermore, the numbers recently increased: US exports to Taiwan



Albert Chang, Chairman of the American Chamber of Commerce in Taipei (AmCham)

ing economic ties with Taiwan by entering into a bilateral FTA-like agreement.

'To a large extent, the technology sector, which is now the backbone of the Taiwanese economy, evolved from the electronics industry which US companies established here in the 1960's and 1970's', says Chang. 'The engineers and managers trained in those operations went on to work in domestic Taiwan based com-

Two-way trade
\$84.9
billion in 2016

enterprises look beyond mainland China and consider investment opportunities in the US'.

Taiwan's Electronics Sector
Largest
recipient of
US investment

As the US and Taiwan continue to build on their strong economic ties, this long and rich history of mutual respect and prosperity continues to benefit both partners.

'Taiwan is often overlooked due to political complications, its exclusion from the United Nations and its market size compared with mainland China', concludes Chang.

'We hope that after the conclusion of the current NAFTA negotiations, the US government will look to Taiwan as a potential partner and enter into a mutually beneficial bilateral trade agreement'

rose 5.3 per cent and imports from Taiwan rose 9.6 per cent in the first 10 months of 2017.

US 10th largest
trade partner

Taiwan's 3rd
largest trade
partner

With an economic foundation based on semiconductor manufacturing and ICT products and components (of which America is a huge consumer), Taiwan is integrated with the supply chains of leading US technology brands.

According to Albert Chang, Chairman of the American Chamber of Commerce in Taipei (AmCham), Taiwan and the US share a common belief in 'free, fair and reciprocal' trade. He urges Washington to continue strengthen-

panies. Today, the importance of and strong cooperation between Silicon Valley and Taiwan is well known and there is enormous opportunity for more partnerships through joint ventures, licensing and strategic alliances'.

'We hope that after the conclusion of the current NAFTA negotiations, the US government will look to Taiwan as a potential partner and enter into a mutually-beneficial bilateral trade agreement. We expect to see more Taiwanese

US imports from Taiwan

↑ 9.6%
from Jan-Oct 2017

'However, as an economic entity and a member of the international trading community, Taiwan is gaining attention through increased engagement with the rest of the world'.

www.amcham.com.tw



Interweaving Technology and Sustainability to deliver Innovative performance fabrics

Since 1992, sustainable innovation, exceptional performance and craftsmanship of art have been woven into every Kingwhale fabric. Kingwhale President, James Huang is spearheading the company's ambitious and visionary approach based on his belief in sustainability, technology, and vertical integration in order to deliver high-performance products to ensure Kingwhale excels in the global textile industry.



James Huang, Kingwhale President.

softness and smoothness while keeping one dry and warm.

Kingwhale has been known for supplying its high quality fleece as well as performance fabrics to big brands such as The North Face and Patagonia, and is currently developing an eco-friendly series of bio-degradable fabrics that provide excellent

As a socially-responsible company, Kingwhale is committed to reducing its environmental impact through its proprietary Low Impact Technology (L.I.T®). Kingwhale's L.I.T® uses 15% less dye-stuffs, 22% less electricity for heating and cooling, half the amount of thermal

energy usually required to create steam and 60% less water than conventional dyeing processes.

'L.I.T® is at the core of Kingwhale's commitment to sustainability,' says James. 'With our patented L.I.T® technology, Kingwhale has established itself as an innovator in manufacturing environmentally friendly textiles. We are about more than just producing low impact products - being genuinely low impact also means we take into account how we care for our products, employees, customers and the environment. Focusing on innovation and material science comes naturally to us - it enables us to develop new products and processes that continuously lower our environmental footprint. Ultimately, our passion for sustainabil-

ty is what drives our commitment to excellence as a company'.

Vertical integration across markets has also played a key role in the company's success. Kingwhale has mills in Taiwan, Vietnam, and had the foresight to enter the lucrative

over the coming years.

'We are an environmentally-sustainable, diverse and dynamic company, dedicated to delivering the finest products', concludes James. 'Regardless of political, economic and environmental challenges, we embrace the vi-



North American market by establishing a mill in North Carolina. By localizing production in key markets, Kingwhale is better able to serve customers and the company is looking to expand its global footprint

branchy of the global market place and will move forward in line with our growth strategy and desire to position Kingwhale as a leader in the global textile industry'.

www.kingwhale.com

NCKU educates graduates to make a positive impact on our world

Located in the vibrant Tainan City in Southern Taiwan, National Cheng Kung University (NCKU) checks all the boxes for foreign students who want to better understand Asia.

NCKU offers students a rigorous and challenging academic environment and the chance to gain life-experiences in a diverse

and respected place. Tainan City's mix of culture and ethnicity is due to the city's history.

Originally an outpost for aboriginals, Tainan City was settled by the Dutch over four hundred years ago before the city became the island's capital during Japanese occupation. Regarded as an enclave for the Taiwan elite in recent years, the

city is a key destination for foreign investment. One of NCKU's branch campuses is just a five minute drive from the Tainan Science Park. Here Bio-technology firms and component manufacturers are establishing businesses and NCKU is the organizing institution and one of the Park's main supporters.

'It is important students understand and appreciate people from various backgrounds in order to gain a better understanding of equality', says Dr. Huey-Jen Jenny Su, President of NCKU. 'By encouraging our students to have an open mind, we are confident that our graduates will succeed and face the challenges of our rapidly changing world. Our students are well-equipped to grasp international opportunities and become successful'.

In addition to welcoming the western-world to Asia, NCKU is also expanding its global footprint. Rather than establishing partnerships with other universities, NCKU has created 'Alliance Hubs' in order to better connect international partners. Currently operating in Kuala Lumpur, Ho Chi Minh City and Manila, these hubs generate collaborations between students, faculty, research partners and local governments who are using the Hubs to share ideas. This year NCKU will establish Hubs in North America and Europe.

'Our Alliance Hubs and

international exchange programs enable us to educate graduates who want to make a positive impact on our world', says President Su. 'The majority of our faculty was educated in North America and Europe and today we act as a bridge connecting both Europe and North America to Asia. This makes NCKU a strong player within the global education sector. In the future we intend to strengthen our relationships with governments, education institutions, students and global citizens as they engage with the Asian region'.

web.ncku.edu.tw



International students discussing Aerospace engineering



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