

Thursday, 14 September 2017 | Jaarbeurs Utrecht

# Taiwan Business Day

Utrecht 2017

Do you own or manage a creative or innovative start-up/scale-up or SME, and are you considering opportunities abroad? Meet your potential business partners and support organizations for the Far East – during an intensive afternoon seminar.

## Why Taiwan?

Taiwan is world leader in many innovative technologies and its companies continue to stay on top of new developments. Taiwan and The Netherlands have a lot in common, with a long trading history going back over 400 years. Both are internationally renowned as business gateway to their regions. Taiwan is on the 11th place of the global 'ease of doing business list' of the Worldbank. Taiwan is also growing as a soft-landing hub to access markets like Japan and China.

## Program

Taiwan Business Day 2017 is organised together with EBU. The main objective of #TBD17 is for you to meet Taiwanese organizations, entrepreneurs and support organisations and learn how Taiwan can become crucial for your success. The program includes a seminar to help you understand the Taiwanese opportunities and help you with your business expansion strategy.

## Design eHealth & Fashionable living with Taiwanese partners

12:30 Welcome drinks & registration

13:00 Opening & Welcome + Visiting Demos by Dutch and Taiwanese companies

13:05 Seminar 'Understanding global opportunities between Netherlands and Taiwan'

- Doing business with Taiwan by Michael Hsiao (TAITRA)
- "How to get a feel for opportunities in Taiwan" by Baerte de Brey (ElaadNL/Stedin)
- Design and the Real Value of Products by Annemarie van Hoof (4-Options Studio)
- Business angels investing in a cross border perspective challenges and potential for Asian and EU cooperation by René Reijtenbagh (Business Angels Europe)
- Presentation European Taiwan Chamber of Commerce (ETCC), Taiwanese Business Association in the Netherlands (TBA)
- Presentation Taiwanese company successful in the Netherlands
- Presentation Dutch Scale-Up with Asia ambition
- Q&A on 'How to use Taiwan to expand globally?'

15:20 Seminar 'Profit from bridging the strengths of regions'

- Financing of start ups and Cultural aspects of doing business in the Netherlands, by Pieter Leyssius, Director Companies, Rabobank Utrecht
- Citizens Innovation & Community building; Taiwanese QOCA-pilot in Utrecht Oost, by Anja van der Aa (GezondNL)
- Utrecht Softlanding program for innovative solutions to support independent living, by Jelle van der Weijde MMI, Domain Manager Health, Economic Board Utrecht (EBU)
- Taiwan: The best innovation and strategy partner for EU, by Mr. Tom Chou, TRON Representative
- Taiwan and Utrecht: reflections on a growing relationship, by Utrecht vice mayor Mr. Jeroen Kreijkamp
- Presentation of practical services on offer for Dutch SME's

16:10 MOU Ceremony: (1) Smart Health with EBU, (2) TBA, ETCC Soft-landing support

16:30 Taiwan Explorer Award ceremony, sponsored by China Airlines and EVA Air

16:50 Closing remarks and start networking.

18:30 Taiwan Business Dinner - separate registration at € 35,00 p.p. at Eventbrite



# Taiwan Globalization Network

In collaboration with Economic Board Utrecht, Taiwan Business Association and Taiwan Trade Centre.

Advanced registration is required and on a first-come-first-serve basis, please go to <https://goo.gl/LeyAEb> or visit [www.taiwanglobalization.net](http://www.taiwanglobalization.net)

