

# 2024

## The 3<sup>rd</sup> Taiwan Prime Award

### Selection Notice

Adviser:  Overseas Community Affairs Council, R.O.C. (Taiwan)

Co-adviser:  Ministry of Economic Affairs, R.O.C. (Taiwan)

Co-organizer:  Taiwan External Trade Development Council

Implementer:  Commerce Development Research Institute

February, 2024

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## **I. Origin and Purpose**

In order to guide the development of overseas Taiwanese businesses, connect with Taiwanese advantages, and assist in promoting overseas Taiwanese brands, the Overseas Community Affairs Council, R.O.C. (Taiwan) (OCAC) conducted the selection and counseling activities of the Taiwan Prime Awards in 2021. It was expected to use the concept of common channels and overall marketing to drive the development of overseas Taiwanese brands, reduce costs in marketing and improve effectiveness, and gained a wide response. In 2022, the OCAC continue to hold the expanded Taiwan Prime Award Selection. Also, in order to help the winners of the selection to enhance competitiveness and expand businesses, and promote exchange opportunities between well performing domestic enterprises and the winners, the OCAC invited all awarded enterprises to visit Taiwan in 2023. In 2024, the selection and counseling activities will be continued.

## **II. Organization**

Adviser: Overseas Community Affairs Council, R.O.C. (Taiwan)

Co-adviser: Ministry of Economic Affairs (MOEA)

Co-organizer: Taiwan External Trade Development Council (TAITRA)

Implementer: Commerce Development Research Institute

## **III. Handling Regions**

- (I) Registrations shall be conducted online, overseas Taiwanese companies in all countries around the world are welcomed to register in the selection (not including China, Hong Kong and Macao Areas).
- (II) The regions responsible for handling overseas preliminary selections and their respective regional scopes shall be further divided into 19 regions based on the currently existing regions where the OCAC has deployed staff (as shown in Table 1 below).
- (III) Registered overseas Taiwanese companies shall be reviewed for eligibility by staff stationed overseas by the OCAC or Cultural Center of representative office of the R.O.C. (Taiwan) abroad, and upon approval, their registration information shall be submitted to regions responsible for preliminary



selections.

(IV) In cases where the registering overseas Taiwanese companies do not have staff stationed overseas by the OCAC or Cultural Center of representative office of the R.O.C. (Taiwan) abroad, their eligibility review shall be conducted by the organizer, and upon approval, their registration information shall be submitted to nearby regions responsible for preliminary selections.

Table 1. Regions responsible for overseas preliminary selections and respective regional scopes

No.	Regions Responsible for Overseas Preliminary Selection	<u>Preliminary Selection Regional Scope</u> Eligibility review units
01	<ul style="list-style-type: none"> <li>■ Taipei Economic and Cultural Office (TECO) in New York, U.S.A.</li> <li>■ Culture Center of TECO in New York, U.S.A.</li> </ul>	<p><b><u>Eastern United States (including Washington, D.C. and Boston) Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Culture Center of TECO in New York, U.S.A.</li> <li>■ Culture Center of TECO in the U.S.</li> <li>■ Culture Center of TECO in Boston, U.S.A.</li> </ul>
02	<ul style="list-style-type: none"> <li>■ Taipei Economic and Cultural Office (TECO) in Chicago, U.S.A.</li> <li>■ Culture Center of TECO in Chicago, U.S.A.</li> </ul>	<p><b><u>Southeastern United States (including Atlanta and Miami) Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Culture Center of TECO in Chicago, U.S.A.</li> <li>■ Culture Center of TECO in Atlanta, U.S.A.</li> <li>■ Secretary, TECO in Miami, U.S.A.</li> </ul>
03	<ul style="list-style-type: none"> <li>■ Taipei Economic and Cultural Office (TECO) in San Francisco, U.S.A.</li> <li>■ Culture Center of TECO in San Francisco (Milpitas), U.S.A.</li> </ul>	<p><b><u>Northwestern United States (including Seattle) Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Culture Center of TECO in San Francisco (Milpitas), U.S.A.</li> <li>■ Culture Center of TECO in San Francisco, U.S.A.</li> <li>■ Culture Center of TECO in Seattle, U.S.A.</li> </ul>



No.	Regions Responsible for Overseas Preliminary Selection	<u>Preliminary Selection Regional Scope Eligibility review units</u>
04	<ul style="list-style-type: none"> <li>■ Taipei Economic and Cultural Office (TECO) in Los Angeles, U.S.A.</li> <li>■ Culture Center of TECO in Los Angeles (El Monte) , U.S.A.</li> </ul>	<p><b><u>Southern United States (including Houston) and Honolulu Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Culture Center of TECO in Los Angeles (El Monte), U.S.A.</li> <li>■ Culture Center of TECO in Los Angeles (Santa Ana), U.S.A.</li> <li>■ Culture Center of TECO in Houston, U.S.A.</li> </ul>
05	<ul style="list-style-type: none"> <li>■ Taipei Economic and Cultural Office (TECO), Toronto, Canada</li> <li>■ Culture Center of TECO in Toronto, Canada</li> </ul>	<p><b><u>Canada Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Culture Center of TECO in Toronto, Canada</li> <li>■ Expatriate Division, TECO in Vancouver, Canada</li> </ul>
06	<ul style="list-style-type: none"> <li>■ Taipei Economic and Cultural Office (TECO), Sao Paulo, Brasil</li> <li>■ Culture Center of TECO in Sao Paulo</li> </ul>	<p><b><u>Latin America Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Culture Center of TECO in Sao Paulo</li> <li>■ Secretary, Embassy of the R.O.C. (Taiwan) in Guatemala</li> <li>■ Secretary, TECO in Argentina</li> <li>■ Consul, Consulate-General of the R.O.C. (Taiwan) in Eastern City, Paraguay</li> </ul>
07	<ul style="list-style-type: none"> <li>■ Taipei Representative Office in the Federal Republic of Germany</li> <li>■ Taipei Representative Office in the Federal Republic of Germany, Frankfurt am Main office (Jurisdiction of the Germany Taiwan Commercial Council)</li> </ul>	<p><b><u>Germany Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"> <li>■ Secretary, Taipei Representative Office in the Federal Republic of Germany</li> <li>■ Expatriate Division, Taipei Representative Office in the Federal Republic of Germany, Frankfurt am Main office</li> </ul>



No.	Regions Responsible for Overseas Preliminary Selection	<u>Preliminary Selection Regional Scope</u> <u>Eligibility review units</u>
08	<ul style="list-style-type: none"><li>■ Taipei Representative Office in France</li></ul>	<p><b><u>France and Netherlands Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"><li>■ Overseas Residents Service, Taipei Representative Office in France</li><li>■ Secretary, Taipei Representative Office in the Netherlands</li></ul>
09	<ul style="list-style-type: none"><li>■ Taipei Representative Office in the U.K.</li></ul>	<p><b><u>UK Region registrations and organizer-assigned registrations</u></b></p> <p>Expatriate Division, Taipei Representative Office in the U.K.</p>
10	<ul style="list-style-type: none"><li>■ Taipei Economic and Cultural Office (TECO) in Japan</li><li>■ TECO in Osaka (Jurisdiction of the Japan Taiwanese Chamber of Commerce &amp; Industry)</li></ul>	<p><b><u>Japan Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"><li>■ Expatriate Division, TECO in Japan</li><li>■ Secretary, TECO in Osaka</li></ul>
11	<ul style="list-style-type: none"><li>■ Taipei Mission in Korea</li></ul>	<p><b><u>South Korea Region registrations and organizer-assigned registrations</u></b></p> <p>Expatriate Division, Taipei Mission in Korea</p>
12	<ul style="list-style-type: none"><li>■ Taipei Economic and Cultural Office (TECO) in the Philippines</li><li>■ Culture Center of TECO in the Philippines</li></ul>	<p><b><u>Philippine Region registrations and organizer-assigned registrations</u></b></p> <p>Culture Center of TECO in the Philippines</p>
13	<ul style="list-style-type: none"><li>■ Taipei Economic and Cultural Office (TECO) in Vietnam</li><li>■ TECO in Ho Chi Minh City, Vietnam (Jurisdiction of the Council of Taiwanese Chambers of Commerce in Vietnam)</li></ul>	<p><b><u>Vietnam Region registrations and organizer-assigned registrations</u></b></p> <ul style="list-style-type: none"><li>■ Secretary, TECO in Vietnam</li><li>■ Expatriate Division, TECO in Ho Chi Minh City, Vietnam</li></ul>



No.	Regions Responsible for Overseas Preliminary Selection	<u>Preliminary Selection Regional Scope</u> <u>Eligibility review units</u>
14	■ Taipei Economic and Cultural Office (TECO) in Thailand	<b><u>Thailand Region registrations and organizer-assigned registrations</u></b>  Expatriate Division, TECO in Thailand
15	■ Taipei Economic and Cultural Office (TECO) in Myanmar	<b><u>Myanmar Region registrations and organizer-assigned registrations</u></b>  Expatriate Division, TECO in Myanmar
16	■ Taipei Economic and Cultural Office (TECO) in Malaysia	<b><u>Malaysia Region registrations and organizer-assigned registrations</u></b>  Expatriate Division, TECO in Malaysia
17	■ Taipei Economic and Cultural Office (TECO) in Jakarta, Indonesia	<b><u>Indonesia Region registrations and organizer-assigned registrations</u></b>  Expatriate Division, TECO in Jakarta, Indonesia
18	■ Taipei Economic and Cultural Office (TECO) in Sydney, Australia ■ Culture Center of TECO in Sydney, Australia	<b><u>Australia and New Zealand Region registrations and organizer-assigned registrations</u></b>  ■ Culture Center of TECO in Sydney, Australia ■ Queensland Taiwan Centre, Australia ■ Secretary, TECO in Melbourne, Australia ■ Expatriate Division, TECO in Auckland, New Zealand
19	■ Taipei Liaison Office in the Republic of South Africa	<b><u>Africa Region registrations and organizer-assigned registrations</u></b>  ■ Secretary, Taipei Liaison Office in the Republic of South Africa ■ Secretary, Taipei Liaison Office in Cape Town



## IV. Registration Qualifications

### (I) Overseas Taiwanese Companies

A. The manufacturing unit of the registered company is located overseas (excluding China, Hong Kong and Macao), and companies with direct and indirect shareholding or capital contribution of overseas compatriots and Taiwanese entrepreneurs or enterprises exceeding 50%. However, exceptions can be made under following circumstances:

(A) When the local laws and regulations limit the maximum proportion of foreign shareholding, and when the company can prove that it has substantial control over the business, please provide written verification in Mandarin.

(B) When there are other special circumstances approved by the OCAC, please provide written verification from local chambers of commerce.

B. The registering company must have its company registration established in the country where the product is finally produced (not including China, Hong Kong and Macao), and must acquire production and manufacturing registration in the country where the final production and manufacturing line is set up. It must be in normal operation, have good credit, implement Corporate Social Responsibility (CSR) and be a profitable company.

### (II) Products for Taiwan Prime

A. The registered product is mass-produced consumer product on the market, and has applied for or obtained national standards and certifications in the country of manufacture of the product or international certification standards of the same level.

B. The brand owned by the company has obtained trademark rights in accordance with the trademark law of the country where the product is manufactured, or the trademark application is being applied for.

C. Awarded companies in past years shall not be registered in the selection again for the same products.





- D. There are 11 categories :
- (A) Electronics, Electrical Appliances, Communication Products, Parts & Accessories
  - (B) Software
  - (C) Computer Hardware & Peripherals
  - (D) Fashion 、Life & Cultural Creative Goods
  - (E) Leisure, Education & Sporting Goods
  - (F) Household Products & Building Materials, Safety Products, Hardware Products, Hand Tools
  - (G) Precision Instruments & Medical Equipment
  - (H) Chemical Materials & Products, Textiles, Packaging
  - (I) Vehicle
  - (J) Machineries, Parts & Accessories
  - (K) Green Energy Technology, Products/Equipment, Parts & Accessories
- E. In the above categories of products, the same company only submit 1 product for per each category.

## V. Procedure of Registration

(I) Registration Deadline

Ends on 31 March, 2024 (Taipei GMT+8:00).

(II) Registration fee

No registration fee required. The registering company shall be responsible for the shipping of the actual products participating in the final selection held in Taiwan, and shall bear all relevant expenses, such as that of international freight, customs clearance, and storage (the same applies to companies who ship actual products to participate in the Overseas Preliminary Selection).

(III) How to apply

To enter the online registration system ([www.taiwanprime.org](http://www.taiwanprime.org)) for 2024 the 3<sup>rd</sup> Taiwan Prime Award, please register the registered company information before logging in, register product information, and upload



written information, product information and content description of product selection items. Primarily online, no paper submissions accepted.

A. Fill out the company information form

First, please set up an ID and password, and select ‘participation country’, ‘participation region’, then fill in the basic information of the company, click register to complete.

B. Fill out the product information form

Please select ‘Product Category’, then fill in ‘Product Name’, ‘Product Launch Year’, ‘Product Characteristic’, ‘Reference Marketing Price’, ‘Product Size’, ‘Product Weight’, ‘Electricity Demand’, and upload product images, then click ‘Add’.

C. Fill out the product evaluation description form

Briefly describe each of the product evaluation items listed in the form, also supporting documents can be supplemented. (Fill in one form for each registered product)

D. Upload written information

(A) Application qualification documents (or relevant supporting documents)

- a. Certificate of the company’s direct and indirect shareholding or capital contribution ratio.
- b. Certificate of company establishment registration or the local tax registration number certificate
- c. Certificate of product manufacturing registration
- d. Overseas Taiwanese identity certificate or other supporting information
- e. Application for product national standards, certification or equivalent international certification standards of products or certificate.
- f. Acquisition of product trademark or proof of application for trademark
- g. Organizer are entitled to make requests to the registering companies to provide further supplementary information



so as to confirm registration eligibility. In the case that registering companies are found to be ineligible, their registrations shall be disqualified, and registering companies may not object.

(B) Supporting documents

Product certification, patents, awards, overseas sales volume and other supporting documents, in order for scoring.

(C) Others

Please download the registration affidavit, complete signing and clicking of the content, and then send back online after finishing.

(IV) Contact

LINE @: @taiwanprime

Website: [www.taiwanprime.org](http://www.taiwanprime.org)

Implementer: Researcher Chang, t. +886-2-77074883

Administrator Chen, t. +886-2-77074881

E-mail: [taiwanprime@cdri.org.tw](mailto:taiwanprime@cdri.org.tw)

## VI. Selection Procedure

(I) Overseas Preliminary Selection

A. Written Information Review

For the content description form of product selection items and product related supporting documents submitted by the registered company, the Overseas Preliminary Selection Review Committee will review and score based on the six evaluation items of ‘Research and Development’, ‘Design’, ‘Quality’, ‘Marketing’, ‘The link with Taiwan’, and ‘Sustainable Development’.

B. Product Evaluation

The overseas preliminary selection organizer will notify the registered company to demonstrate the registered product for review and evaluation, through either online or via video methods within the designated time period.

C. Review Committee



The overseas preliminary selection organizer invites representatives of various local chambers of commerce, and the expatriate division, the economic division from the representative office of the R.O.C. (Taiwan) abroad, TAITRA staff, scholars and experts to form an overseas preliminary selection review committee of 7 or more members. In principle, the Overseas Primary Selection Review Committee invites the representative (or director) of the local representative office of the R.O.C. (Taiwan) to serve as the chairman, and selects the shortlist for the Taiwan Finals.

- D. The shortlist for each overseas preliminary region includes a maximum of 5 products.

## (II) Taiwan Finals

### A. Written Information Review

- (A) Within the time limit of the notice by the organizer, the companies on the shortlist for the Taiwan Finals shall hand in a 5-minute film, including the company profile, product introduction and award-winning achievements, etc. The film should be accompanied by Mandarin narration or Mandarin subtitles.
- (B) The organizer and representatives of the Review Committee of the Taiwan Finals shall review the information provided by the finalist companies in the final selection, provide written review opinions to the finalist companies with a request for replies within a set time frame so as to facilitate comprehensive evaluation and make recommendations for a maximum number of 30 products in principle.

### B. Product Evaluation

- (A) The organizer will notify registering companies to send the actual products enlisted for the Taiwan Finals to the designated place for evaluation. Exceptions shall be made under special circumstances or when the base area of products exceeds 200 cm x 150 cm, where they may be displayed via video or other



alternative methods upon approval from the organizer of the Taiwan Finals.

- (B) The organizer shall compile all the written review materials and the review opinions of the overseas preliminary selection organizer, then provide the final selection committee in Taiwan for reference.
- (C) The organizer will provide the reference by the overseas preliminary selection committee and the final selection committee in Taiwan with the general opinions on the advantages and suggestions for improvement of the award-winning products to the registered companies.

#### C. Review Committee

Representatives of the organizer, representatives of overseas chambers of commerce, scholars and experts shall form a review committee consisting of 9 or more members to conduct the Taiwan Finals.

#### (III) Selection criteria

Both the Overseas Preliminary Selection and the Taiwan Finals' evaluation methods include 'written document reviews' and 'product evaluation'. Out of a total score of 100, 'Research and Development' shall account for 25 points, 'Design' for 25 points, 'Quality' for 20 points, 'Marketing' for 20 points, and 'The link with Taiwan' and 'Sustainable Development' for 5 points, respectively.



## (IV) Timetable of selection process

Table 2. Timetable of selection process

Selection Process		Date	Note
The Deadline of Online Registration		31 March, 2024	The registration deadline is 31 March, 2024.
The Deadline of Correcting Written Information		From 1 April to 5 April, 2024	The correction deadline is 5 April, 2024.
Overseas Preliminary Selection	Written Information Review	26 April, 2024	REF VI. Selection Procedure
	Product Evaluation I. (Products Delivery) II. Products Evaluation		
Announcement of the shortlist for the Taiwan Finals		17 May, 2024	Finalists will be announced after confirmation by Review Committee and the OCAC.
Taiwan Finals	Written Information Review	31 July, 2024	REF VI. Selection Procedure
	Product Evaluation I. Products Delivery II. Products Evaluation		
Announcement of Taiwan Prime Golden Award & Silver Award		7 August, 2024	
Award and Praise Ceremony		30 September, 2024	

※ The actual selection dates will be subject to notification.



(V) Flow Chart of Selection Process

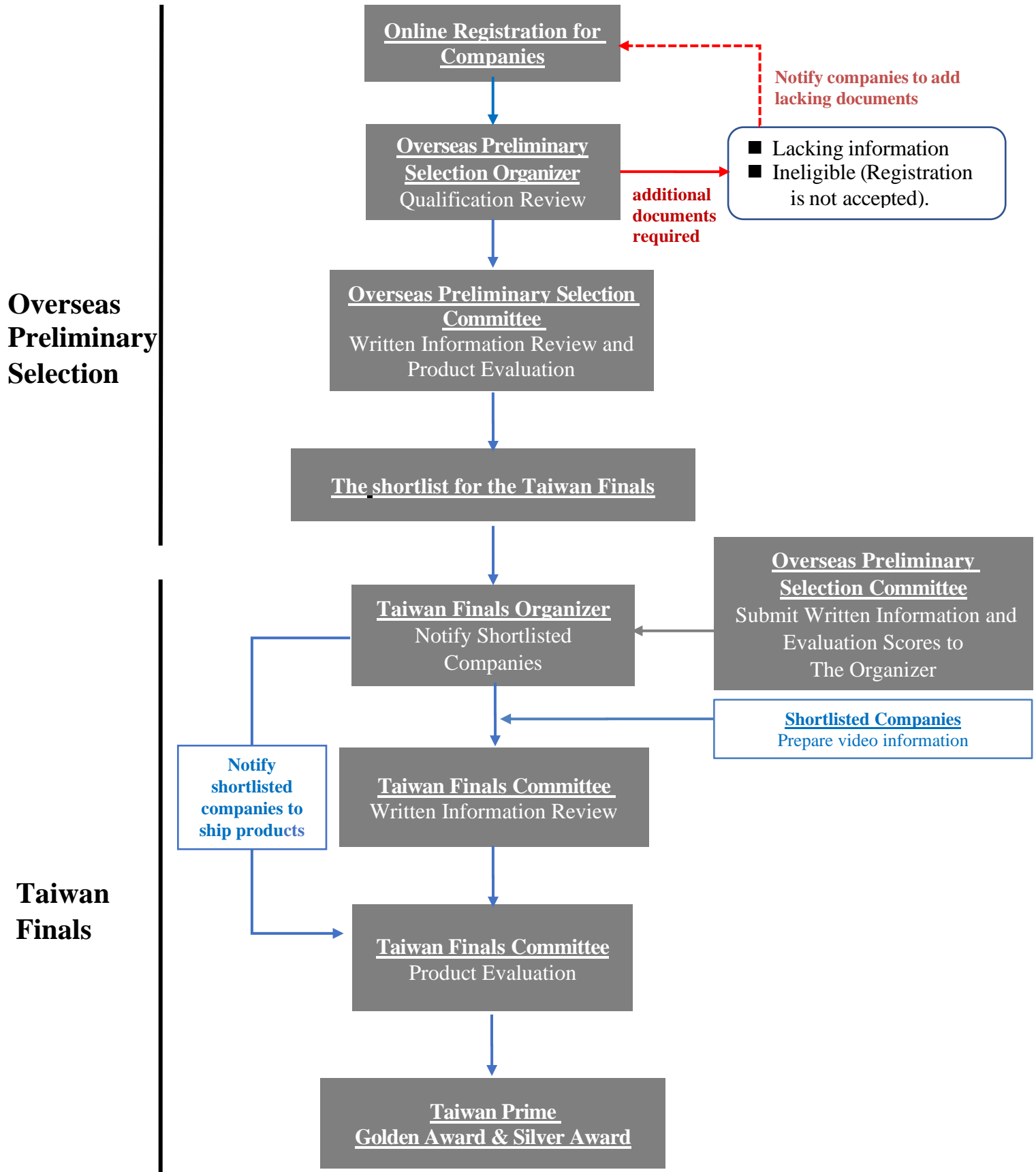


Figure 1. Flow Chart of Selection Process



## VII. The reward

- (I) The maximum numbers of Gold Award for ‘Taiwan Prime Award’ will be 10 products. If products that do not reach the Gold Award standard, the award will not be awarded; the maximum numbers of Gold and Silver Award will be 20 products, and each product will be awarded with a trophy and a certification, and is able to receive counseling and promotion services
- (II) The organizer will sign an ‘Taiwan Prime Award Label User Agreement’ with the awarded companies, whereby the awarded products may be promoted at home and abroad with the ‘Taiwan Prime Award Label’; the label must clearly state the year the product was awarded. Such measures are adopted to jointly promote the Taiwan Prime Award Label.

## VIII. Counselling and Promotion

The OCAC will handle public awards activities, award certifications, trophies and certificates of merit, and set up a special area on the homepage of the OCAC official website to utilize resources such as Facebook, OCAC News, YouTube and various activities to assist in the broadcast of various award-winning product films and widely promote them domestic and abroad. In addition to the possibility of receiving relevant information published by Taiwan-friendly Mandarin media, each award-winning product may also obtain various counseling and promotion services:

- (I) The project of the Overseas Credit Guarantee Fund (Taiwan) will provide a guarantee for loan up to 70% of the funds required for the promotion plan, the maximum budget is US\$2 million per case, and the guaranteed percentage (50% to 80%) will be approved case-by-case.
- (II) Well-known accounting firms in Taiwan will provide audit, taxation, financial and other related consulting services, with 5 hours for Gold Award winners and 2 hours for Silver Award winners.
- (III) TAITRA shall provide awarded companies with resources such as brand coaching courses free of charge.
- (IV) Innovative Counseling and Promotion





- A. Digital marketing promotion: Adopt digital technology measures such as digital content marketing and online curation, assist all awarded products in their promotion to the overseas market.
- B. Digital advertisement: Carry out digital advertising according to respective awarded product features to improve brand and product awareness.
- C. Professional training courses: Provide professional training courses that accord with important global trends and issues, such as digital transformation (on topics such as application of digital tools and digital content creation etc.) and sustainable environment (on topics such as ESG, carbon rights, sustainable trade etc.). Courses provided to Gold Award winners shall add up to four hours, and courses provided to Silver Award winners shall add up to two hours.



## IX. Notice

- (I) All registering products and attached document shall accord with the principle of honesty and good faith. Registering companies shall bear all legal responsibilities if any false, untrue or IPR infringement (on trademarks, patents, and copyrights) situations are found. The Taiwan Prime Selection Organizer may disqualify and request compensation from registering companies according to severity of the situation.
- (II) If found to have any one of the following situations, awarded products shall be cancelled of its award and qualifications, all government invested funding shall be returned, and the organizer may also request a compensation.
  - A. If registration documents provided by awarded companies are found to be false, or if the companies are found to have been awarded through fraud, coercion, or other unjust means, their awards shall be cancelled and disqualified; all award certification, medals or trophies, and subsidies shall be returned, and the company may not participate in the Selection again for a period of three years, starting count on the day of its disqualification.
  - B. If the awarded company engages in any illegal or inappropriate actions that may cause harm to the publics' health or even public benefits, or impair the competent authorities' credibility and the Award's principles and spirit, their awards shall be cancelled and disqualified; all award certification, medals or trophies, and subsidies shall be returned, and the company may not participate in the Selection again for a period of three years, starting count on the day of its disqualification.
  - C. If the awarded company does not accord with regulations in its use of the 'Taiwan Prime Award Label', and does not improve its use of the Label within the deadline set in the misuse notification, or violates regulations for Label usage for two or more times within the period of one year, their awards shall be cancelled and disqualified; all award certification, medals or trophies, and subsidies shall be returned, and the company may not participate in the Selection again for a period of



three years, starting count on the day of its disqualification.

- (III) Awarded companies are obligated to attend and participate in Taiwan Prime Award promotional activities hosted by the organizer.
- (IV) All application materials will be destroyed after the selection results are announced and will not be returned to the company.
- (V) The organizer reserves the right to adjust the content of the selection instructions according to the situation and may make public announcements of the adjustments any time after revision, and if there is any doubt, the organizer has the right of interpretation.



## Excursus 1. Scoring Item Description

Please describe each following item in 250-1000 words (including English letters, punctuation, table or charts). Descriptions are not required if there is no such item. Supporting documents may be supplemented.

### I. Research and Development

(I) The strategies of research and development is to enhance the uniqueness of the product and market competitiveness.

A. In addition to the appearance design of the product, the innovation and value of its core research and development technology should also be the focus.

B. The specifications and main technical features of the product compared with the advantages and disadvantages of the same type of products on the market.

C. The estimated (or actual) annual sales of the product as a percentage of total annual sales.

D. The expenses of research and development as a percentage of the company's revenue.

(II) Intellectual property management system and effectiveness

A. Construct a complete management system for intellectual property.

B. The product has obtained the type of product patent, numbers and layout.

C. Human-factors engineering should be taken into account regarding the use and operation of this product.

D. The product is safe during the operations.

E. The convenience of operation of the product.

F. The product's design for information security.

G. The product protection of personal data.

(III) The cost effectiveness and innovation of the product in its manufacturing process

A. Innovative specific measures in the manufacturing process.

B. Substantial measures for saving costs in the manufacturing process



- (IV) The complete capability layout of core research and development
- A. The quantitative description of the company's organization, funds, equipment and human resources for investing in research and development.
  - B. Please represent the total person-year research and development experience value of the product research and development team in terms of seniority and performance.
  - C. The research and development department has sufficient verification equipment to ensure the research and development quality of the product. Please represent it in a list.
  - D. The research and development department has constructed a set of risk assessment processes and systems for a series of new products and new processes related to the future of the product.



## II. Design

### (I) Innovative concepts

- A. The product is innovative with its innovative concept, innovative functions, and innovative materials.
- B. The product optimizes currently existing products.
- C. The product design's initial core purpose and application or functions.
- D. The product is highly sustainable and may continuously improve in step with the development of the times.
- E. How does the product differentiate itself from existing products in terms of its innovation.

### (II) Features

- A. The product satisfies demands in terms of its functionality, practicality, safety, and maintenance.
- B. The product satisfies the use in the target market, and provides appropriate functions or operations for user benefit.
- C. The product utilizes new technology/technique/materials, or has solved problems with its creativity.
- D. The product conducted reasonable designs with appropriate techniques, methods, and quality control.
- E. The product has broken through old frameworks, adopted innovative materials, streamlined manufacturing processes, strengthened applications to create product value.

### (III) Aesthetics

- A. The aesthetics and quality of the product demonstrates its features and spirit.
- B. The exterior design of the product is reasonable, appropriate, and necessary.
- C. The substantial measures taken for its overall visual design.
- D. The substantial measures taken for the texture, coloring, ratio and all other details.
- E. Aside from its practicality, the product's added-value provided to consumers.



(IV) Values and influence

- A. The product provides special care and assurances (such as safety, security, environmental and physical assistance) to disadvantaged groups
- B. The product's design is charming and inspiring, allowing consumers to identify with the product.
- C. The product contributes to new cultures such as new approach, new way of life, and interactive mode.
- D. The product explores and solves urgent issues for improvement in the society and creates public benefits.
- E. The product is environmentally friendly, it gives new life to the product in all stages such as in its manufacturing, application and even disposal process, and enhances the efficiency of all its resources.



### III. Quality

- (I) Product has attractive and innovative quality to meet the potential needs of customers
  - A. The quality of product is excellent and can satisfy the needs and expectations of the target customers.
  - B. The product has attractive elements to satisfy existing customers and even attract new ones.
  - C. The product has innovative elements to satisfy the potential and unmet needs of the customers.
  - D. Compared with similar products, the attractive and innovative elements of this product are differentiated and unique.
  - E. Product-related certification information, e.g., demand-side analysis, market-side analysis data, regulations/product international specifications, specifications, prototype, usability analysis and others, information files can be provided as attachments.
- (II) Product quality is strictly controlled during the design and manufacturing process
  - A. Product is rigorously reviewed during development and actually executed to ensure that product quality is effectively controlled during production.
  - B. When the product is in production, the production plant has established a complete and effective process quality control system and executed it properly.
  - C. The product has good product yield rate and process capability when it is produced.
  - D. The company has established product lifetime management (PLM) and it is operational.
  - E. Product-related certification information (e.g., quality management program SOP, quality control analysis, functional verification, reliability verification analysis (environmental testing), production yield rate, after-sales service system and others, information files can be provided as attachments.)





- (III) The company (or original equipment manufacturer) has obtained the standard verification of international quality management system or other related international management systems, and executed it properly
- A. The company (or original equipment manufacturer) has established quality standards and management systems, and implemented it properly.
  - B. The company (or original equipment manufacturer) has obtained the standard certified by the ISO 9001 international quality management system or other related international management system, and implemented it properly.
  - C. The relevant international management system standards implemented by the company (or original equipment manufacturer) undergoes regular audits by the verification company, and the shortcomings of the audit should be improved immediately.
  - D. The company (or original equipment manufacturer) can conduct performance evaluation for the relevant international management standards they implement.
  - E. Product-related certification information, e.g., nation, region, international certifications, Federal Communications Regulations (CFR Part 47) from FCC US, ISO 9001 Quality Management System, TL9000 Telecom Quality Management System, IECQ Q080000 Toxic Substances Process Management System, and Internal and External Audit Information Description and Others, information files can be provided as attachments.
- (IV) The company has implemented total quality management (TQM), that is, customer-oriented management
- A. The company has established a quality assurance system and can satisfy customers and fulfill product responsibility.
  - B. The executives in the company can achieve quality leadership and adherence to quality.
  - C. The company has introduced and implemented total quality management and implemented with good results.



- D. The company has achieved comprehensive and continuous improvement of quality control and teamwork for everyone, and has established a good quality culture.
  - E. Product-related certification information, e.g., company quality commitment, quality objectives, introduction of quality systems and others, information files can be provided as attachments.
- (V) The company has been able to upgrade to the level of quality management
- A. The company has a good customer complaint and handling procedure, value customer rights and satisfaction, also conducts customer satisfaction surveys, and will improve based on the results of survey analysis.
  - B. The company has a clear mission and vision, and expands to strategic management, established customer-oriented management system, and business performance management.
  - C. The company has established a customer relationship management system to establish long-term and close relationships with customers in order to pursue customer loyalty.
  - D. Product-related certification information, e.g., SWOT analysis, risk assessment, customer satisfaction analysis, recycling and others, information files can be provided as attachments.



#### IV. Marketing

- (I) Actively promote the core values of the brand and product characteristics, advantages and customer benefit, and has the operations for clear brand and product position.
  - A. The product brand is a self-owned brand and its future goals.
  - B. The brand identity system has been used in conjunction with logos, trademarks, slogans and products, sales, public relations, advertising, etc.
  - C. Take various activities to promote the core values and product characteristics of the brand and to explain their results ◦
  - D. Whether distributors or retailers have role-playing tasks in promoting the core value of the brand and product characteristics of the brand, and their responsible tasks.
  - E. Effective product segmentation and targets the target market and precise audience that best meets the ability to carry out appropriate positioning strategies.
  - F. Methods to inspire consumers to buy again.
- (II) Establish effective management of domestic and foreign sales channels and brand coaching or marketing communication strategic partners
  - A. The feasibility study of the product for the transnational market includes sufficient investigation and information collection of different distributors in different markets as the basis for channel selection.
  - B. Regularly evaluate the performance of distributors and explain how to evaluate them.
  - C. Regularly hold distributors meetings to publicize the concept or gather consensus.
  - D. Ensure that distributors agree with marketing strategies and brand concept practices and their effectiveness. Coordinate sales strategies for products across different channels.
  - E. Coordinate sales strategies for products across different channels.
  - F. Control and manage different levels of channels (e.g., wholesale, mid-cap, retail) to drive product sales strategies.



- (III) The marketing department regularly collects marketing information on competing products and stakeholder research and investigates customer experience optimization as a basis for improving customer satisfaction.
- A. Collect information on competing products, market feasibility analysis, target customer insights, and describe their approach.
  - B. Regularly collect which orientation of marketing information and competing product information.
  - C. The relationship between the marketing department and the customer service department in terms of operation and management and the way to solve customer problems.
  - D. Assess potential markets to open up new markets.
  - E. Conduct surveys and establish audit mechanisms for customer service experience and customer satisfaction as the basis for improving customer satisfaction and the company's internal rewards and punishments.
  - F. To assess the quality of service, customer satisfaction and service process provided for customers, please provide specific and objective evidence descriptions.
- (IV) The marketing department has established a sound customer service system (including customer complaint handling and maintenance services)
- A. A mechanism to maintain customer loyalty.
  - B. Planning and mechanism for handling customer complaints.
  - C. The relationship between the marketing department and the maintenance department in terms of operation and management, and explain its coordination work.
  - D. Proceed data-driven management, customer database management and the focus of its management.
  - E. Proactively apply to practice member precision marketing and customer database management (CRM).
- (V) Establish specific brand promotion practices and budget promotion and allocate a team of professionals to perform related work
- A. In line with the trend of digital transformation, promote the marketing and use of media communication strategies and strategic plans for



corporate media content used by self-owned brands.

- B. The ratio of annual investment in branding and marketing communications to operating income.
- C. A special unit has been set up to formulate brand promotion strategies, operational plans and mechanisms.
- D. The hierarchy of people involved in brand strategy.
- E. The awards the brand has won and the number of countries in which the brand has landed.



V. The link with Taiwan

- A. Whether the registered product is available in the Taiwan market.
- B. Whether the registered product design or brand image has Taiwanese imagery or elements.
- C. Whether the marketing of the registered product emphasizes Taiwanese advantages.
- D. Whether the registered product has cooperation with Taiwanese manufacturers for marketing promotion.
- E. Whether the registered company contribute to Taiwan's public welfare or enhance Taiwan's international visibility in the country where they are based.

VI. Sustainable Development

- A. Publish ESG sustainability report (accounts for 1 point)
- B. The ESG sustainability report has gained third party verification (accounts for 1 point)
- C. The company promotes green house gases inventory and has obtained ISO14064-1 third party verification (accounts for 1 point)
- D. The company promotes carbon footprint verification and has obtained ISO14067 third party verification (accounts for 2 points)



## **Excursus 2. Product Selection**

### **I. Preliminary Selection**

The overseas preliminary selection organizer will notify the registered company to demonstrate the registered product for review and evaluation, through either online or via video methods within the designated time period.

### **II. Final Selection**

The organizer will notify registering companies to send the actual products enlisted for the Taiwan Finals to the designated place for evaluation. Exceptions shall be made under special circumstances or when the base area of products exceeds 200 cm x 150 cm, where they may be displayed via video or other alternative methods upon approval from the organizer of the Taiwan Finals.

### **III. Delivery**

(I) The delivered product should not be defective, so as not to affect the score.

(II) The delivered product should be properly packaged, and accompanied by instructions for use, installation methods and description for product function.

(III) If the product or supporting equipment are valuable goods, please apply for insurance at the company's own expense.

### **IV. The selection site**

Visitors aren't allowed during the selection period, except for the review committee's requests for face-to-face explanations or hands-on demonstrations, the other staff of the registered company is not allowed to enter the site during the selection period.

### **V. Products return**

(I) The registered companies are requested to bring back the evaluated product from the place designated by the organizer in the specific time.

(II) The member to pick up the product should be responsible for product disassembly and handover; the organizer is not responsible for the overdue storage, packaging, express delivery, and damage compensation of the product.



### **Excursus 3. Product Category and Classification Code**

#### **A. Electronics, Electrical Appliances, Communication Products, Parts & Accessories**

##### **AA Consumer Electronics & Electronic Products**

- 0101 Consumer Electronic Products
- 0102 Mobile Electronics & Digital Cameras
- 0103 Audio/Video Products & Projectors
- 0104 PDA, GPS & Electronic Dictionaries
- 0105 Home Appliances
- 0106 Automobile Electronics
- 0107 Business/Office Machines & Tools
- 0108 Illumination Devices
- 0109 Security Systems & Other Related Products
- 0110 Other Electronic & Electrical Products
- 0111 Solution Products

##### **AB Communication Products**

- 0112 Telephones & Fax Machines
- 0113 Mobile Phones & Mobile Related Devices
- 0114 Wireless Communication Equipment
- 0115 Networking Products
- 0116 Transmission Equipment
- 0117 Video Conferencing Systems
- 0118 Internet Appliances
- 0119 Solution Products
- 0120 Other Communication Products

##### **AC ( Electronic Parts & Components )**

- 0121 Electronic Parts & Assemblies
- 0122 Coolers, Blowers & Motors for ICT Products
- 0123 Power Supply Products/Components
- 0124 Solution Products



**B. Software**

## BA Software

- 0201 System Software
- 0202 Application Software
- 0203 Educational Software
- 0204 Management Software
- 0205 Safety, Recognition Software
- 0206 Entertainment Software
- 0207 Solution Products
- 0208 Other Software

**C. Computer Hardware & Peripherals**

## CA. Computer Hardware &amp; Peripherals

- 0301 Personal Computers
- 0302 Laptops & Notebooks
- 0303 Workstations, Servers
- 0304 Business/Office Computer Systems
- 0305 Industrial Computers & Peripheral Equipment
- 0306 Computer Monitors, LCD Monitors, Flat Panel Displays
- 0307 Input & Output Devices
- 0308 Printers, Plotters & Cutting Plotters
- 0309 Data Storage Devices
- 0310 Chip Sets
- 0311 Computer Boards & Cards
- 0312 Special Computer Systems
- 0313 Consumable Items
- 0314 Solution Products
- 0315 Other Computer Parts & Accessories
- 0316 Other Computer & Peripheral Equipment

**D. Fashion 、Life & Cultural Creative Goods**

## DA. Fashion 、Life &amp; Cultural Creative Goods

- 0401 Jewelry & Precious Stones
- 0402 Clocks, Watches & Other Timepieces
- 0403 Stationery
- 0404 Gifts, Artifacts
- 0405 Garments, Fashion Accessories
- 0406 Footwear
- 0407 Luggage & Handbags
- 0408 Culture & Creative Goods
- 0409 Solution Products
- 0410 Others

**E. Leisure, Education & Sporting Goods**

## EA. Leisure, Education &amp; Sporting Goods

- 0501 Sporting Goods
- 0502 Leisure Goods
- 0503 Recreational Goods
- 0504 Toys
- 0505 Musical Instruments
- 0506 Educational Products
- 0507 Pet Products
- 0508 Solution Products
- 0509 Others

**F. Household Products & Building Materials, Safety Products,  
Hardware Products, Hand Tools**

## FA. Furniture, Kitchenware, Sanitaryware &amp; Houseware

- 0601. Furniture
- 0602. Office Furniture
- 0603. Public Furniture
- 0604. Kitchen & Dining Furniture, Kitchenware & Tableware
- 0605. Houseware & Bedroomware



- 0606. Baby & Child Products
- 0607. Sanitary Products & Sanitaryware
- 0608. Solution Products
- 0609. Others

**FB. Building Materials & Safety Products**

- 0610. Building, Covering & Decorating Products
- 0611. Doors & Windows
- 0612. Safety Protection Products
- 0613. Fire Protection Products
- 0614. Solution Products
- 0615. Others

**FC. Hardware Products & Hand Tools**

- 0616. Hardware Products
- 0617. Hand Tools
- 0618. Others
- 0619. Solution Products

**G. Precision Instruments & Medical Equipment**

**GA. Precision Instruments & Medical Equipment**

- 0701. Instruments
- 0702. Optical Products & Accessories
- 0703. Medical Instruments & Devices
- 0704. Rehab, Health Care & Assistive Devices
- 0705. Automatic Testing Equipment
- 0706. Lab Instruments
- 0707. Medical Disposable Items
- 0708. Others
- 0709. Solution Products

**H. Chemical Materials & Products, Textiles, Packaging**

**HA. Chemical Materials & Products, Textiles, Packaging**

- 0801. Chemical Materials & Products
- 0802. Cosmetics & Toiletries



- 0803. Textiles & Fabrics
- 0804. Packaging Materials & Containers
- 0805. Dye & Pigment
- 0806. Paint & Coating
- 0807. Adhesives
- 0808. Resin
- 0809. Others
- 0810. Solution Products

**I. Vehicle**

**IA. Bicycles, Parts & Accessories**

- 0901. Bicycles
- 0902. Bicycle Parts
- 0903. Solution Products

**IB. Automobiles, Motorcycles, Aerospace Products, Ships, Boats & Parts**

- 0904. Motorcycles & Parts
- 0905. Automobiles & Parts
- 0906. Aerospace Products & Parts
- 0907. Ships, Boats & Parts
- 0908. Solution Products
- 0909. Others

**J. Machineries, Parts & Accessories**

**JA. Machineries**

- 1001. Machine Tools
- 1002. Rubber & Plastic Processing Machineries
- 1003. Food Processing Machineries
- 1004. Textile & Garment Machineries
- 1005. Optical & Semiconductor Manufacturing Equipment
- 1006. Printing & Packaging Machineries
- 1007. Material Handling Machineries
- 1008. Refrigerating & Air Conditioning Equipment
- 1009. Other Machineries



1010. Solution Products

**JB. Power & Electrical Machinery Equipment**

1011. Power & Electrical Machinery Equipment

1012. Solution Products

**JC. Machine & Electrical Machinery Parts**

1013. Machine Parts & Accessories

1014. Electrical Machinery Parts & Accessories

1015. Solution Products

**K. Green Energy Technology, Products/Equipment, Parts & Accessories**

**KA. Green Energy Products/Equipment**

1101. Energy-Creating Equipment

1102. Energy-Storage Equipment

1103. Energy-Saving Equipment

1104. Illumination Devices

1105. Coolers, Blowers & Motors for ICT Products

1106. Power Supply Products/Components

1107. Building, Covering & Decorating Materials

1108. Others

1109. Solution Products

**KB. Green Energy Parts & Accessories**

1110. Energy-Creating Equipment, Parts & Accessories

1111. Energy-Storage Equipment, Parts & Accessories

1112. Energy-Saving Equipment, Parts & Accessories

1113. Solution Products