







2022 Taiwan Prime Award

Selection Notice

Advised  by: Overseas Community Affairs Council, R.O.C. (Taiwan)
Co-advised by:  Ministry of Economic Affairs, R.O.C. (Taiwan)
Implemented by:  Commerce Development Research Institute
Co-organized by:  Taiwan External Trade Development Council

APRIL, 2022



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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, Republic of China (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, gaining a wide response. Therefore, the OCAC is planning to continue and hold the expanded Taiwan Prime Award in 2022.

II. Handling units

Advised by: Overseas Community Affairs Council, Republic of China (Taiwan)

Co-advised by: Ministry of Economic Affairs (MOEA)

Implemented by: Commerce Development Research Institute (CDRI)

Organized by: Taiwan External Trade Development Council (TAITRA)

III. Handling Regions

This year, the OCAC is planning to make the activity global with registering online. The Regions of Preliminary Selection are 19 regions in 16 countries where the OCAC, MOEA and TAITRA have stationed staff as shown in Table 1.

Table 1.

No.	Continent/Country	No.	Regions of Preliminary Selection	Regions
01	North America/ The United States	01	■ Taipei Economic and Cultural Office (TECO) in New York ■ Culture Center of TECO in New York	Companies in the Eastern United States (including Washington, D.C. and Boston) please transfer the products to New York for preliminary selection.
		02	■ Taipei Economic and Cultural Office	Companies in the southeastern United States (including Atlanta



			<ul style="list-style-type: none"> ■ (TECO) in Chicago ■ Culture Center of TECO in Chicago 	and Miami) please transfer the products to Chicago for preliminary selection.
		03	<ul style="list-style-type: none"> ■ Taipei Economic and Cultural Office (TECO) in San Francisco ■ Culture Center of TECO in San Francisco (Milpitas) ■ Culture Center of TECO in San Francisco 	Companies in the northwestern United States (including Seattle) please transfer the products to San Francisco for preliminary selection.
		04	<ul style="list-style-type: none"> ■ Taipei Economic and Cultural Office (TECO) in Los Angeles ■ Culture Center of TECO in Los Angeles (El Monte) ■ Culture Center of TECO in Los Angeles (Santa Ana) 	Companies in the Southern United States (including Houston) and Honolulu please transfer the products to Los Angeles for preliminary selection.
02	North America/ Canada	05	<ul style="list-style-type: none"> ■ Taipei Economic and Cultural Office (TECO), Toronto ■ Culture Center of TECO in Toronto, Canada 	Companies in Canada please transfer the products to Toronto for preliminary selection.
03	Latin America/ Brazil	06	<ul style="list-style-type: none"> ■ Escritório Econômico e Cultural de Taipei em São Paulo ■ Culture Center of TECO in Sao Paulo 	Companies in Latin America please transfer the products to São Paulo for preliminary selection.
04	Europe/Germany	07	<ul style="list-style-type: none"> ■ Taipeh Vertretung in der Bundesrepublik Deutschland ■ Taipeh Vertretung in der Bundesrepublik Deutschland, Büro 	After receiving the products from Germany, preliminary selection will be held in the location of the Council of Taiwanese Chamber of Commerce.



			Frankfurt am Main	
05	Europe/France	08	■ Bureau de Représentation de Taipei en France	
06	Europe/ United Kingdom	09	■ Taipei Representative Office in the UK	
07	Asia/Japan	10	■ Taipei Economic and Cultural Representative Office ■ Taipei Economic and Cultural Office (TECO) in Osaka	After receiving the products from Japan, preliminary selection will be held in the location of the Japan Taiwanese Chamber of Commerce & Industry.
08	Asia/South Korea	11	■ Taipei Mission in Korea	
09	Asia/Philippine	12	■ Taipei Economic and Cultural Office (TECO) in Philippines ■ Culture Center of TECO in the Philippines	
10	Asia/Vietnam	13	■ Taipei Economic and Cultural Office (TECO) in Vietnam ■ TECO in Ho Chi Minh City	After receiving the products from Vietnam, preliminary selection will be held in the location of the Council of Taiwanese Chambers of Commerce In Vietnam.
11	Asia/Thailand	14	■ Taipei Economic and Cultural Office (TECO) in Thailand	
12	Asia/Myanmar	15	■ Taipei Economic and Cultural Office (TECO) in Myanmar	
13	Asia/Malaysia	16	■ Taipei Economic and Cultural Office (TECO) in Malaysia	
14	Asia/Indonesia	17	■ Taipei Economic and Cultural Office (TECO) in Indonesia	
15	Oceania/Australia	18	■ Taipei Economic and Cultural Office	Companies in Australia and New Zealand please transfer the



			(TECO) in Sydney, Australia ■ Culture Center of TECO in Sydney	products to Sydney for preliminary selection.
16	Africa/South Africa	19	■ Taipei Liaison Office in the Republic of South Africa	Companies in Africa please transfer the products to Republic of South Africa for preliminary selection.

IV. Registration Qualification

1. Overseas Taiwanese Companies

- A. The manufacturing unit of the registered company is located overseas (excluding China, Hong Kong and Macao), and enterprises with direct and indirect shareholding or capital contribution of overseas compatriots and Taiwanese entrepreneurs or enterprises exceeding 50%. However, except when the local laws and regulations limit the maximum proportion of foreign shareholding, and the company can prove that it has substantial control over the business, or there are other special circumstances, with the consent of OCAC.
- B. The registered company is required to be registered in the country of manufacture of the product, and the products it produces must obtain manufacturing registration in the country where the product is manufactured, must be in normal operation, have good credit, implement Corporate Social Responsibility and be a profitable company (companies affected by COVID-19 are exempted from this).

2. 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. The same type of products of the winning companies in 2021 shall not be registered again.
- D. Category :
 - (1) Electronics, Electrical Appliances, Communication Products, and Parts
 - (2) Fashion, Life and Cultural Creative Goods
 - (3) Leisure, Education and Sporting Goods
- E. In the above categories of products, the same company only submit 1 product for per each category.

V. Procedure of Registration

1. Registration Deadline

Until 23:59 (Taipei GMT+8:00), May 31, 2022.

2. Application fee

Each piece is limited to a maximum of USD 100, equivalent to local currency.

3. How to apply

To enter the online registration system (www.taiwanprime.org) for 2022 Taiwan Prime Award, please register the registered enterprise information before logging in, register product information, and upload written information, product information and Content Description of Product Selection Items. Online applications only accepted, paper documents not 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 selection item content description form

As “the subject of selection items” and briefly describe each of them, also supporting documents can be supplemented. (Fill in one form for each registered product)

D. Upload written information

(1) 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
- 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

(2) Product certification, patents, awards and other supporting documents, in order for scoring.

(3) Others

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

4. Contact

- Researcher Chang, t. +886.2.77074883
 - Researcher Chou, t. +886.2.77074882
 - LINE: @taiwanprime
- E-Mail: taiwanprime@cdri.org.tw
Website: www.taiwanprime.org



VI. Selection Procedure

1. 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 four selection items of “Research and Development”, “Design”, “Quality” and “Marketing”, while “The link with Taiwan” will be a bonus item.

B. Product evaluation

The overseas preliminary selection unit will notify the registered company to send the registered product (physical finished product) to the designated place at the appointed time. Review committee may request the company to demonstrate on-site operation or give a briefing if necessary. All registered items must be submitted as actual products for evaluation, except for special circumstances (such as the impact of COVID-19 and other force majeure factors) or all types of items with a base area exceeding 200 cm x 150 cm. These items can be displayed via video or other alternative methods with the approval of the overseas preliminary election unit.

C. Review Committee

The overseas preliminary selection unit invites representatives of various local chambers of commerce, and economic division and overseas compatriot affairs divisions of ROC missions, TAITRA staff, scholars and experts to form an overseas preliminary selection review committee of 9 or more members. In principle, the overseas primary selection review committee invites the representative (or director) of the local ROC mission to serve as the chairman, and selects the shortlisted “Taiwan Prime” products

D. The maximum numbers of products for Taiwan Prime



submitted by each overseas preliminary region is 5 pieces.

2. Final Selection

A. Written information review

- (1) Within the time limit of the notice by the executive unit, the shortlisted company of “Taiwan Prime Award” shall hand in a 5-minute film for introduction, including the company profile, product introduction and award-winning achievements, etc.; and the film should be accompanied by Mandarin narration or Mandarin subtitles to facilitate the written review operation.
- (2) The representatives of the OCAC and the Review Committee of Taiwan Prime and the representatives of the executive units shall review the information provided by the shortlisted companies in “Taiwan Prime Award”, and provide written review opinions to the shortlisted companies and request reply in a limited time, in order to facilitate the comprehensive assessment and recommend of The Final Selection for 30 elites.

B. Product evaluation

- (1) The executive unit will notify the overseas preliminary selection unit to send the physical products of the shortlist that have entered the final selection to the designated place for evaluation within the specified time, except in special circumstances (such as the impact of COVID-19 and other force majeure factors) or all types of items with a base area exceeding 200 cm x 150 cm. These items will be able to be displayed via video or other alternative methods with the approval of the overseas preliminary election unit.
- (2) The executive unit shall compile all the written review materials and the review opinions of the overseas preliminary selection unit, then provide the Taiwan final selection committee for reference.
- (3) The executive unit will provide the reference by the overseas preliminary selection committee and the Taiwan final selection unit



with the general opinions on the advantages and suggestions for improvement of the award-winning products to the registered companies.

C. Review committee

The executive unit shall invite the OCAC, Ministry of Economic Affairs, Taiwan External Trade Development Council, representatives of local chambers of commerce, scholars and experts to form a review committee consisting of 9 or more members to conduct the final election.

3. Selection criteria

“Written information evaluation” accounts for 50%, including “Research and Development” for 15%, “Design” for 15%, “Quality” for 10% and “Marketing” for 10%. An additional “The link with Taiwan”, will be a bonus item, adding up to 5 points. Product evaluation accounts for another 50%.

Selection Criteria		
Select by Written Information 50%	Research and Development 15%	Select by Products 50%
	Design 15%	
	Quality 10%	
	Marketing 10%	
The link with Taiwan, add up to 5 points.		



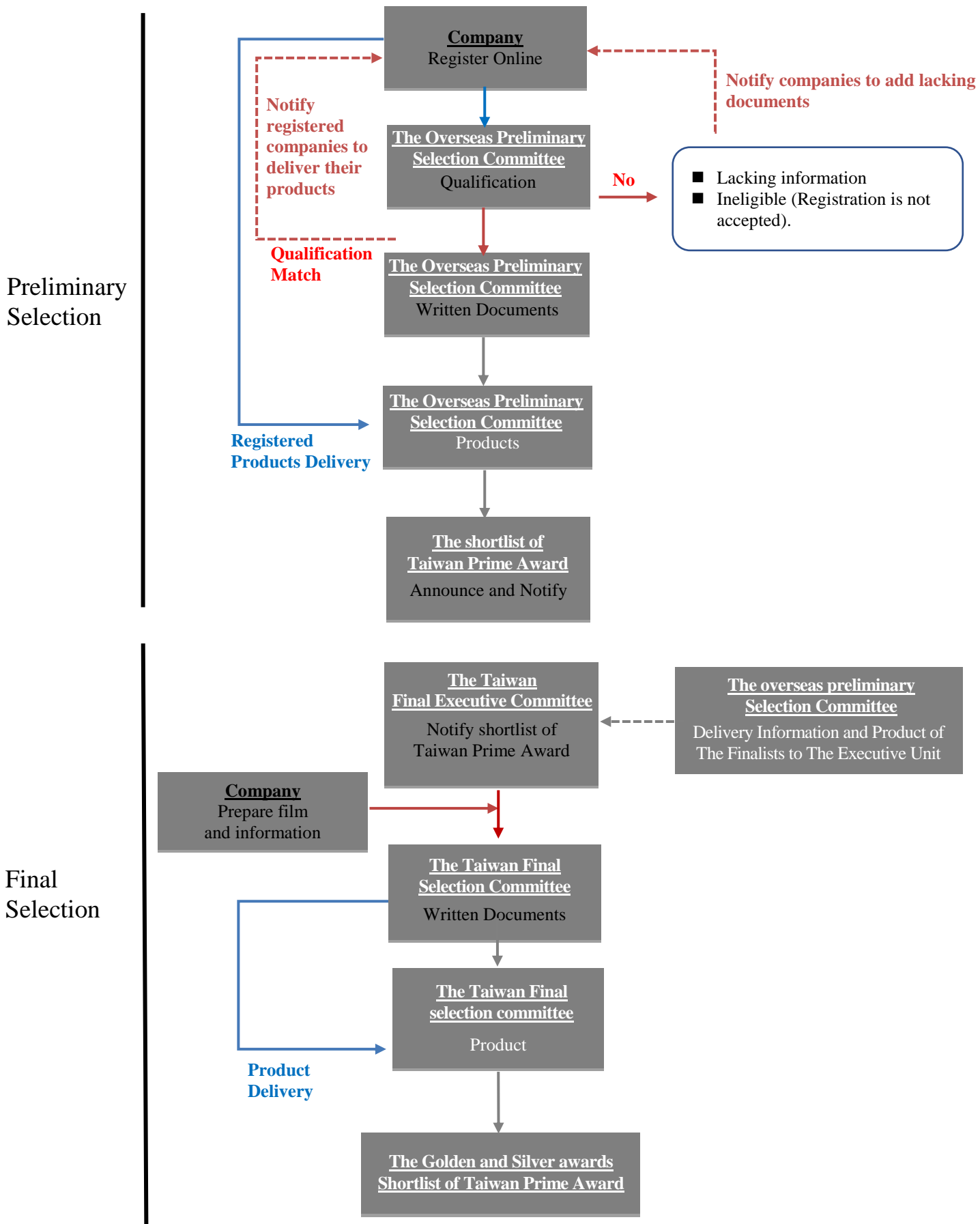
4. Timetable of selection process

Selection Process		Date	Note
The Deadline of Online Registration		31 May, 2022	The registration deadline is 31 May, 2022.
The Deadline of Correcting Written Information		From 1 June to 10 June, 2022	The correction deadline is 10 June, 2022.
Overseas Preliminary Selection	Selection by Written Information	15 July, 2022	6. Selection Procedure
	Selection by Products A. Products Delivery B. Products Evaluation		
Announcement of shortlist		29 July, 2022	Shortlist will be announced after the confirmation of OCAC.
Final Selection	Selection by Written Information	From 1 August to 12 August, 2022	6. Selection Procedure
	Selection by Products A. Products Delivery B. Products Evaluation	31 August, 2022	
Announcement of Taiwan Prime Golden Quality Award and Silver Quality Award		12 September, 2022	
Award and Praise Ceremony		30 November, 2022	

※ Precise dates are subject to notification



5. Flow Chart of Selection Process





VII. The reward

1. For the finalists of the “Taiwan Prime Award”, each one will be issued a certification.
2. The maximum numbers of Golden Award for “Taiwan Prime Award” will be 10 pieces., If products that do not reach the Golden Award standard, the award will not be awarded; the maximum numbers of golden 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.

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:

1. The project of the Overseas Credit Guarantee Fund 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.
2. Well-known accounting firms in Taiwan will provide audit, taxation, financial and other related consulting services, with 5 hours for golden award winners and 2 hours for silver award winners.
3. TAITRA will provide award-winning companies with free brand coaching course resources.
4. Innovative Counseling and Promotion
 - A. Online digital curation: Different from traditional physical exhibitions, the “Digital Pavilion of Taiwan Prime” will be a



virtual exhibition room, presenting brand and product characteristics through life situations and application scene, and creating immersive experience situations.

B. Digital community marketing: According to the product characteristics of overseas Taiwan companies, carrying out digital advertising to improve brand and product awareness.

C. E-commerce transformation consultant: For e-commerce platforms and brand operations, plan advanced courses such as membership management, and provide 4 hours for Golden Award winners and 2 hours for Silver Award winners.

IX. Notice

1. The company's registered products and attached information shall bear all legal responsibilities if they are false, untrue or infringe on the intellectual property rights of others such as trademarks, patents, and copyrights.
2. The winner must uphold the principle of good faith to provide correct information, if there is a false situation, or copying and counterfeiting, in addition to the disqualification of the winning manufacturer, government funding shall be recovered, and compensation for damages may be requested.
3. All application materials will be destroyed after the selection results are announced and will not be returned to the company.
4. The guiding unit reserves the right to adjust the content of the selection instructions according to the situation; the executive unit shall make a public announcement at any time after revision, and if there is any doubt, the executive unit has the right of interpretation.



Attachment 1. Scoring Item Description

Please briefly describe each item, it can be omitted if there's no description. Supporting documents can be supplemented.

I. Research and Development

1. 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.
2. 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.
3. 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.
4. The product is innovative in its process and takes environmental protection, green energy and sustainable recycling processes into account.
- A. Innovative specific measures in the manufacturing process.
 - B. The technical functions and processes of the product consider environmental protection and green technology characteristics.
 - C. The product has a specific measure to reduce negative environmental impacts and promote the sustainable operation of the organization, and its specific measures.
 - D. Meet with ESG business strategy and specific implementation methods and results and provide relevant certification information (such as ISO14001, ISO50001, ISO14064, ISO45001 and other certifications)



II. Design

1. With appropriate features to meet the needs of users in the target market.
2. It is convenient, comfortable and safe to use, in line with the consideration of humanization and good user experience.
3. Exquisite engineering, excellent product performance or originality.
4. The exquisite and beautiful shape, pleasing to the eye and impressive.
5. Takes environmentally sustainable design into account and meets the international environmental protection norms.



III. Quality

1. 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.

2. 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.)

3. 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.
4. 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.
5. 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. The company has fulfilled its social responsibilities, created a gender-friendly workplace, and will satisfy employees and stakeholders, and give back to the society.
 - E. Product-related certification information, e.g., Corporate Social Responsibility (CSR), SWOT analysis, risk assessment, customer satisfaction analysis, recycling and others, information files can be provided as attachments.



IV. Marketing

1. 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. Market products with green environmental protection as the appeal, in line with the principle of environment friendly, and explain specific implementation measures.
 - D. Take various activities to promote the core values and product characteristics of the brand and to explain their results °
 - E. 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.
 - F. Effective product segmentation and targets the target market and precise audience that best meets the ability to carry out appropriate positioning strategies.
 - G. Methods to inspire consumers to buy again.
2. 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.
 - 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.
3. 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.
4. 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).
5. 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.



※The link with Taiwan

1. Whether the partial equipment of the registered product is acquired or manufactured in Taiwan.
2. Whether the registered product is available in the Taiwan market.
3. Whether the registered product design or brand image has Taiwanese imagery or elements.
4. Whether the marketing of the registered product emphasizes Taiwanese advantages.
5. Whether the registered product has cooperation with Taiwanese manufacturers for marketing promotion.



Attachment 2. Product Selection

I. The specification

The overseas preliminary selection unit will notify the point of contact of the registered company by e-mail; please send the registered product (physical finished product) to the designated location according to the notification time, then the overseas preliminary selection review committee will carry out product selection. Items with a base area exceeding 200 cm x 150 cm or in special circumstances will be able to be displayed via video or other alternative methods.

II. The delivery

- A. The delivered product should not be defective, so as not to affect the score.
- B. The delivered product should be properly packaged, and accompanied by instructions for use, installation methods and description for product function.
- C. If the product or supporting equipment are valuable goods, please apply for insurance at the company's own expense.



III. 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.

IV. Products return

- A. If the product is not selected by the "Taiwanese Prime Award", please send a member of the registered company to bring back the product from the place designated by the overseas preliminary selection unit in the specific time. The overseas preliminary selection unit is not liable for damages of the unclaimed product.
- B. The product shortlisted by "Taiwanese Prime Award" should be sent by the overseas preliminary selection unit to the place designated by the Taiwan final selection executive unit according to the notification time. The shortlisted company should assign someone to pick up the shortlisted product from the place designated by the Taiwan final selection executive unit according to the notification time.
- C. The person to pick up the product should be responsible for product disassembly and handover; the Taiwan final selection executive unit 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 0130 Solution Products
AB. Communication Products 0111 Telephones & Fax Machines 0112 Mobile Phones & Mobile Related Devices 0113 Wireless Communication Equipment 0114 Networking Products 0115 Transmission Equipment 0116 Video Conferencing Systems 0117 Internet Appliances 0118 Solution Products 0119 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. Fashion, Life & Cultural Creative Goods
BA. Fashion, Life & Cultural Creative Goods 0201 Jewelry & Precious Stones 0202 Clocks, Watches & Other Timepieces 0203 Stationery 0204 Gifts, Artifacts



0205 Garments, Fashion Accessories
0206 Footwear
0207 Luggage & Handbags
0208 Culture & Creative Goods
0209 Others

C. Leisure, Education & Sporting Goods

CA. Leisure, Education & Sporting Goods
0301 Sporting Goods
0302 Leisure Goods
0303 Recreational Goods
0304 Toys
0305 Musical Instruments
0306 Educational Products
0307 Pet Products
0308 Solution Products
0309 Others