

## Q&A

### HELP AND SUPPORT

**1. What is the difference between “Taiwan Prime” and “Taiwan Excellence”?**

A: Overseas Community Affairs Council (OCAC) entrusts Commerce Development Research Institute (CDRI) to host “Taiwan Prime” to assist the development of overseas Taiwanese businesses, connect with Taiwanese advantages, and brand promotion. It was expected to drive the development of overseas Taiwanese brands; while Ministry of Economic Affairs (MOEA) entrusts Taiwan External Trade Development Council (TAITRA) to host “Taiwan Excellence”, mainly focus on developing brands for domestic manufacturers and assisting in international marketing of award-winning products.

**2. About the registration qualification**

A: The registration qualification as below.

**【Qualification of Companies】**

- The manufacturing unit of the registered company is located in the overseas country and region (excluding China, Hong Kong and Macao), and enterprises with direct and indirect shareholding or capital contribution of overseas Taiwanese or companies accounts for exceeding 50% in the total amount of all shares or capital. However, except the local laws and regulations limit the maximum proportion of foreign shareholding, and the company can provide the prove that it has substantial control over the business, or there are other special circumstances approved by OCAC.
- The registered company is required to be registered by 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 is exempted from this).

**【Qualification of Products】**

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

- 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 proven documentation of the trademark application is being applied for.
- The same type of products of the winning companies in 2021 shall not be registered repeatedly.
- Category :
  - (1) Electronics, Electrical Appliances, Communication Products, and Parts
  - (2) Fashion, Life, and Cultural Creative Goods
  - (3) Leisure, Education, and Sporting Goods
- In the above categories of products, the same company only register 1 product for per each category.

**3. Why does Taiwan Prime choose these 3 categories of products this year?**

A: In the early stage of the first event last year, OCAC has conducted a questionnaire survey of overseas Taiwanese businessmen for suggestions on the items in the event. The results were “Electronics, Electrical Appliances, Communication Products, and Parts” and “Fashion, Life, and Cultural Creative Goods”. This year, “Leisure, Education, and Sporting Goods” has been added by Taiwan Prime, expecting to include more high-quality products to join Taiwan Prime.

**4. Can non-physical product (e.g., service) registered?**

A: Taiwan Prime Award is only for physical products.

**5. What are the “Fashion, Life, and Cultural Creative Goods”?**

A: Jewelry, clocks and watches, bags, luggage, clothing, and culture and creative goods etc. Please refer to Excursus for more information.

**6. If the product is made in Taiwan, is it eligible to participate the contest??**

A: The manufacturing unit of registered company has to be established overseas. If the product is made in Taiwan, it is not eligible for the contest.

**7. How is the overseas preliminary selection review committee formed?**

A: The overseas preliminary selection unit invites representatives of

various local chambers of commerce, overseas Chinese affairs group, economic group, foreign trade association staff, scholars and experts of foreign embassies 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 embassy office to serve as the chairman.

**8. If the company is a subsidiary, can it register for Taiwan Prime?**

A: Yes, if the person in charge of the company identifies as a Taiwanese businessman.

**9. If the company is mainly an original equipment manufacturer, can it register for Taiwan Prime?**

A: No, if the overseas Taiwanese company is only an original equipment manufacturer (OEM). However, if the company is engaged in OEM, but also has its own brand and mass production plan, it can register as long as it provides relevant supporting documents for branding.

**10. If it's not the company's own product but an OEM, can it register for Taiwan Prime?**

A: No, if the product is only imported and exported as an agent.

**11. If local laws and regulations place restrictions on shareholding by overseas Taiwanese businesses, can they register for Taiwan Prime?**

A: Yes, if the local laws and regulations restrict the foreign shareholding ratio, and the company can prove that it has substantial control over the business, or there are other special circumstances approved by OCAC.

**12. Well-known brand establishes company overseas, can it register for Taiwan Prime?**

A: Yes, as long as there are Taiwanese businessmen with companies/factories overseas, even the person in charge has dual citizenship.

**13. If the product does not have the right of trademark, can it register for Taiwan Prime?**

A: Taiwan Prime selection was expected to guide overseas Taiwanese businessmen in brand development through common channels, therefore, those who have or are applying for trademark rights for the

company's products can participate in the selection.

**14. How many products can each company register for?**

A: Each enterprise is limited to reporting at most one product in each of the three categories of products mentioned above.

**15. Are there any restrictions on “Taiwan Prime” products submitted by each overseas preliminary selection region?**

A: Each overseas preliminary selection region can submit a maximum of 5 "Taiwan Prime" products.

**16. Why is there no food category?**

A: There are shelf life and inspection issues for food, so there is no processed products and food categories this year. It will be considered to be included in the selection category depending on the needs and results.

**17. How to register?**

A: Accept online applications only.

The register should fill out the company information, product information and upload written information, and each piece is limited to a maximum of USD 100.

If there is any question in filling in the information, overseas colleagues and executive teams of various countries will assist you.

**18. Is there any operational manual for registering system?**

A: There will be a Cliff's notes version of registration and operation instructions on the official website: [www.taiwanprime.org](http://www.taiwanprime.org).

If you have any questions about the operation, please call: +886-2-77074882 or LINE: @taiwanprime.

**19. When's the deadline of online registration?**

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

**20. What is the deadline for submitting supplementary documents?**

A: Please submit the supplementary documents online from 1 June to 10 June, 2022. The registration system will be closed after 10 June.

**21. How is the selection criteria made?**

A: Selection process is divided into two processes, “Preliminary Selection” and “Final Selection”.

“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, add up to 5 points. Product evaluation accounts for another 50%.

**22. Can the slides for product evaluation be presented in English?**

A: Mandarin only.

**23. What’s the content of counseling and promoting for the winning companies?**

A: Award-winning companies will be rewarded with counseling and referral rewards. For the company's winning products, pictures and texts will be produced and put on the official website for marketing and use keyword marketing to increase product exposure. There will also be e-commerce services, etc.

**24. If the finalist does not win the prize, can the product be retrieved by entrustment?**

A: Yes, you can.

Please give a detailed description in the written information, including the name of the product, estimated pick up time, and the name of the person to pick up (a certificate of entrustment must be provided).