

僑務委員會「2026 年臺灣運動暨健康產業商機參訪團」

活動介紹

一、活動目的：

臺灣擁有完善的運動器材、運動用品等供應鏈，加上累積深厚的資通訊、數位內容發展基礎，所生產運動與科技整合亮點產品享譽全球，為加強全球僑臺商與國內運動科技健康產業之鏈結，引進相關新創運動商品及商機，提升僑營事業競爭力，協助海內外優勢產業及資源互補對接，助益國內經濟及臺灣優勢技術產品開拓國際市場，邀請有意發展或目前經營運動健康相關產業之僑臺商返國參訪交流，創造互惠多贏局面。

二、活動時間：

115 年 3 月 23 日（星期一）至 3 月 27 日（星期五），共 5 天 4 夜。

三、參加對象：

- （一）具備中文溝通能力，於僑居地從事運動健康領域相關產業或具相關經驗之僑臺商，且有意願與國內相關業者合作或投資，能協助相關產業拓展至海外市場者。
- （二）以近 2 年未曾參加本會相關產業經貿培訓班(研習班、工作坊)、參訪團（邀訪團、觀摩團）者優先。

四、遴薦方式：

- （一）由各駐外館處、本會海外華僑文教服務中心或駐外僑務人員辦理遴薦，並送本會審核，本團團員共 30 人。倘經本會審核錄取未達 15 人，則不予開辦。
- （二）預計於 115 年 1 月底函知各駐外館處及海外華僑文教服務中心本會審核結果，並轉知通過審核者至本會「僑務活動報名系統」依限完成線上資料登錄事宜。

五、活動內容：

全程計 5 天 4 夜，包括拜會我國運動健康產業相關政府機關與機構、專題講座、參觀「2026 年 TaiSPO 台灣國際運動及健身展」、企業參訪、商機媒合洽談會及綜合座談等。（請參閱預定日程表草案，確切日程表於本會審核通過後另行通知，本會保留依實際執行情形調整之權利）

僑務委員會「2026 年臺灣運動暨健康產業商機參訪團」

預定日程表草案

活動日期：2026 年 3 月 23 日至 3 月 27 日 (5 天 4 夜)

日期	行程摘要		備註
3 月 23 日 (星期一)	上午	一、團員報到 二、行程介紹(團員自我介紹、選團長及副團長、活動說明及環境介紹) 三、僑委會業務、i 僑卡及海外信用保證基金簡介	
	中午	歡迎午宴	
	下午	一、運動健康業趨勢專題演講 二、拜會運動健康產業相關機關與機構	
3 月 24 日 (星期二)	全日	一、拜會運動健康產業相關機關與機構 二、北中南運動健康企業參訪(含商機洽談)	
3 月 25 日 (星期三)	全日		
3 月 26 日 (星期四)	上午		
	下午	商機媒合洽談會	
		綜合座談	
	晚間	惜別晚宴	
3 月 27 日 (星期五)	全日	參觀「2026 年 TaiSPO 台灣國際運動及健身展」	◎安排專人導覽參觀，深入瞭解臺灣運動健康產業發展。 ◎下午賦歸。

注意事項：本參訪團行程及內容為暫訂，本會保留依實際執行需求調整之權利。

六、費用負擔方式：

- (一)本會負擔：團員參與活動期間之午晚餐、住宿、團體交通、參訪、保險及場地等費用。
- (二)團員自付費用：
 - 1.僑居地往返臺灣之機票費及相關交通費用、往返報到地點之交通費及其他個人費用。
 - 2.活動期間將安排 2 人 1 房住宿，團員倘有單人房需求，須自付差額；如需提前入住或延後退房，應事先提出，並視住宿飯店住房情形安排，相關費用由團員自行負擔。
 - 3.活動期間為參加人員投保新臺幣 200 萬元旅遊平安險或意外險及附加

10%之意外醫療險，參加人員如認不足，請自行斟酌額度加保；另在臺活動期間如因疾病或染疫就醫治療，應自行負擔所有醫療相關費用。

七、注意事項：

- (一)同一家庭或同一公司限 1 人參加；為維護本交流團紀律，不得攜伴（包含眷屬、親友、助理）隨同參加本活動。
- (二)經審核通過團員於接獲通知並依本會規定至「僑務委員會活動報名系統」登錄個人資料及「向承辦單位確認報到相關事宜」後，始取得參加資格。
- (三)本團日程緊湊，請衡量自身健康及體力狀況，以免活動期間不堪負荷，致影響活動流程；為避免浪費資源，本活動須全程參與，除有特殊事由經本會同意者外，不得擅自脫隊行動，未能全程參與者請勿參團。
- (四)請於接獲確認審核通過通知後，再購買往返機票，另報到前或活動期間倘有不適症狀，請主動告知本會或承辦單位人員並停止參團。

八、本會聯絡人：

韓怡雯科員，電話：886-2-2327-2723；電子郵件：ericahan10@ocac.gov.tw

黃慶育科長，電話：886-2-2327-2703；電子郵件：fed837@ocac.gov.tw

OCAC 2026 Taiwan Sports and Fitness Industry Visiting Program for Overseas Compatriot Entrepreneurs Information

I. Purpose and Objectives:

Taiwan has a well-established supply chain for sports equipment and supplies, coupled with a solid foundation in information technology and digital content development, and the integrated sports and technology products enjoy a global reputation. This initiative aims to strengthen the connection between overseas compatriot entrepreneurs and Taiwan's domestic sports technology and fitness industry, introduce related innovative sports products and business opportunities, enhance the competitiveness of overseas compatriot businesses, facilitate collaboration between advantageous industries and resources both at home and abroad, and stimulate the domestic economy, promoting Taiwan's cutting-edge technological products in the international market. We sincerely invite overseas compatriot entrepreneurs currently operating or interested in developing sports and fitness-related industries to participate in this program, creating a mutually beneficial and win-win situation.

II. Program Date:

March 23 (Monday) to March 27 (Friday), 2026. Total 5 days and 4 nights.

III. Eligibility for Registration:

Overseas compatriot entrepreneurs with Mandarin communicative skills who are engaged in the sports and fitness industry (or those with related experience) in their overseas location of residence and are willing to collaborate with or invest in related Taiwanese businesses and assist them in expanding into international markets. Priority will be given to those who have not participated in OCAC's economic and trade workshops or visiting delegations in the past two years.

IV. Selection Information:

A. Selection and recommendation will be held by overseas missions, Cultural Center or OCAC overseas offices, and furthered reviewed by the OCAC. This program is limited to 30 participants. In the case of less than 15 participants, the program shall be canceled.

B. OCAC will send registration results via an official document to the local overseas mission or Culture Center in the January, 2026. Qualifiers will be informed to log in to the “OCAC Overseas Compatriot Affairs Activity Registration System” to register personal information before the deadline.

V. Program Agenda:

The entire program spans 5 days and 4 nights, including visits to relevant government agencies and institutions in Taiwan's sports and fitness industry, keynote speech, attending the “2026 Sports and Fitness Taiwan (TaiSPO)”, corporate visits, business collaboration meetings, and integrative discussions. (Please refer to the tentative agenda; a full schedule will be provided upon confirmed registration. OCAC reserves the right to amend the agenda as necessary.)

OCAC 2026 Taiwan Sports and Fitness Industry Visiting Program for Overseas Compatriot Entrepreneurs Tentative Agenda

Date : March 23 to March 27, 2026. Total 5 days and 4 nights.

Date	Agenda		Note
March 23 (Monday)	Morning	1. Registration 2. Introductions 3. Introduction of OCAC operations, and the “Overseas Credit Guarantee Fund” operations	
	Noon	Welcoming luncheon	
	Afternoon	1. Keynote Speech 2. Visiting relevant government authorities and organization in the franchise industry	
March 24 (Tuesday)	All Day	Visiting Taiwan local sports and fitness enterprise headquarters	
March 25 (Wednesday)	All Day		
March 26 (Thursday)	Morning		
	Afternoon	Business Collaboration Meetings	
		Integrative Discussions	
	Night	Farewell Dinner	
March 27 (Friday)	All Day	Attending the “2026 Sports and Fitness Taiwan (TaiSPO)”	◎Arrange expert-guided tours to thoroughly understand future trends of the industry. ◎Return in the afternoon.

*OCAC reserves the right to amend the agenda as necessary.

VI. Program Fees:

A. Expenses to be covered by OCAC:

Program attendees' lunches and dinners, accommodations, group transportation, visitations, insurance, and venue expenses for the duration of the program.

B. Expenses to be covered by the program attendees:

1. Round-trip airfare and other transportation fees between location of residence and Taiwan, transportation to and from the registration site, as well as other personal expenses.
2. During the program, double occupancy rooms will be arranged. If any participant requires a single occupancy room, he or she will need to cover the difference; if any participant need to check in early or check out late, he or she should mention it in advance, and room will be arranged depend on the accommodation situation of the hotel. The relevant expenses will be borne by the participant.
3. During the program, attendees will be covered by a NT\$2,000,000 travel safety or accident insurance, with an additional 10% accident medical coverage. If attendees consider this coverage insufficient, they may choose to increase the coverage limit at their own discretion. If the attendee contracts any disease, falls ill, and requires medical treatment while in Taiwan, he or she is responsible for all related medical expenses.

VII. Important:

- A. Registration is limited to only 1 person from each household or company; to retain the integrity of this program, companions (including family members and assistants) are not permitted.
- B. Applicants will obtain program eligibility only after registering personal information on the "OCAC Overseas Compatriot Affairs Activity Registration System", and completing the confirmation of check-in procedures with the organizer.
- C. The schedule of this program is intensive. Attendees are advised to consider their own health and physical condition to avoid overexertion during the program, which could impact the flow of activities. To avoid wasting resources, full participation throughout the program is required. Unless with special

reasons approved by the OCAC, attendees should not leave the program without authorization. Those who cannot participate for the entire duration should refrain from participating.

- D. Applicants are advised to refrain from purchasing air travel tickets until they have received official confirmation of acceptance. If the attendee have any symptoms of discomfort before check-in or during the program, please inform the OCAC or staff members immediately and cease participation in the program.

VIII. OCAC Contact Information:

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