



中華民國僑務委員會

Overseas Community Affairs Council, Republic of China (Taiwan)



# 2022 Taiwan Prime Award Selection and Counseling A short version of Selection Notice

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

Ministry of Economic Affairs, R.O.C. (Taiwan)

Implemented by: Commerce Development Research Institute

Co-organized by: Taiwan External Trade Development Council

# 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.**

# Schedule for Selection





1. The manufacturing unit of the registered company is located overseas.
2. 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.)
3. 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).



1. 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.
2. 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.)
3. **The same type of products** of the winning companies in 2021 shall not be registered repeatedly.
4. **Category: "Electronics, Electrical Appliances, Communication Products, and Parts", "Leisure, Education, and Sporting Goods" and "Fashion, Life and Cultural Creative Goods".**

## A. 電子、電器、通訊產品及零組件 (Electronics, Electrical Appliances, Communication Products, Parts & Accessories)

### AA. 消費性電子及電器產品 (Consumer Electronics & Electronic Products)

0101	消費性電子產品	Consumer Electronic Products
0102	行動影音及攝、錄、影產品	Mobile Electronics & Digital Cameras
0103	音響、影視產品及投影設備	Audio/Video Products & Projectors
0104	個人數位助理、衛星導航及電子字典	PDA, GPS & Electronic Dictionaries
0105	家用電器	Home Appliances
0106	車用電子產品	Automobile Electronics
0107	商業辦公室用機具	Business/Office Machines & Tools
0108	照明器材	Illumination Devices
0109	安全、辨識系統產品	Security Systems & Other Related Products
0110	其他電子、電器產品	Other Electronic & Electrical Products

### AB. 網路/通訊產品 (Communication Products)

0111	電話、傳真機	Telephones & Fax Machines
0112	行動電話及行動通訊產品	Mobile Phones & Mobile Related Devices
0113	無線通訊、傳輸接收器材	Wireless Communication Equipment
0114	數據通訊產品	Networking Products
0115	傳輸設備	Transmission Equipment
0116	視訊會議系統	Video Conferencing Systems
0117	網路應用產品	Internet Appliances
0118	其他通訊產品	Other Communication Products

### AC. 電子零組件 (Electronic Parts & Components)

0121	電子零組件	Electronic Parts & Assemblies
0122	電子資訊產品用散熱風扇、馬達	Coolers, Blowers & Motors for ICT Products
0123	ICT 產品用電源設備、組件	Power Supply Products/Components
0124	其他產品	Other Products

## B. 時尚、生活及文化創意產品 (Fashion, Life & Cultural Creative Goods)

### BA. 時尚、生活及文化創意產品 (Fashion, Life & Cultural Creative Goods)

0201	珠寶 Jewelry & Precious Stones
0202	鐘錶 Clocks, Watches & Other Timepieces
0203	文具 Stationery
0204	禮品、藝品 Gifts, Artifacts
0205	服裝、飾品 Garments, Fashion Accessories
0206	鞋類 Footwear
0207	袋、包、箱 Luggage & Handbags
0208	文化創意產品 Culture & Creative Goods
0209	其他 Others

### C. 休閒、育樂及運動用品 (Leisure, Education & Sporting Goods)

#### CA. 休閒、育樂及運動用品 (Leisure, Education & Sporting Goods)

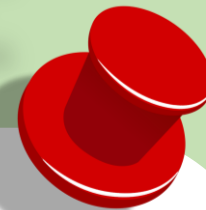
0301	運動用品 Sporting Goods
0302	休閒用品 Leisure Goods
0303	娛樂用品 Recreational Goods
0304	玩具 Toys
0305	樂器 Musical Instruments
0306	教具 Educational Products
0307	寵物用品 Pet Products
0308	解決方案產品 Solution Products
0309	其他 Others

# How to Apply?



- ◆ **Registration Deadline: Until 23:59 (Taipei GMT+8:00), May 31, 2022.**
- ◆ **Application Fee: Each piece is limited to a maximum of USD 100, equivalent to local currency. Payment should be paid to overseas preliminary selection unit.**
- ◆ **How to apply: To enter the Taiwan Prime online registration system ([www.taiwanprime.org](http://www.taiwanprime.org)), click registration online. Please register the registered enterprise information, then add registered product information, and upload written information. (Accept online applications only, do not receive paper documents.)**

# Selection Criteria



- ◆ Selection process is divided into two processes, **“Preliminary Selection”** and **“Final Selection”**. (The finalist get into the final)
- ◆ **Preliminary Selection Criteria:**  
**Written information evaluation 50%,  
 Product evaluation 50%.**  
**Selection criteria for written information evaluation as below:**



**Product evaluation for 50%**

➔ Describe each item(Selection Notice), it can be omitted if there's no description. Supporting documents can be supplemented.

## Evaluation Form Schematic Layout

2022年海外臺商精品選拔書面審查評分表

產品編號: \_\_\_\_\_ 產品名稱: \_\_\_\_\_ 評選委員: \_\_\_\_\_

\*本評分表為書面資料審查用，總分最高為55分(含臺灣鏈結加分項)，產品評鑑(50分)另表評分。

研發(最高15分)	配分(0~4分)	備註
(一) 研發策略朝向提升該產品之獨特性與市場競爭力布局		最高4分
(二) 核心研發能量布局完善		最高4分
(三) 智慧財產管理制度及成效		最高4分
(四) 該產品在製程上之創新，並考慮環保及綠能永續回收製程		最高3分
設計(最高15分)	配分(0~3分)	備註
(一) 具備適切的功能，符合目標市場的使用者需求		最高3分
(二) 使用方便、舒適、安全		最高3分
(三) 精湛的工程技術，產品性能與異業構構對比		最高3分
(四) 精緻優美之外形，令人賞心悅目與印象深刻		最高3分
(五) 考量環保永續設計，符合國際環保標準		最高3分
品質(最高10分)	配分(0~2分)	備註
(一) 產品能夠具有魅力品質，創新品質以符合顧客潛在的需求		最高2分
(二) 產品在設計、製造過程、品質管理、包裝設計、運輸等相關品質管理		最高2分
(三) 公司(或代工廠商)已獲得國際品質管理系統或其他相關國際管理系統之標準驗證，且確實執行		最高2分
(四) 公司落實推展到全面品質管理(Total Quality Management, TQM)，即以顧客為導向的經營		最高2分
(五) 公司已能提昇到品質經營之層次		最高2分
行銷(最高10分)	配分(0~2分)	備註
(一) 積極推廣品牌核心價值及產品特色、優勢與顧客利益，並已有品牌明確定位與產品定位之作業		最高2分
(二) 建立有效管理國內和國外的銷售通路及品牌輔導或行銷傳播戰略夥伴		最高2分
(三) 行銷部門定期收集市場有關競爭產品與利益關係人研究之資訊及調查顧客體驗優化，作為改善顧客滿意之依據		最高2分
(四) 行銷部門已建置健全的顧客服務系統(包括顧客訴怨處理與維修服務)		最高2分

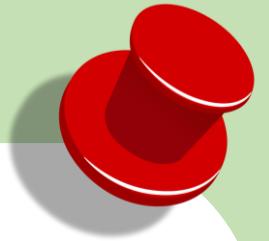


# Product Evaluation Rules



- ◆ The overseas preliminary selection unit will notify the registered company **to send the registered product (physical finished product) to the designated place according to the appointed time.**
- ◆ Review committee **may request** the company to **demonstrate on-site operation** or **give a briefing if necessary.** (Must include a "product introduction video" to show the usage scenario of the product.)
- ◆ **All registered items must be submitted in actual product for evaluation, except for special circumstances, these items will be able to be displayed via video or other alternative methods** with the approval of the overseas preliminary selection unit.

# Resources for the Winners

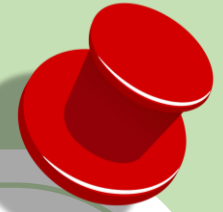


**In addition to award-winning companies may be rewarded the mass media at home and aboard with promotion rewards, each award-winning product may also obtain various counseling and promotion services:**

- ➔ (1) Provide loan guarantee for the funds needed to promote its own brand in overseas markets.**
- ➔ (2) Provide audit, taxation, financial and other related consulting services.**
- ➔ (3) TAITRA provides award-winning companies with free brand coaching course resources.**
- ➔ (4) Innovative counseling and promotion: online digital curation, precision digital marketing, e-commerce transformation consultant.**



# Resources for the Winners



**(1) Provide loan guarantee for the funds needed to promote its own brand in overseas markets.**



**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 on a case-by-case, the guaranteed percentage (50% to 80%) will be approved.**



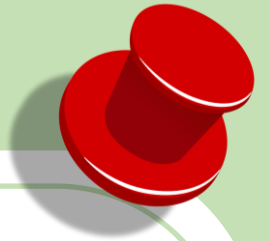
# Resources for the Winners



**(2) Audit, taxation, financial and other related consulting services will be provided by four well-known accounting firms (Ernst & Young, KPMG, PWC and Deloitte) in Taiwan. (There will be further announcement about actual hours for consulting. )**

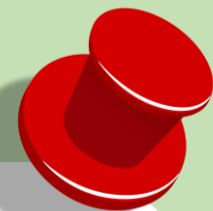


# Resources for the Winners



**(3) TAITRA will provide award-winning companies with brand coaching course resources.**





## (4) Innovative Counseling and Promotion

Counseling

Online digital  
curation



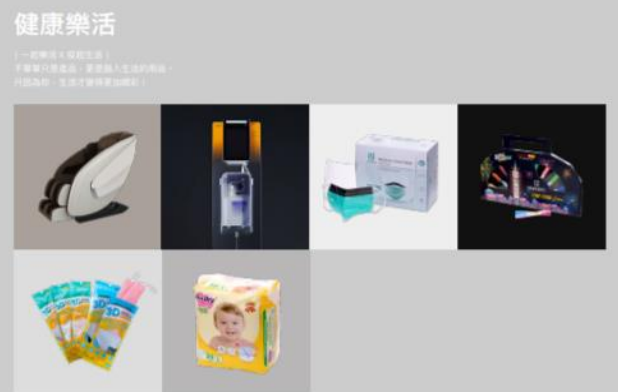
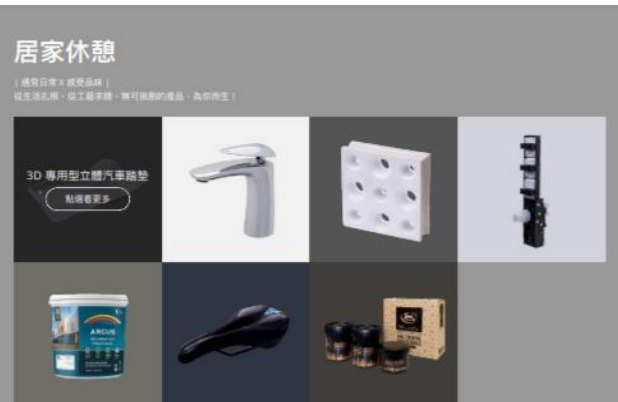
#Online digital curation:  
**The “Digital Pavilion of Taiwan Prime” will be a virtual exhibition room,** presenting brand and product characteristics **through life situations and application scene,** with pictures and text to deepen the impression.



virtual exhibition room



360-degree view of the products



Categorization of curation themes



Award-winning Taiwan businessman and product information

# Resources for the Winners



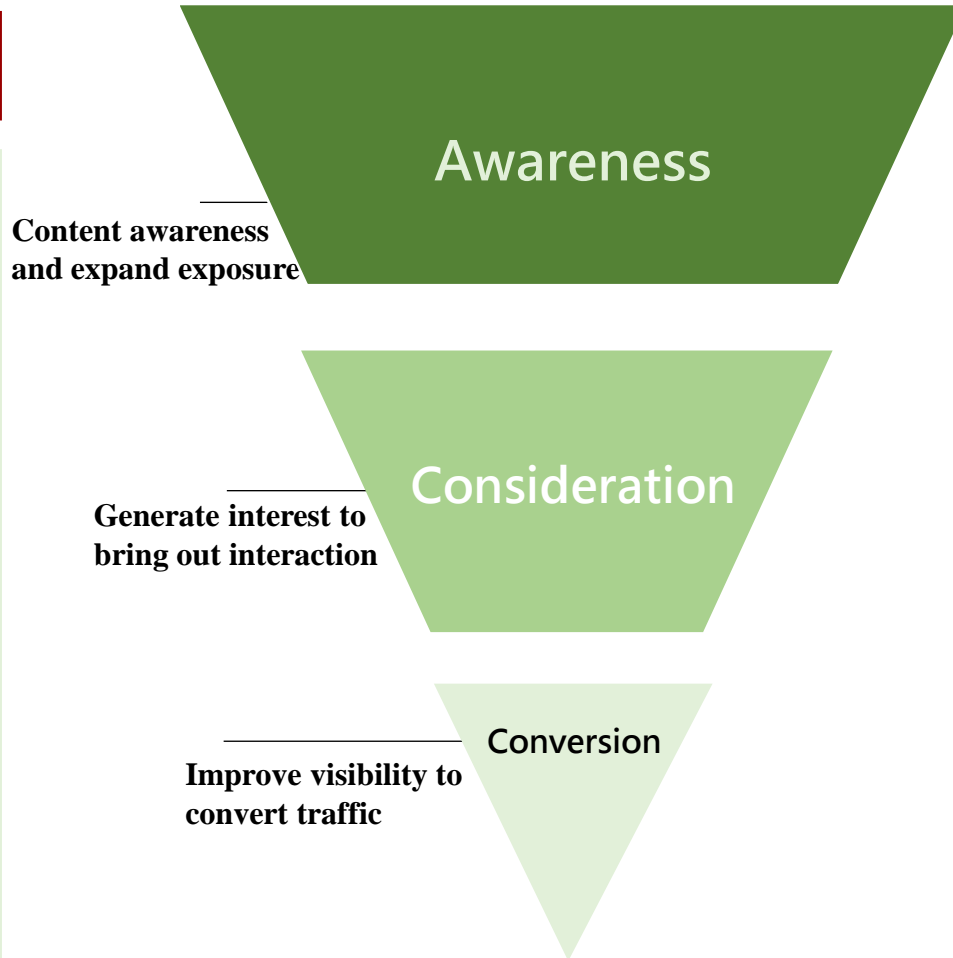
## (4) Innovative Counseling and Promotion

### Promotion

### New media marketing



#Digital marketing:  
**Search Engine Optimization (SEO)**  
**Maximize advertising effectiveness** by increasing keyword visibility in search engines.



### Social Marketing

To target audiences in the Facebook community, set ad labels according to product categories to deliver ads. The display of Facebook ads will be presented in carousel format.

### Keyword marketing

Keyword operations are carried out with the products of the award-winning Taiwan merchants, set suitable keywords and grab attention with ad placements listed when you search, and the performance indicators are the number of impressions and clicks. Product information can be accurately delivered to the target audience.

### Multimedia advertising network

Find out potential customers who are interested in the boutiques of overseas Taiwan businessmen through the multimedia advertising network and establish settings such as "audiences with similar interests" or "audiences willing to consume" to achieve the purpose of advertising and brand diffusion.



## (4) Innovative Counseling and Promotion

consulting services

E-commerce transformation consultant



# E-commerce strategy consulting:  
**Advanced courses such as membership management**  
Provide professional training courses through **e-commerce and brand membership management** to achieve **traffic monetization** benefits.

In view of how **e-commerce platforms and brand managements** can achieve the purpose of traffic monetization, we plan advanced courses for e-commerce brand membership management.



From how to get customers, keep customers, to the marketing stage of die-hard customers, there are three courses in total, four hours of step-by-step course planning.



Step 1  
Get customers

**Lesson Planning Concept (1 hour):**

- How to find and attract the right audience
- SEO: Let customers find you
- Organic traffic of word-of-mouth marketing



Step 2  
Keep customers

**Lesson Planning Concept (2 hours):**

- How do I turn a customer into a regular customer?
- How to manage customer relationships in hierarchy?
- Content is king, make good ads
- Let the data speak: Understand customer preferences.

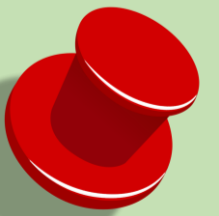


Step 3  
Die-hard customers

**Lesson Planning Concept (1 hour):**

- How to increase selling price?
- Managing customer lifetime value.
- Membership service = preserving a gold mine.





**Q: 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.

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

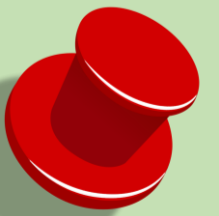
A: Yes, as long as there are Taiwanese businessmen with companies/factories overseas, even the person in charge has dual citizenship.

**Q: 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.

**Q: 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.



**Q: 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.

**Q: 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.

**Q: 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.



# Good Luck for the competition!

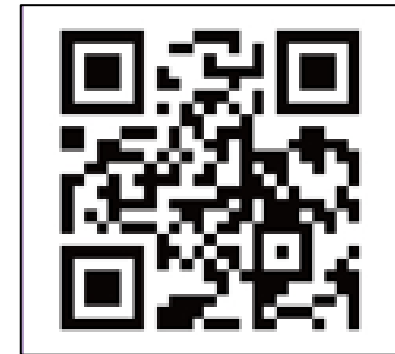
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