



HELP AND SUPPORT

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Q1 What is the difference between ‘Taiwan Prime’ and ‘Taiwan Excellence’?

‘Taiwan Prime’ aims to assist in the development of overseas Taiwanese businesses, connect Taiwan's strengths and promote Taiwanese brands. The goal is to drive the development of overseas Taiwanese industries and brands, therefore, all Taiwanese companies around the world (excluding those in mainland China, Hong Kong, and Macau) may register in the selection. While ‘Taiwan Excellence’ is commissioned by the International Trade Administration, Ministry of Economic Affairs to the Taiwan External Trade Development Council. It focuses on assisting domestic manufacturers in brand development and promoting international marketing of award-winning products.

Q2 What are the registration qualifications?

Registration qualifications for overseas Taiwanese companies and products to participate in the Taiwan Prime Award selection are as follows:

【Overseas Taiwanese Companies】

- Companies applying for registration must have manufacturing facilities located in overseas countries or regions (excluding mainland China, Hong Kong, and Macau), and be enterprises in which Taiwanese nationals or companies directly or indirectly hold more than 50% of the total shares or capital. However, the following exceptions apply.
 - (1) Please provide written verification in Mandarin if the local laws restrict foreign shareholding and the company can demonstrate substantial control over the business.
 - (2) Please provide written verification from local chambers of commerce when there are other special circumstances approved by the OCAC.
- Companies applying for registration must be registered in the country of origin of the product (excluding China, Hong Kong, and Macao), hold production manufacturing registration in the country of the final production line, operate normally, maintain



good credit, practice corporate social responsibility, and be profit-making entities.

【Products for Taiwan Prime】

- The registered products are mass-produced consumer goods on the market, and have applied for or obtained national standards, certifications, or equivalent international accreditation standards in the country of production.
- 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.
- Previous award-winning companies with the same product are not eligible to reapply.
- There are 11 categories:
 - (1) Electronics, Electrical Appliances,
Communication Products, Parts & Accessories
 - (2) Software
 - (3) Computer Hardware & Peripherals
 - (4) Fashion, Life & Cultural Creative Goods
 - (5) Leisure, Education & Sporting Goods
 - (6) Household Products & Building Materials,
Safety Products, Hardware Products, Hand Tools
 - (7) Precision Instruments & Medical Equipment
 - (8) Chemical Materials & Products, Textiles,
Packaging
 - (9) Vehicle
 - (10) Machineries, Parts & Accessories
 - (11) Green Energy Technology, Products/Equipment,
Parts & Accessories
- In the aforementioned product categories, one company can register only one product per category.



Q3 Why does Taiwan Prime choose these 11 categories of products this year?

In the past two years, the OCAC has conducted preliminary activities for the Award, it has also gathered suggestions through surveys from overseas businesses on which products should be included in the selection and has also compiled data on all products registered in the previous years. Therefore, this year, the product categories have been expanded to 11 major categories, aiming to allow more high-quality products join the ranks of Taiwan Prime. For a detailed list of product categories, please refer to Excurses 3 of the ‘2024 The 3rd Taiwan Prime Award Selection Notice’.

Q4 How are the product categories and classification codes determined?

Products have been divided into 11 categories, including ‘Electronics, Electrical Appliances, Communication Products, Parts & Accessories’, ‘Software’, ‘Computer Hardware & Peripherals’, ‘Fashion, Life & Cultural Creative Goods’, ‘Leisure, Education & Sporting Goods’, etc. Registering companies may refer to the selection notice to determine the product’s category. In case of any uncertainties, please feel free to contact us via LINE: @taiwanprime or EMAIL: taiwanprime@cdri.org.tw.

■ **Example 1**

Take the following three categories as an example: ‘A. Electronics, Electrical Appliances, Communication Products, Parts & Accessories’, ‘B. Software’, and ‘C. Computer Hardware & Peripherals’.

A. Electronics, Electrical Appliances, Communication Products, Parts & Accessories: this category includes AA. Consumer Electronics & Electronic Products such as satellite navigation products, televisions, rice cookers, printers, projectors, etc.; AB. Communication Products such as cell phones, fax machines, mobile phones, etc.; AC. Electronic Parts & Components such as cooling fans, motors, etc.



B. Software: this category includes system software, educational software, etc.

C. Computer Hardware & Peripherals: This category includes personal computers, graphic machines, chips, and various computer boards, etc.

■ **Example 2**

If a company is going to register a product such as ‘pet clothing’, the specific category should be ‘0507 Pet Products’ listed under ‘EA. Leisure, Education & Sporting Goods’ of the ‘E’ category.

Q5 Can non-physical product (e.g., service) registered?

Any product belonging to the 11 categories can be registered in the Taiwan Prime Awards selection, including non-physical products such as information software. Information software encompasses software or applications that provide digital solutions, such as cloud management service platforms. And for such products, only the necessary auxiliary equipment required for product demonstration needs to be provided during product evaluation.

Q6 Why is there no food processing category?

The food processing category does not meet the selection and evaluation criteria, and issues such as shelf life and quarantine must also be taken into consideration. Therefore, food processing category has not been included. However, the ‘J. Machineries, Parts & Accessories’ category includes food related products such as ‘Food Processing Machinery’, under which products such as filling machines, mixers, vertical multifunctional emulsifiers may register.

Q7 If the product is made in Taiwan, is it eligible to participate the selection?

Considering transportation and production capacities under the globalization trend, many companies often manufacture in different locations (such as in City A and City B) and integrate packaging in another location (in City C). If Taiwan were to be the final manufacturing location (City C) of a product, the product would **not**



be eligible for registration as the registering eligibility requirements state that registering products must have its final manufacturing units set in overseas countries or regions.

■ **Example 1**

If a Japanese printer company has their products manufactured in Japan, Indonesia, and Africa, but is finally assembled and packaged in Taiwan for shipment, its final manufacturing unit will be considered in Taiwan, which will result in the product not meeting registration criteria.

■ **Example 2**

If a Japanese mobile phone company has their product components manufactured in Germany, Indonesia, and Taiwan, and are sent to Japan for final packaging and shipment, its final manufacturing unit will be Japan, which will meet registration criteria.

■ **Example 3**

If a Japanese fan company has production lines in both Japan and Taiwan, yet it is registered as a Japanese company during the preliminary selection process, the company must provide relevant evidence of its Japanese production line instead of its Taiwanese production line to meet registration criteria.

Q8 Would products be considered ineligible for registration if some of its components were from mainland China, Hong Kong, or Macau areas?

As mentioned in Q2 above, some product components may have been manufactured in Mainland China, Hong Kong or Macau, however, if they were not core components or constitute only a very small percentage of the product's production process, it may still be eligible for registration when written confirmation from local chamber of commerce provides supporting or verification documents, and when those documents have been reviewed and approved by the OCAC.



Q9 What is the maximum number of products a company can register?

Each company may submit up to one product per category in the 11 listed categories for registration.

■ **Example 1**

If a textile company not only sells environmentally friendly fabrics, but also sells self-made and designed durable environmentally friendly bags, they may register their two products, the bag under ‘D. Fashion, Life & Cultural Creative Goods’ and the fabric under ‘H. Chemical Materials & Products, Textiles, Packaging’ categories, respectively.

■ **Example 2**

If a paint company sells both special paints and exclusively produced paintbrushes, products that both belong under the ‘F. Household Products & Building Materials, Safety Products, Hardware Products, Hand Tools’ category, the company must choose only one product for registration.

Q10 If the company is a subsidiary, can it be registered for Taiwan Prime?

If the person who’s in charge of the company holds overseas Taiwanese status, and the company is registered locally with independent operation and control over the business, then it’s eligible to participate in this event.

■ **Example**

If the overseas Taiwanese who’s in charge of Company A can provide proof of control over Company A's overseas subsidiary (e.g., shareholding), Company A is eligible to register.

Q11 If the company is mainly an original equipment manufacturer, can it register for Taiwan Prime?

Overseas Taiwanese company that only engages in pure OEM is not eligible to apply. However, if a company engages in both OEM and has its own brand, and its products are mass-produced consumer products that are listed on the market, the company can apply by providing supporting documents for its brand and products.



Q12 If it's not the company's own product but an OEM, can it be registered for Taiwan Prime?

No, if the product is solely for import and export agency purposes.

Q13 Well-known brand establishes company overseas, can it register for Taiwan Prime?

Yes, as long as there is a Taiwanese business entity established overseas, even if the person in charge holds dual nationality, they are eligible to register.

Q14 If the product does not have the right of trademark, can it register for Taiwan Prime?

Taiwan Prime selection was expected to guide overseas Taiwanese businessmen in brand development through common channels. Therefore, companies with existing or pending trademark rights for their products are eligible to participate in the selection process.

Q15 How is the overseas preliminary selection review committee formed?

The review committee for overseas preliminary selection is composed of representatives from various local chambers of commerce, as well as officials from Taipei Economic and Cultural Offices, Culture Centers, staff from Taiwan External Trade Development Council, along with scholars and experts, totaling at least 7 members.

The overseas preliminary selection review committee typically invites representatives (or directors) from local overseas offices to serve as chairpersons.

Q16 How is the selection criteria made?

Both the Overseas Preliminary Selection and the Taiwan Finals' evaluation include 'written document review' and 'product evaluation'. The scoring criteria consist of 25 points for research and development, 25 points for design, 20 points for quality, 20 points for marketing, and 5 points each for Taiwan connection and sustainable



development, totaling 100 points.

Q17 What is the maximum number of the products for each overseas preliminary selection region to submit to the Taiwan Finals?

Each overseas preliminary region may submit a maximum of 5 products to the Taiwan Finals.

Q18 How to register?

Registration is mainly online, via www.taiwanprime.org.

To complete the registration process, companies must register an account on the online registration system, and fill in the company and product information. Registration is completed only after uploading the required documents.

Q19 Is there any operational manual for registering system?

There will be a Cliff's notes version of registration and operation instructions on the official website, www.taiwanprime.org. If you have any questions about the operation, please inquiry via LINE: @taiwanprime.

Q20 When's the deadline of online registration?

Until Sunday, March 31, 2024 at 23:59 Taiwan Time(GMT+8).

Q21 What is the deadline for submitting supplementary documents?

Please submit any missing documents online between Monday, April 1, 2024, and Friday, April 5, 2024 by 23:59 Taiwan Time (GMT+8). The registration system will be closed after midnight on Saturday, April 6, 2024, Taiwan Time (GMT+8).

Q22 During overseas preliminary selections or the Taiwan Finals, may reports be presented in English?

Reports made during the overseas preliminary selections can be presented in the local language, with written materials primarily in Mandarin. For the Taiwan Finals, reports provided for written review and product evaluation, including videos or visual presentations, should be in English, accompanied by Chinese narration or subtitles.



Supplementary written materials in Mandarin can also be provided for the committee's reference.

Q23 Which national standards, certifications, or equivalent international certification standards should be applied for or obtained for the registering products?

- In principle, only one certification is required, recognized by international or national standards regulations, either by international or government authorities, or through third-party units following international or national standards regulations for testing and certification. Third-party units such as International Organization of Standardization (ISO), British Standards Institution (BSI), SAI Global, BSMI certification, etc., are considered eligible. If the product is exempt from local certification requirements, please provide supporting documents for the exemption.

Q24 Can patent proof be used as supporting evidence for certification?

- Patent certificates serve to protect the rights of inventors in the field of intellectual property. They are legal documents providing protection for specific inventions. Certifications, on the other hand, are typically issued by independent third-party entities, confirming that the specific products, services, systems, or processes meet certain standards or quality requirements. As their purposes differ, patent documents can't be used as certification evidence.
- Please provide certification documents issued by third-party entities such as International Organization of Standardization (ISO), British Standards Institution (BSI), SAI Global, BSMI certification, etc., as evidence for certification. Submission of such documents qualifies for registration.

Q25 What's the content of counseling and promoting for the winning companies?

Award-winning companies not only receive loan guarantees from the



Overseas Credit Guarantee Fund provided by the Taiwan Foundation for Credit Guarantee, as well as tax and financial advisory services from well-known accounting firms in Taiwan, but also have access to free professional training courses in brand counseling, digital transformation, and environmental sustainability. In terms of marketing and promotion, they benefit from resources for digital marketing and advertising, enhancing the exposure of their award-winning products. Additionally, by signing the ‘Overseas Taiwan Prime Award Logo Usage Agreement’ with the OCAC, these awarded products can officially use the ‘Overseas Taiwan Prime Award Label’ for promotion both domestically and internationally.

Q26 If the finalist does not win the prize, can the product be retrieved by entrustment?

Please have a representative from the registering company pick up the documents at the designated location provided within the specified timeframe.