



2024 The 3rd Taiwan Prime Award Selection and Counseling A short version of Selection Notice

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

Co-adviser: Ministry of Economic Affairs, R.O.C. (Taiwan)

Co-organizer: Taiwan External Trade Development Council

Implementer: Commerce Development Research Institute



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, R.O.C (Taiwan) (OCAC) has conducted the selection and counseling activities of the Taiwan Prime Awards since 2021. It is 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, and it will be continued in 2024.



Schedule for Selection



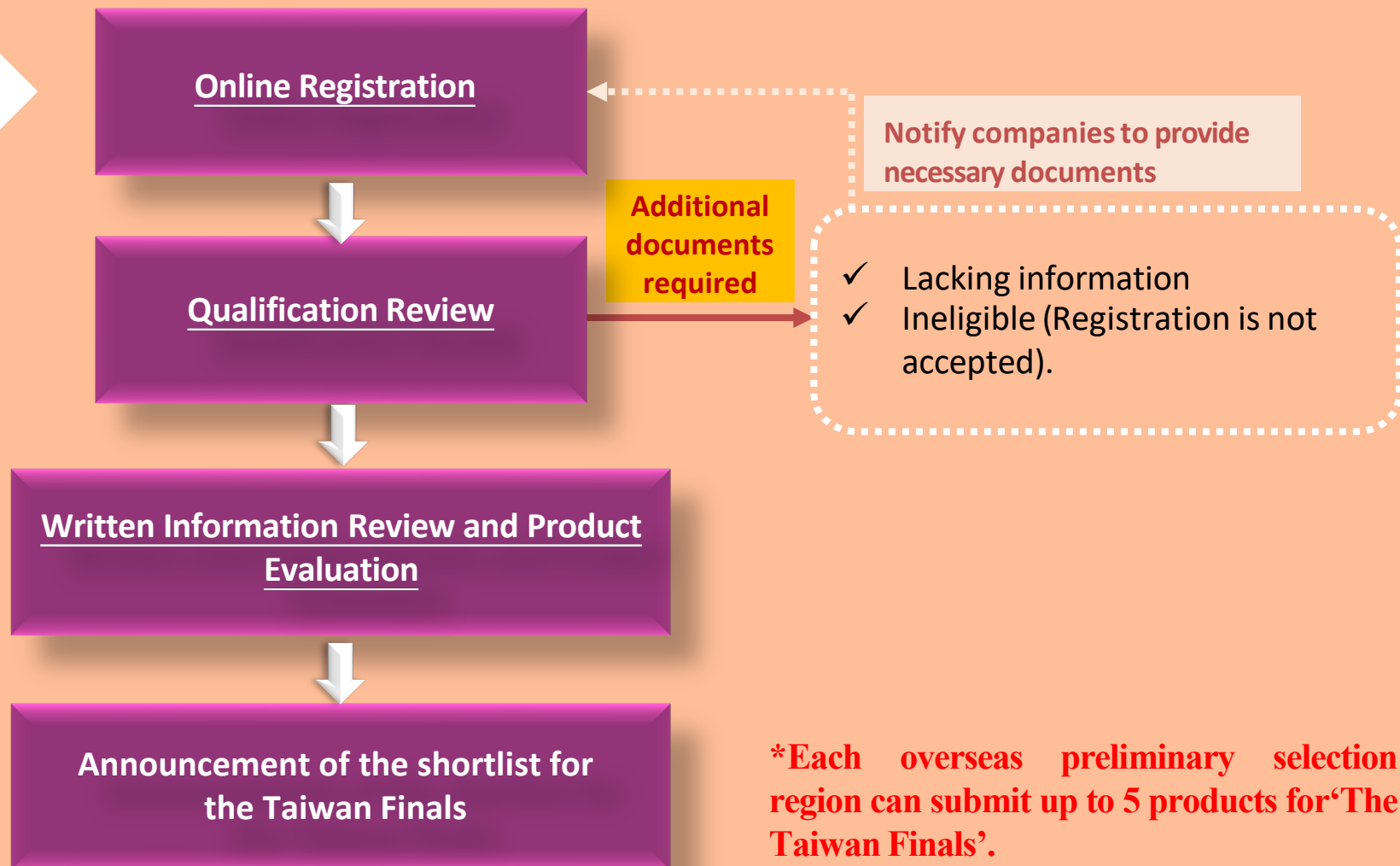


Flow Chart of Overseas Preliminary Selection

Selection and Application Online
System(www.taiwanprime.org)



Registration QR Code





Registration Qualifications for Overseas Taiwanese Companies

1. The manufacturing unit of the registered company is located overseas (excluding China, Hong Kong and Macao), and companies with direct and indirect shareholding or capital contribution of overseas compatriots and Taiwanese entrepreneurs or enterprises exceeding 50%. However, exceptions can be made under following circumstances:
 - (1) **When the local laws and regulations limit the maximum proportion of foreign shareholding, and when the company can prove that it has substantial control over the business, please provide written verification in Mandarin.**
 - (2) When there are other special circumstances approved by the OCAC, please provide written verification from local chambers of commerce.
2. **The registering company must have its company registration established in the country where the product is finally produced (not including China, Hong Kong and Macao), and must acquire production and manufacturing registration in the country where the final production and manufacturing line is set up. It must be in normal operation, have good credit, implement Corporate Social Responsibility (CSR) and be a profitable company.**



Registration Qualifications for Product

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 trademark application is being applied for.
3. Awarded companies in past years shall not be registered in the selection again for the same products.
4. There are **11** categories, for examples, **‘Electronics, Electrical Appliances, Communication Products, Parts & Accessories’, ‘Software’, ‘Computer Hardware & Peripherals’** etc.
5. In the above categories of products, **the same company only submit 1 product for per each category.**



Product Category and Classification Code

Excursus 3. Product Category and Classification Code

Product Category

**A. Electronics, Electrical Appliances, Communication Products, Parts
& Accessories**

Classification Code

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
- 0111 Solution Products

Classification Code

AB Communication Products

- 0112 Telephones & Fax Machines



How to Apply?

- ◆ **How to apply:**

To enter the online registration system (www.taiwanprime.org) for 2024 the 3rd Taiwan Prime Award, please register the registered company information before logging in, register product information, and upload written information. For more detailed instructions, please refer to the ‘A short version of Online Register System’ on www.taiwanprime.org . **Primarily online, no paper submissions accepted.**

- ◆ **Registration Deadline: Ends on 31 March, 2024 (Taipei GMT+8:00)**

- ◆ **Registration fee:** No registration fee required. **The registering company shall be responsible for the shipping of the actual products participating in the final selection held in Taiwan, and shall bear all relevant expenses, such as that of international freight, customs clearance, and storage (the same applies to companies who ship actual products to participate in the Overseas Preliminary Selection).**



Selection Criteria

- ◆ Selection process is divided into two processes, **‘Preliminary Selection’** and **‘Final Selection’**.
- ◆ The judging process for the Taiwan Prime consists of two stages: **‘Written Information Review’** and **‘Product Evaluation’**.
- ◆ **Both the Overseas Preliminary Selection and the Taiwan Finals’ evaluation methods include ‘written document reviews’ and ‘product evaluation’.** Out of a total score of 100, ‘Research and Development’ shall account for 25 points, ‘Design’ for 25 points, ‘Quality’ for 20 points, ‘Marketing’ for 20 points, and ‘The link with Taiwan’ and ‘Sustainable Development’ for 5 points, respectively.



➡ Please fill out each selection of the application and skip non-applicable ones. If you have any supporting documents, please add them on.



Product Evaluation Rules

- ◆ **Overseas Preliminary Selection** The overseas preliminary selection organizer will notify the registered company to demonstrate the registered product for review and evaluation, through either online or via video methods within the designated time period.
- ◆ **Taiwan Finals** The registering companies will send the actual products enlisted for the Taiwan Finals to the designated place for evaluation. Exceptions shall be made under special circumstances or when the base area of products exceeds 200 cm x 150 cm, where they may be displayed via video or other alternative methods upon approval from the organizer of the Taiwan Finals.



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. Loan guarantee for the funds needed to promote its own brand in overseas markets.**
- 2. Audit, taxation, financial and other related consulting services.**
- 3. Brand coaching course resources.**
- 4. Digital marketing promotion, digital advertising placement, and professional training courses.**



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



Ernst & Young



KPMG



PWC



Deloitte

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**.





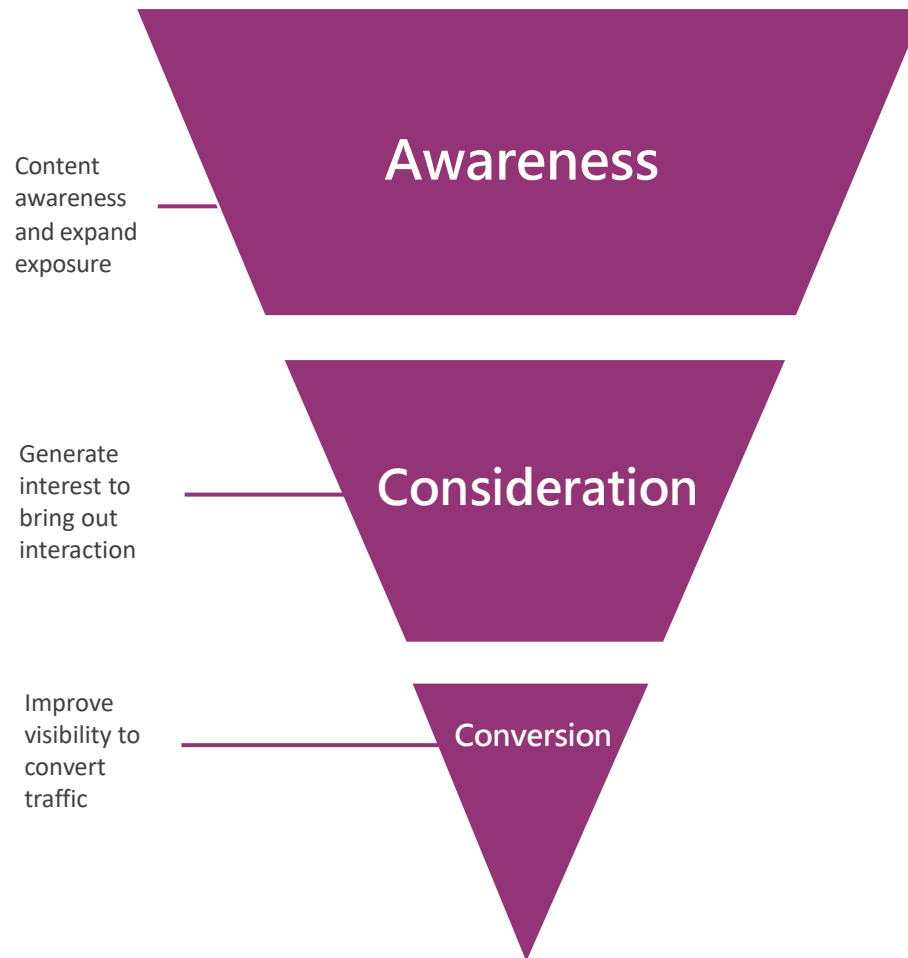
Resources for the Winners

4. Innovative Counseling and Promotion



Digital Marketing Promotion, Digital Advertising Placement

Data analytics helps maximize advertising effectiveness by increasing keyword visibility on search engines.



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.

Social Marketing

For video communities, such as YouTube and Facebook, set ad tags and deliver ads based on product categories for the audience. In addition, Facebook community ads will be displayed in a carousel format.

Multimedia advertising network

Use the Multimedia Advertising Network to find potential customers who are interested in Taiwanese boutiques overseas. Create settings such as 'similar interests' or 'willing to spend' audiences to achieve the goal of advertising and brand dissemination.



Resources for the Winners

4. Innovative Counseling and Promotion

The innovative training courses are designed to help e-commerce platforms and brands achieve the goal of traffic monetization. The advanced courses on brand e-commerce management are designed to help award-winning Taiwanese businesses accumulate more e-commerce knowledge and the latest topics and technologies. Gold award winners can choose two courses for a total of four hours, and silver award winners can choose one course for two hours.





HELP AND SUPPORT

Q1: Why does Taiwan Prime choose these 11 categories of products this year?

A1 : During the past two years where the OCAC has been conducting 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, hoping to include more high-quality products into the Taiwan Prime product rank. For a detailed list of product categories, please refer to Excurses 3 of the ‘2024 The 3rd Taiwan Prime Award Selection Notice’.

Q2: Why is there no food processing category?

A2 : The food processing category does not meet the selection and evaluation criteria of the selection, 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.



HELP AND SUPPORT

Q3: If the product is made in Taiwan, is it eligible to participate the contest?

A3 : Considering transportation and production capacities under the globalization trend, many companies often manufacture in different locations (such as in A and B), and integrate packaging in another location (in C). If Taiwan were to be the final manufacturing location (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 had their products manufactured in Japan, Indonesia, and Africa, but was finally assembled and packaged in Taiwan for shipment, its final manufacturing unit would be considered in Taiwan, which would result in the product not meeting registration criteria.

■ Example 2

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



HELP AND SUPPORT

Q4 : Would products be considered ineligible for registration if some of its components were from mainland China, Hong Kong, or Macau areas?

A4 : Some product components may have been manufactured in Mainland China, Hong Kong or Macau areas, 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 provide supporting or verification documents, and when those documents have been reviewed and approved by the OCAC.

Q5 : What is the maximum number of products a company can register?

A5 : Each company may submit up to one product per category in the 11 listed categories for registration.

Q6 : If it's not the company's own product but an OEM, can it register for Taiwan Prime?

A6 : No, if the product is only imported and exported as an agent.

※ For more information, please visit our 'HELP AND SUPPORT' on official website.



Good Luck for the competition!

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