



TBBC 2009

**TAIWAN BRITISH BUSINESS COUNCIL (TBBC) 2009,
8/9 JUNE, TAIPEI
ICT BUSINESS OPPORTUNITIES IN TAIWAN**

Question: How often to do you get to rub shoulders with a company with market capitalisation of approximately £12 Billion? Want to get ahead of your competitors? Looking for new business streams to fight your way through the recession?

- Did you know that Taiwan has more mobile accounts than people? (Taiwan - 2009 Population: 23 million)
- Did you know that Chunghwa Telecom is Taiwan's largest telecom operator with 20 million subscribers? (2007 Annual Report - Taiwanese Market Share: Mobile Subscribers 35.8%, Broadband Subscribers 87%)
- Did you know that Taiwan's relations with China have been transformed, opening up new opportunities for Cross Straits trade

TBBC has unrivalled access to Chunghwa Telecom, the Taiwanese Administration and other key decision-makers and they are offering an intensive 2-day programme of meetings & briefings to UK businesses operating in the ICT sector. This will give you unique first hand market intelligence, make contacts at the highest level and position you and your business ahead of your competitors.

The TBBC is a body of senior business people backed by British Telecom, Standard Chartered & HSBC who have long-standing experience in Taiwan. This event is supported by UK Trade & Investment and its unofficial representation in Taiwan, the British Trade & Cultural Office. Together this is a classic case study of UK Government and Private business working together to generate opportunities for UK companies and to address market access issues.

Benefits to TBBC business delegates include:

- Briefing on current Chunghwa interests that include, but are not limited to:
 - ICT Solutions for Enterprises and Next Generation Networks
 - Reducing Carbon footprint of DataCentres
 - Delivering Live and VoD Olympic 2012 content to mobile, internet and IPTV users
- Meeting with Chunghwa Senior Vice President & CTO Dr John Hsueh and other senior potential Taiwanese partners
- Meeting with a Taiwanese Minister
- Networking with major UK players with a presence in the market
- Further information on the market opportunities and the programme are available from the TBBC Secretariat, Mike Qureshi, below.

**RSVP to mike.queshi@uktradeinvest.gov.uk
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*Financial Assistance with delegate expenses may be available through UKTI's Passport to Export Scheme. Further details are available on request.