

## Industries Go International, Businesses Expand Domains

Language, funding and distribution channel limitations mean that small and micro enterprises are often unable to independently participate in international exhibitions or negotiations with distributors. To remedy this situation, Tainan City Government's Economic Development Bureau specially drew up and launched the Global Trade Cooperation and Expansion Program, inviting the counterparts of potential buyers to attend exhibitions and conducting matchmaking for them, plus compiling a catalogue of the products of Tainan's participating manufacturers, to better introduce them to buyers. In addition, to enable manufacturers to more quickly assimilate into the atmosphere of international exhibitions, the program arranges for senior personnel from companies with strong sales promotion experience to coach them on interacting with potential buyers and touting their products, enabling them to simulate in advance how to benefit most effectively from exhibiting their wares, and clueing them in on local market opportunities. This all helps Tainan's industries to expand sales opportunities and form international connections, not only enabling them to market their products to the world, but also, by demonstrating Tainan's outstanding enterprise value, attracting cooperation and investment in Taiwan by major international enterprises, thus effectuating industrial support policy for R&D, production, and international marketing all in one.

Adding to Tainan's excellent investment conditions and an industrial environment that is highly suitable for advanced technology R&D, the city's public-private partnership has been fortified, and its copious and flexible innovation power is being projected internationally, creating more profits and profit niches. Choose to invest in Tainan, and you will have the best platform for positioning in the Asia Pacific.

