

Taiwan SME in Southeast Asia: Characteristics and Transformation

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Outline:

Part 1、 Taiwanese SME looking for Internationalization.

Part 2、 The Tradition Characteristics of Taiwan.

Part 3、 Business Environmental Change in SEA.

Part 4、 The Innovation and Reform of Taiwanese SME in SEA.

Part 5、 CONCLUSION : Taiwan Southbound Policy- SME Growing up Together.

Part 1、 Taiwanese business looking for Internationalization

1.Export Oriented Economic Domestic operating costs :

- A. High Land Cost
- B. High wages
- C. Environmental issues

2.Changes in the international economic environment

A. Plaza Agreement

- i. Japan began to invest in Southeast Asia
- ii. Thailand get benefit

B. Exchange rate liberalization

- i. Since July 1978 the exchange rate system from a fixed exchange rate system to a flexible exchange rate system。
- ii. The appreciation of the Taiwan dollar to increase domestic production costs

3.The Transformation of Taiwan 's Industries

- A. Do the brand : ACER ASUS
- B. Industry abandoned
- C. Transit to service industry
- D. Looking for opportunities at Overseas
 - At that time, the Taiwan businessmen said : *"Go out to maybe to die, but in Taiwan is to die"*.

4.The First wave of Southeast Asia: 1994 South Bond Policy

- A. Politics guides the economy
 - B. Pragmatic diplomacy
 - C. Diversify China's investment risk
 - D. Focusing on the five ASEAN countries
 - E. State enterprises play an important role
 - F. Lack of political and economic risk assessment
- ### 5.The First Wave Challenge of SouthBound:1998 Financial Crisis

Part 2、 The Tradition Characteristics of Taiwan SME in SEA.

- 1.OEM and low-end processing.
- 2.Factory as home:
- 3.Pay attention to production and lack to interaction with local society.
- 4.Nominal Management
- 5.Lack of knowledge of local law
- 6.Deep plowing or Nomadic
 - A. The Csa:My classmates, Japanese and Korean student at the UI, Indonesia...
 - B. If only focus on cost down, Is any future about Footwear and textile industry?
- 7.Networking are better than Professional
 - A. Japanese Chamber offer trading information.
 - B. The role of the Taiwanese Chamber of Commerce is sometimes biased towards friendship and politics

8.Overseas Chinese play an important role in bridging Taiwan and SEA.

Part 3、 Business Environmental Change in Southeast Asia

1.Business Environmental Change

- A. China 's coastal retreat
- B. Scatter risk
- C. Whole plant relocation
 - i. Inland
 - ii. Southeast Asia
- D. Emerging Domestic markets

2.Politics is becoming more stable The formation of the AEC community

3.AEC community is rising

4.Taiwan industry charm is getting mature

- A. Technology Products
- B. Cultural and creative songs and drama
- C. Chinese culture
- D. Sightseeing
- E. Education system
 - Quality manufacturing
 - Chasing Japanese and Germany
 - Red supply chain

5.China 's rise to promote the influence of Chinese, also impact Taiwan SEM

6. Emerging Domestic markets

Part 4、 10 item Innovations and Reforms of Taiwanese SME in SEA.

1. Salmon Return Project

2. Rooted

A. Singapore Indonesia gives right of abode

B. Vietnam and Thailand

C. New immigrants from Taiwan

3. The second generation of the succession

- Taiwanese traditional industries began to try to transform the brand or emerging markets

4. New Economy and Industry 4.0

A. Manufacturing of computerized, digital and intelligent, Integrate all industry-related technologies, sales and product experiences with wafers, build intelligent factories

B. Thailand 4.0

C. Indonesia 4.0

5. Cultural and Creative Industries

6. Globalization drives the reduction of cross-national management costs

A. Low-cost airline to drive mobile cost reduction

B. Visa is no longer a problem

C. Convenience of capital flows

7. With local manufacturers

- A. Thailand –Taiwan Group
- B. Thailand 's auto parts supply chain
Taiwan TOYOTA parts are from Thailand
- C. Aquaculture in Vietnam
Taiwanese farming technology, Vietnam's land and harbor, exports to Hong Kong, market in China
- D. Indonesia 4.0

8. The drive for globalization reduces the cost of cross-border mobility

- A. Low-cost airlines to reduce mobile costs
- B. Visa is no longer a problem
- C. Convenience of capital flows

9. New Generation of Taiwanese Views on Southeast Asia

10. Find Education and Talent in Southeast Asia

Part 5、 Conclusion: Taiwan Southbound Policy- Growing up together