

A nighttime photograph of the Taipei skyline, featuring the Taipei 101 skyscraper prominently on the left. The city lights are visible in the background, and the sky is a deep blue.

Taiwan E-Commerce Development & Outlook

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OUTLINE

1

Forward

2

General Status of EC Development in Taiwan

3

EC Ecosystems and Major Players

4

Policy and Measures

5

Conclusion

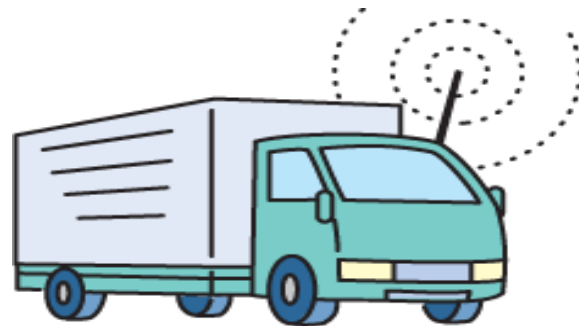
1 **Forward**

- **Definition of E-Commerce**
- **Why E-Commerce in Malaysia?**
- **About Taiwan**



Definition of E-Commerce

E-Commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network.





Why E-Commerce in Malaysia?

**Driver for
jobs
creation**

**Allow
working at
home**

**Expand
market**

**Save
money for
physical
store**

**EC Hub of
ASEAN and
Muslin
Community**



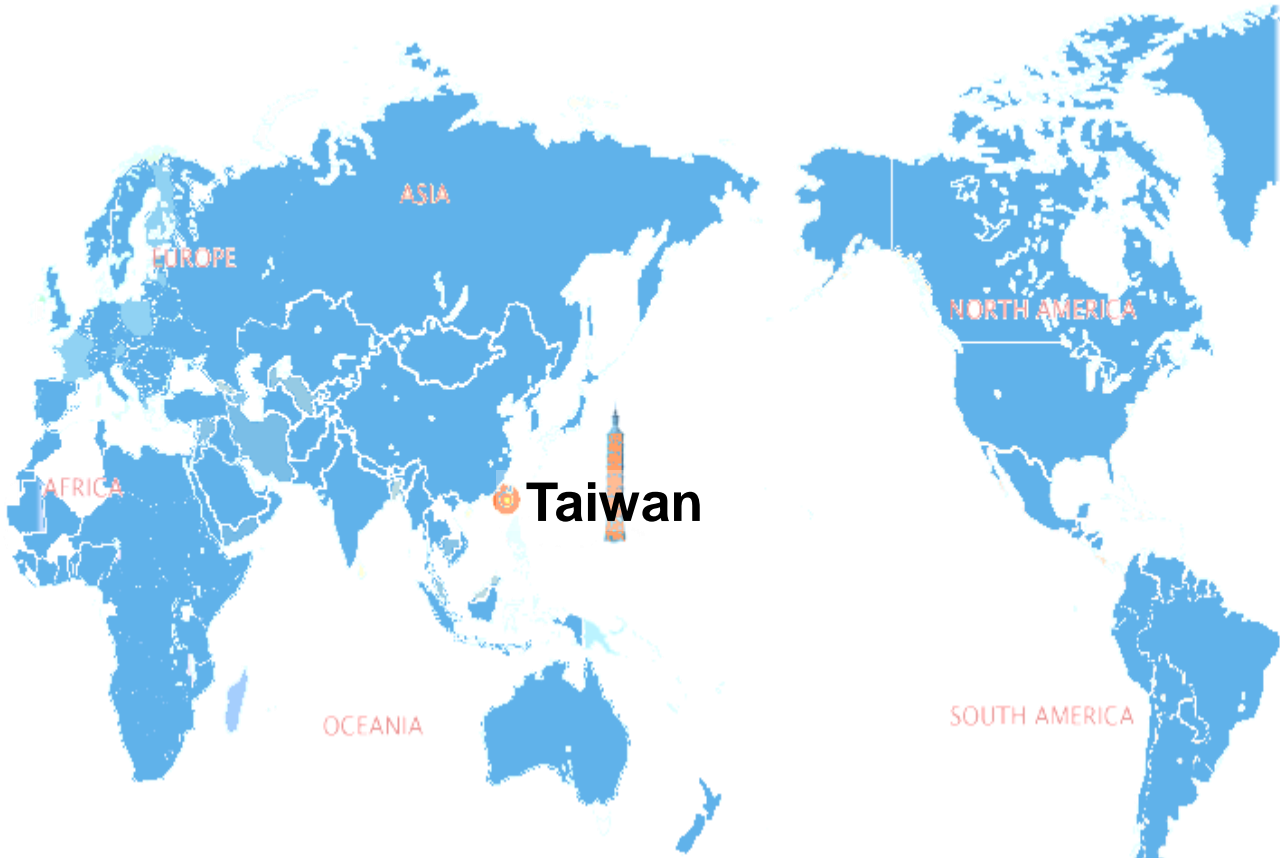
About Taiwan

- Population : 23million
- GDP in 2015 : USD 518.8Billions (Rank 22 in the world)
- GDP Per Capita : USD 22,082 (Growth Rate 2.2%)

■ **“The Heart of Asia”--
Superior geographical**

■ **Global Innovation
Center and
Operations HQ**

■ **Highly Regarded by
International Rating
Agencies**





International Rating of Taiwan

Investment Environment

Among Top50 countries in global by BERI in US, 2015

5th

World Competitiveness
By IMD report, 2015

11th

Entrepreneurship & Development

Among 121 countries in GEDI, 2015

6th

Global Competitiveness
By World Economic Forum report, 2014

15th

e-Government & Network readiness
World Economic Forum among 144 economies

10th



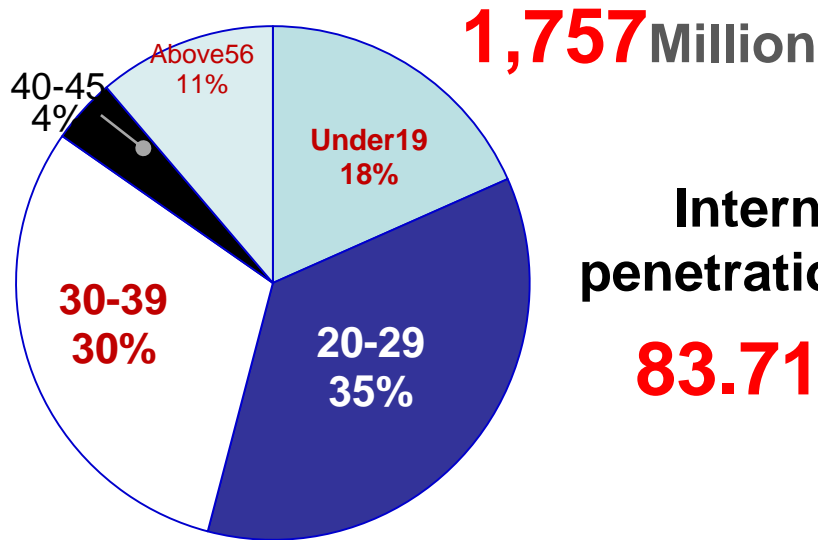
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General Status of EC Development in Taiwan



Internet Users of Taiwan

Number of Internet Users (2015)

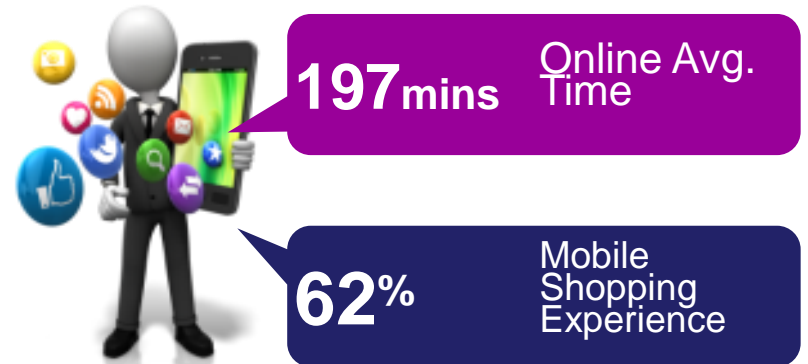


Internet penetration
83.71%

65% online population are between 20~39 years old

Source: TWNIC, SP ecommerce, 2015

Mobile penetration
130%





E-Commerce of Taiwan

Mobile
Commerce
Penetration
62.4%

Rank 3rd in Asia
Pacific

Average Annual
online spend

USD456

1.5 times of the
global average

Online Shopping
Experience

94.6%

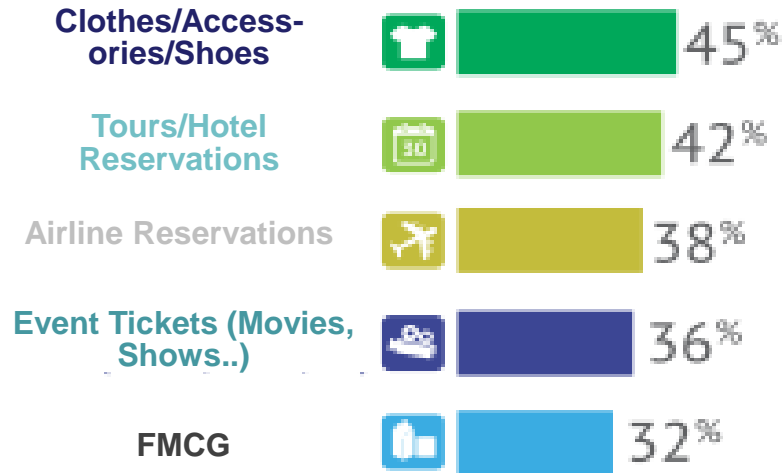
Rank 3rd in Asia
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Online Shopping
Experience

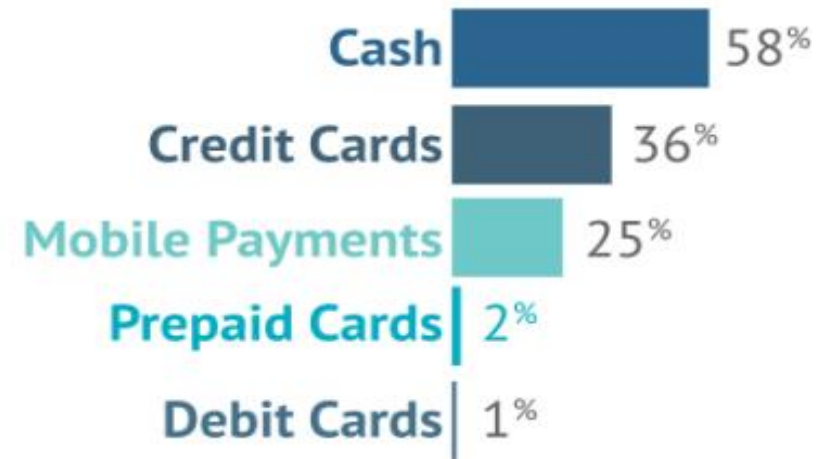
14.7 Billion

Continued with
double-digit
growth

Online Shopping Items



Payment Methods





Major EC Business Models in Taiwan



- Highly developed in IT, chemical, textile, and other industries since 2001 by MOEA's A, B, C, D, E Programs



We will focus on B2C, B2B2C, C2C and skip B2B.



E-Commerce is an Integral Part of Taiwanese' e-Life

Low-cost E-Commerce platforms
Adoption of "e-invoices"



24 hr. delivery by major B2C shops and 3 hours if buyer and B2C shop are in the same city



- Postal remittance
- Credit card
- Web ATM
- ATM
- Bank transfer / Wire transfer
- Payment at convenience stores



A wide range of payment methods available

Payment on delivery / ATM transfer / Mobile payments



E-Commerce is an Integral Part of Taiwanese' e-Life

1. **Over 55.5 million bankcards in use**, of which **43.83 million are IC cards** that can be used as debit cards to make online purchases.
2. **Approximately 40 million credit cards in use.**
3. **Almost 10,000 CVS** and consumers can pick up goods ordered and pay at CVS.
4. **Approximately 5 million users of Web ATM services**, with around **2 million transactions a month.**
5. **Over 30 million “Easy Cards” issued.**
6. **Guarantee 24 hour delivery service in Taiwan by major EC platforms and On-time rate: 99.68%**

3

EC Ecosystems and Major Players

Main eCommerce Business Models

4 Main Business Models

C2C



B2C



B2B2C



O2O



Payment Services



Distribution Services





Variety of operational Models



Source: MIC, Nov. 2014

Supporting Services (Money Flow, Distribution, Backend Operation)



Taiwan E-Commerce Major Players (2/2) - By Business Category, Product

Category	Examples	
	Vertical E-Commerce Player	General Platform
Travel	EZ Travel, EZ Fly, SEA Tour, Lion Travel, Star Travel, etc.	-
E-Ticket	KHAM Ticket, ERA Ticket, VieShow Cinemas, Taiwan High Speed Rail, Taiwan Railways Administration, Arts Ticket, etc.	-
Book/ Magazine	Books.com.tw, Kingstone, Eslite Bookstore	-
Apparel/ Accessories	Lativ, TokiChoi, Sky Blue, EF Shop, GoToBuy, ZIP, O'Ringo, etc.	<ul style="list-style-type: none"> • Yahoo! Shopping • PChome 24 hr Mall • MOMO • PayEasy, UDN • GOHAPPY, 7net • Save & Safe, U-Mall, ET Mall • O2O: Gomaji 、Groupon 、17 Life..) •etc.
Beauty/ Health	86 Shop, Watsons, CosMed, ElsaGusa, NARUKO, ERHGroup, FashionGuide, etc.	
Information/ Electronics	tket.com, sunfar.com, etc.	
Miscellaneous	MUJI, buloso, PopSmile, TBJ, Shuang Ren Hsu, etc.	

Source: MIC, Nov. 2014

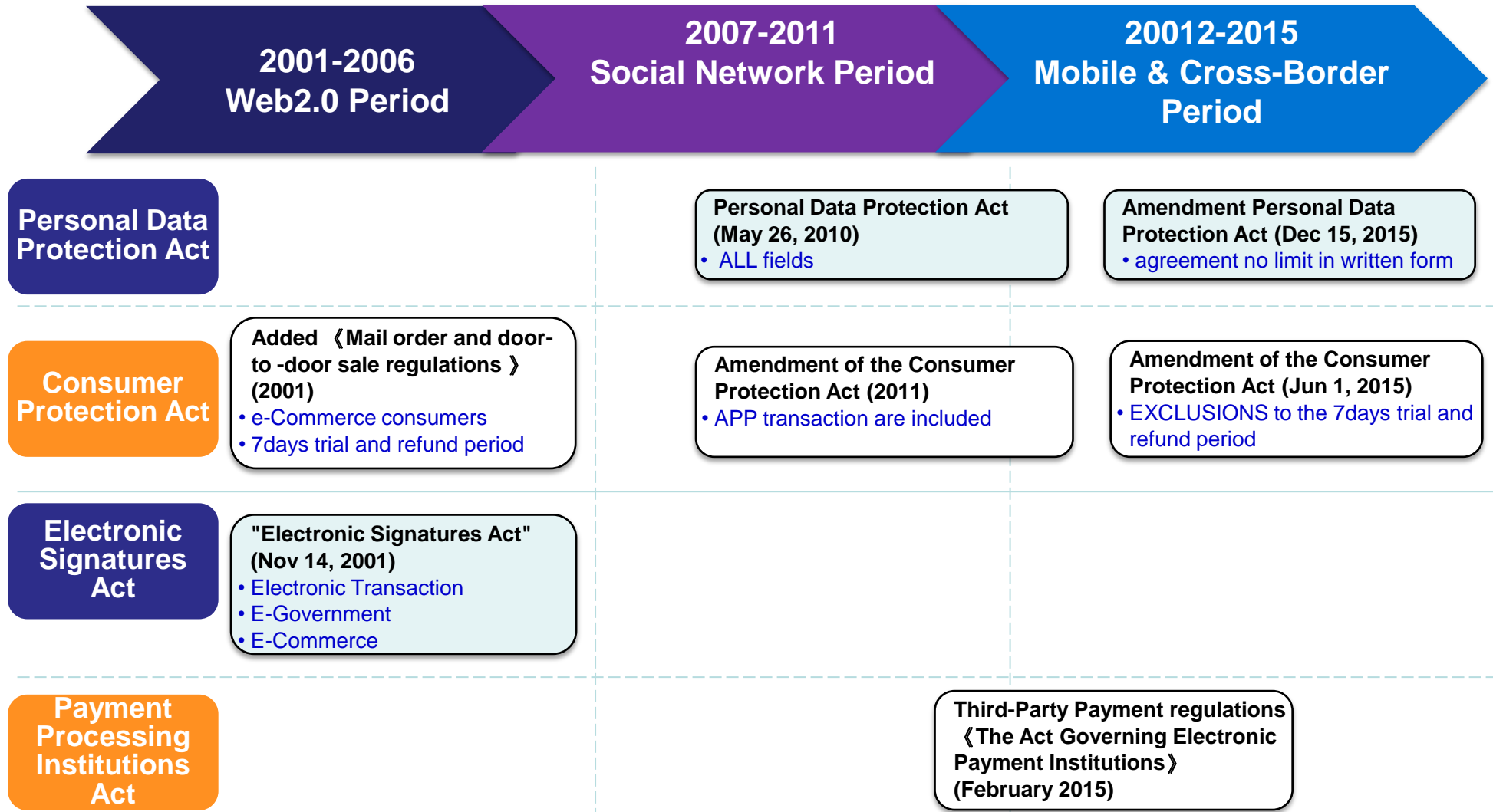


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E-Commerce Policies and Measures



Sound Legal Framework of e-Commerce





E-Commerce Development Strategy

Goals(2020)

- Develop Taiwan into the Core of Internet Companies
- Increase eCommerce trade volume in Taiwan to over a trillion

Environmental Perspective

- Amend eCommerce-related regulations (EX: liquor, taxes...)
- Develop Third-party payment · Free Trade Port Logistics
- Provide investment, funding, entrepreneurship and R&D subsidies
- Enhance industrial and academic cooperation to cultivate interdisciplinary talents

eCommercialization

Develop industrial e-Commercialization in eight key realms



Internationalization

- Employ E-Commerce to facilitate material goods and digital goods exports



Measures we take to help the E-Commerce company to reduce online scams



Visit

Provide technical/operational advices for improvement.



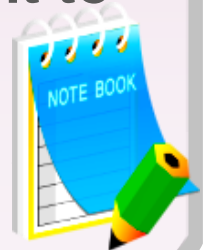
Diagnosis

Provide technical/operational help for information security.



Inspection

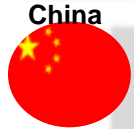
Take a series of measures to require management level to pay attention and commitment to improving.





Bilateral Economic Cooperation

Official Economic Conferences



“Cross-Strait Industrial Cooperation Conference” (1998~Present)



“Taiwan-Philippines Ministerial Economic Cooperation Conference” (1995~Present)



“Taiwan-Singapore Ministerial Economic Cooperation Conference” (1999~Present)

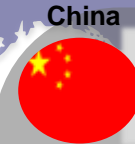


“Taiwan-Malaysia Ministerial Economic and Trade Cooperation Conference” (2003~Present)



“Taiwan-Thailand Director General-level Economic and Trade Consultative Conference” (2014~Present)

Trade Agreements



“Cross-Straits Economic Cooperation Framework Agreement” (ECFA) (2010)



“Taiwan-Japan Investment Arrangement” (2011)
“Taiwan-Japan E-Commerce Cooperation Agreement” (2013)



“Agreement between Singapore and the Separate Customs Territory of Taiwan, Penghu, Kinmen and Matsu on Economic Partnership” (ASTEP)(2013)



“Agreement between New Zealand and the Separate Customs Territory of Taiwan, Penghu, Kinmen, and Matsu on Economic Cooperation” (ANZTEC)(2014)



Signed 4 FTAs with Panama, Nicaragua, Guatemala, El Salvador and Honduras(2004-2008)



Establish periodical economic and trade conferences, achieve multiple economic cooperation agreements, lower trade barriers and facilitate business cooperation

By the end of 2014, there were 393 notifications to WTO of Regional Trade Agreements in effect.

Conclusion

- 1. EC is a key driver for employment.**
- 2. EC can bring enormous business opportunity.**
- 3. We would like to create win-win with you!**

Thank you!