



Taiwan SME Policy and Application of ICT



Meili Hsiao
Director General, International Division,
Institute for Information Industry

08/07/2016

Outline

SME Development Status of Taiwan

SME Policy of Taiwan

Why ICT? – SME's Perspective

Case Studies of ICT Applications

Conclusion

1

SME Development Status of Taiwan

SME's Contribution to Economy and Society

Employment

To create employment opportunities

Social stability and Economic equity

To provide remarkable contributions to building up a middle-class based and stable society

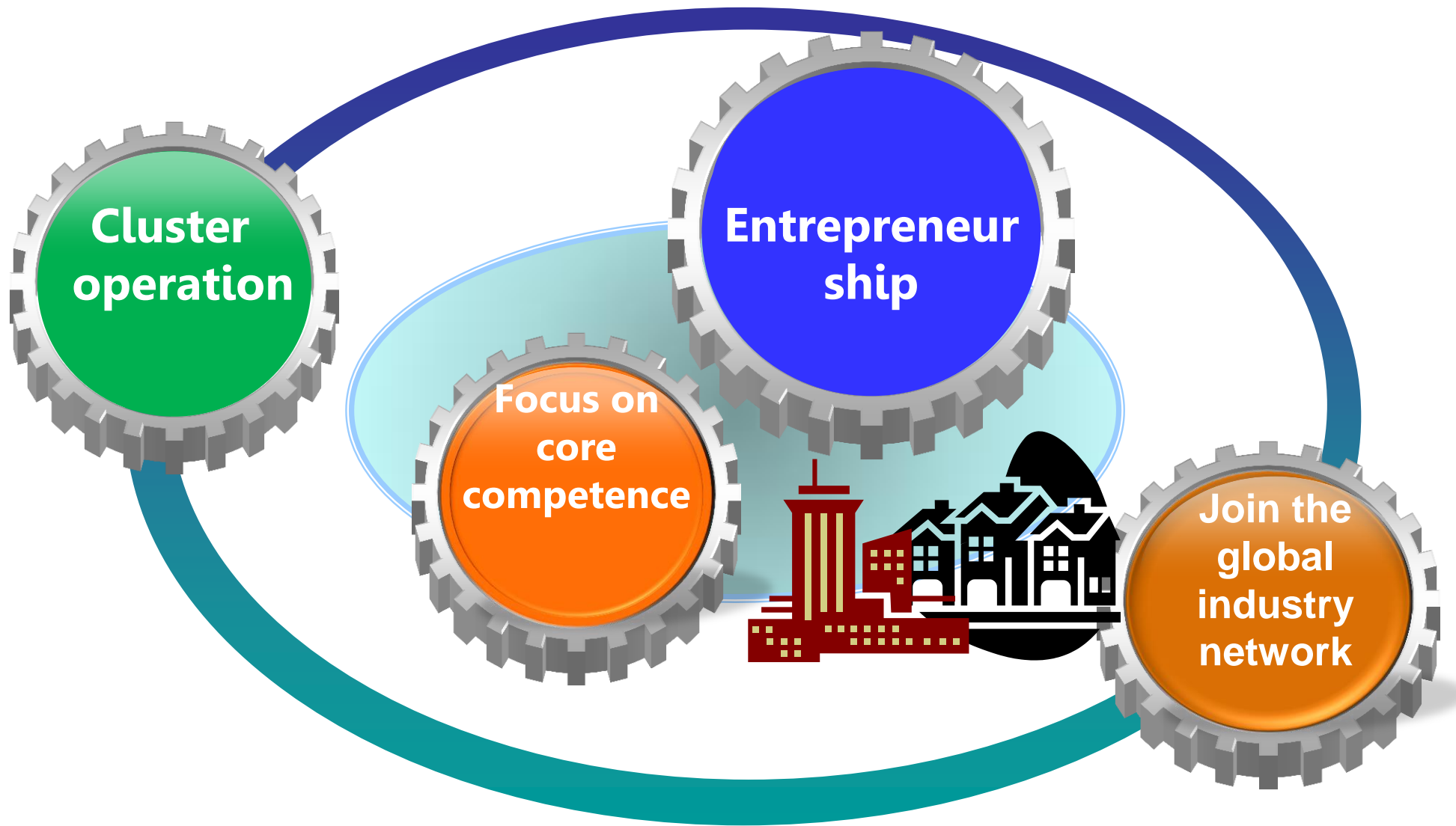
Development of the industry

To continuously support economic development

Competitiveness and Flexibility

To make innovation viable to the society and to the economy

Characteristics of Taiwan SMEs



Current Situation of SMEs in Taiwan

| | All enterprises | SMEs | % of SMEs |
|--------------------------------------------------------------|---------------------------|-------------------------|-----------|
| No. of enterprises | 1,386,128 | 1,353,049 | 97.61 |
| Total employments (thousand persons) | 11,079 | 8,669 | 78.25 |
| No. of employees (thousand persons) | 8,737 | 6,239 | 72.44 |
| Total Sales (NT\$ million) (US\$ million) | 40,240,506 (1,341,350) | 11,839,868 (394,662) | 29.42 |
| Domestic Sales (NT\$ million) (US\$ million) | 30,019,115 (1,000,637) | 10,345,095 (344,837) | 34.46 |
| Direct Export Sales (NT\$ million) (US\$ million) | 10,221,390 (340,713) | 1,494,773 (49,826) | 14.62 |

*Indirect Export Around 50% / ** 1 USD = 30 NTD



SMEs play an important role in
Taiwan's national
Innovation
eco-system and **Society**



SME Policy of Taiwan

Taiwan SME Policy Guidelines

Philosophy – Service, Minding, Esteem, Awareness



Top SMEs,
Incorporation
Co., 1~3%

Award Strategy

1. National SME Award
2. Rising Star Award
3. R&D Award
4. Business Start-up Award

mechanism for supporting
entrepreneurial activity &
innovation

Middle
Layer of SMEs,
Limited Co.,
27~34%

11 Guidance Programs

Biz Startups

Foundation of SMEs
65~70%

Grouping Strategy

1. Mutual Cooperation
2. Industry Cluster
3. Local Cultural Industry
4. Financing Programs

Taiwan SME Policy Framework





3

Why ICT?

– SME's Perspective



ICT is an enabler for SME

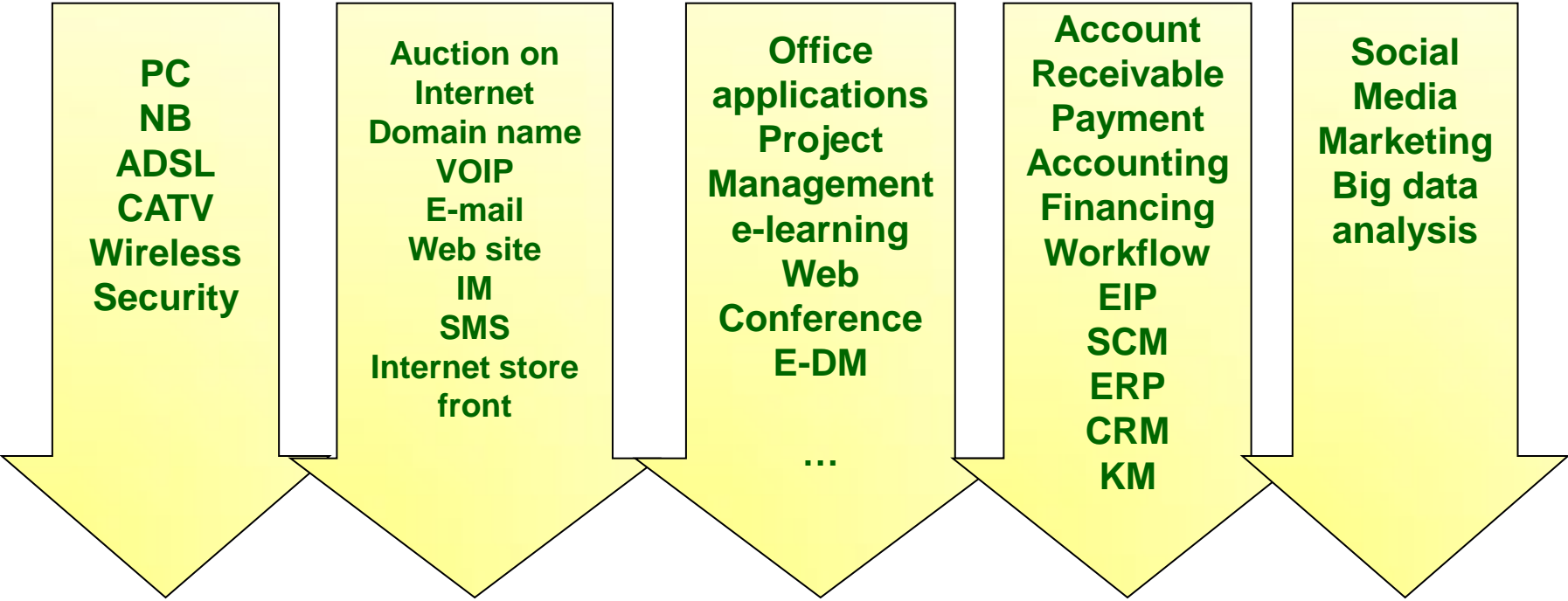
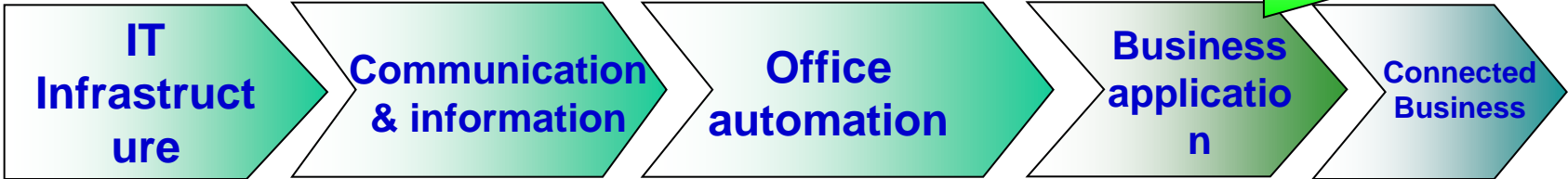
- To outreach the market
- To engage with customers
- To improve its core operation efficiency
- To learn from others
- To attract talents
- To upgrade oneself
- ...





Building Blocks of SME ICT Applications

Unchanged Principle of SME: To be alive, To be profitable.



Internet Presence Becomes Essential

Precious Old China
4.2 ★★★★★ 15 篇評論
馬來西亞餐廳

儲存 附近 傳送到您的手機 分享

Lot 2, Mezzanine Floor, Central Market, Jalan Hang Kasturi, City Centre, 50050 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, 馬來西亞

oldchina.com.my

+60 3-2273 7372

營業中： 11:00-22:00

聲明商家擁有權

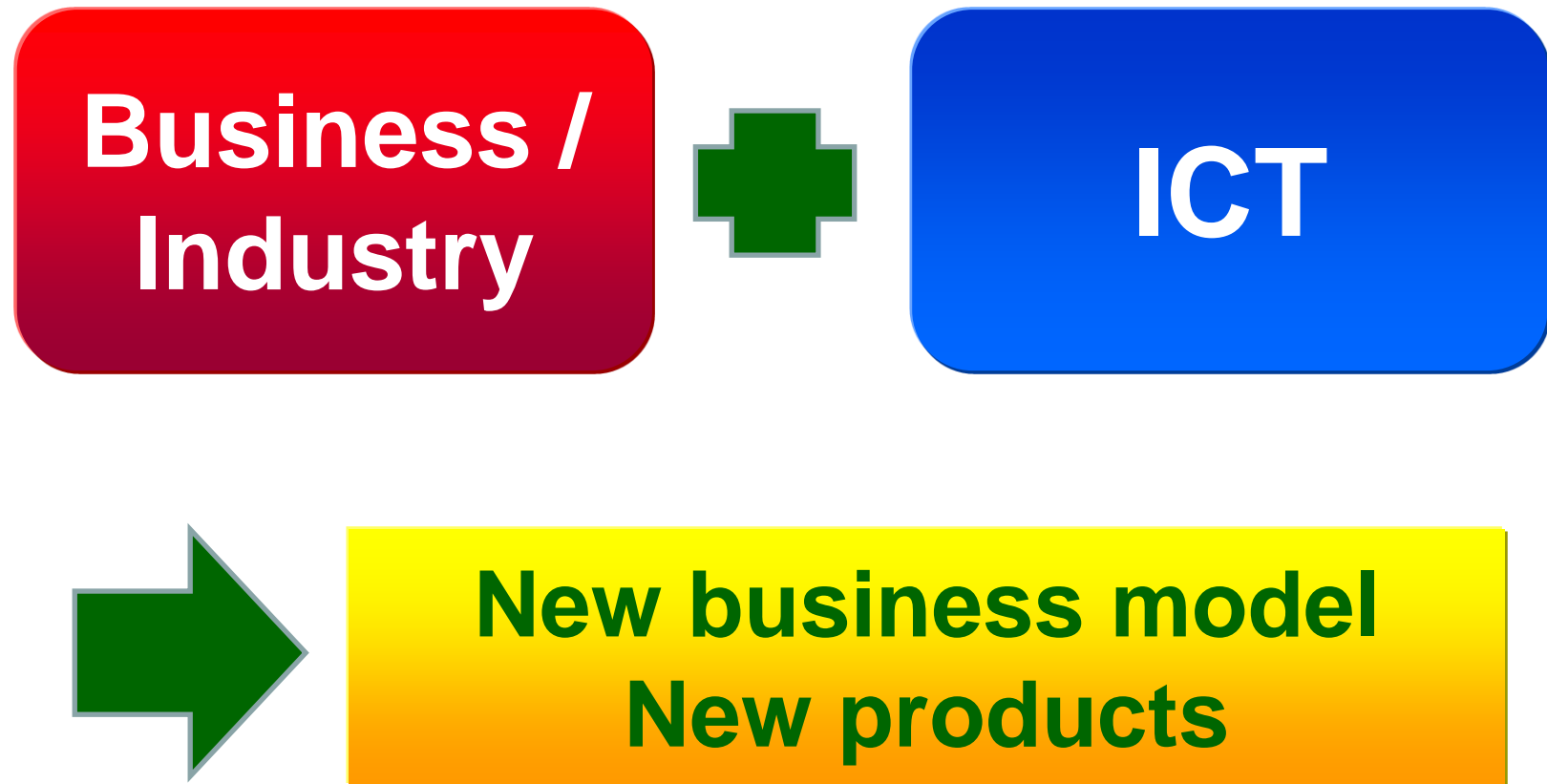


評論摘要



1. Presence on Internet
2. Knowing your customers
3. Engage deeply with your Customers

ICT is a Transformer for SME



Share Economies has Changed the Way ...



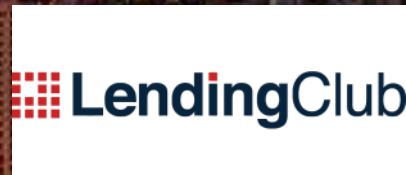
The biggest car rental company in the world which owns no cars by itself.



The biggest room rental platform that owns no rooms.



The most popular media company that doesn't provide its own content.



The biggest P2P lending platform that isn't a financial institution.

Sharing economy companies are those can quickly respond to the market needs and utilize excess assets. **ICT is the backbone of it!**



Case Studies of ICT Applications



Enabler Case :
Pilot project clusters in
Kedah, Malaysia

Industrial Clusters in Kedah, Malaysia

On May 14th, 2013, supported by ITU-UUM, ADOC Secretariat hosted the “ICT Enabled Cluster Workshop” and established food processing cluster in Kedah, Malaysia

- **11 SMEs** joined food processing cluster
- **14 SMEs** joined tourism cluster

Food Processing Cluster

Leader: Haji Rahim N. Sharif

11 Kedah food SMEs, including sauce, instant noodles, halal foods, frozen desserts, honey,...etc

Tourism Cluster

Leader: **Abdul Rahman Sani Abdullah**

14 Kedah tourism SMEs, including travel agents, Souvieniers, B&Bs, Hotels, Alo Star Tower ...etc

UUM
KEDA
Kraftangan
KKLW

ADOC Secretariat
SG Meili Hsiao
PM Jose Cheng
PM Elizabeth Cha
Nur Aishah binti Abdul Aziz
Norsyazatul Asyifa binti Noor Jasri

Taiwan Companies
ASUS, Pumo, SongJian,
ShuanYin, III, Anko, CCK,
KWT, Cari



Counseling Process in Food Processing Cluster

Phase 1

Phase 2

Phase 3

- ICT-Enabled Workshop
- Capacity Building Training, including: product photo taking, poster design, social media, e-commerce training, ... etc.

- Co-design Kedah bag
- Joint marketing
- New products collaboration
- Semi-automation manufacturing consultancy
- Sales kits development
- Social media operation assistance by Taiwan volunteers

- Cluster Exhibition in Kedah
- Participating MIHAS Show
- Individual DME guidance by long stayed ADOC staff



Counseling Process in Tourism Cluster



- ICT-Enabled Workshop
- Capacity Building Training, including: social media, e-commerce training, ... etc.

- Joint marketing
- New products collaboration
- App design
- Sales kits development
- Social media operation assistance by Taiwan volunteers

- Hari Kraf Kebangsaan
- Individual SME guidance by long stayed ADOC staff

E-COMMERCE WORKSHOP FOR SME CLUSTERS

10 JUNE 2014 (TUESDAY)
8.00 AM – 4.00 PM
LAB 3, LEVEL 2,
PUSAT PENGAJIAN
PENGURUSAN TEKNOLOGI &
LOGISTIK (STML),
UUM COB

organized by
ADOC

Jimat masa, lebih mudah

20 usahawan IKS pelajar teknik pasar produk atas talian tambah pendapatan





Achievements

New Availability

- Packaging redesign
- Kedah cluster shopping bag
- New Food manufacturing machine recommendation
- New gifts package design
- Videos for online marketing

More Capacity

- Knowledge sharing and utilization among members
- Knowledge of using social media for promotion and Internet marketing
- Confidence in sell products through e-book sales kits

New Channel

- Internet Channel
- Cross collaboration between food processing & tourism clusters
- Visitor's passport joint promotion package
- Exhibition participation



Result



- The power of cluster touches all members
- Utilize ICT, members feel that they can do business in a totally new approach
- The efficiency of the production increases
- Members of the cluster saw the power & effects through ICT and social media



Transformer Case :

X industry + ICT

Smart Manufacturing: ICT + Food Processing Machine

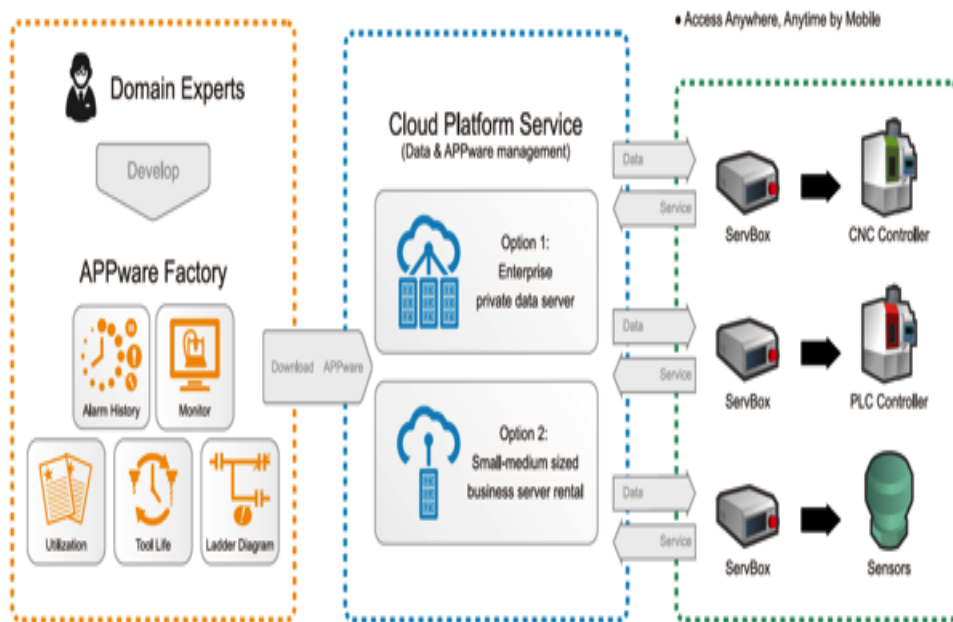
ANKO Food Processing Machine Co. Ltd.

- Cloud
- Big data
- Internet marketing based on the data around the world
- Help clients to understand more about their clients
- **Monitoring the machine operation status around the world**
- **Have domain experts' knowledge to operate every machine in many countries**
- **ICT of manufacture 4.0 is heavily adopted**



Smart Manufacturing :Machinery + ICT

By Ser-volution, a solution dedicated for machinery sectors



- Provides flexibility and info transparency in production process

- Integrate machine tools: **kiosk, interactive element, application and platform info structure**

- 80% and above compatibility with CNC controller, PLC, sensor.

**2014 Intel Global Challenge
Entrepreneurship Initiative Award- Ser-volution
“ServTech”(Ill spin-off)**



Smart Publication: Publish Industry + ICT

Strengthen Tech R&D

No program required App of iOS and Android, saves 60% time, 80% cost, applications on publishing, education, retail. Optimizing UI/UX, cases



1. Design Edit



2. Fast Preview



3. Publish



Innovation Services

ViewPlus fundraised 35 million NTD, accumulated 56 clients. Cooperate with Taiwan on 4G Cloud Media platform in 2015, forecast revenue reach 50 million

NTD in 2016

New Media

- **Giuseppe Castiglione, Italian, born in 1688**
- **In 1715, Mr. Castiglione arrived in China as a missionary. While there, Mr. Castiglione took the name Lang Shining (郎世寧). His skill as an artist was appreciated by the Qianlong Emperor and he spent many years in the court painting various subjects, including horses, dogs, peacocks,...etc.**
- **Here are some of his paintings.**





Can be viewed from YouTube.

<https://www.youtube.com/watch?v=hq-xum2uD9s>



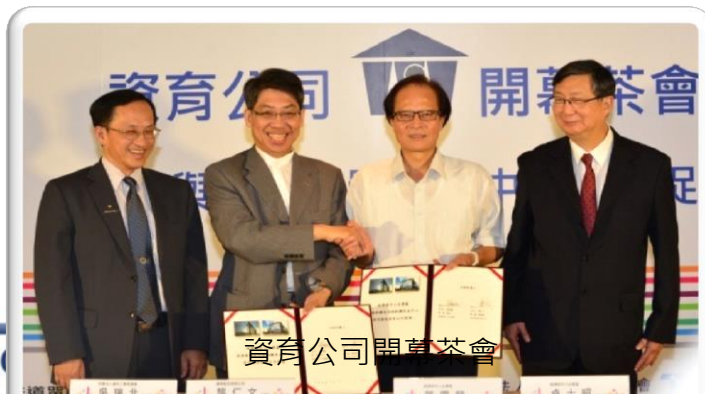
Can be viewed from YouTube.

<https://www.youtube.com/watch?v=hq-xum2uD9s>

III startups – ICT + X industry

● *Promote startup plan, incubating innovative startups :*

- 104/07/01 : **資育公司** / *NanKang SW Park, Kaoshiung SW Technology Park*
- 104/09/05 : **科智企業** / *Innovative DigiTech-Enabled Applications & Services Institute (Servolution)*
- 104/10/01 : **安華聯網** / *Cyber Trust Technology Institute (SEAL)*
- 104/12/01 : **磐旭智能** / *Smart Network System Institute (Transformer)*
- 105年Q1 : **樂閱科技** / *Innovative DigiTech-Enabled Applications & Services Institute (AppCross)*

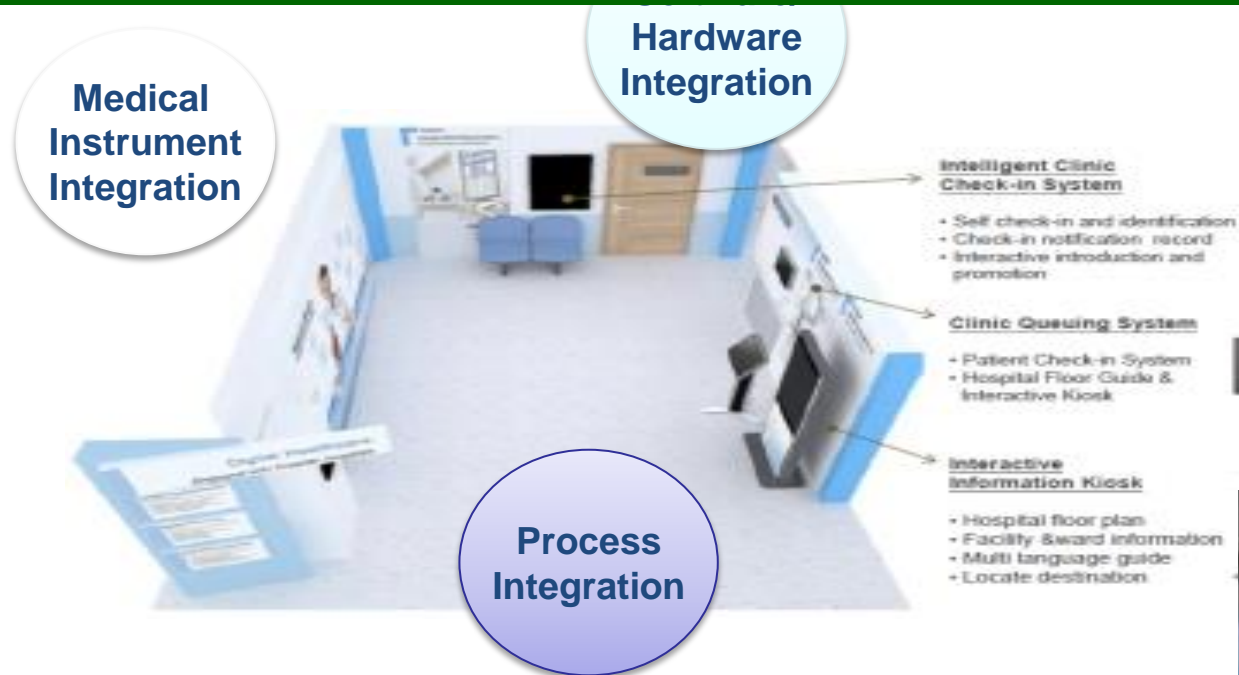




Lighting + ICT Control



Smart Healthcare : -- Healthcare + ICT



Integration of HIS, EMR, and PACS

https://www.youtube.com/watch?v=LlafbX_JXHE&authuser=0

Benefits:

- No need to re-do the check ups in different hospitals
- Reduce the chance of error, staff will be able to provide better care for patients, thereby improving the overall service quality.

To The Future

III is a platform that facilitates the ICT cooperation between you and Taiwan to create win-win future!

Choose Taiwan,

You are smarter!

