



# EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Director-General

Brussels, **18 FEB. 2015**  
GROW/A/A2/ASM/js/

Dear Mr. Beyrer,

I would like to thank you for your continuous support to our Missions for Growth and to inform you that I intend to carry out a mission to Taipei from 3-5 June 2015, coinciding with the 35th edition of the prestigious international fair Computex, the largest ICT trade show in Asia and the second largest in the world.

Taiwan is our 21st trading partner with €40bn in bilateral trade last year. It is an advanced economy with many small and medium sized firms and a market of 23 million consumers with a high purchasing power. It plays a central role in the global technology and particularly in the ICT value chain. The EU is the largest foreign investor on the island but there is still scope to increase the figures. Also Taiwanese investment in the EU has enormous potential to grow.

This visit notably aims at helping our companies and in particular SMEs to operate internationally by exploiting business opportunities in Taiwan, in particular by participating in matchmaking events with local entrepreneurs.

Because of the importance of the ICT across sectors, many EU companies may find it useful to visit COMPUTEX and find business partners. It serves as a sourcing hub for hi tech and ICT procurement, new product launches and announcements in technology application, attracting more than 38,000 international visitors.

I am intending to arrive in Taipei on Wednesday 3 June 2015 in the afternoon. On 4 June, we will organise together with the Taiwan External Trade Development Council (TAITRA) a briefing meeting on "how to do business in Taiwan and in the EU" at the Taipei International Convention Center. I hope you will join me in making a presentation on how to do business in Europe, while the Taiwanese side and the European Chamber in Taiwan (ECCT) will be making presentations on the Taiwanese market and their experience.

Mr. Markus J. Beyrer  
General Secretary  
BUSINESSEUROPE  
Avenue de Cortenbergh, 168  
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That afternoon we intend to have Business to business contacts (B2Bs). The B2Bs will also take place at the Taipei International Convention Center. Specific meetings with companies in sectors of interest to European companies will be set up. Some sectors that are growing particularly fast in Taiwan are semiconductors, nanotechnology, electronics in general and environmental protection. Business services, machinery, energy and biotechnology can also present good opportunities.

On Friday 5 June we will visit the Hsinchu Science Park.

We are pleased to invite you to join us in making this "Mission for Growth" to Taipei a success. We welcome your participation and encourage you to advertise this mission amongst the presidents of national federations and interested CEOs/entrepreneurs.

Expressions of interest for this mission can be made on a dedicated website: [http://ec.europa.eu/growth/industry/international-aspects/missions-for-growth/additional/index\\_en.htm](http://ec.europa.eu/growth/industry/international-aspects/missions-for-growth/additional/index_en.htm)

I would appreciate confirmation of your interest in participating in this event by Monday 4 May 2015 at the latest.

I would also be grateful if you could confirm whether you can ensure that senior representatives of your industry will be part of the EU delegation. Please feel free to provide concrete information and names.

Contact persons for the organization or this visit are:

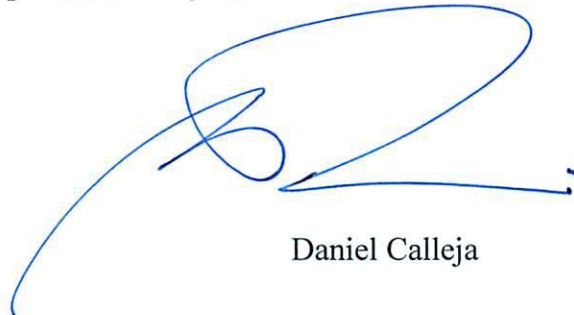
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They are at your disposal to answer any queries you may have.

I look forward to pursuing this exciting experience with you.

Yours sincerely,



Daniel Calleja

**ANTTI PELTOMÄKI**  
Deputy Director-General  
DG INTERNAL MARKET, INDUSTRY,  
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