



TAIPEI ADDS ANOTHER TRANSPORTATION SHOW

AS ANOTHER SUCCESSFUL MEGA AUTOMOTIVE EXHIBITION COMES TO A CLOSE

Taiwan is an island in constant motion and no one knows that more than the people who work at the Taiwan External Trade Development Council (TAITRA).

TAITRA, the main orga-

nizer of the 2018 TAIPEI AMPA, AutoTronics Taipei, Taiwan International Intelligent Transportation Show, Taiwan International Motorcycle Industry Show and Taiwan International Car Tuning &

Car Care Show, continues to re-evaluate the shows every year and make changes as needed.

The shows, which were held April 11-14 at the Taipei Nangang Exhibition Center and Taipei World Trade Center, attracted nearly 7,000 foreign buyers from 120 countries, organizers say. The top 10 major buyer nations (and regions) were Japan, Mainland China, the United States, Malaysia, South Korea, Thailand, the Philippines, Singapore, Hong Kong and Indonesia.

Taiwan holds a critical position in the automotive aftermarket globally, because nearly everything the island manufactures is due for export. It would be difficult to find any vehicle

in the world that doesn't have components made on the island. For a place with only 22 million people and an economy worth more than half a trillion dollars, its impact on the overall automotive industry is deceptively large.

The three major themes at this year's 5-in-1 Mega Show were smart tech, automotive electronics and electric vehicles.

Walter M.S. Yeh, president and CEO of TAITRA, told attendees that Taiwan's automobile component industry has gained global acclaim for its advantages in highly customizable production, stable product quality and powerful development and innovation capabilities.



Walter M.S. Yeh, president and CEO of the Taiwan External Trade Development Council, speaks during the show's opening ceremonies. (Photo by Mark Phillips)

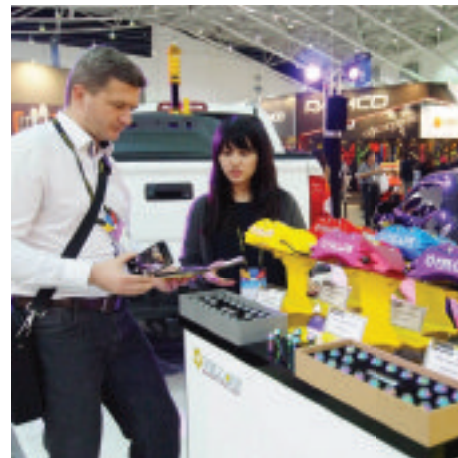
AWARDS WERE GIVEN IN SEVERAL PRODUCT CATEGORIES DURING THE SHOWS:

PARTS

- GOLD:** ADI OPTICS LTD., *LED headlight bulb for motorcycles and automobiles*
- SILVER:** ELIG BRAKE TECHNOLOGIES CORP., *Eco-friendly brake pads*
- SILVER:** YOW JUNG ENTERPRISE CO. LTD., *Electronic Throttle Body (ETB)*
- BRONZE:** SUMALAYA TURBO ENGINEERING CO. LTD., *CBB Ball Bearing Turbo CHRA for VW Golf Mk7 R*
- BRONZE:** JAPON TRAFFIC TECH CORP., *Nitriding Graphite Cast Iron Piston Ring*
- BRONZE:** Clean & Green Technology Co. Ltd., *APP Automotive Battery Analyzer Accessories*
- GOLD:** Allremote Wireless Technology Co. LTD., *LED Remote Control Searchlight*
- GOLD:** Gold-Zest Enterprise Co. LTD., *Electric Compressors for Vehicles*
- SILVER:** JULUEN ENTERPRISE CO.,LTD, *Halo Blitz 6*
- SILVER:** ALL FIRST GROUP CORP., *DC12V Car Vacuum cleaner VC800*
- SILVER:** JApple, *International Intelligent Electric Auxiliary Side Step*
- SILVER:** EHOMA INDUSTRIAL CORP., *R2 Ranger Bronze*
- SILVER:** RE-DAI PRECISION TOOLS CO. LTD., *Tiny Bone 5-in-1 Ratchet Handle Bronze*
- SILVER:** Pihong Technology Co. Ltd., *Multi-Media AC 63A EV charger*
- BRONZE:** Top Colour Film Ltd., *TopCool T70 Excellent Window Film*
- BRONZE:** Fuda Life Technology Corp. Ltd., *LED-Battery White/yellow mixed work light, ultra-flat dimmable*
- BRONZE:** Just Auto Lighting Technology Co. Ltd., *3-in-1 Voltage and Engine-Start Sensing DRL*
- BRONZE:** Zealio Electronics Co. Ltd, *Wireless Charging Power Cradle*

Electronic End Products and Parts

- GOLD:** EVERLIGHT ELECTRONICS CO. LTD., *3D Advanced Display Automotive Lighting Technology*
- SILVER:** E-LEAD ELECTRONIC CO. LTD., *Combiner Type Head-Up Display*
- SILVER:** JET OPTOELECTRONICS CO. LTD., *EVO Rear-Seat Infotainment System*
- BRONZE:** PRO-PII Technology Corp., *4 Wheel Electric Vehicle Performance Testing System*
- BRONZE:** MiTAC Digital Technology Corp., *MiTAC Device Management*
- BRONZE:** ILOAD ELECTRONIC CO. LTD., *ITS5300 Battery Charge & Discharge Test System*



A show attendee receives information about an exhibitor's products. (Photo by TAITRA)

“In recent years, trends in automotive electronics, electric vehicles and smart tech have become three major areas of focus. Manufacturers also are actively committed to developing automotive products for advanced driver-assistance systems (ADAS), vehicle safety monitoring systems and LED lighting systems. Taiwan possesses complete product supply chains for electric vehicles, including upstream, midstream and downstream manufacturers,” he said. “In February of this year, TAITRA called for electric vehicle manufacturers to form the Taiwan Electric Vehicle Alliance to expand overseas markets as a national team and continue to enhance recognition for Taiwan’s electric vehicle industry on the international stage.”

Next year (2019), Taipei AMPA and AutoTronics Taipei are scheduled to launch on April 24 (Wednesday) and run to April 27 (Saturday) in Exhibition Halls 1 and 2 of the Nangang Exhibition Center; the Taiwan International Motorcycle Industry Show and Taiwan International Car Tuning & Car Care Show are scheduled to launch on April 25 (Thursday) and run to April 28 (Sunday) in Exhibition Hall 1 of the Taipei World Trade Center. Registration begins in August 2018. Please refer to the official website for details. **CM**