



MAKING IT BIG IN TAIWAN

Taiwan is an fascinating place. This smallish island off the China mainland and adjacent to Japan is home to 26 million people. **It is also the original home of the Polynesian people - proven by DNA - who migrated first to Hawaii then spread across the Pacific eventually reaching New Zealand.**

Now the Taiwanese people are again interested in New Zealand and Australia, wanting to sell us auto parts - from 'pimp my ride' accessories for Harley Davidson motorcycles to the latest in electric vehicle chargers and lithium-ferrum

batteries for EVs. Although Taiwan (officially the Republic of China) has a somewhat difficult relationship with the Peoples Republic of China (mainland China), this has been exacerbated in recent months by President Trump and his "trade war" with China. In spite of the uneasy relationship with China, many Taiwanese companies operate manufacturing factories on the mainland, keeping the design elements in Taiwan while taking advantage of China's cheaper labour costs.

But Trump's trade war with China has freaked many

Taiwanese companies which rely on the United States for the majority of their business.

Several Taiwanese companies



Forged wheels are big business for Taiwan



have or are in the process of relocating factories to Vietnam and other Asian countries. This in turn has led the Taiwanese to seek other markets for their products

and this is where Australia and New Zealand come in. Auto Media Group publisher, **Vern Whitehead**, recently joined journalists from Japan,

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AutoTalk publisher outside the premises of T W Racing Parts, the biggest manufacturer of forged wheels in Taiwan



Headlight clusters for overseas OEMs



"Pimp my ride" – motorcycle accessories and (below) forged wheels on display



Mitac Digital Technology Corporation – owner of the Navman companies in Australia and NZ



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Vietnam, Thailand and Taiwan on an inspection tour of Taiwanese factories.

These are extremely diverse, ranging for a 27-employee family owned operation, up to manufacturing plants employing many hundreds of workers, with production facilities in a number of countries, including China, Vietnam and Taiwan.

Taiwanese products cater for both the parts after-market and OEMs (original equipment manufacturers).

These diverse plants have several things in common:

- After years of experience in the US and European

markets, Taiwanese manufacturers are quality conscious and appropriately certified,

- Endless testing with expensive equipment ensures standards are maintained at all stages of production
- Spending on research and development has a high priority for many Taiwanese

companies, including meeting climate change targets in the manufacturing area. Backing all this up are the services of the Taiwanese External Trade Development Council (TAITRA) - joanna@taitra.org.tw or telephone +886 2 27255200.

Taitra can put buyers in touch with appropriate companies providing the products or services needed.

It also has an Australasian office in Sydney (Anthony Tung, senior trade officer, Taiwan Trade Centre, suite 1601 level 16 55 Clarence

Street, Sydney, NSW 2000). But the best option is a visit to the 2020 Taipei AMPA/ Autotronics Taipei/Motorcycle Taiwan combined trade show, with 1350 exhibitors, from **April 15-18** this year. ■



EV chargers