

COMPENDIUM ON METHODOLOGIES FOR SMES INTERNATIONALIZATION

CHINESE TAIPEI'S CONTRIBUTION

Produced by:

Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA)

Email: ctboft@gmail.com

Taiwan External Trade Development Council (TAITRA)

<http://www.taitra.org.tw/>

In collaboration with:

Green Trade Project Office

<https://www.greentrade.org.tw/>

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A. Overall Trade Promotion

International trade is an important driving force behind Chinese Taipei's economic development. Hence boosting exports is one of the crucial tasks of the government. According to Article 2 of the "Standards for Identifying Small and Medium-sized Enterprises (SME)," the definition of the term SME is: an enterprise in the manufacturing, construction, mining or quarrying industry with either a paid-in capital of NT\$80 million or under, or less than 200 regular employees; or an enterprise in an industry other than any of those mentioned above either with a sales revenue of NT\$100 million or less in the previous year or has less than 100 regular employees.

Currently, over 97% of enterprises in Chinese Taipei are SMEs. SMEs constitute the main momentum of Chinese Taipei's economic growth, thus the government has long promoted various policies to facilitate SME development. Chinese Taipei has adopted the following multifaceted approaches to assist businesses expand their international markets:

- (A) **Overseas Market Developments:** Through various endeavors including organizing trade missions, inviting international buyers, coordinating overseas marketing activities, strengthening the functions of services provided on the website (<https://tw.taiwantrade.com/>) and elevating marketing efficiencies of cross-border e-commerce, Chinese Taipei assists companies in various ways. Such methods include helping businesses take the initiative to find potential buyers in overseas markets, compete for deals and establish marketing channels.
- (B) **Advisory Service:** Establishment of the International Marketing Advisory

Center (IMAC) allows its expert advisory group to provide customized professional consultations and tailor-made promotional resources for companies faced with problems in overseas market expansion.

(C) **Overseas Service:** Through its overseas offices, the government provides market information and services to help companies find new clients and consolidate relationships with buyers.

B. Methodology

(A) The Green Trade Promotion Project (GTPP)

1. Objective

The GTPP is designed to assist companies follow international green trends, have a solid understanding of the various green regulations of different governments as well as the green procurement standards of major international businesses, so as to equip our businesses with the necessary knowledge to compete for trade opportunities in the global trade of green industries.



2. Content

(1) The Green Market Think Tank and Information Sharing :

- a. Collects information on green business opportunities, the various regulations related to green business, and procurement standards of major international cooperations.
- b. Uses big data to analyze green trends and market distribution, takes stock of the government's green initiatives and provides consulting services to companies.
- c. Holds briefings, seminars and forums on opportunities in green business, and disseminates relevant information through the website (<https://www.greentrade.org.tw>), digital media and various mobile/handheld devices.

(2) Strengthening the Green Industry's Marketing Capacity:

- a. Consultation Service: Provides customized marketing consultations to companies; provides verification consultation to companies that intend to apply for international verifications. (applications open between around February to October every year)
- b. Green Product Verification Search Platform: Provides companies quick access to information on the verification process of various government policies and regulations.

(3) Strengthening Marketing Promotion and Elevating our Image:

- a. Green Companies' Association: Pools businesses to form consensus and links-up domestic green industry capacities to jointly develop overseas markets.
- b. Trade Missions and Promotion: Organizes trade missions and facilitates participation in major international green exhibitions to establish cooperative relationships and

compete for green market opportunities.

- c. Green Ecosphere: Takes stock of international projects, integrates the services of and provides counselling for domestic operators who link-up all aspects of consumer demand, organizes teams to develop solutions and assists companies compete for business opportunities.
- d. International media and digital marketing: Invites foreign mainstream/professional green media to interview and report on Chinese Taipei's green technology capacities; uses digital and social media ads to target potential buyers worldwide.

(B) SME International Marketing Enhancement Project

1. Objective

The project was launched in October 2016 with the aim of assisting SMEs and innovative industries strengthen their international marketing capabilities. The International Marketing Advisory Center (IMAC), established by TAITRA and supported by the Bureau of Foreign Trade, MOEA, was appointed to implement the above project.

The IMAC provides all-in-one and customized consultations. Its experienced professional advisors help participating SMEs formulate marketing strategies and offer suggestions that meet SMEs' needs. The services offered include creating a directory of potential buyers, providing information on procurement opportunities in overseas markets, supplying an overview on distribution channels in target markets, and making referrals to government counselling resources as appropriate.

The IMAC has provided customized international marketing advisory services to over 560 companies since the project started in 2016. It has contributed to the finding of buyers for 9 of these companies, successfully expanding their businesses into new international markets.

2. Content

- (1) The International Marketing Advisory Center (IMAC) recruits experienced overseas marketing experts as consultants and sets up expert groups comprising experts from various fields to provide consulting services on market trends, branding, packaging designs, marketing channels, funding, human resources, e-commerce, and overseas verification, etc.
- (2) The IMAC analyzes market trends and marketing methods through applying big data analysis. The aim is to assist SMEs identify the most suitable markets for their products while recommending the most appropriate sales resources.

(C) The Textile Promotion Project

1. Objective

In order to elevate international marketing capabilities to consolidate overseas markets and explore other emerging markets with potential, the Project plans to make functional, environmentally friendly and trendy high added-value textile products as focus products. The Project organizes business development activities that are integrative and relevant in nature, individual business consultations and other services that are customized to companies focusing on target markets, as well as formulates measures to elevate the overall image of our textile industry in developing business opportunities and carry out integrated marketing.

2. Content

This project aims to assist the textile industry in joint-promotion and media promulgation while providing services such as the "International Market Consultations", "Customized Marketing and Guidance," and "Integrated Marketing and Business Opportunity Development Activities." It has also established an office responsible for business coordination and promotion of results.

- (1) International Market Consultations Service: Provides consultation services in project execution, marketing, and other areas for textiles businesses.
- (2) Customized marketing and guidance: Assists manufacturers propose customized international marketing programs to develop business opportunities.
- (3) Integrated Marketing and Business Opportunity Development Activities: Assists companies participate in various international shows, invites foreign buyers to meet locally based vendors, arranges overseas visits to have one-on-one trade negotiations with international buyers, organizes small-sized trade missions to visit overseas buyers; organizes delegations to have on-site understanding of the trade behavior and market needs of emerging markets; organizes international textiles marketing activities and marketing resource seminars; organizes forums on marketing strategies and educational sessions on marketing skills in the emerging textiles markets.

C. Successful stories

<p>Company Presentation</p> 	<p><u>GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD.</u> https://www.icy99.com.tw/</p> <p>GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. was founded in 2012 and provides architectural materials and related engineering services. The company insists on environmental sustainability, and continuously improves their products and technical services to meet client needs.</p> <p>In recent years, the company has become dedicated to developing eco-friendly materials to solve problems caused by high temperatures, and to reduce air conditioning power consumption, cut carbon dioxide emissions, and reduce environmental pollution. Their insulation coating product is applicable to all factories, rooftops and walls, and can effectively improve the thermal insulation of existing buildings. Through applying solar reflective technology, their product reflects 99% of solar energy and prevents buildings from absorbing heat, helping to provide a cooler and more comfortable environment for work and living.</p> <p>Moreover, the product can reduce the urban heat island effect, reducing air conditioning load and power consumption by 40 percent, thereby protecting and extending the life span of buildings and piping systems.</p>
<p>Summary</p>	<p>What is the company's business? When and why was it created? GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. is a green enterprise, and provides architectural materials and related engineering services. Their products include thermal insulation coating, frozen coating, anti-formaldehyde coating, anti-mold and deodorizing coating, antibacterial and antiviral coating, long-lasting antibacterial spray, three-dimensional surgical masks, children's face masks, and so on.</p> <p>What are the objectives of the company? With the original intention of environmental sustainability, the company</p>

develops many products and services that are friendly and beneficial to the environment. GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. hopes to save costs for businesses, reduce environmental pollution, solve problems caused by high temperatures, and reduce air conditioner power consumption and carbon dioxide emissions, so as to fulfill its vision of environment conservation.

What were the challenges the business had to face?

In Southeast Asia, buildings that are densely built suffer from the heat island effect. It prevents heat from dissipating and causes room temperatures to rise, thereby requiring more energy to reduce room temperatures. GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD.'s insulation coating has functions that include heat reflection, heat insulation, anti-corrosion and water-proofness, with a SRI reflectance index of 99. Through solar reflection, and a reduction of building temperatures, the product lowers energy consumption. This particular product has obtained many international certifications, including SGS, TAF, CNS, RoHS, ASTM, and so on. The product is applicable to corrugated metal houses, container houses, large warehouses for logistics purposes, refrigerated warehouses, and solar rooftops. Also, the company provides customized colors to the clients' choice. The company has yet to establish branches in Southeast Asia, and therefore is keen to seek local distributors and agents.

What have been the achievements made?

The company developed its own highly efficient, solar reflective, thermal insulation coating, and additive enzyme with emission reduction functions for industrial use. The main export destination of insulation coating is the People's Republic of China. Through the Green Trade Project Office of TAITRA, which promotes the Green Trade Project to assist companies, GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. was able to aggressively develop into Southeast Asia markets, and other tropical and subtropical markets. Among them, the best achievement was the successful promotion of sales and establishing sales channels in Malaysia. GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. was able to acquire

	<p>information on local competitors' brands and prices, which helped the company expand their markets in Malaysia and Southeast Asia.</p> <p>How did the public institution responsible for promoting exports help with the development of the business?</p> <p>GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. participated in Green Trade Promotion Project (GTPP) activities, namely customized services, counselling of the verification and certification of green products and overseas exhibition promotion, to help it understand in practical terms the government policies of Malaysia and Viet Nam, certification-related regulations, market trends, product advantage analyses, as well as the prices of competitive local product and sales channels. The project effectively helped the company find buyers, and assisted the company explore the green market in Southeast Asia.</p>
	<p>Was there any programme developed by MultiNational Companies that helped your business to grow global?</p> <p>N/A</p>
	<p>Was there any financial assistance for your business? If yes, what kind of assistance?</p> <p>N/A</p>
Beneficiaries' report	<p>Case #1:</p> <p>GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. participated in GTPP activities, namely customized services, counseling for the verification and certification of green products and overseas exhibition promotion, to help it understand in practical terms the government policies of Malaysia and Viet Nam, certification-related regulations, market trends, product advantage analyses, and sales channels.</p> <p>The project effectively matched buyers (26 from Malaysia and 15 from Viet Nam) for the company, and assisted in establishing marketing channels and achieving project results.</p>

<p>Highlights (milestones, major events, achievements)</p>	<p>Case #1:</p> <p>Results:</p> <p>GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. actively expands overseas markets with its technology and experience in producing N.POLE Insulation Coating, which is highly efficient in insulation and reduces energy consumption.</p> <p>Since 2017, the company has participated in various counseling and promotional activities under the GTPP, and in its efforts seeking opportunities for cooperation, successfully contacted buyers from Malaysia and Viet Nam. Up until now, the company has further negotiated directions for future cooperation with 14 potential buyers in Malaysia. In addition, the K company from Viet Nam has placed orders with GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD., and plans to invest in the company's production of the N.POLE Insulation Coating in Vietnam, with a view to jointly develop the Vietnamese market.</p> <p>Despite SMEs usually having limited resources, GLOBAL INTERNATIONAL ENERGY SAVING CO., LTD. through the GTPP has been able to get its hands on professional information on the target market, obtain international certification, establish product definition, and actively explore the Southeast Asian market.</p>
<p>Infographic or time line</p>	<p>Include an infographic illustrating the business performance</p> <p>Capital: 10 million NTD</p> <p>Annual turnover: 80 million NTD</p>
<p>Future steps and comments</p>	<p>The company aims to continue aggressively developing new market opportunities in Southeast Asia, and other tropical and subtropical areas.</p>

<p>Company Presentation</p>	<p><u>Dai Chen Watertight Gate Technology Co., Ltd.</u></p> <p>Dai Chen Watertight Gate Technology Co., Ltd., headquartered in Kaohsiung, was founded by the chairman, Hui-Hung, Liu in 2012. Nowadays it has become the leading brand in watertight gates and anti-flood gates in Chinese Taipei. It has professional R&D, production, sales and marketing teams targeting to provide solutions to flood damage directly or indirectly caused by climate change. Committed to improve on the inconvenience of structural weight and insufficient pressure resistance of traditional designs, its newly designed watertight gates have been granted many patents and awards in Chinese Taipei, the U.S., Japan and Malaysia.</p> <p>Dai Chen has sales offices in Japan, China, Thailand and Indonesia. It is certified by ISO 9001 standards, and adopts overall quality management from product design to production and marketing, to ensure all products meet the strictest quality standards. The company provides more than 10 types of watertight gates and related products. Apart from meeting client demands on all kinds of waterproof solutions, the company continuously improves its research and development capabilities, aiming to become the industry leader in ensuring clients' properties are well protected.</p>
<p>Summary</p>	<p>What is the company's business? When and why was it created?</p> <p>Dai Chen was founded in 1971. The company aims to reduce flood damage caused by typhoons and heavy rain through its focus on development, design and manufacturing of watertight gates. Dai Chen Watertight Gate Technology Co., Ltd. was founded in 2012, and has introduced various products such as demountable watertight gates, anti-pinch hydraulic electric flood gates, multi-function flood windows, sluice gates, swing floodgates, and watertight gates to the market since its inception. The company provides customized products and arranges installations according to customers' needs.</p>

	<p>What are the objectives of the company?</p> <p>Dai Chen Watertight Gate Technology Co., Ltd. is dedicated in its research and production to develop patented watertight gates. The company targets to reduce every possible impact to life and loss to personal properties caused by floods and thereby providing a safer living environment to its clients.</p>
	<p>What were the challenges the business had to face?</p> <p>When developing new markets overseas, the unfamiliar environment and lack of local resources made it difficult initially to promote products and find local partners able to perform the construction.</p>
	<p>What are the achievements made?</p> <p>Dai Chen Watertight Gate Technology Co., Ltd. participated in the international marketing consulting service of the “SME International Marketing Enhancement Project” and attended market report briefings and marketing service seminars held by TAITRA. The company adopted suggestions for expanding the Southeast Asia market and organized product promotion activities in Viet Nam, Singapore and Malaysia.</p>
	<p>How did the public institution responsible for promoting exports help with the development of the business?</p> <p>Through attending market analysis and marketing service seminars offered by TAITRA, Dai Chen Watertight Gate Technology Co., Ltd. learned new overseas market opportunities and utilized TAITRA’s customized international marketing advisory services. Professional consultants helped the company focus on target markets and offered suggestions on marketing and promotional strategies. The consultants also provided guidance on the application to the International Market Development Program. Dai Chen received assistance from the Bureau of Foreign Trades, Ministry of Economic Affairs to hold product promotion activities in Viet Nam, Singapore and Malaysia.</p>
	<p>Were there any programs developed by multi-national companies that helped your business to grow global?</p> <p>N/A</p>
	<p>Were there any financial assistance for your business? If yes,</p>

	<p>what kind of assistance?</p> <p>N/A</p>
	<p>How did you prepare for your business to go global?</p> <p>Dai Chen insists on applying the concept of overall quality management to all aspects of its business to ensure all products conform to the company's strictest standards. Dai Chen is insightful and sharp in current event analyses and continues to improve. Dai Chen's team has thought about all the possible issues before its clients bring them up. This way, Dai Chen provides user-friendly products that best meet customer needs, and thus earns the recognition and long-term trust from its clients.</p>
Beneficiaries' report	<p>Case #1:</p> <p>Dai Chen Watertight Gate Technology Co., Ltd. accepted consultation services from the International Marketing Advisory Center (IMAC), and successfully applied for the International Market Development Program with the "Dai Chen Watertight Gate Asia Market Expansion Proposal" proposal. Dai Chen receives assistance from the Bureau of Foreign Trades, Ministry of Economic Affairs to hold product promotion activities in Viet Nam, Singapore and Malaysia this year. Through this process, Dai Chen has successfully found sales agents in Singapore and Malaysia, and continues to negotiate cooperation with Vietnamese sales agents.</p>
Highlights (milestones, major events, achievements)	<p>Case #1:</p> <p>Results:</p> <p>Dai Chen Corporation was founded on 1971 and has long been dedicated in the development of waterproof gates. In 2001, the demountable aluminum alloy watertight gate was developed, for which patents were successively obtained in Japan and the US. Dai Chen Watertight Gate Technology Co., Ltd. was eventually founded in 2012, and continues to improve the demountable aluminum alloy watertight gate, which obtained ISO 9001:2008 certification and FM Approvals certification in 2014.</p> <p>In order to expand the overseas market and establish international footholds, Dai Chen focused on Southeast Asia as its target market</p>

	<p>through the customized international marketing consulting service offered by TAITRA in 2017. It was also recommended by the consultation service to apply for the International Market Development Program of the Ministry of Economic Affairs, which assisted the company to hold product promotion activities in Viet Nam, Singapore and Malaysia. During the overseas promotion activities, Dai Chen successfully found sales agents in Singapore and Malaysia, and continues to negotiate with potential distributors in Vietnam. In addition, Dai Chen 's products were used by Taipei Tao Zhu Yin Yuan (CNN ranked it as the ninth new landmark in the world) in 2018, which greatly enhanced the brand and was a firm recognition of the quality of the company's products.</p>
<p>Infographic or time line</p>	<p>Include an infographic illustrating the business performance</p> <ul style="list-style-type: none"> ■ 1971 Dai Chen Corporation was founded ■ 2001 Dai Chen invented the demountable aluminum alloy watertight gate ■ 2002 Patents on a tightening lock, floodgate structure, and building watertight device were obtained. ■ 2003 Patent in the U.S. was obtained; the Taipei branch was established ■ 2005 Patents on multi-function flood window, and flood wall structure were obtained ■ 2008 Patent on building anti-flood device was obtained ■ 2009 Patent on anti-backflow gate structure was obtained ■ 2010 Patent in Japan was obtained ■ 2012 Dai Chen Watertight Gate Technology Co., Ltd. was founded; patent on the anti-pinch hydraulic electric flood gate was obtained; Dai Chen successfully found sales agents in Bangkok, Thailand ■ 2013 Dai Chen attended shows in New York, U.S.A. and Bangkok, Thailand ■ 2014 Dai Chen obtained ISO 9001:2008 certification and FM Approvals certification; distribution channel in Osaka, Japan was

	<p>established</p> <ul style="list-style-type: none"> ■ 2015 Dai Chen found sales agents in Indonesia (Jakarta), Japan (Tokyo), Philippines (Manila), China (Jiangsu, Shanghai) ■ 2016 Dai Chen attended shows in Jakarta, Tokyo and Nagoya; and found sales agents in Nagoya, Japan ■ 2017 Patent on Demountable Flood Panel (DCAM-02) was obtained; Dai Chen demonstrated new products in Osaka, Japan; found sales agents in Hangzhou, China; and consulted TAITRA to apply for the International Market Development Program ■ 2018 Dai Chen found sales agents in Macao, China; Dai Chen's products were adopted by Tao Zhu Yin Yuan, the 9th landmark in the world as nominated by CNN; and developed into the emerging Southeast Asian market to promote its products
<p>Future steps and comments</p>	<ol style="list-style-type: none"> 1. Develop new target markets: the company focuses on Southeast Asia's needs to prevent flood damage caused by their regional climate, while also continuing to stabilize markets in China, Japan, Thailand and Indonesia. New Southbound Policy markets particularly those in Malaysia, Viet Nam and Singapore have been targeted as the primary area for expansion. 2. Promotion activities: Through holding promotional activities in targeted markets, the company seeks local partners with abilities to install its products and maintain quality. Dai Chen also promotes to potential local buyers with improvements and solutions to local flood prevention. In 2018, the company will hold innovation and technology exhibitions and seminars in Viet Nam, Malaysia and Singapore, aiming to enhance the marketing of its products and expand its sales channels.

<p>Company Presentation</p> 	<p><u>Premiere Fashion Corp.</u> http://www.premiere1.com.tw/</p> <p>Premiere Fashion Corp. is an original equipment manufacturer (OEM) for garment customers. It sells innovative, high functional fabrics both domestically and internationally. It has excellent customization and research and development (R&D) capabilities, and provides performance and eco-friendly fabrics to domestic and foreign sports garment brands, which are later made into outdoor clothing, high-tech clothing, and loungewear.</p> <p>The company is known for its strong customization and R&D capability. By offering the newest high-tech fabric products, it meets the needs of sports brands – for multi-functional and multi-colored fabric solutions. With its own brand “ECO-GREEN”, the company aims to provide eco-friendly, energy-conserving, and carbon-reducing solutions to their customers. Featured products include recycled plastic bottle fabrics, energy-conserving and carbon-reducing fabrics, biodegradable chemical fabrics, and other fabrics that conform to international eco-friendly certification standards.</p> <p>Moreover, the company established their own high-tech fabric brand-“MULTIONE. With the advantage of producing high quality products, both the company and its brands have been well received in the market.</p>
<p>Summary</p>	<p>What is the company’s business? When and why was it created?</p> <p>Having been founded in 1989, Premiere Fashion Corp. took in the spirit of the French Premiere Vision exhibition and started out with high-tech fabrics. Premiere’s business model is export-oriented, with services starting from taking customer orders directly instead of from agents, followed by product design, manufacturing, and delivery. Fabric production is sub-contracted to third party companies, while Premiere Fashion Corp. takes care of quality control and delivery lead-time.</p>

	<p>What are the objectives of the company?</p> <p>Premiere Fashion Corp. is now moving towards integrating the high-tech fabric industry chain to include product and brand image design, brand promotion, and channel marketing in an aim of becoming a versatile fabric distributor of eco-friendly, fashionable, and high-tech fabrics. Premier focuses on target markets, and actively advertises all high-tech, eco-friendly, and fashionable MULTIONE-inside products. Premiere hopes to become the best fabric supplying partner for high-tech garment brands.</p>
	<p>What were the challenges the business had to face?</p> <p>Faced with the global economic recession and tough competition from emerging economies, it was a matter of time before the company transformed itself into a consumer-oriented designer, researcher and developer as well as a total solutions provider. Therefore, it needed to constantly enhance its capacity in fashion design and innovation. Premiere continues to optimize its highly competitive products (such as high-tech fabrics and eco-friendly fabrics) to achieve target market segmentation, in order to create market differentiation of its highly value-added products.</p>
	<p>What achievements has it made?</p> <p>Premiere Fashion Corp. has gradually achieved vertical integration in the industry supply chain, providing an all-in-one service to its clients, offering fashion and key-function design, applications of new materials, creative design, quick sample, and even channel marketing services. Not only does it effectively control costs and stocks, but also provides real-time responses to fashion trends to meet client needs.</p>

	<p>How did the public institution responsible for promoting exports help with the development of the business?</p> <p>The government conducted the “Textile Promotion Project” via the Taiwan Textile Federation commissioned by the Bureau of Foreign Trade, MOEA. Through international marketing consulting services, and customized marketing assistance, as well as various efforts including joint promotion through overseas exhibitions, supporting foreign visiting buyers, helping vendors and buyers have face to face meetings, and sending trade missions abroad to develop new business opportunities in emerging markets, the project helps companies respond to the market trends of globalization, expand overseas markets, and increase its international market share.</p>
	<p>Were there any programs developed by multi-national companies that helped your business growing globally?</p> <p>N/A</p>
	<p>Were there any financial assistance provided to your business? If yes, what kind of assistance?</p> <p>N/A</p>
	<p>How did you prepare for your business to go global?</p> <p>Premiere Fashion Corp. adopted the O2O (online-to-offline) marketing strategy, which integrates virtual and real sales approaches. The company uses the internet to develop and communicate with new international customers and adopts big data analysis to learn about customer needs. As the B2B business model is still relationship-oriented, real customer interaction is an indispensable part of business. Premiere therefore combines artificial intelligence and physical visits to optimize the channel marketing establishment.</p>

<p>Beneficiaries' report</p>	<p>Case #1:</p> <p>Through the “Textile Promotion Project”, Premiere Fashion Corp. was able to work on various aspects of its operation. These included establishing tools of marketing and strategy analysis, optimizing the official website, developing a B2B smart internet promotion model, introducing a clothes designing tool system, cooperating with universities, introducing innovative automatic financial reports, optimizing price inquiry apps in product fairs, and establishing standard operating procedures (S.O.P.) and a business tracking system.</p>
<p>Highlights (milestones, major events, achievements)</p>	<p>Case #1:</p> <p>Results:</p> <p>From customization services to injecting cultural and creative elements, Premiere Fashion Corp. unites local designers in establishing a fabric platform. The company’s utilization of marketing software in international shows is so new the rest of the industry is still getting their heads around this new approach. These made an important breakthrough for Premiere Fashion Corp. After engaging in consultations, the value of exports in 2017 grew by 26% compared to 2016. Premiere Fashion Corp. worked with 13 new clients, led 22 suppliers in the supply chain through industrial clustering effects, and helped to employ 5 people.</p>

<p>Infographic or time line</p>	<p>Include an infographic illustrating the business performance</p> <p>2009: The bluesign® standard certification was obtained, and Premiere successfully applied to exhibit in the Premiere Vision show in France, becoming the first converter from Chinese Taipei to enter a PV show, and made Premiere the only SME among the 8 Chinese Taipei corporations at the show.</p> <p>2015: Premiere founded its own high-tech fabric brand- “MULTIONE” ; which defied traditional fabric marketing methods by promoting with its own American style animation - League of Legends, highlighting the fabrics’ six protection functions.</p> <p>2016: Premiere fully utilized IOT technology (Internet of Things), so that designers and consumers can scan QR codes with their mobile devices and log into the Multione website to learn more about the products.</p>
<p>Future steps and comments</p>	<p>Premiere Fashion Corp. plans to establish a complete, innovative, and united platform for designers and consumers by 2020 to transform the traditional business model of “design → production → sale” to the Industry 4.0 model of “design→sale→production,” in efforts to bring in new business opportunities.</p>