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## Taiwan

### Exporter Guide

## 2000

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#### **Report Highlights:**

- 1) Taiwan is the United States's fifth largest export market in the world for food and agricultural products.
- 2) In terms of per capita food imports from the United States, it ranks number two in Asia.
- 3) Taiwan's robust economy, continued modernization, and increased adoption of American and western food tastes makes the country an extremely attractive market for U.S. exporters.

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## Section I: Market Overview

Taiwan is the United States's fifth largest export market in the world for food and agricultural products. In terms of per capita imports from the United States, it ranks number two. Because of Taiwan's relatively small agricultural sector, Taiwan's dependence on imports will continue to grow. Taiwan's robust economy, continued modernization, and increased adoption of American and western food tastes makes the country an extremely attractive market for U.S. exporters. Unlike its neighbors, Taiwan was relatively unscathed by the Asian economic crisis.

Taiwan's retail, food service, and food processing are consolidating and modernizing in response to fierce competition. Retail and food processing in particular are seeking to increase efficiency in sourcing and distribution of products. All three sectors are looking for new products--either to import or develop--in order to get a leg up on their competitors. Major export opportunities include: fresh fruit and vegetables, poultry, beef, wine, dairy products, snacks, fruit juices, organic products, food ingredients, seafood, frozen products, and a wide variety of specialty food products.

Taiwan is one of Asia's most dynamic economies. An overall economic growth rate of 5.4 per cent was achieved in 1999, a respectable increase from 1998. With robust global economic growth, stable export growth in the first half of 2000, and a rebound in domestic private consumption, GDP is expected to rise 6.6% in the current year.

The total production value of the domestic food & beverage industry in 1999 amounted to NTD462 billion (USD14.3 billion), ranking it the fourth largest among manufacturing industries island-wide, behind electronic/electrical machinery, metal, and chemical material industries. Projected annual growth for 2000 is around 9.6% percent. Oriented primarily towards domestic sales, the food industry consists of more than 5,000 manufacturing enterprises employing more than 120,000 persons.

Table: Output of Taiwan's Food & Agriculture Industry (NT\$Billions)				
Sector	1998	1999	Growth Rate 1998/99	Forecast Growth Rate 1999/00
Slaughtering	49.83	59.37	19.15%	0.16%
Dairy Products	22.32	21.34	-4.39%	14.83%
Canned Food	8.77	7.98	-9.01%	NA
Frozen Food	36.77	34.57	-5.98%	3.98%
Dehydrated Foods	3.05	2.95	-3.28%	NA
Preserved Foods	4.16	4.32	3.85%	NA
Sugar Confectionery	6.94	6.65	-4.18%	NA
Bakery Products	18.59	20.07	7.96%	3.83%

Table: Output of Taiwan's Food & Agriculture Industry (NT\$Billions)				
Sector	1998	1999	Growth Rate 1998/99	Forecast Growth Rate 1999/00
Edible Oils & Fats	18.29	16.07	-12.14%	8.33%
Grain Milling	25.90	24.91	-3.82%	5.13%
Rice Husking	42.37	43.46	2.57%	6.06%
Sugar production	7.06	6.77	-4.11%	NA
MSG Production	4.75	4.79	0.84%	NA
Other Flavoring Extracts	8.61	9.55	10.92%	5.26%
Wine & Liquor	23.24	24.00	3.27%	6.93%
Malt Liquor and Malt	23.60	22.84	-3.22%	3.96%
Soft Drinks & Carbonated Waters	49.78	48.09	-3.39%	-2.24
Noodle Production	13.30	13.21	-0.68%	1.47
Animal Feed	49.55	47.11	-4.92%	0.00
Tea Production	2.51	2.55	1.59%	NA
Miscellaneous Food	47.61	43.16	-9.35%	7.16%
Tobacco	28.96	26.46	-8.63%	NA
<b>TOTAL</b>	<b>491.59</b>	<b>488.85</b>	<b>-0.56%</b>	<b>9.67%</b>
Source: Department of Statistics, Ministry of Economic Affairs/Food Industry Research and Development Institute (FIRDI) Forecast				

Taiwan's consumers are becoming more sophisticated. Two income families as well as single unit households are replacing the traditional extended family. For the food industry this is creating a demand for more "western" style food items, as well as an emphasis on pre-cooked and convenience foods and snacks. With a greater awareness of the value of health and nutrition, there is a growing demand for low salt and low sugar products as well as pre-packaged convenience foods to suit the demands of more westernized lifestyles of the younger generation.

Taiwan's standard of living has increased over the past few years. Consequently people are more affluent and more demanding in terms of seeking convenience. Home appliances are commonplace and with the growing number of women pursuing careers in the workforce, demand for frozen and microwaveable foods has risen. Local consumers are traveling overseas with greater frequency and, among the younger generation especially, are adopting lifestyles that are more western oriented. This includes demanding higher quality and more nutritious food items and a diet that increasingly mixes western food with more traditional Chinese meals.

Taiwanese eat outside the home with much greater frequency than most westerners. It has been estimated that up to 25 per cent of all meals are taken outside of the home. In 1999, total sales turnover of the food service industry amounted to more than NTD148 billion (US\$4.6 billion), a

7% increase from the 1998 level. Annual growth rates over the past few years have surpassed 10 percent until 1999, due to the impact of the September 21st earthquake damage in that year. However, total sales turnover is expected to maintain a high growth rate of over 10 percent over the next few years.

Taiwan's population is aging. Taiwan has a population growth rate of less than 1 per cent annually and life expectancies are now 72 years for males and 78 years for females. At the same time, the extended family is becoming less common and there is a growing demand for prepared foods suitable for the elderly.

The western corridor of the island is the most heavily populated with the three major population centers being: Taipei (north), Taichung (center) and Kaohsiung (south). People living within the western island corridor of Taiwan spend more on food than people living on the east coast. Taipei and Kaohsiung are the two cities showing the highest expenditure on food.

Generally fashion trends and new products are launched in Taipei (Northern Taiwan), are then picked up in Kaohsiung (Southern Taiwan), and then move to Taichung (Central Taiwan). The distribution of food outlets nationwide is presented in the table below.

Outlets	North	Central	South	East	Total
Department Stores	26	15	18	5	64
Supermarkets	476	310	235	79	1,100
Convenience Stores	2,826	1,427	1,741	39	6,033
Hypermarkets	42	28	34	7	111

Source: 2001 Supermarket/Hypermarket Yearbook, Retailing Mart

### Advantages and Challenges Faced by US Exporters

Advantages	Challenges
U.S. food products enjoy a good reputation.	Competition from Australia, New Zealand, Japan, China, Korea, and the European Union.
Taiwanese consumers are increasingly affluent and open to Western food products.	Tariffs still high on certain meat products, grapes, apples, and pears.
Taiwanese frequently travel to the United States and are influenced by American tastes.	
Proliferation of U.S. restaurant chains in Taiwan encourages U.S. imports.	

## **Section II: Exporter Business Tips**

### **Local Business Customs**

Distribution and retailing costs in Taiwan are relatively high. Often, more than 40 per cent of a product's retail price goes towards a "shelf fee" imposed by the supermarket or hypermarket. In the case of convenience stores, the shelf fee can be as high as NT\$30,000 (US\$900) per product. There are also additional charges associated with in-store promotional activities as well as new store openings, anniversaries etc.

For this reason, many local food-processing companies have set up their own retail chains and distribution systems. They not only import food ingredients for local processing, but also import finished products to sell in their retail chains.

Payment to the wholesaler is often by 120 day post-dated check. Selling on consignment is another means by which importers and their distributors can expand the number of retail outlets featuring their product, particularly for new or less well-known products.

### **Marketing Techniques**

For food items the most common form of marketing is through in-store promotion with samples for tasting being provided at the point of sale. Associated packaging is also common in Taiwan whereby a product is sold in association with a second product as a variation of the "two for the price of one" strategy. Fresh meat is often sold with an accompanying sauce (usually a pepper sauce) and sometimes with a recipe card attached.

In Taiwan as in any foreign market, certain ground rules apply of which the most basic is the need to do the necessary "homework" before entering the market.

### **Some Basic Rules for Selling to Taiwan:**

1. Research the market; know the potential of the market for your product.
2. Understand how current market needs are being met. Is the item in question produced locally? If so, what are the local "preferences" with regard to taste, packaging and presentation?
3. To what extent is the market reliant on imported product. What advantages can your product claim?
4. Who is the ultimate purchaser of the product? What are the factors influencing purchasing decisions? To what extent is price and seasonality determining factors for your product?
5. Are you selling direct to distributors or through an exclusive local agent? If the end-user is not an established importer then most probably you will need to appoint an importer to handle customs clearance and other formalities.

6. Obtain informed views of your own product. Be ready to "sell" its advantages with specification sheets and other relevant data presented in Chinese.
7. Use existing networks to build your contacts. There is a U.S. Agricultural Trade Office in Taipei that assists U.S. companies to identify suitable companies in Taiwan who can assist your market entry. Foreign banks as well as chambers of commerce are another valuable source of local knowledge.
8. Do not expect one visit to change established buying patterns. Most probably it will take several visits and time to establish personal relationships of trust worthy of substantial and repeat orders.
9. Above all else, give the market the attention it deserves and ensure that your own management is working at optimum efficiency. Commit the necessary resources (time, people, money) to ensure success.
10. Understand Taiwan's food & agricultural import regulations and standards. Imported processed food products which contain artificial food additives are subject to strict tolerance levels and acceptable use requirements for food additives as prescribed by Taiwan's Department of Health (DOH). Confirm these regulations/standards with your prospective importer and/or ATO Taipei in advance.

Whether buying or selling, keep a flexible attitude towards achieving your objective but always be ready to walk away from a bad deal. The Taiwanese are not as impatient as many foreign business people to close a deal and will take the time to probe the other's position. Do not fall into the trap of being pressured by time.

### **General Import & Inspection Procedures**

Once the cargo has been released from the ship, the customs broker submits the proper documents and duties due for clearance to the customs office. It takes three to four days for inspectors to review the documentation and inspect the initial shipment. A visual inspection will be done on subsequent shipments if the product is identical in label, product name, alcohol degree (if applicable) to that of the first shipment. For subsequent shipments, the processing time is usually 1-3 days. If subsequent shipments are the same, it is important to organize with the local importer to prepare a letter stating that the shipment is the same as previous shipments.

A detailed inspection consists of a sampling of the product for a chemical analysis test. Products receive a detailed inspection on the first shipment and should not be subject to a detailed inspection on following shipments unless the product labeling changes. It may take 21 to 39 days to complete the detailed inspection, which includes the visual, and document inspection of the product, as well.

Because it typically takes 3 to 4 weeks for produce to arrive from the US by sea, the shelf life for fresh and chilled imported produce is limited. Relatively slow inspections (5 days) and fumigation for some produce exacerbate this problem. Highly perishable fruits and vegetables are usually sent by air which reduces the transport and clearance time to approx. 5 to 7 days.

However this option is more expensive.

### **Chinese Labeling**

Most importers are hesitant (because of the high risk factor) to import large quantities in any one shipment. As such, in order to keep costs down they prefer to attach Chinese labels to the product rather than completely re-package in the Chinese language. Once the product has been tried and proven in the market, then discussions regarding complete Chinese packaging should be discussed.

### **Food & Agricultural Import Regulations and Standards**

For further information please refer to the FAIRS Report (TW0032) at the Foreign Agricultural Service homepage at <http://www.fas.usda.gov>.

## **Section III: Market Sector Structure and Trends**

### **Food Processing**

In 1999, the value of Taiwan's food and beverage production was US\$14.3 billion. Production has declined over the last **three** years due to the outbreak of foot and mouth disease in March 1997 which decimated the local hog population and had a ripple effect throughout the food and agricultural sector. However, Taiwan's Food Industry Research & Development Institute forecasted an annual growth rate of 9.67% for 2000.

Taiwan's food processing sector is estimated to use annually about US\$1.2 billion in food ingredients. Imports estimated at US\$920 million account for the majority of the market. Major ingredient categories that offer opportunities for U.S. exporters include: snack food and bakery ingredients; gluten, starch, and dextrans; ingredients for high fiber food and low calorie food; soy products; and flavorings.

### **Food Retailing Sector**

According to Taiwan Ministry of Economic Affairs, the total market value of Taiwan's food retail sector in 1999 was US\$10.5 billion, an approximately 8 percent increase on 1998 level. Taiwan's supermarket industry has reached a plateau after approximately 20 years of rapid expansion since the first store opened in Taiwan in the early 1980s. Hypermarkets (one-stop shopping) and convenience stores (immediate and impulse purchasing) are increasing their market share of total sales at the expense of the supermarkets. It is expected that in coming years the trend towards integrated shopping complexes and hypermarkets will accelerate.

There are currently approximately 1,100 supermarkets in Taiwan. "Wellcome" is the largest retail

supermarket chain with currently 94 outlets island-wide and claims around 3 per cent of total food sales island-wide. Store expansion has been slow in recent years relative to other retail formats. This is primarily due to the difficulty of the chains in finding suitable locations and the stringent competition on either side from the hypermarkets and convenience stores.

The traditional "mom & pop" stores that long dominated Taiwan's retail industry (the equivalent of the local "grocery" in the U.S.) are fast losing their market share to the large retail chains such as "7-Eleven" and "Family Mart". An increase in the number of outlets has led to growth in total annual sales of this sector, but the performance of individual stores has declined due to the fierce competition. Nevertheless major Taiwan convenience store chains, including 7-Eleven, Family Mart, Hi-Life, and Circle K, have all set a target for high growth for 2000. "7-Eleven," Taiwan's largest convenience store chain, set a target of total sales of US\$1.9 billion and total outlets of 2,500 in 2000. 7-Eleven is currently ahead of its 2000 target, having already opened 2,555 stores as of mid-September. The development of Taiwan's convenience stores present two extremes. The large chains continue to grow at a constant rate while small chains have begun to stagnate.

The hypermarket industry will continue to expand over the next few years. Tesco, the largest retail chain in the U.K., announced its plan of opening 20 stores in Taiwan in the next five years. At the same time, competition among Taiwan's hypermarkets has become fierce. Merger and strategic alliances are likely to continue to take place over the next few years. In 1998, RT Mart merged with the Trans Asia Hypermarket and joined in a strategic alliance with the Safe and Save Hypermarket Chain. In 1999, local Far Eastern Group's hypermarket chain formed Taiwan's second largest hypermarket chain with France's Casino Group.

### **Food Service Sector**

Total sales for the food service sector is estimated at US\$4.6 billion. Annual growth over the last ten years has been a stunning 10 percent. Taiwan has a well-established entertainment culture that includes restaurants, Japanese-style clubs, pubs and discotheques. Entertaining in the up-market clubs and restaurants can be lavish and are important end-users of high grade imported food items, such as seafood, wine, and beef. The pub and disco scene is favored by Taiwan's affluent young consumers who have a high propensity to spend. In this segment of the market, fashion is extremely important and considerable effort is directed at brand promotion and recognition. Major export opportunities include meat products, seafood and wine for upscale dining venues.

The total number of registered restaurants at the end of 1999 totaled 49,645 companies. Chinese restaurants accounted for over 60 percent. Western style restaurants were second in terms of popularity and number of outlets, accounting for 23% percent of the market. Major chains include McDonalds, Pizza Hut, Domino's and KFC. These chains have contributed to demand for western style foods, in particular for U.S. frozen potatoes for fries.

For the international tourist hotels, income from food and beverage sales accounts for almost 50

per cent of total operating income. In 1999, in terms of income generated by hotel restaurants, the "Grand Hyatt Hotel" in Taipei, tops the list with US\$81.5 million in sales, followed by the "Grand Formosa Regent Hotel" (US\$80 million), the "Howard Plaza Hotel" (US\$72.5 million), and the "Lai Lai Sheraton Hotel" (US\$61.2 million). International tourist hotels only consist of four and five star establishments.

### **Trends Toward Industry Concentration**

As retailing becomes increasingly competitive, local manufacturers are increasingly establishing vertically integrated supply and distribution operations. This is most noticeable in the convenience store segment of the retail market.

Although the major supermarket and hypermarket chains have all established centralized warehousing operations, this does not apply to fresh produce. Suppliers are required to make deliveries to each individual store. Many importers have no choice in such circumstances but to play the role of importer, distributor, and wholesaler.

In May 1999, the first large integrated shopping mall opened in Taoyuan County south of Taipei. This was the first of a number of such integrated shopping complexes currently under development and which are set to introduce a further shift in retailing patterns. Taiwan Sugar Corporation, which owns large tracts of land in southern Taiwan is also entering the retail mall industry as a way of ensuring profitability prior to its scheduled privatization from a state owned corporation.

It remains to be seen whether consumers readily adapt to the larger complexes in the numbers expected. While the malls themselves are air-conditioned and have vast under-cover parking available for mall patrons, Taiwan's road system remains overcrowded. Much of the convenience of mall shopping may well be lost in the traffic delays of getting to and from the complex. The only certainty is that because retail space in the major urban centers is extremely expensive, increasingly shopping complexes will continue to move to less costly suburban areas.

### **Trends in Consumption and Promotion/Marketing Strategies**

In Taiwan's fiercely competitive retail sector, brand promotion is often "point of sale" oriented. Products branded as "U.S. Origin" are well regarded and the quality of these products is generally well received by consumers. However constant promotional efforts are needed in order to maintain market share.

Consumers in Taiwan are becoming increasingly health and diet conscious. Low-fat and health foods are surging in popularity. Functional and organic foods are also becoming popular. Local food processors are increasingly looking to promote the nutritional and healthy nature of their products and are seeking out natural food additives and food ingredients with scientifically

proven health benefits for local processing.

Taiwan has a strong tradition of gift-giving and food and beverage items are often the gift of choice. The three major Chinese festivals: Lunar New Year (usually in February), Dragon Boat Festival (mid-June) and Mid Autumn Festival (September) are the major gift giving seasons. However, gift packs are also routinely given for birthdays and special occasions, when visiting friends or relatives or invalids.

At the major festivals, more expensive items are usually provided as gifts. This often includes wines or spirits or expensive food items such as abalone. At other times of the year, fresh fruit or biscuits and cakes are often used as gift items. Properly promoted and packaged, the gift market can commonly represent 10 per cent of all sales of a particular item.

Internet shopping has not yet taken off in Taiwan, although a number of companies are seeking to promote the sale of goods over the Internet. In this area Taiwan is expected to follow trends set elsewhere in the world, particularly in the United States and Japan. However, there is not expected to be any strong demand for the sale of food or beverage items over the Internet, since so far not even catalog shopping for food has developed here yet.

#### **Section IV: Best High Value Product Prospects**

Fresh Fruit

Fresh Vegetables

Processed Fruit and Vegetables

Snacks

Beef

Poultry

Pork Variety Meats

Fish and Seafood

Frozen Products

Wine

Fruit Juices

Dairy Products

Organic products

Food ingredients

#### **Section V. Key Contacts & Further Information**

**American Institute in Taiwan**

Organization Name Agricultural Trade Office  
Address 2F, 54 Nan Hai Rd., Taipei, Taiwan  
Telephone (886-2) 2337-6525; Fax (886-2) 2305-7073  
Email [ato@mail.ait.org.tw](mailto:ato@mail.ait.org.tw)  
Internet Homepage <http://ait.org.tw/ait/AGRI/ato.htm>

**Taiwan Central Authority Agencies**

Organization Name BSMI (Bureau of Standards, Metrology & Inspection)  
Section/Department 2nd Department  
Address No. 51, Chinan Rd., Section 2, Taipei  
Telephone (886-2) 2343-1763; Fax (886-2) 2393-2324  
Contact Person Mr. Chaur-An Lin, Chief

Organization Name BAPHIQ  
(Bureau of Animal & Plant Health Inspection & Quarantine)  
Section/Department Plant Quarantine Department  
Address 9Fl., 51, Chungking South Rd., Sec. 2, Taipei  
Telephone (886-2) 2343-1443; Fax: (886-2) 2357-0679  
Contact Person Mr. Lien-sheng Chen, Chief

Organization Name BAPHIQ  
Section/Department Animal Quarantine Department  
Address 9Fl., 51, Chungking South Rd., Sec. 2, Taipei  
Telephone (886-2) 2343-1435; Fax (886-2) 2396-3691  
Contact Person Mr. Bin-Jen Liu, Chief

Organization Name Board of Foreign Trade (BOFT)  
Section/Department 1st Department  
Address No. 1, Huko St., Taipei  
Telephone (886-2) 2321-2655; Fax: (886-2) 2397-0522  
Contact Person Ms. Shing-Huey Fan, Director

Organization Name Department of Health (DOH)  
Section/Department Bureau of Food Sanitation  
Address 12Fl., No. 102, Ai Kuo East Rd., Taipei  
Telephone (886-2) 2396-5625; Fax: (886-2) 2392-9723  
E-mail [fslhcn@doh.gov.tw](mailto:fslhcn@doh.gov.tw)

Contact Person Mr. Lu-hung Chen, Deputy Director

### Major Taiwan Trade Associations

Organization Name Taiwan Importers & Exporters Chamber of Commerce  
Address 14Fl., No. 2, Fuhsing North Rd., Taipei  
Telephone (886-2) 2773-1155; Fax (886-2) 2773-1159  
Contact Person Mr. Ching-Fong Chang, Chairman

Organization Name National Animal Industry Foundation  
Address 4Fl., No. 14, Wen Chuo St., Taipei  
Telephone (886-2) 2363-8724; Fax (886-2) 2362-0577  
Contact Person Mr. Ming-Cheng Chuang

Organization Name Taiwan Poultry Processing Association  
Address 9Fl-A, No. 177, Ho Ping East Rd., Section 1, Taipei  
Telephone (886-2) 2391-5790; Fax (886-2) 2321-4781  
Contact Person James Chuo, Secretary General

Organization Name Taiwan Chain Store Association  
Address 7F, 197 Nanking East Road, Section 4, Taipei  
Telephone (886-2) 2712-1250; Fax (886-2) 2717-7997  
E-mail tcsa@server.tcsa.org.tw  
Contact Person Mr. A-Min Yuan, Secretary General

Organization Name Taiwan Frozen Seafood Industries Association  
Address 8F, No. 103, Chung Cheng 4th Rd., Kaohsiung  
Telephone (886-7) 241-1894; Fax (886-7) 251-9603  
E-mail: tfsia@ms33.hinet.net  
Contact Person Mr. Juh-Ing Hsu, Secretary General

Organization Name Taiwan Imported Food Association  
Address No. 46, Wuchuan Rd., Wuku, Taipei Hsien, Taiwan  
Telephone (886-2) 2299-3850; Fax (886-2) 2299-3873  
Contact Person William Huang, Chairman

Organization Name Kaohsiung Importers & Exporters Association  
Address 4Fl., No. 472, Chungshan 2 Rd., Kaohsiung  
Telephone (886-7) 241-1191; Fax (886-7) 201-6193  
Contact Person Mr. Rong-Song Lin, Secretary General

Organization Name Importers & Exporters Association of Taichung  
Address 7Fl., No.2-3, Wu Chuan Rd., Taichung  
Telephone (886-4) 223-2327; Fax (886-4) 223-2360  
Contact Person Mr. Sheng-Chang Chi, Secretary General

Organization Name Importer & Exporter Association of Taipei (IEAT)  
Address No. 350, Sungchiang Rd., Taipei  
Telephone (886-2) 2581-3521; Fax (886-2) 2542-3704  
Contact Person Jack Huang, Deputy Secretary General

Organization Name Supermarket Association of Taiwan  
Address 23 Mei-chuan West Road, Section 1, Taichung  
Telephone (886-4) 372-6181; Fax (886-4) 375-0574  
Contact Person Mr. Wen-Bin Yang, Chairman

Organization Name Taiwan Vegetable Oil Manufacturers Association  
Address 6Fl., No. 27, Changan East Rd., Section 1, Taipei  
Telephone (886-2) 2561-6351; Fax: (886-2) 2562-1745  
Contact Person Daniel Yang, Secretary General

Organization Name Taiwan Association of Frozen Food Industries  
Address 11F, 103, Chung Cheng 4th Rd., Kaohsiung  
Telephone (886-7) 241-2053; Fax (886-7) 241-2055  
Contact Person Dallas Shen, Secretary General

Organization Name: Taiwan Confectionery, Biscuit & Floury Food Association  
Street Address: 9F-1, 390 Fu Hsing South Road, Section 1, Taipei  
Telephone: (886-2) 2704-1662; Fax (02) 2708-4429  
Contact Person: Mr. Jenfei Fan, Chairman

Organization Name: China External Trade Association (CETRA) - Taipei  
Address 4-7Fl., No. 333, Keelung Rd., Section 1, Taipei

Telephone (886-2) 2725-5200, Fax 02-27576653

Contact Person Ricky Y.S Kao, Secretary General

Organization Name: Taiwan Regional Association of Frozen Vegetable &  
Fruit Manufacturers

Address 11F-1, 103 Chung Cheng 4<sup>th</sup> Road, Kaohsiung

Telephone (886-7) 201-5694; Fax: (886-7) 211-7256

Contact Person Mr. Fu-yuan Shih, Secretary General