


## ***2010 Taiwan Business Alliance Conference II New Era, New Opportunities***

### ■ ***Introduction***

The Ministry of Economic Affairs has organized seven major international investment promotion conferences from 2003 to 2010, setting core topics and discussion themes each year according to the administrative directions of the government and suggestions received from multinational enterprises. These events have become an important platform for cooperative efforts, by the central government, local governments, and the private sector, to promote investment and bring in capital, and the results achieved over the years have been highly impressive. Following the first Taiwan Business Alliance Conference of 2010, which was held on May 31 and addressed the hot topic of cloud computing, in response to the signing of the cross-straits Economic Cooperation Framework Agreement (ECFA) the MOEA is organizing a second 2010 conference to be held on Sept. 21. Participants invited to this second conference will include foreign enterprises, overseas Taiwanese firms, and mainland Chinese businesses, who will learn about Taiwan's positioning following the signing of ECFA and the business opportunities arising from ECFA. During the conference, the MOEA will also sign investment LOIs with participating companies.

Organizer:  Ministry of Economic Affairs, ROC

Co-Organizer : ***DIGITIMES***

Time: September 21, 2010 ( Tuesday ) 9:00 a.m.~12: 00 noon

Venue: Taipei International Convention Center (TICC), Room 101

## Agenda ( Tentative )

Time	Subject	Speaker
09:00~09:30	Registration	
09:30~09:50	Opening Remarks	Dr. Yen-Shiang Shih Minister of Economic Affairs, ROC
9:50-10:10	LOI signing ceremony with foreign enterprises	10:10-10:40 Press conference for domestic and foreign media, with LOI signers presenting their investment plans
10:10-10:40	Keynote Speech : Directions of Company Deployment Following ECFA Signing	( To be confirmed )
10:40-11:00	Coffee Break	
11:00-12:00 (Including 20-min. Q&A)	Panel Discussions: Taiwan in the Asia-Pacific Market Following ECFA: Opportunities and Challenges	Moderator: Francis Kuo-Hsin Liang Vice Minister of the Ministry of Economic Affairs  Panelists: Chairman of European Chamber of Commerce Taipei, Chairman of American Chamber of Commerce in Taipei, Chairman of the Japanese Chamber of Commerce & Industry, Taipei, overseas Taiwanese company representatives, mainland Chinese company representatives

\* This agenda is subject to change without notice.