Taiwan-US SME Doing Business Resource Toolkit

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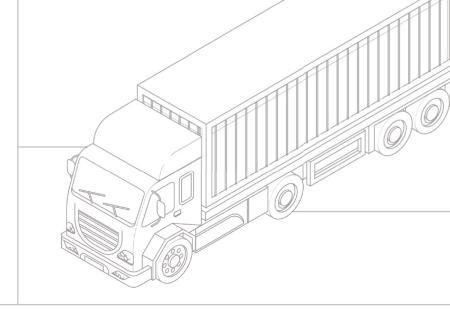
Taiwan-US SME Doing Business Resource Toolkit

The United States is a key trading partner for Taiwan and has always been the first choice for academic and technological exchanges. Taiwan is also one of the top ten fastest-growing sources of investment for the United States. Taiwan and the United States enjoy a longstanding and close relationship in terms of talent, trade, and industry collaboration. To further bolster bilateral industrial development and investment cooperation, the "U.S.-Taiwan Initiative on 21st-Century Trade" was launched in 2022. This initiative aims to reach trade agreements that can benefit both sides in economic and trade cooperation. In recent years, global trade dynamics have been shifting frequently, and companies are encountering the issue of pivoting their investment strategies. They are increasingly inclined towards stable and robust investment environments, making the United States, a leader in the global high-tech industry, a popular choice to consider.

According to a report from the Small Business Administration (SBA), an independent agency of the U.S. Government, as of the end of 2022, there are approximately 33.2 million small and medium-sized enterprises (SMEs) in the United States, accounting for over 99.9% of the total number of businesses in the country. SMEs create more than half of the non-agricultural private economy employment opportunities. According to the 2022 SME White Paper issued by the Small and Medium Enterprise Administration of the MOEA, Taiwan has over 1.63 million SMEs, making up over 98% of all enterprises and reaching a historic high. SMEs contribute to the employment for over 80% of the country's workforce, attesting to the fact that SMEs play an indispensable role in economic development in both countries and are a significant source of support for innovation and employment.

In the U.S.-Taiwan Initiative on 21st-Century Trade, a dedicated chapter mandates the creation of a free and publicly accessible website to provide SMEs with the necessary information for doing business, engaging in trade, and making investments in the U.S. In order to assist Taiwanese SMEs looking to export to the United States, this handbook prioritizes user-friendliness in design. It categorizes topics based on the export requirements of SMEs, creating an all-in-one resource toolkit, including systematic hyperlinks to relevant websites of various government agencies and departments in Taiwan, making it easier for SMEs to access the latest information on exporting to the United States, investment opportunities, and conducting business.

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01 Introduction to the U.S. Market

Overview of the U.S. Market and Business Expansion Recommendations

Taiwan's economy highly relies on export trade, which has been one of the pivotal sources of economic growth for the nation. According to statistics released by the U.S. Department of Commerce, in 2022, Taiwan ranked as the 9th largest trading partner of the U.S. in terms of total goods trade (\$135.56 billion USD), the 13th largest export market (\$43.71 billion USD), and the 8th largest source for imports (\$91.84 billion USD). According to Taiwan's trade statistics, Taiwan's exports to the United States have been on the rise; in 2022, Taiwan exported \$75.1 billion worth of goods to the United States, surpassing previous records with a 14.3% year-on-year growth, marking six consecutive years of positive growth.

Although COVID-19 disrupted trade supply chains, the pandemic subsided and the U.S. CPI rose. Demand for electronic and electrical components in the high-tech industry continued to increase. Among them, integrated circuits and microelectronic components (8542) saw the highest growth, at 50.56%, followed by transformers, converters, and inductors (8504) at approximately 44.25%. Additionally, there was approximately a 37.50% increase in line telephony, line telegraphy equipment, and videophone equipment (8517), as well as a 37.16% increase in semiconductor devices (8544). In addition, there has been a 51.52% growth in the demand for chemical industrial materials such as polyether, epoxy resin, and polyester (3907).

The U.S. market is one of the largest, most competitive, and innovative markets in the world; it is diverse and constantly evolving. As a matter of fact, Taiwan is a contentious issue in U.S.-China relations, and the economic and trade relationship between Taiwan and the United States is often influenced by political factors. However, the fact that the U.S. Congress and government have expressed support for Taiwan on multiple occasions is indicative of the solid relationship between Taiwan and the United States have been cooperating to strengthen bilateral trade development.

If Taiwanese companies are interested in securing a foothold in the U.S. market, here are some suggestions for expanding into the U.S., provided for reference:

- 1. Actively Participate in International Online Trade Shows and industry Forums: Participating in major international trade exhibitions is still one of the best ways to expand into new markets, especially when launching new products or entering new markets.
- 2. Establish a Local Presence: U.S. consumers place a strong emphasis on aftersales services. Retailers often require suppliers to provide rapid product delivery and take responsibility for inventory. Establishing a shipping center or renting warehouse space can be highly beneficial. This allows you to ensure swift product availability, stay informed about market trends and consumer behavior, and enhance customer service, thus significantly assisting your entry into the U.S. market.
- 3. Establish Sales Channel Information and Networking: Wholesale and retail businesses in the U.S. often have established procurement channels that can

be challenging for Taiwanese businesses to directly access. If you do not have a physical presence in the United States, you can consider partnering with local import wholesalers. Additionally, joining relevant industry associations and chambers of commerce can be beneficial, as they can serve as intermediaries and help you network with potential partners and customers, making it easier to penetrate the market.

- 4.**Industry Upgrading:** While the U.S. market is huge, it's also highly competitive. To succeed, consider improving your product competitiveness through vertical integration (upstream and downstream) or horizontal integration across different domains. By doing so, you can enhance your industry's overall standards and competitiveness. Collaboration within the industry, where companies support each other and work collectively, can foster innovation and elevate the entire industry's capabilities.
- 5. Product Innovation and Meeting Consumer Needs: Many Taiwanese businesses have a history of engaging in OEM and ODM practices, which can sometimes limit direct understanding of the end market. It's advisable to regularly send representatives to the U.S. market to engage with sales channels and major trade shows, gather information about product trends, and stay informed. This effort will help you establish long-term competitiveness by ensuring your products align with consumer preferences and market demands.
- 6.**Pay Attention to Seasonal Sales Fluctuations:** The U.S. market experiences strong seasonal fluctuations, and U.S. importers operate based on seasonal trends for importing, and placing orders. Missing the peak sales season means having to wait until the next year, potentially missing out on opportune timing.
- 7.**Enhance Online Marketing Strategies:** The COVID-19 pandemic has changed consumer behavior and accelerated the growth of e-commerce. Taiwanese businesses can actively collaborate with major online marketplaces like Amazon and eBay, leveraging the assistance of international logistics providers to tap into this continuously expanding market.

Introduction to the U.S. Market

Taiwan Resources

Taiwan - U.S. Business Alliance https://taiwan-usa.taiwantrade.com/en/

Introduction to Taiwan Market

Taiwan Resources

Taiwan Country Commercial Guide https://www.trade.gov/taiwan-country-commercial-guide

Source: TAITRA Global Trade Source / the statistics released by the U.S. Department of Commerce

02 Export Assessment and Preparation

This section compiles export information from relevant government agencies, covering topics from business registration and tax information to export inspections and quarantine. It is intended to assist SMEs in Taiwan in understanding the export process and relevant regulations, facilitating market research and the planning of market entry strategies.

Export Assessment and Preparation

Taiwan Regulations

Before formal exportation, businesses should conduct export assessments, verify their respective business registration documentation, import/export registration, and tariff obligations, and provide statistical information. This information will help companies plan their market strategies effectively.

Business Registration Procedures https://gcis.nat.gov.tw/mainNew/classNAction. do?method=list&pkGcisClassN=26

Exporter/Importer Registration System https://fbfh.trade.gov.tw/fb/web/homef.do

Corresponding U.S. Website

How to Start and Fund Your Own Business

https://www.usa.gov/start-business#item-35682

Export License Permit

https://www.usa.gov/export-license-permit

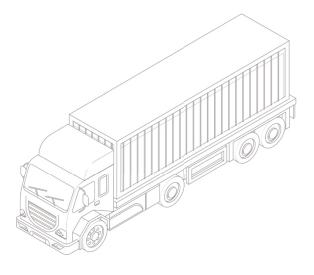
https://www.trade.gov/us-export-licensesnavigating-issues-and-resources Statistical Data https://eng.stat.gov.tw/ https://www.mof.gov.tw/Eng/htmlList/6636 https://cpx.cbc.gov.tw/Tree/TreeSelect

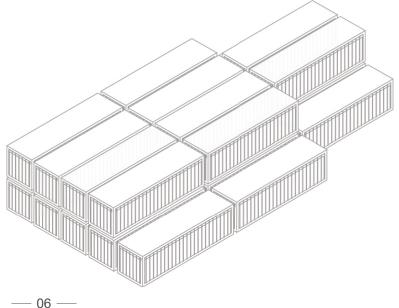
Unites States Census Bureau Statistical Data

https://www.census.gov/foreign-trade/Press-Release/current_press_release/index.html

Small Business International Trade Tools

https://www.sba.gov/business-guide/ grow-your-business/export-products/ trade-tools-international-sales





Customs Regulations and Regulatory Procedures

Taiwan Regulations

After completing the export assessment for your company, the following export customs information are provided to assist you in understanding the process of customs clearance for exported goods. Additionally, information on intellectual property and customs related regulations are provided to ensure that businesses can complete exports legally, compliantly, and smoothly.

Customs Authorities

Customs Administration, MOF https://eweb.customs.gov.tw/

Keelung Customs https://ekeelung.customs.gov.tw/

Taipei Customs https://etaipei.customs.gov.tw/ Taichung Customs https://etaichung.customs.gov.tw/

Kaohsiung Customs https://ekaohsiung.customs.gov.tw/

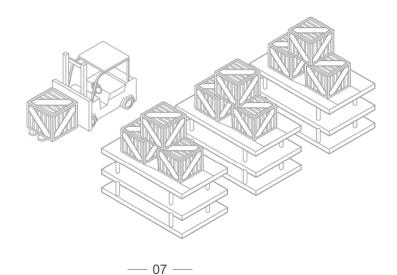
Customs Clearance Procedure Information

Customs Declaration Handbook for Pre-Export Declaration of Goods (Export Section) https://web.customs.gov.tw/singlehtml/3338?cntId=cus16_3338_3338_1432

Customs Administration Website (FAQs) https://web.customs.gov.tw/multiplehtml/1865

Intellectual Property Rights

Intellectual Property Regulations and Procedures https://www.tipo.gov.tw/en/mp-2.html



Customs Law and Regulations

Customs Act

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350001

Enforcement Rules of the Customs Act

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350002

Regulations Governing The Implementation Of Automated Cargo Clearance Procedures

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350044

Regulations Governing Collection Of Customs Service Fees

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350025 Implementation Regulations Governing the Operation of Customs-Port-Trade (CPT) Single Window

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350070

Regulations Governing Customs Clearance Procedures for Air Express Consignments

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350064

Regulations Governing the Pre-entry Customs Declaration of Import/Export Goods

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350012

Regulations Governing Customs Clearance Procedures for Importing and Exporting Postal Parcels

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=G0350072

Corresponding U.S. Website

U.S. Customs and Border Protection https://www.cbp.gov/

Services for Current Exporters https://www.trade.gov/services-current-exporters

U.S. Consumer Product Safety Commission (CPSC) https://www.cpsc.gov/ Bureau of Industry and Security -Published Regulations https://www.bis.doc.gov/index.php/regulations

United States Patent and Trademark Office (USPTO) https://www.uspto.gov/

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Import and Export Regulations

Taiwan Regulations

Assistance is provided to help businesses understand and comply with various export-related regulations in different industries. Specific guidelines for import and export inspection and quarantine measures are provided for particular domains. Additionally, businesses that need to apply for certificates of origin or processing certificates are offered the application website to facilitate their exports.

Foreign Trade Act

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=J0090004

Taiwan Food and Drug Administration https://www.fda.gov.tw/ENG/index.aspx

Website of the Animal and Plant Health Inspection Agency, Ministry of Agriculture https://www.aphia.gov.tw/en/

Import Quarantine Zone https://www.aphia.gov.tw/en/ws.php?id=5766 Commodity Data Sheet

https://fbfh.trade.gov.tw/fh/ap/queryCCCRegFormf_e.do

Regulations Governing Export of Commodities

https://law.moj.gov.tw/ENG/LawClass/LawAll. aspx?pcode=J0090008

Electronic Visa System for Export/ Import of Commodities https://cfgate.trade.gov.tw/boft_pw/PW/ login_e.jsp

Online System for Certificates of Origin and Certificates of Processing https://cocp.trade.gov.tw/tbmc/Login.jsp

CPT Single Window Homepage (Tariffs and Rates) https://gov.tw/MCu

Corresponding U.S. Website

Food Safety and Inspection Service, Department of Agriculture https://www.fsis.usda.gov/inspection

Certification of Origin Template

https://www.cbp.gov/document/guidance/certification-origin-template

Agricultural Commodity Import Requirements (ACIR) https://www.aphis.usda.gov/aphis/resources/acir

Animal and Plant Health Inspection Service - Regulations on Animal and Animal Products

https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/ animal-and-animal-product-import-information/imports

Export Certification FAQs

https://www.fda.gov/food/food-export-certificates/export-certification-faqs#verification

Harmonized System (HS) Codes

https://www.trade.gov/harmonized-system-hs-codes

03 Assistance for SMEs

This section compiles export trade, financing solutions, and investment regulations for SMEs in Taiwan to help them access trade assistance resources.

Financing and Loans

Taiwan Resources

To encourage SMEs to expand into foreign markets and help alleviate financial pressure, the government is promoting various loan programs. These programs offer financial assistance and preferential loan interest rates to assist SMEs in obtaining suitable financial support solutions for competing effectively in the competitive market and developing their export markets.

Small and Medium-sized Enterprises Financing Program

https://www.sme.gov.tw/category-en-2457

Financial Assistance https://www.trade.gov.tw/english/Pages/Detail.aspx?nodeID=4620&pid=743345

Corresponding U.S. Website

International Trade Administration, U.S. Department of Commerce: Obtaining Finance https://www.trade.gov/finance Export-Import Bank of the United States https://www.exim.gov/solutions#by-need

Business Expansion Category

Taiwan Resources

In order to strengthen Taiwan's economic resilience and encourage SMEs to expand their overseas markets, as well as create more internationally competitive nextgeneration SMEs, various programs are provided to assist SMEs in enhancing their economic strength and exploring new sales channels.

Assistance for Exporting Companies (Export Expansion and Subsidy Resources) https://www.trade.gov.tw/english/Pages/List.aspx?nodeID=85

Taiwan Trade Portal (Business Intelligence, Activities, and Online Marketing) https://www.taiwantrade.com/home.html

• Corresponding U.S. Website

eCommerce and Digitalization Strategy https://www.trade.gov/ecommerce

Taiwan International Trade Shows

https://www.taiwantradeshows.com. tw/en_US/index.html

Trade Shows https://www.trade.gov/trade-shows

Legal and Regulatory Category

Taiwan Resources

Except for the government's provision of financial and sales expansion assistance, Taiwan's highly developed and mature job market provides a stable foundation for investments, making it an attractive investment destination. This section not only provides information on the overseas investment procedures for SMEs wishing to invest in the United States but also offers pages dedicated to foreign and Overseas Chinese capital coming to Taiwan for investment, as well as assistance for foreigners seeking employment in Taiwan.

Investment Review Committee: Foreign and Overseas Chinese Capital Investments in Taiwan

https://dir.moea.gov.tw/businessPub.view?lang=en&op_id_one=1

Ministry of Labor: Employment of Foreign Workers in Taiwan https://www.wda.gov.tw/en/Content_List.aspx?n=32D9DA7591EA15F7

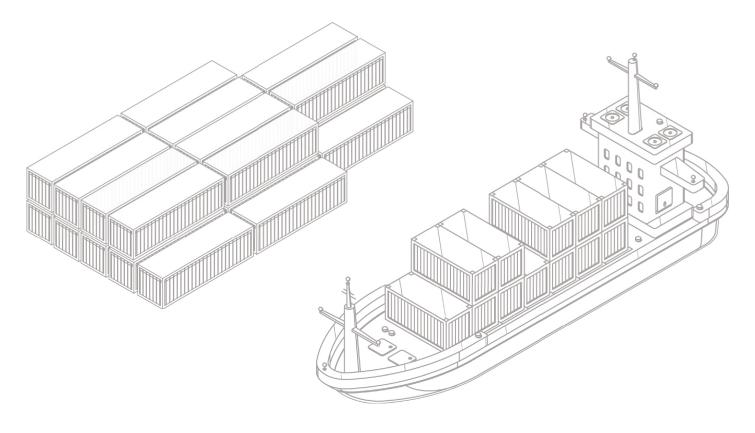
Corresponding U.S. Website

SelectUSA

https://www.trade.gov/selectusa-home

The Select USA Investor Guide

https://www.trade.gov/sites/default/files/2021-05/SelectUSA%20Investor%20Guide.pdf



04 Startups, Women, and Indigenous Peoples

This section compiles resources aimed at assisting startups, women entrepreneurs, and indigenous people, including counseling, business plans, accelerators, and other relevant support.

Startups

Taiwan Resources

Taiwan's diverse and inclusive society has fostered numerous emerging and rapidly growing enterprises across various fields. To continue promoting a diverse and inclusive economy and encourage startup development, Taiwan has a series of programs to assist startups.

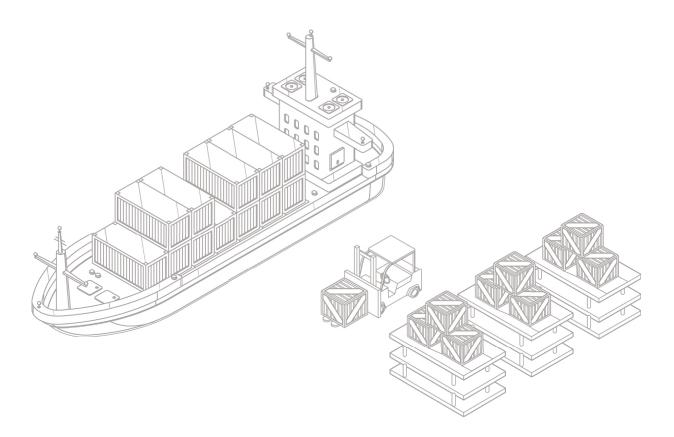
Startup Portal

https://startup.sme.gov.tw/home/#

Business Angel Investment Program, National Development Fund, Executive Yuan https://www.angelinvestment.org.tw/

Corresponding U.S. Website

SelectUSA https://www.trade.gov/selectusa-home



Women

Taiwan Resources

In recent years, with the rising awareness of gender equality, the number of women entrepreneurs has also increased. This section provides guidance and financial resources for women entrepreneurs to enhance their business capabilities and alleviate financial pressures.

Women Entrepreneurship Program https://woman.sysme.org.tw/womanEn/default.aspx

Phoenix Micro Business Start-up Program https://www.wda.gov.tw/en/cp.aspx?n=79E549FB543625C1

Corresponding U.S. Website

Ascent: A Free Learning Platform for Women Entrepreneurs https://ascent.sba.gov/

Womens Global Trade Empowerment Program

https://woman.sysme.org.tw/womanEn/Default.aspx

National Women's Business Council https://www.nwbc.gov/ Enterprising Women of Color Initiative (EWOC) https://www.mbda.gov/ enterprising-women-of-color

Women-Owned Businesses Guide designed by Small Business Administration (SBA) www.sba.gov/women

Indigenous Peoples

Taiwan Resources

Taiwan's diverse society has culminated in a rich economic ecosystem. While stimulating economic growth, we also commit to supporting indigenous peoples by providing assistance for the upgrading, transformation, or financial needs of indigenous businesses.

Council of Indigenous Peoples -Economic Development https://www.cip.gov.tw/en/index.html

Corresponding U.S. Website

Office of Native American Affairs (ONAA)

https://www.sba.gov/business-guide/growyour-business/native-american-ownedbusinesses#section-heade Minority Business Development Agency (MBDA) https://www.mbda.gov/

05 Connecting to U.S. Online Resources

This section compiles information about Taiwan's partnership with the United States and overseas liaison organizations. It serves as a resource for Taiwanese SMEs in accessing online resources in the United States. Additionally, it provides links to industry associations' websites based on export industry data compiled by the Ministry of Finance, serving as a reference for small business owners in Taiwan.

According to statistics from the Ministry of Finance as of June 2023, Taiwan's major export categories are ranked by export proportion as follows: electronic components, information communication and audiovisual products, basic metals and their products, machinery, plastics and rubber products, chemicals, mineral products, optical and precision instruments, electrical products, transportation equipment, and textiles.

MOEA representative offices in Various U.S. States

Taiwan Resources

Taiwan Investment and Trade Offices in the United States (located at New York) https://www.taiwanembassy.org/usnyc_en/post/91.html

Economic Division of the Taipei Economic and Cultural Representative Office in the United States (located at Washington, D.C.) https://www.taiwanembassy.org/us_en/cat/92.html

Economic Division of the Taipei Economic and Cultural Office in Los Angeles https://www.roc-taiwan.org/uslax_en/post/48.html

Economic Division of the Taipei Economic and Cultural Office in Chicago https://www.roc-taiwan.org/uschi_en/post/22.html

• Corresponding U.S. Website

International Trade Administration, U.S. Department of Commerce

Economic Division of the Taipei Economic and Cultural Office in Houston

https://www.roc-taiwan.org/ushou_en/ post/45.html

Economic Division of the Taipei Economic and Cultural Office in Atlanta

https://www.taiwanembassy.org/usatl_en/ post/36.html

Small Business Administration

https://www.sba.gov/

https://www.trade.gov/

MOFA representative offices in Various U.S. States

Taiwan Resources

Taipei Economic and Cultural Representative Office in the United States (located at Washington, D.C.) https://www.taiwanembassy.org/us_en/index.html Taipei Economic and Cultural Office in Denver https://www.roc-taiwan.org/usden_en/index.html **Taipei Economic and Cultural Office** in Seattle https://www.roc-taiwan.org/ussea en/index.html **Taipei Economic and Cultural Office** in San Francisco https://www.roc-taiwan.org/ussfo en/index.html **Taipei Economic and Cultural Office** in New York https://www.roc-taiwan.org/usnyc_en/index.html **Taipei Economic and Cultural Office** in Miami https://www.roc-taiwan.org/usmia en/index.html

Taipei Economic and Cultural Office in Los Angeles https://www.roc-taiwan.org/uslax_en/index.html Taipei Economic and Cultural Office in Houston https://www.roc-taiwan.org/ushou_en/index.html Taipei Economic and Cultural Office in Honolulu https://www.roc-taiwan.org/ushnl_en/index.html Taipei Economic and Cultural Office in Chicago https://www.roc-taiwan.org/uschi_en/index.html Taipei Economic and Cultural Office in Boston https://www.roc-taiwan.org/uschi_en/index.html

TAITRA representative offices in Various U.S. States

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Taiwan External Trade Development Council https://www.taitra.org.tw/en

Taiwan Trade Center, New York

https://newyork.taiwantrade.com/home

Taiwan Trade Center, San Francisco https://sf.taiwantrade.com/home Taiwan Trade Center, Dallas https://dallas.taiwantrade.com/home

 Taiwan Trade Center, Los Angeles

 https://la.taiwantrade.com/home

Taiwan Trade Center, Chicago https://chicago.taiwantrade.com/home

Overseas Community Affairs Council representative offices in Various U.S. States

Taiwan Resources

Overseas Community Affairs Council (OCAC)

https://www.ocac.gov.tw/OCAC/Eng/

OCAC in DC

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=cac08b4d-90f6-42ea-a535-18713f0724a4

OCAC in Atlanta

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=b09686fd-4fea-4ad2-9fdb-892238e207d6

OCAC in Boston

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=d51f7216-fecb-471d-a66e-0a4863f5343f

OCAC in Chicago

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=d8b2e08f-ffe2-4b54-92deb5b0b6343ab3

OCAC in Houston

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=eec12bbb-6df6-412f-bc87-45d0798c25eb

OCAC in Los Angeles

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=1756a8a3-884e-45eb-bd26-47cdb8b9d197

OCAC in Orange County

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=f3f3b03b-a695-47d0-b53a-59f732af67f7

OCAC in New York

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=4f2460a2-3df4-44b1-b303a8bc519c9ca8

OCAC in San Francisco

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=875142bc-6845-4686-bc02-23d6d5dddc2d

OCAC in Milpitas

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=535fa575-c10b-49b8-93f5-8670c052b722

OCAC in Seattle

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=9e8ad3f7-a568-4913-94c5-7bf6e4db81e3

OCAC in Miami

https://www.ocac.gov.tw/OCAC/SubSites/ Home.aspx?site=467b070a-2bd6-4c67-b5b9-5e4d682fae23

Associations

Taiwan Resources

Chinese National Federation of Industries http://www.cnfi.org.tw/front/bin/cglist. phtml?Category=100077

Taipei Electronic Components Suppliers' Association https://www.tecsa.org.tw/en

Taiwan Association of Machinery Industry https://www.tami.org/

Taiwan Machine Tool & Accessory Builders' Association https://www.tmba.org.tw/en

Taiwan Rubber & Elastomer Industries Association http://www.treia.org.tw/en01.php

 Taiwan Plastic Industry Association

 https://www.ttpia.org.tw/en-us/index

National Union Association of Plastic Products Commerce of Republic of China Taiwan Chemical Industry Association https://www.twcia.org.tw/eng/

Photonics Industry & Technology Development Association http://en.pida.org.tw/

Taiwan Electrical and Electronic Manufacturers' Association https://www.teema.org.tw/englishnew/index.html

Taiwan Telematics Industry Association https://www.ttia-tw.org/letters. php?wshop=ttia&lang=en

Taiwan Textile Federation https://www.textiles.org.tw/TTF/english/home/ English.aspx?menu_id=82

https://www.nccppt.org.tw/#

Corresponding U.S. Website

US Taiwan Business Council https://www.us-taiwan.org/

Taiwanese Organizations in the US

Taiwan Resources

Takes stock of local association resources in the United States with a commercial coordination focus to assist Taiwanese SMEs in exporting or investing in the United States to access more region-specific resources.

Taiwanese Chambers of Commerce North America https://www.tccna.org/ North America Taiwanese Engineering & Science Association https://natea.org/about-us/ Taiwan-US SME Doing Business Resource Toolkit