

A panoramic view of Taipei, Taiwan, at dusk. The Taipei 101 skyscraper is the central focus, illuminated with blue lights. The city is filled with other lit-up buildings, and the mountains in the background are silhouetted against the twilight sky.

# Welcome to Taiwan

| All-Inclusive Experience | Competitive Technological Edge |

*We welcome the world with open arms  
to this island of endless possibilities*

**Outline**



**Valued-added Services**



**WHY TAIWAN**



**Success Stories**



**Policy Initiatives**



**CONTENT**

**Over the World  
& All across Asia**



*Taiwan's proximity (3 hour flights) to major markets like Japan, South Korea, the Philippines, and Vietnam — makes it perfect for short, medium, and long-term visits.*

## **Invite International Brands to Establish a Presence in Taiwan**

**Stunning Natural Landscapes**

**Rich Cultural Heritage**

**Competitive Technological Edge**



**All-inclusive Experience**

**Strong Demand for Major Brands**



**Unique Cuisine & Dining**

**World-class Healthcare**

# WHY TAIWAN

## Top Destination for Global Travelers Impressive Per Capita Spending

### Tourism

According to Agoda, in the first half of 2024, Taiwan ranked 6th among the top 10 most popular travel destinations in Asia, following Japan, Thailand, South Korea, Vietnam, and Malaysia.



Top 5 Attractions: Xinfu Market (Taipei), National Taiwan Museum of Comics (Taichung), Great Harbor Bridge (Kaohsiung), Tree of Life (Tainan), Taiwan Hakka Tea Culture Museum (Taoyuan)





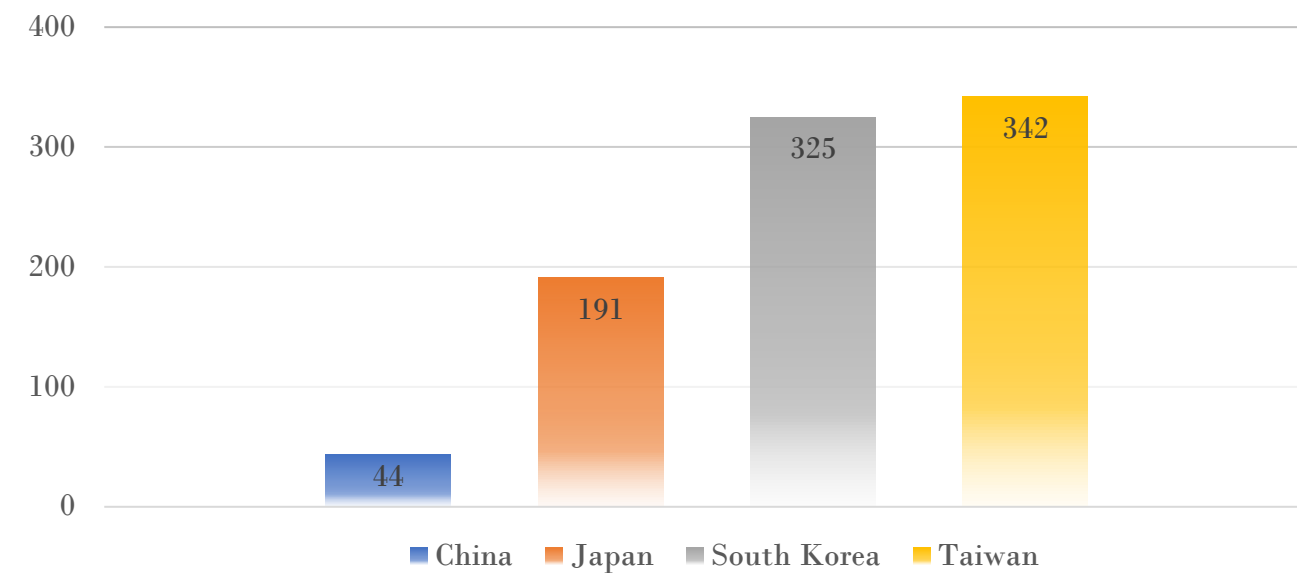
## Robust Spending Power

**Taiwan is among the world's top five markets for jewelry and watches, with local spending showing strong double-digit growth. Taiwanese luxury consumers lead East Asia in per capita spending, averaging around \$342 USD per person—outpacing South Korea, Japan, and China. Taiwan is also one of the fastest-growing luxury markets in the region.**



In 2023, Cartier's ultra-exclusive limited-edition jewelry collection was available only at Taipei 101 in all of Asia, further cementing Taiwan's position as a global leader in luxury consumption.

2022 East Asia Personal Luxury Good Capita Spends by Region (in USD)



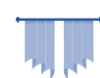


## WHY TAIWAN

# Advanced Technological Infrastructure A Premier Hub for Global Conferences

### Int'l Conferences

**Taiwan's prime location, diverse industries, robust infrastructure, and seamless transportation network make it a magnet for international conferences and exhibitions.**



Taipei Int'l Machine Tool Show (TIMTOS), TAIPEI CYCLE, Taipei Int'l Automobile & Motorcycle Parts & Accessories Show (TAIPEI AMPA), Computex Taipei, Automation Taipei, SEMICON TAIWAN, TAITRONICS, and Healthcare+ Expo

### E-Sports Hub

**Taiwan is spearheading the growth of the e-sports industry, positioning itself as a leading e-sports destination in Asia.**

# WHY TAIWAN

## A Small Island with Big Experiences

### All-Inclusive Tourism



#### Local Culture

Taiwan has a rich cultural heritage, from traditional festivals like the Lantern Festival and Dragon Boat Races to modern art exhibitions and performances, offering visitors a deep dive into the vibrancy and creativity of Taiwan.



#### Diverse Cuisine

Known as a "food paradise," Taiwan offers a wide variety of flavors. Whether it's everyday snacks, night markets, or Michelin-starred restaurants, visitors can indulge in an unforgettable culinary journey.



#### Medical Tourism

Taiwan's world-class medical expertise is internationally renowned. International visitors not only receive top-notch and affordable healthcare services but can also enjoy the beautiful natural landscapes and urban scenery during their stay.

## Success Stories

# The World Comes to Taiwan Promoting International Competitions

### Ball Games

In 2023, the **World Baseball Classic (WBC)** saw 20 teams from around the globe compete, with Taiwan hosting the Group A preliminaries at the Taichung International Baseball Stadium.

### Formula 1

The **Red Bull Showrun Taichung in 2024** was Asia's only F1 event, turning the streets of Taichung into a thrilling racetrack, where spectators got an up-close look at elite F1 drivers and their high-performance cars.

### Sports

Taking advantage of Taiwan's stunning natural resources and diverse landscapes, Taiwan is the venue for international flagship events, from island-wide cycling tours to mountain sports. In November 2024, Taiwan will host Stage 33 of the world-renowned **Tour de France Challenge** at the picturesque Sun Moon Lake.





## Success Stories

### Exploring Taiwan:

### An Experience of the Mind, Body & Spirit

#### Resort Destination

Taiwan's breathtaking natural landscapes and rich cultural heritage make it an ideal location for developing international resort villages. For example, **Hoshino Resorts** and **Radium Life Tech.** have invested in building hot spring hotels in Guguan and Beitou, respectively.

#### Tourist Attractions

Taiwan's iconic locations, such as Alishan, Sun Moon Lake, Kenting, the East Rift Valley, and the coastal cliffs of eastern Taiwan, combine natural beauty with cultural significance, making them perfect for luxury vacation experiences.

#### Wellness Paradise

With a well-connected transportation network and abundant natural hot springs, Taiwan is the ideal destination for wellness tourism. Combining natural therapies, aromatherapy, and hot spring treatments, Taiwan is well-positioned to attract the global wellness market, especially as the trend towards healthy aging grows.



## Success Stories

# Ushering in a New Era of Medical Tourism in Asia

### Medical Tourism

Taiwan's central location and economic growth in the Asia-Pacific region attract high-income visitors seeking top-tier services like **health check-ups, cosmetic procedures, dental care, and eye surgeries.**

### Smart Healthcare

Taiwan's strength in **ICT, semiconductors, and biomedicine** makes it a **leader in smart healthcare.** Eight of its hospitals rank among the best smart hospitals in the world, with Taiwan placed 13th globally (Statista & Newsweek).





## Success Stories

# A One-Stop Experience for Exhibitions, Shopping & Dining

## Robust Commercial Opportunities

As one of the world's leading semiconductor exhibitions, SEMICON Taiwan 2024 attracted 85,000 visitors.

To boost spending, the Ministry of Economic Affairs offered shopping discounts, restaurant guides, and shuttle services at major Taipei department stores.



## Success Stories

# Kaohsiung: Taiwan's Concert Capital

## Robust Music Scene

**Global stars like Bruno Mars, Take That, Charlie Puth, and K-pop idols such as Lisa from BLACKPINK and Stray Kids have performed in Kaohsiung, generating over NT\$3 billion in economic impact by August 2024.**



To enhance its concert appeal, the Kaohsiung City Government has introduced five key incentives, including dining discounts, city parties, hotel deals, and scenic and shopping perks, solidifying its status as Taiwan's top destination for live performances.

# Policy Initiatives

## Dedicated Teams to Facilitate Cross-Sector Connections



InvesTaiwan has established a team dedicated to investments in the service industry, providing foreign business with customized services.



Developing opportunities in the health and wellness sector, attracting international health and wellness operators to position Taiwan as a premier destination for holistic healthcare.



Targeting international business travelers, offering comprehensive guided services covering accommodation, dining, and shopping, extending their stay in Taiwan and boosting consumption.



Through large-scale exhibitions, international competitions, and performances, Taiwan is drawing high-end consumers from neighboring countries, further expanding domestic demand by showcasing Taiwan's unique offerings in health, dining, and lifestyle.





# Welcome to Taiwan

Thank you for listening

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