

# THE GENERAL CHAMBER OF COMMERCE OF THE REPUBLIC OF CHINA

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## JANUARY NEWSLETTER

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**中華民國全國商業總會**  
*General Chamber of Commerce of the Republic of China*

# **JANUARY EDITION**

## **LOOKING AHEAD: THE COMMUNICATION BETWEEN BUSINESS AND GOVERNMENT**

### ■ *MOI Symposium on Business Groups: Promoting the Implementation of Compulsory Association Membership*

On the afternoon of January 21, 2026, the Ministry of the Interior (MOI) held the "Symposium on Business Groups Exchange" in Conference Room 5, 18th Floor, South Tower of the Central Government Combined Office Building. The meeting was co-chaired by the Administrative Deputy Minister of the MOI, WU,TANG-AN, and the Chairmen of the General Chamber of Commerce of the Republic of China (ROCCOC), Hsu, Shu-Po.

Representing the government, the Director-General of the Department of Cooperatives and Civil Associations of the MOI, ZHAN,JUAN-JUAN, and the Deputy Director-General of the Commerce Development Administration of the Ministry of Economic Affairs (MOEA), CHEN,BI-SHUN, attended, along with representatives from social affairs bureaus/departments of 19 cities and counties. Regarding business organizations, in addition to this Chamber, 23 representatives from the Taiwan Province Chamber of Commerce and various municipal, city, and county chambers of commerce were in attendance.

The symposium was convened following a proposal by Chairperson Hsu, Shu-Po during the "2025 Symposium between Premier CHO JUNG TAI and Business Leaders" on December 9, 2025.



To promote the sustainable development of business groups, the proposal suggested that the MOI convene a national tripartite meeting (local governments, ROCCOC, and local chambers of commerce) to effectively advocate for the implementation of "Compulsory Membership" (Industry Must Join Associations) regulations under the "Commercial Group Act."

Following instructions from Premier CHO JUNG TAI, the MOI organized this symposium to establish a platform for the three parties to engage in face-to-face exchange, share implementation experiences, and discuss practical difficulties, seeking consensus and cooperation on various issues. Additionally, the MOI provided detailed explanations regarding the operation and policies of the compulsory membership system.

During the symposium, the Administrative Deputy Minister of the MOI, WU, TANG-AN, emphasized the importance of public-private partnerships and collaborative relationships, expressing concern regarding the tracking and penalization of non-member enterprises by local governments.

The MOEA and social affairs units from various counties and cities reflected on the practical challenges faced during the implementation process. Some local representatives offered suggestions regarding penalty standards, chamber functions, and management at the source.

Furthermore, feedback from local chambers included practical issues such as ineffective enforcement of penalties, information gaps, unclear membership rules for chain stores (branch offices), technical delays by companies, insufficient tracking capacity of associations, and public backlash.

In response, Chairman Hsu, Shu-Po emphasized that if all units effectively fulfill their legal obligations and organizational functions according to current regulations, compulsory membership can be realized. He specifically called on local governments to administer according to the law and stated that ROCCOC could provide assistance if coordination is needed.

In summary, the symposium concluded that compulsory membership carries clear legal force. Competent authorities for business registration, social affairs, or civil associations in all municipalities and counties, along with local chambers of commerce, should cooperate closely based on their respective responsibilities to ensure the implementation of the legal membership mechanism.

Concurrently, in line with the newly added Article 387-1 of the Company Act, which requires newly established companies to attend labor rights seminars, authorities will study the possibility of having chambers of commerce host these courses. During the seminars, membership guidance and explanations of rights and obligations will be provided to guide new enterprises to join associations immediately, thereby achieving "management at the source."

Furthermore, to enhance promotional effectiveness, local governments requested chambers of commerce to provide case studies on the benefits of membership to increase the willingness of enterprises to join voluntarily. Regarding the difficulty of identifying primary business items and industry categories for new business registrations, the meeting suggested referencing the industry codes from the Ministry of Finance's tax registration or using the Fiscal Information Service's public data for cross-referencing, serving as an important basis for identifying actual business content and providing membership guidance.

As for execution level, the symposium recommended that when chambers of commerce send notices to companies requiring them to join within a deadline, they should use double registered mail and retain the return receipt to ensure legal delivery procedures. This will serve as evidence for subsequent penalties by local authorities. However, some chambers reflected that their resources and funding are limited and require supporting measures.

Additionally, practical issues such as non-compliant operators, business closures, or lack of executable assets still exist. Follow-up reviews of the current penalty mechanisms and related regulations will be conducted to adjust the regulatory direction appropriately, aiming to strengthen the business group system, enhance the collective interests of industries, and lay a solid foundation for national economic development.

In conclusion, this meeting represents the first time the MOI has convened a tripartite exchange symposium involving local governments, the ROCCOC, and local chambers of commerce specifically on the issue of compulsory membership. Approximately 60 people attended. This Chamber and various local chambers actively shared their views and engaged in enthusiastic exchanges with government representatives, jointly creating a foundation for the continued deepening and implementation of compulsory membership in the future.



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# JANUARY EDITION

## LOOKING AHEAD: FROM TAIWAN TO GLOBAL MARKET

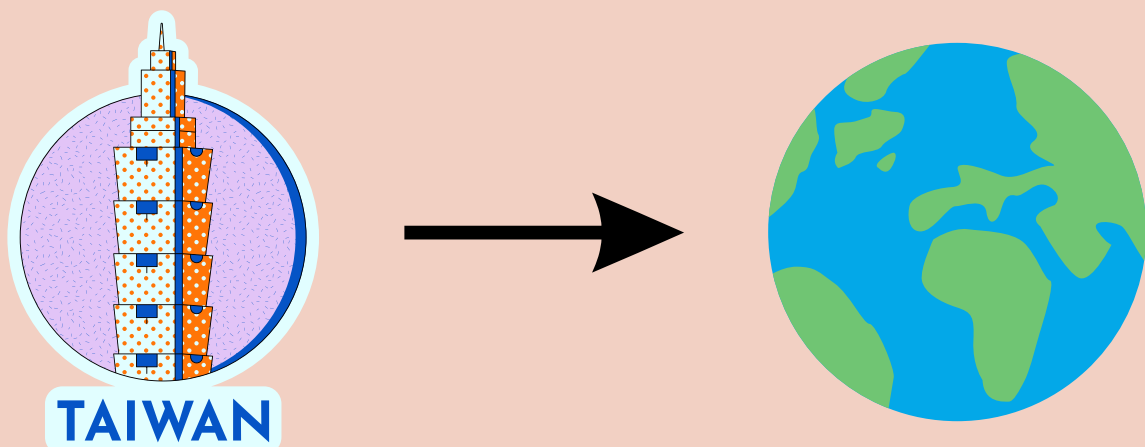
### *Digital Empowerment, Brand Transformation: ■ How Taiwan's Taste Land in the Global Market?*

Amidst rising tariffs, geopolitical shifts, and the restructuring of global supply chains, consumer habits have undergone significant changes. Taiwanese small and medium-sized enterprises (SMEs) now stand at a crossroads of internationalization.

The General Chamber of Commerce of the Republic of China (ROCCOC) is spearheading the "Brand Accelerator & International Licensing CEO Mentorship Program," introducing digital resources and strategic tools.

By conducting in-depth visits to representative brands in Southern Taiwan, the program provides a practical blueprint for intelligent transformation.

On January 20, 2026, the program visited high-quality homegrown brands such as "Original Food," "Shun Tai Candied Fruits," and "Spice Republic" to explore how they maintain traditional flavors while leveraging Generative AI marketing to understand overseas markets.



# The "Three Major Dilemmas" of Overseas Expansion: The Pain of Internationalizing Heritage Brands

The Brand CEO Mentorship Program visited three enterprises: Original Food (cheese strings), Shun Tai Candied Fruits (local dried fruits), and Spice Republic (creative seasonings). For "food-centric" brands, breaking into the international market is no easy feat, primarily facing these three pain points:

- 1. Traditional Production and Labor Shortages:** When traditional food enters European, American, Japanese, or Korean markets, the primary challenge is extremely strict food safety regulations (such as FDA and EU food laws). Shun Tai Candied Fruits once faced severe tests regarding additive compliance. This is not just a technical issue of traditional sun-drying methods but involves a disconnect between mass production and international order requirements.
- 2. Vague Market Insight and Positioning:** Although Spice Republic offers diverse products, they face difficulty identifying local taste preferences when competing in Southeast Asia or Western spice-heavy regions without precise data analysis. This often leads to the dilemma of having "great products that don't sell."
- 3. High Operating Costs of Physical Channels:** Brands with a strong "handmade" feel, like Original Food, traditionally rely on department store counters or boutique channels. However, in overseas markets, high rents and labor costs for physical stores—combined with information asymmetry—make it difficult for brands to grasp terminal data in real-time, resulting in slow marketing feedback.

## **Integrating Digital Transformation: A Powerful Partnership between ROCCOC and the Taichung Computer Association**

To solve these pain points, the "Brand Accelerator & International Licensing CEO Mentorship Program" has broken the traditional framework that focused solely on management theories. It actively connects with members of the Taichung Computer Association (TCA) to help Southern Taiwanese enterprises transform "digital tools" into "brand weapons."

1. **Data-Driven Precision Marketing** Through software service providers matched by the Taichung Computer Association, brands can implement AI data monitoring tools. For example, Spice Republic can analyze trending keywords on overseas e-commerce platforms to accurately determine which markets prefer "low-sodium" or "spicy" profiles, allowing them to adjust R&D and reduce the cost of ineffective trial and error.
2. **Cross-Border E-commerce and Digital Licensing** In the past, internationalization meant "opening branch stores"; today, it is about "IP Licensing." The program recommends integrating cloud management platforms to standardize and make the licensing process transparent. This allows brands like Original Food to demonstrate brand value and supply chain transparency to potential international buyers through their digital footprint.
3. **Combining ESG with Digital Traceability** In response to global digital transformation trends, the Taichung Computer Association evaluated the implementation of AI monitoring technology for fruit drying. By introducing production technology tracking systems, the traditional industry player Shun Tai Candied Fruits can establish quality records during its digital transformation, thereby increasing overseas distribution orders.

## Conclusion: From "Taiwanese Goodies" to "Global Brands"

Traditional brands often do not lack good products; rather, they lack "digital storytelling" capabilities. The resulting chemical reaction is the best catalyst for Taiwanese SMEs to step onto the world stage.

Through the in-depth companionship and mentorship mechanism of the "Brand Accelerator & International Licensing CEO Mentorship Program," Taiwanese brands are gradually moving away from the struggle of "fighting alone" and shifting toward a "Digital Alliance" combat mode. In the future, we expect to see more brands filled with Taiwanese characteristics take flight higher and further on digital wings.



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