

NEWSLETTER

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1. PEOPLE-ORIENTED, PEOPLE'S INTEREST

FIRST: ROCCOC HOSTS "2026 SPRING RECEPTION DINNER"

The Chamber held the "2026 Spring Reception Dinner" on the evening of March 10, 2026, at the 4F Ballroom of the Regent Taipei. The event invited distinguished guests including Former President Tsai Ing-wen, Vice President Bi-khim Hsiao, Taipei City Mayor Wayne Chiang, KMT Chairperson Cheng, Li-Wun, Minister of Economic Affairs Kung Ming-hsin, Minister of Labor Hung, Sun-Han, Minister of Digital Affairs Yi-Jing Lin, Minister of the National Development Council Ye, Jyun-Sian and Minister of the Mainland Affairs Council Ciou, Chuei-Jheng, among other heads of various ministries.

In his opening remarks, Chairperson Hsu, Shu-Po stated that the global political and economic environment underwent drastic changes over the past year. Geopolitical conflicts and rising protectionism have placed multiple pressures on Taiwan's industries. In particular, the uncertainties surrounding the Trump administration's tariff and trade policies have directly increased business risks. These factors have not only altered order and production capacity allocations but have also affected mid-to-long-term investment layouts and manpower planning.

For small and medium-sized enterprises (SMEs), the margin for risk tolerance is inherently limited, and every policy shift can bring a substantial impact. He expressed hope that in the new year, with government support, the industry can stand firm, remain undaunted by challenges, and continue to move forward.

Chairperson Hsu, Shu-Po commended Taiwanese enterprises for demonstrating a high degree of resilience and flexibility. He pointed out that last year (2025), Taiwan's GDP growth rate reached 8.68%, an outstanding performance among major global economies. This is not only the result of industrial efforts but also demonstrates the positive effect of government-enterprise cooperation. Facing rapid catch-up from emerging economies and intensified international competition, Taiwanese products and services must constantly adjust strategies and strengthen competitiveness to sustain growth in the international market.

Chairperson Hsu, Shu-Po particularly emphasized, "It's not that enterprises don't want to strive or cannot strive, but they need a direction to strive toward." Because of this, the Chamber has a greater responsibility to stand on the front lines, speak for the industry, and faithfully reflect the difficulties enterprises face on the ground to the government, while actively seeking favorable policy conditions and necessary supporting measures.

Regarding global layout, Chairperson stated that Taiwanese businesses should actively deepen cooperation with industrial partners in various countries during their overseas development to create mutually beneficial outcomes. Tonight's dinner invited diplomatic envoys and representatives of overseas Taiwanese businesses to strengthen international connections through this exchange platform and help enterprises expand overseas business opportunities. He emphasized that as the "Glocalization" trend continues to deepen, not only manufacturing but also Taiwan's service and traditional industries possess the potential to go international and attract global buyers. This warrants more resources from both the government and the industry.

ROCCOC hopes to cooperate with the Ministry of Economic Affairs (MOEA) to organize a large-scale international exhibition with 1,000 booths to assist enterprises in reaching out by attracting investment from around the world.

Additionally, Chairperson Hsu, Shu-Po called on the government to ensure the stability of oil and natural gas supplies in the face of the war situation in Iran to stabilize the livelihoods of the people and industrial economic development. Both of the aforementioned proposals received support on-site from the Minister of Economic Affairs, Kung Ming-hsin.

Former President Tsai Ing-wen, stated in her toast that Taiwan-US negotiations are progressing better than those of major competitors, and she believes Taiwan's economy will continue to move forward steadily. She commended the industry's dedication, which led Taiwan's economy to a 15-year high, expressing hope that Taiwan can become the world's most excellent node for creativity and that the business community will continue to provide positive support to the government.

Vice President Bi-khim Hsiao acknowledged the Chamber for providing many valuable industrial policy suggestions, hoping that in the new year, Taiwan can unite to create economic growth. She emphasized that despite international challenges, the government has responded very actively in areas such as prices, energy, and de-risking. Regarding the tariff issue, she reiterated that Taiwan has secured Most Favored Nation (MFN) treatment and will continue to communicate with the US to ensure the agreement is implemented.

Taipei City Mayor Wayne Chiang thanked the Chamber for assisting Taiwanese enterprises in their growth for over 80 years and noted that there are currently more than 254,000 profit-seeking enterprises in Taipei with sales reaching NT\$19.4 trillion, an annual increase of 5.53%. He encouraged the business community to continue believing in and investing in Taipei.

Several ministry heads also delivered speeches during the dinner. Minister of Economic Affairs Kung Ming-Hsin stated that the government has responded to the impact of the war in Iran, saying "Taiwan will not run out of gas," and that oil and electricity prices will prioritize price stability. Regarding Taiwan-US tariffs, he emphasized that the government has stabilized costs and encouraged enterprises to actively pursue orders, hoping that GDP growth will continue to break 8% this year.

Minister of the National Development Council Yeh, Chun-Hsien stated that with the help of AI and emerging technologies, Taiwan has withstood current international political and economic turmoil. In the future, value in the commercial service industry will be expanded through "AI New Ten Major Constructions" in cooperation with the private sector.

Minister of Digital Affairs Yi-Jing Lin emphasized that the ministry will continue to create an ecosystem favorable to AI industry development through five major policy tools: "Computing Power, Data, Talent, Marketing, and Capital," ensuring Taiwan not only has an AI hardware industry but also expands AI applications across all sectors.

Minister of Labor HUNG, SUN-HAN thanked the industry for its support, noting that the Ministry of Labor opened up foreign labor for the hospitality industry last year while encouraging employers to raise wages for domestic workers. He also emphasized the need to consider "what more the government should do" for Taiwan under its overall economic development. Minister of the Mainland Affairs Council CHIU, CHUI-CHENG thanked the Chamber for its efforts in people-to-people exchanges. He stated that cross-strait policy has not changed and will continue to pursue healthy and sustainable exchanges, emphasizing that the MAC will continue to assist Taiwanese businesses.

This year's spring dinner also invited guests from the Legislative Yuan, including KMT Chairperson Cheng, Li-Wun, DPP Legislator Su, Chiao-Hui, and TPP Whip CHIU, HUI-JU. Approximately 20 legislators attended as consultants, and many took the stage to express their blessings and gratitude to the guests. Chairperson Hsu, Shu-Po urged the government and political parties across the aisle to uphold the principle of "People-Oriented, People's Interest First" so that Taiwan can truly move toward a future that "benefits the country and the people."

" Only when the ruling and opposition parties are united can the government's economic and trade policy direction be clearer, allowing for timely and effective support for industries affected by impacts or facing transformation difficulties. With the year-end elections approaching, he emphasized that "Enterprises are the true swing voters."

What the industry pursues is not ideology or political confrontation, but a stable, predictable business environment and rational, friendly economic and trade policies. When enterprises can invest with peace of mind and continue to grow, the country can have a stable source of tax revenue, create more job opportunities, and the government will have sufficient resources to improve public infrastructure, the quality of public services, and robust national security, creating a positive cycle for society.

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Finally, looking forward to the new year, Chairperson Hsu, Shu-Po hoped that the administrative team and industrial /commercial groups will maintain close communication and work together amidst the changing international situation to create broader development space for Taiwan's industries, allowing Taiwanese enterprises to go to the world and the world's enterprises to come to Taiwan.

The event brought together government officials, legislators, diplomatic envoys, business representatives, Mainland Taiwan Business Associations, the Chamber's board of directors and supervisors, chairpersons of member associations, consultants, and industry advisors. Over 400 distinguished guests attended, making it a grand and prestigious gathering.



2.INTERGENERATIONAL BRAND RESONANCE: 2026 BRAND ACCELERATOR CEO NETWORKING ASSOCIATION TAICHUNG CORPORATE VISIT

On March 19, 2026, the ROCCOC Brand Accelerator CEO Networking Association hosted the "CEO New Member Welcome & Corporate Visit," collaborating with the Brand Golden Ship Awards Networking Association to plan an in-depth networking event connecting alumni with the fifth-batch newcomers. This gathering, which brought together 47 corporate leaders, brand operators, and think tank teams, was not only an exchange of industrial technology but also a collision of wisdom regarding business survival philosophy, succession transformation, and international layout. The group conducted in-depth visits to Sanneng Bakeware, which is deeply rooted in the baking equipment market, and CH Biotech, a leader in the international agrochemical sector, exploring how Taiwanese enterprises accurately position themselves and create irreplaceable brand value in the rapidly changing global market.

The first stop was the baking equipment leader, Sanneng Bakeware Co., Ltd., located in Taichung. Upon entering the exhibition space, the vast array of professional molds not only witnessed Sanneng's decades of deep accumulation in the baking industry but also showcased its transformation trajectory from OEM (Original Equipment Manufacturer) to branding. Chairperson CHANG, HSIN-YI and CEO HSIAO, KAI-FENG led the management team in providing a warm reception, conveying the human touch of a traditional industry leader. The highlight of this visit was the experience sharing by the second-generation leader of Sanneng, Marketing Director CHANG, CHIH-HAO.

Subsequently, the group visited CH Biotech Co., Ltd., located in Zhongxing New Village, Nantou. The atmosphere of the event shifted from traditional manufacturing to the precision of high-tech R&D. CH Biotech was personally received by Chairperson WU, CHENG-PANG, a leader with a profound international vision whose opening remarks demonstrated a staggering strategic vision. The reason CH Biotech holds a place in the global agricultural technology field lies in its unique production-and-sales business model and extreme R&D energy.

The second half of the event focused on dining and networking between new and old members. The President of the Brand Accelerator CEO Networking Association, CHEN, KUN-NAN, mentioned that the core value of the Brand Accelerator Program lies not only in the knowledge transfer of the courses but also in the resource integration within this cross-industry leadership circle.

The event concluded amidst fruitful discussions. This was not only a successful welcome gathering but also a collective consensus camp for transformation. Participants realized that whether it is Sanneng, rooted in basic industry, or CH Biotech, leading high-end technology, the secret to their longevity lies in the courage to remain unsatisfied with the status quo and to challenge unknown territories.

For the new students joining the fifth-batch program, the selfless inheritance of experience from their seniors is undoubtedly the most precious nourishment on their brand acceleration journey. We look forward to seeing more Taiwanese brands shine at the world's peak in the future, just like Sanneng and CH Biotech.

