

APRIL NEWSLETTER



PRESS CONFERENCE ON “THE INDUSTRY’S VIEWS ON

1. CHINA’S RECENT POLICY MEASURES BENEFITING TAIWAN”

2. General Chamber of Commerce of the Republic of China Held the 7th Joint Meeting of the Board of Directors and Supervisors of the 12th Term

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PRESS CONFERENCE ON "THE INDUSTRY'S VIEWS ON CHINA'S RECENT POLICY MEASURES BENEFITING TAIWAN"

On the morning of April 20, 2026 (Year 115), The General Chamber of Commerce of the Republic of China (ROCCOC) held a press conference titled "Industry Views on China's Recent Favorable Measures for Taiwan" in its conference room. Chairman Hsu Shu-po, leading representatives from industries including travel, hotel, food, pastry, tour bus, and fruit and vegetable export, expressed the business sector's views and recommendations regarding the "10 Measures for Taiwan" recently announced by China's Taiwan Affairs Office.

Chairman Hsu Shu-po first sternly refuted recent rumors alleging "pressure from the Chinese side." During the press conference, he asked the representatives of the industry associations on the spot whether anyone had received pressuring phone calls from mainland authorities. All attending representatives stated that no such incidents occurred; rather, it was relevant departments of the Taiwanese government that had expressed concern. Chairman Hsu emphasized that the business community is simply expressing its needs for survival and development, with no intention of opposing or confronting the government. Taiwan is a democratic society where industries naturally have the freedom to voice their views, which cannot be controlled by external pressure. He reiterated that neither the media nor the government should suppress the industry's voice by labeling or smearing them.

Regarding the full normalization of direct cross-strait passenger flights, Chairman Hsu stated that this is a key step toward restoring cross-strait tourism and personnel exchanges. It not only directly lowers transit costs for travelers but also promotes the return of cross-strait tourism to its normal track. Regarding China's proposal to resume direct flights to certain cities—including Urumqi, Xi'an, Harbin, Kunming, and Lanzhou—the business community views this positively, as transportation represents both a cost and a component of competitiveness for tourism and business operations. He urged authorities on both sides of the strait to move toward opening more destination cities and flights. Currently, the mainland side has sent an official communication to Taiwan through the established "semi-official" cross-strait tourism mechanisms. He expressed hope that the government will seize this opportunity, treat it with serious consideration, and work toward regularized and institutionalized direct flight operations with more cities and increased flight frequencies.

Regarding the promotion of resuming independent travel (individual visit scheme) • • •

Chairman Hsu noted that mainland authorities have selected Shanghai and Fujian Province as trial areas, representing a prime opportunity for the Taiwanese government to positively respond. The resumption of independent travel brings not just an increase in visitors, but benefits the entire supply chain. Beyond direct gains for the tourism and accommodation sectors, tour bus and transportation industries, souvenir businesses like pastry makers, food and local consumption businesses, and retail merchants of all sizes will benefit. This creates a powerful recovery momentum with a significant multiplier effect. The industries concerned strongly hope that other provinces and cities in China will follow suit in the future to allow independent travel to Taiwan, and that group travel restrictions will be unfrozen as soon as possible to drive vibrant growth across cross-strait tourism and hospitality sectors.

For instance, tour bus industry representatives reported that while there were approximately 17,400 tour buses and 927 operators in 2016, those numbers have dwindled to just 1,375 buses and 888 operators today, reflecting severe operational difficulties that opening to mainland tourists could help alleviate. Attending representatives from the tourist hotel industry agreed that expanding cross-strait tourism exchanges would boost overall accommodation revenue. Hotel operators noted that at its peak, mainland arrivals reached around 4.2 million visits per year, whereas current numbers—including students and exchange groups—fall short of 500,000. Previously, mainland tourists stayed an average of eight days; without them, occupancy rates have suffered significantly. They expressed hope for a progressive reopening of both group and independent travel.

Regarding the export of Taiwanese agricultural and fishery products to the mainland market, representatives from the fruit and vegetable export sector noted that agricultural products differ from other goods due to storage challenges. Farmers put immense care into cultivating various fruits and vegetables in hopes that Taiwan's finest produce can reach global consumers. However, due to fresh preservation constraints, export markets remain predominantly in Asia. They urged the mainland side to establish clear inspection and quarantine standards for agricultural products and to avoid "on-again, off-again" market openings, establishing fair quarantine rules under mutually beneficial conditions.

Regarding the food industry, Chairman Hsu highlighted that its defining characteristics are "short shelf life and required rapid distribution." Therefore, any overly cumbersome or uncertain import procedure directly impacts competitiveness and hinders cross-strait food trade. Historically, food exchanges between the two sides were quite frequent, but were later interrupted due to various factors, creating a noticeable impact on the industry. If these exchanges can be restarted, he hopes to advance toward the following goals:

- 1 · Streamlining registration and import procedures
- 2 · Establishing fast-track quarantine mechanisms
- 3 · Enhancing administrative efficiency and transparency
- 4 · Providing more favorable tax or customs clearance conditions within reasonable limits
- 5 · Enabling Taiwanese food businesses to participate in market competition more stably without being constrained by institutional barriers.



During the press conference, Chairman Hsu issued calls to China, Taiwan's opposition parties, and the government respectively:

To China, he conveyed the industry's expectations:

- 1 · Measures announced to open up to Taiwan should not be abruptly terminated due to political factors; once opened, they should be institutionalized and normalized as much as possible to maintain long-term stability in cross-strait economic and trade exchanges.
- 2 · Whether concerning tourism, food, agricultural and fishery products, or market expansion incentives for small and medium-sized enterprises, China should treat all Taiwanese municipalities and counties equally—regardless of whether they are governed by the KMT or DPP—and avoid differential treatment to prevent political misinterpretation. Adhering to principles of fairness and consistency is the only way for these measures to achieve genuine effectiveness and enable the Taiwanese public to view cross-strait economic relations more rationally and pragmatically.
- 3 · Direct cross-strait flights serve as a public convenience measure; group travel to Taiwan should be fully opened to promote cross-strait tourism exchanges.

To Taiwan's opposition parties and government, Chairman Hsu urged:

(1) As long as a policy benefits the public, the opposition and the government should not be influenced by political parties or non-economic factors. They should prioritize industrial development and public welfare. Whatever benefits industry and the people should be opened and relaxed accordingly. Policies should center on industrial and public interests rather than opposing them, ensuring that overall welfare serves as the guiding principle

(2) Direct cross-strait flights are a public convenience measure, and mainland group travel to Taiwan should be fully opened to foster the development of the tourism industry.

More than 40 media journalists attended the press conference, which also drew high interest from international media outlets including Reuters and Agence France-Presse (AFP). Attending industry representatives included: Hsiao Ching-tien, Chairman of the Tourist Hotel Association of the R.O.C.; Wu Ying-liang, Chairman of Travel Agent Association Of R.O.C.; Chang Chuan-han, Vice Chairwoman of the Hotel Association of the R.O.C.; Cheng Chuen-chou, Director of the National Joint Association of Tour Bus Transport, R.O.C.; Wu Ching-lue, Honorary Chairman of the Taiwan Vegetables & Fruits Exporters Association; Tseng Ya-ling, Chairwoman of the National Federation of Bakery Associations, R.O.C.; Chang Yu-ren, Chairman, and Lai Li-piao, Honorary Chairman of the National Federation of Food Distributors Associations, R.O.C.; and Lee Chi-yueh, Vice Chairman of the Tourism Administration, M.O.T.C.



GENERAL CHAMBER OF COMMERCE OF THE REPUBLIC OF CHINA HELD THE 7TH JOINT MEETING OF THE BOARD OF DIRECTORS AND SUPERVISORS OF THE 12TH TERM

On the morning of April 1, 2026, the General Chamber of Commerce of the Republic of China (ROCCOC) convened the 7th Joint Meeting of the 12th Board of Directors and Supervisors in its conference room. The meeting was chaired by Chairman Hsu Shu-po, with Board of Supervisors Convener Chen Yi-yung delivering the supervisory report. During the meeting, key administrative affairs and financial reports were presented, followed by discussions on proposals, with a total of 50 directors and supervisors in attendance.

A total of 8 proposals were discussed and passed during this joint meeting:

1. Reviewed and approved the Association's financial report for January through February 2026.
2. Reviewed and approved the membership application of the ROC Peer-to-Peer Lending Platform Commercial Association.
3. Approved as proposed the changes of member representatives for 5 group member units of the Association.
4. Approved as proposed the Association's 2025 Annual Work Report.
5. Approved as proposed the Association's 2025 Final Statement of Income and Expenses.
6. Approved as proposed the draft amendments to certain articles of the Association's Articles of Incorporation.
7. Approved as proposed the appointment of 5 members of the Legislative Yuan, including Wang Zheng-xu, as advisory consultants, and 6 individuals, including Lin Yuan-long, as industry consultants.
8. Approved as proposed the recommendation of 3 staff members—Director Wang Li-ping, Deputy Director Mai Fei-ting, and Specialist Chung Yi-ting—to participate in the "2026 National Outstanding Professional Group Staff Selection" hosted by the Ministry of the Interior.

Extempore Motion: A total of 1 motion: Approved as proposed the request to urge relevant authorities to review the power trading mechanism to ensure power grid resilience and public safety.



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