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

NEWSLETTER

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— Hsu Shu-po: “Let Taiwanese Around the World Help Taiwanese in Taiwan”**

2.ROCCOC Brand Accelerator CEO Program Draws on “Yonglian Logistics” and “SUNMAI” to Implement a Dual-Engine Business Model of “Smart Logistics” and “SUNMAI Brandology”!

1.The General Chamber of Commerce of the Republic of China (ROCCOC) Holds the 3rd Member Representatives' General Assembly of the 12th Term and Signs an MOU with the “Taiwan Chamber of Commerce in Japan” — Hsu Shu-po: “Let Taiwanese Around the World Help Taiwanese in Taiwan”

The General Chamber of Commerce of the Republic of China (ROCCOC) held the 3rd Member Representatives' General Assembly of the 12th Term on the afternoon of July 8, 2026, at the Hotel Proverbs Taipei. Honorary Chairman Wang Jin-pyng, Premier Cho Jung-tai of the Executive Yuan, Executive Yuan Spokesperson Michelle Lee, Administrative Deputy Minister Wu Tang-an of the Ministry of the Interior, Political Deputy Minister Chiang Wen-jo of the Ministry of Economic Affairs, Deputy Minister Lee Yen-hui of the Overseas Community Affairs Council, Legislator Chung Chia-pin, Legislator Hsu Yu-Chen, Legislator Hung,yu-shiang, and other distinguished guests attended the event and offered their encouragement. Nearly 500 guests and member representatives participated enthusiastically.

Chairman Hsu Shu-po first expressed his gratitude to government officials for their guidance and assistance, as well as to all directors, supervisors, and member representatives for their support and efforts. He noted that the ROCCOC has fulfilled its commitment to serving its members and speaking up for industries, earning recognition and attention from various sectors. Chairman Hsu pointed out that global political and economic conditions remained volatile over the past year.

Fluctuating U.S. tariff policies, rising protectionism, and tensions in the Middle East have increased uncertainty surrounding global energy supplies and supply chains. While AI development has driven growth in the semiconductor and high-tech industries, it has also contributed to a K-shaped trend in Taiwan's economy, with traditional industries and small and medium-sized enterprises facing pressures related to transformation and rising costs. The government should take into account the needs of all industries and promote balanced and sustainable economic development.

Chairman Hsu Shu-po emphasized that Taiwan has officially entered a super-aged society, while low birth rates, population aging, and labor shortages have become major challenges affecting national competitiveness. Service industries, including food and beverage, hospitality, logistics, retail, transportation, and caregiving, have generally faced labor shortages in recent years. This is not an issue confined to any single industry, but a long-term challenge arising from demographic changes.

The government should take simultaneous action in areas including encouraging childbirth, improving childcare services, promoting the re-employment of middle-aged and older workers, digital transformation, relaxing policies concerning migrant workers, developing mid-level technical talent, and attracting international talent. These efforts will help enterprises address labor gaps and maintain stable industrial development.

At the assembly, Chairman Hsu Shu-po gave a positive response regarding “mandatory membership in chambers of commerce,” an issue of concern to commercial organizations. He noted that over the past year, the ROCCOC has maintained close communication with relevant government agencies and chambers of commerce, consolidated practical implementation issues, and made recommendations to the competent authorities for consideration and action.

Going forward, the ROCCOC will continue to promote improvements to the system and looks forward to working with the government and chambers of commerce to establish a more sound institutional framework. In particular, through an approach of “source-based management,” commercial organizations can truly fulfill the functions they are expected to perform.

Regarding the expansion of overseas markets by enterprises, Chairman Hsu particularly highlighted the ROCCOC's continued efforts to strengthen international connections and create more business opportunities for the service sector and small and medium-sized enterprises. This year, the ROCCOC will organize the "Taiwan International Service Industry Expo," using a large-scale exhibition platform to bring international buyers and business opportunities to Taiwan. The event will also bring together chambers of commerce, industry associations, and international economic and trade partners to expand industrial matchmaking and international exchanges.

At the same time, the ROCCOC hopes to leverage "exhibition diplomacy" by inviting allied countries to establish national pavilions, thereby deepening economic and trade cooperation and people-to-people exchanges between Taiwan and its diplomatic allies. With support from the government and the Legislative Yuan, the ROCCOC hopes to gradually develop the Taiwan International Service Industry Expo into a regular platform for international exchange, giving Taiwan's service industries more opportunities to connect with global markets and expand internationally.

Speaking of cross-Strait economic and trade relations, Chairman Hsu expressed his hope that peaceful and stable cross-Strait economic and trade relations and smooth exchanges can be maintained, with "convenience for the people" and "benefiting the people" as guiding principles to create a more stable environment for industries.

He also emphasized that Hong Kong is an important economic and trade partner of Taiwan and that economic, trade, and business exchanges between Taiwan and Hong Kong should be strengthened to help enterprises expand business opportunities and overseas markets.

At this year's assembly, the ROCCOC invited a number of distinguished guests to deliver remarks. Premier Cho Jung-tai affirmed that the ROCCOC has long served as an important communication bridge between the government and the industrial sector.

He noted that Taiwan's GDP growth rate reached 8.76% last year (2025), thanks to the joint efforts of businesses across all sectors. Premier Cho pledged his support for the ROCCOC's organization of international exhibitions and service-industry events, and stated that the government would leverage international conferences, exhibitions, and sporting events to stimulate tourism and create business opportunities.

The government would also assist micro, small, and medium-sized enterprises in upgrading, with a focus on research and development, net-zero transformation, and digital transformation, working together to enhance Taiwan's industrial competitiveness.

Honorary Chairman Wang Jin-pyng stated that, in the face of the current political and economic challenges, all political parties and sectors should uphold the principles of “respect, tolerance, and acceptance”—respecting different positions, embracing diverse voices, and resolving issues through rational communication and substantive negotiation—in order to maintain social harmony and contribute to the nation, society, and people.

Legislator Chung Chia-pin of the Legislative Yuan's Economics Committee, KMT Caucus First Deputy Secretary-General Hsu Yu-jen, and Legislator Hung Yu-hsiang, Convener of the Legislative Yuan's Economics Committee, all affirmed across party lines that the ROCCOC plays an important role as a platform for policy recommendations and communication with industries.

They also highly praised the ROCCOC's efforts to deepen exchanges with major overseas chambers of commerce and its plans to organize international exhibitions, and stated that the Legislative Yuan would continue to support and assist the ROCCOC in advancing related initiatives.

Another important outcome of this year's assembly was the further connection of the strength of overseas Taiwanese business communities and the expansion of the ROCCOC's international cooperation network.

Witnessed by Deputy Minister Lee Yen-hui of the Overseas Community Affairs Council, ROCCOC Chairman Hsu Shu-po and Lai Pen-mian, President of the Taiwan Chamber of Commerce in Japan, signed a Memorandum of Understanding (MOU), demonstrating their shared determination to deepen Taiwan-Japan business cooperation and establish a long-term partnership.

Going forward, the ROCCOC will also successively sign MOUs with the Taiwan Chambers of Commerce Federations in Asia, the World, North America, Oceania, and Europe, working together to build a global platform for Taiwanese business cooperation, connect chamber resources around the world, and promote the spirit of mutual assistance.

—“Let Taiwanese Around the World Help Taiwanese in Taiwan”—

While bringing Taiwanese business communities together to jointly build a global Taiwanese business supply chain.

This year marks the 80th anniversary of the founding of the ROCCOC.

Eighty years represent not merely a period of history, but also the achievements of generations of industry leaders who have worked together and passed the torch from one generation to the next.

Chairman Hsu Shu-po stated that the ROCCOC will continue to uphold the spirit of “Unity and Shared Prosperity,” work hand in hand with its members to face challenges, and look forward to enterprises, the government, and all sectors of society building consensus together, enabling Taiwan to continuously enhance its competitiveness and create a prosperous and sustainable next 80 years.



2 . ROCCOC Brand Accelerator CEO Program Draws on “Yonglian Logistics” and “SUNMAI” to Implement a Dual-Engine Business Model of “Smart Logistics” and “SUNMAI Brandology”!

Amid rapidly changing global markets and the continuous evolution of business models, Taiwanese enterprises seeking to expand into international markets must not only establish forward-looking brand strategies, but also strengthen supply chain management, operational efficiency, and brand experiences in order to build sustainable and internationally competitive business models.

The General Chamber of Commerce of the Republic of China (ROCCOC) promotes the “Brand Acceleration & International Licensing CEO Advisory Program.” Through industry exchanges, visits to benchmark enterprises, and the sharing of business experiences, the program helps business leaders broaden their perspectives, stay abreast of industry trends, and strengthen their capabilities in brand internationalization and cross-border licensing strategies.

On July 8, 2026, the program arranged visits to two leading Taiwanese enterprises—Yonglian Logistics Development Co., Ltd. and SUNMAI Food & Beverage Co., Ltd. The visits provided an in-depth look at the business strategies of benchmark enterprises, covering smart logistics infrastructure, supply chain management, brand experience, product quality, and market expansion.

Participating business leaders were able to understand the key factors driving business transformation and international development from two major perspectives: “hard power” and “soft power.”

The first stop was Yonglian Logistics Development Co., Ltd., where Senior Executive Vice President Chou Jen-yueh of Taiwan and the Asia-Pacific region welcomed the delegation and provided an introduction to the company.

Founded in 2014, Yonglian Logistics initially focused on logistics real estate development and gradually integrated automated equipment, smart technologies, and data management systems, developing into a key enterprise in Taiwan's smart logistics infrastructure sector.

In particular, during the pandemic, as e-commerce demand surged and companies faced labor shortages and mounting pressure on logistics operations, Yonglian leveraged automated guided vehicles (AGVs), automated storage and retrieval systems (AS/RS), and integrated hardware and software platforms to improve warehousing and logistics efficiency, demonstrating a high degree of corporate resilience in responding to market changes.

The delegation then visited the OMEGA 2 Yangmei Smart Logistics Park in Taoyuan City to gain an in-depth understanding of the actual operation of smart warehousing. Through automated equipment, collaborative operations involving intelligent robots, and the ALPOS software management platform, the facility effectively improves logistics efficiency, reduces operating costs, and uses data to monitor the flow of goods and operational conditions.

The visit gave business leaders a profound understanding that for enterprises seeking to expand into overseas markets and pursue brand licensing, a stable, efficient, and scalable supply chain system is just as important as the products and brand themselves, serving as a critical foundation for large-scale brand development.

In the afternoon, the delegation visited the renowned food and craft beer brand SUNMAI Food & Beverage Co., Ltd., where Chairman Yeh Kuan-ting welcomed the group and shared his business experience.

Since its establishment in 2004, SUNMAI has successfully integrated craft beer, food and beverage, and lifestyle experiences to establish a distinctive brand positioning and strong market recognition.

Over the years, the brand has actively participated in international beer competitions and has repeatedly received recognition at international events, including the World Beer Cup (WBC), European Beer Star (EBS), and Australian International Beer Awards (AIBA), demonstrating the international competitiveness of Taiwan's craft beer industry.

The delegation visited the SUNMAI brewery and observed the brewing, fermentation, and bottling processes firsthand. Participants learned about the complete production process, from raw material selection, mashing, and boiling to fermentation and finished products, as well as the application of automated equipment and food safety management systems.

Through the on-site tour, business leaders not only witnessed SUNMAI's high standards for product quality but also experienced the brand's freshest draft beer firsthand, gaining a direct appreciation of its complete value chain—from the source of the product all the way to the consumer experience.

During the business experience-sharing session, the SUNMAI team further explained how the brand gradually expanded from a local craft brewery into diversified food and beverage operations, retail channels, and overseas markets.

Through product innovation, marketing strategies, and standardized operating models, SUNMAI has continued to strengthen its brand value.

Its core strength lies not merely in “brewing good beer,” but in integrating product quality, food and beverage services, store ambiance, and brand culture to create a distinctive and replicable consumer experience, providing an important reference for enterprises seeking to upgrade their brands.

This visit brought together Yonglian Logistics’ smart supply chain capabilities and SUNMAI’s brand experience management, enabling business leaders to understand, through benchmark cases from different industries, the core capabilities required for enterprises to move onto the international stage.

Yonglian Logistics demonstrated how technology, data, and automation can enhance operational resilience, while SUNMAI showcased how product quality, brand culture, and consumer experience can create differentiated competitive advantages.

Through this firsthand visit and business exchange, participating enterprises not only broadened their industry perspectives but were also able to transform the successful experiences of benchmark enterprises into their own brand development strategies.

This will further strengthen their operational foundations, enhance brand value and market competitiveness, and inject new momentum for innovation into Taiwanese enterprises pursuing brand acceleration, international licensing, and global market expansion.

