

INVITATION FOR A LONG-TERM COOPERATION

Automechanika Frankfurt 2012

Europe meets Taiwan

ICT changes Auto

12th Sep. 2012

Organizers



ITRI
Industrial Technology
Research Institute

NOAE Network of
Automotive
Excellence



財團法人資訊工業策進會
INSTITUTE FOR INFORMATION INDUSTRY



財團法人車輛研究測試中心
Automotive Research & Testing Center

Auto Sales Move To Asia

(2010-2011 Auto Global Market Sales)



Unit: Million Shipments

Shift To Asia

- Auto sales in Europe decreased significantly.
- However, in Asia Auto shipments dramatically increased.
For example: China has become the largest car market in the world, for the years of 2010 and 2012, the cars shipped to China are 18.06 millions and 18.51 millions, and growth rates are 32% and 2.5%.
- The only way for Europe car makers to make-up their loss for Auto sales in Europe are to shift car shipments to Asia.

Europe Needs Good Partner In Asia

- Europe needs partner in oriental in order to cut into Asia market.
- It is no doubt that Information and Communications Technology (ICT) will change auto industry dramatically and quickly.
- Taiwan is in the heart of Asia, and connects to the vast marketplaces in the Asia, particularly, also it is a bridge to China.
- Taiwan is strong in ICT and innovations.
- The cooperation between Europe car makers and Taiwan ICT vendors will be in the win/win situation for Asia market.

Taiwan

Call me number one



Foundry, IC Packaging, IC Testing, Mask ROM, Copper Foil, Disc



IC Design, DRAM, OLED, WLAN, IC Substrate, Light-Emitting Diode, Glass Fabric, TFT-LCD, ABS, PND(Portable Navigation Device), Electric Mobility Supplier, and Power wheelchairs



PCB(Printed Circuit Board), Polyester Fiber, PTA, PU(Polyurethane), Nylon Fiber, TPE

•Remarks : The above products are produced in Taiwan excepting those producing abroad by Taiwanese companies.

Source : 2012, IT IS, DoIT/MOEA

Taiwan

Excellent R&D and Innovation Capabilities

(Based on USPTO, the world's largest technical market)

No. of General IPs

1999-2007, Ranked 4th
2008-2009, Ranked 5th

No. of Inventive IPs

2000-2006, Ranked 4th
2007-2009, Ranked 5th

No. of Design IPs

From 1992, Rank 3rd
From 2009, Rank 4th

No. of inventive IPs of every million population

2000-2006, Ranked 3rd
2007-2009, Ranked 1st

General Patents-2009			Inventive Patents-2009			Design Patents-2009			No. of inventive IPs of every million population -2009		
Rank	Nationality	No.	Rank	Nationality	No.	Rank	Nationality	No.	Rank	Nationality	No.
1	US	95,032	1	US	82,382	1	US	12,025	1	TW	286
2	JP	38,066	2	JP	35,501	2	JP	2,415	2	JP	279
3	DE	10,353	3	DE	9,000	3	DE	1,197	3	US	268
4	KR	9,566	4	KR	8,762	4	TW	1,114	4	IL	193
5	TW	7,781	5	TW	6,642	5	KR	785	5	FI	180
9	CN	2,270	9	CN	1,655	9	CN	613	-	CN	0.92

Source : USPTO, Taiwan Institute of Economic Research(TIER)(2009)

Invitation For A Long-term Cooperation



Europe

Invitation
for
collaboration

Taiwan



**•Step 1: ‘Europe meets Taiwan’ – ICT Changes Auto
September 12, Automechanika, Frankfurt 2012**



- Step 2: meeting in Taiwan – November 2012/February 2013

- Oct 9-12, 2012

Taipei International Electronics Show (TAITRONICS)



- Apr 10-13, 2013

2013 TAIPEI AMPA & AutoTronics Taipei



Organizer : Taiwan External Trade Development Council (TAITRA)

Co-organizers:

- Taiwan Transportation Vehicle Manufacturers Association (TTVMA)
- Taiwan Rubber & Elastomer Industries Association (TREIA)
- Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
- Taiwan Automotive Research Consortium (TARC)

- Apr 10-13, 2013

Taiwan International Electronic Vehicle Show



- Step 3: 6th project-day April 17,18, 2013 Duesseldorf/Germany



See <http://www.project-days.com/>

- Step 4: meeting in Taiwan – Summer 2013

- **Summer 2013 (TBC)**
Taichung Automobile Show

- Step 5: IAA, Frankfurt 2013



Invitation for a long-term cooperation

Europe meets Taiwan (12th Sep. 2012)

Time	Activities
12:30 – 13:30	Registration and luncheon
13:30 – 13:50	Opening remarks
13:50 – 14:50	Electro-mobility and Telematics
14:50 – 15:10	Coffee break
15:10 – 16:10	Electro-mobility and Telematics
16:10 – 17:30	Roundtable for cooperations, projects and roadmap 2012-2013

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Supervisors



Telematics Promotion Office, MOEA

Sponsors



TAITRA



Electro-mobility and Telematics

Moderator: Mr. Herbert. Köpplinger, Network of Automotive Excellence (NoAE)



Speakers

- 1. Prof. Kampker, Professor of RWTH Aachen (best in Germany) & CEO of Streetscooter & Editor for a magazine**
- 2. Mr. Kurt Sigl, president BEM e.V.**
- 3. Dr. Frank C. D. Tsai, Director, Emerging Telematics Technologies Center, Emerging Smart Technology Institute, Institute for Information Industry**
- 4. Mr. Hsu-Kai Robert Tsai, Deputy Division director, Information & Communications Research Laboratories (ICL), Industrial Technology Research Institute (ITRI)**
- 5. Dr. Weßner**
- 6. Mr. Jessie Chan, Vice president, Photic Electronics Co.**



Roundtable (16.10 – 17.30 pm)

- **Meet the speakers**
 - Ask for further questions
 - Table 1
- **Meet the Organizer**
 - Kick-off for the Cooperation „Europe meets Taiwan“
 - Roadmap 2012 - 2012
 - Table 2 and 3
- **From ideas to international cooperation and projects**
 - Proposed project-ideas
 - Templates for new project-ideas
 - Table 4 and 5

Meet the speakers

TABLE 1

Meet the Organizer

TABLE 3



Project-Ideas - ICT

TABLE 4



Roundtable (16.10 – 17.30 pm)

Meet the Organizer

TABLE 2



Meet the Organizer

TABLE 3



Meet the speakers

TABLE 1

Project-Ideas - ICT

TABLE 4



Project-Ideas - EV

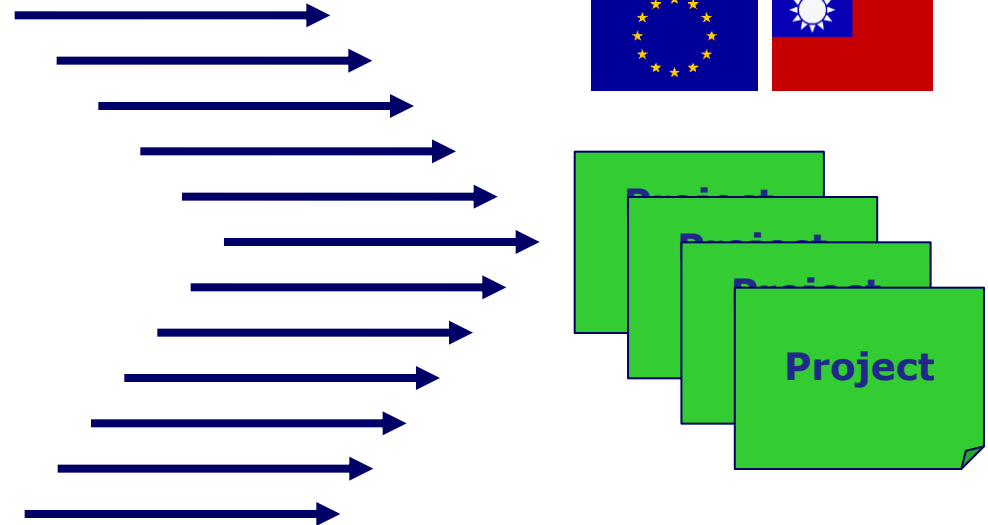
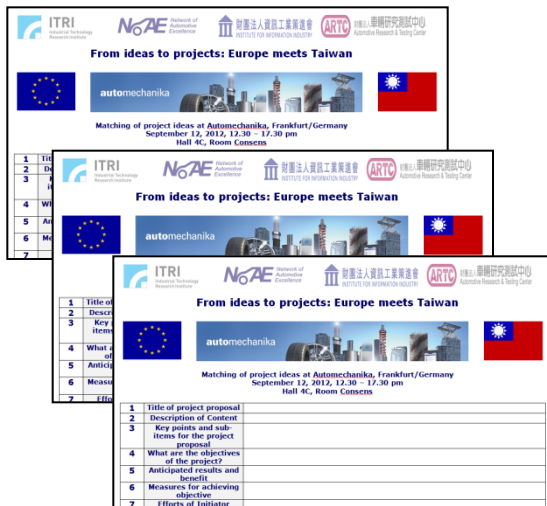
TABLE 5



Invitation for a long-term cooperation

Roadmap 2012 - 2013

From project-ideas to projects



September

October

November

2013

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