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The Confectionery Market in Taiwan

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*(Également disponible en français sous le titre,
Le marché de la confiserie à Taïwan)*

**Prepared by the
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and the
Canadian Trade Commissioner Service**

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THE CONFECTIONERY MARKET IN TAIWAN



EXECUTIVE SUMMARY

This report examines the market for confectionery products in Taiwan. The information was drawn primarily from secondary sources and the Canadian Trade Office in Taipei.

Confectionery has universal appeal in Taiwan. Sales are increasing as product image changes and the market develops. Higher disposable incomes have increased the potential consumer base, and lower tariffs and developments in the domestic retail industry have made confectionery more accessible. Taiwanese consumers no longer view confectionery as primarily for children or merely as a gift item. This is due to a shrinking child population, increasing incomes, and broadening accessibility to confectionery goods.

Taiwan's confectionery market is divided into three sectors: sugar confectionery (the largest), gum, and chocolate confectionery, each with a number of subsectors. This market has experienced significant growth in both value and volume sales in recent years. Since 1992, market value has increased by 12%, reaching US\$470 million in 1996. Imports accounted for 40% of the total confectionery market in 1996, and dominated the boxed assorted chocolate and chewing gum subsectors. Meanwhile, domestic producers hold the majority share of the sugar confectionery market.

Canada began regular exports of confectionery to Taiwan in 1996, and experienced considerable growth in 1997, particularly in exports of chocolate confectionery. Canadian exports totalled US\$524 000 in 1997, an increase of 36% over the previous year. The Asian economic crisis negatively affected Canada's exports to the region, however, causing chocolate confectionery exports to decline to \$US217 000. Confectionery market imports are expected to return to pre-crisis levels, with the recovery of Asian markets.

The niche markets of the various confectionery subsectors present significant opportunities for importers. There are also opportunities to supply the rural areas of Taiwan. The transition occurring in the Taiwan

market in both retail venues and product variety make imported confectionery a necessity if the Taiwanese market is to meet consumer demand in the short term.

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THE CONFECTIONERY MARKET IN TAIWAN



MARKET OVERVIEW

Taiwan has a diverse confectionery market that includes traditional Asian confectionery and more modern Western-style confectionery. The market is dominated by domestically produced products, although some subsectors (such as chocolate bars) are supplied almost exclusively by imports. Imported confectionery is sold largely in urban centres, but the introduction of Western-style convenience stores throughout the country has increased rural sales substantially. Taiwan's confectionery market is seasonal, with heavy sales volume during winter holidays and substantial decreases in volume during the summer months.

Imported and domestic confectionery products -- particularly gum -- face strong competition from betel nuts, a locally produced traditional snack food that is very popular among older segments of the Taiwanese population. These nuts are considered addictive, and are heavily marketed to keep sales high. The government is attempting to reduce the sale of betel nuts, which are viewed with the same type of disdain as cigarettes in North America; however, most attempts to stop sales have been unsuccessful, and may in fact have helped to increase the popularity of the product.

The growth in the value and size of the confectionery market to 1997 was largely attributable to the development of the Taiwanese economy. Disposable incomes were increasing, and the emerging consumer class was looking for new, luxury products. The Asian economic crisis in late 1997 and 1998 significantly affected consumption trends within the affected nations, and weakened the respective currencies against foreign counterparts, causing a reduction in imports. With the passage of the crisis, trade trends that existed before the crisis are expected to resume.

Table 1. Taiwan Confectionery Imports, 1996-98 (US\$ Millions)

	1996	1997	1998
Sugar Confectionery	27.628	29.206	23.934
Chocolate Confectionery	48.526	48.560	43.331
Gum	6.854	6.394	3.121

Source: World Trade Atlas, Taiwan, 1999; SITC 170410, 170490, 1803-1806

Sugar confectionery consists of a variety of boiled sweets and soft candies and a number of specialty products for traditional holidays. Chocolate confectionery is a developing sector in Taiwan that is almost exclusively supplied by imports. Until recently, such purchases were reserved for holidays and gift giving. The introduction of imported chocolate bars has made chocolate confectionery more accessible and has contributed to the rapid growth in this sector. The gum sector, which experienced a 50% decline in imports in 1998, is moving away from child-oriented products toward more adult-oriented products -- a trend that should expand the potential consumer base.

Sugar Confectionery

The sugar confectionery sector was valued at US\$270 million in 1996, an increase of US\$15 million over 1994 totals. Taiwanese imports of sugar confectionery increased over 35% from 1992 to 1997, reaching US\$29 million, before declining to US\$24 million in 1998. The total market is projected to grow steadily through 2001, to reach US\$345 million.

The sugar confectionery sector is divided into two main subsectors: hard confectionery (such as boiled candies and mints) and soft confectionery (such as caramels). Soft confectionery, which accounts for 70% of both value and volume sales, dominates the sector. Sales of soft confectionery were US\$190 million in 1996. While this subsector has been losing market share to hard candies since 1992, it has maintained its dominant position due to the popularity of caramels and gummi candies.

Table 2. Sales of Sugar Confectionery in Taiwan, 1992-96 (US\$ Millions)

	1992	1994	1996
Soft Confectionery	198.0	208.0	191.0
Hard Confectionery	44.4	51.3	53.
Other	18.2	24.3	27.9
TOTAL	260.6	283.6	272.8

Source: ERC Statistics International, Confectionery in the Pacific Rim, 1997.

The hard confectionery subsector reached more than US\$50 million in 1996, an increase of 20% over 1992. Steady growth in this sector is attributable to the low product price (in comparison with soft confectionery) and the increasing popularity of mints and fruit-flavoured candies. A new market is developing within this subsector for medicated confectionery, which was valued at US\$1.9 million in 1996, an increase of 50% over 1992.

Chocolate Confectionery

The chocolate confectionery sector was valued at over US\$90 million in 1996. While consumption levels of chocolate are relatively low in Taiwan, consumption is increasing as product familiarity increases. The value of the overall chocolate confectionery sector is projected to grow by 6% annually through 2001, to total US\$130 million. This sector is projected to replace gum as the second-largest confectionery sector within the next few years.

Chocolate confectionery is divided into three subsectors: boxed assortments, chocolate bars, and bagged assortments.

Table 3. Sales of Chocolate Confectionery in Taiwan, 1992-96 (US\$ Millions)

	1992	1994	1996
Boxed Assortments	46.8	56.5	72.1
Chocolate Bars	11.9	15.2	20.6
Bagged Assortments	2.4	3.4	4.9
Other	1.3	1.6	1.7
Total	62.4	76.7	99.3

Source: ERC Statistics International, Confectionery in the Pacific Rim, 1997.

Boxed assortments account for 70% of the chocolate confectionery sector, largely due to their popularity during holidays and as gifts, particularly during Chinese New Year and Valentine's Day. The boxed assortment subsector was valued at US\$70 million in 1996 and was supplied exclusively by imports. Volume sales increased 15% from 1992 to 1996, reaching 6000 tonnes. However, volume has not grown as quickly as the other confectionery subsectors, and value growth is due to higher-quality products being

purchased, rather than to an increased volume of low-priced goods.

The chocolate bar subsector has grown rapidly in Taiwan, doubling in value from 1992 to 1996, to reach US\$20 million in 1996. Chocolate bars are increasing their market share in Taiwan at the expense of the boxed assortment subsector. The expansion in retail channels such as convenience stores and hypermarkets has increased the exposure of chocolate bars and has aided in the introduction of new products to the market.

The most promising subsector in chocolate confectionery is loose bagged chocolate products such as Smarties and Rolos. Bagged chocolate accounted for 10% of the chocolate confectionery market in 1996, with total sales of US\$5 million, an increase of 53% from 1992.

Gum

The Taiwan gum market was valued at US\$101.8 million in 1996, with imports accounting for 6% of the market. Imports in 1996 reached US\$6.8 million before falling to US\$3.1 million in 1998.

The sector is divided into two subsectors: chewing gum and bubble gum. The chewing gum subsector, which has remained relatively constant since 1992, was valued at US\$91.5 million in 1996. Minor growth is projected through 2001. This subsector is dominated by international brands, with Wrigley's Doublemint holding 80% of the market share. The bubble gum subsector was valued at US\$10.3 million in 1996, an increase of 10% over 1992. Chewing gum currently outsells bubble gum by 8 to 1, a ratio that is expected to continue to grow as sales to children decrease and adult purchases increase.

Table 4. Sales of Gum in Taiwan, 1992-96 (US\$ millions)

	1992	1994	1996
Chewing Gum	89.1	89.5	91.5
Bubble Gum	9.0	9.5	10.3
TOTAL	98.1	99.0	101.8

Source: ERC Statistics International, *Confectionery in the Pacific Rim, 1997*.

Asian Crisis

The financial crisis that began in parts of Asia Pacific in 1997 and continued through 1998 has had an impact on Canadian trade performance and opportunities in the region. Currency devaluations in countries such as Thailand, South Korea, Indonesia and Malaysia have not only increased the cost of Canadian goods for consumers in these countries, but have also increased competition for Canadian products, since goods from these countries can be imported more cheaply into countries such as Japan that have stronger currencies. Simultaneously, the crisis had a negative affect on Asian incomes, affecting consumer spending and consequently the demand for imports.

However, by early 1999, most of these economies had begun to "turn the corner," and it may be expected that exchange rates will also begin to strengthen, thus improving the competitiveness of imported Canadian products.

Key Factors Shaping Market Growth

Taiwan's markets are increasingly accessible to imported goods. The Taiwanese government is currently seeking entrance into the World Trade Organization (WTO). The ongoing negotiations have meant significant reductions in tariffs and trade barriers, which has helped to lower the price of most imports and thus has encouraged the introduction of Western-style confectionery. Full compliance to WTO regulations is expected in the next few years. Accession to the WTO will aid in the further opening of the market for imported confectioneries, and will expand the potential consumer base.

Taiwanese consumers have experienced significant increases in their disposable incomes in recent years. In a trend that is expected to continue, this extra income has increasingly gone toward the purchase of luxury goods. While confectionery has traditionally been seen as a holiday and gift item, the steady introduction of new types of confectionery and the expansion of retail outlets that carry a wider variety of goods have changed the product image of confectionery from a luxury or gift item to a snack. This has made confectionery a semi-daily purchase for many consumers. Affordability and easy access means consumers are expected to increase purchases of confectionery, and this will be particularly true for goods of higher quality.

Hypermarkets such as Marco and Kao Hong are developing very rapidly and are leading the retail industry in growth. From 57 stores in 1997, the number of hypermarket locations are expected to grow to a projected 40 more by 2000. Consumers are increasingly turning to these outlets for their non-perishable food needs, and this retail channel is the leading distributor of chocolate confectionery. A new in-house distribution system has quickly grown around these retail venues as traditional wholesalers become less of a factor in distribution.

Convenience stores are witnessing similar growth in their retail presence and are having a significant impact on the rural and urban markets. Such convenience store chains as 7-Eleven (with 2000 stores), Family Mart, Hi-Life, and Circle-K (with over 250 outlets each) are in a position to be supplied directly. Most sugar confectionery is purchased from convenience stores. Supermarkets also sell confectionery products, but their sales are a minority of total confectionery sales. Local markets and traditional stores carry few imports and have limited space for confectionery outside of traditional gift-giving periods.

Opportunities

There are a number of opportunities for imports in the niche markets of the various confectionery subsectors. The market for children's confectionery (previously the focus of the confectionery market is shrinking), and producers are struggling to meet the demand for more variety in adult confectionery. Products such as bagged chocolate confectionery, sugar confectionery with exotic fruit flavours, and, to some extent light, low-calorie and sugar-free products should see growth over the long term.

The rural areas of Taiwan are becoming a valuable market for confectionery imports, particularly since the introduction of large chain stores, which have begun to acquire products directly from suppliers. This phenomenon could increase market access for importers who once relied on wholesalers. In addition, the combination of supply scarcely meeting demand in urban areas (let alone in rural areas) and domestic brands often being as unknown as imported products, may give importers an edge in rural areas.

Other retail venues, such as hypermarkets and convenience stores, are developing, which may provide opportunities for imported confectionery since they are in a position to be supplied directly.

Actual and Planned Projects

Private-sector Taiwanese retailers are planning to expand the number of hypermarkets in Taiwan, which could increase sales of all confectionery. In addition, a number of Japanese retail chains are targeting Taiwan for expansion. Traditionally, hypermarkets have been located in industrial areas with low population density, but new hypermarkets will be located in the rapidly expanding suburbs of urban centres such as Taipei. Foreign chains plan to nearly double the number of hypermarkets by the year 2000.

COMPETITIVE ENVIRONMENT

Local Capabilities

Domestic confectionery production is focussed on specialty, traditional and holiday goods. Taiwan's confectionery market is becoming increasingly competitive as a result of developments in the domestic industry and the introduction of a variety of Western-style imported confectionery products. Foreign purchases have begun to replace traditional confectionery purchases in many sectors, largely due to the new products and product formats offered by foreign confectionery.

International Competition

Asian countries such as Japan, Korea and Indonesia are leading suppliers in the sugar confectionery sector and are very competitive in the traditional confectionery market. Many European countries are present in the chocolate sector and also have a strong presence in the sugar confectionery sector. Sales of European confectionery have been boosted by an image of quality. The United States is also very strong in most sectors, although inferior packaging has given some products a poor reputation.

Internationally recognized U.S. brands such as Mars and Cadbury dominate the chocolate confectionery sector. The chewing gum subsector is dominated by Juicy Fruit and Double Mint. Regional products continue to dominate sales of sugar confectionery; most preferred brands and flavours are exclusive to Taiwan and the region.

Canadian Position

Canadian products are new to the Taiwanese confectionery market. Canada began exporting both sugar and chocolate confectionery to Taiwan in 1996. The following year, Canadian confectionery exports to Taiwan totalled US\$618,000, a 25% increase from 1996. Chocolate confectionery was the leading sector for Canadian exports in 1996, accounting for 70% of total confectionery exports.

Table 5. Canadian Exports of Confectionery Products to Taiwan, 1995-98 (US\$ millions)

	1996	1997	1998
Chewing gum	0.07	0.043	0.024
Sugar confectionery	0.01	0.051	0.013
Chocolate confectionery	0.38	0.524	0.217
Total	0.472	0.618	0.254

Source: World Trade Atlas, 1999: SITC 170410, 170490, 1803-06.

Canadian products have been hindered by the same image problems as products from the United States. Although confectionery is a very popular gift item, poor packaging has meant that North American confectionery is not regarded as attractive enough to give as a gift.

There may be opportunities for joint-venture production with some of Taiwan's confectionery producers. The market is shifting away from traditional confectionery, which until recently dominated holiday sales, and partnerships may be necessary if domestic firms hope to meet the shifting demands.

Competitive Advantage through Canadian Government Policies and Initiatives

The Export Development Corporation (EDC) offers export financing and insurance to Canadian exporters. Additionally, insurance can be provided for larger transactions that are subject to the terms and conditions established by the buyer. The EDC prefers to work through letters of credit, bank credits or bank guarantees. Details and approval for financing will be considered case by case.

EDC loans can assist Canadian exporters in selling goods and services in Taiwan by offering secure prearranged financing terms, which may be an advantage given the recent currency crisis in Asia. The offer of a secured EDC loan will aid in acquiring financing in Taiwan from banks that may be fearful of providing small business loans during a debt crisis. For more information, please contact the EDC.

The Canadian Commercial Corporation (CCC) also offers small and medium-sized Canadian companies access to financing and better payment terms under the Progress Payment Program (PPP). The PPP

concept was developed as a partnership between major Canadian financial institutions and the CCC. It enables the exporter's bank to open a project line of credit for the exporter's benefit, based on CCC approval of the project and the exporter's ability to perform. For more information, please contact the CCC.

The Program for Export Market Development (PEMD) is the government's primary international business development program. The objective of PEMD is to increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market. The PEMD refundable contribution is a minimum of \$5,000 and a maximum of \$50,000. Preference is given to companies with annual sales greater than \$250,000 and less than \$10 million, or with less than 100 employees for a firm in the manufacturing sector and 50 in the service industry. Eligible activities, the costs of which are shared on a 50/50 basis, include market visits, trade fairs, incoming buyers, product testing for market certification, legal fees for marketing agreements abroad, transportation costs of off-shore company trainees, product demonstration costs, promotional materials, and other costs necessary to execute the market development plan (Other components of the program deal with international bid preparation under Capital Project Bidding, and with Trade Associations when developing international marketing activities for their membership). For additional information, or to receive an application, please contact the International Trade Centre in your province.

PRIVATE-SECTOR CUSTOMERS

Taiwanese consumers purchase their confectionery items through a variety of retail channels and eateries, including hypermarkets, supermarkets and convenience stores. Confectionery goods are also sold at kiosks located in high-traffic areas such as airports, train stations, hospitals and shopping malls. These outlets are very popular and easily accessible for daily purchases and account for a large portion of daily sales.

Pricing is very important in the sale of confectionery in Taiwan; however, attractive packaging is one of the most important determinants in purchase decisions. Taiwanese consumers have shown a willingness to pay for quality, and always seek out quality products as gifts.

PUBLIC-SECTOR CUSTOMERS

The government operates 500 retail outlets that offer a product range similar to that of hypermarkets. Access to these public coops is limited to government employees, military personnel and teachers. Prices are generally discounted by 25% over supermarket or hypermarket prices. Public coops do not import directly or purchase from foreign exporters, but instead purchase both domestic and imported products from local distributors. Therefore, if exporters wish to access this market segment, they will have to utilize local distributors in Taiwan.

Government Procurement Regulations

The Central Trust of China (CTC) is the government procurement and distribution organization in Taiwan. However, most government purchases are administered by the various ministries without the aid or direction of the CTC. The CTC is simply informed of any procurement purchase in those instances. Only for contracts in excess of NT\$50 million is the CTC involved in purchasing.

Under Taiwanese law, most public enterprises and agencies must procure locally when products are available. While most tenders are open to international companies, local firms are heavily favoured.

MARKET LOGISTICS

Taiwan is one of the largest cargo handlers in the world, and the distribution infrastructure is among the best in the world. Because the island is relatively small, most of the main markets are easily accessible. Nevertheless, although the market is concentrated, some rural regions remain undersupplied.

Channels of Distribution

Although the distribution system in Taiwan is well developed, it is undergoing changes that will ease market access for imported products. Taiwan has many traditional wet markets, but they are not plausible outlets for import distribution since they deal mainly in traditional domestic goods and few imported processed foods. Hypermarkets and supermarkets can import directly if the volume justifies the action.

Distributors and Wholesalers

Both distributors and wholesalers are employed in Taiwan, but small to medium-sized exporters generally rely on distributors exclusively. The advantage to using distributors in Taiwan is that they act as sales agents, and in the case of small transactions may also act as product promoters. While distributors in Taiwan typically cover only a small territory, the population density on the island means that a small territory like Taipei can equate to 6 million consumers. Wholesalers purchase imported goods for sale to numerous outlets, generally in rural regions.

Agents and Sales Representatives

Most imported confectionery is handled by an agent or sales representative. Agents have the advantage of superior market intelligence and improved communication for customer servicing. Sales representatives play an important role in the direct sale of products.

Canadian suppliers are encouraged to establish relations with those individuals and companies that have a solid understanding of Taiwan's retail sector. It is also important that potential sales partners have well established industry contacts.

Market-entry Considerations

Exporters considering Taiwan as a market should keep in mind the changes in tariff and non-tariff barriers that are ongoing as a result of the country's WTO application. Both processed and non-processed agricultural products have seen major -- and often confusing -- changes in tariff rates and product classification. Some exporters have seen decades-old product classifications changed without notice when their goods arrived at port, only to have them reversed upon arrival of the next shipment.

Taiwan maintains a number of strict standards for the importation of agricultural goods, and many products require the approval of a number of government agencies before they may be imported. Once Taiwan gains membership in the WTO, many of the strict standards and non-tariff barriers will be removed, and some tariffs will be lowered. However, several barriers will continue to stand, restricting market access for some agricultural goods.

Suggested Business Practices

Conducting business in a country with cultural and economic differences can be both challenging and rewarding. Taiwan's status as a developing country presents unique obstacles and opportunities in this region.

Personal relations and trust are very important in Taiwan, making the initial stages of a business relationship vital. Exporters should be wary of "opportunities" that promise to expedite the export process through facilitation money or alternative avenues of market entry. Companies are advised to establish relations with reputable and trustworthy local business partners or representatives.

Since it is difficult to make appointments in Taiwan on short notice, it is wise to plan commercial itineraries before arriving. Having business cards printed in both English and Mandarin (the official language of Taiwan) is greatly appreciated. Presenting gifts such as confectionery products during business functions is a common and highly regarded practice.

Import Regulations

Duty rates for confectionery products are relatively high in Taiwan, although import liberalization appears

imminent as Taiwan approaches WTO accession. Chocolate confectionery is subject to a duty rate of 15%, chewing gum 35%, and sugar confectionery 40%. All imports entering Taiwan through one of its five ports are required to pay a 0.4% harbour construction tax, and a 5% value added tax. Goods entering Taiwan by air freight or parcel post are exempt from harbour tariffs.

All processed foods must adhere to similar import regulations. Packaging may be written in English, or any other language of origin, but must include an additional comprehensive label written in Mandarin. Labels must be affixed before Customs clearance, and must bear the following information:

- brand names;
- quantitative analysis of contents: weight, volume or number;
- food additive names;
- net weight in metric units;
- manufacturer's and importer's name, address and phone number;
- date of manufacture; and
- expiration date.

All food shipments must be accompanied by the proper import licences and permits, food registration certificates, and shipping documents. All documentation must be in English or be accompanied by an English translation.

Import licence: Import licences are issued by the Board of Foreign Trade, and are valid for six months. An extension may be granted for justifiable reasons. Goods must be shipped within the validity period of the licence. Licences are not transferable. Most agricultural products require licensing, and some also require approval from the Council of Agriculture before importation.

Import permit: A foreign supplier's pro-forma invoice (quotation) is required for an application of an import permit from Taiwan's Board of Foreign Trade. Most import permits are valid for six months from the date of issue.

Shipping documents: Documents required for shipments to or from Taiwan include a commercial invoice signed by the exporter (in triplicate) that includes the following:

- import licence number;
- F.O.B., C&F or c.i.f. value;
- insurance charges;
- freight charges; and
- notice of any discounts or commissions that have been made.

The commodity description and value shown on the commercial invoices must agree with those on the import licence.

Bill of lading or waybill: This must include all marks and case numbers that appear on the packages. Customs does not permit the grouping of marks or numbers on shipments of mixed commodities.

Pro-forma invoice: This invoice (quotation) is required by the importer to obtain an import licence and to establish a letter of credit. It must include a full description of goods, including:

- brand name;
- method of packing;
- quantity;
- unit price, total cost, freight, insurance and other charges;
- method of shipment;
- date and port of shipment;
- port of destination;
- terms of payment;
- validity of offer;

- name and address of letter of credit beneficiary; and
- other details required by the importer.

Packing list: at least two copies are required.

Certificate of Origin: This may be requested by an importer, bank or through a letter of clause. It must be issued by the government of the country of origin or by the authorized issuing offices.

Local Standards, Certificates or Registrations

Taiwan has very strict standards for imported agricultural goods. Many of Taiwan's standards for processed foods far exceed internationally accepted standards, and in some cases standards and food quality are established through unorthodox means. Imported agricultural goods are regularly tested for compliance with national standards, while domestic products are seldom tested.

Imported food products are inspected at the port of entry by the Bureau of Animal and Plant Health Quarantine and Inspection.

The Taiwan Health Department often requires that the first shipment of a product be tested for content and possible health risks. This test is at the exporter's expense, with the cost based on the shipment's value. After the initial test, the Health Department tests products at random. Experience has shown that roughly every twentieth shipment is tested. However, sugar is subject to inspection every shipment and must be accompanied by a quarantine certificate.

Export Credit Risks, Restrictions on Letters of Credit or Currency Controls

Taiwan has a highly developed banking sector capable of providing letters of credit for most import transactions. Most sales to Taiwan are conducted on bank-to-bank letters of credit. Credit terms last 60 to 90 days.

There are few barriers to full and immediate repatriation of capital and remittances of profit for registered foreign investment, or trade transactions. There are reports of foreign exchange delays of up to two months, although delays are rare on smaller transactions.

PROMOTIONAL EVENTS

Event / Description

Taipei International Food Show

Taipei World Trade Center Exhibition Hall
Taipei, Taiwan
9-12 June 1999
Assorted foods & beverages, condiments & additives, bakery products, foreign exhibits, Image area, trade media

Foodtech Taipei

Taipei World Trade Center Exhibition Hall
Taipei, Taiwan
17-21 June 1999
Food machinery & related equipment.

Organizer

China External Trade Development Council (CETRA)

CETRA Exhibition Department
5 Hsin-yi Rd., Section 5
Taipei, Taiwan 10548
Tel: (886-2) 2725-1111
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E-mail: info@ccc.ca

Export Development Corporation

151 O'Connor St.
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E-mail: export@edc4.edc.ca
Internet: <http://www.edc.ca>

Canadian International Development Agency (CIDA)

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200 Promenade du Portage
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Bureau of Commodity Inspection and Quarantine

4 Chi Nan Rd., Section 1
Taipei, Taiwan
Tel: (886-2) 351-2141
Fax: (886-2) 393-2324

National Laboratories of Foods and Drugs, Department of Health

161-2 Kun Yang St.
Nanking District
Taipei, Taiwan
Tel: (886-2) 785-6283
Fax: (886-2) 389-9860

Commercial Banks in Taiwan

Chinatrust Commercial Bank

Head Office(Banking Department)
3, Sungshou Road, Taipei, Taiwan, R.O.C.
Tel. (02)27222002
<http://www.chinatrust.com.tw/english/english.html>
66 Min Chuan Road
Taichung, Taiwan
Tel: (886-4) 227-1799
Fax: (886-4) 220-4297

Bank of Taiwan

1120 Chungking South Road
Section 1
Taipei, Taiwan
10036
Tel: (886-2) 349-3456
Fax: (886-2) 311-5145

Chang Hwa Commercial Bank Ltd.

38 Tsuyu Road
Section 2
Taichung, Taiwan
40010
Tel: (886-4) 222-2001
Fax: (886-2) 223-1170

Customs Authority

Director General, Directorate General of
Customs
85 Hsin-Sheng South Rd., Section 1
Taipei, Taiwan
Tel: (886-2) 351-2875
Fax: (886-2) 711-4166

Export-Import Bank

8th Floor
3 Nan Hai Road
Taipei, Taiwan
10728
Tel: (886-2) 321-0511
Fax: (886-2) 394-0630

**International Commercial Bank of
China**

100 Chi Lin Road
Taipei, Taiwan
10424
Tel: (886-2) 563-3156
Fax: (886-2) 563-2614

Taipei Bank

50 Chungshan North Road
Section 2
Taipei, Taiwan
104
Tel: (886-2) 542-5656
Fax: (886-2) 542-8870

Chambers of Commerce and Industry Associations**Asia-Pacific Foundation of Canada**

999 Canada Place, Suite 666
Vancouver, B.C. V6C 3E1
Tel: (604) 684-5986
Fax: (604) 681-1370
Notes: Has extensive databases on
relationships between Canada and Asia.

**China External Trade Development
Council (CETRA)**

3rd - 8th Floors
333 Keelung Road, Section 1
Taipei, Taiwan
Tel: (886-2) 2725-5200
Fax: (886-2) 2757-6653

**International Trade Association of the
Republic of China**

8F 148 Chung Hsiao E. Rd.,
Section 4
Taipei, Taiwan
Tel: (886-2) 772-6252
Fax: (886-2) 751-2411

**Taiwan Importers' and Exporters'
Association**

(not including Taipei and Kaohsiung)
14th Floor
2 Fu Hsing N. Rd.
Taipei, Taiwan
Tel: (886-2) 773-1155
Fax: (886-2) 773-1159

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ERC Statistics International PLC. *Confectionery in the Pacific Rim: The 1997 Survey*, 1997.

Euromonitor. "The Market for Confectionery in Southeast Asia - South Korea and Taiwan," October 1996.

Free China Journal. "Tihua Street a Mecca for Chinese New Year's Shoppers," January 24, 1997.

Sullivan, Mike. "New Year's Snacks, Herbal Medicines, and Textiles on Tihuna Street," http://www.sinica.edu.tw/tit/shopping/0297_TihuaSt.html 1996.

Tort, Marvin. RP Urged to Take a Closer Look at Region's Booming Confectionery Industry, October 2, 1995.

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Tradeport. Taiwan Economic Policies and Trade Practices, 1996.

Tradeport. Taiwan National Trade Estimate Report on Foreign Trade Barriers, 1995.

Tradeport. Taiwan Trade Regulations and Standards, 1997.

Tradeport. Taiwan economic Trends and Outlook, 1997.

World Trade Atlas. Taiwan, 1998.

OTHER REFERENCE MATERIAL

Useful Internet Sites

Asia-Pacific Foundation of Canada: <http://www.apfnet.org/apfc/index.html>

Asia Pacific media links: <http://www.neog.com/asianow/links1.html>

Board of Foreign Trade: <http://www.moeaboft.gov.tw/boftnet2/A/A000e.htm>

Canada Business Service Centres (1-888-811-1119): <http://www.cbsc.org>

Canadian-Taiwan Business Association: <http://www.ctot.org.tw/e/ctba.html>

China External Trade Development Council (CETRA): <http://cetra.tptaiwan.org.tw>

Department of Foreign Affairs and International Trade: <http://www.dfait-maeci.gc.ca>

Economic Development Corporation: <http://www.edc.ca>

Exportsource: <http://exportsource.gc.ca>

Governments on the WWW : Taiwan: <http://www.gksoft.com/govt/en/tw.html>

Infoexport: <http://www.infoexport.gc.ca>

Montgomery Network (International trade show organization): <http://www.montnet.com/>

Political and Economic Risk Consultancy: <http://www.asiarisk.com>

Regional industrial profiles for Asia Pacific: <http://aspac.kpmg.com/asiashpere>

Search engine for Taiwan and Southeast Asia: <http://www.sinica.edu.tw>

Tradeport: <http://www.tradeport.org/>

Reader Evaluation

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by facsimile at (613) 943-1143. Thank you for your valuable input.

1. How did you obtain a copy of this market report?

- InfoCentre FaxLink system Government worldwide web site
 InfoCentre help line InfoCentre bulletin board system
 Local government office Other: _____

2. How would you describe this market report?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well written	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ideal length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. In what form do you prefer to obtain these reports?

- Print Electronic

4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.

- Seek an agent/distributor Contact Canadian trade office abroad
 Visit the market Participate in a trade show abroad
 Do more research Nothing
 Other: _____

5. What other market reports would be of benefit to your organization? Please identify specific products and countries.

6. Which of the following categories best describes your organization? Check one only.

- Processor/manufacturer Government
- Trading house Student/academia
- Export service provider Consultant
- Industry/trade association Other: _____

7. What were your organization's total sales last year, in Canadian dollars?

- Less than 10 million 10 million to 50 million
- More than 50 million Not applicable

Additional comments/suggestions for improvement:

OPTIONAL

The name of your organization is: _____