

# Taiwan Focused Industry Archives on Bicycles

second Half of 2010



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# “A-Team” Alliance Creates New Value for Taiwan’s Bicycle Industry

Date: 11/24/2010

Taiwan's bicycle industry is using this model to meet global competitors head-on, and is once again making Taiwan the “kingdom of bicycles.” A professor at the Department of Industrial Engineering and Enterprise Information of Taiwan’s Tunghai University, Liu Jen-Chieh praises this model as a paragon of joint industrial pioneering.

Liu analyzes the export volume and unit price of Taiwan’s bicycles from 1991 to 2009. The export volume had gone from 10 million bicycles at the peak time to a low 4 million. But, after the establishment of A-Team, by 2009, the export volume increased again to 5 million bicycles, while the unit price was raised from US\$100 to US\$200. It is therefore clear that though lately Taiwan’s exported bicycles have become of higher price and quality, the export volume has not decreased significantly.

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# “A-Team” Leads Taiwan’s Bicycle Industry Ahead of the Future

Date: 8/11/2010

Taiwan's bicycle industry has developed over 50 years and has experienced different periods of growth, from accessory item production, export expansion, industry transformation and upgrading, internationalization, to become the current “high-end bicycle kingdom.” Although there have also been many management crises, the formation of the “A-Team” in Taiwan has contributed to creating high-value-added, high-unit-price bicycles that elevates Taiwan to the status of the “biggest export country of high-end bicycles.” Now, Taiwantrade has set up a special sample sourcing center--“Taiwan- Biking Ahead of the Future” for buyers to browse Taiwan’s trend-setting bicycle products. What’s more, not only can buyers have a variety of sample selections to order via PayPal, but they also get a chance to win shopping rebates, up to US\$600. To know more, please go to the website <http://buycycle.taiwantrade.com.tw/>.

## Three Stages of “A-Team” Transformed Taiwan’s Bicycle Industry

The export volume of Taiwan’s bicycles dropped drastically in 2000 due to competitions resulted from globalization and price reduction, as well as industry transferring abroad. Taiwan’s two major bicycle producers, GIANT and MERIDA, thus decided to cooperate with 11 domestic upstream parts-making vendors in 2002 to establish the “A-Team” to together make Taiwan into the biggest export country of high-end bicycles. The A-Team is dedicated to developing international brand design (IBD) ability, integrating the demand of global bicycle market with the capacity of product innovation, and nurturing a design team that can continuously innovate to maintain the long-term competitiveness of the industry. The ultimate goal is to turn Taiwan into a manufacturing base of high-end, premium bicycles which can be distinguished from the bulk products made by China.



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A-Team has had three stages of development that has successfully transformed Taiwan into a high-end bicycle producing and export kingdom. In the first year of A-Team's establishment, the "Just-In-Time" (JIT) management system was introduced to integrate up and downstream resources to tighten the partnerships among factories, suppliers, and distributors. In the second stage, a joint design platform of product data management (PDM) was set up to develop new products step-by-step together and shorten the time of launching new products. In the third stage, A-Team worked more closely with independent bicycle dealers than warehouse stores to segment A-Team's products from those of warehouse stores. In short, by utilizing up and downstream integration and carrying out refined, solid manufacturing (ex. JIT production system), A-Team has achieved premium research and development for Taiwan's bicycle industry and turned it into the biggest high-end bicycle kingdom in the world.

Taiwantrade Markets Taiwan's Premium Bicycles to All Over the World  
As Taiwan's bicycle industry integrates up and downstream resources to lead worldwide trends and strategically position in the global market, the industry is at the same time providing buyers with the premium, fastest, and most personalized services. Now, Taiwantrade has set up a "Taiwan--Biking Ahead of the Future" special sample product sourcing center, presenting Taiwan's best products online and introducing the highest-quality, groundbreaking bicycles to buyers all over the world. Besides buying samples of Taiwan's superior bicycle merchandise, buyers also have a chance to win great Cash-Back Prizes. All the sourcing information is on Taiwantrade website now.

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# “Taipei Cycle Show” Leads Global Bicycle Trend Ahead of the Future

Date: 8/18/2010

What is most special about TCS is that its International Bicycle Design Competition (IBDC) sets up a creativity-seeking yet practical platform for global bicycle designers, industry experts, and general bike lovers to exchange ideas, which thereby allows Taiwan’s bicycle industry to lead the trend ahead of the future. To complement TCS, Taiwantrade now has launched a special sample product sourcing center--“Taiwan--Biking Ahead of the Future” for buyers to purchase Taiwan’s groundbreaking bicycle merchandise via PayPal. To know more, please go to

[http://www.taiwantrade.com.tw/MAIN/category/defaultCategories.do?Method=showCategoryOfSamples&categoryId=24,37&WT.mc\\_id=bpr01](http://www.taiwantrade.com.tw/MAIN/category/defaultCategories.do?Method=showCategoryOfSamples&categoryId=24,37&WT.mc_id=bpr01)

“Taipei Cycle Show” Takes Global Bicycle Industry to a New Innovative Level

“Taipei Cycle Show” is world famous for its innovations and trend-leading products, and the number of visitors from all over the world has also increased annually. Quite a few overseas buyers have expressed that TCS can even be regarded as the world No.1 bicycle show in terms of design, quality, and material. The showcased products are both diverse and creative, the design of which is moreover evolved around users’ needs and daily living experiences. Many unique small specialty bicycle makers have also participated in TCS which offer even more customized, higher value-added bicycle models. In other words, Taiwan’s bicycle industry continues to innovate despite the global financial crisis. TCS has thus solidified firmer its position as an indispensable platform of bicycle sales and business opportunity exchange.



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In particular, TCS started the International Bicycle Design Competition (IBDC) in 1996 which has brought fresh energy into the global bicycle industry and sprouted numerous innovative concepts. IBDC has turned the focus of industry to "design" and invented all kinds of key technologies, taking bicycle makers to a new development level of making bicycles of "New Material, Functionality, and Purpose." New brands and distribution channels have as a result been created. While designers from around the world compete against one another, Taiwan, as the host of TCS has definitively established its leading position in the global bicycle industry.

### Taiwantrade Sets Up "Taiwan--Biking Ahead of the Future" Sample Sourcing Center

Owing to the annual TCS promotion and active R&D, Taiwan is now a well-known high-end bicycle kingdom, and its market shares of top-quality OEM frames and related parts are number 1 in the world. Taiwan has also been producing bicycles that are light, of high quality, and lead the trend. They are widely ridden in developed countries in Europe, the US, and Japan. So, Taiwantrade, carrying the most abundant amount of sourcing information on Taiwan's local suppliers, has launched a special sample product sourcing center--"Taiwan--Biking Ahead of the Future" for buyers to check out Taiwan's revolutionary bicycle products. What's more, not only can buyers have a variety of sample selections to order via PayPal, they also get a chance to win shopping rebates, up to US\$600. To get more information on the products, please go to <http://ilovemit.taiwantrade.com.tw/>. All buyers can also find more information on suppliers through Taiwantrade. Please go to [www.taiwantrade.com.tw](http://www.taiwantrade.com.tw) to browse

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# Cycling Emergency Management System Launched in Taiwan

Date: 7/1/2010

The system, consisting of a global positioning system (GPS) and online map technologies, automatically issues a warning to the leader of a bike convoy equipped with smartphones when any member of the group lags far behind, the Ministry of Economic Affairs said in a recent statement.

"When you get lost or have a flat tire, all you have to do is to press a button and you can immediately inform others of your situation," the ministry said.

The system is aimed not just at enhancing the safety of cyclists but also to help them share their fun, according to the ministry.

"Bikers can use a feature to share photos or videos with their family members to show where they are and what they have seen along the trip," the statement said.

Several bicycle groups have used the system for trips of a combined length of more than 4,000 kilometers, the ministry added.

In recent years, Taiwan -- where Giant Manufacturing Co., the world's largest bicycle manufacturer, is based -- has seen a boom in bicycle riders on holidays. Johnny Yeh, director-general of the ministry's Department of Commerce, said the system is part of the government's efforts to boost local tourism.

"We are using technology to help create a higher commercial value (for the industry)," he said.

The ministry commissioned the Industrial Technology Research Institute (ITRI), Taiwan's top research institute, to develop the system.

"We designed this innovative application service based on our observation of consumer behavior," Yu Shiaw-shian, deputy general-director of the institute's Information and Communications Research Laboratories, said in the statement.

The management system can also be used by organizers of other kinds of outdoor activities or exhibitions, logistics companies or security companies, the ministry noted.

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# Electric Bicycle Demand Shifts into High Gear

Date: 9/29/2010

Deregulation has allowed new models to employ stronger pedal-assist motors, and the durability of batteries has also been improved. The debuts of new sport and folding models offer a wider range of options for riders.

According to the Bicycle Association and the Japan Automobile Manufacturers Association Inc., shipments of electric bicycles exceeded 310,000 in 2008, outnumbering shipments of small motorbikes. In 2009, shipments of the bicycles increased to 364,815, while small motorbikes stood at 255,561.

Previously, the motors used to assist pedaling on electric bicycles were not allowed to have power exceeding that of a human. But in December 2008, regulations were relaxed to allow electric bicycles to have motors with twice the power of a person.

After the ban on three people riding on one bicycle was lifted in July last year, a three-seater electric bicycle -- for one adult and two children -- appeared on the market. A drivers' license is not required to ride an electric bicycle, which has also helped to increase the number of users.

Sanyo Electric Co. started selling its Enloop Bike SPL series in April. The bike features a charging function that enables the battery to be charged while pedaling on flat roads, in addition to the previous feature that generated a charge on downhill stretches or during deceleration. Since the motor is not used to assist pedaling in these situations, the electric motor on the front wheel switches to a dynamo to charge the battery.

In June, Yamaha Motor Co. released its PAS Lithium T 2010 model that employs durable lithium-ion batteries. These batteries can be charged 800 to 900 times before needing to be replaced, about twice the number of charges in the previous model.

In July last year, Yamaha and Bridgestone Cycle Co. released three-seater bikes that are able to carry an adult and two children when child seats are attached. The companies improved the safety of the bikes by strengthening the frame and racks, and making it possible to attach handles to help children to get on and off the bikes.

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# Fuji to Challenge 1 Million Bicycles' Sales Volume in 5 Years

Date: 12/8/2010

The Asia headquarters of the American bicycle company, Advanced Sports Inc. (ASI), which gained its fame from marketing Fuji bicycles, is formed by ASI and the Taiwanese IDEAL BIKES. The general manager of Advanced Sports International-Asia Ltd., Zhang Yuanbin, has expressed that the global sales volume of ASI this year is expected to reach around 350,000 to 400,000 bicycles and the company hopes to challenge a sales volume of 1 million bicycles in five years.

Because China is populous and its economy is surging, plus the "one-child" policy that passes down a family's wealth to only one child, by now a large number of Chinese people is capable of purchasing the medium to high-priced Fuji bicycles. As a result, both Japan and China will be target markets of ASI-Asia. The Fuji brand in China will mainly feature bicycles of medium to high-unit-prices, especially mountain bikes.

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# Nearly 200 Taiwanese Bike Makers Joined in EUROBIKE 2010

Date: 9/15/2010

The top show of the global bicycle industry--EUROBIKE 2010—took place in early September in Germany. Nearly 200 Taiwanese bicycle makers, who in recent years have turned to the development lines of branding and high-value-added products, participated in the show. The focus of this year's show was on light electric vehicles (LEV). The show organizers expressed that no matter it is pedelec or e-bike, they were paid more attention to than in previous years.

198 Taiwanese bicycle makers were in the show last year which made Taiwan the biggest overseas participating country. This year the Taiwan External Trade Development Council co-hosted product launch with the Taiwan Bicycle Exporters' Association and invited large-scale Taiwanese bicycle makers such as Dahon, H & J KREIMA INTERNATIONAL CO., LTD., KMC Chain Industrial Co., Ltd., MERIDA, Novatec, Pacific Bike, etc. to join.

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# Road Bikes Are Popular in the Netherlands

Date: 12/22/2010

Up to August 2010, 22,000 road bikes have been sold in the Dutch market, a growth of 5% compared with the same period of 2009.

The market analysis indicates that because in the past two years many European cycling events had their taking-off point in the Netherlands, Dutch people have become highly interested in road bikes. In addition, the general manager of Bovag, Maurice Manders expresses that formerly only people 50 years and older are interested in bicycles made with dynamic pedals that can assist in cycling. But now the market demand for the bicycles equipped with speed-changing transmission is increasing. Young people especially are willing to spend a lot of money on this kind of bicycle.

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# Taiwan & India to Team in Bike Trade

Date: 11/10/2010

The deal was made after talks between Changhua County Magistrate Cho Po-yuan and Shivraj Singh Chouhan, chief minister of Madhya Pradesh in central India. The state will buy Taiwanese components and then assemble, market and sell the finished bikes in India, Cho said.

As Changhua is a bike-production hub in Taiwan, the Indian business sector has expressed great interest in working with the county, said Cho, who is leading a delegation to strengthen business ties between Taiwan and the South Asian country.

Another member of the group, Kuo Yung-pin of bike-control-system provider Chia Cherne Ind. Co., promised to coordinate with other bike-component manufacturers back in Taiwan about production cooperation with India.

The export of components for assembly will be the first step for Taiwan's bike industry to penetrate the Indian market, Kuo said. If such a production pattern works well, he added, Taiwan component makers will consider building and operating production facilities in India.

Taiwan's bicycle sector had little information about the Indian market before this visit, Kuo explained, and his company has been surprised by India's willingness to cooperate with Taiwanese bike and component makers.

With a population of 1.18 billion people -- the world's second largest -- India is such a huge market that garnering just a single-digit-percent market share will generate significant sales, Kuo observed.

"We are very confident in taking a share here," he said.

Cho's delegation arrived in India on Oct. 21 to promote Changhua County products in India.

The county chief participated in the Global Investors Summit held in Khajuraho, Madhya Pradesh, over the weekend.

The visit is aimed at boosting Changhua's international visibility, and also at giving the county a better understanding of the world, he noted.

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# Taiwan Develops Multi-functional “Smart” Electric Bicycle

Date: 7/14/2010

Without using the traditional chained transmission gear, but utilizing magnetic drum motor as power source, the smart e-bike not only can adapt to various road surfaces, but can also be ridden as a fitness bike at home. This smart e-bike has already obtained 21 patents from the Bureau of Standards, Metrology and Inspections of Taiwan’s Ministry of Economic Affairs. In addition, this smart e-bike is equipped with ultrasound that can keep off dogs and mosquitoes, as well as waterproof device and front-back camera system, which can satisfy both of user’s outdoor transportation and indoor exercising needs. It is ultimately hoped that the patents can give bikers safer rides.

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# Taiwan Enjoys Major Presence at Eurobike Fair

Date: 10/8/2010

While manufacturers from Europe and the US were strongly represented in the trade fair, a majority of the products showcased were from world-famous Taiwanese bicycle manufacturers like Giant, Maxxis and Merida.

George Lin, president of Pacific Cycles, which specializes in high-end and foldable bicycles, said that 90 percent of the exhibits at the fair included products designed or manufactured by Taiwan, which has been called the "Kingdom of Bicycles" for years.

Taiwan's bike manufacturers have long provided design services for US and European companies and it's time for the country to create its own brand, Lin said, adding that Taiwanese bicycle manufacturers were eager to participate in the trade show to reach European consumers directly.

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# Taiwan Is Germany's #1 Bicycle Importer in 1st Half of 2010

Date: 10/5/2010

Germany imported a total of 1.68 million bicycles in the first half of 2010, which is a reduction of 1.2% compared to a year before. Taiwan is Germany's primary bicycle importer during the period which took 14% of the total imports and shipped about 235,200 bicycles to Germany.

After suffering a long, cold winter in 2009, the German bicycle industry is recovering. The purchasing fervor for bicycle parts and accessories is also rising. Electric bicycles and pedelecs are the hottest. According to estimates of the German Zweirad-Industrie Verband (ZIV), the German market demand for electric bicycles and recumbent bicycles in 2010 will reach 180,000, and the demand of the entire Europe will be 600,000.

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# Taiwan Is Mexico's Biggest Bicycle Supplier

Date: 10/27/2010

Mexico imports bicycles mainly from Taiwan, Germany, the US, and Spain. According to statistics of the Mexican customs, Mexico imported 51,362 bicycles in 2008, and Taiwan was the biggest supplier providing 35,386 bicycles. The average price of each bicycle was US\$233, which was close to the average price of a regular exported bicycle from Taiwan.

A bicycle shop owner in Mexico named Viansi who distributes Cannondale and OREBA bicycle brands expressed that the traditional mountain bike market is shrinking in Mexico. Cross-country bike, full-suspension bike, and racing bike have replaced traditional mountain bike. To Mexican bicycle dealers, Taiwan's bicycles are of excellent image and represent the highest quality which have already stood firm in the Mexican market.

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# Taiwan's "Momentum" e-Bike Enhances Expansion to Overseas Markets

Date: 8/25/2010

One of Taiwan's major bicycle maker GIANT has two brands of its own—"Giant" and "Momentum." Giant is focused on the global leisure and sports market, whereas Momentum is an electric-bicycle brand, concentrating on the daily-commuter market. GIANT's leadership has expressed that the total annual sales volume of Momentum, including both the domestic and overseas are 350,000 units. A third of them are exported to markets outside China, and two-thirds are sold to China. The company is hoping to raise the e-bike volume to 1 million units in five years.

According to analysis, the two brands were originally established as a higher-priced brand along with a lower-priced one. Now the company has changed the branding strategy and instead market-segmented the brands, one of which is for the leisure market and the other for the commuters. In other words, GIANT is actively leading the two brands in the direction of medium to high-end product development.

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# Taiwan's Changhua Prefecture Opens Door to Export Bicycle Parts to India

Date: 11/30/2010

The magistrate of Changhua prefecture, Zhuo Boyuan, led a delegation to India for the first time this year. After Zhuo's discussion with the chief minister of Madhya Pradesh province, Shivraj Singh Chouhan, a decision was reached that Changhua will export bicycle parts to India. Madhya Pradesh will then assemble the parts into bicycles and sell the bicycles all over India.

The chairman of Taiwan's CHIA CHERNE IND. CO., LTD., Guo Yongbin, who was in Zhuo's delegation, pointed out that the trade information of India that Taiwan can obtain is still too little. During this initial encounter, it was quite surprising that there was very strong cooperation intent. Madhya Pradesh was even contemplating about co-financing the production of bicycle parts in Taiwan. Guo further emphasized that, the Indian market is truly large. If a few percentage of the market share can be grabbed through the new collaboration, it will become a very workable long-term model.

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# Taiwan's Giant '10 Earnings Lifted by Global Warming

Date: 12/16/2010

Giant on October 26 announced net earnings of NT\$2.34 billion(US\$7.8 million) for the first nine months of the year, up 29.6 percent from a year earlier.

Earnings per share were NT\$6.6.

During the same period, Giant had sales of NT\$33.38 billion, up 12.3 percent from the same period in 2009.

"Buying environment-friendly products, like bicycles, has become a trend in the global market," MasterLink Securities analyst Tom Tang said. "Giant is one of the beneficiaries of such a trend."

Tang said the EPS of NT\$6.6 was relatively high for the old economy sector.

"It is very possible for the company to generate an EPS of NT\$8 for 2010," he said.

According to Giant, while sales in the domestic market appeared to have slowed after a strong showing in 2009, its sales in overseas markets, including the United States, Europe, China, Japan, Australia and Canada, continued to grow.

A new subsidiary in South Korea that began operations last year also generated better than expected gains in earnings.

Foreign institutional investors now own about 50 percent of Giant's shares in circulation, a ratio few old economy stocks could match, Tang said.

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# Taiwan's GIANT Bicycles Broke New Ground in Kunshan, China

Date: 10/20/2010

After the signing of the Economic Cooperation Framework Agreement (ECFA) between Taiwan and China, the world number one bicycle maker, Taiwan's Giant Manufacturing Co. Ltd., will accelerate its expansion in China in both investment and market positioning. Giant's vice CEO Young Liu has expressed that the company's new Kunshan factory in Jiangsu province of China can mass-produce bicycles in the second quarter of 2011 at the earliest. The expected annual production volume is 1 million bicycles.

Giant's new factory in Kunshan not only makes complete bicycles such as aluminum-alloy bicycles and electric bicycles, but also carbon-fiber bicycle-frames. As income level rises in China, demand for high-end bicycles also increases. The order placements for Giant's high-end bicycles have thus multiplied to the point of supply not able to meet the demand in time. To expand production capacity, Giant therefore decided to break new ground in Kunshan to build a new factory in addition to the old one constructed in 1992.

Looking into 2010, the total bicycle production and sales of the corporation are expected to reach 5.4 million units. The corporation anticipates a surge to 6 million bicycles after three years.

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# Taiwan's MERIDA Profiting in China, to Expand Bicycle Production

Date: 11/17/2010

Benefiting from China's increasing demand for bicycles, Taiwan's MERIDA Industry Co., LTD. has been performing well this year. Lately an Internet polling was held by Chinese Internet users or "netizens" on selecting the top 10 most influential professions and brands in 2010, and MERIDA took the first place. It is thus clear that MERIDA is deeply loved by Chinese netizens. The company's revenue in China accumulated from January to September 2010 grew 53% compared to the same period a year before. The unit price of a bicycle also had a 15% year-on-year increase.

MERIDA's shipments within China rose 20% to 30% this year. As a result, the company is planning to increase the production capacity of its Shandong factory. MERIDA's Shandong factory is mainly responsible for producing regular bicycles sold within China. The factory is expected to gradually increase production in three phases in 10 years. After the end of the decade, the Shandong factory is estimated to reach an annual production rate of 2 million bicycles.

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# Taiwan's PIHSIANG MACHINERY Cooperates with Russia on Electric Vehicles

Date: 9/21/2010

Besides the LiFePo4 battery provided earlier for Russia's man-made satellites, the company has also signed contracts with Russian companies to co-produce and sell electric bicycles and cars. PIHSIANG's Chairman Pi-Hsiang Wu has pointed out that his company not only can make batteries, but is also able to integrate mechanical and electrical systems of electric cars. Companies from other countries have contacted and expressed interest in working with PIHSIANG as well.

Wu further indicated that the icy climate of Russia affects the discharging of batteries. General LiFePo4 batteries only discharge 70% to 80% of the electricity under -10° Celsius. But the LiFePo4 battery produced by PIHSIANG can discharge 80% of the electricity under -40° Celsius. The cruising endurance of PIHSIANG's LiFePo4 battery-equipped electric vehicles is truly amazing.

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# Taiwan-Developed “1-Second Fast-Folding Bike” Wins Global Invention Attention

Date: 8/5/2010

The new invention was the center of attention at the Invention New Products Exposition (INPEX) recently held in Pittsburgh in the US. Many American show visitors kept asking when the bike could be mass-produced and go on the market.

The design team pointed out that the fastest-folding bike on the market at the moment still needs three seconds to be folded up. The “1-second” bike in fact applies the concept of “dead center configuration” used on airplanes’ landing gear which utilizes “mechanism switch” without changing the bike’s physical structure. The bike is folded up in only one second--fast, safe, and sound—solving the problems of folding difficulty or weak mechanical strength of general folding bikes. The new invention has already obtained patents in Taiwan, the US, and China which shows its significant market value.

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# Taiwanese Bicycle Brakes Maker LEECHI Expands Cross-Strait Investments

Date: 7/28/2010

LEECHI will invest RMB\$100-200 million (US\$15-30 million) to build a new factory. The new factory's area and capacity will be nearly twice as large as the current Kunshan factory and can be completed by the end of this year at the earliest. At the same time, LEECHI's Taiwan factory will also purchase new CNC and forging machines to enhance the company's independence in production while raising added value of the products.

Besides, LEECHI's own "PROMAX" brand currently is focused on grabbing the global market shares of medium to low-priced bicycle parts. But, in the future, LEECHI will introduce higher unit-price bicycle parts and develop toward more refined products. As a result, the company is planning on building a second brand, promoting high-unit-priced goods' strengths in weight, design, and functionality.

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# Taiwanese GIANT's “TwistComfortCS” e-Bike Receives Top Honor in Germany

Date: 7/21/2010

As the design and technology of German products have been weeding through the old to bring forth the new, the sales volume of electric bicycles in Germany from 2005 to 2008 has been growing more than 50% annually.

The specialized German magazine World of Bike has reported that the “TwistComfortCS” electric bicycle launched by Taiwan’s GIANT, after being tested by the NGO ExtraEnergy, has beat out numerous competitors to receive the top honor in the category of family composite e-bikes. TwistComfortCS is targeted toward young families and each is priced at 2099 euros.

GIANT has pointed out that the motor of TwistComfortCS e-bike can be started by just pressing a button which is very eco-friendly. TwistComfortCS is already selling well, and after receiving such award, it will become even more popular.

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# Taiwanese Manufacturers Actively Grab European Market at INTERMOT Cologne

Date: 11/3/2010

INTERMOT Cologne 2010 grandly took place in Cologne, Germany on October 6-10. This is the first time the concepts of Light Electric Vehicle Conference (LEV Conference) and IFMA Cologne-International Bicycle Trade Show combined, and electric vehicles (EVs), complete bicycles, and parts were exhibited together.

120 manufacturers from Taiwan participated in the fair which makes Taiwan the third largest participating country. Taiwanese manufacturers included HYUTEX INTERNATIONAL CORP., JOHNWAYNE INDUSTRIES CO., LTD., GOODTIRE RUBBER INDUSTRIAL CO., LTD., etc. Products such as EVs, shock absorbers, lamps, stands, CNC accessories, motorcycle parts, etc. were displayed.

The total production value of Taiwan's automotive industry in 2009 amounted to US\$14.5 billion, which took 4.17% of the total production value of Taiwan's entire manufacturing sector. In other words, the automotive industry is an important industry of Taiwan. In particular, Taiwan already completely independently design and manufacture motorcycles on its own. The quality is on a par with Japan and widely praised around the world. Taiwan's motorcycle manufacturers even created their own brands and marketed them both overseas and domestically. Taiwan is especially innovative and internationally-competitive in re-equipping parts and accessories.

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# Taiwanese MING e-Bikes Conquer European Hearts

Date: 9/1/2010

As the green-energy waves sweep across the globe, Taiwanese bicycle makers have been devouring the business opportunities around the world presented by electric bicycles. The Taiwanese Ming Cycle Industrial Co., Ltd., who has been actively positioning in the e-bike market in recent years, has already spent NT\$200 million (~US\$6.25 million) on building a new factory in Taichung in central Taiwan, aiming to enhance its expansion into the current main market—Europe.

Ming Cycle has invested in the research and development of e-bikes since years ago. Though the company primarily makes high-unit-price bicycles, the bicycles' simple, streamlined designs and colors have conquered the hearts of many European bikers. Ming Cycle has also been collaborating with the well-known Japanese electronics manufacturer SANYO. Equipped with SANYO's world-famous electronic gadgets, electric control panel, and motor, Ming e-bikes have become even more popular.

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# Taiwan-Made STRiDA Folding Bike Becomes Belgium's National Bike

Date: 9/8/2010

Taiwan's Ming Cycle Industrial Co., Ltd. many years ago acquired the British folding bike brand STRiDA and successfully entered the European market in very short time. Belgium's minister of transportation has publicly praised STRiDA as the "greatest folding bike of the world." This completely Taiwan-made bicycle is in fact manufactured in and exported from Ming Cycle's factory located in Taiping City, Taichung County in central Taiwan. The most unique feature of the STRiDA folding bike highly recommended by the Belgium government is that it can be folded or unfolded in 10 seconds without using any assisting tool. It only weighs 10 kilograms and can be pushed to move forward after being folded. People carrying STRiDA folding bike getting on and off the train can be seen everywhere at Belgium's mass rapid transit stations. This Taiwan-developed-and-made British brand folding bike will gradually take on other EU markets such as Switzerland, Germany, France, and Italy.

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