

# Taiwan Focused Industry Archives on Specialized Industries

Second Half of 2011



# TTRI's LED Yarn, Nanofiber Products Garner Admiration at Techtexsil 2011

Date: 6/30/2011

At the recently held Techtexsil 2011, Taiwanese firms impressed attendees with the Taiwan Textile Research Institute's (TTRI) LED yarn and nanofiber products.

The LED yarn is a combination of light-emitting diodes and fiber, producing a material that is soft and waterproof. A jacket made with the yarn can be rolled up and used as a flashlight. The invention, a winner at the 2011 iF design competition, wowed the participants at the show.

Another TTRI technology, the nanofiber, is a technique that divides a fiber into 120 sections, resulting in a product with surface area 10 times bigger and water absorption nine times more effective than traditional fibers. The technology has applications in jewelry, optoelectronics, precision instruments and other products.

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# Taiwanese Rubber Makers Expanding Into India

Date: 7/7/2011

Taiwanese synthetic rubber maker TSRC Corp. said it is setting up a unit to manufacture synthetic rubber for tires in a joint venture with the state-owned Indian Oil Corp. (IOC) and Japan's Marubeni Corp.

According to an agreement signed between the three companies, TSRC will hold 30 percent of the equity, with IOC holding 50 percent and Marubeni taking 20 percent.

The venture company aims to increase the plant's capacity to 200,000 tonnes per year to meet future demand, for an annual revenue of US\$200 million.

Also expanding its market in India is China Synthetic Rubber Corp. (CSRC).

CSRC said it has raised its stake in Continental Carbon India Ltd. (CCIL) to 89.59 percent.

CSRC spokesman Liu Tsu-ti said CCIL's Indian plant currently has an annual capacity of 65,000 tonnes, which accounts for 10 percent of the rubber market in India and has a profit margin of 15 percent.

The company is currently expanding the capacity of the plant, aiming to manufacture 205,000 tonnes of rubber per year to meet not only domestic demand but also the needs of the Southeastern Asian market, said Liu.



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Meanwhile, the booming market in India has drawn not only rubber plants but also tire plants.

Cheng Shin Rubber Industry Co. (CSRI), one of Taiwan's leading manufacturers of automobile tires, is supplying four-wheel drive tires to India's Mahindra & Mahindra, the sub-continent's largest maker of sport-utility vehicles.

CSRI also said it has been supplying tires to Maruti Suzuki India Ltd (MSIL), India's largest car maker, since early March, 2011. The country's tire market is booming thanks to growing demand from the auto industry.

French tire maker Michelin SCA has forecast India, along with China, as the fastest growing markets in the global auto industry, adding that each is expected to have a compound annual growth rate of 10.7 percent and 13.2 percent, respectively from 2007 to 2017.

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# The World's Lightest Fabric

Date: 7/15/2011

At just 5 denier and around 35 grams, garments made with Everest's new fabric are barely noticeable when worn.

Conventional sportswear are at around 50 to 150 denier. The 5 denier fabric can be tailored into a jacket weighing just 67 grams, less than a third of conventional sports jackets.

The fabric is also breathable and can resist wind and light drizzle.

Everest runs three factories based in Taiwan, China, and Thailand, and is a supplier of Nike and Adidas. The company has an annual estimated capacity of 74 million yards, of which 95% are exported mainly to the U.S. and Europe.

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# Expo PET Bottles to be Used for Public 'Eco Art': Far Eastern Group

Date: 7/21/2011

A total of 1.52 million recycled plastic bottles used to build a pavilion at the Taipei International Flora Expo will be taken apart and sent to elementary schools nationwide to raise environmental awareness, the building's sponsor said yesterday.

The Far Eastern Group, commissioned by the Taipei city government to build the EcoARK — a boat-shaped exhibition hall made out of PET bottles — said it will work with the Ministry of Education to distribute the bottles to 100 elementary schools for “green use.”

Schools that were damaged by Typhoon Morakot in 2009 will be granted priority in the project, said group chairman Douglas Hsu.

He said all the honeycomb-shaped PET bricks used to build the EcoARK will be reused in creative projects so that local communities can join in environmentally friendly action.

For instance, he said, the bricks can be reassembled into bus stops, greenhouses, galleries or even sheds for keeping livestock.

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# Taiwan Textile Firm Gets BSI Certificate

Date: 7/27/2011

The Taiwan Textile Research Institute (TTRI), the nation's leading textile R&D agency, helped Taiwan-based G-Fun Industrial Corp. get eight of its products certified by the British Standards Institute (BSI) for carbon footprint mitigation in May.

On July 8, TTRI held a ceremony in which BSI issued the certificate to G-Fun. The event also saw BSI signing a memorandum of understanding (MOU) with TTRI, which will become an important partner of the British Standards Institute in Taiwan.

The event highlighted Taiwan textile industry's commitment to the issue of sustainable development, which has become a global trend, especially after the United Nations in 2005 named it a long-term mission and the Executive Yuan passed the "National Carbon Reduction Plan."

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# Postgraduate Student Wins Top Prize in Towel Design Contest

Date: 8/3/2011

Shen Shuan-chuan at the university's Graduate School of Visual Communication Design was selected as the winner with best towel designs among 428 designers at a towel design competition held by a famous Taiwanese textile company.

Shen said he was glad to win the first prize on the eve of his graduation. He plans to make good use of the prize money on a short study trip to Japan soon.

Ku Mo-shen, vice president at the well-known towel company said that Taiwan used to be the world's top supplier of towel products, including face towels, hand towels, bath towels, washcloths, beach towels, medical towels, and other household textiles.

However, the towel companies in Taiwan are now lagging behind competitors in neighboring Asian nations in terms of hardware, production, equipment and software.

Ku said one major purpose for his company holding the design contest is to help boost investment by textile companies to modernize their facilities and to beef up international competitiveness.

The other major goal is to help cultivate more design talents who can help design better towel products for customers around the world.

Details about the textile products and designs of the towels the company offers are available at the firm's website: [www.geminitowel.com](http://www.geminitowel.com).

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# Taiwanese Textile's Big 4

Date: 8/19/2011

Back in 2008, Taiwan External Trade Development Council (TAITRA) elected “The Four Textile Dragons of Taiwan” to participate in the European Outdoor Show held in Germany. The “Big 4” included Formosa Taffeta, Everest Textile, Singtex Industrial, and Hyperbola Textile.

Established in 2001, Hyperbola Textile was a “young gun” among the other three Taiwanese industry veterans. Hyperbola was focused on the design aspect so it was the only company without its own factory. Hyperbola was the first one among the Big 4 to launch the “jacquard” and “fake fur” textiles. Due to the company’s outsourcing business model its competitive strength came from flawless supply chain management. The company has fully skilled and capable partners in embroidery, weaving, dyeing and finishing, and cutting.

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# Personal Protective Equipment for Extreme Conditions

Date: 8/26/2011

A personal protective work suit jointly developed by Taiwan Textile Research Institute (TTRI) and Kwong Lung Enterprise Co., Ltd. was granted EN471 and EN343 certificates by the British Textile Technology Group (BTTG).

The highly visible and water proof suit allows for working in dark, foggy, or extremely damp environments by keeping the wearer's body dry and warm. Kwong Lung has also developed an EN14058 certified apparel product that can keep wearers warm in extremely cold environments.

Kwong Lung is specialized in manufacturing ski parkas. Through working with TTRI, the company has formally entered the personal protective equipment (PPE) business. The company has plans to make PPE a part of its core business in the future.

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# Taiwan Textile Makers Achieve Good Results at U.S. Trade Show

Date: 8/31/2011

A group of Taiwanese textile manufacturers led by the Taiwan Textile Federation has achieved good results at the 2011 Outdoor Retailer Summer Market in Salt Lake City, Utah, the federation said Monday. Taiwanese manufacturers received orders totaling US\$1.5 million, with follow-up orders estimated to reach US\$12.80 million, the federation said.

Around 300 buyers, including renowned brands such as Victoria's Secret, Nike, Jansport and Under Armour, were attracted to the Taiwan pavilion during the four-day exhibition that ended Aug. 7, said the federation. Manufacturers who participated in the show included Shinkong Textile Co., Yu Yuan Textile Co., Chia Heir Industrial Co. and Fulltide Enterprise Co.,

The show is one of the largest outdoor recreation industry gatherings in the world.

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# Taiwan to Kick off Petrochemical Industry Upgrade

Date: 9/9/2011

Taiwan will begin promoting higher value-added development of its general petrochemical industry before the end of September in an effort to upgrade the sector, which is one of the key pillars of the country's manufacturing industry, Minister of Economic Affairs Shih Yen-shiang said Wednesday.

First on the agenda will be to organize an inter-ministerial guiding task force, joined by technology advisers to the Cabinet and experts from the National Science Council, Shih said, noting that his ministry will also set up an office in charge of work to promote key government policies concerning the development of the petrochemical industry. Expanding on the planned program, Shih said the work will focus on three key directions. They will include upgrading all of the sector's existing products to bring them into line with market competitiveness, producing high-value materials for the use of six emerging industrial sectors such as biotechnology and green energy, and developing and making products with an added value of 30 percent or higher.

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# Taiwan's Booming Shoe Industry

Date: 9/9/2011

Once upon a time, Taiwan boasted a booming shoe industry. Now, the island's thriving shoe industry is on the rise again. Following a series of non-stop expansions by Pou Chen Group, Feng Tay Group, and Taiwanese shoe OEM factories based in Indonesia, Taiwan's shoe industry has developed a potent global supply network.

Pou Chen Group, Feng Tay Group, are both currently taking outsourcing orders from the world's leading sporting good brand, Nike, accounting for 45% of the brand's shoe products. IBIS World data show that of the 12.15 billion pairs of shoes manufactured in 2010, 7 billion were manufactured in China. The staggering figure translated to 57% of the global annual shoe market, and most of the factories were owned by Taiwanese entrepreneurs.

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# Taiwanese Handcrafted Flutes

Date: 9/23/2011

Taiwanese instrument maker, Aidis, was originally in the business of mold machines. The company's chairman, Ji Bin-tian, spent six years on perfecting Aidis' abilities to craft top quality flutes and saxophones at competitive prices.

Mr. Ji used his past experiences in molds and machinery to craft the difficult to make woodwind instruments. He spent six years on perfecting his molds for precision. The flutes, made from copper-nickel alloy, sterling silver, or colored gold, are fine enough to match even the most famous brands on sound and craftsmanship. Aidis exports to Europe, the U.S. and Japan.

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# Taiwan Regains Grouper Producer Crown

Date: 9/30/2011

According to statistics from Food and Agriculture Organization of the United Nations, 2009's world grouper production volume reached 75 thousand tons and was valued at US\$310 million. Among the list of grouper producing countries, Taiwan ranked 2nd in production volume with 13 thousand tons, and ranked 1st in terms of production value with US\$104 million.

Taiwan's grouper industry was almost completely wiped out by Typhoon Morakot that hit the island in August 2009. However, the industry demonstrated strong resilience by swiftly recovering through government-industry joint restoration efforts. Taiwan's grouper farming area grew from 1300 hectares before the typhoon to 1500 hectares after, and is expected to increase even further to 2000 hectares by the end of this year (2011).

Recently, grouper price has doubled but the fish is still in short supply.

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# Taiwanese Fashion Designers Hoping to Make Their Mark in Europe

Date: 10/7/2011

Designers representing 11 Taiwanese fashion brands are exhibiting at an international fashion fair in Paris, hoping to gain acceptance for their designs in the European market.

The Taiwan Textile Federation has invited 10 renowned designers who have performed well in national fashion competitions or exhibited at home or abroad to participate in the show, called "Atmospheres," that runs from Sept. 3-Sept. 6.

The designers are displaying a wide array of fashion, from pop looks and clothes with Chinese elements to casual apparel and street styles.

Federation official Tang Hui-lun said she had confidence in Taiwan-designed products because most of the country's young designers received their training overseas. The only thing they lack, Tang said, was marketing experience.

One of the exhibitors, Hsu Yen-ling, who has had a shop in Paris for four years, specializes in clothes with bright colors and Chinese-style details that she said differentiates her products from the tendency toward solid colors among French brands.

Hsu said her design aesthetic has been particularly accepted in southern France.

Lin Liang-yin, manager of the fashion brand Prefer, said Taiwanese designers have an edge in gaining a foothold in European markets because Taiwan-made products are affordable.

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# Wei Chuan Becomes 1st Brand to Hike Prices of Dairy Products

Date: 10/13/2011

Wei Chuan Foods recently took the lead to raise the prices of its milk products by 4 percent to 12 percent to reflect the increased cost of raw milk, with two other major brands expected to follow suit, according to Wei Chuan spokesman Chen Wen-min.

To reflect the increased cost of raw milk, Wei Chuan, after discussing with its retailers and distributors, has decided to raise milk-related products by 4 percent to 12 percent, starting Oct. 1. For instance, the price for fresh milk will be hiked by 8 percent, with its Lin Feng Ying-branded fresh milk to sell for NT\$83 per liter, up from NT\$77. Some other 20-related products offered by Wei Chuan will see their prices hiked, including yogurt, flavored coffee and milk tea.

Wei Chun is now the top supplier of dairy products in Taiwan, with its Lin Feng Ying brand commanding the largest share — 36 percent — of the domestic market, followed by 20 percent for Guangchuan brand, and 15 percent for Rueisuei brand of President Enterprises Corp.

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# Immune-inhibition Tech Promotes Fish Farm Productivity

Date: 10/19/2011

A Taiwanese professor has developed a novel immune-inhibition technology that can shorten the growth period of fish and reduce farmers' cost - an innovation that may provide a solution to the world's food shortage problem.

The immune-inhibition technology developed by Tzong-Yueh Chen, a professor from the Institute of Biotechnology at National Cheng Kung University (NCKU), produces specific antibodies and binds them to growth inhibition proteins found in fish, so the proteins will become deactivated and the growth rate in fish will accelerate.

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# Life-saving Designs on Show in Hsinchu and Changhua

Date: 10/25/2011

The National Hsinchu Living Art Center (NHCLAC) will hold an exhibition on new designs of practical uses for people caught in distress or natural disasters from Oct. 1 to 16. On display will include 40 award-winning designs and products selected from more than 200 entries submitted by designers under age 35 in a contest held by the NHCLAC under the Council for Cultural Affairs.

The main theme of the 2011 design competition is on disaster prevention and rescue to encourage designers to develop products that can effectively deal with abnormal situations in life. The exhibition, which is part of the 2011 Taipei World Design Expo, will also be held at the National Changhua Living Art Center in Changhua Oct. 22-Nov. 3.

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# Taiwan Vigorously Developing Plant Factories

Date: 11/3/2011

It has been estimated that the construction and maintenance of plant factories could reach US\$72bn in 2012. In light of this huge potential, the Industrial Technology Research Institute of Taiwan (IRTI) has called on more than 20 industry and academic bodies to form the Taiwan Plant Factory Industry Development Association (TPFIDA). Among the founding members of TPFIDA are EPISTAR Corporation, Everlight Electronics, TAIWAN FERTILIZER CO.,LTD., National Pingtung University of Science and Technology, and National Taiwan University.

TPFIDA aims to help Taiwan's industries enter and create opportunities in the field. It pointed out that in the face of climate change and unstable crop harvests, plant factories present stable and high quality sources of food. It went on to suggest that Taiwan's sound background in agriculture and technology can propel the island into a leading position in the emerging industry.

TPFIDA plans to reinvent the winning formula of Taiwan's semiconductor industry by promoting cross industry collaboration platforms and building a comprehensive supply chain.

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# Delivering Taiwan's Textiles to the World

Date: 8/11/2011

The Industrial Development Bureau, Ministry of Economic Affairs is working with industry to improve logistics for textiles.

The Industrial Development Bureau, Ministry of Economic Affairs is working with Honmyue, Tainan Enterprises, Singtex Industrial, QMI Industrial, and Fashion Garment Inc to improve logistics for Taiwan's textiles.

The five makers shared a common goal: to deliver Taiwan's textiles to the world through better logistics. Makers who signed up to the project and have factories overseas are to benefit greatly from improved and more efficient logistics.

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# Taiwan's Textile Industry Rallies for Greener Practices

Date: 11/9/2011

In a recent international forum, Taiwan's textile industry leaders and government officials demonstrated their commitment for sustainable development. They aimed to pool efforts in the industry so consumers, suppliers, and the environment can benefit from greener practices.

At the forum, government officials and industry leaders voiced their determination to accelerate development of eco-friendly measures in the textile industry. Edwin Keh, who served as a senior vice president at Wal-Mart, delivered the keynote speech. He stressed the importance and benefits of tracing the origins of materials and reducing energy used for production. The forum took place at the Taipei International Convention Center as part of The Textile International Forum and Exhibition 2011 (TIFE 2011) events.

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# Symbol of taste: Taiwanese orchids shine in U.S.

Date: 11/18/2011

Graceful orchids from Taiwan are gaining ever-increasing popularity in the United States, with more and more Americans regarding high-quality Taiwanese orchids as a symbol of taste, a local newspaper reported Tuesday.

The colorful blooms are now often used to decorate fashion shows and are highly popular in shopping malls across the country, the Chinese-language China Times daily said in a New York-dated report. American shoppers now buy potted Taiwan orchids as easily as they buy milk. An increasing number of young people have even switched to buying butterfly orchids instead of roses as a Valentine's Day gift for their lovers. As present, the plants are available at numerous flower shops and major supermarket chains such as Wholefood Market and Home Depot.

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# Taiwanese Airline Awarded by Travel Weekly

Date: 11/24/2011

One of Taiwan's major international carriers, EVA Airways, has been announced a gold winner at Travel Weekly magazine's Magellan Awards for its "Elite Class" cabin. The carrier was chosen for its success in highlighting the theme of "economy becomes a pleasure".

EVA Airways' "Elite Class" was priced only slightly higher than economy class. It was chosen as the gold winner in the economy class category for its comfortable seating, personal entertainment units and gourmet cuisine, according to a panel of industry experts at Travel Weekly magazine. Since 2008, the U.S. based magazine has annually recognized excellence in a broad range of travel industry segments.

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# Kinmen's US\$87m Distillery Expansion Project

Date: 12/1/2011

Taiwan's Kinmen Kaoliang Liquor Inc. recently announced plans to spend US\$87m on a five year distillery expansion project. The company expects to achieve 40 million liter annual production by 2017, with targeted annual revenue of US\$600m.

With expanded production capability, Kinmen Kaoliang Liquor Inc. intends to capture a bigger share of mainland China's rapidly growing US\$40 and up liquor market. Currently, the company is capable of producing 24 million liters annually. The company's 2010 revenue was US\$410m.

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# NCKU Transfers Grouper Aquaculture Technology to Third Firm

Date: 12/7/2011

National Cheng Kung University (NCKU) recently announced that it has transferred novel immune-inhibition technology to promote grouper aquaculture to a third commercial operation. According to the university, the technology transfer will dramatically shorten the fish aquaculture period, cutting both risks and costs.

The technology will add NT\$2.2 billion (US\$72.85 million) to the company's revenue over the next five years and increase its market share, Chen estimated. The technology was developed by Chen Tzong-yueh, director of NCKU's Institute of Biotechnology over the past three years and has already been transferred to two other companies this year. Chen noted that the technology allows for fast growth in grouper, increasing the meat and fat content without the use of growth hormones. In a 20-week field trial, Chen's research team used the immunosuppressant technology on one pond of groupers and a traditional method on another pond for comparison. The results show that groupers raised in the former pond grew to 490 grams, while the groupers raised in the latter pond reached only 375 grams. According to Chen, grouper farms normally need 14 months to produce marketable 600-gram fish. With the new technology, however, his team only needs 10 months to produce the same size of fish.

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# Doctor-turned-designer finds healing power in art

Date: 12/15/2011

Doctor-turned-fashion designer, Ying-yi Liao, was selected as one of Taiwan's 10 most outstanding young men and women this year, representing the arts and culture arena.

Liao traveled to Europe at the age of 28, and during her trip her fondness for the arts, embraced since childhood, came flooding back. At 29, she was determined to become a designer. She studied in Italy and obtained a master's degree in design. Later, she earned another degree in fine arts in England. In Milan, Her award winning design of a jacuzzi tub, based on the concept of Chinese channel-and-collateral therapy, put her on the map of the Western fashion world. Now operating her own design company in Taiwan, Liao devotes most of her time and creativity to fashion, favoring in particular dresses featuring tassels, an element she describes as old and new, Western and Chinese.

Original source:

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# Changhua onions set to test Japanese market

Date: 12/22/2011

Taiwan's Changhua County is preparing to export county-grown onions to Japan for the first time ever in the coming weeks. Changhua County is expected to ship 50 tons of onions to Japan on its first run.

Beidou Cooperative Farm has been working for years on its production management to meet Japan's high standards for imports of agricultural produce, including the size of the items and how they are packaged. The county hopes that the first shipments will help Changhua build a long-term relationship with Japan and promote more Taiwanese agricultural products to its northern neighbor, according to the county government. In addition to Japan, Changhua also exports its onions to South Korea.

Original source:

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