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## Press Information

### German Trade Office Taipei

The German Trade Office Taipei (GTO) was established by the Association of German Chambers of Industry and Commerce (DIHK) as the Delegation of German Industry and Commerce in 1981 to promote economic relations between Taiwan and Germany and to represent the interest of German business in Taiwan. The GTO is the first point of contact in Taiwan for German companies, provides information on Taiwan and Germany, informs about investment opportunities in Germany and arranges seminars, networking events and symposia.

### DEinternational Taiwan Ltd.

DEinternational Taiwan Ltd., the service unit of the GTO, organizes business delegations and market survey trips, represents German trade fair companies and offers bilateral market entry support as well as recruiting, training, office-in-office and other value-added services.

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### Seminar on Smart Mobility cooperation potential in German federal state of North Rhine-Westphalia and Taiwan

“New technologies and concepts as pillars of Smart Mobility bear the promise to make urban traffic more efficient and convenient, reduce congestion and improve air quality. Therefore, there is great potential for cooperation between Taiwan and Germany to make smarter mobility a reality” says Executive-Director of the German Trade Office Taipei, Axel Limberg. Indeed, the age of electric vehicles, autonomous driving and smart traffic management might redefine the way we move. Through favorable policies and innovative players in the industry, Taiwan and Germany are natural champions in the promotion of smart mobility technology.

By definition, smart mobility consists of modern traffic solutions that are energy-efficient, low-emission, safe, comfortable and affordable. Examples include e-mobility, shared bikes and cars as well as smart traffic monitoring systems. But smart mobility does not only benefit commuters but also businesses. Already by 2020, smart mobility and transportation systems programs are expected to generate a production value of over € 8 billion for related industries in Taiwan. In Germany, smart mobility solutions such as eMobility are gaining traction; the German Federal Government has provided funding of almost € 5 billion for electric mobility since 2009 and established a regulatory framework to benefit the development of new mobility solutions.

In order to explore the cooperation potential between Taiwan and Germany, NRW.INVEST (the economic development agency of the German state of North Rhine-Westphalia), PriceWaterHouseCoopers (PwC) and the German Trade Office Taipei are hosting a seminar on **September 26th, 2018** which will focus on the topic of “Smart Mobility in North Rhine-Westphalia (NRW) and Taiwan: Taiwan-Germany Business Seminar on Innovative Transport Concepts and Business Opportunities”. The event is supported by the Taiwan Telematics Industry Association and the Taiwan Transportation Vehicle Manufacturers Association.

Representatives and experts from the industry and the region will share their experience during the seminar regarding current trends in smart mobility and shed light on the business opportunities for Taiwanese companies in NRW. After the seminar, there will be a dinner with ample opportunity for participants to network and exchange.

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