

Business & Technology Forum NRW – Taiwan

„Digital Technologies & Media Content“



March 26, 2025 | 13:30 – 18:00 h

Location: Illume Hotel Taipei, VIP Room 1+2

- 13:30** **Guest Registration**
- 14:00** **Opening Remarks:**
Susanne Baumann, Project Manager Greater China | South Korea, NRW.Global Business GmbH
- 14:05** **Welcome Speech:**
Mr. Jiunn-Shiow Lin (林俊秀), Director General, Administration for Digital Industries, Ministry of Digital Affairs (MODA)
- 14:10** **Keynote North Rhine-Westphalia as Media and Broadband Hub in Germany:**
Dr. Peter Charissé, General Manager ANGA – The Broadband Association
- 14:25** **TV versus Streaming: Changing User Behavior in Taiwan:**
Ilon Huang, Radio Taiwan International
- 14:45** **Support for Taiwanese Companies in NRW:**
Susanne Baumann, Project Manager Greater China | South Korea, NRW.Global Business GmbH
- 15:00** **Developments in XR, VR and Content Production:**
TAVAR, Taiwan Association for Virtual and Augmented Reality (TBC)
- 15:15** **Tea Break**
- 15:25** **Pitching session German and Taiwanese Companies (10 minutes each):**
- LavaLabs Moving Images, Michael Brink, General Manager
 - Taiwanese Company 1 (TBC)
 - Opus Media Group, Prof. Dr. Stefan Sporn, Founder & CEO
 - Taiwanese Company 2 (TBC)
 - Zattoo, Roger Elsener, CEO
 - Taiwanese Media Company (TBC)
- 16:25** **Summary and Closing:**
Susanne Baumann, Project Manager Greater China | South Korea, NRW.Global Business GmbH
- 16:30** **Networking & Snacks**
- 18:00** **End**