

# Taiwan strengthens partnership with UAE through ICT

*Taiwan Excellence Awarded products to participate at GITEX 2015 and the country's software exports have touched AED415billion*

DUBAI, UAE, September 28, 2015 /EINPresswire.com/ -- Dubai, UAE, September 28th, 2015: Taiwan aims to further strengthen its relationship with the UAE by introducing global Taiwanese ICT brands in the country. As per Taiwan's Computer Association, the exports of electronics and ICT products grew 14.56 percent annually to AED415billion in 2014, which signifies the global adoption of Taiwanese brands. The primary facet on the strengthening growth between UAE and Taiwan is the successful increase in the exports of devices like smartphones and tablets from Taiwan.

As more people are expected to flock to Dubai to witness the display of the world's latest technological inventions, The Bureau of Foreign Trade (BOFT) of Taiwan and Taiwan External Trade Development Council (TAITRA) announced its formal participation at GITEX 2015. Taiwan aims to intensify its partnership with Middle East's Information and Communications Technology (ICT)

sector through this platform.

"UAE is an integral part of our ICT growth strategy as we constantly introduce our cutting-edge products to the UAE market. UAE is always one of the top markets in our list when it comes to the best places to introduce the latest technology as the country is fast-paced and is one of the best IT investment destinations," said Mr. Shyh Perng Chang, Director of Taiwan Trade Center Dubai.

Over the last few years, Taiwan has been strengthening its ties with the UAE. The event in 2015 is expected to garner a double digit growth in trade relations between the two nations. Global and local technology stakeholders and leaders are expected to attend the showcase. The 35th edition of GITEX Technology Week, with the theme 'The Internet: Future of Everything', is expected to be the most influential technology event in the world.

As part of Taiwan's initiative, 'Taiwan Excellence' recognizes and honors outstanding products and its companies for their exceptional contribution to the ICT industry. These companies boosted Taiwan's economy by bringing their products which adhere to global standards and can compete with the world's top brands.

Every year, the best products with 'Taiwan Excellence' status represent the country's ICT sector at



GITEX. These awarded products are distinguished for their excellent quality, design, research and development, as well as exceptional marketing approaches.

“We are committed to bring Taiwan’s best innovations to GITEX this year and we are expecting that this year’s event will top last year’s growth,” concluded Mr. Chang.

Organized by the Bureau of Foreign Trade of Taiwan and implemented by Taiwan External Trade Development Council, the effort encourages ties of brimming entrepreneurs and technology industry leaders from both the UAE and Taiwan in establishing great shared ventures.

“As Taiwan brings its best and latest innovations in terms of technology, we are strengthening our trade relations with the Middle East. We aim to expand our target market through this mega industry event. We’ve been exhibiting since the past few years and GITEX has played a significant role in our growth,” concluded Mr. Chang.

Everyone is invited to witness Taiwanese ICT products showcased at the GITEX booths located in Sheikh Rashid Hall, Stand: SR-11 at GITEX Technology Week from 18-22 October, 2015.

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About Taiwan External Trade Development Council (TAITRA):

The Taiwan External Trade Development Council (TAITRA) was founded in 1970 to promote Taiwan’s foreign trade and competitiveness in world markets. Over the past 45 years, TAITRA has played a key role in the development of the Taiwan economy. TAITRA is jointly sponsored by the government and commercial associations and is viewed by all as the business gateway to Taiwan for the international business community. Please visit <http://www.taiwantrade.com.tw/> for more information.

About TAIWAN EXCELLENCE:

A recognized name of innovation with added value, Taiwan Excellence is the highest accolade awarded to products that encapsulate Innovaues. The Taiwan Excellence Selection was launched in 1993. Taiwan Excellence Award winners not only represent the most revolutionary, high quality, high value added products made by Taiwan. They epitomize Taiwan’s unique genius in using innovation to create added value in the design and manufacturing of leading-edge products. Please visit <http://www.taiwanexcellence.org/> for more information.

Prem A. Ramachandran  
Managing Director  
White Water Public Relations  
GSM: 0097150-4537253  
PO. Box 18936, Dubai, UAE  
Email: [prem@whitewaterpr.com](mailto:prem@whitewaterpr.com)  
[www.whitewaterpr.com](http://www.whitewaterpr.com)

Tina Kao  
Project Manager  
Taiwan External Trade Development Council (TAITRA)  
Email: [tinakao@taitra.org.tw](mailto:tinakao@taitra.org.tw)  
[www.taiwanexcellence.org](http://www.taiwanexcellence.org)

Prem Ramachandran  
White Water PR

971 4 396 3699  
email us here

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