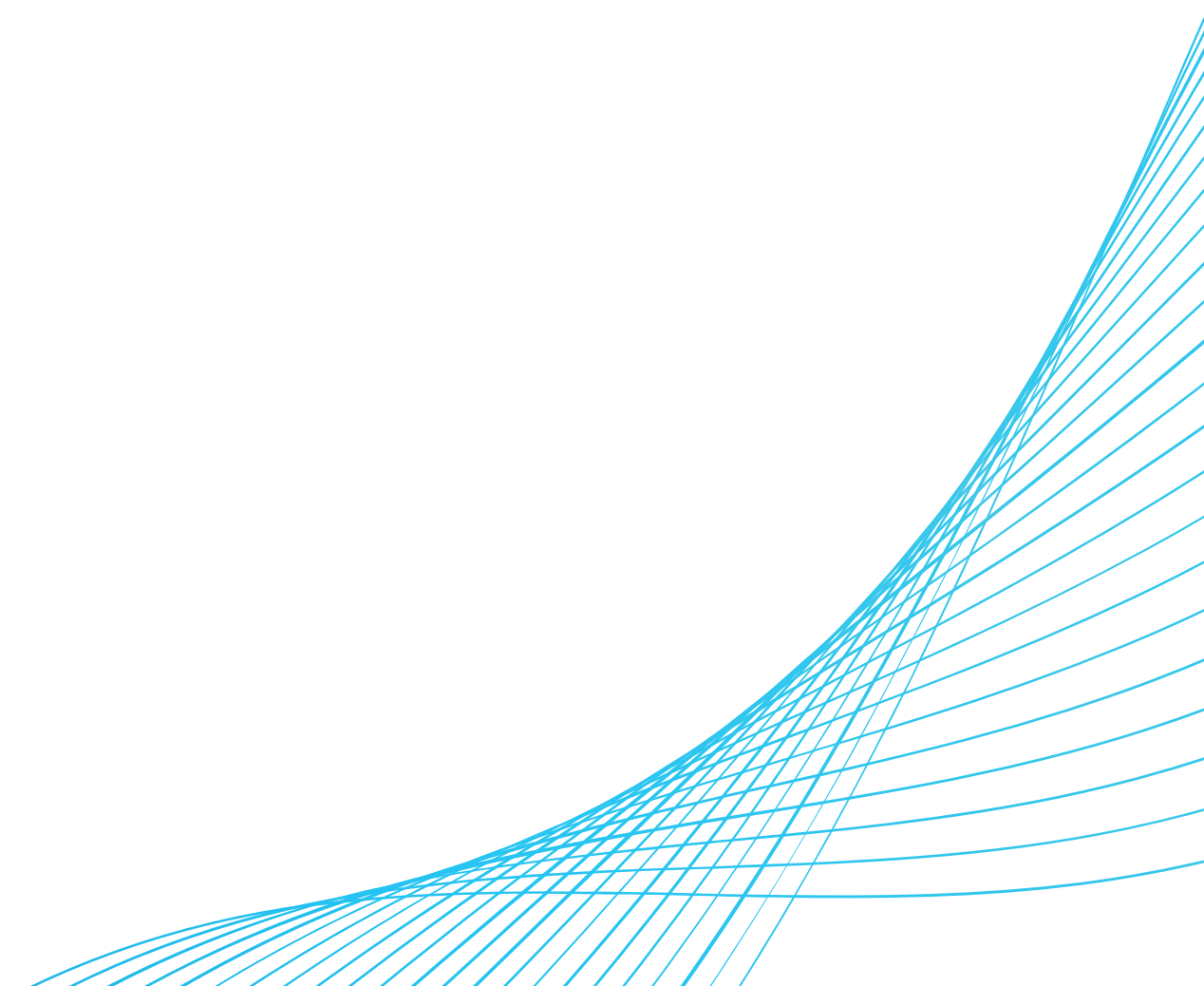


NeoMarketWays

Global Ambitions. Local Expertise.





Market Development and International Expansion

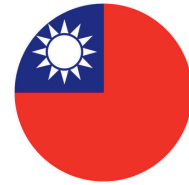
NeoMarketWays supports companies on their path into international markets, providing hands-on expertise, strong networks, and practical market knowledge.

Knowledge is the decisive competitive advantage. NeoMarketWays helps companies and institutions understand complex markets, identify risks at an early stage, and seize opportunities in a targeted and strategic way.

A decorative graphic in the bottom right corner consisting of numerous thin, light blue lines that curve and fan out from the bottom right towards the center of the slide.



Taiwan Market Entry Program

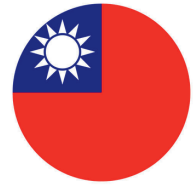


Our **market entry starter program** provides companies with fast, structured, and cost-efficient access to the **Taiwanese market** at a clearly defined fixed price. It includes in-depth initial analyses, concrete strategic recommendations, and first business contacts on the ground.

- Fast and structured access to new markets
- In-depth analysis of opportunities and risks
- Initial business contacts on the ground
- Time and cost efficiency
- A solid foundation for sustainable success



Taiwan



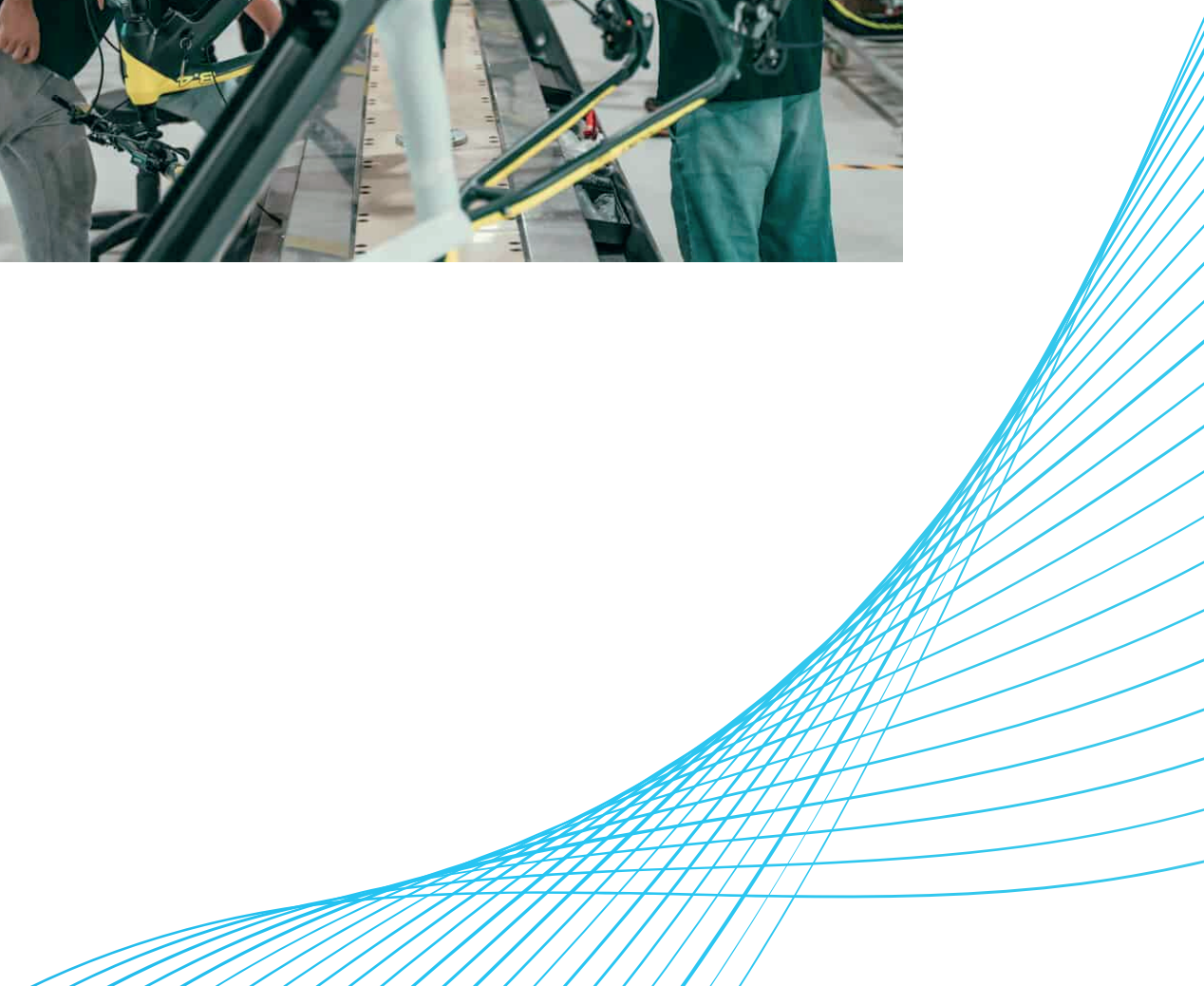
Taiwan represents a unique economic environment in Asia and offers excellent opportunities. With stable growth rates, strong innovation capabilities, and an export-oriented economy, key industries such as semiconductors and electronics, mechanical engineering, medical technology, food products, environmental technologies, and agricultural goods open up new opportunities for European companies.



NeoMarketWays

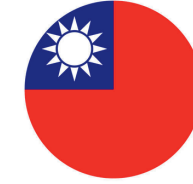


Taiwan





Taiwan Market Entry Program - **Services**



01

- **Briefing and assessment** of expectations, objectives, and requirements
- Definition of industry-specific focus areas for the analysis

02

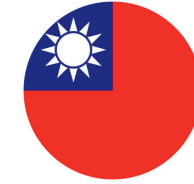
- Analysis of relevant industry structures and market dynamics in Taiwan
- Screening of potential competitors
- Identification of relevant target segments and application markets

03

- Description of typical target customers and their requirements
- Market overview of business models and regional focal points
- Assessment of pricing levels, distribution channels, and USPs



Taiwan Market Entry Program - Services



04

- Assessment of the strengths and weaknesses of a market entry from your company perspective
- Evaluation of market opportunities and potential barriers (customs, certifications, cultural)
- Recommendations on suitable market entry models for Taiwan

05

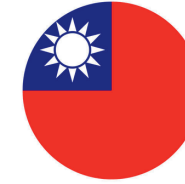
- Identification of up to 10 potential distribution partners or customers
- Initial contact facilitated by the regional NeoMarketWays team in Taiwan
- Partner profiles including an assessment of strategic fit and willingness to cooperate

06

- Preparation of a concise market study tailored to your industry
- Presentation of concrete recommendations and strategic options
- Presentation and advisory support on the next steps



Taiwan Market Entry Program - Fixed price



The **Taiwan Market Entry Program** is offered at a **fixed price of EUR 19,500.***

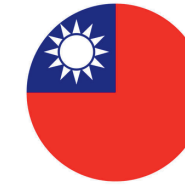
This ensures full cost transparency and planning certainty. All agreed services – from market analysis to local research – are clearly defined, providing a reliable framework for a successful market entry into Taiwan.

- Project duration: 6 months
- Access to NeoMarketWays Taiwan Insights
- Dedicated personal points of contact

All services include local research and access to relevant networks. Plus statutory VAT.



Taiwan Market Entry Program - **Optional Services**

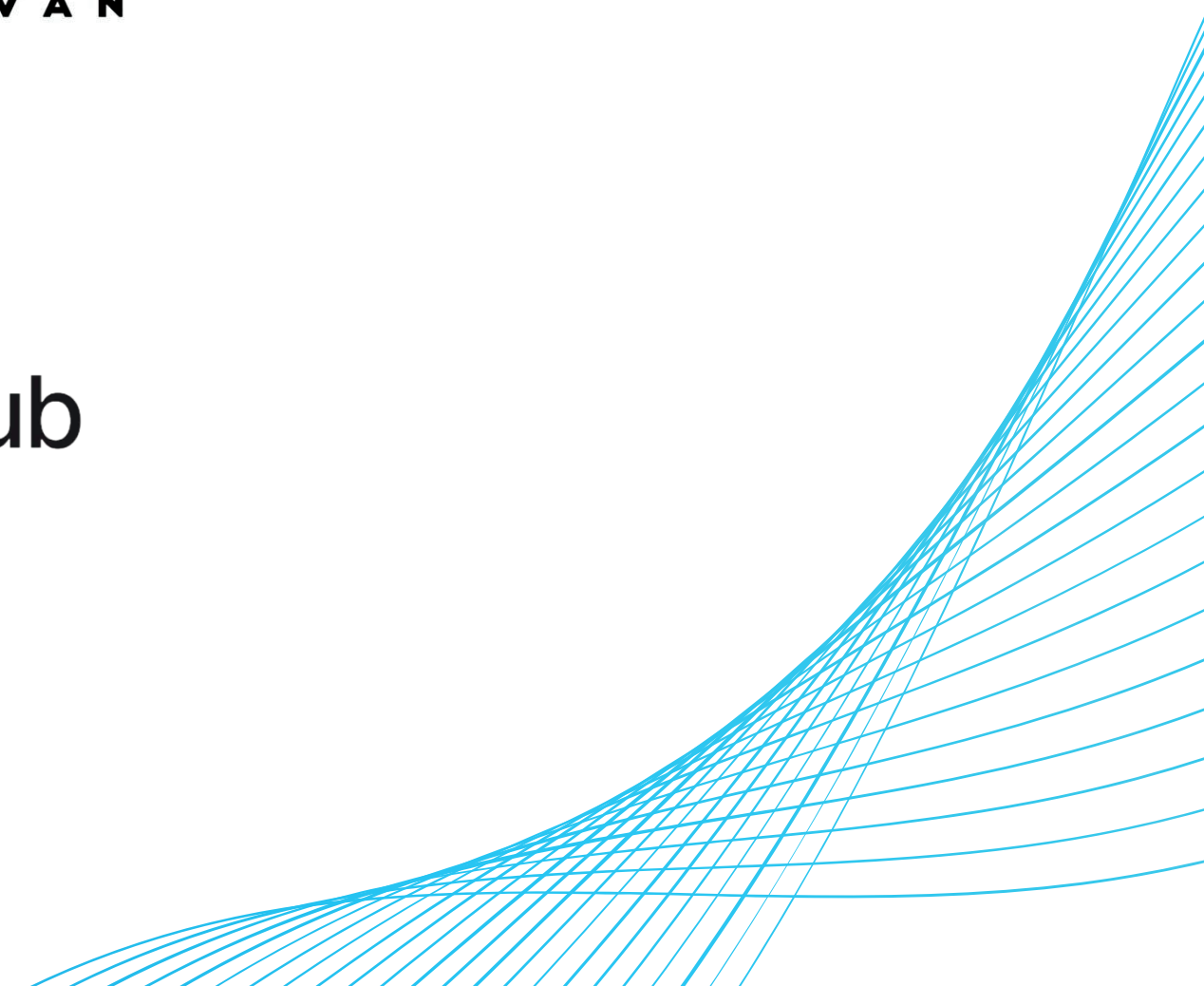
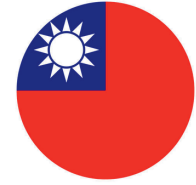


- **Planning and coordination of trade fair participation**, including the selection of suitable industry trade fairs in Taiwan, content preparation, and the scheduling of meetings with relevant business partners.
- **Individually designed market exploration trips** providing in-depth insights into the Taiwanese market, including meetings with potential customers and partners.
- **Support for company establishment**, guiding businesses through the setup of a local entity or representative office in Taiwan, with comprehensive legal, administrative, and organizational support in cooperation with experienced local partners.
- **On-site promotional activities**, including coordinated and tailor-made measures such as product presentations, business events, and networking formats to build visibility and market presence in Taiwan.

NeoMarketWays



Regional Networks and Partners





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