

# 重要業務服務績效

## Major Accomplishments in 2008

工作項目	服務數量	Categories	Annual Quantity
壹、國際市場開發		I. International Market Development	
(一) 拓展國際市場		A. International Market Development	
1. 籌組專業展參展團或綜合展		1. Organized Participation Mission for International Trade Fairs	
(1) 辦理專業展參展團 (不含外交部綜合及農委會專業展)	47團	a. Trade fairs	47 cases
(2) 參展我商	1,144家	b. Participated companies	1,144 companies
(3) 爭取交易機會	235,669萬美元	c. Estimated transaction value	US\$2,356.7 million
(4) 洽談外商	61,328人次	d. Services provided to foreign buyers	61,328 persons
2. 籌組貿訪團/拓銷團(不含農委會專案)		2. Organized Trade Missions	
(1) 辦理貿訪團/拓銷團	17團	a. Trade missions	17 cases
(2) 參加我商	359家	b. Participated companies	359 companies
(3) 爭取交易機會	33,257萬美元	c. Estimated transaction value	US\$332.57 million
(4) 洽談外商	7,358人次	d. Services provided to foreign buyers	7,358 persons
3. 辦理國際市場開發中心業務 (IMD) 及推動廠商海外模擬據點計畫 (POB)	144案	3. Implemented International Market Development (IMD) and Provisional Overseas Branch (POB) Services	144 cases
4. 辦理連鎖店通路拓銷業務		4. Implemented Commodities Sourcing Services for Chain Stores Program	
(1) 協助連鎖店外商採購完成個案	66案	a. Match-making for foreign chain stores procurement	66 cases
(2) 爭取交易機會	5,810萬美元	b. Estimated future transaction value	US\$58.1 million
5. 推動國際知名品牌策略聯盟專案 (IBA)	10案	5. Implemented International Brand Alliance (IBA) Projects	10 cases
6. 辦理貿易尖兵計畫	4案	6. Implemented Business Pioneer Projects	4 cases
7. 辦理市場報告會、研討會-場次 -參加人數	56場 4,060人	7. Held Market Trend and Business Opportunity Seminars and Presentations	56 cases 4,060 attendees
8. 加強農產品行銷推廣		8. Enhanced Agricultural Product Promotion	
(1) 辦理拓銷活動 (展覽、貿訪團、美食節)	17案	a. Promotional activities (exhibitions, trade missions, food festivals)	17 cases
(2) 辦理洽談會/研討會/說明會	33場	b. Seminars and workshops	33 cases
(3) 市場研究調查	35案	c. Market researches and surveys	35 cases
(4) 服務我商家數	3,552家	d. Services provided to local companies	3,552 companies
9. 推動國際策略聯盟合作計畫		9. Implemented International Strategic Alliance Project	
(1) 開發案源	184案	a. Cases handled	184 cases
(2) 辦理投資策略合作說明會/座談會	17場	b. Seminars and workshops	17 cases
(3) 安排投資考察件數	68案	c. Arranged inbound investment inspections	68 cases
10. 辦理「協助廠商全球布局業務」執行專案委託業務	22案	10. Assisted Domestic Companies with International Business	22 cases
11. 協助廠商行銷諮詢輔導業務		11. Provided Marketing Consultation Services	

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(1)辦理行銷研討會	6場	a. Seminars and workshops	6 cases
(2)服務廠商家次	1,903家	b. Services provided to local companies	1,903 companies
12.推動採購組織及政府採購商機計畫發布採購商機	1,028則	12. Collected and Announced Global Government Tender and Procurement(GPAs) Opportunities to Local Companies	1,028 cases
13.辦理貨品暫准通關發(保)證業務	1,713案	13. Issued and Guaranteed ATA Carnets for Local Companies	1,713 cases
14.協助國人辦理海外商業簽證	1,796案	14. Prepared Guarantee Letters to Facilitate Business Visa Applications	1,796 cases
15.加強服務業行銷推廣		15. Enhanced Services Industries Promotion	
(1)辦理國內推廣活動-研討會/洽談會	13場	a. Domestic promotional activities (seminars and workshops)	13 cases
(2)服務廠商家次	984家	b. Services provided to local companies	984 companies
(3)辦理海外拓銷活動-展/團/貿易尖兵	14案	c. Organised trade missions	14 cases
(4)服務廠商家次	2,767家	d. Services provided to local companies	2,767 companies
16.執行加強出口拓銷方案		16. Implemented Exports enhanced Promotion	
(1)增加海外展團	45展	a. Increased overseas trade missions	45 cases
(2)服務廠商家次	601家	b. Services provided to local companies	601 companies
(3)爭取交易機會	176,336萬美元	c. Estimated transaction value	US\$1,763.36 million
(二)策動國外主要業者擴大自我國進口		B. Sourcing Services for Foreign Companies to Increase Imports from Taiwan	
1.推動全球採購中心案ISC計畫		1. Implemented International Sourcing Service (ISC) Project	
(1)協助大型外商及IPO採購完成個案	526案	a. Assisted foreign companies and IPO with sourcing products and vendors in Taiwan	526 cases
(2)服務國內廠商	5,623家次	b. Provided services to local vendors	5,623 companies
(3)爭取交易機會	75,089萬美元	c. Estimated transaction value	US\$750.89 million
2.辦理一般外商來台採購商談會及貿易洽談會		2. Organized Procurement Trade Meetings for Foreign Companies	
(1)協助外商來台採購完成個案	408案	a. Assisted foreign companies with procurement in Taiwan	408 cases
(2)參加外商	541家	b. Assisted foreign participants	541 companies
(3)參加洽談我商	3,462家	c. Assisted local participants	3,462 companies
(4)爭取交易機會	39,805萬美元	d. Estimated transaction value	US\$398.05 million
(三)國內據點業務拓展(新竹、台中、台南、高雄辦事處)		C. Domestic Office Services(Hsinchu, Taichung, Tainan, and Kaohsiung)	
1.辦理經貿市場研討會及報告會之場次及參加人數	252場 17,124人	1. Conducted Market Trend and Business Opportunity Seminars and Presentations	252cases,17,124 attendees
2.拜訪國內廠商及公會	4,883家	2. Visited Local Companies and Trade Associations to promote Services	4,883 cases
3.貿易資料館服務	23,920人次	3. Operated Trade Libraries and Provided Information Services	23,920 visitors

貳、提供商情資訊服務		II. Trade Information Services	
1. 蒐集書型及非書資料		1. Collected Data	
(1) 蒐集圖書	7,847冊	a. Publications	7,847
(2) 蒐集期刊	19,385冊	b. Periodicals	19,385
(3) 蒐集非書資料	19種	c. Non- Publications Data	19
2. 台北資料館服務		2. Running the Trade Library	
(1) 實體資料館		a. Taipei Trade Library	
◆ 提供現場及電腦資料庫列表服務	30,216人次	◆ Offered a data information printing service	30,216 persons
◆ 函電服務	20,130人次	◆ Provided Library Information Searching Service	20,130 cases
(2) 數位資料館		b. Digital Trade Information	
◆ 貿協全球資訊網	355,908人次	◆ www.taitraresource.com	355,908 website visitors
3. 貿協商情電子報提供則數	16,966則	3. Offered Articles for TAITRA Trade Information eNewsletters	16,966 articles
4. 編刊發行中英文出版品		4. Published Chinese/English Trade Publications	
(1) 發行「貿協商情雙週報」	26期	a. Chinese "Trade Biweekly"	26 issues
(2) 出版經貿叢書及其他中文出版品	20,000冊	b. Series of Market Surveys and Books in Chinese	20,000 copies
(3) 出版英文「台灣產品雜誌」專輯	14期	c. English "Taiwan Products" magazines	14 issues
(4) 出版台灣出口廠商名錄--書冊版	1,000冊	d. Taiwan Exports Directory and CD-Rom	1000 copies
(5) 出版台灣出進口廠商名錄--光碟版	10,000片	e. Taiwan Imports Directory CD-Rom	10,000 pieces
參、網路推廣工作		III. Power Sourcing with Taiwantrade.com.tw	
1. 加值商情資料庫服務		1. Provision of Value-Added Trade Information Services	
(1) 建置及維護國內廠商資料	205,047家	a. Updated Local Suppliers' Database	250,047 companies
(2) 建置及維護國外買主資料	146,893家	b. Established and Maintained Foreign Buyers' Database	146,893 companies
2. 提供網路行銷服務		2. Provision of eMarketing Services	
(1) 徵集企業網頁會員	4,508家	a. Provided Enterprise-Portal Services	4,508 companies
(2) 新增/維護產品電子型錄	116,727張	b. Compiled New Electronic Product Catalogues	116,727 pieces
(3) 商機配送數	706,600則	c. Initiated Trade Leads	706,600 pieces
(4) 年上網人次	7,668,176人次	d. Visitors	7,668,176 website visits
3. 辦理會員教育訓練	68場	3. Conducted eMarketing Services Promotion Seminars	68 cases
4. 新增國外買主會員	27,364家	4. Increased New Foreign Members	27,364 companies
5. 建置展團網路拓銷專區	23案	5. Organized Online Trade Shows	23 cases
6. 協助公協會辦理展團網路行銷	211團	6. Organized Online Trade Shows for local associations	211 cases

7.客服中心營運		7. Call Center	
(1)客服中心服務統計	4,236,515家次	a. Service statistics	4,236,515companies
(2)辦理整合行銷服務	55案	b. Provided marketing Service	55 cases
肆、辦理人才訓練業務		IV. Trade Education	
1.國際企業經營班	328學員	1. International Business Administration Program	328 students
2.辦理廠商在職進修訓練	3,633人次	2. On-the-Job Training Seminars/ Workshops	3,633 students
3.國際貿易特訓班	186人次	3. International Trade Program	186 students
4.碩士級商務英語班	192人次	4. Post-Master's Business English Program	192 students
5.碩士後國際行銷班	85人次	5. Post-Master's International Marketing Program	85 students
伍、海外據點業務拓展		V. Overseas Office Services	
1.協助辦理貿訪團、參展團、自辦型錄展、TTS等貿易推廣活動	171案	1. Arranged Trade Meetings for Taiwan Trade Missions; Coordinated Trade Fair Participation Liaison Matters; Conducted TTS, ISC Projects	171 cases
2.促成來台採購	915家	2. Arranged Purchasing Tours for Foreign Buyers to Taiwan	915 cases
3.遞報商情	14,204則	3. Collected Market Information	14,204 articles
4.蒐集貿易機會	58,570則	4. Reported Trade Opportunities	58,570 cases
5.蒐集Taiwan Trade國外會員	13,185家	5. Recruited Taiwantrade.com.tw Foreign Membership	13,185 members
6.協助公協會辦理國外推廣活動	308案	6. Assisted Industrial Unions ' Overseas Promoting Events	308 cases
陸、執行國內展覽業務		VI. Exhibition Services	
1.舉辦國際專業展	28項展	1. Organized International Trade Shows	28 shows
(1)國內外參展廠商之參展家數	10,072家	a. Provided Services to Local and Foreign Exhibitors	10,072 exhibitors
(2)國內參觀人數	1,232,052人	b. Provided Services to Local Visitors	1,232,052 visitors
(3)國外買主人數	67,405人	c. Provided Services to Foreign Buyers	67,405 buyers
2.世貿中心展覽館場地外借(含台北國際專業展)	81項展	2. Offered Showground Space Rental Service	81 shows
3.展覽大樓2~7樓交易市場出租率	97%	3. Offered Trade Mart Showroom Rental and Management Services	97% lease rate
柒、營運台北國際會議中心業務		VII. Convention Services	
承接各項會議場次	812場	Provided Convention Facilities and Service	812 cases
捌、宣揚台灣產業與產品國際形象		VIII. Branding Taiwan Project	
1.品牌諮詢輔導	238案	1. Brand consulting and information platform	238 cases
2.品牌人才培訓	50場	2. Training for brand specialist	50 cases
3.辦理台灣精品選拔	561件	3. Outstanding Taiwanese Products Selection	561 pieces of products
4.辦理台灣精品推廣	5案	4. Outstanding Taiwanese Products Marketing	5cases