

## **TAITRA Spearheads Trade Shows Aligned with ESG Principles, Bolstering the Pursuit of UN SDGs**

In 2023, Taiwan's exhibitions marked a significant rebound from the lows experienced during the COVID pandemic. TAITRA's international trade shows regained their vibrancy, attracting a substantial influx of visitors and hosting both domestic and international exhibitors along with potential buyers. As we venture into 2024, the 26 international exhibitions organized by TAITRA are poised to maintain their alignment with global industry trends. Going beyond mere participation, TAITRA is committed to contributing to the realization of 17 United Nations Sustainable Development Goals (SDGs). The selection of specific SDGs will be guided by their compatibility with the unique characteristics of our exhibitions. Additionally, TAITRA is set to infuse innovation into its exhibitions, incorporating elements that vividly showcase a sustainable vision for the natural ecology, human life, and industrial production existing in harmony.

The global MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is undergoing a robust recovery from the impacts of the COVID-19 pandemic. At the forefront of Taiwan's MICE professionals, TAITRA spearheaded the organization of 26 international exhibitions in 2023. Going beyond the conventional role of hosting exhibitions, TAITRA has not only dedicated itself to extending invitations to overseas businesses for participation as exhibitors or visitors but has also demonstrated a keen focus on observing how corporations across diverse sectors fortify their corporate resilience and embrace sustainable development practices.

TAITRA plans to organize 26 international exhibitions in 2024, calling on all exhibition stakeholders to adopt ESG practices. TAITRA has pledged support for the UN 2030 Sustainable Development Goals (SDGs), carefully selecting goals compatible with each exhibition to implement tangible sustainable actions.

The UN SDGs, introduced in 2015, have garnered widespread acknowledgment globally, with particular emphasis on achieving net-zero emissions as the most crucial objective. This goal presents an unprecedented challenge for global corporations but simultaneously brings about unlimited business opportunities. In response to this pivotal shift, TAITRA has made concerted efforts to infuse the element of a sustainable future into the planning of its 2024 trade shows. As part of this commitment, highlighted sections have been integrated into multiple exhibitions. Notable examples include the Alternative Fuel Vehicles & Solutions Pavilion, prominently featured at TAIPEI AMPA, AUTOTRONICS TAIPEI, and 2035 E-mobility Taiwan. Moreover, a dedicated section showcasing technological innovation for the disabled will be presented at COMPUTEX, while a Future Food Zone will take center stage at Food Taipei.

In addition to showcasing domestic and international exhibitors successfully implementing



carbon reduction, energy efficiency improvements, and green transformation, TAITRA provides supportive services assisting both exhibitors and visitors in their transition toward a sustainable future. For example, Green Action at Taipei Cycle & TaiSPO, Sustainability Education at Taiwan International Water Week (TIWW), and a reusable cup share program at TaipeiPLAS. Throughout TAITRA's 2024 exhibitions, these multipronged efforts will accentuate diverse industry sustainability perspectives and practices from a holistic lens.

### **Energy Taiwan & Net-Zero Taiwan: Leading the World in Renewable Energy Exhibitions**

With over 130 countries pledged to net-zero emissions by 2050 amidst the climate crisis, critical strategies include instigating a shift in the dynamics of energy demand and supply and accelerating low-carbon energy development and the establishment of carbon pricing mechanisms. Simultaneously, major global brands lead in emission reduction commitments. Consequently, a paradigm shift towards green transformation in manufacturing processes and the broader supply chain becomes inevitable. The future competitiveness of corporations now hinges on their capacity to drive carbon reduction initiatives.

In collaboration with GESA (Green Energy and Sustainability Alliance), an industry alliance affiliated with SEMI (Semiconductor Equipment and Materials International), TAITRA hosts two significant exhibitions in October: Energy Taiwan and Net-Zero Taiwan. Emphasizing the overarching theme of the green economy, these exhibitions aim to seamlessly connect leading enterprises from around the globe with innovative alliances in the energy industry. The events spotlight cutting-edge technologies in renewable energy, encompassing solar PV, wind power, hydrogen power, tidal and geothermal energy. This thematic alignment echoes one of the UN SDGs that advocates for access to affordable, reliable, sustainable, and modern energy for all. Notably, the scale of the exhibitions and the number of visitors achieved record highs in 2023. Looking ahead to 2024, the exhibitions will introduce the *Sustainability Awards* selection, alongside one-on-one consulting services for corporations to evaluate their capabilities in energy conservation and carbon emission reduction. An industry seminar, with a focal point on net-zero emissions, will stand out as a prominent feature. These comprehensive features, akin to a one-stop shopping experience, are strategically crafted to offer valuable assistance to enterprises across various fields in navigating the complexities of achieving carbon neutrality. Participants will have the opportunity to glean practical experiences from model manufacturers and industry or academic experts. These thoughtful arrangements are poised to transform the exhibitions into a dynamic platform of green business opportunities, where energy supply, low-carbon manufacturing, and environmental sustainability converge in a harmonious and impactful manner.

### **Medical Taiwan: Unveiling All-Age Healthcare, Smart Medical Innovations, and Supply Chain Excellence**

As an increasing number of countries worldwide transition into aged societies, there is a growing



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market demand for advanced medical systems, resources, and intelligent healthcare solutions. In June, TAITRA is set to host Medical Taiwan, aligning with UNSDG number 3, which emphasizes ensuring healthy lives and promoting well-being for all at all ages. The 2024 event will revolve around three core themes: All-Age Healthcare, Smart Medical, and Supply Chain Gallery. This showcase will not only spotlight Taiwan's exceptional medical technologies and robust supply chain for medical equipment but also feature biomedical diagnostic solutions and innovative medical materials from Europe and Asia-Pacific. With offerings tailored to meet the diverse needs of different age groups throughout various life stages, the exhibition will address personal health comprehensively. A significant addition to the 2024 exhibition is the debut of the Long-term and Community Care Pavilion, providing insights into age-friendly community sites and integrated care services. Another highlight includes a forum for medical care professionals, where senior doctors and nurses will share firsthand care experiences, enhancing intergenerational dialogue and knowledge sharing within the medical community.

TAITRA is set to redefine the landscape of trade shows in 2024, introducing innovative changes across various facets. Renowned exhibitions like TAIPEI CYCLE, TAIPEI AMPA, COMPUTEX, and FOOD TAIPEI Mega Shows will continue to evolve, maintaining their international acclaim. Catering to niche industries, specialized exhibitions like Energy Taiwan, TIWW, Fastener Taiwan, and TaipeiPLAS will also be featured. Furthermore, exhibitions with a focus on design creativity and innovation, including DG Taiwan (Designed Giftionery Taiwan) and Hobby & Fun Festival, will add a unique flair to the lineup. Upholding the core principles of sustainability, innovation, startups, and internationalism, TAITRA aims to curate exhibitions that empower Taiwanese businesses to stay ahead of trends and seize emerging business opportunities. Taiwan's 2024 trade show schedule and more exhibition details can be found at: <https://www.taiwantradeshows.com.tw/> .