Broadband Taiwan 2008 , Setting the Pace in Asian ICT with New Trend Broadband Technology

TAIPEI, Taiwan, Oct 07, 2008 (BUSINESS WIRE) -- It's 2008 Broadband Taiwan! And we're jointly sponsored by TAITRA and the Taiwan Electrical and Electronics Manufacturers' Association (TEEMA) that kicks off today (October 7 to 11) for 5 link-up days at the NANKANG Exhibition Hall. The show is being held back-to-back with TAITRONICS 2008 and the Taipei International RFID Exhibition. The three shows have drawn international buyers and exhibitors from across the telecom world to scout the latest fruits of Taiwan's broadband telecom industry.

World-Class Standards of Taiwan ICT

In a report published by The Economist in September 2008, Taiwan's IT industry ranked global 2nd for competitiveness, standing second only to the USA. Taiwan's domestic R&D capabilities hold the key to this excellent competitiveness -- a feature that allows Taiwan IT industry turn out new products faster and smoother than anywhere else. Taiwan quickly rose from 6th place ranking last year to the second spot this year. In a separate survey by BusinessWeek, 18 of Taiwan's hi tech industries also made it to the Global Top 100, the highest number in Asia, beating China (6), Japan (5) and Korea (4).

Four Telecommunications Shows Create New Records

The clustering effects of the four shows together have so far already attracted 1,241 exhibitors who signed up for 2,606 booths, a new record for the event. This year, there are 10% more exhibitors using 13% more booth spaces. Organizers expect some 70,000 local and international visitors to come for the exhibition, as well as some 6,000 foreign buyers. Taiwan's information communication technology has long been known for its high quality, one reason why a large number of foreign inquiries were received by show organizers as soon as the news was released. Among the local ICT brands to exhibit their products are D-Link, USI, Chunghwa, Tecom, and Agilent Technologies.

Excellent biz opportunities with largest number of exhibitors

Taiwan's ICT output is now near the trillion US$ mark and with it TAITRA this year is holding Broadband Taiwan for the first time. The Top Five among Taiwan's ICT products include WLAN, xDSL CPE, SOHO Router, Cable CPE and Ethernet LAN switches, whose productions now rank first globally. To better feature professional division of labor in the industry, the organizers have dedicated the exhibition floor into five zones of Telecommunication Equipments, Parts, Testing Certification and Five Major Theme Zones. The vertical integration of manufacturers in the industry is well presented in this setup.

5 major zones stage latest internet tech

Technology traces its origins through the footsteps of human development. With this in mind, the organizers have built in five major zones featuring a combo of broadband technologies with daily use products to embrace Optic Fiber Broadband Integrated Services, Open-type Broadband Telecommunication Systems, WiFi Theme Zone, Photo Technology Generation Ideal Living Zone and the ITS Intelligence-Type Shipping System Zone. These zones are dedicated to show how Internet tech and services improve urban competitiveness, and their role in opening infinite business opportunities, as well as the latest on the next "big bang" that's coming with by combining optical fiber technologies with products and services for daily living needs.
Broadband Taiwan 2008 provides the link between broadband ICT and services for daily living. And that's why we've flown in exhibitors from around the world for five great days to scout the future at NANGANG Exhibition Hall.

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Background:
The **Taiwan External Trade Development Council** (TAITRA) is a non-profit government co-sponsored trade promotion organization in the Republic of China on Taiwan (R.O.C.) founded in 1970. TAITRA assists Taiwan businesses and manufacturers to reinforce their international competitiveness and to cope with the challenges they face in the foreign markets.

Influences:
As the society gradually moves towards a technology dependent economy, its is important that business companies in countries like Taiwan keep up with the evolution of ICT through exhibitions like 2008 Broadband Taiwan. With reports that Taiwan IT industry rose from 6th to 2nd position and 18 high-tech industries moving on Global Top 100, clearly indicates that Taiwan have benefited from this type of IT exhibitions, excellent idea to boast Taiwan economic prospect in the midst of the US recession now. As far as broadband is concerned. Taiwan have empaised the importance of it. The idea to allow people to connect anywhere, anytime with the introduction of Optic Fiber Broadband Integrated Services, Open-type Broadband Telecommunication Systems, WiFi Theme Zone. This are areas that further research and development could reap more rewards for Taiwan.

Public opinions:
The responds from the public as well as foreigners are very positive. There are 10% more exhibitors signing up this year, and 13% more space for exhibitors to showcase their products. 70,000 local and international visitors are expected to come for the exhibition, as well as some 6,000 foreign buyers.

Personal opinion:
Taiwan have always place great emphasis on broadband technology and i feel that its important for other countries to learn from them. We can't do without broadband nowadays , because without it we can't connect to the internet. Due to the increase in Wifi areas, better optic fiber to increase the amount of data transfered, and improved security, companies (small or large) should make use of opportunities like this exhibition to update or upgrade their companies network infrastructure.

Result of actions:
Five major zones featuring a combo of broadband technologies with daily use products to embrace Optic Fiber Broadband Integrated Services, Open-type Broadband Telecommunication Systems, WiFi Theme Zone, Photo Technology Generation Ideal Living Zone and the ITS Intelligence-Type Shipping System Zone.

References:
Broadband Taiwan 2008 - Setting the Pace in Asian ICT with New Trend Broadband Technology - Market Watch http://www.marketwatch.com accessed on 11 October 2008.

Taiwan External Trade Development Council - Wikipedia, the free encyclopedia website http://en.wikipedia.org/wiki/Taiwan_External_Trade_Development_Council accessed on 11 October 2008.

More information: http://www.broadbandtaiwan.com.tw/