



For Immediate Release



Fort Lauderdale Mayor Dean Trantalis (third from right) greets (L to R) Paul Cheng, Manager, TAITRA Taiwan Trade Center New York; David Chien, Director General, Taipei Economic and Cultural Office in Miami; Yu-Jung Chang, Deputy Secretary General, Kaohsiung City Government; and Howard Gung, Chairman of Taiwan Yacht Industry Association and General Manager of Kha Shing Enterprise Co, Ltd.

Taiwan Trade Conference Draws Local Government, Industry Leaders during Fort Lauderdale International Boat Show on Oct. 31 *Taiwan shares plans for 2020 International Boat Show and highlights manufacturing excellence*

TAIWAN - (November 7, 2019) At an informational conference during the Fort Lauderdale International Boat show, the Taiwan External Trade Development Council (TAITRA) shared information highlighting the growth of Taiwan's yachting industry and related manufacturing sectors and updates on the 2020 Taiwan International Boat Show.

Among the many esteemed guests in attendance were Fort Lauderdale Mayor, Dean Trantalis, and members of the Greater Fort Lauderdale Alliance; Kaohsiung City Government; Malaysia External Trade Development Corporation; Taipei Economic and Cultural Office in Miami; Fort Lauderdale Sister Cities International; and numerous yachting and luxury lifestyle media.

"The Fort Lauderdale boat show was an excellent platform to host this conference since the U.S. is the largest market for boats built in Asia and this boat show is one of the most important boating events in the U.S." said Andrea Lou, Project Manager for TAITRA. Taiwan is the largest yacht manufacturer in Asia and the world's fourth largest producer of yachts.

During the conference guests heard about Taiwan's yachting industry and marine business environment, how technology is transforming Taiwan's yachting Industry and what U.S. yacht business means for Taiwan.

The 2020 Taiwan International Boat Show takes place March 12-15 at the Kaohsiung Exhibition Center, in the heart of Taiwan's yacht industry cluster in Kaohsiung City. Presenting every aspect of Taiwan's yachting industry, the show features power and sail boats, boating accessories and equipment, maintenance services, recreational water activities, tourism, professional seminars and other related products and services.

Founded in 1970, TAITRA is Taiwan's foremost nonprofit trade-promoting organization. Sponsored by the government and industry organizations, TAITRA assists enterprises to expand their global reach. Headquartered in Taipei, TAITRA has a team of 1,300 specialists and operates five local offices in Taoyuan, Hsinchu, Taichung, Tainan and Kaohsiung as well as 63 branches worldwide. Together with Taipei World Trade Center (TWTC) and Taiwan Trade Center (TTC), TAITRA has formed a global network dedicated to promoting world trade.

TAITRA contact:

Suwen Yang

305.266.9191

suwenyang@taitra.org.tw

Media contact:

Daniel Grant

954.776.1999, ext. 235

dgrant@piersongrant.com

###