

# **The Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA), Taiwan - UFI Industry Partners Award Winner**

## **1. Summary overview**

In response to global digital transformation and green exhibition trends, the Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs, has launched the EXPO-TECH Pilot Project for Digital Exhibitions. This initiative helps Taiwan's MICE industry operators utilize digital technologies for innovative exhibition services, while enhancing industry resilience and accelerating digital transformation. Implementation of the EXPO-TECH project in 2022 yielded impressive results, strengthened the resilience of Taiwan's MICE industry, and boosted its digital capabilities.

## **2. Objectives**

In order to respond to the trends of digital and green transformation, the BOFT assists Taiwan's MICE industry in adopting digital technologies for smart exhibition halls, digital curation, data-driven approaches, and sustainable services. This enables the development of smart solutions for virtual and physical exhibitions with the following objectives:

- a. Reshaping the ecology of the MICE industry;
- b. Building industrial resilience and adaptability;
- c. Accelerating the digital and green transformation of industries.

### **3. Actions**

To achieve these objectives, we have adopted three key practices:

- a. Collaborating with renowned tech partners, such as the Industrial Technology Research Institute (ITRI) (a top 100 global innovator), 4 venue operators, 7 professional exhibition organizers, and over 10 tech service providers, to create 4 pilot cases for new digital exhibitions.
- b. Developing immersive engagement, digital interaction, and data analysis technologies to enable Taiwan's MICE industry to attract global participants, foster opportunities, and create new exhibition services.
- c. Disseminating project results through various media, e-newsletters, seminars, and domestic and overseas MICE websites to encourage industry operators to adopt smart exhibition solutions and drive digital transformation.

### **4. Results**

In 2022, this project achieved remarkable results:

- a. Smart exhibition solutions received high praise, exceeding 95% satisfaction.
- b. The online-merge-offline autonomous mobile robot service linked international buyers, generating more than 100 successful business opportunities at the Taiwan Hardware Show (THS) and Sustainable Taiwan Expo.
- c. MICE data analysis for the Taipei Innovative Textile Application Show (TITAS) and THS showed positive outcomes, with a 26% increase in TITAS inquiries and a 15%

increase over the initial buyer target of the THS.

- d. Smart exhibition solutions drove the digital transformation of Taiwan's MICE industry, reducing carbon emissions by about 330 pounds and aligning with green exhibition trends.
- e. Cross-industry collaboration linked more than 1,500 MICE companies, which drew over 100,000 visitors and resulted in business opportunities worth US\$26.7 million.

## **5. Conclusion/lessons learned**

By implementing the EXPO-TECH project in 2022, we have gained profound insights:

- a. Collaboration among stakeholders across industries is crucial for successful exhibitions.
- b. The BOFT serves as an effective catalyst and enhancer for facilitating the transformation of Taiwan's MICE industry.
- c. The adoption of smart exhibition technologies creates an ecosystem in which the ICT industry and MICE industry complement and benefit each other.
- d. Utilization of exhibition technologies facilitates digital transformation and green exhibition goals.
- e. Taiwan's success in smart exhibition technologies fosters global partnerships, thereby shaping a new model for cooperation in the MICE industry.

## **6. Next steps**

Based on the successful foundation of 2022, we will continue ongoing collaborations with stakeholders in the ecosystem of

Taiwan's MICE industry, drive cross-industry cooperation, and foster diverse smart exhibition solutions. These solutions will be validated not only within Taiwan's exhibition domain but through our overseas exhibitions. We cordially welcome and look forward to collaborating with partners all over the world to enhance the overall value of the global MICE industry.