



Program of Taiwan Excellence Day

Sep 27, 2013

13:55-14:00	Opening by MC welcome Atiye
14:00-14:05	Atiye's Performance
14:10-14:15	Welcome Remarks by Director Yen Taiwan Trade Center, Istanbul
14:15-14:20	Remarks by Director Fan Economic Division, Taipei Economic and Cultural Mission in Ankara
14:20-14:25	Remarks by Official representative of Turkey
14:30-14:45	Brand Reps on stage to promote their brand
14:45-14:45	welcome Atiye again and interact with her to speak about Taiwan Excellence
15:00-15:30	Big Prize activity (Acer & ASUS)
16:00-16:30	media interview



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'Catch Excellence at Taiwan Excellence Days!' at Istinye Park from Sept 27th – Oct 1st

TAIWAN'S GLOBAL BRANDS MEET IN ISTANBUL, TURKEY

'Taiwan Excellence Days', organized by Taiwan External Trade Development Council (TAITRA), will give consumers the chance to experience Taiwan's industry-leading global brands at Istinye Park Shopping Mall between September 27th to October 1st. This spectacular event brings together Taiwan's globally renowned brands to Turkey for the first time. Cutting edge products such as laptops, tablets, folding bicycles, and mobile phones, as well as fitness and home appliances will be presented to consumers.

Taiwan Excellence Days, which have already been held in England, Brazil, India, Indonesia and China, is an initiative of Taiwan's Ministry of Economy Affairs through the Bureau of Foreign Trade (BOFT), and carried out by the Taiwan External Trade Development Council's (TAITRA). The purpose of the event is to raise the consumer awareness of Taiwan brands in Turkey.

What: An exhibit of over 110 products representing 42 global brands, awarded Taiwan Excellence for their commitment to R&D, design, quality, marketing and manufacturing in Taiwan.

'Taiwan Excellence Days' will kick off with a performance from famous Turkish vocalist Atiye Deniz on Sept 27th at 2pm. Atiye will welcome everyone to experience Taiwan Excellence Award-winning products firsthand.

The event is open to all guests and will include a myriad of entertainment activities, contests and new products promotions over the course of 5 days.

When: Friday, September 27th, 2013 to Monday October 1st from 10 am to 10 pm

Where: Center Plaza of Istinye Park, Istinye Bayiri Cad. No 73, Sariyer, Istanbul TR

Who: Taiwan brands participating in the event include Acer, Align, Asus, Aver, Avison, Cashido, Chanson, Chen-Chan Fitness, Draytek, Easywell, Franz Collection, FSP, Fushankodo, Getac, Gigabyte, HEC, HTC, IDTI, Inadays, Just Mobile, Just Power, Kai Rong, Ke Chiuan, Kentfa, KW-trio, Orange Electronic, PGO, Plustek, Pulipaper, Ricco, Sapido, Silicon Power, Strida, Teco, Thermaltake, Thermedic, Transcend, Ubike, Ucheer, Union, Zinco arte and Zyxel. Come visit 'Taiwan Excellence Days' at the Center Plaza of the Istinye Park Shopping Mall.

Please see the following websites for more info on Taiwan Excellence:

<http://www.taiwanexcellence.org/>

<http://www.taiwantrade.com.tw/>

About Taiwan External Trade Development Council (TAITRA)

The Taiwan External Trade Development Council (TAITRA) was founded in 1970 to promote Taiwan's foreign trade and competitiveness in world markets. Over the past 40 years, TAITRA has played a key role in the development of the Taiwan economy. TAITRA is jointly sponsored by the government and commercial associations and is viewed by all as the business gateway to Taiwan for the international business community. Please visit <http://www.taiwantrade.com.tw/> for more information.

About TAIWAN EXCELLENCE

A recognized name of innovation with added value, Taiwan Excellence is the highest accolade awarded to products that encapsulate innovation. The Taiwan Excellence Selection was launched in 1993. Taiwan Excellence winners not only represent the most revolutionary, high quality, high value added products made by Taiwan. They epitomize Taiwan's unique genius in using innovation to create added value in the design and manufacturing of leading-edge products. Please visit <http://www.taiwanexcellence.org/> for more information.

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