

Although Taiwanese companies have massively delocalized their production sites in favor of China and Southeast Asia, particularly Vietnam, until now their presence in Europe has remained relatively marginal.

This presence is concentrated between sales offices and logistics platforms situated in the West of Europe, mainly in the Netherlands (primarily due to the proximity of the port of Rotterdam, but also for tax and linguistic reasons), and several assembly sites located in Central and Eastern European countries, particularly in the Czech Republic.

Until now, France has never been a leading destination for the Taiwanese people, although many tourists visit our country each year (around 150,000 tourists per year, mainly in Paris and the PACA region).

■ **Taiwanese companies in France: steady increase in the past 5 years**

Taiwanese investment remains marginal, despite regular growth with an average of 5 new development projects per year, over the past ten years. It is estimated that the 80 to 100 Taiwanese companies based in France account for around one thousand jobs and 40 to 50 million US\$ worth of investment. Only one company is included in the strategic accounts list: the Evergreen group which has approximately 180 employees distributed between its maritime, air travel and hotel divisions.

Sectors

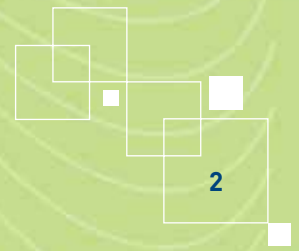
Apart from a small number of companies in the transport/logistics and sales sectors, over 50% of total Taiwanese FDI in France is concentrated in the electronics sector. Investment in this sector supports the distribution of electronic equipment, a sector which represents 50% of Taiwanese exports and which is increasingly successful on the French market. Since September 2006, Acer has been the leading brand of laptop computers in France with a market share of around 16%.

Types of investment

Taiwanese investment is mainly concentrated in sales offices, together with marketing, logistics and after-sales service support for some companies. The total number of personnel rarely exceeds 30 employees.

Regional investment locations

Three quarters of all Taiwanese companies in France are located in the Paris region. There are some isolated examples of companies in the Nord Pas-de-Calais, Rhône-Alpes, PACA, and the Alsace regions, as well as an Evergreen Marine office in Le Havre.



■ **Taiwanese investments: electronics at the forefront**

Since 2000

The majority of development projects concern the electronics industry, as Taiwanese companies that were originally specialized in sub-contracting are now proposing their own brands to the general public, or selling directly to telephone service providers for example.

It is interesting to note that Giant, the leading cycle company worldwide, has opened a site in France which may serve as a precursor for other Taiwanese motorcycle manufacturers that are already enjoying commercial success in Western Europe (Kymco).

In 2006

Major investment projects concerned the reinforcement of sites by Asustek (mother boards and laptop computers) and BenQ (mass market electronic products) located in the Paris area.

Latest successful investment projects

Among the investment projects followed by the Taipei office, the most recently successful include:

- Sales outlet opened by the decorative porcelain manufacturer Franz Collection,
- Sales office opened by Vizo Technology, manufacturer of computer peripherals.