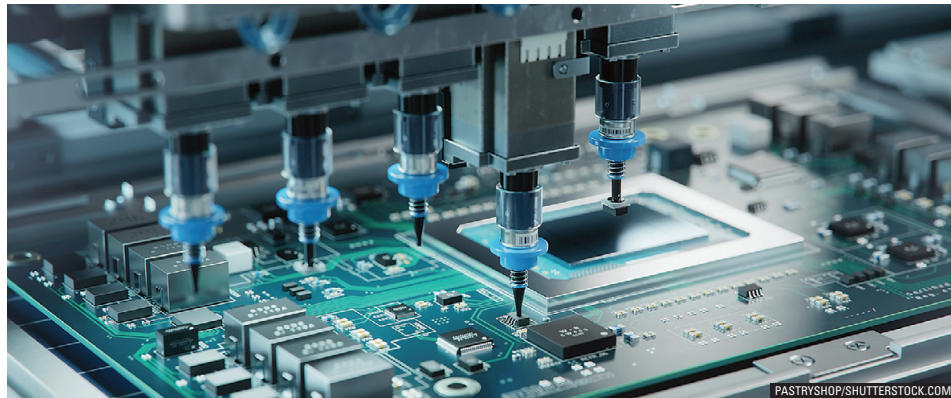


TAIWAN

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Historically, the exchange of technology has largely been focused in the electronics industry, a major sector of the Taiwanese economy.

Taiwan and Japan: Building on strong foundations of trade and friendship

Taiwan and Japan have enjoyed robust trade relations and a strong friendship for decades. It is a solid relationship that — as Por-fong Lin, chairman of the Third Wednesday Club, the most notable business organization in Taiwan, points out — is “built on partnership, cooperation and mutual respect, rather than on competition.”

“Japan is Taiwan’s third-largest trading partner and one of the main sources of foreign investment and technology,” Lin’s office said.

The long-standing relationship between the two countries has been a mutually beneficial and highly productive one over the course of many years. As Lin noted: “Japan has always been one of Taiwan’s important sources of technology. Aside from the technology exchange between Taiwan and Japan, the two sides have a high potential for scientific and technological cooperation.”



Por-fong Lin, Chairman of the Third Wednesday Club

Taiwan, on the other hand, is an important overseas base for countries like Japan for its high-quality manufacturing standards, among other things. There is a vast array of industries in Taiwan with the ability to build global value chains, and this is the best choice for Japan, when it comes to choosing an overseas industrial partner.”

Historically, this exchange of technology has largely been focused in the

electronics industry, a major sector of the Taiwanese economy.

Akira Otsuka, general manager of Hirose Electric (Taiwan), underscored that “Taiwan has over 50 years of experience in serving global customers in the consumer electronics industry,” a major reason the Japanese company has invested heavily in Taiwan.

Magi Chen, CEO of the Taiwanese financial conglomerate E.Sun Bank, likewise shared that “Taiwanese and Japanese corporations complement each other, in their business principles and competitive advantages.”

For their shared core beliefs, not only in business and trade, but also in matters involving corporate social responsibility, Lin believes that “in the future, Taiwan and Japan can build an even stronger partnership in three areas: digital transformation, net-zero transformation and resilient supply chain building.” ♦

E.Sun Bank: Rising to greater heights of financial and societal stewardship

Financial institutions must possess expertise and excellence, in equal measure, to gain their clients’ trust. This extends from the world of finance into the realm of corporate stewardship and social responsibility.

With three decades of exemplary integrity and professionalism in banking, E.Sun Bank is a respected name in the industry. The Taiwanese company firmly believes that great vision and ambition bring great energy and success, and infuses this ethos into all its undertakings.

“We are determined to be the best in financial performance, as well as in corporate social responsibility and sustainable



Magi Chen, CEO of E.Sun Bank

development,” shared Magi Chen, E.Sun’s CEO.

“This year is our 30th anniversary. In the past decade, we’ve

achieved several milestones — our market value has grown over 500%, and we’re in the top 20 of over 1,700 listed companies in Taiwan. Our total asset growth is at a 10% compound annual growth rate.

“In terms of environmental, social and governance factors, we’re the first Taiwanese financial company to set 2050 net-zero emissions targets and to pass the Science Based Targets initiative review. We’ve also expanded our overseas network, with 30 business units in 10 countries. In digital transformation, E.Sun is the first bank in Taiwan to rebuild its core system, which supports the development of digital banking and transactions. We seek to

become the most exemplary and distinctive bank in Asia, with strategies in cross-border business, digital banking and ESG.”

In cross-border relations, Japan and Taiwan are closely connected. “Japan is Taiwan’s third-largest trading partner and they share a long-term relationship in business cooperation and cultural connection — we share the same values. When E.Sun was established in 1992, Japanese banks were our first priority in correspondent banking,” Chen noted.

“Our Tokyo branch is a financial bridge between our Japanese and Taiwanese clients. Furthermore, we’re now working on setting up our Fukuoka branch,

which, once approved, will be the first Taiwanese bank in Kyushu. We’ve also signed memorandums of understanding with several financial groups such as Resona Holdings, Kyushu Financial Group, Kagoshima Bank and Higo Bank to provide financial services to Japanese corporations when they expand their business in Taiwan. Moving into our fourth decade, we look forward to even deeper cooperation with the Japanese market,” Chen said. ♦

www.esunbank.com.tw



Hirose Electric (Taiwan): Establishing powerful connections, worldwide

There’s power in connection — literally so, when it comes to electronics and machinery. This is why, since 1937, Hirose Electric has been dedicated to developing quality connectors for an array of applications across multiple industries.

The company is committed to meeting the worldwide demand for connectors, and to making meaningful contributions in advancing connector technology.

First established as a liaison office in 1987, the brand’s

Taiwan office has been operating as a local venture since 1991, supplying Taiwanese companies that manufacture electronics for global customers. And business has boomed. While the COVID-19 pandemic has created challenges for many sectors, it has caused a boom in the electronics industry.

“In 2020 and 2021, the Taiwan office hit record sales compared to previous years; we achieved a growth rate of 20% annually,” shared Akira Otsuka,

general manager of Hirose Electric (Taiwan).

Otsuka notes that “work-from-home setups have increased the demand for notebooks and PCs, a robust market for Taiwanese EMS (electronics manufacturing service) companies. People stayed at home, and this likewise created a new demand for devices related to gaming, wireless speakers, wearables and more. In the industrial sector, the need for industrial robots increased, while



Akira Otsuka, General Manager of Hirose Electric (Taiwan)

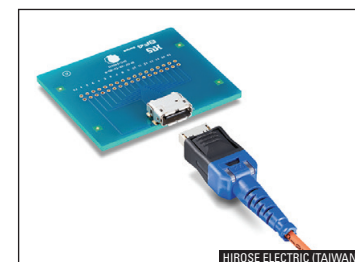
in the service sector, operators switched to the use of computers or tablets in restaurants — all of which led to more opportunities in the electrical field.”

Although this year has seen a dip from that record high, the company is still working to hit its targets in the Taiwanese market, a highly valuable

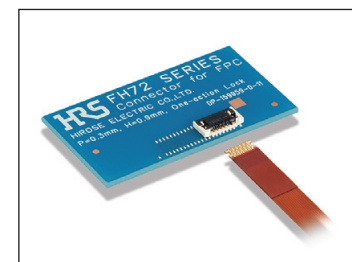
segment for Hirose Electric globally.

“Taiwan and our Taiwanese customers are very important to our global operations; numerous large companies from the U.S. and other countries still rely on Taiwanese technology, manufacturing and support. Taiwan has over 50 years of experience in serving global customers, and this is one of their strengths. Beginning with the manufacturing of simple calculators, to computers, desktop motherboards, notebooks and PCs, and moving on to smartphones, digital cameras, electric vehicles and newer technologies, it’s our duty to serve our Taiwanese customers across the country, so that they can effectively deliver to their overseas customers,” Otsuka said. ♦

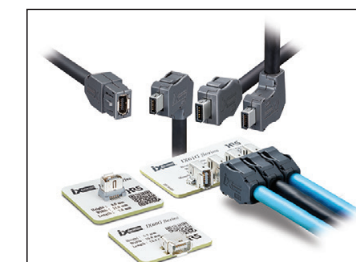
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BF4-IR2 Series: Active optical interface connector supporting 0.05 to 6.25 Gbps



FH72 Series: One-action lock FPC Connector



IX Series: IEC standard compact ethernet connector