

2023 Guidelines for Food Processing Companies to Apply for the Subsidy of Global Marketing from the Ministry of Economic Affairs

1. In accordance with Paragraph 5, Article 3 of the Special Act for Enhancing Post-pandemic Economic and Social Resilience and National Sharing Economy Achievement and Article 7 of the Measures of the Ministry of Economic Affairs to Promote the Upgrade and Transformation of Industries and Small and Medium-sized Enterprises, the Ministry of Economic Affairs (hereinafter referred to as the MOEA) sets forth these application guidelines to help food processing companies to expand their export business by utilizing digital marketing; collaborating with foreign physical distribution channels and online platforms; diversifying their export market, and seizing overseas business opportunities.
2. The funds referred to in these guidelines will be covered by the central government's Special Budget for Enhancing Post-pandemic Economic and Social Resilience and National Sharing Economy Achievement.
3. The MOEA has commissioned the Taiwan External Trade Development Council (hereinafter referred to as TAITRA) to manage the application process for the subsidy referred to in these guidelines, including receiving and reviewing applications, approving and verifying eligibility, disbursing funds, recovering funds or all benefits and profit received through the consulting service, and handling other related matters as stipulated in these guidelines."
4. Application eligibility:
 - (1) Companies that meet "the Standards for Identifying Small and Medium-sized Enterprises": refer to an enterprise which has completed company registration or business registration in accordance with relevant laws, and whose paid-in capital is no more than NT\$100 million, or which hires fewer than 200 regular employees;
 - (2) A company that has completed registration as an exporter/importer in accordance with Regulations Governing Registration of Exporters and Importers;
 - (3) A company with actual performance to export/import processed food within three years prior to the date of application;
 - (4) A company that has not been punished to discontinue exporting, importing or importing/exporting commodities within one year prior to the date of application;
 - (5) A company whose capital composition does not include capital from mainland China; and
 - (6) Products to be promoted or marketed with the promotion and marketing plan must be food produced and manufactured in Taiwan.



(7) Promotional and marketing activities funded in accordance with these guidelines shall not accept subsidies, sponsorships from the governments, non-governmental organizations, enterprises or individuals (including overseas Chinese organizations or individuals) of the People's Republic of China, Hong Kong and Macao, neither can it accept any form of cooperation, exchanges, publicity, advertisements or similar relationships with the above-mentioned entities or individuals.

5. Consulting program:

(1) Consulting service for food processing companies to engage in digital marketing around the world:

A. Application Period: From the announcement date to September 30, 2023, or until the funds are exhausted, whichever comes first. (The project website will provide updates on the availability of funds and may announce a shorter application period.) Applicants shall complete the online application procedures before midnight of the specified due date.

B. Consulting funds: Companies will receive consulting services worth up to NT\$100,000.

C. The following consulting services on digital marketing are provided for enterprises to choose from according to their needs. Detailed descriptions and program values are published on the project website:

- i. Marketing and promotion on cross-border e-commerce platforms: Companies' products can use e-commerce platforms of new southbound countries, Japan or North America.
- ii. Digital content production: Customized services for video production or product photography supported by AI technology, or marketing with short videos.
- iii. International marketing funnel: Exposure on overseas news media, international social media marketing funnel, or digital marketing optimization.

D. Application Procedures:

- i. All applications should be conducted online. Companies should submit their applications on the project website set up by TAITRA; Upon submission of an application, it is deemed that the company has agreed that TAITRA sends the notification to the mobile phone number or email address designated by the company in accordance with relevant regulations of the Electronic



Signature Act, and such agreement takes effect at the time of application submission.

- ii. TAITRA will verify and confirm the eligibility of applications based on application eligibility 4 (1) to (4); Companies must confirm their eligibility for 4(5) to (7) by selecting the corresponding checkboxes on the application form on the project website; All information provided on the project website should be accurate and truthful.
- iii. If application documents are not submitted in accordance with these application guidelines, or if any required documents are missing or incomplete, the application may not be accepted. If it is necessary to make corrections after review, applicants may be required to make corrections within a specified time limit; Failure to make corrections or failure to make corrections within the specified time limit, the application may be rejected.

E. Review and Approval:

- i. All applications are reviewed online. TAITRA will use e-mails to notify applicants who have passed the review.
- ii. After the company selects and approves the consulting program, cancellation or change is not allowed and it is expected that the company cooperates to carry out the program.

(2) Consulting service for food processing companies to promote their products through international distribution channels:

A. Application Period: From the announcement date to October 31, 2023, or until the funds are exhausted, whichever comes first. (The project website will provide updates on the availability of funds and may announce a shorter application period.) Applicants shall complete the online application procedures before midnight of the specified due date.

B. Consulting funds:

- i. The maximum consulting fund available for each promotional or marketing event is NT\$200,000. If the amount requested is less than NT\$200,000, the actual amount requested will be considered for funding.
- ii. Marketing expenses for the actual events shall be itemized in the invoices or receipts provided by the corresponding foreign companies. However, the cost of food samples shall be limited to NT\$10,000 per event, and the international shipping fee shall be limited to NT\$20,000 per event.



C. Consulting service for promoting products through international distribution channels:

- i. The consulting service provided is intended to support promotional and marketing events in markets outside of China, Hong Kong, and Macau. Each company is limited to applying for up to 5 events, and each event should consist of a promotional and marketing campaign conducted over a minimum of 3 days (including weekends) in a single physical channel.
- ii. The events can be held in department stores, supermarkets, stores, restaurants, or other physical channels that operate regularly for profit.

D. Application Procedures:

- i. All applications should be conducted online. Companies should submit their applications on the project website set up by TAITRA; Upon submission of an application, it is deemed that the company has agreed that TAITRA sends the notification to the mobile phone number or email address designated by the company in accordance with relevant regulations of the Electronic Signature Act, and such agreement takes effect at the time of application submission.
- ii. TAITRA will verify and confirm the eligibility of applications based on application eligibility 4 (1) to (4); Companies must confirm their eligibility for 4(5) to (7) by selecting the corresponding checkboxes on the application form on the project website; All information provided on the project website should be accurate and truthful.
- iii. If application documents are not submitted in accordance with these application guidelines, or if any required documents are missing or incomplete, the application may not be accepted. If it is necessary to make corrections after review, applicants may be required to make corrections within a specified time limit; Failure to make corrections or failure to make corrections within the specified time limit, the application may be rejected.
- iv. The event specified in the application shall be completed before November 15, 2023, and companies shall submit their reimbursement applications within two weeks of completing the event.

E. Review and Approval:

- i. All applications are reviewed online. TAITRA will use e-mails to notify applicants who have passed the review.
- ii. After the company selects and approves the consulting program, cancellation or change is not allowed and it is expected that the company cooperates to

carry out the program.

6. Applying companies are expected to cooperate with the following:
 - (1) Cooperate with formal inspection procedures and provide relevant materials during the visit;
 - (2) Attend relevant promotional activities or meetings and provide relevant assistance;
 - (3) Grant permission for the results to be used for promotional or publication purposes on various publications and websites, or for other non-profit purposes.
7. If the applying company experiences any of the following circumstances, TAITRA reserves the right to reject the application. If the application has already been approved, TAITRA may terminate the consulting service and recover all or part of the benefits provided to the company, depending on the severity of the circumstances:
 - (1) Dissolution or termination of business during the consulting period.
 - (2) The application documents are found to be false and deceptive.
 - (3) Failing to cooperate with the inspection.
 - (4) Failure to cooperate in accordance with the provisions of these guidelines.
 - (5) Violating other relevant laws and regulations and the circumstances are serious.
 - (6) Other circumstances that do not comply with the provisions of these guidelines.
8. If there is any doubt or other matters not covered herein, the explanations of the MOEA will prevail.
9. Project website and customer service:
 - (1) Consulting service for food processing companies to engage in digital marketing around the world:
 - A. Project website: <https://digitalcommerce.taiwantrade.com/efood.html>
 - B. Customer service: Toll-free number: 0800-506-088
 - (2) Consulting service for food processing companies to promote their products through international distribution channels:
 - A. Project website: <https://foodmk.taiwantrade.com/home/home.html>
 - B. Customer service:
Email: dorah@taitra.org.tw
Tel: 02-2725-5200 extension 1353 Ms. Huang