



# E-MOBILITY TAIWAN 2035

*Steering towards  
a sustainable future*

**Czech Pavilion Exhibiting Package**

**TaiNEX 1**  
**APR. 17-20, 2024**

# Exhibiting Package Czech Pavilion

## Onsite Exhibition (Apr. 17-20, 2024)

- 3-9 booths: 10% off of raw space rental fee
- 10 booths and more: 15% off of raw space rental fee

Note: 1 raw space is 9 sqm (3 meters x 3 meters)

Note: Original price of regular booth is US\$2,000 (tax included) and booth facing main aisle is US\$2,200 (tax included)

## Ads + Digital Marketing

Exclusive  
for Czech  
Pavilion

### TAITRA offers the following items *free of charge*

- Inviting exhibitors in the Czech Pavilion to **participate in B2B meetings** during the 2035 E-Mobility Taiwan show days.
- Co-marketing: TAITRA will promote Czech Pavilion's side events through E-Mobility's official website, EDM, and social media
- **One exclusive promotional EDM** sent to industry professionals in TAITRA's database (↑100K professionals)
- One Czech Pavilion's posting on the E-Mobility official Facebook fan page
- Highlight Czech Pavilion on the Show Map
- One webpage under "Events" on the official website to promote Czech Pavilion's events
- 10% off of all sponsorship items

A large crowd of people is gathered at a trade show booth for TECO. The booth features a large blue and white sign with the TECO logo and the text "TECO". Below the main sign, there are smaller signs and banners, including one for "致茂電子" (Zhi Mao Electronics) and another for "肯鑫電機股份有限公司" (KEN-SHIN ELECTRIC CO., LTD.). A sign in the foreground reads "SiC 高功率驅動器" (SiC High Efficiency Drive) and "SiC High Efficiency Drive" with the model number "J1TPD-350-07-A1-SiC". The crowd consists of many people, some wearing face masks, looking towards the booth. The overall scene is a busy trade show environment.

# Introduction of 2035 E-Mobility Taiwan

# Background of holding '2035 E-Mobility Taiwan'

Since the Paris Agreement in 2015, many countries have announced plans to ban new sales of fossil fuel vehicles starting from 2025 to 2050 to reduce carbon emissions and combat global warming. This triggered the Electric Vehicle (EV) revolution and accelerated the digital transformation in the automotive industry.

With insight into the future mobility and Taiwan's robust industrial foundation, Taiwan can offer businesses powerful advantages in:

1. Having advanced skill in manufacturing key automotive electronics
2. Possessing world-leading semiconductor design & manufacturing
3. Owning complete & flexible IT supply chains
4. Having a good educational environment to train high-tech talents
5. Starting to implement Life Cycle Assessment and ESG practices

**Taiwan will be your trustworthy partner in achieving a successful E-Mobility business.**





# Positioning

- **Building the E-Mobility Ecosystem** that encompasses electric and autonomous vehicles, systems, technologies, and services
- Creating a great platform for exploring business opportunities, exchanging ideas and establishing future e-mobility business models



# Date

Apr. 17-20, 2024



# Venue

Taipei Nangang  
Exhibition Center, Hall 1  
(TaiNEX 1)



# Building the comprehensive sourcing platform for automobile and motorcycle industries

2035 E-Mobility Taiwan will be held concurrently with Taipei AMPA & Autotronics Taipei

2035  
E-MOBILITY  
TAIWAN  
台灣國際智慧移動展  
Hybrid

 台北國際汽機車零配件展覽會  
TAIPEI AMPA®

 台北國際車用電子展覽會  
AUTOTRONICS TAIPEI

# Themes

- IOV
- 5G
- Cyber Security
- LEO Satellite Communications (B5G、6G)

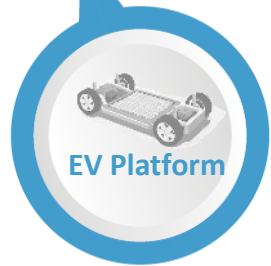


- Infotainment
- Human-Vehicle Interfaces
- Smart Cockpit Technology

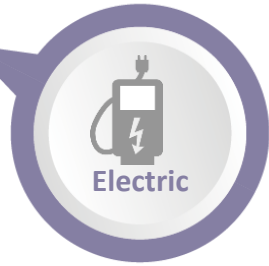


- Shared Platforms
- PaaS (Platform as a Service)
- MaaS (Mobility as a Service)
- SaaS (Software as a Service)
- IaaS (Infrastructure as a Service)
- Application Solutions

- Subsystems for Autonomous Vehicles
- ADAS
- LiDAR
- AI
- High Precision Map
- System Integration



- Vehicle Brand
- Startup
- Tier 1



- Battery Module
- Electrical Machine
- Electrical Control Units (VCU, MCU, BMS)
- Energy Management
- EV Manufacturing Machinery
- Electric Bus
- Electric Passenger Vehicle
- Electric Commercial Vehicle

EV &  
Autonomous Driving  
Alliances & Ecosystem

ESG

# Exhibit Category



## Ecosystem & Vehicle

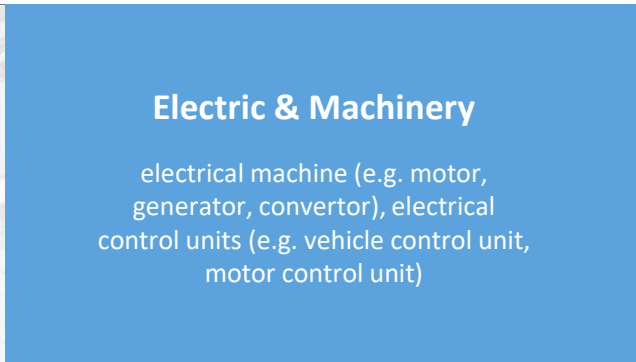
total solution/alliance/ecosystem for electric, new energy or autonomous vehicles.



## Smart Transportation

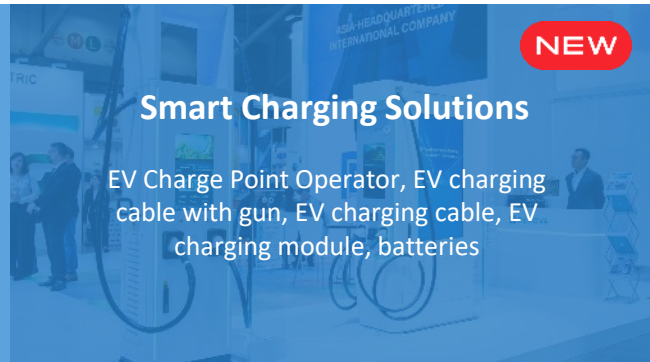
NEW

Traffic management, road safety monitor, smart parking system, fleet management system, high-precision map, sharing platform, MaaS (Mobility as a Service)



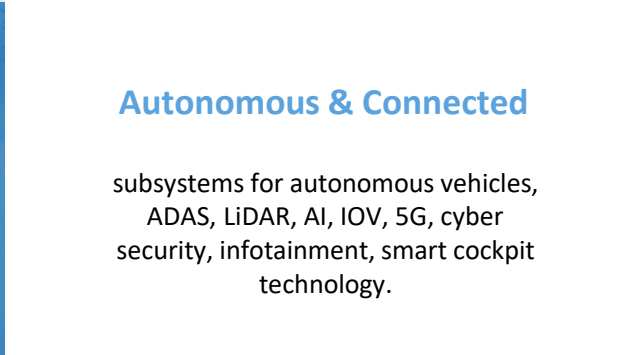
## Electric & Machinery

electrical machine (e.g. motor, generator, convertor), electrical control units (e.g. vehicle control unit, motor control unit)



## Smart Charging Solutions

EV Charge Point Operator, EV charging cable with gun, EV charging cable, EV charging module, batteries



## Autonomous & Connected

subsystems for autonomous vehicles, ADAS, LiDAR, AI, IOV, 5G, cyber security, infotainment, smart cockpit technology.



## XMobility for Startup

companies established after January 1, 2019 (inclusive); or related organizations and companies that support startups



# Target Groups



EV & Self-driving car professionals

## Exhibitors



- Global Enterprises
- Hidden Champions
- SMEs
- Startups
- Research Institutions
- Government Agencies



## Visitors



- Industry Professionals
- System Integrators
- Car Manufacturers
- Common Carriers
- Investors
- Research Institutions
- Government Agencies

# Hybrid EVENTS

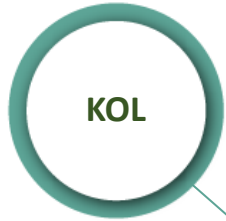
E-MOBILITY  
TAIWAN 2025 Hybrid



# Omnichannel Marketing Plan

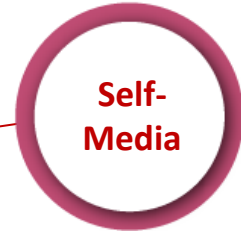
Invite leading automotive Influencers or key opinion leaders in Taiwan to promote 2035 E-Mobility Taiwan

- Posting
- Engaging
- Advertising



Wide media coverage

- TV
- Newspaper
- magazine



- Email marketing
- Official website content
- LINE official account



- In-depth interview with globally renowned E-Mobility KOLs

- WATT'S UP





# 2023 POST SHOW REPORT

## Show Figures

115 Exhibitors

From 9 countries

140%↑

327 booths

78%↑

3,500+ Int'l Visitors form 102 countries

50,000+ visits

**Top 10 Int'l Visitor by country :**

**Japan, USA, Malaysia, Singapore, South Korea,  
Thailand, Philippines, Australia, Indonesia, Hong Kong**



# Key Exhibitors

ADVANTECH

Chroma

clientron  
公信電子

DELTA

GIGABYTE™



和泰集團  
Hotai Group

KST®

MASTER  
成運汽車製造股份有限公司



台灣車輛移動研發聯盟

PEWC



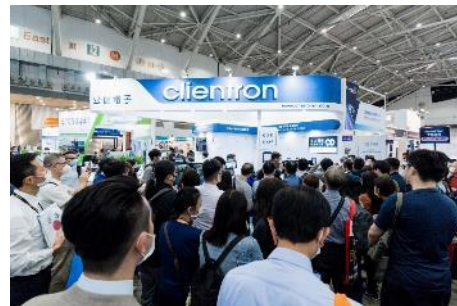
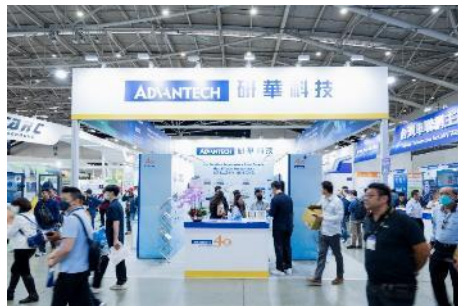
SINPRO

TTIA  
台灣車聯網產業協會  
Taiwan Telematics Industry Association

TECO

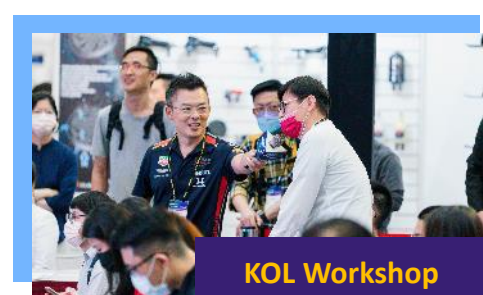
TEXAS  
INSTRUMENTS

ZEROVA





# Hybrid Events



# Domestic Marketing - Industry Media



TechNews  
科技新報

商周

DIGITIMES

Business Next 數位時代



以下來看看Copilot能在Outlook、Excel、Word、PowerPoint、Teams這些程式中做到哪些事：

相信許多經歷過Outlook的使用者，在用過Gmail之後就回不去了。Outlook的信件管理功能一向不夠便利，現在有了Copilot，你可以直接要求它幫你整理眾多繁雜的信件，分門別類，辨別哪些信件需要讀取。

如果害怕遺漏重要信件，也能要求它幫你彙整未讀取信件，同時列出重要項目，並撰寫回覆信。

在Outlook中使用Copilot的指令範例：

公司！用說的，AI就能幫你處理Excel、Outlook的內容？

AI天天迭代，到底怎麼跟上？程世崑的祕訣：像小學生一樣思考

外高十年，談企業「降維打擊」——微軟員工，怎麼稱呼比爾蓋茲？



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最新新聞

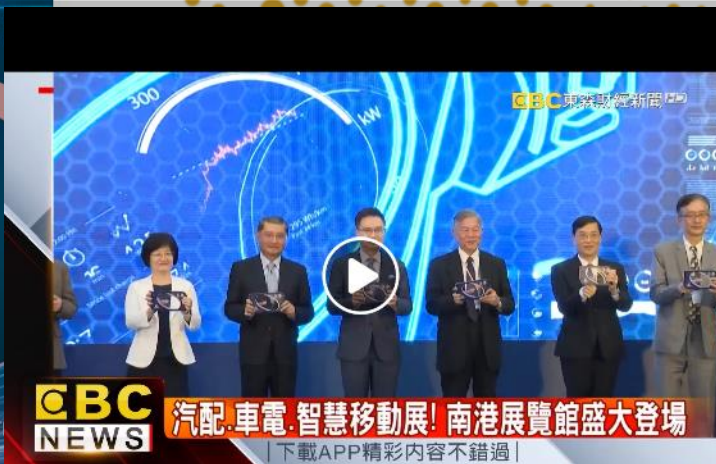


# Domestic Marketing - Online Media



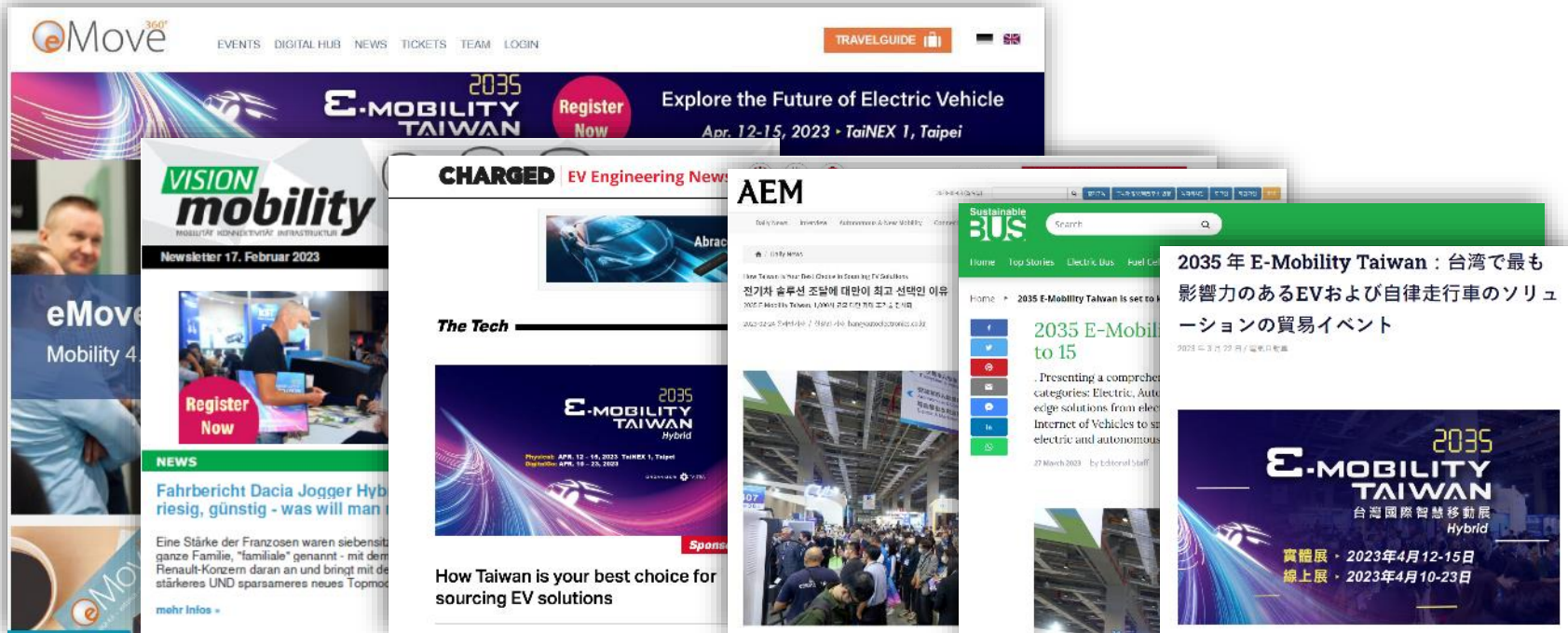


# Domestic Marketing - Social Media

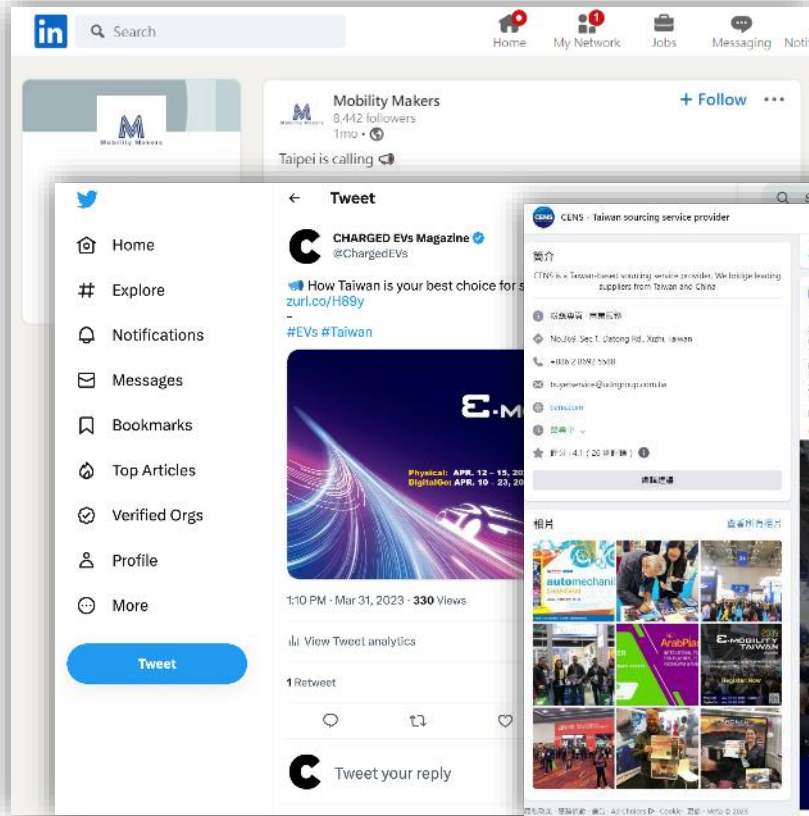


# International Marketing – Industry Media

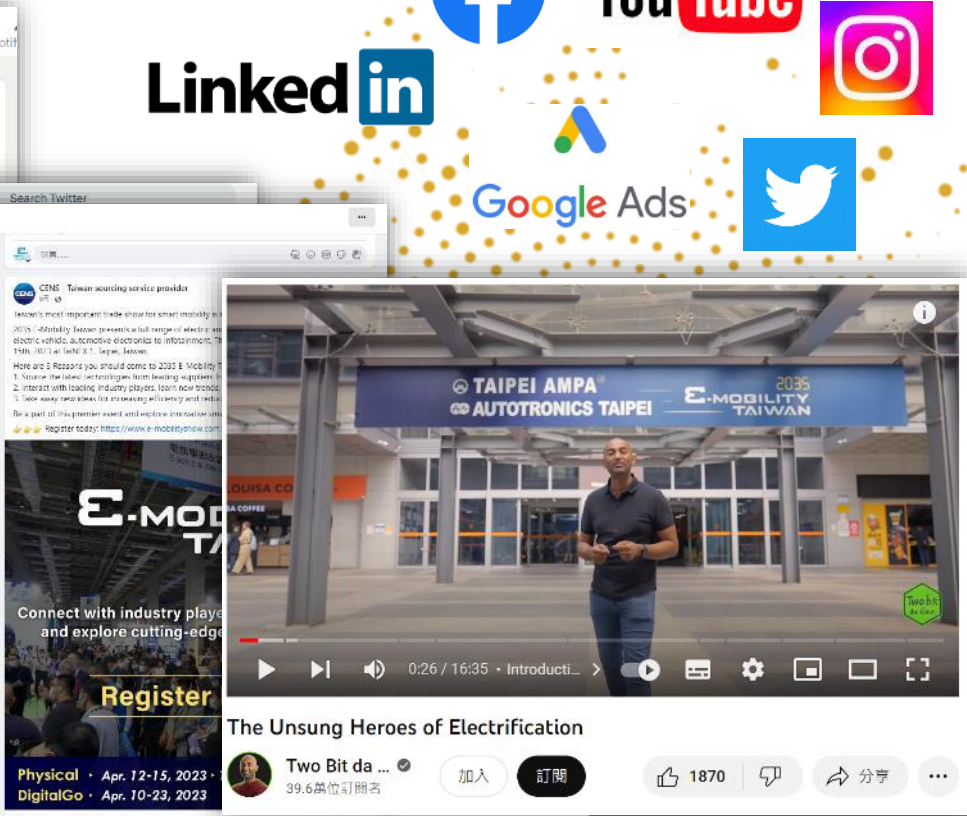
Publish on leading EV, autonomous vehicle, and technology media



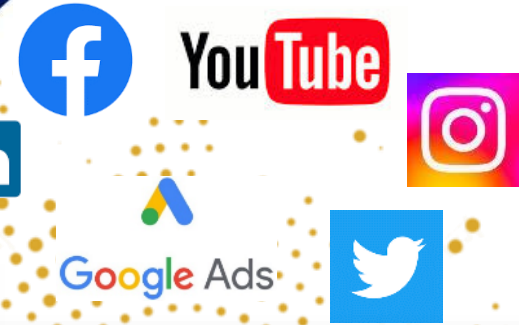
# International Marketing – Social Media



LinkedIn profile for Mobility Makers, showing 8,442 followers and a post titled "How Taiwan is your best choice for #EVs #Taiwan". The profile includes a navigation menu with Home, Explore, Notifications, Messages, Bookmarks, Top Articles, Verified Orgs, Profile, and More. The post features a tweet from CHARGED EVs Magazine and a gallery of images related to the event.



YouTube video player showing a video titled "The Unsung Heroes of Electrification" by Two Bit da... The video content features a man standing in front of a large banner for "TAIPEI AMPA AUTOTRONICS TAIPEI" and "E-MOBILITY TAIWAN 2023". The video player includes a progress bar at 0:26 / 16:35 and engagement buttons for likes (1870), comments, shares, and subscriptions.



LinkedIn



TV Exposure

70+

News Exposure

70+

Online Media Exposure

500+



# Thank you

## See you on April 17-20, 2024

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