

TAIWAN: A Preferred MICE Partner During COVID-19 Outbreak

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With the Taiwan government effectively curbing the spread of COVID-19 in the country, Taiwan is now one of the most preferred destinations in the world for MICE (meetings, incentives, conferences, and exhibitions) business.

With collaborative efforts from the government and business sectors, Taiwan's MICE industry has been booming in recent years. According to the latest ICCA (International Congress and Convention Association) Statistics Report, Taiwan hosted 173 international conferences in 2018, ranked 5th in Asia and achieved a new national record with a 23% year-on-year increase.

In addition to the country's warmth and hospitality, beautiful scenery and unique culture, what are some of the other major factors contributing to Taiwan's status as a most preferred destination for MICE and travel? The following outlines the major reasons:

- 1. Taiwan holds world class tradeshows:** Taiwan is a global leader in information and computer technology, medicine, science and industrial sectors. And with strong and diversified industrial clusters, Taiwan is an ideal place for conducting international business and trade events. Taiwan has long achieved success in holding world renowned exhibitions such as **COMPUTEX**, held every June, the 2nd biggest ICT tradeshow in the world, and many other B2B exhibitions that showcase complete industry ecosystems, including **Taipei Cycle, AMPA, Medical TAIWAN, and Food Taipei**.

For TAITRA International Tradeshows, see:

https://www.taiwantradeshows.com.tw/en_US/index.html

- 2. Renewed and growing exhibition infrastructure for MICE businesses:** Taiwan is continuously expanding and renewing its MICE infrastructure. For example, Taipei Nangang Exhibition Center Hall 2 (TaiNEX 2) was opened in March 2019 with the most innovate & state of art technology and design, and when combined,

the total space of TaiNEX halls 1 and 2 can hold up to 5,000 booths. In addition, more and more cities including Taoyuan, Taichung and Tainan are engaged in hosting international conferences and events. Such growing momentum has turned Taiwan into a vibrant location for MICE business. Moreover, the ICCA Congress, and the World Trade Centers Association (WTCA) Annual Congress will be held in Taiwan this year.

3. **A safe, convenient and fun place to visit:** Aside from exciting business opportunities and tradeshow, Taiwan is a safe and secure travel destination. Taiwan is a center point for transport in the Asia-Pacific region, offering more than 5,000 flights to 115 different cities weekly. On the island, the metropolitan rapid transit systems in Taipei and Kaohsiung cities as well as Taiwan high-speed rail offer great convenience for businesses. Finally, Taiwan offers abundant tourism resources, including majestic geographic and natural wonders as well as delicious cuisines.

For more info on Taiwan MICE industry, check out **Meet Taiwan:**
https://www.meettaiwan.com/en_US/index.html

***Recently, the first World Congress of Facial Plastic Surgery (IFFPSS 2020) in Asia was held in Taiwan in February as scheduled in TICC (Taipei International Convention Center), and the organizers and participants highly praised and valued their experiences. See clip:
<https://www.facebook.com/watch/?v=200420861024228>

***As of today, Monday March 9, the COVID-19 outbreak has resulted in more than 100,000 confirmed cases worldwide. As of writing, a total of 45 confirmed cases were reported in Taiwan, with 1 deceased, 15 released from isolation, and the remainder hospitalized in stable condition. There has been no new confirmed case since Mar 7. The current data indicated that, the risk of infection to international travelers within Taiwan is still considered low to minimal.

***The latest reports as shown in the following table

Nations	Confirmed cases (newly acquired cases today)
China, including Hong Kong (114), Macau (10)	80,859 (193)
Republic of Korea	7,832 (1,548)
Italy	7,375 (4,286)
Iran	6,566 (3,053)
France	1,126 (703)
Germany	902 (413)
2 cruise ships in international conveyance	696 (10)
Spain	613 (420)
Japan	494 (124)
U.S.A.	400 (237)
Switzerland	281 (170)
UK	273 (157)
Holland	265 (183)
Sweden	203 (109)
Norway	169 (83)
Belgium	165 (119)
Singapore	150 (33)
Austria	102 (61)
Malaysia	99 (44)
Australia	83 (24)
Greece	73 (66)
Canada	64(17)
Iraq	61 (23)
Kuwait	61 (3)
UAE	60 (33)
Bahrain	56 (9)
Egypt	55(53)
Iceland	55 (21)
Thailand	50 (3)
Taiwan	45 (0)
India	40(37)

