

Market Overview

With a population of 23 million, Taiwan is a thriving democracy, vibrant market economy, and a highly attractive export market, especially for U.S. firms. In 2011, Taiwan was ranked as our tenth largest trading partner in goods, putting it ahead of markets such as India and Italy. It is also our sixth largest agricultural market, and our fifth largest source of foreign students in U.S. higher education. Taiwan is the world's fourth largest holder of foreign exchange reserves, with over US\$ 385 billion in 2011. The Taiwan economy softened slightly from 2010, but still enjoyed 4.03% GDP growth in 2011. Unemployment has remained relatively low, and an appreciating currency makes U.S. goods and services attractive to Taiwan buyers.

Total exports increased by 12.3% to \$308.3 billion in 2011 and imports rose 12.1% to \$281.6 billion. China (including Hong Kong) is Taiwan's largest trading partner, accounting for 28.65% of total trade and 16.07% of Taiwan's imports in 2011. Japan follows, with 11.92% of total trade, including 18.53% of Taiwan's imports. The U.S. is now Taiwan's third-largest trading partner, importing 11.8% of Taiwan's exports while U.S. exports comprise 9.15% of Taiwan's imports.

Leading Sector for U.S. Products Export Analysis

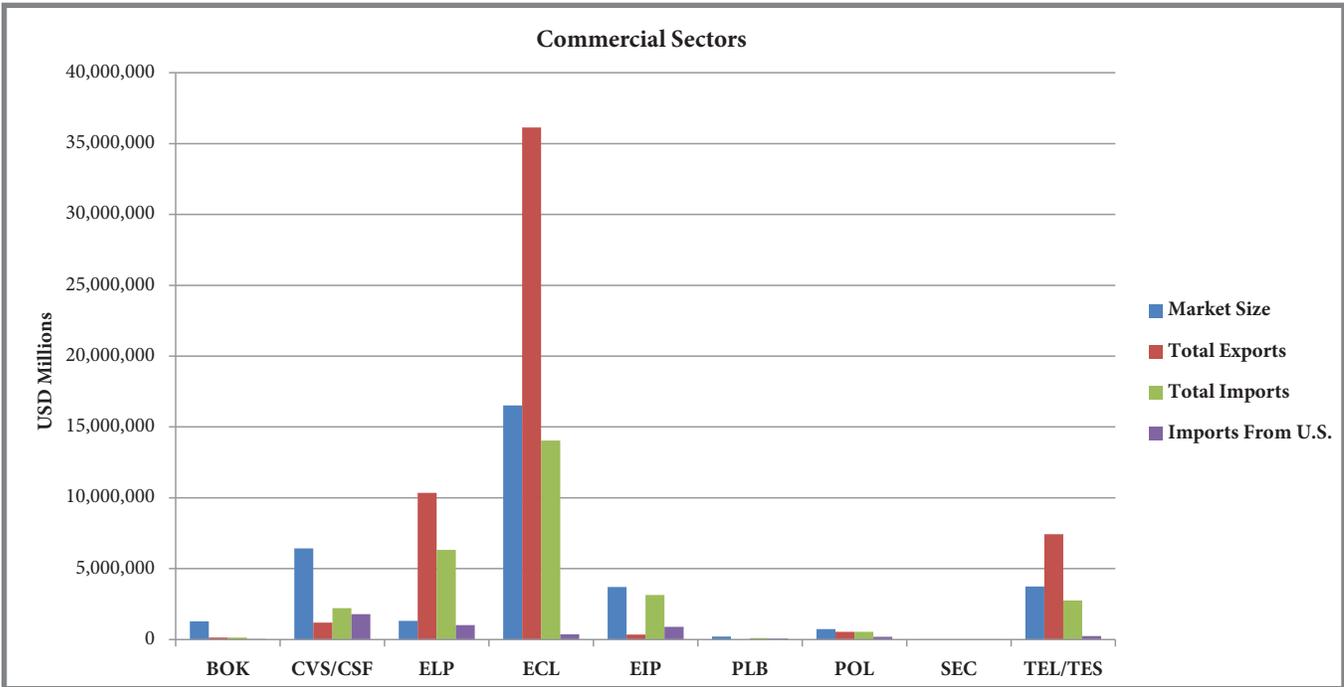
Commercial Sectors

- Book (BOK)
- Computer Services and Software (CSV/CSF)
- Electric Power Equipment (ELP)
- Electronic Components (ECL)
- Electronics Industry Production/Test Equipment (EIP)
- Pleasure Boats (PLB)
- Pollution Control Equipment (POL)
- Safety and Security Products and Services (SEC)
- Telecommunication Equipment (TEL/TES)

(2013 Estimated)

Commercial Sector	Market Size	Total Exports	Total Imports	Imports From U.S.
BOK	1,280,000	135,000	138,000	35,500
CVS/CSF	6,423,800	1,183,900	2,216,200	1,780,000
ELP	1,311,875	10,352,410	6,325,644	1,017,651
ECL	16,524,585	36,145,061	14,045,019	358,033
EIP	3,701,683	339,928	3,146,474	881,092
PLB	208,000	89 yachts	106,000	55,000
POL	734,828	531,220	531,220	180,017
SEC	5,778	1,530	1,880	82
TEL/TES	3,733,300	7,429,400	2,748,400	231,500

(USD Millions)



Agricultural Sectors

- Beef
- Cheese
- Chocolate and other Candies (excluding chewing gum)
- Dried and Frozen Fruit
- Fish and Seafood Products
- Fresh Fruits
- Pet Food
- Pork
- Poultry Meat
- Read-To-Use Processed Foods/Ingredients
- Softwood and Treated Lumber
- Tree Nuts
- Wine and Spirits

Agricultural Sector	Market Size	Total Exports	Total Imports	Imports From U.S.
Beef	141700 metric tons	800 metric tons	135000 metric tons	48000 metric tons
Cheese	NA	\$48	\$161,300	\$40,600
Chocolate & Other Candies (excluding chewing gum)	\$210,500	\$36,000	\$116,500	\$11,700
Dried & Frozen Fruit	NA	\$5,500	\$79,000	\$32,500
Fresh Fruit	\$2,570,000	\$67,000	\$425,000	\$170,000
Pet Food	\$127,000	\$1,450	\$111,450	\$41,240
Pork	\$923,000	\$5,000	\$73,000	\$30,000
Poultry Meat	738500 metric tons	6500 metric tons	125000 metric tons	110000 metric tons
Ready-to-Use Processed Food/Ingredients	NA	\$48,500	\$80,500	\$13,000
Softwood & Treated Lumber	\$860,000	\$10,000	\$880,000	\$165,000
Tree Nuts	NA	\$464	\$131,300	\$54,600
Wine & Spirits	NA	\$56,700	\$494,000	\$13,850

(USD Millions)

