

GNSS. asia

Taiwan Workshop



Introduction & Opportunities

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Define **industrial cooperation strategy** between EU and 5 Asian economies

Focus on GNSS Downstream Sector



Support concrete **collaboration opportunities** between companies



2012-2014
(30 months)

Raise awareness on Galileo and EGNOS
Ensure Galileo is in chipsets/receivers





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GNSS.asia Taiwan Leader
ECCT Tech Committee



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GNSS Information Material
in local languages

GNSS local community
Database / Research

Media /
Case study coverage

Business / Market
knowledge

Matchmaking / Events
ECCT Tech Committee

Showcase existing
Solutions and Technology

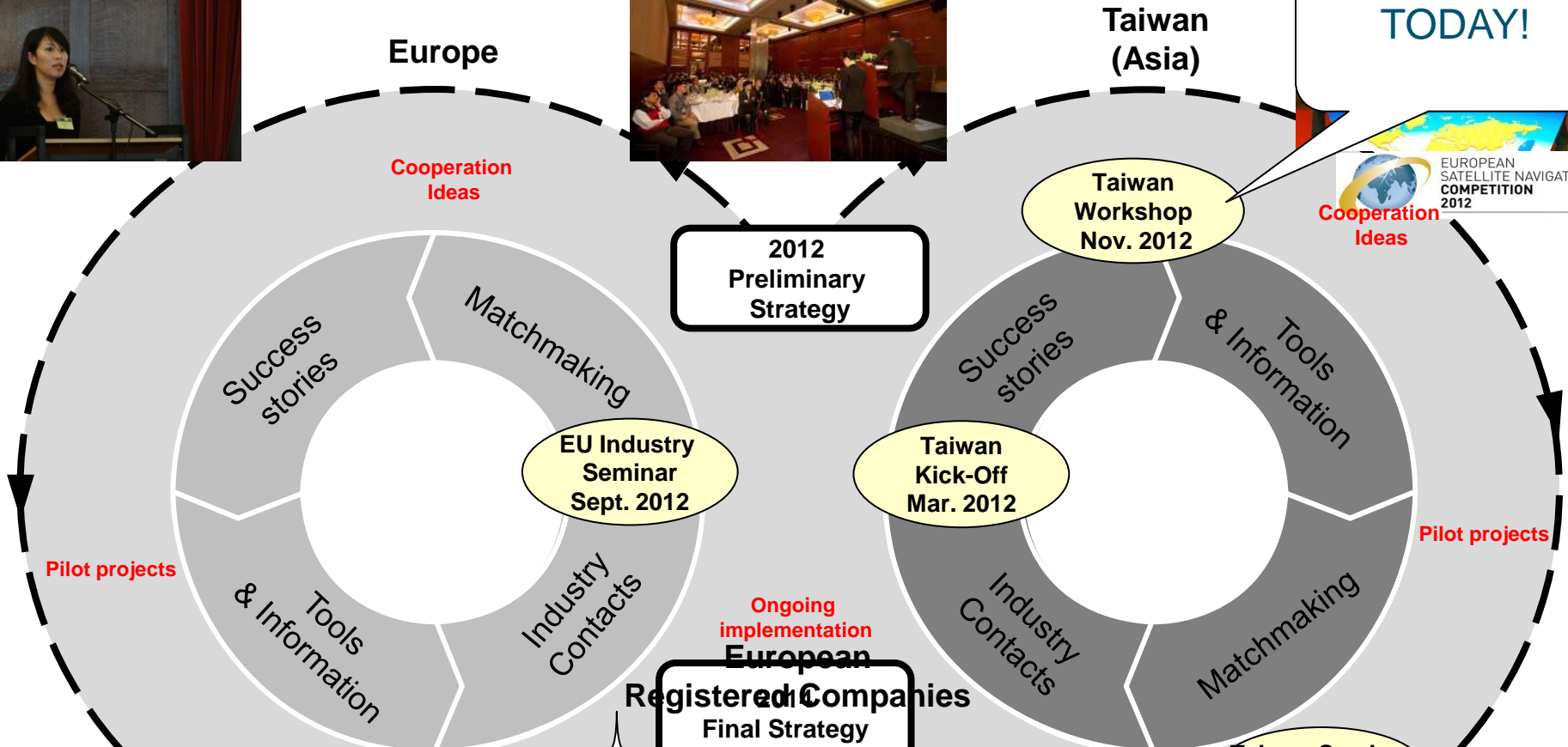
Personal contact /
introductions

Advise on
support measures

Liaise with
official institutions



GNSS.ASIA INDUSTRIAL PARTNERING SCHEME

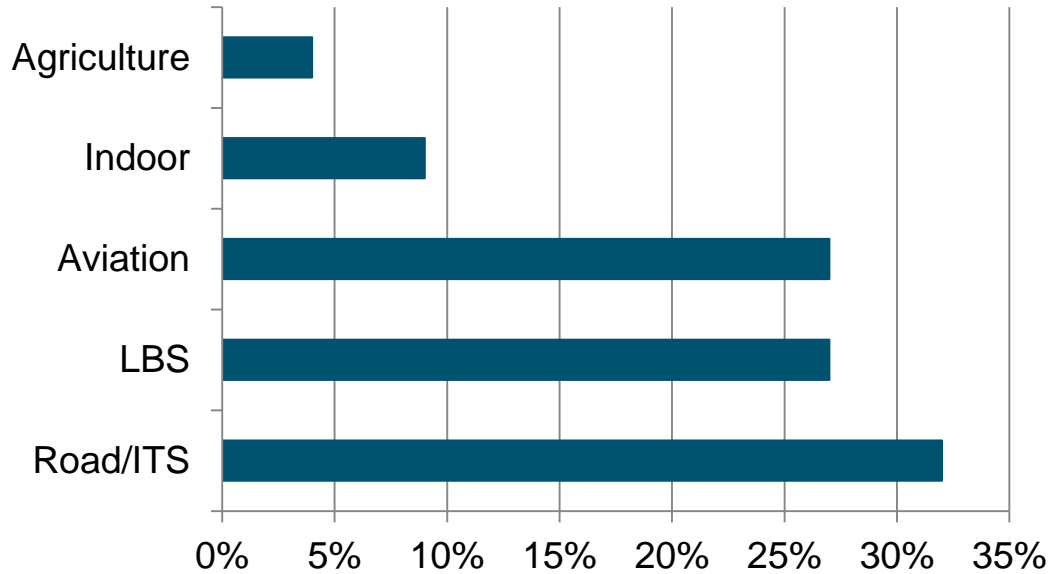


OBJECTIVES OF TODAY'S WORKSHOP

- **Bring together main actors** for EU-Taiwan industrial cooperation on GNSS applications and receivers
- **Highlight opportunities** for industrial cooperation with Europe
- **Present and discuss emerging strategy** on industrial cooperation in Taiwan
- **Get input for industrial partnership scheme** from Taiwan Industry
- **Establish link between Taiwanese partners and specific European companies**
- **Discuss follow up actions**

OPPORTUNITIES FOR EU-TAIWAN BUSINESS COOPERATION FROM GNSS.ASIA INDUSTRIAL SEMINAR...

Interest by application domain



Interest by Activity



"We have worked with ... but would like to expand our business within the wider region"

"I took good note of the opportunity you pointed out for partnering with Taiwanese companies for the development of recording device for cars"

"We are looking to expand our indoor navigation solutions business with shopping malls in any of the Asian markets"

"We are looking for partnering opportunities in all 5 countries"

"We want to cooperate on multi-constellation receivers"

- **Applications Cooperation strategy**

Focus on **LBS** (*Location Based Services*): indoor/outdoor

Enhance cooperation on **Road** segment (Telematics, ITS, car black boxes, 4C,...)



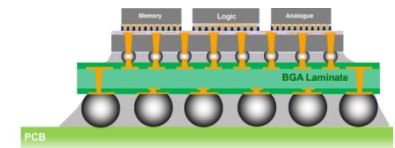
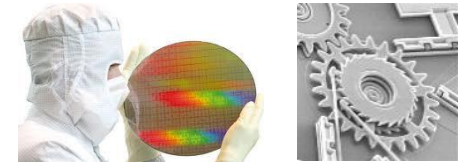
- **Industrial Cooperation strategy**

First priority: **Micro and Nano Electronics**

Component-level technologies: **Sensor Fusion** and **Multi-GNSS** integration

Components to system & solution integration:

Smart Handheld devices (ODM/OEM, China market...)
+ systems, equipments, solutions...



EU & Taiwan C2C “Cluster-to-Cluster”



Develop Cluster-to-Cluster concept (eg. micro & nanoelectronics)

- Permanent representation of European Clusters in Taiwan (and vice-versa)
- SME, research centers, academics and multinational companies **co-opetition**
- Better access to local partners
- Business / go-to-market accelerator
- Clusters branding promotion

From Clusters to Supra-Cluster: **Silicon Europe**



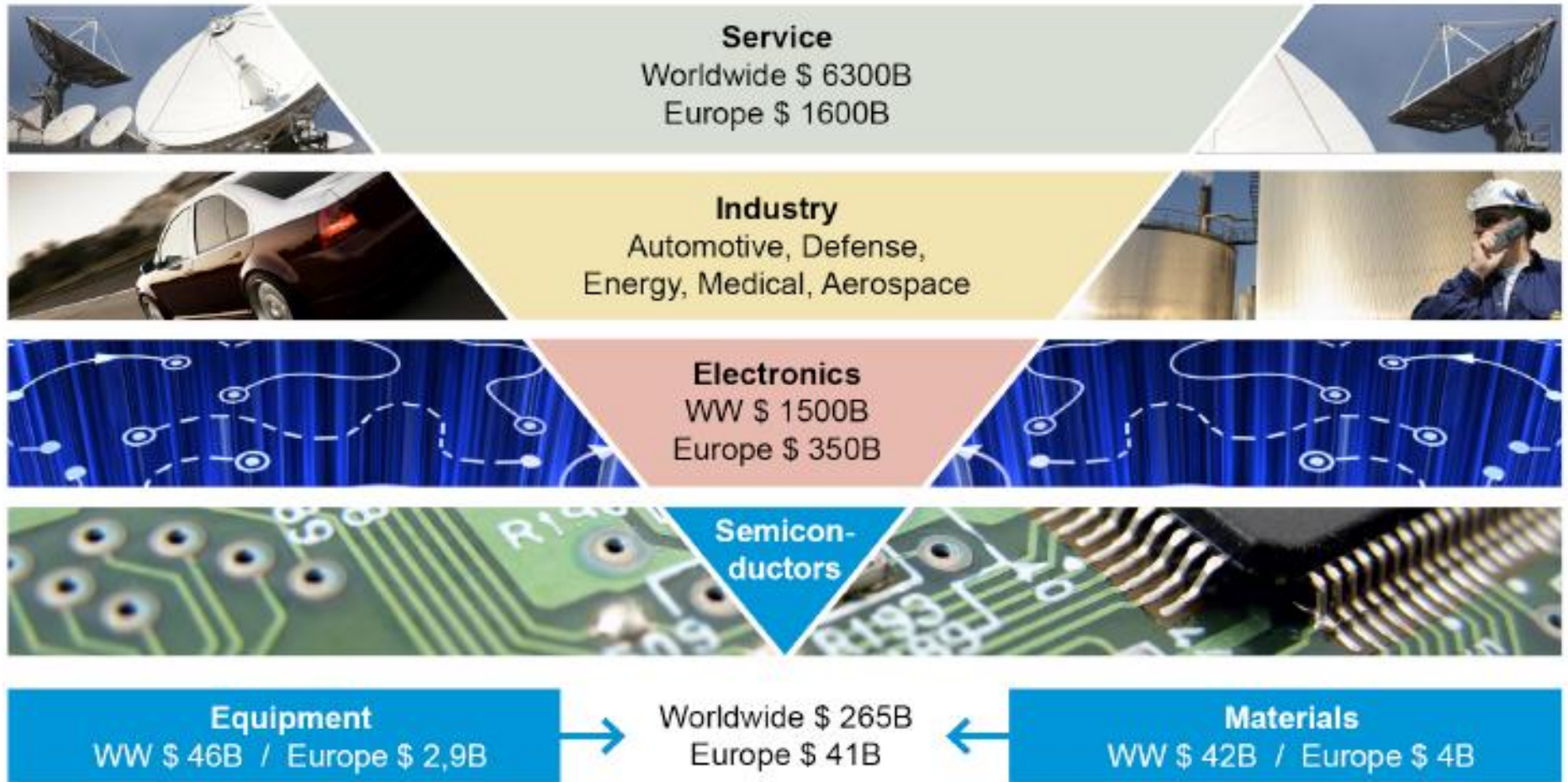
Commercial exploitation of
advanced technologies
developed in FP7:





GNSS.asia - Taiwan

Ready to partner with Europe?



Source: Silicon Europe
Credit: ESA / Galileo

THANK YOU

.. any questions?

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謝謝

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