



British Chamber
of Commerce in Taipei

ANNUAL REPORT 2021

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BCCTaipei Chair

Carl Blundon

2021 was a year of transition and growth for BCCTaipei as our former CEO, Steven Parker, stepped down from the post after more than six years at the helm. Steven played an integral role in the growth and corporatisation of BCCTaipei during recent years and we look forward to his continued engagement as a valued member.

In June of last year, we were extremely happy to welcome Richard Stokes-Green as the new BCCTaipei CEO. Richard has brought an incredible passion to the Chamber and his impact was immediate with our membership continuing to show impressive growth despite the lingering COVID-19 challenges. Richard has also put a focus on improving our processes and systems as BCCTaipei moves into its next phase of growth.

I am incredibly proud of the value we continue to deliver to our members through our committees and programmes. Our Women in Business and Young Professionals committees have continued to thrive while the UK Renewables committee has gone from strength to strength with an impressive number of new members joining BCCTaipei as a result. Our Young Professionals and Women in Business mentorship programmes have continued to grow and the feedback on both has been tremendous.

It has been another very successful year for the Chamber and this would not have been possible without the dedication of the BCCTaipei team. The fact that such a small team continues to deliver such fantastic value to members never ceases to amaze.

Finally, I would like to thank everyone involved in the BCCTaipei community for your support over the past year. I wish you all health and happiness as we move forward through the year to come.

A handwritten signature in black ink, appearing to read 'C. Blundon', with a long horizontal flourish extending to the right.

Carl Blundon
Chair at British Chamber of Commerce in Taipei
Head APAC at Taylor Hopkinson



BCCTaipei CEO

Richard Stokes-Green

This is my first opportunity to address the membership at an annual meeting of members, and, therefore, my first chance to formally thank you all for the incredibly warm and supportive welcome that I've received over the past 10 months, since joining the Chamber.

The pandemic and associated prevention measures have continued to present challenges to our programming, and necessitated swift adaptation from our small team. I'm delighted to say that the team has risen to the challenge, showing grit and determination to maintain outstanding service to our members.

The flexibility and resilience that the team has displayed comes, in large part, thanks to the commitment of our Board and the hard work of my predecessors, who helped lay excellent foundations that now support the path for continued Chamber growth. Although the past two years have seen reduced events, the Board has been supportive of plans to ready the ship for a new course, one that will see us grow our events programme to provide even more benefit for our members.

Over the past year we've benchmarked ourselves against our peer chambers with whom we coordinate to ensure that we deliver on the needs of our respective memberships. We have great working relationships with the local community of chambers of commerce, and we resolutely commit to ensure that this spirit of cooperation and partnership continues.

We've also examined our processes to learn how we can get better at what we do, and this has resulted in some changes. Change is rarely easy, but the team has responded well and embraced new approaches. There'll inevitably be more to follow as we continue to review and refine our practices to work even more efficiently.

We continue to run fantastic mentoring and internship programmes, and we've reaped the benefit of such initiatives for ourselves, recently recruiting one of our own

interns, an appointment that is already paying dividends in enhanced chamber marketing, delivering even greater value to members through our website and social media channels. In the past few months, along with other chambers and progressive businesses, we also joined a brilliant new initiative, working together with National Taiwan University to provide internships for international students. We look forward to welcoming the first of those interns in the very near future.

And last month we surveyed our members to ask for direct feedback that would further inform our development plans. I'm delighted to report that the feedback was overwhelmingly positive. You told us that you want us to keep doing what we're good at: hosting great events. And you said that you want more of these to be industry-focused and Environment, Social and Governance (ESG) oriented. So that's what we're going to deliver. To make that happen, we're going to bolster our membership team, which will enhance our ability to implement events in short order.

You also told us that you want us to continue to advocate on your behalf so we're going to continue to foster excellent relationships with our local government friends – helping them to engage with our members on issues that matter to them. And, of course, we continue to have a fantastic relationship with our UK government representatives and their delivery teams who actively participate in many of our committees and programmes. That close engagement will continue to serve as an excellent basis for our advocacy efforts on behalf of both UK and Taiwanese businesses within our membership.

Finally, we will continue to support our chosen youth and education-focused charitable causes. I look forward to working with you all over the coming year in continuing to stage events and programmes that deliver what you and your businesses need, while generating benefit for the community in which we all operate.



Richard Stokes-Green
CEO of British Chamber of Commerce in Taipei

Working Together



British Office Taipei Representative

John Dennis

We see the UK-Taiwan relationship going from strength to strength. Taiwan is the world's 22nd largest market by nominal GDP and is the UK's 28th largest trading partner. Total annual trade for 2021 was £8.3 billion, which, despite the pandemic, still represents an increase of a whopping 17.9% from the previous year.

There is significant alignment between Taiwan's and the UK's goals. Both are vigorously pursuing net zero ambitions and energy security. Both have significant strengths in advanced technology. We'd like to make sure that UK companies benefit from the emerging business opportunities in this part of the world.

I'm hugely proud of what the UK has already achieved here. In offshore wind, we have already have over 30 UK companies set up in Taiwan, supporting efforts towards net zero. In technology, we have a strong presence across a range of areas including high tech tools and systems, IP and compound semiconductors. In healthcare, the UK has been one of the most important suppliers assisting Taiwan to combat COVID-19. In food & drink, the UK remains the biggest whisky exporter to Taiwan. In financial services, both established UK institutes and fintech start-ups are bringing the most innovative services to support the economic growth of Taiwan. Finally, in education, we are supporting Taiwan to achieve its bilingual goals. I'm sure this is not an exhaustive list!

We are also looking closely at exciting new developments in areas such as hydrogen, supporting companies to meet Taiwan's net zero goals, and pork imports now that UK market access has been granted.



British Office

We will continue our efforts to deliver trade outcomes by working closely with the authorities in Taiwan. We're looking forward to a significant round of Trade Talks in October this year – the 25th of these meetings. Please do look out for and participate in the annual Business Survey, due to be released shortly, which provides valuable evidence to frame our engagement.

Collaboration with the Chamber

The British Office continues to enjoy a strong, collaborative relationship with the British Chamber. We look forward to working together to welcome more UK companies into the Taiwan market over the coming years, as well as continuing to play an active role in BCCTaipei's subcommittees.

From 2015 to 2022, the British Chamber of Commerce was our sole export service delivery partner. With the launch of the Export Support Service – ESS for short – in March this year, in-market support and advice for high potential SMEs has moved back in-house for all posts around the world, and so the British Office Taipei has entered a new phase of our partnership with BCCTaipei. BCCTaipei will be a key partner for providing in-depth and extended export support to these SMEs as they come into the market.

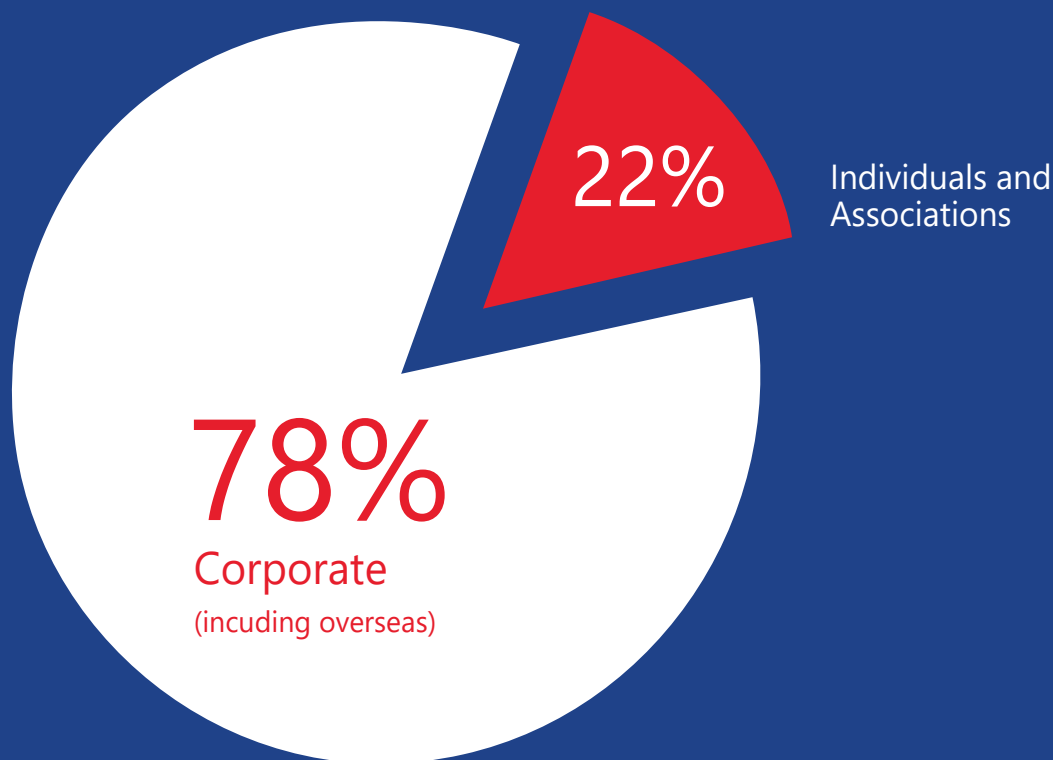
Thank you to BCCTaipei and members for fruitful cooperation over the last year. I look forward to achieving even more together in the year ahead.

A handwritten signature in black ink, appearing to read 'J.D. Dennis'.

John Dennis
Representative at the British Office in Taipei

Membership Overview

Member Composition



Membership Growth

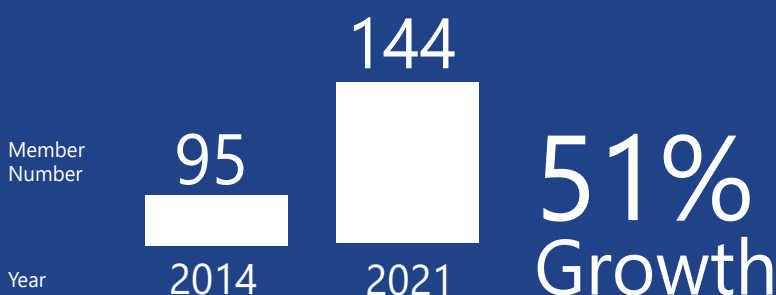
We have seen great growth at the Chamber with a 51% increase in member numbers from 2014 to 2021. As we enter an exciting new phase of the Chamber's work, we have introduced new projects, workshops, and forums to better suit our members' needs.

Examples of this include, expanding our Women in Business and Young Professionals Mentorship Programmes, rebranding our HR & Talent Development committee to Organisation & People Development committee to help

people learn and support companies in Taiwan in solving HR and organisational development challenges, and launching the Responsible Business committee and UK Renewables committee.

We also reorganised the Financial Services committee to address industry challenges and facilitate provision of solutions. In addition to this, we have broadened the scope of our committees to better support our members and diversify the range of services we can offer.

The total number of members has been recalculated from 2021 to focus on corporate membership categories only.



Membership Engagement

Events

We hosted

56

events in 2021

We successfully converted

3

events to online

We had in total

1.7K

attendees participate in our
events last year

10

had to be cancelled

We had no physical
events for

2

months due to the
coronavirus outbreak

Member Support

We promoted a total of

110

members through our events

We shared and posted

300+

posts of our members
through our media platforms

We co-hosted with

25

members in total through
our events

We utilised

33

member venues for
our events

Trade Support Services

Our Sector Responsibility

- Food & Drink
- FMCG
- Retail
- Education

Since 2013, BCCTaipei has been working in partnership with the Department for International Trade to increase exports to Taiwan, with a view to increasing bilateral trade and commerce between the two markets.

BCCTaipei works in partnership with the UK government for incoming trade service and to support the commercial needs of our members.

We support all areas but specialise in Food & Drink, FMCG, Retail, Education and Renewable Energy.

Export Wins in 2021

NT\$
240
Million



We provided trade support services to

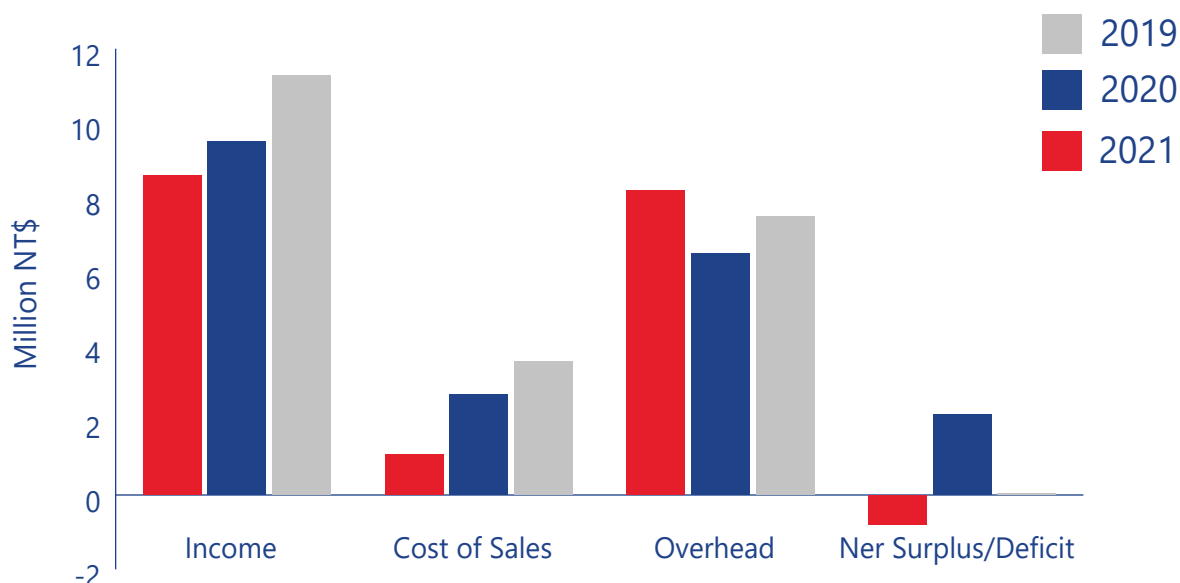
50+
exporters in 2021



Department for
International Trade

Financial Overview

Audits



In 2021, we wrote-off in excess of NT\$680,000 bad debt and recruited a new CEO.

COVID-19 has had a detrimental impact on our events programme and, as a result, sponsorship, but we expect fewer cancellations and a recovery to pre-COVID attendance levels in the future.

Invoicing procedures have been adjusted to reduce the risk of amassing large amounts of bad debt moving forward. Our capacity to generate revenue through sponsorship has been inhibited over the last two years due to a curtailed events programme.

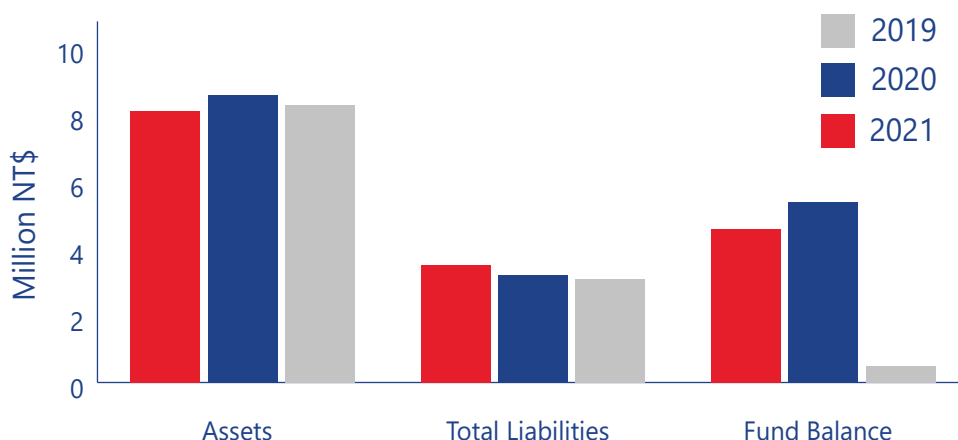
Thanks to all of our devoted supporters who have helped us get through these challenging times. Direct expenditures have been lower as a result of the reduced events schedule, but overhead, the majority of which is labour-related, has increased due to recruitment costs and expenditures on a new website and systems.

Balance Sheet

The balance sheet is still in excellent shape, with around six months' worth of operating costs on hand for contingency.

We expect a return to improved event programming (ticket sales) and a corresponding rise in sponsorship revenue for ticket sales.

As we bring in more new members and reduce churn, revenue from membership dues will continue to rise.



Charity Donation

We began donating to charities in 1996. Over the years, we've been able to impact the lives of over 400 students-in-need through a combination of university scholarships and direct support for young people facing difficulties in high school.

Salvation Army Puli Youth Services Centre



An international charitable organisation with a long history. They first operated in Taiwan from 1928 to 1941 and then reopened in 1965.

- Homeless services
- Youth services
- After school care
- Emergency services
- Social justice



British Chamber
of Commerce in Taipei

BCCTaipei 4-Year Scholarship Programme

The programme was initiated in 2013. To date, this programme has allowed underprivileged students from various backgrounds the opportunity to study in a university programme of their choice. The primary objective of the BCCTaipei Scholarship is to stimulate BCCTaipei scholars by exposing them to academic study, cultures, experiences and friendships that they would not otherwise have the chance to sample.

SOS Children's Village

An independent, non-governmental international development organisation which has been working to meet the needs and protect the interests and rights of children since 1949. The organisation's work focuses on abandoned, destitute and orphaned children requiring family-based childcare. Millions of children worldwide are living without their biological families for a variety of reasons including:

- Parental separation
- Domestic violence & neglect
- Loss of parents due to war or natural catastrophes
- Disease



British Chamber
of Commerce in Taipei

Marketing Overview



Our followers increased by

85%

We reached

39k+

in the past 365 days



Our followers increased by

588%

in the last 365 days

Impressions

1000+

per post

Total 391,063 impressions in 2022

SOCIAL MEDIA PRESENCE



Our followers increased by

75%

in the last 365 days

Impressions

+2300

in the past 150 days



Impressions

+153%

in last 90 days

Impressions represent the total number of times posts were seen.
These results are based on report generated by LinkedIn, Twitter and Meta.

WEBSITE & CRM SYSTEM

We launched a new website in 2021 to have better engagement with the public and increase member value.

New features

- ✓ Job board
- ✓ Publications
- ✓ Slide ads
- ✓ Member & community events

Our users increased by

70%

after we launched the website

We had

5.3K

users in the last 12 months

We had

+80%

sessions in the last 12 months

If you have items of news that would be of interest to other members, feel free to share them with us!

Email to: marketing@bcctaipei.com

A session is a group of user interactions with the website that takes place within a given time frame.

British Chamber
of Commerce in Taipei

BCCTaipei Committees

We have mission-focused committees in five categories to help us better support our members' needs and agendas.

In 2020, we established a new committee: UK Renewables committee (UKRC) to highlight issues and create awareness for the renewables industry.

In 2021, we re-organised our Financial Services committee to share collective input on key trends, events, and updates in the financial services industry and put forward important issues to regulatory bodies.

UK Renewables (UKRC)

Women in Business (WiB)

Young Professionals (YP)

Corporate Social Responsibility (CSR)

Organisation & People Development (OPD)

Financial Services (FSC)



UK RENEWABLES (UKRC)

The industry representative body for UK offshore wind supply chain in Taiwan, representing 37 UK companies. The committee supports the growth of Taiwan's renewables sector through government engagement, sharing best practice and lessons learned, through local industry and stakeholder liaison, and by promoting the development of people and talent for the industry.



Committee Chair

Tom Manning
General Manager
CWIND Taiwan



Committee Co-chair

Yu-Foong Chong
Head of Business Development
RWE Renewables in Taiwan

Activities in 2020 & 2021

Provided industry stakeholder input to British Office for ongoing offshore wind lobbying and engagement with Taiwan government.

Ran a calendar of committee meetings and broader industry social networking opportunities.

Represented UK offshore wind supply chain within Taiwan at: UK-Taiwan Renewables Roundtable, UK-Taiwan HSE Summit, Trade Talks, and other events.

Also in 2021, we launched an internship programme to provide university students with invaluable job experience in Taiwan's renewable energy industry.

In the same year, we co-hosted the Women in the Offshore Wind Industry Forum with the BCCTaipei Women in Business committee, looking at diversity in Taiwan's offshore wind sector.

Committee Members





VD 台北 IV RP HZ K MY 依 胡 E TW

Vienna Red... Sabrina Fie... Sprinkle Yeh... Rufan Fan... Hong Zhi Lin... Kyle Chen... Margaret Yu... 依胡... 胡... E... TW

Interview Timeslots

Timeslot	Panel 1 Name	Panel 2 Name
10:05 - 10:30	Wei Cheng Hsi	Centia Lee & 胡
10:30 - 10:55	Rufan Fan	Celine Hu
10:55 - 11:20	KARASHI YUKI	Hong Zhi Lin
Tea Break 11:20 - 11:25		
11:25 - 11:50	Chen Kai (Yi) Fan	Yi Hong Lu
11:50 - 12:15	Natalya Kourantseva	Margaret Yen
12:15 - 12:40	Vienna Wai Chai	Chia-Yi Lin (Yi)

- Please make sure your name is the same as the one on the screen
- Please remain in the original meeting call - muted your mic and turnoff your camera.
- Please stand by and turn on your camera by **10 mins** before your interview.
- When you finish your interview, feel free to leave the meeting room.
- We will announce the shortlist at 13:00pm, don't forget to check your mail inbox!

Please fill out the google survey for your company preference by 16:00 pm today.



UK Renewables

In seeking to support the growth of renewables in Taiwan, the UKRC provides a platform for networking and collaboration among members. Through its events and meetings the committee aims to develop a common voice for members in representing the renewables industry throughout Taiwan.



WOMEN IN BUSINESS (WiB)

The Women in Business Programme aims to raise awareness of the importance of gender diversity in the workplace in Taiwan through events and activities.

Committee Co-Chair

Revital Shpangental
CEO & Founder
Anemone Ventures Ltd.,



Committee Co-chair

Kimberly Cram M.B.E.
Co-founder
KIMAenergy



The BCCTaipei Women in Business committee is a resource for the support, sharing, education, and research into issues relating to Women in Business in Taiwan. We strive to engage our members and the greater community in activities that will facilitate opportunities for women, highlight issues important to the community, and actively improve the position of women in the workplace.

Operating under four main themes Share, Connect, Support, and Celebrate, our programme covers the following:

- Sharing experiences and best practices
- Empowering women in Taiwan's workplace
- Supporting women leadership in Taiwan's workplace
- Supporting female entrepreneurship in Taiwan
- Building a knowledge base on gender issues from published research and primary surveys
- Liaison across the chambers of commerce on gender issues
- Partnering with schools for research or collaborative projects
- Connecting with similar bodies throughout Asia.



Committee Members

Ariel Chen - Boskalis HwaChi Offshore Wind Taiwan Co. Ltd.
Freya Smith - CAREhER
Charlotte Mackay - British office
Milan Chen - British office
Ruby Ho - HSBC Bank (Taiwan)



Women in Business

The WiB programme encompassed numerous events including workshops, luncheons and forums, and the WiB mentorship programme.

We also partnered with UK Renewables committee to produce a report on female participation in the Taiwan wind industry, to feed into the Women in the Taiwan Offshore Wind Industry Forum, held in October.



YOUNG PROFESSIONALS (YP)

The British Chamber of Commerce in Taipei Young Professionals Programme was launched to provide training and networking opportunities to existing young talent in member companies, to facilitate engagement with potential future leaders and build an understanding of the needs of local young talent.

The Young Professionals Programme was set up as a way of actioning our commitment to Responsible Business. Our community is passionate about developing talent across a whole range of industries. By developing young talent, BCCTaipei hopes to help ensure healthy talent pipelines, support leadership development in our community and create the future business leaders of Taiwan.

Committee Members

Chloe Hayes - Northland Power Inc
Ivan Liu - Legacy Lab International
Kunchou Tsai - Enlighten Law Group
T.A. Wu - SPRING POOL GLASS
YuKai Chen - 500 Startups



Committee Co-chair

Claire Chang
Founder
Techmoi International Ltd.



Committee Co-chair

Tom Fifield
Manager Gold Card Task Force
National Development Council



Young Professionals

We run workshops, a mentorship programme and an internship programme to develop talent in a wide range of diverse categories.



CORPORATE SOCIAL RESPONSIBILITY (CSR)

BCCTaipei has an active programme to support its CSR initiatives. BCCTaipei's CSR committee plans and organises events throughout the year to fundraise for donations to charities. The British Chamber of Commerce in Taipei has donated over NT\$17 million to charity since 1996.



**CORPORATE
SOCIAL
RESPONSIBILITY.**

Committee Members

Andy Ings - Lado Business English Specialists
Elaine Salt - BCCTaipei Director
Paul Shelton - Paul Shelton - JPS&J Designs & Consultants
Revital Shpangental - Anemone Ventures Ltd.,
Rich Smith - Intake Education
Steve Parker - Cottingham Ltd.



**ORGANISATION
& PEOPLE
DEVELOPMENT.**

ORGANISATION & PEOPLE DEVELOPMENT (OPD)

We are a community that helps people learn and supports companies in Taiwan to solve organisation and people development challenges. We do this by connecting thought leaders, industry experts as well as Organisation & People Development professionals to co-create and share best practices, skills, and competencies for organisational and people development. This helps businesses in Taiwan to be ready for the future of work and succeed in a complex and fast-changing business world.

Charity and CSR

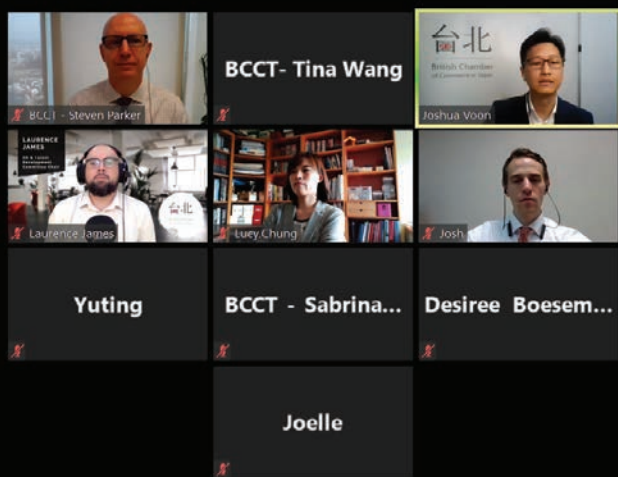
We have dedicated charity events including;

Charity Marathon - every year we support the Standard Chartered Taipei Marathon by entering a team of BCCTaipei runners to raise money for our charitable causes. We've had as many as 100+ runners in our team in some years!

Golf Tournament - a fantastic opportunity for companies and organisations to get brand exposure with leading businesses and organisations in Taiwan and also provide help to local charities

Christmas Charity Auction & Luncheon - the Christmas Charity Auction & Luncheon is our main annual charity fundraising event.





Organisation & People Development

We host and collaborate with leaders, industry experts as well as HR and Organisational Development professionals to share best practices, skills, and competencies for organisational and people development through our workshops.



FINANCIAL SERVICES (FSC)

Comprised of member companies from various sectors such as banking and asset management, the Financial Services Committee shares collective input on key trends, events, and updates in the financial services industry and puts forward important issues to regulatory bodies.

Committee Members

Anne Lai - British Office Taipei
Audry Ho - Ernst & Young (EY)
Arthur Chen - Deloitte
Benjamin Chiu - PCA Life (Taiwan)
Brian Hsieh - Schroders Investment Management (Taiwan) Limited
Cindy Hsu - British Office Taipei
Ernest Leung - Aon Taiwan Limited
Kath Yang - Shanghai Commercial and Savings Bank (Taiwan)
Lin Wu - KPMG in Taiwan
Michelle Maa - Nomura Asset Management Taiwan Ltd.
Richard Watanabe - PricewaterhouseCoopers (PwC)
SJ Chang - The Core Group



Committee Co-chair

Ian Anderson
CEO
Standard Chartered Bank (Taiwan)



Committee Co-chair

Zach Fraser
COO
HSBC Bank (Taiwan)

British Chamber
of Commerce in Taipei

Better Business Better Future

台北

British Chamber
of Commerce in Taipei

Better Business Hub



We have rebranded our events through our Better Business Hub to align with the United Nations Sustainable Development Goals (UN SDGs) so that all of our activities make sense within the wider context of Responsible Business.



Better Business Awards

The annual BCCTaipei Better Business Awards recognise individuals and enterprises in Taiwan for their outstanding effort in Responsible Business.

In 2021 we honoured achievements in the categories of Corporate Social Responsibility, Diversity, Social Enterprise, Green Energy, Climate Champion, Innovation for Wellbeing and Business Leader of the Year.





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With sincere appreciation to our sponsors in 2021

Award Sponsors



British Office



RWE



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Event Sponsors



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Gold Sponsors



Silver Sponsors



**British Chamber
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We thank you for your continued support of our Better Business Hub

CONNECT WITH US

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