

☞ MOTORCYCLE TAIWAN 2009 ☜

大會新聞資料/PRESS KIT

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**「2009 年台灣國際機車產業展」****開幕典禮程序表****Agenda of the Opening Ceremony of Motorcycle Taiwan 2009**

一、時間/Time：

4 月 16 日 (四) 上午 10 時至 11 時

10 a.m. ~11 a.m., 16th April

二、地點/Venue：

開幕典禮：台北世界貿易中心展覽大樓 A 區大會舞台

Opening Ceremony: Stage of Area A, TWTC Hall 1

授旗儀式：汜水池廣場戶外舞台

Flag Presentation Ceremony: Stage of Plaza

三、活動流程/Agenda：

時間/TIME	程序	Program
10:00~10:10	開場表演	Opening Show
10:10~10:15	外貿協會 葉副秘書長明水致詞	Remarks by Mr. Walter Yeh, Executive Vice President, Taiwan External Trade Development Council (TAITRA)
10:15~10:20	經濟部國際貿易局 蔣副局長士煌致詞	Remarks by Mr. Shih-Hwang Chiang Deputy Director General, Bureau of Foreign Trade, MOEA
10:20~10:25	揭幕儀式	Inauguration
10:25~10:30	合照	Group Photo
10:30~10:33	機車特技表演秀	Motorcycle Extreme Performance
10:33~10:40	授旗儀式	Flag Presentation Ceremony
10:40~11:00	參觀展場	Show Tour



「2009 年台灣國際機車產業展」開幕典禮
中華民國對外貿易發展協會
葉副秘書長明水 致詞參考稿

國貿局蔣副局長(士煌)、王委員(幸男)、車輛公會黃主任委員(教信)、中經社郭副社長(欽聰)、榮秋重機葉董事長(其蔚)、台鈴工業黃副董(教漳)、台灣金峰林總經理(世昌)及美國摩托車協會秘書長 Mr. Tim Buche，各位國內外貴賓及媒體朋友、大家好。

首先，本人謹代表主辦單位外貿協會歡迎各位蒞臨第 4 屆「台灣國際機車產業展」開幕典禮。加強外銷出口業務為振興國內經濟景氣之關鍵，本次展覽在經濟部國貿局及國內外業者的共同努力下，已交出一張亮麗的成績單。廠商數達近 190 家(185)，攤位數突破 450 個攤位規模、更期望在本屆展覽中達成更多實質商機成果。

台灣機車產業享譽全球，自製率超過 98%，從零組件到成車構成一個完整產業鏈，加上多年累積的 OEM 豐富經驗，使得台灣機車及零組件品質深受國際大廠肯定，也基於這完整、緻密的產業結構，使產量不但可充分供應國內中心廠的需要，更能支援海外市場拓展的需求。根據 2008 台灣機車整車出口統計來看：我國機車產業去年在既有成熟市場中如美國(47%)、韓國(50%)、荷蘭(33%)都創造超過三成的成長率。特別在非洲市場的馬達加斯加更是大幅成長 123%。顯見我國機車產業已經跨足全球。(備註：括弧中數字為 2008 較 2007 年成長率；2008 年我國機車整車出口統計表如後產業背景參考資料附件)

本屆展覽分為三大專區，分別為成車區、零配件暨檢測設備區及戶



外試乘區。成車部份參展廠商有：台鈴工業、重型機車龍頭業者榮秋貿易、環宇動力，馳名歐美的 ATV 業者台灣金蜂，以及環保趨勢下商機無限電動車業者益通、易立歐都一同參與本屆展覽。在零配件方面，國內大廠統亞電子、千葉興業、一菁工業、浩捍實業、明明鋁業紛紛加碼本展。今年也有來自德國、日本、西班牙、韓國、中國大陸等地國外廠商參展，顯示本展國際化程度已逐漸提高。

「改裝車大賞」專區是今年本展話題性最高的主題館，將展示上百輛價值不菲的進口及國產改裝車款，透過玩家巧妙精工的手藝展現酷炫新貌，是國內難得一見的改裝車盛事。今年特別設置「戶外試乘專區」，提供參展廠商更多元展示舞台，透過試乘互動讓國外買主直接體驗台灣產品的高品質。此外，辦理「機車產業論壇」邀集歐美產業專家與台灣業者進行對談，針對研發、設計、行銷、市場等主題進行剖析。另外，規劃有 11 場次的「新產品發表」讓廠商展示其最新研發，如雨刷安全帽、自動式電暖防寒車衣都是國外買主詢問度高的熱門產品。

外貿協會在展中預計將舉行超過 100 場次的採購洽談會。本會透過海外的 52 個駐點，極力向國外買主推廣本展。本次國外重量級買主陣容堅強，獲得熱烈迴響，年營收達 750 億美元德國 BMW 集團確定派員至本展採購機車零配件，還有義大利 FORMULA 1、美商 Polaris Industries、英國 Hel Performance Prodcuts、西班牙商 Motos Bordoy, S.A.、及印尼 Nozomi Otomotif Indonesia 等各國大廠均將前來參觀採購。

亞洲最專業的「台北國際車用零配件展」及「台灣國際車用電子展」此刻正在世貿南港館熱烈展開中。為便利買主能過接觸更多相關車輛產業，主辦單位亦加強兩館間交通接駁及參觀證雙邊通行的服務措施，期



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望滿足買主多元化需求。

本人再次向在座各位表達歡迎之意，及感謝各界對本展的支持，希望透過本展為我國機車產業帶來更大的商機，為低迷的景氣中尋找發光發熱的舞台。

最後，敬祝大家身體健康，萬事如意！



Remarks by Mr. Walter Yeh, Executive Vice President of Taiwan External Trade Development Council (TAITRA) at Opening Ceremony for Motorcycle Taiwan 2009

First of all I'd like to welcome our distinguished guests Mr. Eric Chiang, deputy director of the Bureau of Foreign Trade (BOFT), legislator Mr. Wang Hsing-nan, Mr. Huang Chiao-hsin, chairperson of the Taiwan Transportation Vehicle Manufacturers Association (TVMA), Mr. Guo Chin-chung, deputy president of the China Economic News Service (CENS), Mr. Ye Chi-wei, Chairman of J-DREAM, Mr. Huang Chiao-chang, vice chairman of Tai-Ling Motor, Mr. Lin Shi-chang, president of Taiwan Golden Bee and Mr. Tim Buche, president of the Motorcycle Industry Council of America.

I'd like to take this opportunity to thank everyone for supporting Taiwan's motorcycle industry over these many years! The effort to expand export volume is the key to the revival of the domestic economy, and the 4th Motorcycle Taiwan is showing impressive results thanks to the collaboration of the Bureau of Foreign Trade (BOFT), the Ministry of Economic Affairs, and motorcycle manufacturers from home and abroad. With 184 companies participating and the number of booths exceeding 450, the show is expected to help many business partnerships come into being.

Taiwan's world-famous motorcycle industry manufactures more than 98% of its own products, forming a complete production chain---from manufacturing parts to assembling whole motorcycles. Moreover, the years of experience in OEM manufacturing has won Taiwan recognition for its exports of motorcycles, parts and accessories. Such a comprehensive and close-knit supply chain links a production capacity that fully meets the demand of Taiwan-based production plants, and also helps in the development of overseas markets. Aiming to assist local manufacturers in this regard, the organizers of Motorcycle Taiwan offer the services necessary to break into new markets. Motorcycle exports in 2008 by the industry achieved 30%-plus growth in each of the existing, mature markets, namely the U.S. (47%), Korea (50%) and the Netherlands (33%). In the meantime, noticeable improvements were recorded in emerging markets including Poland (7%) and Greece (21%), along with a whopping 123% growth in Madagascar. It is therefore evident that Taiwan motorcycle makers



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have already reached out to every corner of the world. (Note: The numbers enclosed in the brackets indicate growth in 2008 compared to 2007. Please find in attachment 1 the 2008 motorcycle exports statistics for Taiwan.

The 4th Motorcycle Taiwan unfolds in three sections: (1) Finished Motorcycles; (2) Parts, Accessories and Inspection Equipment; and (3) An Outdoor Test-Drive Zone.

Participants include Tai-Ling Motors, a major scooter manufacturer; Perfect Motors and Gamax Moto, leading suppliers of heavy-duty motorcycles; Taiwan Golden Bee, the well-known ATV manufacturer; E-ton Solar Tech and Taiwan Helio Technology. LEV manufacturers offer tremendous business potential amid the trend towards eco-friendly products. In the parts and accessories section, major motorcycle makers in Taiwan---such as Tong Yia Electric Technology, Chian Yie Industrial, Yih Jing Traffic Industrial, Exustar Enterprise and Ming Ming Aluminum --- will all have a strong presence at the exhibition.

The “outdoor test-drive zone” offer participants an alternative way to display their products. It’s here where foreign buyers can experience first-hand Taiwan’s high-quality products through test drives. Also, there will be a “Motorcycle Industry Forum”, where industry insiders from Europe and the U.S. will give an in-depth analysis of upcoming trends in the motorcycle industry including discussions with local manufacturers. In the multiple sessions of “New Product Launches”, local manufacturers can show off their strong R&D or design capacities to overseas buyers.

The most valuable event at this shows are the “Purchase-negotiating Sessions”, which are aim to build up business partnerships through one-on-one talks, where sellers and buyers gain further knowledge of each other's needs so as to generate the best business leads possible. The event features a prominent group of overseas buyers, such as Formula 1 and Lampa from Italy, Polaris Industries from the U.S., Kohl Automobile from Germany, Hel Performance Products from Britain, Motos Bordoy from Spain, and Otomotif from Indonesia.

With more than 100 purchase-negotiating sessions taking place during the exhibition, TAITRA has been aggressively promoting Motorcycle Taiwan through its 52 branches worldwide. Such efforts have prompted more than 600 overseas buyers to complete



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pre-registration for the show, and we hope this will help local companies tap into more markets abroad.

The Taipei International Auto Parts & Accessories Show (Taipei AMPA 2009) and the Taipei International Automobile Electronics Show (Autotronics Taipei) are taking place this very moment at NANKANG Exhibition Hall of the Taipei World Trade Center (TWTC). To give buyers an opportunity to know more about Taiwan's motorcycle manufacturing and related industries, the organizer of Motorcycle Taiwan has improved the shuttle-bus service between TWTC Exhibition Hall One and NANKANG Exhibition Hall and also offers dual admission to both venues.

I extend once again my sincere welcome to all of you. Thank you for supporting the 4th Motorcycle Taiwan! I hope this exhibition will create additional business opportunities for Taiwan's motorcycle industry by providing the best products on the road.

Finally, I wish everyone good health and all the very best!



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「2009 年台灣國際機車產業展」開幕典禮

經濟部國際貿易局

蔣副局長士煌 致詞參考稿

外貿協會葉副秘書長(明水)、王委員(幸男)、車輛公會黃主任委員(教信)、中經社郭副社長(欽聰)、榮秋重機葉董事長(其蔚)、台鈴工業黃副董(教璋)、台灣金峰林總經理(世昌)及美國摩托車協會秘書長 Mr. Tim Buche，各位國內外貴賓及媒體朋友、大家好。

今天非常高興應邀參加亞洲最專業、最具代表性的機車產業展覽會。「台灣國際機車產業展」已邁入第四個年頭，本人很高興地看到，縱使在全球景氣低迷的當下，這個展覽仍然可以穩健的成長，且規模逐漸擴大。毫無疑問地，「台灣國際機車產業展」已成為全球重要的採購平台。透過國內外的產業合作，將使台灣機車產業更加蓬勃發展。

機車產業本為台灣傳統產業，是支持台灣經濟成長重要功臣。近年來，透過國內業者努力，投入更多心力於研發設計，並且與國際機車產業接軌。從 2004 年開始到去年為止，我國機車整車外銷的訂單金額，是一年又一年的突破新高，2008 年我國機車整車外銷金額超過 1 億 8 千 3 百萬。而在機車零配件方面，長期在國際間締造高品質的口碑，加上極具競爭力的價格，即便面對金融海嘯仍是逆勢成長。今日的台灣機車產業一面進行全球佈局，一面加強兩岸分工的經營策略，從以往的傳統代工邁向研發創新的自我品牌建立；惟有在台灣，機車產業上、中、下游完整的體系，供應國外買主最優美價廉的產品。

去年國際間油價波動甚劇，讓國內機車整車業者在這一波動中，外銷訂單大幅成長，更順勢帶動電動摩托車未來發展的無限商機。政府全



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力整合產官學界積極投入綠色產業的發展，從節能、環保及商機的角度來看，電動車儼然成為新一代明星產業，預期未來朝向樂觀成長的發展趨勢。

本人在此感謝主辦單位的用心及國內外業者的共同努力，讓本次展覽的規模再度擴大，並預計將吸引大量國際專業買主來才參觀採購。

最後，預祝展覽圓滿成功，各位嘉賓身體健康，萬事如意。謝謝大家！



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**Remarks by Mr. Eric Chiang,
Deputy Director of BOFT, Ministry of Economic Affairs
Opening Ceremony of MOTORCYCLE TAIWAN**

A warm welcome to distinguished guests Mr. Chao Yung-chuan, Secretary-General of the Taiwan External Trade Development Council (TAITRA), legislator Mr. Wang Hsing-nan, Mr. Huang Chiao-hsin, chairperson of the Taiwan Transportation Vehicle Manufacturers Association (TVMA), Mr. Guo Chin-chung, deputy president of the China Economic News Service (CENS), Mr. Ye Chi-wei, Chairman of J-DREAM, Mr. Huang Chiao-chang, vice chairman of Tai-Ling Motor, Mr. Lin Shi-chang, president of Taiwan Golden Bee and Mr. Tim Buche, president of the Motorcycle Industry Council of America.

It is a pleasure to be able to attend the most professional and best known motorcycle-industry exhibition in Asia today. The Taiwan International Motorcycle Show, or Motorcycle Taiwan which has been running for four years. I am glad to see it growing steadily in scale despite the global economic downturn. There is no doubt that Motorcycle Taiwan has become the most important global platform for buyers of motorcycles. And the international partnerships achieved during the exhibition will lead to a more prosperous motorcycle industry in Taiwan.

The manufacturing of motorcycles is one of Taiwan's traditional industries as well as a major pillar of the national economy. Over the past few years local manufacturers have redoubled their efforts in terms of R&D and product design while keeping up with trends in the global motorcycle industry. Since 2004 Taiwan has seen the value of its whole-motorcycle export orders achieve record volume every year and in 2008 the figure exceeded NT\$183 million. Meanwhile, motorcycle parts and accessories made in Taiwan, long globally famous for their high quality and competitive prices, have still grown in sales despite the world's financial turmoil. Currently Taiwan's motorcycle



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industry is exploring new markets worldwide while improving strategic divisions of labor between Taiwan and China, hoping to shift from OEM manufacturing to the establishment of innovative own-brand products. Taiwan is the only place where a complete motorcycle supply chain --- consisting of up, mid and down-stream manufacturers --- can provide overseas buyers with the best-quality products at the best price.

The massive fluctuations in international oil prices seen in 2008 not only triggered a substantial growth in export orders received by local motorcycle makers, but also created limitless business opportunities for electric motorcycles. As the Taiwan government has been and is aggressively involving manufacturers, regulatory authorities and academia in the development of green industries, the manufacture of electric motorcycles is certain to be the next star industry. From the points of view of energy efficiency, environmental protection and business expansion, we hold a positive outlook for electric motorcycle manufacturers.

I want to convey my appreciation to the organizer of Motorcycle Taiwan for the detailed arrangements of this show and to motorcycle manufacturers from home and abroad who have helped to expand the scope and scale of this event. We believe such endeavors will attract many professionals and foreign buyers to visit the exhibition and make purchases.

Finally, I wish you a successful exhibition, good health and all the best. Thank you everyone!



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「2009 年台灣國際機車產業展」 展覽簡介

2009/04/16

◎委辦單位：

經濟部國際貿易局

◎主辦單位：

中華民國對外貿易發展協會(TAITRA)

◎協辦單位：

台灣區車輛工業同業公會

中國經濟通訊社

◎展覽日期：

2009 年 4 月 16 日至 19 日(星期四~星期日)

◎展出地點：

台北世貿中心展覽一館 (台北市信義路 5 段 5 號)

◎展出時間：

9:00a.m - 5:00p.m

◎展品項目：

成車 (外銷機車、進口重型機車、速克達、沙灘車、電動自行車、電動代步車、電動機車 暨零配件等)、引擎及零配件、車架、機車零配件、騎士部品、成車檢測設備、引擎檢測設備、修護設備、零配件製造設備。

◎展覽四大主題：

★Made by Taiwan

★Via-Taiwan Service

★改裝零配件

★重裝機車



◎展區規劃：

- ★零配件區
- ★成車區
- ★製造暨檢測設備區
- ★電動車專區
- ★媒體區

◎活動：

- ★重型機車遊街造勢
- ★新產品發表會
- ★機車產業論壇
- ★貿易洽談會
- ★勁飆~改裝車大賞
- ★機車情人選拔會及騎士部品 Fashion Show
- ★機車特技表演及新車戶外試乘

◎規模及參觀人數：

共有 185 家國內外參展廠商，使用 452 個攤位，預期將有 1 萬 7 千名以上國內外參觀者

◎入場規定：

4 月 16-17 日：限國外買主及國內業者持邀請函者(附名片)入場

4 月 18-19 日：亦開放一般民眾免費入場參觀

※12 歲以下孩童謝絕入場參觀。

※國內相關業者憑邀請函附上名片換證入場。

※國外買主預先登記：登錄網址 <http://www.MotorcycleTaiwan.com.tw>

(辦理預先登記，將免費獲贈參展廠商名錄 1 本及展覽最新資訊。)

◎聯絡資訊：

展務承辦人：外貿協會 展覽業務處 葉又碧小姐 (02)2725-5200 Ext.2677

E - mail：motorcycle@taitra.org.tw

網址：www.MotorcycleTaiwan.com.tw



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Fact Sheet

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2009/04/16

◎ **Sponsor :**

Bureau of Foreign Trade, Ministry of Economic Affairs

◎ **Organizer :**

Taiwan External Trade Development Council

◎ **Co-organizer :**

Taiwan Transportation Vehicle Manufacturers Association

China Economic News Service (CENS)

◎ **Exhibit Profile :**

- ★ Motorcycles, Scooters, ATVs, Power-assisted bicycles, Electric motorcycles
- ★ Engines and Parts
- ★ Motorcycle Frames
- ★ Motorcycle Parts and Accessories
- ★ Motorcyclists' Accessories
- ★ Noise, Emission Inspection Equipment
- ★ Maintenance Equipment
- ★ Components and Accessories Manufacturing Equipment

◎ **Venue :**

Taipei World Trade Center Exhibition Hall 1 (No. 5, Hsin-Yi Road, Sec. 5, Taipei, Taiwan)

◎ **Show Dates :**

April 16-19

◎ **Show Hours:**

April 16-17: 9 a.m. - 5 p.m Trade and by invitation only

April 18-19: 9 a.m. - 5 p.m Open to trade and public

※ Minors under 12 years of age are not permitted to showground.

◎ **Themes of this show :**

1. Made by Taiwan



2. Via-Taiwan Service
3. Tuning & Performance Enhancing Parts
4. Big Capacity Motorcycles

◎ **Exhibition Areas:**

- Motorized Vehicles (Motorcycles, Scooters, ATVs, Big bikes, Power-assisted bicycles)
- Motorcycle Parts and Accessories
- Maintenance & Inspection Equipment
- Motorcyclists' Accessories
- Electric Vehicles
- Media

◎ **Estimate Exhibitors & Attendees:**

185 exhibitors using **452** booths and projected 17,000 attendees (local 16,000, foreign 1,000)

◎ **Event:**

- ★ Bike Bikes Parade
- ★ New Products Release
- ★ Motorcycle Industry Forum
- ★ Procurement Meetings
- ★ Customized Bike Show
- ★ Motorcycle Wear Fashion Shows
- ★ Motorcycle Extreme Sports Performance & Outdoor Test Rides

◎ **Admission for Buyers :**

1. **Pre-registration :**

Buyers can make pre-registration through the official web site at our official website. In addition, pre-registered buyers may obtain one free copy of Official Directory and updated show information.

2. **On-site registration :**

Buyers may also register on-site at the reception counter and collect admission badge free of charge upon arrival at the showground during show hours.

◎ **For further information please contact:**

Show Manager: Ms. Yupi Yeh

TEL:886-2-2725-5200 ext. 2677 FAX:886-2-2722-7324

E-mail:motorcycle@taitra.org.tw

Official Website: www.MotorcycleTaiwan.com.tw

**MOTORCYCLE TAIWAN****April 16-19 2009**Prime the Pump of Action
at Asia's BestThe 4th Taiwan International Motorcycle Industry Show

「第4屆台灣國際機車產業展」

二輪業界 精采盛事，世貿一館 熱鬧揭幕！

開幕新聞稿

2009/04/16

由經濟部國際貿易局委辦、外貿協會主辦的「2009年台灣國際機車產業展」將於今(98)年4月16至19日一連四天，在台北世貿中心展覽大樓盛大展出。本屆共計185家國內外廠商參展，使用450個攤位，預計將吸引約1萬7千名國外買主及國內相關業者及民眾前來參觀，與在南港展覽館舉辦的「台北國際汽車零配件展」、「台北國際車用電子展」(4月14至17日)共同打造汽、機車產業最佳交易平台，集合上、中、下游完整產業圈，成為緊扣全球零配件採購鏈的三合一盛會。

我國機車及零配件產業經過幾十年的努力，已經成為自製率幾近百分之百的成熟產業，不論研發技術、生產品質或品牌形象都受到國際高度的肯定。本屆機車展展出產品包括：各式機車(含重型機車、速克達、多功能全地形越野車ATV、電動自行車、電動機車等)、零配件、騎士部品、製造暨檢測設備、及修護設備等，無不精銳盡出，希望透過本展強力爭取全球市場商機。

今年機車展報名情況踴躍，重要成車廠有台鈴工業(SUZUKI)、榮秋貿易(PERFECT MOTORS)、環宇動力(GAMAX MOTO)、台灣金蜂(TGB)、哈特佛(HARTFORD)、鼎力金屬(DINLI)、益通動能(E-TON POWER)、瑞能科技(LIFE TECH)等，將展示2009年最新款概念車、重型機車、沙灘車、電動車等；零配件廠商包括：千葉興業、匯恆機械、統亞電子、一菁工業、明明鋁業、亞鋁、浩捍……等；在製造暨檢驗設備方面則有斌晨貿易、創越貿易、歐旺、極致摩托科技等公司參展；國外則有德國、西班牙、韓國、中國大陸等地的廠商前來。



MOTORCYCLE TAIWAN

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The 4th Taiwan International Motorcycle Industry Show

為協助廠商拓展外銷市場，外貿協會動員數十個駐外單位，已洽邀 92 家大型外商來台觀展，並將於展覽期間舉辦「採購洽談會」，其中年營業額達 1,000 萬美元以上或當地前三大之重量級外商有：德國 KOHL AUTOMOBILE GMBH、JOHANNES J. MATTHIES GMBH & CO.；日本 CORAL CO., LTD；義大利 LAMPA SPA；英國 HEL PERFORMANCE PRODUCTS、PS PERFORMANCE S.P.R.L.；西班牙 MOTOS BORDOY, S.A.、GHE MOTORHISPANIA, S.L.、MESBO PARTS, S.A.U.；墨西哥 DOFESA AVENTURA S.A. DE C.V.；美國 FORMULA ONE MOTORSPORTS INC.等。

另外，主辦單位將於機車展期間舉辦 4 場國際研討會，邀請義大利比雅久集團資深研發工程師 Mr. Onorino Di Tanna 主講「Piaggio 概念車-環保&安全的個人行動方案」，台灣金鋒工業林世昌 總經理主講「台灣出發、行銷國際」，美國 V-Twin News 主編 Mr. Robin Hartfiel 主講「美國機車未來發展趨勢及市場商機」，並邀請 Martin Racing Performance 公司總裁 Mr. Joel Martin，與三位講師共同進行「國際機車市場的合縱連橫」高峰論壇，內容涵蓋創新研發、綠色商機、國際合作等，為業者剖析產業最新動態及機車市場未來遠景。

今年機車展特別規劃一連串精采配合活動，開幕典禮當天有「重型機車遊街造勢」由知名車隊領軍繞行信義區，壯觀的車海隊伍為車迷不可錯過的活動，大會舞台區則有「創新產品發表會」及「機車情人選拔會暨騎士部品 Fashion Show」，另外在展館四合一廣場將舉辦「新車試乘及機車特技表演」，台鈴、榮秋、哈特佛、金峰、益通等公司，將提供速克達、重型機車、新款檔車、沙灘車及電動車等多項車款供參觀者免費試乘；及專業車手表演高難度特技車、重車、ATV 沙灘車騎乘技術，讓機車展更有看頭。此外，為展示台灣機車改裝技術實力，並吸引國外買主採購改裝車零配件，特別邀請國內知名改裝車業者，舉辦「改裝車大賞」，



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The 4th Taiwan International Motorcycle Industry Show

依改裝風格分成：「美式嘻皮」、「復古懷舊」、「休閒旅遊」、「運動競賽」、「視覺造型」等項目競賽，藉由展覽平台，展現台灣機車改裝工藝令人驚豔的水準。展覽期間將有豐厚獎品現場抽獎，包括：機票、機車、安全帽、防摔衣等多項人身部品精美好禮，歡迎踴躍參觀。

本展展出時間為 4 月 16 日至 19 日，每日上午 9 時至下午 5 時。為提供買主最佳洽談環境，16 至 17 日僅開放國外買主及持邀請函（入場時需另提供個人名片）的國內業者入場參觀，18 至 19 日兩天亦開放一般民眾免費入場參觀，惟謝絕 12 歲以下兒童入場。

新聞聯絡人：

外貿協會展覽業務處 余書萍

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MOTORCYCLE TAIWAN

April 16-19 2009

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The 4th Taiwan International Motorcycle Industry Show

Opening Press Release

For Immediate Release

World's only integrated whole
motorcycle/parts show

Kicks off!

TAIWAN MOTORCYCLE aims to lead the pack

Taipei, Taiwan, April 16, 2009: It's off! During its four-day run the long-awaited 2009 Taiwan Motorcycle Show aims to show the industry the right stuff. Its defiant stance offers something for everyone linked to motorcycles since it is uniquely vertically integrated, being the one show in the world that displays whole bikes along side parts and components from the up – down – and lower streams. It's also horizontally integrated since this venue coincides with the running of AMPA (Taipei International Auto Parts & Accessories Show) and AutoTronics (Taipei International Automobile Electronics Show).

These events sponsored by the Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs, and organized by the Taiwan External Trade Development Council (TAITRA); forge an ideal integrated trading platform for auto manufacturers. The three-in-one shows offer an ideal event for global procurers of motorcycle parts and accessories.

Taiwan Motorcycle will host 185 exhibitors from home and abroad who will use 452 booths to interact with a projected 17,000 overseas buyers, motorcycle-related local companies and enthusiastic visitors. Many of the exhibits reflect decades of tedious R&D by Taiwan's motorcycle (including parts and accessories) manufacturers who have evolved into a mature self-sufficient industry which has won global recognition for its innovation, product quality or brand image.

Buyers at the TWTC Exhibition Hall venue of the 4th Motorcycle Taiwan, that runs from April 16 to April 19, can check out the latest motorcycles (including big bikes, scooters, all-terrain bikes, ATVs, power-assisted bicycles and electric motorcycles), motorcycle parts and accessories, motorcyclists' accessories, manufacturing, and inspection and maintenance equipment. Most exhibitors are leaders in their own field anxious to develop their respective market segments.



MOTORCYCLE TAIWAN

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The 4th Taiwan International Motorcycle Industry Show

This show has every big name represented including such major motorcycle manufacturers as Suzuki, Perfect Motors, Gamax Moto, Taiwan Golden Bee (TGB), Hartford, Dinli, E-Ton Power, Life Tech. These companies will display the latest concept bikes, big bikes, beach motorcycles and electric motorcycles. Among the exhibiting manufacturers of motorcycle parts and accessories are Chian Yie Industrial, Auto-state Industrial, Tong Yia Electric Technology, Yih Jing Traffic Industrial, Ming Ming Aluminum, Yet Chang Mobile Goods and Exustar Enterprise.

Also on the show floor are manufacturers of inspection equipment such as APO Tool International, Chuang Yue Trading, All-Winning Corp. and Ji Zih Motor Technology. And besides the hundreds of domestic producers, there are also scores of foreign-based companies from Germany, Spain, Korea and China.

Buyers touchdown from around the world!

To help local manufacturers tap into export markets, TAITRA has flown in the procurement reps of 92 prestigious foreign companies to take part in the show's one-on-one "Procurement Meetings". These buyers represent the big guns in the trade; companies which have achieved P/A sales exceeding US\$10 million or top-three rankings in their home countries. They include Germany's Kohl Automobile, Johannes J. Matthies, Japan-based Coral, Italy's Lampa Spa, U.K.'s HEL Performance Products and PS Performance, Spain's Motos Bordoy, GHE Motorhispania and Mesbo Parts, Mexico's Dofesa Aventura and the U.S.-based Formula One Motorsports.

Exciting interactive Seminars

Those at the show can also join four international seminars. There's a presentation "Alternative vehicle concepts: Piaggio's concrete solutions for environmental and safe individual mobility" delivered by Mr. Onorino Di Tanna, R&D Engineer at Piaggio Italy; "Born in Taiwan and Marketed Around the World" by Lin Shi-chang, president of Taiwan Golden Bee; "USA Motorcycle Market Trends" by Mr. Robin Hartfiel, Editor-In-Chief of V-Twin News, as well as a Panel Discussion on "International Cooperation in the Motor Industry" hosted by Mr. Joel Martin, president of Martin Racing Performance, who is joined by the three speakers mentioned above. Covering such topics as innovative research, green business and international collaboration, the discussions give motorcycle makers the latest analysis of both industry trends and the market outlook.



MOTORCYCLE TAIWAN

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The 4th Taiwan International Motorcycle Industry Show

Parades, Products, Fashion Show, Test Rides & More!

This year's Motorcycle Taiwan features a full slate of exciting events and activities. On the opening day, fleets of name-brand motorcycles will lead a "Big Bikes Parade" around the Xinyi District, a sight not to be missed by motorcycle fans. On the Big Stage there will be New Product Presentations and a Motorcycle Wear Fashion Show. And just outside the doors on the Square will be Outdoor Test Rides and the Motorcycle Extreme Sports Performance.

It's on the Square where you can test ride bikes provided by Tai-Ling, J-Dream, Hartford, Taiwan Golden Bee and E-Ton. Test ride the latest concept machines like the big-capacity motorcycles, new bike models, beach motorcycles and electric motorcycles. They're all waiting and revved up for your free test-ride.

Nearby the test ride area is the Motorcycle Extreme Sports Performance conducted by professional riders who will be performing daredevil stunts to demonstrate their skills in riding heavy motorcycles and ATV beach-motorcycles. Moreover, in a bid to tell the world how good Taiwan is in customizing motorcycles while luring buyers into purchasing parts and accessories for that purpose, famous Taiwan-based custom motorcycle companies will hold a "Custom Bike Contest", with winners selected in each of the categories including "American Hippie style", "Retro style" "Leisure and travel style", "Sports competition style" and "best visual effects". The contest aims to reveal to the world how Taiwan motorcycles have arrived at the state-of-the-art in technology and design. (And during the exhibition, there will also be on-site raffles of fantastic gifts, namely air tickets, motorcycles, helmets and jackets.)

The 4th Motorcycle Taiwan runs from 9 AM - 5 PM, April 16 thru April 19. To provide buyers with a setting best suited for business talks, admission to the exhibition on April 16-17 will be granted only to foreign buyers or those with invitations (visitors must produce personal business cards in order to be admitted to the show). The exhibition is open free of charge to the public on April 18-19. Minors under 12 years of age, however, are not permitted to the showground.

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「2009 台灣國際機車產業展」

機車產業論壇議程表

Agenda of Motorcycle Industry Forum

- 一、時間：4月16日（四）下午2時30分至5時30分
 二、地點：台北世界貿易中心展覽大樓 第3、4會議室
 三、引言人：外貿協會葉副秘書長明水（致歡迎詞）
 四、活動流程：

時間 TIME	講題 TOPIC	講者 SPEAKER
14:00~14:30	報到及入場 Registration	
14:30~14:40	致歡迎詞 Welcome Speech	Mr. Walter Yeh, Executive Vice President, TAITRA 外貿協會 葉副秘書長明水
14:40~14:50	引言- 台灣機車產業未來與挑戰 Introduction – The Challenge and Future of Taiwan Motorcycle Industry	Mr. Ken Yuan Chou, Executive Vice President, SanYang Industry Co. Ltd., 三陽工業 周副總經理根源
14:50~15:20	專題演講— Piaggio 概念車-環保&安全的個人行動方案 Alternative vehicle concepts: Piaggio concrete solution for safe and clean individual mobility	Mr. Onorino Di Tanna, Piaggio Italy, R&D Engineer 義大利比雅久集團 研發設計工程師
15:20~15:50	專題演講— 台灣出發、行銷國際 Made in Taiwan, Market to the World	Mr. George Lin, Taiwan Golden Bee, President 台灣金鋒工業 林世昌總經理
15:50~16:20	專題演講— 美國機車未來發展趨勢及市場商機 The Trend of USA Motorcycle Market	Mr. Robin Hartfiel, V-Twin News, Editor-In-Chief 美國 V-TWIN 雜誌 總編輯
16:20~16:40	中場休息 Coffee Break	
16:40~17:40	高峰論壇— 國際機車市場的合縱連橫 Panel Discussion-- International Cooperation in Motor Industry	主持人 Moderator - Mr. Joel Martin, Martin Racing Performance, President 美國 MRP 公司總裁與談貴賓 Panelists - Mr. Robin Hartfiel Mr. George Lin Mr. Onorino Di Tanna



2009 年台灣國際機車產業展 大會活動總表

日期	時間	活動內容	地點
4/16	10:00~11:00	開幕典禮	展覽大樓 A區大會舞台
4/16~19	10:00~17:00	新車試乘暨 特技表演戶外專區	汜水池廣場
4/16	10:30~12:00	採購洽談會	展覽大樓 第五會議室
4/16	14:30~17:20	機車產業論壇	展覽大樓 第三、四會議室
4/16~19	11:00~17:00	新產品發表會	展覽大樓 A區大會舞台
4/16~19	11:30~15:00	人身部品 Fashion Show	展覽大樓 A區大會舞台
4/16	18:00~20:00	歡迎酒會	展覽大樓 二樓餐廳
4/17	10:30~11:00	機車情人主題選拔	展覽大樓 A區大會舞台
4/17	14:00~16:00	E-BAY 網路商機說明會	展覽大樓 第二會 議室
4/19	14:30~15:00	機車情人暨 改裝車大賽頒獎典禮	展覽大樓 A區大會舞台

**MOTORCYCLE TAIWAN****April 16-19 2009**Prime the Pump of Action
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2009 年台灣國際機車產業展 大會舞台區活動一覽表

時間	4/16	4/17	4/18	4/19
10:00-10:30	開幕典禮			
10:30-11:00	車隊繞街造勢	機車情人主題選拔： 變形金剛	機車情人主題選拔： 要安全！	機車情人主題選拔： 比基尼創意混搭
11:00-11:30	(伸展台架設)	新品發表 飛寶動能	新品發表 武川車料/克佳興業	新品發表 武田騎士精品
11:30-12:00		Fashion Show 皇欣實業	Fashion Show 美上電熱	Fashion Show (規劃中)
12:30-13:00	Fashion Show (規劃中)	通關有獎	新品發表 惠豪科技/捷加企業	新品發表 瑞能科技/福江科技
13:00-13:30	新品發表 千葉興業	新品發表 浩正國際	通關有獎	Fashion Show 益通動能
13:30-14:00	Fashion Show 美上電熱	Fashion Show 台灣金蜂	Fashion Show 皇欣實業	通關有獎
14:00-14:30		新品發表 增培發	新品發表 寶億機械	
14:30-15:00	通關有獎	通關有獎	愛心義賣	機車情人暨改裝車大賽 頒獎典禮
15:00-15:10			大會抽獎	

2009 年台灣國際機車產業展 新產品發表會場次表

地點：大會舞台區

序號	廠商名稱	場次時間	聯絡人	產品名稱
1	千葉興業有限公司	4/16 13:00	李秋仁陳慧珊	1.培林式加長後煞車搖臂 2.可調式 CDI
2	飛寶動能股份有限公司	4/17 11:00	陳筱欣	Cupid 電動機車
3	浩正國際有限公司	4/17 13:00	林志厚	電子氣壓避震器
4	增培發股份有限公司	4/17 14:00	林瑞益	電動機車
5	武川車料有限公司	4/18 11:00	林秀澄	鋁合金鍛造輪圈
6	克佳興業股份有限公司	4/18 11:15	王瑋琳	避震器
7	惠豪科技有限公司	4/18 12:30	謝蕙娟	兩刷安全帽
8	捷加企業股份有限公司	4/18 12:45	馬念慈	不鏽鋼高流量機油濾芯
9	寶億機械有限公司	4/18 14:00	蔡淑華	特色型煞車燈
10	武田騎士精品有限公司	4/19 11:00	劉君眉	1.排氣管 2.腳踏後移 3.玻璃纖維、碳束纖維產品 4.防甩頭
11	瑞能科技股份有限公司	4/19 12:30	林文彬	1.電動機車 2.電動自行車 3.三輪機車 4.鋰鐵電池
12	福江科技有限公司	4/19 12:45	穆亭云	摩托車安全氣囊

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新車試乘暨特技表演戶外專區

日期 時間	4月16日			4月17日			4月18日			4月19日		
	活動內容			活動內容			活動內容			活動內容		
08:30-10:00	試乘廠商工作人員 領車佈置車輛擺放			試乘廠商工作人員 領車佈置車輛擺放			試乘廠商工作人員 領車佈置車輛擺放			試乘廠商工作人員 領車佈置車輛擺放		
10:00-10:30												
10:30-11:00	10:30-10:35 表演熱場時間(大台北駕訓班)			車手表演時間 (大台北駕訓班)			車手表演時間 (大台北駕訓班)			車手表演時間 (大台北駕訓班)		
	10:35-11:00 車隊授旗儀式暨重型機車遊行造勢											
11:00-11:30	電動車試乘 (飛寶動能)	一般車試乘 (台鈴)	沙灘車試乘	電動車試乘 (益通動能)	一般車試乘 (哈特佛)	沙灘車試乘	電動車試乘 (飛寶動能)	一般車試乘 (金峰)	沙灘車試乘	電動車試乘 (見發先進)	一般車試乘 (哈特佛)	沙灘車試乘
11:30-12:00												
12:00-12:30	中午休息時間											
12:30-13:00												
13:00-14:30	電動車試乘 (見發先進)	一般車試乘 (哈特佛)	沙灘車試乘	電動車試乘 (飛寶動能)	一般車試乘 (金峰)	沙灘車試乘	電動車試乘 (見發先進)	一般車試乘 (台鈴)	沙灘車試乘			
14:30-15:30	車手表演時間(大台北駕訓班)											
15:30-17:00	電動車試乘 (益通動能)	一般車試乘 (金峰)	沙灘車試乘	電動車試乘 (見發先進)	一般車試乘 (台鈴)	沙灘車試乘	電動車試乘 (益通動能)	一般車試乘 (哈特佛)	沙灘車試乘	電動車試乘 (益通動能)	一般車試乘 (台鈴)	沙灘車試乘