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CNA – Focus Taiwan (2011/12/26) A permanent pavilion showcasing an array of Taiwanese products opened Monday in Taipei as part of the government's bid to raise the awareness of innovative, high-quality products made in Taiwan.

The Taiwan Excellence Pavilion, located in the south wing of the Taipei Fine Arts Museum (TFAM), features 168 locally-made products, ranging from appliances and ICT products to leisure and sports items, according to the Taiwan External Trade Development Council (TAITRA), commissioned by the Ministry of Economic Affairs (MOEA) to manage the pavilion.

These include the products that have been granted official "Taiwanese Excellence" awards in recognition of the products' innovative value, TAITRA Chairman Chih-kang WANG said at the opening ceremony.

Some products have won awards at Germany's International Forum (iF) Design Awards, the Red Dot Design Awards and Japan's Good Design Awards, he added.

In addition to various high-tech products and those from Taiwan's old-economy industries, the pavilion incorporates cultural and artistic elements, WANG said.

Vice Economics Minister Francis Kuo-hsin LIANG echoed WANG's remarks, describing the pavilion as a "symbol of the aesthetics of technology."

The "Taiwan Excellence" award was set up by the MOEA in 1992 to encourage local industries to upgrade and incorporate innovation and value into their products.

Further Information:
CNA Focus – Taiwan 2011/12/26

National Science Council International Cooperation Sci-Tech Newsbrief
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