

For Immediate Release  
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**TAIWAN FULLY CHARGED!**  
**Automotive International Forum & Exhibition Introduces**  
**Smart Green Products and Technologies Developed in Taiwan at TAIFFE 2010 in Novi**

**Novi, MI – APACC-Asian Pacific American Chamber of Commerce**, in partnership with the **Ministry of Economic Affairs, Taiwan, R.O.C.**, is hosting a two-day forum and exhibition — **TAIFFE 2010** — on **Monday, June 21st** and **Tuesday, June 22nd** at the **Sheraton Detroit Novi** (21111 Haggerty Road in Novi). The event includes a 50 member electric vehicle delegation from Taiwan lead by **Dr. Jung-Chiou Huang, Vice Minister of Economic Affairs** ([click here for his bio](#)). TAIFFE (Taiwan Automotive International Forum & Exhibition) promises to bring more investment from Taiwan and cultivate potential collaboration for automotive companies in Michigan.

Having made great strides in developing its economy over the years, Taiwan is now one of the leading suppliers of technologically advanced products in the global market. Taiwan is home to key suppliers of various products ranging from electronics, IT components, semiconductors, photovoltaic application products, and auto electronics. Taiwan manufacturers also supply automotive parts, motorcycles, bicycles, machinery, mold and die works, and different industrial equipments.

**TAIFFE 2010**, which serves as a platform for automotive companies and suppliers, offers breakfast, lunch, and dinner briefings about Taiwan's technologically advanced products and achievements. Private group briefings also are available. The schedule is as follows: Monday, June 21<sup>st</sup> – Lunch Briefing: 11:00 a.m.- 1:00 p.m. and Dinner Briefing: 5:00 p.m.– 7:00 p.m. Tuesday, June 22<sup>nd</sup> – Breakfast Briefing: 7:30 a.m. -9:30 a.m. and Lunch Briefing: 11:00 a.m. – 1:00 p.m.

The exhibition is open to the public on Monday, June 21<sup>st</sup> from 7:30 a.m. – 7:00 p.m. and Tuesday, June 22<sup>nd</sup> from 7:30 a.m. – 4:00 p.m. The exhibition will feature Niche EV and Body Electronics, Energy Storage System, Electric Propulsion System, and Driver Assistance System. Exhibitors include China Motor Corporation, Hua-Chuang Automotive Information Technical Center Co., Kwang Yang Motor Co., EVT Technology Co., Altek Corporation, Amita Technologies, China Steel Corporation, Chroma Ate Inc., Depo Auto Parts Ind. Co., E-One Moli Energy Corp., Gak Group, Hsin Chong Machinery Works Co., HTC Corp., Ken Sean Factory Co., Macauto Industrial Co., Micro-Star Int'l Co., Mintron Enterprise Co., Myson Century, Inc., Phoenix Silicon Int'l Corp., Simplo Technology Co., Taiwan Calsonic, Ta Yih Industrial Co., Teco Electric & Machinery Co., Well Shin Technology Co., Whetron Electronics Co., Industrial Technology Research Institute, Automotive Research & Testing Center, and Chung-Shan Institute of Science & Technology *Attached is the event information flyer.*

Several automotive companies are attending the briefing, including Chrysler Group, LLC, General Motors, Ford Motor Company, Dow Automotive Systems, Mercedes Benz Technologies, NYX, Inc., Telamon Corp., and Nissan.

“APACC is honored to partner with the Taiwan’s Ministry of Economic Affairs to build business relationships among Asian and Michigan companies,” said Denise Yee Grim, APACC executive director. “We are excited that TAIFFE 2010 is making their first stop of their tour in the U.S. before heading out to L.A. It a great start to promote Green technologies to the automotive and technology industry here in the Midwest region.”

**Special Invitation:** Media are invited to attend a VIP Briefing Reception and Ribbon Cutting Ceremony where they will meet Taiwan’s Vice Minister of the Ministry of Economic Affairs, **Dr. Jun-Chiou Hwang**, on **Monday, June 21<sup>st</sup> from 7:30 – 9:30 a.m.** Interviews with Vice Minister Hwang can be scheduled by calling **Denise Yee Grim** at **248-844-4100** or by email at [dyee@apacc.net](mailto:dyee@apacc.net).

Please contact the APACC office at 248-844-4100 for more information. Online registration is available by visiting [www.apacc.net](http://www.apacc.net).

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