

## Engaging for Impact:

# The Strategy of Energy Taiwan 2023 for Collaborative Sustainability

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The Taiwan External Trade Development Council (TAITRA), in partnership with Semiconductor Equipment and Materials International (SEMI), was dedicated to promoting renewable energy and sustainable industries. Leveraging their fifteen years of experience hosting renewable energy exhibitions, TAITRA and SEMI meticulously planned and organized Energy Taiwan & Net Zero Taiwan concurrently. This event underscored their commitment to sustainability, featuring 359 exhibitors from 12 countries and utilizing 1,275 booths, establishing it as a benchmark renewable energy industry exhibition in the Asia-Pacific region.

### A. Exhibition Overview and Challenges

In the dynamic context of 2023, Energy Taiwan recognized Taiwan's pivotal role in the global industrial and renewable energy spheres. Acknowledging the imperative for Taiwan's industrial advancement and the global shift towards renewable energy and net-zero transition, we pinpointed several key areas of focus:

**a. Core Themes:** We expanded our exhibition's scope to fully encompass the sustainable energy spectrum, including energy efficiency and net-zero technologies. This expansion moved beyond green electricity and storage solutions to offer a holistic view of sustainability.

**b. Global Climate Change and Cross-Border Trade Impact:** After COP28 in late 2023, global leaders aimed to double renewable energy by 2030 and boost energy efficiency to 4%. The EU's Carbon Border Adjustment Mechanism (CBAM) started its trial phase in 2023, marking critical steps against climate change. These measures demanded significant investment, innovation, and sustainable carbon reduction strategies. Our exhibition sought to unite diverse sectors, speeding up these vital developments.

**c. Public Communication:** Aiming to achieve the IPCC's 2050 net-zero target, we were dedicated to altering public perception towards renewable energy. This involved highlighting the sector's development prospects to attract fresh talent.

**d. On-site Practices:** Confronting the tendency of exhibitors to prioritize aesthetics over sustainability, we advocated for more environmentally friendly booth designs that aligned with our sustainability theme.

Energy Taiwan 2023 was poised to act as a catalyst for change, bolstering worldwide industrial capabilities and contributing to the global shift towards sustainable energy. Our objectives included broadening our thematic scope to encompass all facets of renewable energy, facilitating international business exchanges, showcasing industry achievements and innovations, and promoting sustainable on-site practices.

### B. Strategic Goals and Innovative Strategies

Building on the established framework and objectives, this initiative introduced innovative approaches across four primary dimensions:

#### a. Broadening the Exhibition's Scope to Embrace All Aspects of Sustainable Energy

**1. Enhancing Core Themes:** Energy Taiwan, launched initially as PV Taiwan in 2008, focusing on solar power, evolved to include a broader spectrum of green technologies by 2023, such as wind energy, energy storage, hydrogen energy, small-scale hydropower, geothermal, and tidal energy.

**2. Emphasizing Net-Zero Sustainability:** Aligned with the worldwide ambition for net-zero by 2050, a substantial part of the exhibition showcased net-zero carbon solutions, energy-saving technologies, and sustainable practices. Highlighted by the addition of the concurrent Net-Zero Taiwan exhibition and the

International Net-Zero Summit, the event convened global leaders to share strategies and innovations for achieving net-zero emissions.

## **b. Streamlining the Entire Renewable Energy Supply Chain for Enhanced Matchmaking and Collaboration**

**1. Establishing Asia's Premier Renewable Energy Exhibition:** Energy Taiwan established itself as Asia's most comprehensive green energy exhibition, attracting stakeholders from across the global green energy supply chain. Notably, renowned global wind energy developers such as Ørsted and Copenhagen Infrastructure Partners (CIP) joined forces with Taiwanese supply chain providers to participate in the exhibition.

**2. Proactive Business Matchmaking Initiatives:** Through procurement meetings and carbon reduction consultancy services, Energy Taiwan actively bridged international visitors with local suppliers, offering guidance for sustainable transitions and fostering meaningful business interactions.



Figure 1: Businesses actively registered for carbon reduction consulting services.

**3. Launching Carbon Reduction Consulting Services:** In 2023, Energy Taiwan rolled out a consulting service focused on energy efficiency and carbon reduction. This innovative service brought together businesses and experts to form an advisory group to assist companies needing carbon auditing, carbon management, and energy-saving solutions. By facilitating targeted matchmaking between companies and sustainability consultants, we strove to empower businesses to identify effective strategies and explore new models for sustainable collaboration.

## **4. International Collaboration and Networking:**

Recognizing Taiwan's growing influence in the sustainable energy domain, Energy Taiwan encouraged deeper international cooperation, with pavilions from six leading European countries in renewable energy—Denmark, Sweden, Finland, the United Kingdom, Germany, and Belgium—participating to foster cross-border partnerships and innovation sharing.

## **c. Raising Public Awareness with Engaging Events and Advocacy**

**1. Enhancing Public Engagement with Forums:** Leveraging the exhibition as a leading renewable energy platform, themed forums were conducted in partnership with various sectors. Invited speakers from CDP, Business Finland, and NARLabs, among others, provided expert insights to enhance public understanding of green electricity and net-zero ambitions.

**2. Interactive Exhibitor Initiatives:** Exhibitors engaged the public with interactive booth events, blending product displays with educational content on sustainable innovations and renewable energy operations. This included distributing products from fisheries-electricity collaboration projects to highlight local community benefits.

**3. Fostering Future Talents through Student Engagement:** Energy Taiwan prioritized renewable energy education and talent cultivation by inviting student groups, preparing the next generation for the sector.



Figure 2: 2023 Energy Taiwan received frequent student group visits.

**4. Promoting Wider Social Interaction:** With the renewable energy sector expanding worldwide, Energy Taiwan aimed to boost public understanding

and acceptance through increased dialogue and interaction.

#### d. Championing Sustainable Innovation with the Sustainability Award

Energy Taiwan promoted sustainable innovation via the Sustainability Award, motivating participants to use eco-friendly materials and digital technologies in their booth designs. This effort sought to reduce carbon emissions and waste, incorporating interactive elements to meaningfully engage attendees and highlight sustainability's role in the renewable energy industry.

##### 1. Award Criteria and Approach:

The award recognized exhibitors for sustainable materials and design, educational engagement, corporate social responsibility, and on-site popularity, embodying a comprehensive sustainability ethos.

**2. 2023 Award Highlights:** In 2023, the Energy Taiwan Sustainability Award recognized five exhibitors with awards like Platinum, Gold, Silver, Popularity, and Creativity. Notably, NHOA.TCC earned both the Platinum and Popularity Prizes for its eco-friendly initiatives. Their exhibit showcased innovations, including the use of rented light steel frames and recyclable wood for biofuel production, sourcing 80% of materials from existing supplies, presenting thirteen endangered plant species, and using carbon capture for algae cultivation, promoting a carbon recycling economy.

##### 3. Creativity Prize Introduction:

In 2023, the Sustainability Award introduced a Creativity Prize at Energy Taiwan to encourage exhibitors to innovate in sustainability. This prize recognized:

- (1) Boskalis Offshore Wind Taiwan for their innovative transformation of plastic bottles into recycled blocks used in maritime engineering models.
- (2) J&V Energy for creatively incorporating wooden pallets and perforated clamshells into their booth design, showcasing sustainable practices."



Figure 3: Presentation of the Sustainability Award, publicly commending exemplary corporate practices.

### C. Outcomes and Achievements

#### a. Expanding Industry Reach and Boosting Participation

##### 1. Broadening Themes Spurs Record Engagement:

Expanding thematic focus led to unprecedented attendee and exhibitor numbers in 2023, with a 25% increase in visitors to 24,359 and a 27.5% rise in company participation, totaling 359 companies and 1,275 booths.

**2. Varied Agenda Attracts Wide Interest:** The diverse program, featuring 9 networking events like forums and exchanges, drew over 1,500 participants. Additionally, 11 experts were enlisted for carbon reduction consultancy, hosting 42 sessions to acclaim from attendees.

#### b. Optimizing Industry Networks for Greater Synergy

##### 1. Effective Procurement Meetings Boost Engagement:

Targeted procurement sessions led to 70 fruitful discussions. Prominent international visitors present included LS Electric, Mitsui Sumitomo, JRE, Hitachi, Siemens, 4C Offshore, the International Marine Contractors Association, Innovation Norway, Seasystems AS, and GE, significantly enhancing customer relations. Additionally, the strategic invitation of 849 international visitors from 58 countries marked a 30% increase compared to 2019 figures. \* Taiwan was closed to foreign visitors from 2020 to 2022 due to the pandemic, making 2019 the reference year for comparisons.

**2. Significant Impact on the Renewable Energy Sector:** The exhibition led to a \$480 million increase in orders for the global renewable energy supply chain, with 78% of attendees gaining key market insights and networking opportunities, and 8% completing purchases.

**3. Acknowledgements on Carbon Reduction Consulting Services:** Eleven company representatives were invited to serve as carbon reduction consultants, completed 42 consulting sessions, and received positive feedback from the participating businesses.



Figure 4: A rich array of seminars was arranged, attended by industry professionals.

**4. Constructive Feedback on Exhibition Management:** Attendees praised the exhibition for providing deep insights into battery solutions and enhancing the manufacturing supply chain for business collaborations.

**c. Boosting Visibility and Engagement in the Renewable Energy Sector**

Energy Taiwan 2023 significantly raised its profile, drawing attention from 108 media outlets and generating over 1,800 reports. The event saw applications from 32 student groups, enhancing their understanding of energy transformation and its significance. Exhibitors reported positive outcomes, highlighting the exhibition's role in showcasing new technologies and facilitating broader public awareness of renewable energy's workings and benefits.

**d. Using the Exhibition as a Call to Action for Sustainable Corporate Thinking**

The exhibition set a sustainability benchmark by using recycled materials and minimizing waste, achieving an 8% reduction in event-generated waste compared to 2022. The impact of the Sustainability Award led businesses to adopt greener operational and exhibit practices, evidenced by a 33% increase in award participation, indicating a growing commitment to sustainability within the industry.

**D. Future Prospects**

**a. Adopting Renewable Energy and Sustainable Practices at Energy Taiwan**

Recognizing the waste challenges of previous events, Energy Taiwan has markedly cut down material use and is enhancing venue sustainability. With a commitment to renewable energy for future power needs, the team aims for a comprehensive sustainable transformation, envisioning a net-zero exhibition.

**b. Widening the Focus on Net-Zero Technologies to Address Climate Change**

Energy Taiwan is tackling the pressing issue of climate change by spotlighting net-zero technologies in its exhibitions. This focus is intended to boost global technology exchange and cooperation, spurring investment and growth in the sustainable energy sector.

**c. Harmonizing Exhibition Goals with Sustainable Development Objectives (SDGs) for Greater Social Influence**

Energy Taiwan's strategies align with Sustainable Development Goals, particularly SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action), aiming to amplify social influence. This alignment opens new business opportunities and enhances engagement and investment across sectors. Engaging with various stakeholders, the exhibition highlights the essential and extensive impact of sustainability.