

Environmental equipment is another large area of opportunity. Taiwan will invest \$38 billion in pollution control and waste disposal by the year 2000, and the country is actively looking for partners in this area. Companies dealing in air pollution, water pollution, and solid waste management equipment are all needed.

Proposed Areas for Future Canada-Taiwan Investment Cooperation

- electronic components and systems
- automotive parts
- civilian aircraft components
- environmental protection equipment
- computer and communications equipment and software
- biotechnology and pharmaceuticals
- material sciences
- integrated financial services

Source: Ministry of Economic Affairs, Taiwan.

Negotiating in Taiwan

With Hong Kong and Singapore, Taiwan shares many traditional Chinese cultural attributes. In contrast to the two city-states, however, it lacks a British connection and outside of the business community relatively few Taiwanese speak English.

As elsewhere in Asia, business cards are absolutely essential. They are even exchanged in social settings. Your business cards should be translated into Mandarin to show the Chinese characters representing your name.

Authority in Taiwan is based on status and age. Unlike Japan, *consensus decision-making* is not part of the Taiwanese system of management. The directives of superiors are seldom questioned and many family-controlled businesses are headed by a patriarch who is the unquestioned decision-maker.

When meeting Taiwanese business people, a slight bow of head and handshake are appropriate. Elderly persons are always recognized and greeted first.

Contacts

Business people intending to seek investment partners in Taiwan should remember that there are no diplomatic relations between Canada and Taiwan. The Canadian Chamber of Commerce runs a Trade Office there and the Canada-Taiwan Business Association is mandated to expand commercial linkages between the two countries. The Association holds an annual meeting, usually in April, alternately between Taipei and locations in Canada which brings together representatives from some 150 companies on either side.

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