

# 2016 日本太陽光電展參展團邀展說明

主辦單位：經濟部推動綠色貿易專案辦公室

協辦單位：台灣太陽光電產業協會

# 推動綠色貿易專案辦公室

推動綠色貿易專案

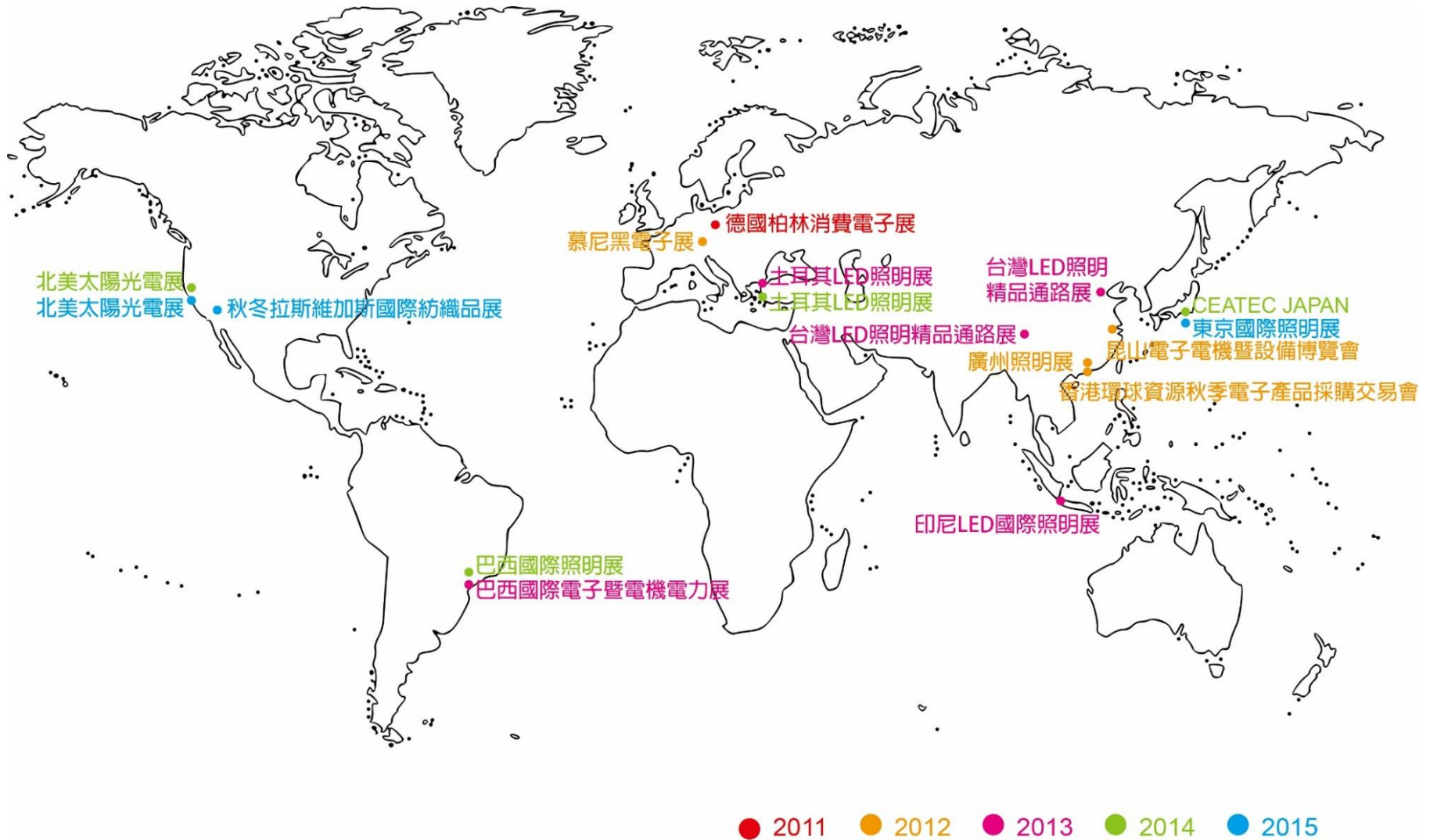
**GREEN  
TRADE  
PROJECT**

## 2011-2016

因應全球氣候變遷及永續發展趨勢，經濟部國際貿易局於2011年3月成立「經濟部推動綠色貿易專案辦公室」，以國際行銷為主軸，透過輔導、培訓、推廣三大重點工作項目，協助臺灣廠商爭取全球綠色產品及服務貿易商機。

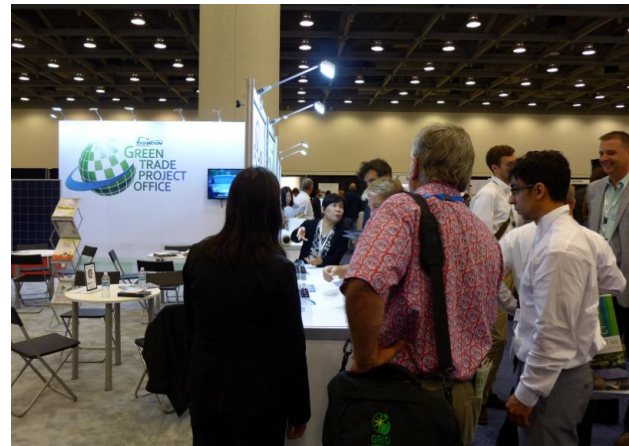


# 海外展覽行銷活動 2011-2015





# 台灣館聯合展示 Taiwan Pavilion

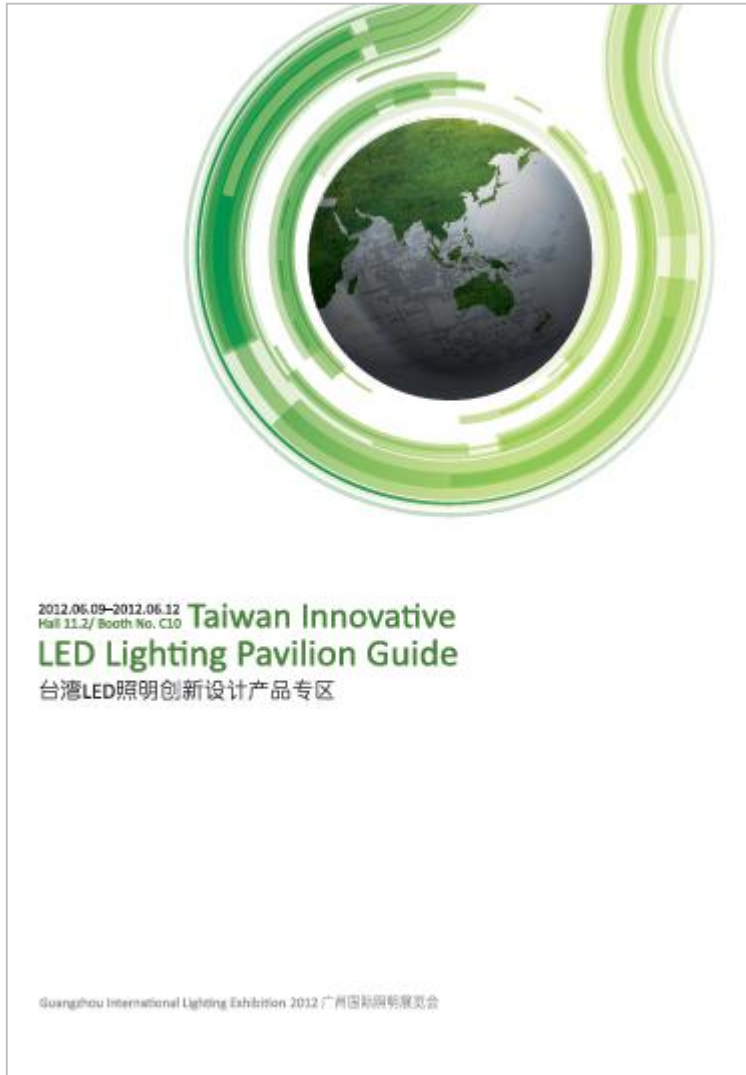


# 新產品發表會活動





# 行銷溝通：專區文宣



# 行銷溝通: Press Release & SNS

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LG Life's Good GridReady\*

Home » Services » Press releases » Taiwan exhibitors unveil lines at Intersolar US

## Taiwan exhibitors unveil lines at Intersolar US

10. JULY 2015 | BY: THE GREEN TRADE PROJECT OFFICE

Exhibitors will display the diversified PV manufacturing base of Taiwan in San Fran. The nation will show its wares at a Taiwan pavilion.

Continuing its 'Green Light Outreach' campaign, the Green Trade

Press Release

註冊 登入

PRNewswire @PRNewswire

Taiwan Exhibitors Unveil Latest PV Product Lines at Intersolar US 2015 [prn.to/1HAgj49](https://prn.to/1HAgj49)

PR Newswire  
Taiwan Exhibitors Unveil Latest PV Product Lines at Intersolar US 2015  
TAIPEI, Taiwan, July 13, 2015 /PRNewswire/ -- Continuing its 2015 'Green Light Outreach' campaign, the Green...

在網頁上查看

下午11:00 - 2015年7月12日

Social Media Network

## Green Light

Taiwan Green Trade Project Office

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### Green Trade Project Office to Participate in the Sourcing at MAGIC Show in Las Vegas

Shuhung Lee / July 29, 2015

The Green Trade Project Office is set to launch the third event for its 2015 'Green Light Outreach' campaign in the biannual 'Sourcing at MAGIC' exhibition scheduled to be held on August 16-19 in Las Vegas.

Held annually in February and August, the 'MAGIC' fashion tradeshow is comprised of seven main

Green Light Team  
Joanna C.  
Shuhung Lee  
Green Trade Project Office  
Vanessa Ho

Social Media Network

## Green Light

Taiwan Green Trade Project Office  
- sharing ideas on green trade and green energy industries -

ARCHIVE

### Green Trade Project Office to Participate in the Sourcing at MAGIC Show in Las Vegas

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View On WordPress

#EcoFashion #GreenProducts #Textiles

Social Media Network

TAIWAN GREEN TRADEPO

2015.07.14-16  
Booth 7245  
Moscone Center  
West Hall  
San Francisco

Welcome to Visit the Taiwan Pavilion!

PHOTOVOLTAICS

Intersolar North America 2015

Taiwan Green Trade Project Office

Social Media Network

# TAIWAN GREEN TRADEPO

推動綠色貿易專案辦公室

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# 展會簡介



## ■ 展覽名稱

2016日本太陽光電展 (PV Japan 2016)

2016.06.28 (二) (TBA)

佈展

## ■ 展覽地點

日本橫濱 (Pacifico Yokohama)

2016.06.29 (三) 10:00 – 17:00

全日展覽

## ■ 展覽簡介

由日本太陽光發電協會(JPEA)主辦，為一太陽光電產業專業展，展品類別包括太陽能電池、太陽能模組、太陽能系統、發電設備、管理服務等。

2016.06.30 (四) 10:00 – 17:00

全日展覽

2016.07.01 (五) 10:00 – 16:00

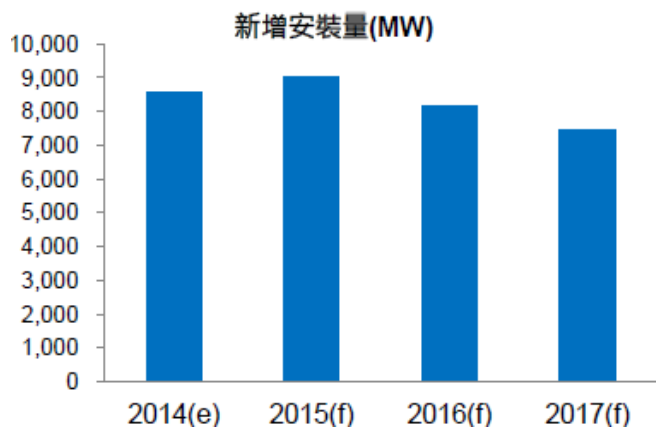
全日展覽/撤展

# 日本太陽光電市場概況

2016

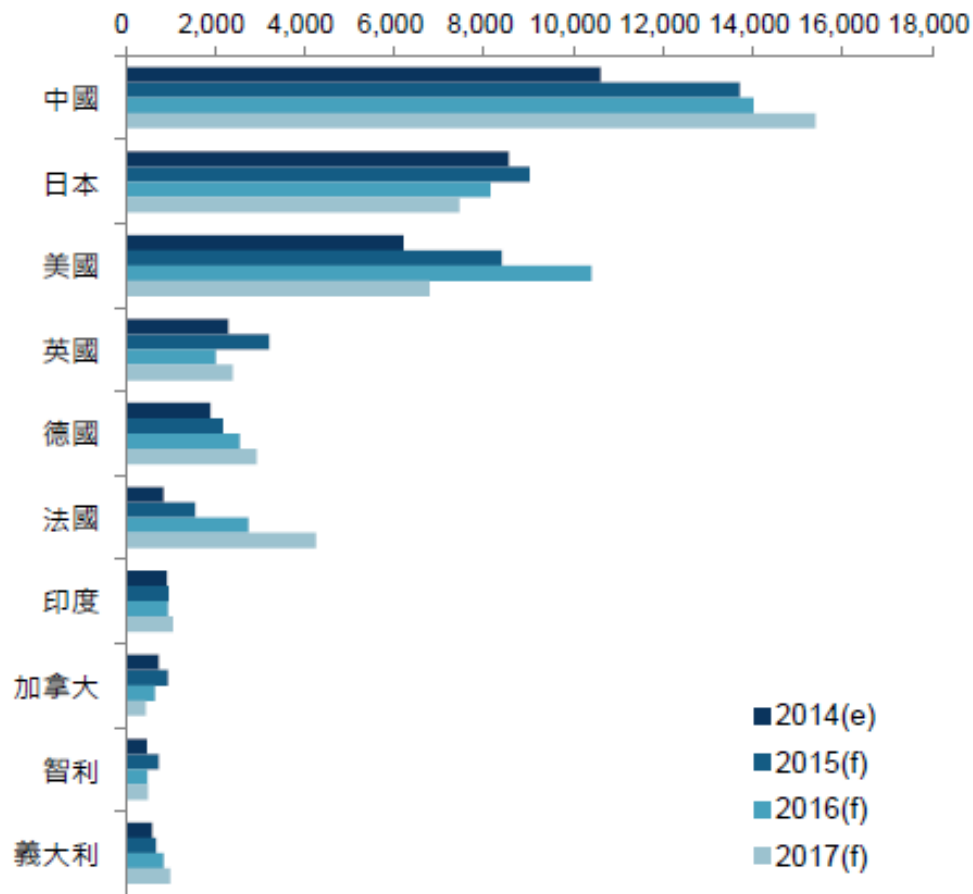
## JAPAN

預估安裝量為  
全球第三大市場



Source: 工研院IEK「全球太陽光電市場政策與需求分析」(2015/04)

## 全球太陽光電前十大安裝國預估(MW)



Source: 工研院IEK「全球太陽光電市場政策與需求分析」(2015/04)

# 參展活動

## ■ 設立台灣館 Taiwan Pavilion

- 採統一裝潢的方式，每家廠商使用一固定展示攤位

(\*主辦單位有權調整攤位設置與整體設計)

## ■ 預計徵集廠商與展品

- 預計徵集家數：10
- 報名廠商須為已向我國註冊合格登記，經營相關產品之台灣製造商或貿易商。
- 獲得國內外環保獎項或綠色法規認證之太陽能相關產品

## ■ 新產品發表會

- 由外貿協會與日本台貿中心共同籌辦，增加產品曝光，爭取買主與商機！

## ■ 其他整合行銷活動

RoHS



台灣綠色典範  
Taiwan Green Classics  
2011





# 參展費用

費用項目	金額	備註
展位分攤費	新台幣 <u>50,000</u>	<p>■ 支票付費： 請開立禁止背書轉讓即期劃線支票，受款人為「財團法人工業技術研究院」，並請寄至：工業技術研究院 (地址：31040 新竹縣竹東鎮中興路4段195號10館102室/何子蕙小姐)</p> <p>■ 匯款付費： 請以公司名義匯款 (切勿使用個人名義或以ATM轉帳)，並註明為「2016日本太陽光電展_台灣館專區」 匯款手續費請另自付，匯款單影本請傳真至 03-591-0023 匯款銀行：土地銀行工研院分行 帳號：156005000025 帳戶：財團法人工業技術研究院</p>
展品貨運費	TBD	廠商自行負擔
機票住宿費	TBD	廠商自行負擔

# 歡迎參加!

聯絡人：

台灣太陽光電產業協會

趙一如

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03-591-8571