

Anemone Venture News sharing

Asian market news, with a focus on Taiwan and South Korea

In the news this week, Taiwan reaches the highest proportion in the world for online mobile phone purchase; Taiwan ranked number one for health by expats; niche global market opportunities are to be found for biomedical firms; South Korea launches an initiative to recycle e-wastes; and Nike relies on Taiwan for its cutting in hazardous waste water.

➤ **Mobile online purchases at 54% in Taiwan**

More than half of the nation's consumers made their most recent online purchase using a mobile phone, the highest proportion in the world, according to a survey released by Google Inc on Wednesday.

The survey found that the 54 percent mobile phone shopping rate was higher than the 45 percent rate seen in the UK and the 43 percent rate seen in China. It was higher than the rates in South Korea, with 38 percent, Russia with 32 percent, Italy with 31 percent and the US with 26 percent.

[Source](#)

➤ **Taiwan top-rated for health: expats**

Taiwan offers the cheapest and best medical facilities for expatriates compared with any other country, according to a recent poll that surveyed expatriates from more than 100 countries. In terms of quality, about 66 percent say they enjoy a higher quality of healthcare in Taiwan than they did at home, which is against a global average of less than four in 10.

"Taiwan is joined by the select few countries of [the] UK, Thailand, Japan and Saudi Arabia offering high-quality, affordable healthcare for expats," the survey report said. On the opposite side of the scale, expats in Brazil, New Zealand, Ireland and the US complained about expensive and poor-quality healthcare, the *Telegraph* said.

"The Taiwanese healthcare system is coveted by healthcare tourists around the world, but its simple rules for expats and provisions for health insurance are what distinguish it from the pack in this year's Expat Explorer survey," the survey said. "Upon relocation, all expats and their employers are required to register with the National Health Insurance system, which grants them access to medical and dental care."

[Source](#)

➤ **Niche global market opportunity for biomedical firms**

Taiwan's biomedical companies' new drugs and medical devices can play an important role in the global market, BioTaiwan Committee (BTC) member Jang Yue-teh said. There have been many mergers and acquisitions between multinational biomedical companies in recent years, because they want to increase their power in retail routes and minimize costs. These

Anemone Ventures Ltd.

www.anemoneventures.com

14F-3 No.57 Fuxing North Road, Taipei 10560 Taiwan | Tel +886 2 2751 8057 Fax +886 2 2751 9865

multinational companies gradually reduce their research and development costs and outsource manufacturing processes.

“These global companies are now more inclined to acquire new products from smaller companies to minimize the risk of developing products,” Jang said, adding that many Taiwanese firms can provide what these multinationals need. However, local companies still need to improve their ties with global companies to be able to seize opportunities.

With a large market in China, biomedical companies there put more emphasis on replacing existing medical products with cheaper ones made locally, as the priority is to give as many citizens as possible access to medical services. Although Taiwanese companies do not have a large domestic market, they have a better technology base and can create innovative products, he said.

Last year, the output of Taiwan's medical device makers was NT\$1.16 billion (US\$38.29 million), up 6.5 percent from the previous year, according to Ministry of Economic Affairs data. Medical device firms' output accounted for 43 percent of the total output for the nation's biomedical industry last year, while output for drug companies was 30 percent.

[Source](#)

➤ **South Korea Launches Initiative to Recycle More E-Waste**

South Korea is coping with increasing amounts of garbage from electronic devices, also called “e-waste.” To prevent tons of old computers, smartphones and appliances from ending up in landfills, leaking toxic chemicals, some local governments are launching specialized e-waste recycling programs.

Seoul city throws out some 10 tons of e-waste each year, and about a fifth of that arrives at this recycling center. Here at the SR Center, devices are taken apart so that valuable metals like gold, copper or rare earths can be extracted -- a 3.8 billion-dollar industry, according to the government. But it is not just about earning profits, says the center's CEO Ji Un-geun. It is about protecting the environment.

Digitally-savvy South Koreans keep buying more gadgets. In the end, some estimate that about 21 percent of the country's total e-waste actually gets properly recycled.

[Source](#)

➤ **Nike cuts in hazardous wastewater rely on Taiwan**

As Nike Inc attempts to cut hazardous wastewater discharge in the dyeing process of its supply chain, it is both a challenge and an opportunity for Far Eastern New Century Corp. Last week, the Taiwanese manufacturer of textile products said that it plans to double its capacity for waterless dyeing to 120 tonnes a month by the end of next year.

Alexis R. Rocamora
Marketing and Research Assistant
November 3rd, 2014



Water-free dyeing currently accounts for 1 to 2 percent of the company's dyeing capacity and the new technology is now 90 percent as efficient as the traditional dyeing approach. The company is also seeking to sell fabrics using the new dyeing technology to Japan-based Fast Retailing Co, which operates Uniqlo, and plans to talk with Adidas AG in the near future.

Among the 10 national teams in the 2014 FIFA World Cup sponsored by Nike, two teams wore soccer kits manufactured by Far Eastern New Century's water-free dyeing technology, vice president He Kun-lin said, adding that Nike plans to use the new technology to make soccer kits for some of the teams it sponsors in 2016 UEFA Champions League, and all of the teams it sponsors in the 2018 FIFA World Cup. However, the water-free dyeing technology can only be used to dye polyester, and Far Eastern New Century and DyeCoo are still working on applying the technology to dyeing nylon and cotton.

The new dyeing technology is named "ColorDry" by Nike. "ColorDry technology removes water from the dyeing process by using recycled [carbon dioxide] to infuse fabric with intense, saturated color," Nike said in a press release. As the waterless dyeing process is carried out under high pressure to turn carbon dioxide into liquid form, only companies in Taiwan and Thailand have met the safety requirements for running such facilities thus far, according to Taiwan Textile Research Institute.

In Taiwan, in addition to Far Eastern New Century, textile makers Formosa Taffeta Co and Eclat Textile Co have also installed waterless dyeing facilities, the institute said.

After a report issued by Greenpeace in July 2011 criticized international apparel brands, including Nike, Adidas and Puma SE, for cooperating with two Chinese textile facilities found to be discharging harmful chemicals into water, a group of apparel brands made a commitment to help cut hazardous water discharge in the industry to zero by 2020, according to Zero Discharge of Hazardous Chemicals Group, a platform set up by these brands.

[Source](#)