Taiwan seizes opportunity at Europe’s largest Green Expo

英綠能商機蓬勃 臺產品走紅

Eighteen manufacturers from Taiwan joined Europe’s largest Green Building Expo, Ecobuild 2014. The featured show booth “Green Product Demo House” is packed with people showing high interests.

十八家臺灣廠商來到倫敦 進軍歐洲規模最大的綠建築展 引起民眾高度興趣 展示屋裡詢問人潮不斷

Interview: Director, Green Trade Project Office, Lih-Chyi Wen

Many people who first enter our demo house

are surprised by the amount of products we offer.

It feels like they can purchase everything they need at once.

Taiwan can provide multiple green solutions

especially products with green labels or certifications.

Such a presentation is considered popular in Europe.

訪問：GTPO 計畫主持人 溫麗琪

很多人到我們展示屋時 會覺得 哇怎麼有這麼多產品 可以一次就購足的感覺 臺灣提供各式各樣的綠色方案 尤其是每個產品背後都有綠色認證或標章 在歐洲市場裡面 算是非常受歡迎的作法

Taiwan’s Ministry of Economic Affairs stresses that UK’s Ecobuild is one the world’s largest B2B business platforms. Every year with over 45,000 visitors, the exhibition offers a show stage to promote Taiwan’s green products. UK’s Green Deal was launched in January 2013. The British government has provided loans, paid off incrementally via energy bills, to help finance families and businesses otherwise unaffordable energy efficiency improvements. This has significantly driven the demand for energy saving products.

經濟部強調 英國綠建築展是全球最大的B2B商業平台 每年四萬五千多人參觀 是推廣臺灣綠色產品的絕佳平台 尤其2013年一月 英國的綠色新政上路 政府提供兩億英鎊 協助家庭和企業改善建築的節能效率 也大幅帶動建築節能產品的需求 這正是臺灣產品展露頭角的好機會

Interview: Director, Taiwan Green Film, Tie-Han Wu

The Green Film was just launched last year.

We also know UK has a lot of improved policies on energy saving.

Our newest nano-material allows light in,

but keep heat and UV out.

This is our most distinguishing feature.

訪問：臺灣節能膜業者 吳鐵漢

去年才整個完成 我們也知道英國對節能減碳 有相當多政策改進 而且我們最新的奈米材料 這個材料光可以穿透 但熱源不會穿透 這是我們的特色

Starting from year 2016 all buildings in UK must be of zero carbon. Such a commitment drives many architects and contractors to look for related products and building material. For people or businesses looking for quality and price-competitive eco products or solutions, please visit [www.greentrade.org.tw](http://www.greentrade.org.tw). So far over 400 products have been enlisted on the website.

Every day is a green day, Green Trade Project Office reports.

英國從2016年開始所有建築物都必須是零碳建築 堪稱是歐洲的綠建築先鋒 建築師和建商也都正在尋找相關產品 MIT的節能和環保商品更要把握機會 搶佔市場先機