

## Dedicated to Further Advancement of the Industry and to More Beautiful Stories from Taiwan



Hsiao-Ching Ting (丁曉菁), Chairperson of TAICCA



Given full support of the government and strong desire of the content industry, Taiwan Creative Content Agency (TAICCA) was established in June 2019. It is hoped that TAICCA's matching and consulting services can facilitate to converge the strengths of governmental and private sectors, and help turn the "dream to create" into the foothold of start up. TAICCA strives to promote the presence of Taiwan's good stories and talented creators on the global stage, paving way for the glory of Taiwan's content industry.

Being well aware of the importance of our mission, we at TAICCA have been moving forward at full speed since the establishment of TAICCA. From the initiation of various incentive programs to the promotion of Taiwan's global presence, TAICCA has paved way for the future of Taiwan's content industry. What presented here is the first TAICCA Annual Report. As the first Chairperson of TAICCA, I am obliged, and also honored, to present our achievements.

Year 2020 is an unusual year. We overcame the challenges posed by COVID-19 pandemic and moved forward. We launched two flagship projects, Creative content development program, Immersive Content grant for international co-funding or co-productions, Taiwan's international co-funding program, etc. These have laid the foundation for a healthy ecosystem of the industry.

Moreover, TAICCA successfully employed financial incentives to encourage private investment in the industry. TAICCA assisted entrepreneurs in the application of the NT\$10 billion Youth Entrepreneurship Loans in the Cultural and Creative Industries. Many

young creators have obtained their first pot of gold for startup in time. Given the capital injection and matching services, more and more outstanding creative teams are encouraged to start up their own businesses. In turn, productivity in the industry is optimized and the content industry is booming.

For increasing the presence of Taiwan's original works on the global stage, TAICCA joined hands with corporates to participate in over ten international exhibitions. TAICCA also initiated a brand-new exhibition to present Taiwan's works of excellence – Taiwan Creative Content Fest (TCCF). Despite of the pandemic in 2020, buyers from home and abroad still actively participated in the event. The estimated transaction value doubled the number of works, exhibitors and visitors were all increased. The TCCF International Conference was also praised by the participants, bring about growing interest of international investors on Taiwan's contents.

Cultural content is the showcase of a country and its people. Taiwan's cultural content is the business card introducing Taiwan to the world. I am grateful that TAICCA team has been working strenuously together with partners from the content industry. In the past year, we have demonstrated the wisdom and tenacity of Taiwanese people, who strived to show the beauty of Taiwanese culture to the world despite of the difficulties caused by the pandemic. In the future, TAICCA will continue to nurture the content industry and to cultivate spectacular content landscape on the island.

Chairperson of TAICCA

*Ting, Hsiao-Ching*