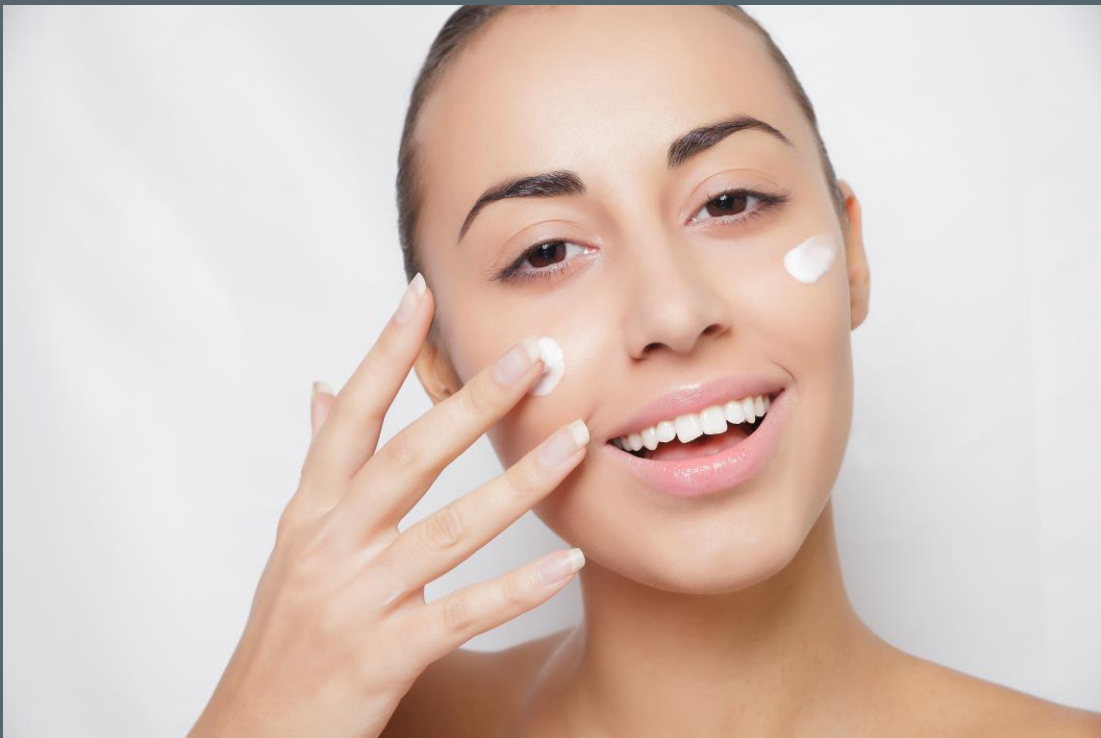


Delegation Brochure 代表團手冊

German Delegation of the Cosmetics & Detergents Industries to Taiwan

德國化妝品暨清潔用品商務訪台代表團

27th – 31st March 2023



Organizer | 主辦單位



Cooperation Partner | 協辦單位



台北市化粧品商業同業公會
Taipei Cosmetics Industry Association

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林百科

首席代表暨處長

德國經濟辦事處



國際化妝品、清潔用品和營養食品在台灣有非常廣大的市場，而作為一個高度工業化的社會，台灣對經典款到最新發售的化妝品和清潔用品都有著大量需求，其中約70%為進口商品，主要來自日本與法國，尤其是中高單價的高品質產品特別受到台灣消費者愛戴。2021年臉部及身體護理產品約有41%的市佔率，占台灣護理類產品的大宗，其次則為占比21%的化妝品。

台灣護理和清潔用品的總銷售額2010年以來持續提高，從2013年來不斷突破10歐元大關，而臉部及身體護理產品、清潔用品及化妝品都是主要功臣。過去五年，國際大牌都積極打造形象並增加銷售活動。

尤其是德國品牌可以憑藉著優勢，在國外進口商品圈內獲取市占率。我們這次的代表團再再展現了「德國製造」的高品質，與會成員皆是業界專家，提供多樣化產品，包括天然成分的高級化妝品、營養食品、環保永續的清潔用品、高科技清潔無人機等。

與會德商希望透過本次商務訪台代表團，帶來優質德國產品滿足台灣消費市場的多樣需求，增進生活品質。我們相信本次代表團不僅會帶來業界技術交流，而且台德雙方會發展成可靠的夥伴關係，進一步加強雙邊經濟關係。

預祝本次參訪行程順利成功。



Axel Limberg
Chief Representative and Executive Director
German Trade Office Taipei



Taiwan has a highly attractive market for international cosmetics, cleaning, and food supplement products. As a highly industrialized society, Taiwan covers a broad range of demand in the cosmetics and cleaning sector, from the latest high-tech products to classical cosmetics. About 70% of the cosmetics and cleaning goods are imported, mainly from Japan and France. Especially high-quality products in the middle and upper price segment are popular among Taiwanese consumers. With a market share of around 41%, face and body care products accounted for the majority of Taiwan's personal care products market in 2021, followed by cosmetic products with 21%.

Since 2010, the total sales of Taiwanese care and cleaning products have continuously risen and since 2013 have constantly surpassed the US\$ 1bn mark. The increasing turnover numbers can be mainly attributed to face and body care products, detergents as well as cosmetic goods. Over the past five years, foreign brands were able to make use of their positive image and increase their sales activities.

Especially German brands can leverage their strengths and gain some market share from foreign competitors. To convince the Taiwanese consumers of the high-quality standards that "Made-in-Germany" stands for, we have brought this delegation to Taiwan. The delegation consists of a variety of specialists, which provide a vast range of products, from premium cosmetics and dietary supplements made from natural ingredients to detergents that are environmentally friendly and resource-efficient to cleaning drones that take cleaning procedures to the next level. German companies are eager to come to Taiwan to make the lives of Taiwanese consumers and customers more pleasant and convenient by meeting their exact needs and wishes. We strongly believe that this delegation trip will pave the way for strong partnerships and further strengthen our economic ties.

I wish you an engaging conference and successful meetings!



Thomas Keiser

理事長

德國化妝品、盥洗用品、香水及洗滌劑協會



敬愛的與會者，

本次德國商務訪台代表團非常期待與大家的會面，體驗台灣文化並進行媒合會議。

德國製造的美容和家庭護理產品為全球讚賞的最高品質，過去一年裡，這個提供超過50萬個工作崗位的行業的總銷售額超過了190億歐元，且製造出的商品每天都廣泛的被家庭所使用。

德國化妝品、盥洗用品、香水及洗滌劑協會(IKW)於1968年成立，總部位於美因河畔的法蘭克福，如今為歐洲首屈一指的行業協會之一。我們的協會為業內95%，相當於450多家美容及家庭護理會員廠商爭取最好的利益，提供諮詢及各式相關協助。

協會透過與利害關係者頻繁的溝通交流，提供大量業界資訊，進一步提升了美容及家庭護理產品相關的使用與安全規範消息的可信度。

除舉辦相關活動之外，我們協會也籌組以出口為導向的商務代表團。

本次的商務訪台代表團期待與大家的會面！

敬祝商祺

Thomas Keiser

德國化妝品、盥洗用品、香水及洗滌劑協會 理事長



Thomas Keiser
General Director

German Cosmetic and Detergent Association (IKW)



Dear Participants,

the German business delegation looks forward to meeting you all, to experiencing the great country and to have successful business talks.

Beauty and home care products made in Germany fulfill the highest quality expectations which is very much appreciated on a worldwide scale. The industry with approximately 500,000 associated jobs had a sales value of more than 19 billion EUR in the past year. The products are used on an almost daily basis by every household.

The German Cosmetic and Detergent Association (IKW), with office in Frankfurt am Main, was set up in 1968 and is today one of the highest-profile industry associations in Europe. IKW supports, advises, and represents the interests of more than 450 beauty and home care companies which cover about 95 % of the German market.

IKW satisfies the resulting need for information through its high readiness to engage in a dialogue with all stakeholders involved, strengthening the credibility of product-related communication concerning the use and safety of beauty and home care products.

Apart from a wide range of activities IKW initiates business delegations to the most interesting export markets.

Our business delegation looks forward to meeting you all.

Kind regards,
Thomas Keiser
General Manager, IKW German Cosmetic and Detergent Association (IKW)

代表團簡介

作為德國經濟暨氣候保護部所推動之「拓展國外市場」政策的一部分，博智顧問有限公司(德國經濟辦事處服務執行單位) 攜手與Dreberis GmbH, 德國化妝品、盥洗用品、香水及洗滌劑協會及台北市化妝品商業同業公會共同為德國化妝品、清潔用品及保健食品業的中小企業籌備於3月27-31日的商務訪台代表團。

「拓展國外市場」政策旨在協助德國企業前進海外，如：推動貿易政策鼓勵進入海外市場，並於出口各階段提供具體支援。

本次商務訪台代表團提供德國中小企業機會向台灣市場介紹公司及其產品、服務的機，更能了解台灣化妝品、清潔用品及保健食品行業法規及市場規模，還會為每家參加廠商安排與台灣決策及潛在夥伴的商務媒合會議，為將來的合作奠定厚實的基礎。

參訪行程:

1. 台德化妝品、保健品暨清潔用品專業研討會:

日期: 2023年3月28日(週二)

地點: 茹曦酒店-斯賓諾莎宴會廳 (台北市敦化北路100號5樓)

本次代表團將假茹曦酒店舉辦「台德化妝品、保健品暨清潔用品專業研討會」，與會德商會帶來公司、產品及服務介紹，並邀請到雙方業界專家一同探討台德雙方合作潛能並帶來精采演講，與會貴賓更有機會與德商代表進行交流及商務會談。

2. 實地訪查及企業一對一會晤

日期: 2023年3月29-31日

地點: 全台各地

藉由實地訪查及一對一拜會台灣當地政府機構、銷售據點及企業，並安排為期三天之商務會晤行程，台德雙方得以更為深入的就化妝品、保健品暨清潔用品的議題進行交流，並為雙方未來合作奠下契機。會晤將由德經處同仁陪同，必要時提供技術及翻譯協助。

Introduction of the Delegation

The delegation trip of the German SME in the Cosmetics, Supplements, & Detergents Industries is part of the “Foreign Market Entry Program” under the German Federal Ministry for Economic Affairs and Climate Action (BMWK). The trip is organized by DEinternational Taiwan Ltd., the service unit of the German Trade Office Taipei, in cooperation with Dreberis GmbH, the German Cosmetic and Detergent Association (IKW), and the Taipei Cosmetics Industry Association.

The delegation visit will take place from March 27th to 31st 2023 and provides German companies, Taiwanese distributors, manufacturers, and relevant stakeholders of all sizes in the cosmetics, supplements, and detergents industries with a platform to make initial contact with one another and set the foundation for future cooperation.

Delegation Program:

1. Expert Symposium: German-Taiwanese Conference on the Cosmetics, Food Supplements, Cleaning, & Detergents Industries

Date: Tuesday, March 28th 2023

Venue: Illume Taipei, 100, Dunhua N. Rd., Songshan Dist., 10547, Taipei, Taiwan

The delegation visit opens with the conference at the Illume Taipei Hotel, where the participating German companies introduce their company, products, and services to potential Taiwanese business partners. After the presentations, all Taiwanese visitors and German delegates will have the chance for networking and have initial business talks.

2. Group visits and individual meetings between Taiwanese and German companies

Date: Wednesday to Friday, March 29th to 31st, 2023

Location: Taiwan

Besides group visits to Taiwanese companies and organizations, individual B2B meetings will be arranged to provide room for a detailed exchange of future cooperation and mutual business alignment.

德國代表團成員介紹

(按英文字母排序)

German Delegation Members' Profiles

(In alphabetical order)



Deana Wyland-Fries

Managing Director

執行長

info@essenceofchi.com

公司介紹

由Deana Wyland-Fries 所創建的Essence of Chi™旨在為全球各地尋覓周圍環境和自身和諧個人及團體客戶提供服務。Deana為國際風水顧問、八字及生肖講師，已在業界服務超過15年。

Deana於2012年創立了Essence of Chi Bespoke™，根據客戶的本命盤調配出訂製的香水，該香水系列可說是供不應求。其香水概念已經觸動客戶心弦，Deana便抓住機會與更多客戶分享公司香水產品的益處，後續於2019年推出ELEMENTALS™的五種創新的香水，體現了五行的物理、情感及精神，目前正在研發往居家ELEMENTALS Home系列及水療ELEMENTALS Spa產品支線。

ELEMENTALS不盡僅只是香水而已，更是生活的靈丹妙藥。

Essence of Chi GmbH

Sammerswinkel 13

96135 Stegaurach

Germany

www.essenceofchi.com**Company Profile**

Essence of Chi™ is a holistic lifestyle agency created by Deana Wyland-Fries, offering a myriad of services to individuals and corporations around the globe that seek to exist in harmony with their surroundings and within themselves. Deana has been servicing clients for over 15 years as an International Feng Shui consultant, Master in Chinese Horoscopes, teacher and BAZI coach.

In 2012, Deana founded Essence of Chi Bespoke™ and launched the world's first line of bespoke perfumes for her clients, according to their personal Chinese astrological chart. The resulting demand for her bespoke essences was overwhelming.

Recognizing that she had struck a chord, Deana seized the opportunity to take the concept one step further in order to share the benefits of her perfumes with a greater audience. She set to work to create five innovative and rare perfumes that embody the physical, emotional and spiritual aspects of the Five Elements: ELE-MENTALS™ launched in 2019 and currently expanding into ELEMENTALS Home and ELEMENTALS Spa.

ELEMENTALS is more than just a perfume. It's an elixir.



Amirreza Naghib

Managing Director

執行長

a.naghib@estatira.de

公司介紹

Estatira GmbH於2015年在德國米爾海姆創建，致力於生產天然健康的化妝及保健品，
拜嚴格的生產過程所賜，旗下產品皆含有高濃度的天然植物配方。只為提供市場上最高
品質、口感及味道兼具的產品給我們的客戶，帶來最真切的改變。

Estatira Organic GmbH

Hans-Böckler-Platz 1
45468 Mülheim an der Ruhr
Germany
www.estatira.de

ESTATIRA ORGANIC

Company Profile

Estatira GmbH was founded in 2015 in Mulheim, Germany and manufactures its own range of essential cosmetic and healthcare products with the philosophy that Beauty and Health are closely associated. Controlled manufacturing processes are in measure to enable products with high concentration of natural ingredients. Products are composed with attention to detail and an eye on touch, smell and permanence to market with sole significance in making a real difference to beloved clients.



Thomas Niebergall

Managing Director, CEO

執行長

thomas.niebergall@fit.de



Volkmar Lösche

Director Export

外銷總監

volkmar.loesche@fit.de

公司介紹

fit GmbH旗下擁有fit洗碗精、Kuschelweich衣物柔軟精、Rei桶裝洗衣精、Sunil洗衣精與fenjal、GARD兩個化妝品品牌，在德國市場舉足輕重。

目前所有品牌系列產品約有350種。

fit GmbH憑藉其現代化實驗室及優秀員工，成為市場領導企業。耗資超過兩億歐元擴建的工廠及生產設備使得fit GmbH躍身業界最現代化的公司之一。2022年的總銷售額達到了2.35億歐元，售出9300萬項產品，德國幾乎家家戶戶都使用過fit GmbH的產品。

fit GmbH

Am Werk 9

02788 Hirschfelde

Germany

www.fit.de**Company Profile**

fit GmbH is an independent medium-sized company with the well-known brands fit dishwashing liquid and Kuschelweich fabric softener. In addition, fit GmbH plays a crucial role in the German detergent market with the brands Rei (in the tube) and Sunil. Other important strategic pillars are the traditional cosmetics brands fenjal and GARD.

The current range across all brands comprises over 350 articles.

Thanks to its modern laboratories and highly qualified employees, fit GmbH is one of the innovation leaders in its segment. Thanks to investments of over 200 million euros in the expansion of the plant and production facilities, the company is now one of the most modern in the industry in Europe. In 2022, the company realized annual gross sales of 235 million euros and sold 93 million packs of its products. Every third German household buys a product from fit GmbH at least once a year. Currently, fit GmbH employs more than 250 people.



Dr. Torsten Schmidt-Bader

General Manager

執行長

tsb@hiq-nature.com

公司介紹

HiQ-Nature為一家德國黑森邦的製造商，致力於傳統植物的高科技開發，將東方養身主義及能量知識相互結合。我們的品牌秉持的「以健康的身體保持健康的心態」理念，為客戶及醫師提供健康安全的產品；我們高效純淨的產品是在氣候友善、永續環境中培育，並且採用環保包裝。

我們的產品是在歐洲的GMP無塵室裡利用水中養殖技術培育，完全不含殺蟲劑、環境毒素及任何添加劑，純素者可以食用。瓶身包裝是採用可再生原料製成，食用完畢後可以當作堆肥再回收。

HiQ人參是世界上第一個歐洲藥典級的永續種植全光譜純人參，更具野生人參的療效。

HiQ螺旋藻也是第一款在無塵室培育的藻類，在GMP認證的環境下進行測試及包裝。

HiQ-Nature GmbH

Schulstrasse 15

34639 Schwarzenborn

Germany

www.hiq-nature.de**Company Profile**

HiQ-Nature is a small manufacturer from North Hesse, which scientifically develops traditional medicinal plants with "high-tech" methods and combines them with the Far Eastern knowledge of holism and energy. Our products support a "healthy mind in a healthy body" and provide health-conscious customers in everyday life as well as therapists in their practice with safe products that were previously unrivalled in terms of strength and purity. Thanks to sustainable production & environmentally friendly packaging, the climate is happy and the environment stays clean.

Our products are grown in European aquaculture under GMP clean room conditions. They do not need any pesticides, are free of environmental toxins and are filled vegan without additives. The packaging is made from 100% compostable, renewable raw materials.

HiQ Ginseng is the world's first ultra-pure full-spectrum ginseng in pharmacopoeia quality (Ph.Eur.) from sustainable cultivation with the elemental power of extinct wild ginseng. HiQ Spirulina is the world's first algae to be cultivated in a clean room and to be tested and packaged under GMP conditions.



Berthold Nobis

General Manager

執行長

b.nobis@apiserum.de



Alexandra Nobis

CMO Sales & Marketing

首席行銷長

office@dr-nobis.com

公司介紹

自1952年以來的美麗與活力

我們的所有產品都是在巴伐利亞邦勞芬的工廠生產，產品包括護膚保養、化妝品及營養補充品，且內含我們的創新配方及天然活性成分及植物萃取物，如蜂王漿、蜂蜜、蜂膠、玻尿酸、果酸及朝鮮薊等。

我們的化妝品為各種不同的皮膚種類提供全方位護理：

- 再生修護/抗老
- 補水
- 敏感肌 (酒糟肌)
- 果酸
- 油性粉刺肌
- 痘痘肌

我們的產品系列包括：

- 清潔
- 日間及晚間護理
- 眼部及唇部護理
- 去角質與面膜
- 活性成分安瓶
- 按摩乳膏

Manufaktur B.W. Nobis e.K.

Mayerhofen 2

83410 Laufen

Germany

www.dr-nobis.com**Company Profile**

Beauty & Vitality since 1952

All products are produced in our manufactory in Laufen, Bavaria. We produce products of caring cosmetics and dietary supplements. The unique effect of our products is based on innovative recipes and natural active ingredients as well as plant extracts. Royal jelly, honey, propolis, hyaluronic acid, fruit acids, artichoke and much more.

Our cosmetics offer care series for the different requirements of the skin:

- Regeneration/anti-aging
- Hydration
- Sensitive skin (e.g. rosacea)
- Fruit acids
- Oily & impure skin
- Acne

Our series consist of:

- Cleansing
- Day and Evening Care
- Eye & Lip Care
- Peeling & Masks
- Active substance ampoules
- Massage creams



Marcel Koch

Key Account Manager

客戶經理

m.koch@messing-keppler.de

公司介紹

Messing & Keppler Abfüllbetrieb公司在全球皆有生產基地和銷售地點

我們

- 生產多樣化的家用清潔用品
- 開發創新、特別的產品、專利及概念
- 為客戶提供高品質、標籤、包裝設計、永續管理的全方位產品服務
- 協助從產品開發到完成上市的整個過程

我們是經驗豐富的代工廠商，非常了解業界客戶及零售商及對產品的需求，旗下產品遍布歐洲中部的零售商店，與廉價連鎖商的長期合作經驗是我們最大的優勢。擁有廣泛的產品及服務，我們是您最理想的商務合作夥伴，為您的市場開發擬定完整的產品解決方案！

Messing & Keppler Abfüllbetrieb GmbH

Im Hengstfeld 47

32657 Lemgo

Germany

www.messing-keppler.de



Company Profile

Messing & Keppler Abfüllbetrieb produces and market branded and private label products (household cleaners, machine cleaners, toilet rim blocks and air fresheners) across the world with a focus on Europe.

We

- produce a wide range of household chemicals
- develop ideas, new and special products, patents and concepts
- offer customers full service in quality control, labeling, sustainability management and product and package design
- we support the entire process from development to market launch

As an experienced OEM partner, we understand industrial customers as well as retailers and their needs in detail. Our products can be found in almost all major Central European retail companies. Strong relationships and decades of experience with the largest discounters characterize our work. Due to the high qualification and experience and with our wide range of products and services we are your ideal business partner. We develop creative product solutions for your market and support you in making important decisions and accompany you in their implementation.



Project Coordination | 專案負責人

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German Trade Office Taipei

Manager Market Entry

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