

TBEA Chairman Yang on the State of Taiwan's Bike Industry

Text & Photos: Editorial Dept.



▲ TBEA Chairman Y. M. Yang.

Taiwan Firms Rebounding

Buffeted by the global economic downturn, Taiwan's bicycle industry suffered a 20.37% drop in total export volume (to 4.30 million bikes) in 2009, and export value also fell by 9.95% to US\$1.25 billion. On the other hand, average unit FOB prices surged by 13.09% to US\$290.54. This suffices to show that the bicycle industry's great dedication to R&D, innovation, and increased

product value has paid off abundantly. In January, with the economy finally appearing to be on mend, many firms enjoyed excellent shipment volume and sales.

Innovation Makes Sense

In spite of the economic storm that has engulfed the world, people still need exercise and recreation, and countries still need to conserve energy and reduce carbon emissions. The crisis thus provides an excellent development opportunity for the bicycle industry, which has a chance to flourish at a time when many other industries are deeply entrenched.

Taiwan's bicycle industry can rely on its sturdy foundation to cement its world-leading status, and earn an even better reputation in the international market. Credit for the industry's achievements must go to the government for its assistance, and also to individual companies for their intense dedication, diligent cost-cutting, R&D of new products, development of brands, and global marketing efforts. Everyone in the industry is keenly aware that increasing product added value makes smart business sense. TBEA's annual Innobike Awards is therefore always a popular event in the industry.

As TBEA Chairman, I strongly encourage Taiwan bicycle companies to improve themselves using the methods pioneered by the A-Team. It will help the whole industry to raise its core competitiveness. 