



# BMCA & SMEs in Taiwan

## -How BMCA supports SMEs in Taiwan



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CMC, ICMCI

Trustee, IMC Taiwan



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## How BMCA supports SMEs in Taiwan

There are 1.32 M. numbers of enterprises in Taiwan,  
more than 97%(approximately **1.28M enterprises are SMEs.**

**SMEA-** Small & Medium Enterprises Administration is now  
the direct government organization in charge of SMEs business affairs.

**Mr. Yeh , Yun-Long** is the formal government officer /Director General  
of SMEA.



**BMCA**

## BMCA Current Status



### **BMCA- IMC Taiwan**

Business Management Consultants Association  
established since **1987**, now is entering 28<sup>th</sup> year.

Active Members: 150 persons

**CMC Members: 101 persons**

(to be the T-CMC Member must be the BMCA formal Member)

**President : Mr. Neil Huang.**

**Vice President : Dr. Simon Liu.**

**Secretary General: Dr. Mikko Lin.**



**BMCA**

## BMCA Management Introduction



**President : Mr. Neil Huang.**

**Vice President : Dr. Simon Liu.**



**Secretary General:  
Dr. Mikko Lin.**



## How BMCA supports SMEs in Taiwan

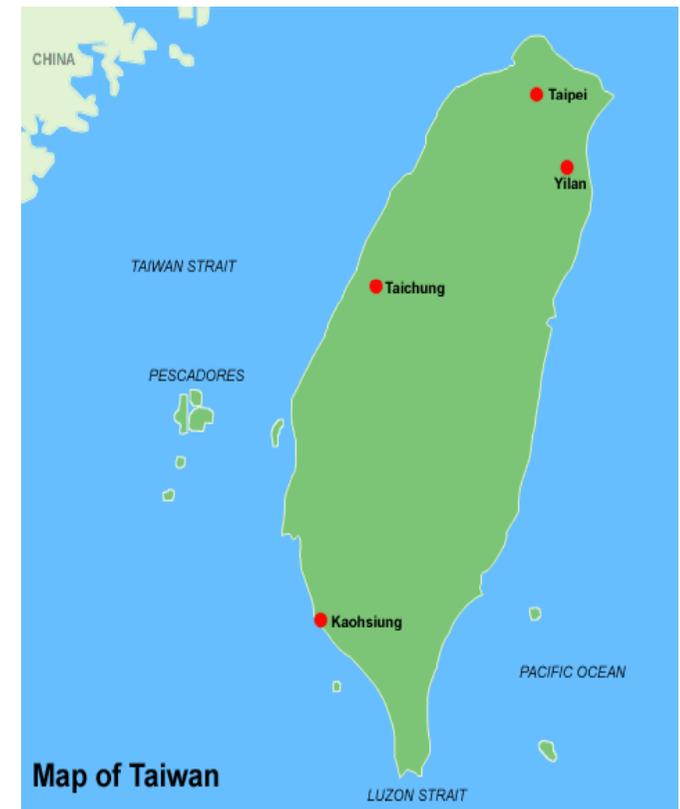
Started from **2013**, BMCA established **Innovation Incubational Center.**

Our Incubation center being set-up among 2 cities:

**Taipei** (North) &



**Kaohsiung** (South) to serve SMEs.



**BMCA**

## How BMCA supports SMEs in Taiwan

The main Service points of BMCA Incubation Center are:

1. Assist SMEs to **build Branding & Distribution Channels.**

**BRANDING**

**Channels of  
Distribution**

2. Assist SMEs to **create& promote Cultural Creativity Products.**

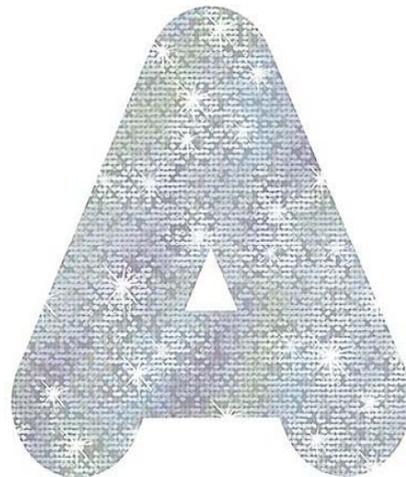


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## How BMCA supports SMEs in Taiwan

From government bidding project, BMCA provides around 50 cases for the member consultants to guide the SMEs every year.

Normally **10 among 50 SMEs** can be selected as the **Sparkle-light enterprises**, also **awarded & reported in public.**



## How BMCA supports SMEs in Taiwan

Taiwan is composed of some **different ethnic groups**.

BMCA aims at :

### 1. Hakka ethnic people group

1A. to encourage Hakka people start-up their **entrepreneur business**.

1B. to inject & enhance the **Hakka elements** into their products with differential feature points.



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## How BMCA supports SMEs in Taiwan

(Taiwan is composed of some different ethnic groups.) BMCA aims at :

**2. Indigenous people** to promote the **ethnic identity**

**logo**, enable consumers to identify the differentiation and buy their specialties.



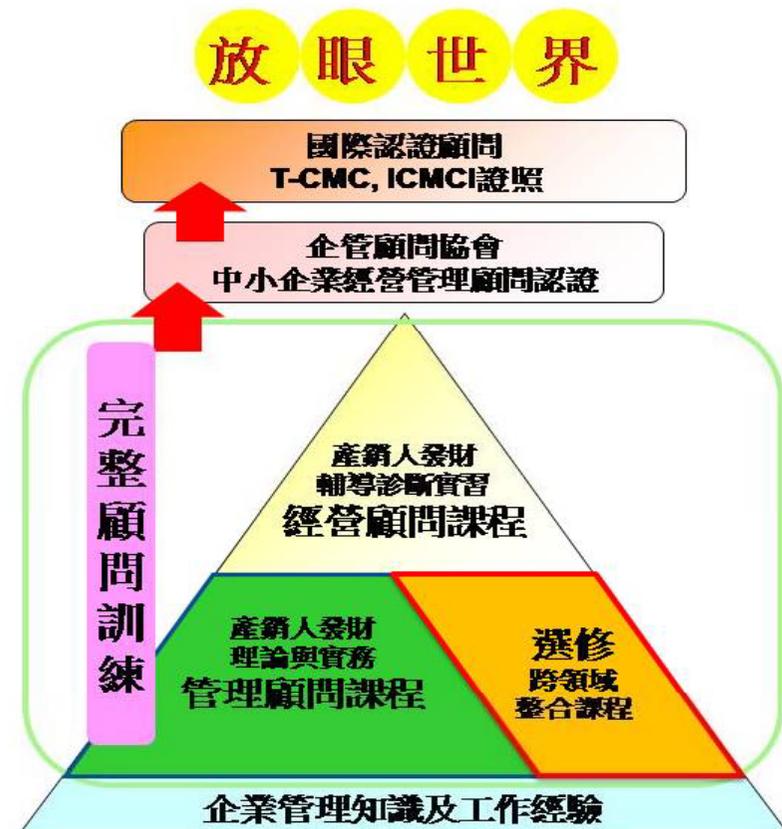
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## How BMCA supports SMEs in Taiwan

In order to cultivate & foster the consultants' advanced & international management skills, we conduct the government assigned bidding projects for over **22 years** on **Business Management Consultants training course**.

**(222H/6 months/per year).**

After the completion of the Certification course, the trainees are eligible to guide the SMEs in the Operation & Management.



## How BMCA supports SMEs in Taiwan

**Some of international CMC were invited to Taiwan & exchange/inherit their actual knowledge & experience.**

**Mr. Liew, Shin-Liat**



**Dr. Lee, Nam-Kee**



**Mr. Francesco D'Aprile**



## How BMCA supports SMEs in Taiwan



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## How BMCA supports SMEs in Taiwan

BMCA conducts **Visiting & Studying tour**, bring Consults as well as SMEs **going abroad** to widen the mutual management intelligence.

(Photo: Brand Licensing Show- Visiting & Studying tour Jan. 5-8, 2014.)



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## How BMCA supports SMEs in Taiwan

**BMCA conducts CMC ,ICMCI Certification & Assessment project, create **101 T-CMC (2005-2013)****

**to assist SMEs Reengineer their Internationalization.**



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## How BMCA supports SMEs in Taiwan

**We are happy join together and share the mutual Consulting Practice & Experience.**

**BMCA expects to invite you join us now & the future to collaborate & up-grade the SMEs' operation & management ability in Taiwan & Asia-Pacific territories.**

**Thank You !**

**Presented by  
Mikko Lin, CMC/Trustee  
IMC Taiwan**



**BMCA**