

2025

美力臺灣・合作創新 海外線上招商說明會

09 / 25 (四) | 臺北時間 GMT+8
16:00-17:25

| 中歐時間 CEST | GMT+2
10:00-11:25

結合全球美妝產業的創新化、客製化與AI化趨勢，以臺灣特色優勢與科技軟實力，與國際品牌深化合作，推動「美力臺灣」生態系。

根據NielsenIQ調查，全球美妝市場正處於轉型發展期，現已達1.1兆美元，預計到2034年將再增長7,000億美元，其中亞洲將貢獻3,100億美元，顯示亞洲市場已成為全球美妝產業成長的核心引擎之一。

本次海外線上招商說明會，旨在推動國際品牌與臺灣深化合作。臺灣憑藉氣候與地理優勢，孕育豐富的本土自然資源與萃取技術，結合臺灣領先的技研發實力與深厚的半導體製造根基，進一步發展CDMO與新原料開發，並積極導入AI應用，如配方優化、消費者體驗與肌膚檢測等，吸引全球美妝品牌以臺灣為中心，拓展亞洲美妝市場，打造高附加價值的合作商機。

活動報名



<https://reurl.cc/qGKn13>

活動時間

臺北時間 / GMT+8:
2025年9月25日 16:00 – 17:25
中歐時間 / CEST, GMT+2:
2025年9月25日 10:00 – 11:25

線上會議，活動全程以英語進行

會議室連結將於報名完成後發送至您的E-mail信箱

臺北時間 GMT+8	中歐時間 CEST GMT+2	議程	目的
16:00-16:10	10:00-10:10	開場與貴賓致詞	經濟部長官開場致詞
16:10-16:35	10:10-10:35	美力臺灣1: 臺灣美妝堅固與本土創新 臺灣美妝產業創新聯盟 李琳璇 理事長	介紹臺灣美妝產業之完整產業鏈及價值鏈
16:35-17:00	10:35-11:00	美力臺灣2: 脂素化妝品CDMO與外泌體新興商機 肌勝智勝 林奕成 資深經理	帶出臺灣生技實力，吸引外商與臺灣美妝CDMO技術 / 品牌合作
17:00-17:25	11:00-11:25	美力臺灣3: 以AI加速美妝產業轉型 玩美移動 李雅惠 副總經理	以臺灣先進AI科技結合美妝產業，吸引外商技術 / 品台合作
17:25-	11:25-	Q&A 綜合討論	蒐集並了解廠商需求與投資可能性

2025

Beauty x Innovation in Taiwan

Global Opportunities & Partnerships Seminar

09 / 25

Taipei Time GMT+8
16:00 - 17:25

Central European Summer Time
CEST | GMT+2 10:00 - 11:25

Amid global shifts toward innovation, personalization, and AI in the beauty industry, Taiwan is leveraging its unique strengths and technological expertise to forge deeper international partnerships and shape the future of beauty innovation.

According to NielsenIQ, the global beauty industry, currently valued at US\$11 trillion, is undergoing a transformation and expected to grow an additional US\$700 billion by 2034. Asia is projected to contribute US\$310 billion to this growth, solidifying its role as a critical driver of global expansion.

This seminar seeks to deepen collaboration between international beauty brands and Taiwan, which, with its favorable climate and rich natural resources, offers advanced extraction technologies and cutting-edge biotech R&D capabilities. Taiwan's strong semiconductor manufacturing base further enhances its potential as a hub for CDMO development and innovative raw material research. Moreover, Taiwan is at the forefront of integrating AI technologies—ranging from formulation optimization to personalized skin diagnostics—positioning itself as a strategic epicenter for brands looking to capitalize on Asia's burgeoning beauty market and foster high-value partnerships.

Registration Link



<https://reurl.cc/qGKn13>

Event Time

Taipei Time (GMT+8) :

September 25, 2025, 16:00 – 17:25

Central European Summer Time (CEST + GMT+2) :

September 25, 2025, 10:00 – 11:25

Online seminar conducted entirely in English.

Meeting link will be emailed upon successful registration

Taipei (GMT+8)	Central Europe (CEST + GMT+2)	Agenda	Objective
16:00–16:10	10:00–10:10	Opening Remarks by senior official from the MOEA	
16:10–16:35	10:10–10:35	Session 1: Taiwan's Beauty Industry Blueprint & Innovations in Native Ingredients Lillian Lee, President of Taiwan Beauty Valley	Overview of Taiwan's beauty industry landscape and value chain
16:35–17:00	10:35–11:00	Session 2: Opportunities in Cosmetics CDMO and Exosome-Based Technologies Eason Lin, Senior Global Business Development Manager of BIONET Therapeutics	Taiwan's biotech strengths and relevance to CDMOs
17:00–17:25	11:00–11:25	Session 3: AI-Driven Beauty Industry Transformation Lisa Lee VP of Business Development & Management, Perfect Corp.	Taiwan's leadership in AI and its growing integration across the beauty sector
17:25–	11:25–	Panel Discussion	Understand Foreign Business Needs and Investment Potential