

TAIWAN

PENNSYLVANIA'S TRADE REPRESENTATIVE



Irene Tsai, Managing Director

Taipei World Trade Center
Suite 7D-16
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TAIWAN

DIRECTOR'S BIO

Ms. Tsai has earned distinction during her 23-year career as a specialist in trade development for both public and private organizations. She has overseen the establishment and expansion of Taiwan-based trade and investment offices for the states of California and Kansas, as well as the State of California's Agricultural Exports Council. Ms. Tsai has guided multinational clients through complicated trade negotiations, provided business-to-business matchmaking services, and, utilizing her extensive business and government network, successfully conducted executive search efforts for foreign and domestic companies throughout the Greater China region.

Ms. Tsai received her Bachelor's Degree in Business Administration from Ming Chuan University in Taipei, Taiwan and her Masters Degree in Business Management from Dominican University, California.

OFFICE SCOPE OF SERVICES:

- Foreign Market Intelligence Reports: Viability studies, market entry strategies, etc.
- Trade show selection assistance and support.
- Customized lists of manufacturers, buyers, agents, distributors, potential business partners.
- Referrals & introductions to government and industry officials, legal, shipping, service providers
- Commonwealth-sponsored trade missions offering pre-qualified business contacts, market briefs, and logistical assistance.
- In-country customized business appointments and scheduling.
- Staff can accompany Pennsylvania clients to appointments as a business coordinator.

RESEARCH TOOLS & FACILITIES:

- Office located in Taipei World Trade Center, a total solutions international business center and available for use by visiting Pennsylvania companies. Amenities include phone, computer, fax, and internet access.
- Directories of Taiwan agents, distributors and manufacturers.
- Wide selection of industry-specific directories and trade show directories

To obtain export assistance from our Authorized Trade Representative, contact:

Debra Lenker, International Program Manager
Tel: 717-720-7365 | Email: delenker@state.pa.us
Department of Community and Economic Development
Office of International Business Development
400 North Street, 4th Floor
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