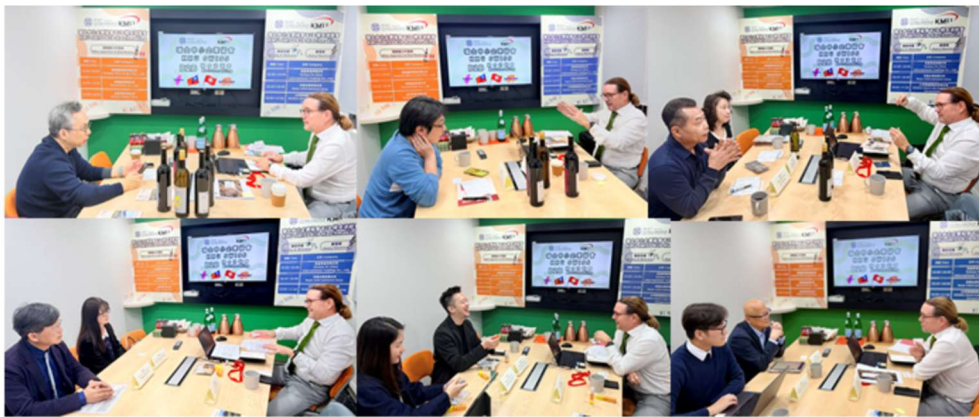




IEAT Holds First Switzerland B2B Business Matchmaking Expands Market Opportunities and Strengthens Industry Linkages

The Importers and Exporters Association of Taipei (IEAT) welcomed its international sister organization, the Swiss Association of SMEs (KMU SWISS), for the first time on January 19, 2026. During the visit, IEAT arranged an exclusive one on one “Switzerland B2B Business Matchmaking Event,” focusing on the sectors of alcoholic beverages, skincare and personal care, and power and electrical equipment. A total of six business matchmaking sessions were held, enabling IEAT member companies to connect precisely with Swiss partners and gain early access to unique business opportunities from Switzerland.



IEAT hosted one on one Switzerland B2B matchmaking sessions in alcoholic beverages, skincare, and power sectors, helping member companies tap Swiss opportunities.

This matchmaking event highlighted three key industries. In the alcoholic beverage sector, Weinbau Hartmann, a family-owned winery from Remigen in northern Switzerland, showcased its well recognized wines produced from vineyards located on sunny slopes with abundant sunlight. Renowned for its red and white wines as well as sparkling wines, Weinbau Hartmann expressed strong interest in entering Taiwan’s alcoholic beverage market and expanding its brand recognition. In the skincare and personal care sector, Swiss premium skincare products are globally known among high end consumers. During the event, the well known Swiss skincare brand Sensolar recognized Taiwan’s strong demand for outdoor activities and sun protection solutions, and held product trials and in depth discussions with IEAT member brand agents, with the aim of exploring opportunities in Taiwan’s sizeable beauty and skincare market. In the energy sector, Taiwan and Switzerland share similar geographic characteristics with mountain landscapes, variable climates, and a strong demand for distributed power supply solutions. Switzerland holds world class expertise in pumped storage hydropower and renewable energy storage applications. Swarm, a leading Swiss energy storage technology company, introduced its proprietary Powerblox energy storage system, targeting Taiwan’s disaster resilience and off grid power supply markets. The company aims to engage in exchanges with Taiwan’s state owned enterprises and energy related companies, and to explore OEM manufacturing cooperation and technology deployment opportunities.

The event successfully facilitated effective and highly targeted exchanges between Taiwanese and Swiss companies, demonstrating IEAT’s forward looking strategy in cultivating the European market. It also further highlights the breadth and strength of IEAT’s international network.



KMU SWISS CEO Armin Baumann visited IEAT in early 2026 and met with Secretary General Peter Huang to discuss the annual cooperation plan.

During the reception, IEAT Secretary General Peter Huang stated that IEAT is currently the only organization in Taiwan that has established a sister organization partnership with a Swiss business association. Since signing the agreement, both organizations have maintained frequent exchanges and close cooperation, reflecting strong mutual understanding and shared commitment. Secretary General Huang also noted that during IEAT's participation in the KMU SWISS Annual Members' Meeting last year, IEAT successfully promoted its brand image and service offerings to more than 400 Swiss SMEs, receiving enthusiastic feedback and strong interest from the Swiss business community. This October, IEAT will once again lead its member companies to Switzerland to participate in the annual gathering. KMU SWISS will arrange exclusive one on one business matchmaking sessions for IEAT members, supporting them in exploring Switzerland's extensive collaboration potential and further enhancing Taiwan Switzerland trade momentum.

Looking ahead, IEAT will continue assisting its members in expanding into diverse overseas markets, while building a more comprehensive platform and channels for Europe related economic and trade exchanges. Through closer business cooperation and interaction, IEAT aims to create more opportunities for international collaboration.



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