

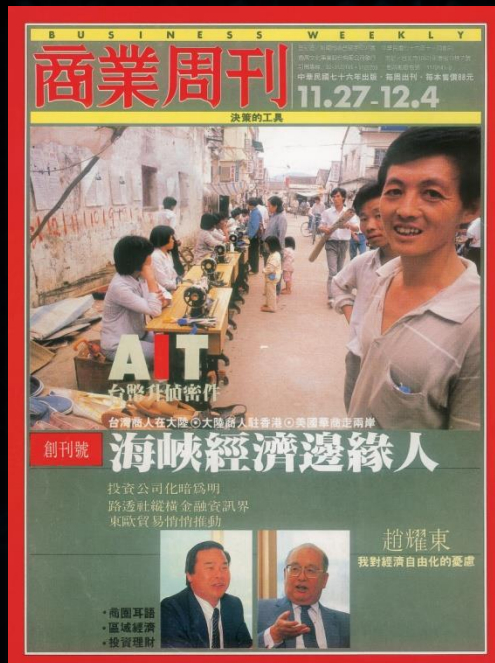


Business Weekly

Beyond 30

BW - The Media beyond Media

Record Every Crucial Moments



Business Weekly has always been keeping our readers abreast of the most timely information on domestic concerns, industrial trends, generation transformation, and international affairs with objective analyses. That's how Business Weekly has become the legend for 30 long years in Taiwan's media industry.

BW Brings the World into Taiwan



Business Weekly constantly brought the most crucial perspectives of the world into Taiwan's elites. From face-to-face international interview, to 15,000-audience Taipei Arena BW Night, Business Weekly aims to become the most influential international media group in the Greater China.

The only one in Taiwan BW Amazing Night

As one of Taiwan's leading media brands
Business Weekly not only definite itself as a media,
We hope to act beyond as a media, enhance knowledge and
concepts of our publics.
Through multiple platforms, different forms,
Business Weekly kept creating breakthroughs one after another.



BW

Social Ecosystem of Success-seekers

Business Weekly – Multimedia Ecosystem



140,000

Number of Circulation
(Top of Taiwan)

1,301,000

Number of readership
(Top of Taiwan)

196,000

Number of business leaders
(Manager/CEO/Company Owners)



1,090,000

Web Members

19,000,000

Monthly unique users
of BW.com

500,000

EDM member list



1,282,000

Number of Facebook
page fans

12,300,000

Weekly Facebook reach

530,000

APP downloader

BW.COM

Monthly page view
>24.5 million

Monthly unique visitor
>19 million

More than half readers are female

Male: Female 4:6

Leading annual ranking among media websites

Top 37 in Alexa



Monthly page view > 11 million

Monthly unique visitor > 9 million

良醫健康網

Health.bw.com

Monthly page view > 8 million

Monthly unique visitor > 7 million

商周財富網

wealth.bw.com

Monthly page view > 5.5 million

Monthly unique visitor > 3 million

Reach Taiwan's Business Elite

BW readers' profile

- Male: female **51:49**
- Averaged aging **45 y/o**
- Superior managers or above **68.9%**
- Annual income over NTD 1 million **35.5%**
- **11,868** infinite card holders among all BW subscribers

** Definition of infinite card:

Base on requirement of different Taiwan local bank, some require card holders reach to NTD\$1 million annual income, some require NTD\$2 million annual income.

Source: : Nielsen Media Index Taiwan Q3



BW's High Profile Group

Infinite Card Holders



10,868/21,839

Active subscribers
/ Accumulate subscribers

Cathay United
Bank World Card, CTBC
Bank Infinite Card, etc

Luxury Apartment Residents



2,443/2,771

Active subscribers
/ Accumulate subscribers

Base on the definition of
current land pricing and
transaction amount
accounted by Ministry of the
Interior.

Enterprise Owners



6,560/21,821

Active subscribers
/ Accumulate subscribers

Base on the BW big data,
which includes 161 public
traded company.



2018

BW Annual Campaigns

Jan

Round Table Trends Forum

商周圓桌 趨勢論壇



200 Entrepreneurs & managers

New Economy X New Species

Breakthrough of “PLATFORM”

2018.1.25

Coming soon



Round Table Trends Forum

An effective Marketing platform for Business

20%
Infinite Card
holder
70%
corporation
aggregate

2017/01/12 1st Forum

62 C-Level/ corporation aggregates, 138 senior managers
Finance / Medical. Biotechnology / Manufacturing / Technology /
Logistics / Catering / Wholesale and Retail

2017/07/20 2nd Forum

76 C-Level/ corporation aggregates, 159 senior managers
Manufacturing / Technology / Machine Tools / Logistics /
Finance / Retail



A male golfer is captured in the middle of a golf swing, wearing a light blue polo shirt, khaki pants, a white cap, and sunglasses. He is holding a golf club with a black head. The background is a bright, cloudy sky. A white diagonal line runs from the top left corner towards the center.

March

Taiwan's First AI technology Golf Game

#2018 BW GOLF OPEN

Key action points

- Brand logo/ Product exposure
- Award sponsorship
- Continuous related campaigns

BW Golf Game 2018



Date & Time

2018/3/16
06:00-15:30 (TBC)



No. of Participators

160人(TBC)



Event Venue

Miramar Golf Country Club
(New Taipei City)



Agenda

06:00-06:40	Registration
06:40-07:00	Opening
07:00-12:00	Golf Ball
12:00-12:30	Break
12:30-14:00	Lunch
15:00-15:30	Awards Ceremony

BW Entrepreneurs Club

Program + Social Marketing Event

The most influential Entrepreneur Club in Taiwan

Entrepreneur
Adversity
Class

Entrepreneur
Association

Profile of BW Entrepreneurs Club



- Members must be qualified with one of below requirements:
 - Entrepreneurs aged 35 or above
 - Second-generation entrepreneurs (director level or above)
 - Managers of company size 300 or above
 - Assistant manager with company size 500 or above
- Male : Female = 3 : 1
- 50% Second-Generation Entrepreneurs / 40% Entrepreneurs / 10% Senior Managers
 - Ageing
 - 44% 40-49 y/o
 - 36% 50-59 y/o
 - 20% 30-39 y/o
- Industry:
 - 38% Manufacturing
 - 12% Service
 - 7% Retail & Wholesale
 - 7% Trading

50 members in a class, 6 current classes

After Class Activities



Key action points

- Joint program/ Invited speakers from sponsor side
- Resource Exchange in Cooperate activities organized by BW Entrepreneur Association



April

BW Rhine River Tour - Once in A Lifetime

Follow with the right person to experience some out-of-the-Ordinary travel ideas.

The tour is guided by BW CEO (Wang Wen Jing), who has been traveling to more than 70 countries. By taking the luxury cruise ship, Mrs. Wang will lead you to explore Rhein's history, culture, local cuisine through a tailor-made way which will give you the most impressive and valuable experience.

- NTD 280,000 / person Limited opened for 50 BW Premium Readers
- Guided by BW CEO (Wang Wen Jing) for the whole trip

- **USD 10,000/ person**
Limited Opened for 80
BW Premium Readers
- All Sold Out in **2 weeks** !

Key action points

- Embedded Advertising / Direct Marketing
- Any creative marketing ideas are welcomed for further discussion

May

100



Taiwan's Top 100 Most Influential Brands

Business Weekly has cooperated with Ipsos to conduct a research in Taiwan's Top 100 most influential brands. The standard of grading is based on aspects of a brand's leading edge, trustworthy, presence, corporate citizenship and engagement.

Key action points

- BW Editor's Featured Advertorials
- Continuous related campaigns

June

New book launch of Wu Bao-Chun

Can Do

我要贏!

Wu Bao-Chun's 10-year Learning Review

2018. Jun



Key action points

- BW Editor's Featured Advertorials
- Continuous related campaigns

Nov 2018 BW Amazing Night

From 0 to 30

BW is the only media in Taiwan
with the ability to organize a forum
that's has over ten thousands attendees
in Taipei Arena

#BWAMAZING NIGHT2018

Key action points

- BW Editor's Featured Advertorials
- Forum Sponsorship
- Continuous related campaigns



BW
ONE Stop Solution
for content marketing



A. Integrated Content Marketing

BW 30 X Allianz Co-branding Project

6/10
Fundraising charity
concert

7/7
Vienna SUMMA + flash
mob show

9/30
BW 30 X "Chasing Your
Dreams" Concert

11/3
BW Amazing
Night

Campaign

Timeline

Apr-May

Jun

Jul

Aug- Sep

Oct- Nov

Videos



《Behind the scenes》

FB
Campaigns



BW Editor's
Daily (special
feature)



BW 30 X Allianz– Native Video Content

《Allianz X Chin-ai Music Let The World Hear Taiwan》
YouTube 2017Q3 “The Best advertising video” Awards



Episode 1 on FB

- 1,091,333 views
- 8,827 likes
- 3,524 shares
- 193 comments

Episode 2 on FB

- 1,558,431 views
- 46,000 likes
- 6,789 shares
- 923 comments

BW 30 X Allianz – Physical Concert + Live Stream



Nuskin 25th anniversary Integrated Marketing Campaign



分享

——以心聚力

美國開得最久的連鎖店——麥當勞，其成功的原因在於「分享」。

麥當勞的創始人，在1954年開始推行「分銷」制度，將自己的經營經驗與技術，以「分銷」的方式，與他人分享。這種「分銷」制度，不僅可以讓創始人獲得更多的資金，還可以讓創始人將自己的經營經驗與技術，傳授給他人，從而實現自己的事業擴張。

麥當勞的「分銷」制度，是基於「分享」的基礎上建立的。創始人將自己的經營經驗與技術，以「分銷」的方式，與他人分享，從而實現自己的事業擴張。這種「分銷」制度，不僅可以讓創始人獲得更多的資金，還可以讓創始人將自己的經營經驗與技術，傳授給他人，從而實現自己的事業擴張。

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[illegible]

BW 's Solution

- Through cross-media (video, printed, social media, book publication) to bring out the brand spirit
- All content are native created for this campaign and more effective to spread, while compared with advertising only



Like Comment Share

BW 30 X Nuskin 25- Native Advertising

三 商周.COM 登入 註冊

目前位置: 首頁 > 特別企劃 > 台灣・蛻變的力量

【新北藍色公路】上橋照片! 攝影觸發人遊

特別企劃

台灣・蛻變的力量!

圓夢X創業X接班
| 40個勇追幸福的故事 |

圓夢學 創業學 接班學 30當家學 夢想指數測驗

以勇氣衝破困境、以自信駕馭未來 與夢想一同高歌
無所畏懼 大步向前

登山再起的勇氣 咬緊牙根、用毅力撐過不斷奮起的日子其實在創業過程中，最辛苦的並非從零開始，而是你曾經成功、擁有旁人所不能及的成就，並獲得眾人的喝采，卻又跌落低谷...

國文版 | 2017.5.8 | 瀏覽數: 2921
👍 讚 982 📄 分享

在困境中轉念、在困境中堅持 將夢想進行到底
改變想法 永不放棄

不當奮鬥族、拒絕富二代標籤 拼手氣足打造自己的人生許多人提到「富二代」這個名詞，多少帶點貶抑的意味，也難免認為他們在事業上也可以比別人少奮鬥幾二十年，事實上...

國文版 | 2017.4.26 | 瀏覽數: 4065
👍 讚 768 📄 分享

曾經除了跆拳道什麼都不會 辭職文發揮理頭苦練精神 在創業路發光
奧運金牌 不是人生的唯一

二〇〇八年，金台灣沒有人不認識蘇麗文，她是當年最被看好的奧運跆拳道選手，全世界都認為奧運金牌非她莫屬，不過，在北京奧運的第一場賽事，蘇麗文的左膝就受傷，之後的...

國文版 | 2017.5.8 | 瀏覽數: 9466
👍 讚 5,010 📄 分享

謝其銘脫下中醫白袍 化被動為主動 走入大眾幫助更多人
別讓過去的成就 成為挑戰未來的絆腳石

大學時主修物理，研究所讀赴美國哥倫比亞大學專攻英語教學，謝其銘以十個月的時間，密集研讀、完成論文，取得學位，返台後又再次動身前往香港，在當道中文大學學習中醫，...

國文版 | 2017.5.8 | 瀏覽數: 1292
👍 讚 417 📄 分享

頂著中台第三地會計師執照光環 黃基祥力拼脫離轉型只為全方位人生
成功後最大的財富 是與家人共享幸福人生

在三十八歲以前，黃祥一直專注轉會計師事業，「因為我有三個執照，所以沒人覺得我會離開。」但在每天工作生活都與數字為伴的會計師，黃祥卻在會計師的生涯中，發現自己對其他領域也有興趣...

商業周刊 (商周.com)
約 2 個月前

【台灣 蛻變的力量>>面對改變 夢想成真】

17 NU SKIN 17

百萬美元名人暨五屆寰宇領袖
沈祖恩

讚 1,737 個心情 84 則回應 33 萬次觀看

留言 分享

- 331,554 views
- 1,737 likes
- 547 shares



B. Website Native Content



TOD'S NOTES

讀書筆記 閱讀經典

為了遇見更好的自己

讀書筆記，史上第一部在兩百年來成為大暢銷書的亞洲版本，同時獲得四大文學獎的盛譽。如：臺灣最權威的，在也這座土地中失迷、幸運，在沙漠中與沙漠與奧義相連，但為了遇見更好的自己，他從沙漠來過，但從沙漠來過他這一天，只為尋找


moment
(ite)

OVER MORE

< >

- Enhance TOD's Brand image, new product launch of Autumn Winter 2017 Collection
- Develop potential clients of TOD's

- Tailor-made a special feature of “30 Classic Moment” in BW.com with 30 articles
- Professional photography on 15 products and 12 Mix and match outfit modeling



Why TOD'S

擁有TOD'S的15個理由

1 / 15

“

都會女郎

如同《欲望城市》般，一雙鞋和包包讓女人走得更有自信和魅力。

”

< >



LEXUS Artisan X TAKUMI (Branding Event Site)

Client's Needs :

- Bring out the brand spirit of LEXUS through story and spirit of artisan to target audiences

BW's Solutions :

- Monthly advertorials of spirit-related artisan interview in special feature, which is to create a strong brand positioning in market <http://bw.businessweekly.com.tw/event/2017/lexus/>

Discover

職人專訪



蜆屋家經營者
李豫

極致美學 LC



LEXUS 品味生活誌



AP Funky Diver (Special Feature)

Client's Needs :

Promote the new product launch of Audemars Piguet Royal Oak Offshore Diver- Funky Diver

BW's Solutions :

Create a special feature named “Potential to break the frame”. Through interview with start-up entrepreneurs who have similar spirit with AP Funky Diver, build up the product positioning of AP Funky Diver



潛立方旅館執行長王景平
顛覆常規 鑄就潛水創新格局



保留潛水既有基礎 形塑專屬特色亮點



Audemars Piguet
1875

帶你看見最多彩的人生
愛彼皇家橡樹離岸型潛水錶FUNKY COLOR DIVER

視野深度
決定人生精采度

擁有獨特特異、工作與人生表態面內早已準備好迎接各種挑戰。每種職業在別人不假思索的標籤中，與你展現自己的態度。「潛下去吧！往深處走，更多從未見過的光景等著。」帶上具備秒針的皇家橡樹離岸型潛水錶Funky Color Diver錶身內藏海洋深藍、精刻正等臂。

將時間動靜中的內涵，與細節特徵轉化為具體色彩，展現出融入一瞥小確，與你展現出個性自己的價值。與你展現的正是另一層無窮的無限可能。想夢想的冒險，Play Safe早已不是選擇，如何開展冒險，與你展現，才是與你展現的價值所在。想知道2017最新的愛彼皇家橡樹離岸型潛水錶Funky Color Diver，往大膽創新的方向，展現與新穎的人生色彩與冒險精神，與你一起共同展現精彩人生。

900m / 1000ft
AUTOMATIC

Audemars Piguet
1875

Royal Oak Offshore
DIVER //

駕馭常規 戰場超潛力

打破框架
超潛力

900m / 1000ft
AUTOMATIC

人物專訪 INTERVIEW

潛立方旅館執行長 王景平

以「駕馭常規，鑄就創新」的初衷，
大膽結合潛水與觀光體驗，
讓更多人一窺海底之美。

閱讀更多

FUNKY COLOR DIVER GRAPHICS

「潛下去吧！往深處走，更多從未見過的光景等著。」帶上具備秒針的皇家橡樹離岸型潛水錶Funky Color Diver錶身內藏海洋深藍、精刻正等臂。

SUMMER EDITION

愛彼推出夏季特別版

閱讀更多

讓夢想出發！

每個人心中的夢想，無論是運動的、時尚的、文化的、科技的.....都能在這裡成就極致渴望



探索華盛頓特區的秘密
——東南區、西南區與安納卡斯堤區

文人雅士聖地——華盛頓特區喬治城大學與杜邦圓環周邊

由水路賞華盛頓特區

單車行

2016 Brand USA Annual Campaign (Special Feature)

Client's Needs :

- Create easy-to-distribute and relevant promotional stories to promote USA

BW's Solutions :

- Invite Taiwanese celebrities who have lived in USA to create advertorials by Systematically package themes appeal to the viewers' tastes. Make US the top travel destination of our target group

商周.COM



好萊塢經典畫面製造機 美國喬治亞州

撰文者 | Sharon Ma

下一站：美國、美國必遊城市 | 瀏覽數：9000+ | 2016-06-13



商周.COM



Alaska · 尋找你的阿拉斯加

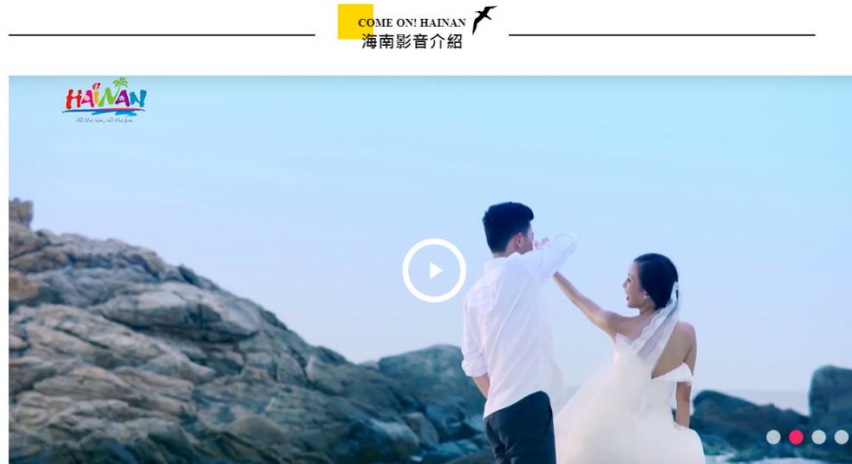
撰文者 | GUUGU

下一站：美國、玩美之旅 | 瀏覽數：9000+ | 2015-11-04



玩“美”之旅

- 沿著科羅拉多河一窺 Arizona 全貌**
衝著大峽谷國家公園位於亞利桑那州這一點，該州就絕對擁有一生必訪的理由。這座神秘無以復加的V型深谷，彷彿...
- 北加州最美海岸線17-Mile Drive**
當年遊加州，美國友人極力推薦：必遊加州中部的「17哩路」(17-Mile Drive)，一條需付費之...
- Bike Trails 美國、鐘馬風光**
想在美國以單車旅行？幾乎是彈指之間即可解決這項需求：上國家公園官方...



BW X Hainan Island Come to Hainan ! (Special Feature)

Client's Needs :

- Increase Taiwanese's willingness to travel to Hainan Island

BW's Solutions :

- By dividing articles into 5 main theme (Business/ Family/ Honeymoon/ Adventure/Friendship), discover characteristics and scenic spots in Hainan Island.
- Invite famous bloggers to create journals to promote Hainan Island, increase Taiwanese' favorability towards this destination
- <http://www.businessweekly.com.tw/event/2017/hainan/>



東方夏威夷，讓人流連忘返的渡假勝地

東方夏威夷海南島，位於最優美的北緯18度，一個一年四季都有蔚藍海岸及溫暖陽光的度假勝地，純淨沙灘和迷人椰林搖曳的奧麗風景讓它有著「東方夏威夷」之美稱。許多人因為賣座電影「非誠勿擾2」或是大S的絕美浪漫...

2017-08-08

讚 0 分享 0



C. Accurate Reach to Segmented TA



Audi Island-wide Micro Forum

Client's Needs :

- Plan and implement a mini Talk with a Auto Show in 5 major city of Taiwan.
- Provide opportunities for potential high-end consumer to have test drive.

BW's Solutions :

- Through organizing a “Taste Appreciation Talk” on issues of Arts and Technology during the Auto Show, to create opportunities for affordable Audi TA to have test drive.





BALVENIE Whisky Party Journey of Handcraft Exploration

Client's Needs

- To enhance the brand positioning of Balvenie Scotch whisky as "handcraft" through handcrafted-theme wine tasting

BW's Solutions :

- Invite high-end BW readers and whisky enthusiasts to participate in wine tasting.
- <http://bw.businessweekly.com.tw/event/2017/Balvenie/>

禁止酒駕 酒後不開車 安全有保障





Microsoft CEO Morning Book Club

Client's Needs :

- Expect to reach to financial executives, manufacturing business owners, or senior marketing executives

BW's Solutions :

- Plan and organize an breakfast meeting for CEO, provide a reading guide on the new book 《Inevitable》 during the breakfast
- 80 VIPs (financial industry) has been invited to the Morning Book Club.





Alibaba Summit Meeting Entrepreneur Fund Forum

Client's Needs :

- Annual planning and implementation on themed-forum, mainly reach to start up Entrepreneurs

BW's Solutions :

- Extend the topic of a BW new book into the forum.
- Phone- Invitation on over 1000 entrepreneurs and senior managers. Successfully achieve more than 200 TA to attend the forum.





2016 Microsoft Forum

Client's Needs :

- Develop potential clients of Office 365 for Microsoft

BW's Solutions :

- Airbnb's first public speech in Taiwan.
- Achieved 400 targeted attendees (up to 200 C-Levels from TW's top 1000 enterprises)





絲讓老手藝復活

館中超過萬件的舊絲文件中，設計師共同挑選、重繪設計稿，承原創美感，並運用現代最精緻搭配手工技法，將過去完全需要幾十年累積的手工藝，在補助之下重現。

BUSINESS WEEKLY
商業周刊

寬庭
KUAN'S LIVING
Exquisite Linens & Decor Art



2015 Kuan's Living Micro -Talk

Client's Needs :

- Enhance Brand image and reach to high-end TA

BW's Solutions :

- Plan and organize mini talk and exhibition at Taipei and Taichung based on TA' interests.
- The exhibition was held in Museum of National Taipei University of Education, which help increase the particularity and attractiveness of the event





D. BW Report Extension/combination



讓改變 · 發聲

改變現狀

是為了讓世界變

關於改變的十二

告訴你如何讓



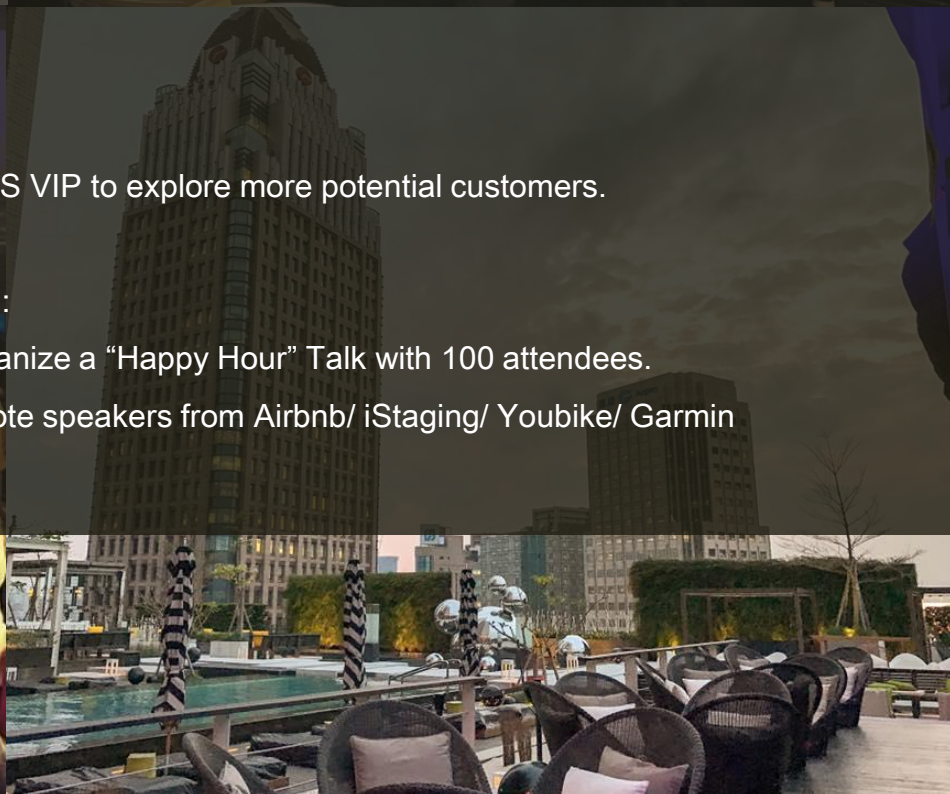
BW X UBS Happy Hour

Client's Needs :

- CRM for UBS VIP to explore more potential customers.

BW's Solutions :

- Monthly organize a “Happy Hour” Talk with 100 attendees.
- Invite keynote speakers from Airbnb/ iStaging/ Youbike/ Garmin





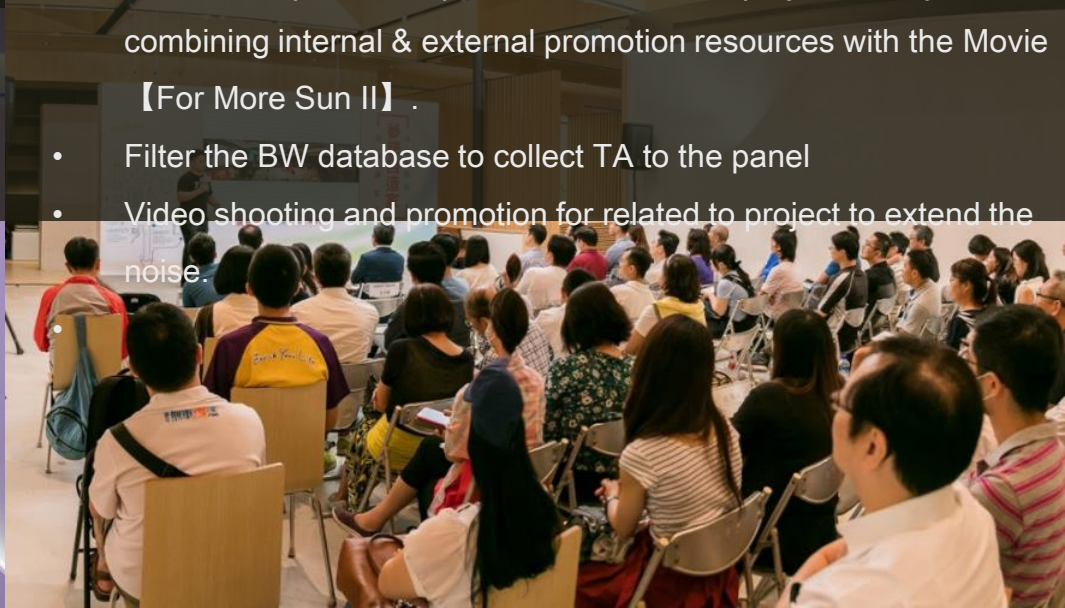
Client's Needs :

- Promote the concept of “Co-working Space” and attract TA to construction project site

BW's Solutions

- Plan and implement a panel in construction project site by combining internal & external promotion resources with the Movie **【For More Sun II】**.
- Filter the BW database to collect TA to the panel
- Video shooting and promotion for related to project to extend the noise.

BW 30 X Huang Hsiang Construction Corporation Talk





商周30

三創生活

啟創闖視界

【CEO分享會】Round 1

VR闖未來



BW 30 X SYNTREND VR X AI X Robot

Client's Needs :

- Build up a platform to promote digital industry towards the youth in Taiwan.

BW's Solutions

- Starting from 2017 July, plan and implement a CEO talk with 200-300 attendees.
- Starting from 2017 Oct, plan and implement a "Start-up Business Discussion" Forum, invite successful young founder from Asia countries to give speeches.





Shin Kong Life Insurance Recruitment orientation

Client's Needs :

- Promote brand strengths for TA aged below 35.

BW's Solutions :

- BW cover story by Taiwanese KOL to attract youth TA to Shin Kong Life Insurance's agenda.
- Customized book for Shin Kong Life Insurance to promote their brand value





BW Customized Products



Round Table Trends Forum

2010
商周圓桌 趨勢論壇

COMING SOON



2018 1/25 Round Table Trends Forum New Economy X New Species

New Economy

Big Data X AI X Computing Technology
Rebuild Existing Business Environment

New Species

Traditional Business X New Digital
Information Application
A New Business Mode

**“Digital business transformation is a new trend for all industries.
Without the awareness of this change, you will be eliminated”**

OVERVIEW OF THE FORUM

2018.01.25 Thu

10:00 am -17:00pm

Mandarin Oriental, Taipei (TBC)

Total seat: 200 for forum Available for sale: 100

Price: AM/ PM/ Whole day	NTD 12,800/seat
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Whole day	NTD 18,800/seat
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AGENDA (TBC)

1/24 WED		1/25 THU
10:00-12:00		<ul style="list-style-type: none"> Opening 四大新物種 主題演講 以自身企業為例，分享跨界混血的致勝心法
14:00-17:00		<ul style="list-style-type: none"> 主題座談：新經濟 X 新物種 X 新未來 探討產業如何在新經濟推動下調整步伐挑戰未來 四大新物種代表 贊助商講者Keynote (主辦單位視流程順暢性安排)
Night	搶先場: 贊助客戶獨家包場演講 (50人內/ 40mins) 講者-四大新物種代表(擇一)	特邀晚宴 / Farwell Party 依據合作企業接觸高端TA需求規劃 (約1.5-2小時)

Speaker / Service

Property Management + Platform = Community Service Company



唐學斌 / 彩生活創辦人 中國最大社區服務運營商

- 保全界的UBER，利用平台外包服務，成中國最賺錢物業。
- 市值超過兩百億台幣，彩生活是從傳統地產公司孕育出來的物業公司，但是他除了自有保全外，他成立物業平台，外包維修，洗衣，停車工作外包，用Uber模式，讓所有居家服務供應商都可以在彩生活的平台找到，並讓物業從微利，變成金雞母。

Speaker / Retail

Retail + Restaurant + Big Data = New Retail



林創研 / 永輝「超級物種」合夥人 阿里巴巴新零售最強敵手

- 永輝超市做「超級物種」超市+餐廳，「超級物種」由多個提供料理與食材的「工坊」與組成，初看像是台灣的美食街，但實非如此。永輝超市強調，藉由「高端食材+餐飲體驗+永輝生活APP」結合，讓超市成為社交與用餐的場合，不只讓你買也讓你吃。
- 永輝旗下有五種零售形式，並建立大數據管理系統，成為傳統零售轉型新零售的標竿，「超級物種」無論是在坪效與人效上，都遠高於競爭對手：盒馬鮮生（阿里巴巴投資）。

Speaker / Financial industry

Big data + Finance = Fintech Unicorn



計葵生 / 陸金所董事長 CB Insights調查，全球前十大獨角獸

- 陸金所估值為185億美金，名列CB Insights前十大獨角獸，大股東為中國平安保險，脫胎自傳統金融業的陸金所，卻成為中國最會做fintech生意的公司，在線上借款的市佔率達12%，中國最大。
- 他認為，金融科技的思路不是電商。金融科技必須要和很多外面的公司一起合作；金融科技就是要做到讓客戶到平台投資，得到的結果是優於線下操作。線下真人理財只能掌握有限的金融產品。但金融科技可以讓金融機構運用更多的數據推薦產品，成效優於線下模式。

Speaker / automotive industry

Car + Network = All-in-one Car Service Company



夏軍 / 車享網執行長 中國最大汽車廠打造汽車新物種

- 上海汽車是中國第一大汽車公司，2014年成立車享網，擁有一千家汽車維修點。透過車享網，可以在線上賣車，維修，做二手車生意。
- 這是汽車產業O2O的營運模式，在中國2015年汽車O2O公司倒閉潮中，車享網是少數倖存者。夏軍將前來分享實體門店結合電商可能遇到的陷阱。

Sponsorship Benefits

- Brand awareness & media exposure through BW
- Increase your reach and exposure to new clients and businesses
- Customized co-branding campaigns
- Reconnect and engage brands with high-end TA
- Deliver great ROI and generate brand CRM

Reconnect and engage brands with high-end TA



Pre-Forum



Round-Table Forum



Farewell Party

Speakers from Sponsor Side



- keynote speaker (15 mins)
- Greeting speech (10mins)



CRM Activity



Farewell Party

2017商周圓桌趨勢論壇 決勝新製造 尊榮晚宴

主辦單位：



策略夥伴：



威展夥伴：



台北台豐汽車



永豐大投信
WPG Holdings



Product Exhibition



- Product exhibition or motor show outside forum venue
- Venue : Shangri-La's Far Eastern Plaza Hotel



BW

The Media beyond Media

