



Showcasing Taiwan's Soft Power

Argentina News Television Channel TN Interviews Master

In line with Taiwan Ministry of Foreign Affairs's 'National Soft Power Promotion Plan, Todo Noticias y la Gente (TN), which is affiliated with Argentina's largest newspaper group Clarín,' visited Master's depot on July 9th. The visit aimed to film "Innovative Technology in Taiwan" from a localized perspective, featuring Master's electric buses, which serve as a representative for energy-saving and carbon-reducing transportation. The goal is to introduce the efficiency of Master's electric buses to Argentine citizens and to explore the prospects of entering the Latin American market. The interview covered various contents including smart transportation systems, AI technology, power systems, and fast-charging technology of Master's electric buses, aiming to gain a thorough understanding of Taiwan's achievements and progress in promoting green energy through electric vehicles. Additionally, the interview delved into the technology and timeline for fully electrifying public transportation in Taiwan, the savings on energy costs, the features of fast-charging systems, the utilization costs of discarded batteries, etc. A documentary focusing on Taiwan's soft power will be produced to enhance Argentina's understanding of Taiwan's industry, with an expected broadcast by the end of this year.



▲ Victor Huang (left), Deputy Manager of the Overseas Business Division at Master, is interviewed by Argentine media TN, introducing the electric bus.

To showcase the achievements of Taiwan's automotive industry in carbon reduction under the goal of Net Zero, the Taiwan External Trade Development Council (TAITRA) and the Taiwan Transportation Vehicle Manufacturers Association (TTVMA) have selected companies with significant accomplishments in this area to highlight for promotions. On July 18th, the TAITRA filming team visited Master's depot to shoot a promotional video for Taiwan's automotive industry. The video emphasizes the implementation of carbon reduction in the automotive parts industry, aiming to build a sustainable, low-carbon, high-quality image for Taiwan. The video will be produced in three languages including English, Japanese, and Spanish. The main content of the video includes the manufacturing of Master's electric buses, the applied ITS systems, the design of electric vehicle chassis, and the fast-charging technology. By highlighting actual practices for Net Zero in electric buses, the video aims to feature Taiwan's achievements in new energy vehicles, as well as the accomplishments of the automotive parts and ICT industries, contributing to the green transportation revolution.



▲ TAITRA filming team (left) shoots the driver operating the electric bus.