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Workshop on Digital Marketing Strategy

Date : June 18-27, 2025

Application Deadline : May 15, 2025

*Invitation Required: Contact R.O.C. (Taiwan) embassies, representative offices or Taiwan Technical missions.

8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Overview

The digital era driven by AI and big data is redefining marketing, enabling precision strategies and amplifying brand value. Online footprint management and sustainable digital branding are now key trends. This training explores digital marketing trends, Taiwan's practices, AI applications, and data privacy, providing actionable insights for policymakers.

Objectives

- Share how Taiwan's policies ensure data security while helping businesses advance digital marketing for sustainable development.
- Highlight support for businesses in adopting global, cost-effective marketing strategies to enhance competitiveness.

Contents

- **Digital Marketing Policy Guidance:** Showcase Taiwan's policies, including the AI Action Plan, e-payment regulations, and data protection laws, to support businesses in enhancing digital marketing capabilities and ensuring data security.
- **Digital Marketing Tools and Practical Training:** Explore the practical use of e-commerce, social media, and data analytics tools in digital marketing through case studies and group exercises, equipping participants with core skills for developing cross-border digital marketing strategies.

Issues this workshop will address

- Government integration of resources to support digital marketing and ensure privacy compliance.
- Enhancing competitiveness through public-private efforts on digital taxes and platform monopolies.

Who may apply

- **Background** : Government officials, industry executives, members of NGOs or international organizations, or partners of related projects.
- **Expertise** : Digital marketing, brand marketing, and digital transformation.



Contact Person

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