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Description

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The Taiwan External Trade Development Council (TAITRA; Chinese: 臺灣對外貿易發展局; pinyin: Zhōnghuá Mínguó Duìwài Màoyì Fāzhǎn Xiéhuì) is a non-profit government co-sponsored trade promotion organization in Taiwan.

It was founded in 1970 as China External Trade Development Council (CETRA). However, it changed its English name in January 2004. This was in order to avoid confusion with bodies representing the People's Republic of China.

TAITRA assists Taiwan businesses and manufacturers to reinforce their international competitiveness and to cope with the challenges they face in foreign markets.

Cooperating with Far East Trade Services, Inc. (FETS) and the Taipei World Trade Center (TWTC), its sister organizations, TAITRA has striven to adapt its trade promotion strategies to the changing international conditions.

Its major functions include: Market Research & Information Service, Market Development, Exhibition & Convention Service, Trade Education and Web Service.

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