

# Market Entry Evaluation: South Korea vs. Taiwan for a B2B Monitor Company

**Company Context:** A U.S.-based B2B computer monitor maker (annual revenue \$85M) with design in the U.S. and manufacturing in Vietnam is evaluating full-scale expansion into either **South Korea** or **Taiwan**. Both options involve establishing a local office, hiring staff, building an online presence, and leveraging Vietnamese production for supply. This report provides a comprehensive comparison of the two markets across five key areas, with recommendations for an effective entry strategy in each.

## South Korea Market Overview

### 1. Market Potential in South Korea

- **Market Size & Growth:** South Korea's computer monitor market is sizeable – annual revenues are around **\$1.1 billion** (including consumer and B2B segments) as of mid-decade ([PC Monitors & Projectors - South Korea | Market Forecast](#)). Unit demand has been recovering post-pandemic; in Q2 2024, the global monitor market saw ~5.9% YoY growth, and all regions (including Asia) exceeded forecasts ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)) ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)). South Korea's monitor market is mature and nearing saturation, with forecasts showing **flat or slight decline (~-0.3% CAGR 2025–2029)** for monitors and projectors ([PC Monitors & Projectors - South Korea | Market Forecast](#)). However, specific segments like gaming monitors are growing robustly. In 2023, South Korea's **gaming monitor** segment alone is valued at **\$232.6M**, and projected to more than double to ~\$499M by 2033 (7.9% CAGR) ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)) ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)). This indicates overall market potential remains strong, with growth pockets in high-performance niches.
- **B2B Demand:** Commercial (business/institutional) monitor demand traditionally makes up over half of total monitor shipments worldwide ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)). Globally, **commercial monitors have historically held the majority share**, though consumer/gaming growth recently outpaced commercial for the first time in 2024 ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)). In South Korea, the B2B share is significant – corporate offices, government agencies, schools, and the ubiquitous PC gaming cafés ("PC bangs") all purchase monitors in bulk. As office PC upgrades resume (e.g. migrations to Windows 11) and on-site work rebounds, **business monitor sales are expected to grow ~2.8% in 2024** ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)) ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)). Overall, South Korea offers a large, tech-savvy market with steady demand. Even if consumer sales plateau, the **enterprise and education sectors sustain a healthy replacement cycle**, making the *total addressable market* attractive for a committed entrant.
- **Market Composition:** South Korea's population (~51 million) and high per-capita tech spending drive a **per capita monitor spend** roughly 3x that of Taiwan. Key contributing factors are the prevalence of multi-monitor setups in offices (though trends like ultrawide screens are reducing that need slightly ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#))) and the country's strong gaming culture. By volume, annual monitor unit sales likely reach **2–3 million units**. (For reference, **OLED monitors** – a new category – are projected to hit 3.16 million units globally in 2025 from a mere 160k two years prior ([OLED monitor boom bolsters Samsung, LG as Chinese rivals enter ...](#)), and South Korean firms are leading many of these shipments.) In summary,

South Korea's market is **larger in value and volume** than Taiwan's, with growth mainly in premium segments and commercial refresh cycles.

## 2. Key Trends & Customer Preferences in South Korea

- **High-End Gaming and Entertainment:** South Korea's rich gaming and e-sports culture heavily influences monitor trends. There is surging demand for **high-refresh-rate displays (144Hz, 240Hz+)** and sync technologies (NVIDIA G-Sync, AMD FreeSync) to satisfy competitive gamers ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)). Gaming cafes and e-sports tournaments are common, and many are upgrading to the latest **curved and ultra-wide gaming monitors**. Notably, **OLED gaming monitors** are an emerging trend – local giants Samsung and LG have begun focusing on OLED panels for gaming, looking to capitalize on faster response times and richer colors ([Samsung, LG bet big on gaming monitors on esports boom - KED ...](#)). In fact, **OLED monitor revenues are projected to top \$1B globally by 2025** (up from ~\$793M in 2024) ([LG: the OLED monitor market will surpass \\$1 billion in 2025](#)), and Korean brands are at the forefront of this shift. Even experimental technologies like **holographic displays and AR overlay monitors** are being explored in South Korea, hinting at the market's appetite for cutting-edge experiences ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)) ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)). Korean consumers (both individuals and internet cafés) tend to be early adopters of such innovations.
- **Office and Productivity Needs:** In the corporate and institutional space, there is growing emphasis on **ergonomics and productivity**. With hybrid work, many Korean employees use dual-monitor setups at home and office, driving demand for **larger screens (27"+), high-resolution (QHD/4K) panels, and eye-comfort features**. Monitors with low blue light modes and flicker-free tech are increasingly valued to reduce eye strain during long work hours. There's also interest in "**smart monitors**" – screens that include built-in multimedia or wireless capabilities – for versatile use in home offices or conference rooms. (Samsung, for example, markets Smart Monitors that double as smart TVs for home workers.) While South Korea is traditionally an office-centric culture, the pandemic normalized remote work, so both **business and prosumer customers** seek quality displays for productivity at home.
- **Education and Creative Sectors:** Schools and universities are investing in IT infrastructure, including monitors for computer labs and e-learning setups. The education sector values **durability and cost-effectiveness**, but also requires modern display standards (HD or higher for clarity in virtual teaching). Meanwhile, South Korea's growing creative industries (graphic design, video production, animation, etc.) create a niche for **professional-grade monitors**. These customers prefer **high color accuracy (wide gamut, calibrated displays)** and 4K+ resolutions. For instance, content creators or video editors may seek monitors similar to Apple's Retina displays or high-end reference monitors for color grading. While this creative segment is smaller than gaming or office, it's influential and willing to pay premium – representing an opportunity for differentiated products.
- **Customer Behavior:** Korean buyers, both B2C and B2B, tend to be **brand-conscious and quality-sensitive**. Surveys show that **Samsung and LG monitors enjoy strong domestic trust**, partly due to perceived quality and extensive service networks. However, Korean tech buyers also research extensively online (on Naver, Danawa, etc.), comparing specs and reviews. Price is a factor, but value-for-specs is key; for example, a lesser-known brand offering a 144Hz IPS monitor at a lower price can gain traction among savvy gamers. B2B procurement often involves tenders or preferred vendor lists – reliability, warranty terms, and after-sales support weigh heavily in such decisions. Korean companies might prefer vendors who can provide **local technical support quickly**. Another trend is **eco-consciousness**: there's a budding awareness of energy consumption and "green" product features. Monitors with energy-saving modes or those from companies touting sustainability might appeal to government or large corporate clients aligning with ESG goals.

### 3. Competitive Landscape in South Korea

South Korea's monitor market is intensely competitive, dominated by home-grown global leaders and supplemented by foreign brands:

- **Samsung Electronics:** Samsung is a top local competitor with a broad portfolio from budget to ultra-premium. It is known for aggressive innovation – e.g., launching the massive **49-inch “Odyssey” curved gaming monitors** and **4K/240Hz displays** ahead of rivals. In the OLED monitor segment, Samsung quickly attained **34.7% global revenue share within a year of entering (2023)** ([Samsung leads the OLED monitor market, with a 34.7% market share](#)). Locally, Samsung positions itself on cutting-edge tech and integration within its ecosystem (DeX compatibility, SmartThings, etc.). It markets monitors as lifestyle products (for work & entertainment), and leverages its brand dominance in Korea. Samsung's approach includes heavy marketing (celebrity endorsements, esports sponsorships) and wide retail presence. Its monitors often come with **extended warranties and a dense service center network in Korea**, which is a strong trust factor for B2B buyers. Overall, Samsung's distinguishing factors are *technology leadership* (e.g., first to market with new panel types), and *brand loyalty* in its home market.
- **LG Electronics:** LG is the other local heavyweight. It has a strong reputation for **display quality**, given LG Display supplies panels to many industry players. LG's **UltraGear series** targets gamers with fast Nano-IPS panels, and its **UltraFine/UltraWide series** cater to professionals (known for color accuracy and 21:9 aspect productivity). LG is also investing in OLED monitors and was quoted saying the **OLED monitor market will surpass \$1B by 2025**, signaling its strategic focus ([LG: the OLED monitor market will surpass \\$1 billion in 2025](#)). In Korea, LG often differentiates through *picture quality and color*. It markets its **IPS displays as offering superior color fidelity** (important for creators and offices doing graphics work). Additionally, LG emphasizes elegant design – slim bezels, ergonomic stands (some models with USB-C one-cable connectivity for modern offices). Like Samsung, LG enjoys strong distribution (its products are in all major electronics retailers) and provides robust after-sales support. Its local approach sometimes positions LG as a slightly more value-friendly alternative to Samsung for similar specs, which many small businesses appreciate.
- **Global PC Brands (Dell, HP, Lenovo):** These companies are notable in the **enterprise B2B segment**. Dell in particular has long-standing contracts supplying monitors to multinational offices and banks in Korea. Dell's **UltraSharp line** is well-regarded for office and creative use, emphasizing reliability and warranty (often 3-year advance replacement, which appeals to IT departments). HP and Lenovo similarly bundle monitors with PCs in corporate deals. While these brands lack the consumer mindshare of Samsung/LG in Korea, they carve out perhaps ~10–15% of the B2B market by leveraging global procurement deals and uniform pricing. Their approach is *solution-based*: e.g., selling a complete office IT setup (PC + docking + monitors) with centralized support. They typically position on **reliability and total cost of ownership** rather than cutting-edge features. For a new entrant, these brands are key competitors in the enterprise channel.
- **Taiwanese and Other Foreign Brands:** South Korea also sees competition from Taiwanese makers like **ASUS** and **Acer**, and others such as **BenQ, ViewSonic, and AOC**. These tend to target niche or price-sensitive segments. For example, **ASUS (Republic of Gamers line)** has a cult following among enthusiast gamers for features like overclockable refresh rates and elaborate RGB lighting. However, Taiwanese brands have a smaller presence in Korea compared to their dominance in Taiwan. They often rely on online sales channels and specialized importers. **Asus and Dell are noted as strong foreign players particularly in the gaming and premium segments** ([Samsung, LG bet big on gaming monitors on esports boom - KED ...](#)) – Asus for gaming monitors, Dell for high-end office – but *overall market share of any single foreign brand is relatively modest*. Chinese brands (e.g., Xiaomi, Huawei) have started to enter the monitor space as well; their strategy is usually aggressive pricing for high-spec models. Korean consumers are somewhat cautious about lesser-known brands, but a positive reception in tech communities can drive adoption.

- **Competitive Positioning:** In summary, **Samsung and LG together control a lion's share of the local market**, especially in consumer and premium B2B, leveraging national pride and vertical integration (they make their own panels) ([Samsung, LG bet big on gaming monitors on esports boom - KED ...](#)). They lead in **premium-spec and gaming monitors** in Korea ([Samsung, LG bet big on gaming monitors on esports boom - KED ...](#)). Foreign competitors differentiate by focusing on either **specific niches** (e.g., BenQ's ZOWIE monitors are a staple in e-sports, used by ~63% of pro gamers globally ([BenQ - Wikipedia](#))) or **value propositions** (offering similar specs at lower price). Any new entrant in Korea faces incumbents with strong brand loyalty and economies of scale. **Service quality, unique features, or cost advantages** will be critical to stand out against these entrenched players.

## 4. Legal, Regulatory & Operational Factors in South Korea

Entering the Korean market will require compliance with various local laws and regulations:

- **Business Registration:** South Korea allows 100% foreign ownership. A foreign company typically establishes either a **Foreign-Invested Corporation (wholly-owned subsidiary)** or a **Branch Office**. Most choose a stock company (equivalent to an LLC) under the **Foreign Investment Promotion Act**, which requires a **foreign investment notification** to KOTRA or a designated bank prior to incorporation ([Business Guide for South Korea](#)) ([Business Guide for South Korea](#)). The process involves: registering the company name, submitting articles of incorporation, depositing a minimum capital (no statutory minimum for most industries, though a practical amount is needed to cover initial expenses), and obtaining a **Business Registration Certificate** from the tax office. Incorporation is done in Korean and typically takes a few weeks. Notably, **certain filings must be done in Korean language** and a local corporate address is required. While no local partner is needed, the company must appoint a **local representative director** (who can be a foreigner residing in Korea). In short, *bureaucratic steps are well-defined*: FDI notification, incorporation registration, and tax registration ([Business Guide for South Korea](#)) ([Business Guide for South Korea](#)). South Korea actively welcomes high-tech investments, so monitors (being electronics) face no special sectoral restrictions.
- **Taxation:** South Korea imposes a **corporate income tax (CIT)** on a progressive scale. For taxable income up to ₩200M (~\$150k) the rate is 10%; from ₩200M up to ₩20B is 20%; ₩20B–300B is 22%; and above ₩300B is 25% ([Business Guide for South Korea](#)). In addition, a local surtax of 10% of the CIT is applied ([Business Guide for South Korea](#)), effectively making the top rate ~27.5%. A foreign subsidiary or branch will be taxed as a domestic entity on Korea-derived profits ([Business Guide for South Korea](#)). South Korea has various tax incentives for foreign investors (e.g. tax holidays or reductions) especially if setting up in certain high-tech zones or engaging in R&D ([Business Guide for South Korea](#)) ([Business Guide for South Korea](#)), but a monitors sales office may not qualify for those beyond customs duty relief on imported capital equipment ([Business Guide for South Korea](#)). **Indirect taxes:** A **10% Value-Added Tax (VAT)** applies to goods sold in Korea, including imported monitors ([South Korea - Import Tariffs](#)) ([South Korea - Import Tariffs](#)). Imported goods incur 10% VAT on the CIF value plus duty. **Import duties:** South Korea is part of the WTO Information Technology Agreement, and under various FTAs, **computer monitors typically enter duty-free or at very low tariff**. In fact, under KORUS FTA and others, most IT hardware tariffs were eliminated ([South Korea - Import Tariffs](#)). Additionally, Vietnam and South Korea are both in the **Regional Comprehensive Economic Partnership (RCEP)** since 2022, which aims to eliminate ~90% of tariffs over 20 years ([RCEP - Main commitments](#)). Monitors (HS 852851/852852) being IT products, likely enjoy **0% import duty** under these agreements (or will phase to 0% shortly). Only the 10% VAT would be payable at customs ([South Korea - Import Tariffs](#)). Overall tax compliance is straightforward: annual corporate tax filings, quarterly VAT returns, and withholding taxes on any remittances (dividends, royalties) per treaty rates.
- **Employment Laws:** South Korea has comprehensive labor regulations. The standard work week is **40**

**hours (8 hours/day)** with a legal maximum of **52 hours including overtime** ([South Korea's maximum working week to be reduced to 52 hours](#)). Overtime beyond 40 hrs/wk requires employee consent and overtime pay (at 150% normal rate). Employers must comply with **minimum wage laws** (adjusted yearly) and provide statutory benefits. Key obligations include enrolling employees in the **National Pension, National Health Insurance, Employment Insurance, and Worker's Compensation Insurance** programs – contributions to these are split between employer and employee. Labor contracts are typically in Korean; while employment-at-will is not a concept in Korea, terminations must follow the Labor Standards Act provisions (generally requiring just cause or retirement). **Severance pay** is a notable cost: under Korean law, any employee with  $\geq 1$  year of service is entitled to a severance payment equal to **1 month's salary per year of employment** when they leave ([The Termination System and Severance Pay in South Korea](#)) ([Hire and Pay Employees in South Korea - Oyster HR](#)). This “retirement allowance” must be accrued by the company. Additionally, Korea mandates paid annual leave (15 days at 1 year of service, increasing with tenure) and observes strict rules on maximum hours, rest days, and holiday work. Culturally, Korean employees may expect overtime and weekend work in peak periods (though the 52-hour cap is now enforced). As an employer, the company should be prepared for relatively **high labor costs** for skilled workers (Seoul's wages are on par with other developed cities) and adhere to fair treatment – Korean labor law and courts tend to favor employee rights in disputes.

- **Import/Export and Customs:** Importing monitors from Vietnam to South Korea is logically straightforward. There are **no import quotas or licenses required for IT equipment**; under Korea's trade rules, most commodities (including electronics) are freely importable with standard customs declaration ([South Korea - Import Tariffs](#)). The company (or its logistics partner) will file an import declaration, pay applicable VAT/duties, and ensure proper **country-of-origin marking** (“Made in Vietnam”) on the products. **Tariffs:** As noted, likely 0% under ITA/RCEP. If any duty applies, it would be per the tariff schedule (e.g., base MFN tariff on certain display devices could be around 8%, but Vietnam's FTA should reduce it to 0%). **Regulatory certifications:** All electronic monitors **must have KC Certification** before they can be sold in Korea ([KC Certification for South Korea - MPR Korea Certification](#)) ([KC Certification for South Korea - MPR Korea Certification](#)). The KC (Korea Certification) mark is a mandatory safety and EMC certification covering electrical appliances. Monitors will fall under the **Electrical Appliances and Consumer Products Safety Control Act**, requiring testing for electrical safety and electromagnetic compatibility (EMC). The manufacturer (in this case, the Vietnamese factory) would typically apply for the KC mark approval – only manufacturers can hold the KC certificate, and Korean customs will check for compliance ([KC Certification for South Korea - MPR Korea Certification](#)) ([KC Certification for South Korea - MPR Korea Certification](#)). Since the prompt states the company already has required certifications, presumably they have obtained or can quickly obtain the **KC mark** for their monitors. The product and its packaging must bear the KC logo and certification number. Additionally, **Korean-language labeling** is required for certain information: power specifications, safety warnings, and user manual should be provided in Korean. South Korea also has RoHS (Restriction of Hazardous Substances) regulations aligned with global standards, so the monitors should comply with hazardous substance limits (which they likely do if already certified elsewhere). Finally, Korea has an **electronics recycling law (EPR)** which may require the company to join a recycling scheme or pay fees for electronics sold – this would be an operational consideration to investigate (e.g., via the Korea Electronics Recycling Cooperative).
- **Product Standards:** Aside from KC, if monitors have wireless connectivity (Wi-Fi or Bluetooth), an additional certification by **MSIT (Ministry of Science and ICT)** for radio communications might be needed (often still under the KC mark system but a different testing scope for RF). However, most standard monitors do not have radio transmitters. **Energy efficiency:** Korea has voluntary energy-efficiency labeling for monitors; high-end monitors might advertise meeting EnergyStandby or similar standards. It's prudent to ensure the products meet any local environmental or safety standards to avoid customs delays. In summary, regulatory hurdles are manageable: setting up a legal entity, following labor laws, and securing KC certification are the main tasks. Many foreign electronics firms have navigated this in Korea successfully.

## 5. Strategic Entry Considerations for South Korea

Entering South Korea as a relatively smaller B2B monitor brand will be challenging but achievable with a targeted strategy:

- **Go-to-Market Path:** A dual approach targeting *online presence* and *B2B partnerships* is recommended. In Korea, e-commerce is highly developed – platforms like **Coupang**, **Gmarket**, **11st Street**, and **Naver Store** are popular for electronics. Establishing a direct **online store (in Korean)** and listing products on these marketplaces can quickly build visibility. Online, the company can initially target tech-savvy small business owners and gamers who are open to new brands offering high specs at competitive prices. **Local reviews and buzz** are crucial: seeding review units with Korean tech bloggers or IT review sites (e.g., Danawa, HardwareZone Korea) can help generate positive word-of-mouth. For the **core B2B segment**, pursuing partnerships with local IT distributors or system integrators is key. Many Korean companies purchase monitors through IT resellers or as part of PC procurement deals. Partnering with known distributors (for example, **SIS International** or **Ingram Micro Korea**) to carry the company's monitors in their catalog for corporate clients will open doors. Additionally, participating in **industry trade shows** like the Korea Electronics Show (KES) or local B2B tech expos can introduce the brand to corporate buyers. Given South Korea's large conglomerates (chaebols), trying to win a smaller subcontract or trial with one (for instance, supplying a niche need at Samsung's many offices or a government contract via a tender) could be game-changing for credibility. A local sales team with established relationships in corporate procurement can help navigate these opportunities. Overall, a *blended distribution*: direct e-commerce for reach and channel sales for volume B2B, will cover the market effectively.
- **Brand Positioning & Differentiation:** In a market dominated by Samsung/LG, the new entrant must **differentiate on either value or specialization**. One approach is to position as a “**specialist B2B monitor provider**” – emphasizing that unlike giants who focus on mass consumer goods, this company is *built for business*. This could entail highlighting product features like **better durability (heavy-duty build for 24/7 use)**, **extended warranties or on-site support** for enterprise clients, and **tailored solutions** (e.g., offering custom logo badging or settings pre-configuration for large orders). Another angle is **price-to-performance**: since the company is flexible on pricing, it could undercut premium models by 10-15% while still offering comparable specs. For example, a 27" QHD ergonomic monitor from our company could be, say, 10% cheaper than LG's model and include an extra year of warranty – an attractive proposition for cost-conscious corporate buyers. If the company's monitors have any unique features (for instance, KVM switch built-in, or antibacterial screen coating, etc.), these should be heavily marketed to set them apart. Given Korean clients appreciate **technology leadership**, if the company has U.S.-designed innovation (like a patented ergonomic stand or superior color calibration from the factory), those points can support a premium positioning despite being a new name.
- **Marketing and Cultural Factors:** Localization is paramount. All marketing materials, website, and customer support must be in **fluent Korean**. Hiring experienced Korean staff is crucial not just for language, but to navigate the business culture. Business in Korea often relies on trust and relationships (“**gab-eul**” dynamics); having a Korean sales director who can build rapport with client companies, understand their implicit expectations, and negotiate appropriately will smooth market entry. The company should be mindful of cultural nuances: for example, emphasizing the **Vietnam manufacturing** could be either neutral or even positive – South Korea has significant economic ties with Vietnam and is generally accepting of Vietnamese-made tech (Samsung manufactures many devices in Vietnam). However, playing up the “**U.S. design**” aspect might also instill confidence in quality. A balanced messaging could be “Designed in California, manufactured in Vietnam to world-class standards.” Additionally, **customer service responsiveness** will be a make-or-break factor for B2B credibility. Korean clients will expect quick turnarounds on inquiries and any issues. Setting up

a local repair center or partnership with a service provider in Seoul can be a good idea so that any warranty repairs or swaps can be handled within days (Korean competitors often offer next-day swap for business customers). On the marketing front, leveraging Korea's digital channels – e.g., a Korean-language **LinkedIn presence for B2B**, **KakaoTalk channel for support**, and possibly Naver blogs for content marketing – will help build brand awareness. It may also be worthwhile to **sponsor or participate in e-sports events or tech seminars** (since gaming and IT communities overlap with target customers) to get the brand name out.

- **Key Risks:** The South Korean market's biggest risk is the **intense competition and brand loyalty** of local customers. Breaking the inertia of companies that "always buy Samsung" or consumers who default to familiar brands will require patience and investment. There is a risk of **price war** – incumbents could respond to a new entrant by offering discounts or bundle deals (e.g., Samsung could bundle monitors free with corporate laptop contracts to squeeze out the newcomer). The company must be prepared for potentially thinner margins initially to gain a foothold. Another risk is **regulatory or operational missteps**: not securing the KC certification or failing to comply fully with labor laws could harm reputation. However, these are manageable with due diligence. Currency fluctuations (KRW vs USD) and import logistics are minor risks; hedging or localizing some assembly (unlikely for monitors) could mitigate those. Finally, there's the **cultural risk of not adapting** – a marketing campaign or business approach that worked in the U.S. might not resonate in Korea. Thus, strong local team input is required to avoid gaffes (for example, advertising should avoid direct comparisons with Korean brands – local consumers might view that negatively).
- **Opportunities:** Despite challenges, South Korea offers considerable upside. The market's premium segment growth (gaming, OLED, etc.) means a smaller company can target **high-margin niches** without needing to win over the entire mass market. For instance, focusing on becoming known as "the monitor for creative professionals" (an area where Samsung/LG are less specialized) could allow the company to capture design studios, architects, medical imaging departments, etc., with tailored products. Another opportunity is riding the **ESG/green trend**: if the company's monitors are energy-efficient or the company has sustainability initiatives (recyclable packaging, carbon-neutral goals), it can differentiate itself for clients who value corporate social responsibility – possibly an increasing consideration for public sector bids or large enterprises in Korea. Additionally, being nimble, the company can iterate products faster based on local feedback, whereas giants have longer product cycles. By listening to Korean B2B customers, the company might introduce features or even a Korea-specific model (e.g., a 32" 4K monitor with built-in video conferencing camera for the many video meetings – something not all competitors offer yet). Such responsiveness can build a niche leadership. Lastly, success in Korea – one of the world's most technologically advanced markets – would serve as a strong validation for the brand globally. It can then leverage that success to expand further in the region.

In summary, **South Korea** offers a large, advanced market with growth in high-end segments. The company should be prepared for a significant upfront commitment: establishing a Korean subsidiary, investing in local marketing and support, and possibly pricing aggressively to build reference clients. With a clear value proposition (either *better price for equivalent tech* or *specialized B2B focus* – or both), and careful navigation of the local business culture, the company can gradually penetrate the Korean market. Given Korean buyers' emphasis on quality and service, delivering on those promises will convert early adopters into long-term customers, setting the foundation for a robust B2B brand presence in South Korea.

## Taiwan Market Overview

### 1. Market Potential in Taiwan

- **Market Size & Growth:** Taiwan's computer monitor market is smaller in absolute terms but still notable.

Annual revenues for PC monitors (consumer + B2B) are estimated in the mid-hundreds of millions USD range. Statista data suggests per capita spending on monitors in Taiwan of around **US\$6.8 per person in 2025**, which translates to roughly **\$160–\$170 million total market value** (population ~23.5M). This is an order of magnitude smaller than South Korea's market, consistent with Taiwan's smaller population and economy. In terms of units, industry reports indicate that about **1.2–1.3 million monitors are sold annually** in Taiwan. For example, **346,000 units were sold in Q4 2020 alone (a 9.2% YoY increase)** ([\[PDF\] Lemtech Holdings Co., Limited 2020 Annual Report](#)), reflecting a pandemic-era boost. Growth in Taiwan's monitor sales has been relatively flat to modest – single-digit annual growth or even stagnation in some years. IDC had warned of the Taiwan monitor market possibly seeing a decline when demand drivers weaken ([IDC predicts increase in IT spending - Taipei Times](#)), given high household penetration and a slow PC replacement cycle. Currently (mid-2020s), growth is likely low (0–2% annually) absent special upticks like work-from-home spurts. However, specific segments (gaming, high-end) are growing faster, buoyed by global trends.

- **B2B Share:** Taiwan's economy comprises many **SMEs and a strong tech sector**, which translates into steady B2B demand for monitors. While detailed breakdowns are scarce, we can infer that the **commercial segment constitutes a significant portion** of monitor sales in Taiwan. Historically, about **600,000 monitors were sold in Taiwan in H1 2011**, of which a good share went to businesses ([Taiwan market: Asustek is top monitor vendor in 1H11](#)). The government, education, and enterprise sectors in Taiwan regularly procure IT hardware – for instance, schools upgrading computer labs or manufacturers equipping offices. Given the global pattern where commercial monitors were a majority of the market ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)), Taiwan likely mirrors this (commercial maybe ~50–60% of units). The B2B share might even be slightly higher in Taiwan if consumer demand is saturated and much of the remaining replacement purchase comes from business/education. Overall, the *total addressable B2B market* could be on the order of **500k+ monitors/year in Taiwan**, worth \$60–\$100M in revenue.
- **Market Characteristics:** Taiwan's **PC penetration is high**, but many consumers and offices stick with existing monitors for longer (monitors are durable goods). Replacement is driven by new technology (e.g., shifting to 4K or to dual monitors) or failure of old units. One notable aspect: Taiwan itself is a major **manufacturer/exporter of monitors and panels** (home to vendors like Acer, ASUS, BenQ and panel makers like AUO, Innolux). This means the domestic market often gets the latest models quickly and at competitive prices, but it also means local consumers have *many choices*. Price competition is strong, and average selling prices can be slightly lower than global average for equivalent specs, due to the presence of so many local brands. Nonetheless, premium segments (gaming, professional) command higher prices – a trend similar to elsewhere.
- **Growth Outlook:** The monitor market in Taiwan is considered **mature**, with future growth largely dependent on *upgrade cycles* and *niche demand*. Recent developments like increased remote work and online schooling have provided a one-time boost (many households bought extra monitors for home offices during 2020–21). IDC's regional data shows Asia-Pacific PC monitor shipments had a downturn in 2022–2023 and a recovery in 2024; Taiwan likely followed this pattern with a small surge then stabilization. For planning purposes, one could expect **low single-digit growth** in unit terms over the next few years, unless a specific catalyst (such as widespread adoption of a new display tech) occurs. One area of potential market expansion is **high-resolution and large displays** as prices fall – some offices and consumers may upgrade from older 1080p 22" screens to 27" QHD or 4K displays, adding value. In summary, Taiwan's market is **smaller and fairly steady**: it won't provide the explosive growth of an emerging market, but it represents a solid, if saturated, demand base that a newcomer can capture a slice of by differentiating itself.

## 2. Key Trends & Customer Preferences in Taiwan

- **Gaming and Enthusiast Segment:** Gaming is popular in Taiwan, and like elsewhere, it significantly

influences monitor trends. **Esports and PC gaming** have a strong following – Taiwan hosts events like the Taipei Game Show and has many gaming cafes (though not as many as Korea's PC bangs). Thus, demand for **gaming monitors (high refresh rates, low response times)** is robust. Taiwanese brands (ASUS's ROG, Acer's Predator, MSI, Gigabyte Aorus) heavily promote gaming monitors domestically. Current trends include **144Hz and 240Hz displays**, curved ultrawides for immersive play, and even 300–360Hz monitors for esports professionals. Consumers are also interested in **HDR and high color gamut** for better visuals in games. Given Taiwan's role in hardware, local enthusiasts are very tech-savvy; features like adaptive sync (FreeSync/G-Sync) and panel type (IPS vs TN vs VA) are well understood and factor into buying decisions. *Value for money* is a big consideration – many Taiwanese gamers will compare specs and go for a model that offers the best performance within their budget, even if it's a lesser-known brand (provided quality is acceptable).

- **Office and Business Use:** Taiwan's corporate sector is diverse – from electronics firms to banks to small trading companies – but across the board, **productivity and cost-efficiency** are key. Office users typically use standard 22–27" monitors, and many companies are now shifting to **widescreen 1080p or 1440p displays** as old 17" and 19" LCDs are finally retired. Because many Taiwanese businesses are SMEs, some may not refresh monitors frequently until needed. That said, **dual-monitor setups** are becoming more common even in smaller offices as the benefits to productivity are recognized. There's also a trend in certain industries to adopt **specialized monitors**: for example, financial trading firms use multi-screen arrays, and manufacturers might use large **4K screens for CAD/design work**. **Ergonomics** and space-saving are preferences in tight office environments – hence, monitors with **adjustable stands (height, pivot) and VESA mount capability** are often requested in RFPs. Energy consumption is a moderate concern – Taiwan has high electricity costs, so businesses appreciate monitors with low power draw or auto-sleep functions to save energy (and comply with any green office initiatives). In summary, the office segment in Taiwan looks for **reliable, no-fuss monitors** that balance price and performance.
- **Education and Public Sector:** Schools, universities, and government offices in Taiwan periodically purchase computers and displays. Trends here include a move toward **larger monitors or even interactive displays** for teaching, but for regular computer labs and clerical use, 21–24" basic monitors suffice. The public sector places emphasis on **safety certifications and durability** – for instance, monitors should have stable stands (to avoid tipping in classroom use) and come from reputable vendors (to ensure serviceability). There is also some interest in **eye-care features** (like low blue light modes) in schools, as awareness grows about student eye strain. Taiwan has one of the highest myopia rates in the world, so products marketed as "eye-friendly" (a angle BenQ in particular uses with its Eye-Care branding) resonate with parents and schools.
- **Creative Professionals:** Taiwan has a significant community of tech manufacturers and also a growing design/startup scene. This yields a segment of **engineers, graphic designers, animators, and video editors** who require high-end monitors. They favor **high resolution (4K) screens, accurate color (with factory calibration if possible), and wide color gamuts (Adobe RGB/DCI-P3)**. For instance, a gaming art studio in Taipei might invest in a set of professional monitors like ASUS ProArt or BenQ Designer series which offer hardware LUT calibration. While this creative segment is not huge, it's influential and can be a profitable niche – these users will pay premium for the right features and often share their experiences in forums or user groups, which can act as organic marketing.
- **Customer Behavior:** Taiwanese customers are known for being **tech-savvy and price-conscious**. Being home to many tech brands, the average consumer is exposed to frequent product launches and competitive pricing. Many buyers will compare specifications in detail and often refer to **online forums, review sites, and price comparison platforms** (like PChome, Mobile01 forum, ePrice) before deciding. Brand loyalty exists, but is not unshakeable – Taiwanese consumers will switch to a lesser-known brand if it offers clearly better value or quality. For example, a lesser-known brand like AOC or ViewSonic can do well if it hits the sweet spot of specs/price, even against ASUS or Acer. **After-sales service** is important: since Taiwan is relatively small geographically, customers expect

quick service turnarounds. It's common for monitor vendors to offer swap or repair services via local service centers in Taipei or other cities. Negative experiences (dead pixels and no support, etc.) spread quickly by word of mouth. On the B2B side, local businesses often buy from **IT dealers or retail chains** rather than directly from manufacturers. There's a network of VARs (value-added resellers) and corporate hardware suppliers that businesses trust. Relationship and trust play a role, though perhaps less rigidly than in Korea. Taiwanese business culture values long-term partnerships too, but is a bit more informal. Often, decisions will hinge on a mix of **cost, proven reliability, and personal trust in the salesperson or account manager**. Finally, given many Taiwanese read English and follow global tech news, global trends (like the move to curved monitors or USB-C docking monitors) are quickly noted and shape local demand accordingly.

### 3. Competitive Landscape in Taiwan

Taiwan's monitor market is highly competitive, with a unique mix of **dominant local brands** and presence of global players. Key competitors include:

- **Acer:** Acer is a Taiwanese PC giant and a major monitor vendor locally and globally. Acer offers a full range – from budget **office monitors** to high-end **Predator gaming monitors**. Historically, Acer has often been the #2 monitor seller in Taiwan. They position on **value and breadth**: Acer monitors are known to be reasonably priced and widely available, and the Predator sub-brand targets hardcore gamers with features like G-Sync, high refresh, and flashy designs. Acer's approach in Taiwan leverages its strong local channel network and brand recognition as a home-grown company. Many government and education contracts in Taiwan have gone to Acer due to its comprehensive product lineup and local support infrastructure. Acer distinguishes itself by often bundling monitors in PC deals (since they sell desktops and laptops too) and emphasizing a “**one-stop solution**” for IT hardware. In recent years, Acer has also pushed into creative/professional monitors (the **ConceptD series**) to diversify beyond gaming.
- **ASUS:** Asustek (ASUS) is another Taiwanese leader, actually often **the #1 monitor vendor in Taiwan by market share**. IDC reports have put ASUS's share at about **28–29% of the Taiwan monitor market** ([The Philippines' First Tech-Lifestyle Magazine ... - Gadgets Magazine](#)), which is substantial. ASUS has multiple sub-lines: the **ROG (Republic of Gamers)** monitors which are extremely popular among gamers (with a reputation for top-tier performance and premium pricing), the **TUF Gaming** line for mid-range gaming, and ProArt for professionals, as well as basic ASUS-branded monitors for general use. ASUS's strength is in the **gaming segment** – they are known to local consumers as a high-quality gaming brand (ASUS often sponsors local esports teams and events). Additionally, ASUS's brand carries a certain cachet globally and locally; Taiwanese consumers often perceive ASUS products as high-quality. In the local market, ASUS positions somewhat more premium than Acer – capturing the enthusiast audience. The company also benefits from synergy: an ASUS customer who buys an ASUS graphics card or motherboard might be inclined to get an ASUS monitor for aesthetic and functional consistency. ASUS's approach is heavily marketing-driven (plenty of presence in electronics malls and online) and **innovation-focused** (e.g., being early to release a 360Hz esports monitor, or portable USB monitors for laptop users). All these factors keep ASUS at the forefront in Taiwan.
- **BenQ:** BenQ is a Taiwanese brand that, while not as broad-based as Acer/ASUS, has carved strong niches. It historically spun out of Acer and focuses on monitors, projectors, and displays. BenQ is well-known in Taiwan for its **monitor specialty** – it markets itself with the slogan “Bringing Enjoyment ‘N’ Quality to life.” BenQ's competitive strengths lie in **gaming and professional segments**: their **ZOWIE** line of gaming monitors is *highly respected in esports*, to the point that around **63% of professional gamers reportedly use BenQ Zowie monitors** ([BenQ - Wikipedia](#)). This dominance in esports (especially for games like CS:GO) is something BenQ capitalizes on in marketing. Additionally, BenQ has a **Designer/Photographer series (SW and PD series)** that offers factory-calibrated color

accuracy, targeting creative professionals and being one of the few with such focus besides maybe EIZO. In Taiwan's market, BenQ often highlights "**Eye-Care**" features (low blue light, flicker-free) across its range, appealing to general consumers and students concerned about eye strain. It also has a presence in unique segments like **large format displays and interactive flat panels for education** under its corporate solutions – but for PC monitors specifically, it differentiates through specialization. Being a local brand, BenQ leverages a strong distribution as well (you'll find BenQ monitors in virtually every electronics store in Taiwan). Its approach is to be the *connoisseur's choice* – a brand for those who really care about display quality (like gamers and designers). Price-wise, BenQ is competitive; it's not as large a company as ASUS/Acer, but it fiercely defends its niche. In B2B, BenQ sometimes wins deals for sectors like **banking (trading monitors)** and **healthcare (specialty displays)** due to specific product features.

- **MSI (Micro-Star International):** Another Taiwanese player, MSI, traditionally known for motherboards and GPUs, has in recent years moved into gaming monitors as well. MSI's MAG and OPTIX series monitors are geared toward gamers. While MSI's market share in monitors isn't at ASUS/Acer level, they have a strong brand in gaming PCs and that has translated into some success in monitors domestically. MSI often emphasizes curved gaming monitors and was among the first to popularize **1000R curvature panels** in Taiwan. They target the mid-to-high-end gaming segment and leverage their brand among the PC gaming community.
- **Gigabyte/AORUS:** Similar to MSI, Gigabyte (also Taiwan-based) has introduced AORUS-branded monitors for gamers. These are typically high-performance (some of the first HDMI 2.1 gaming monitors, for example, for next-gen consoles). Their share is smaller but growing among enthusiasts.
- **Global Brands (Samsung, LG, Dell, HP):** Foreign brands do operate in Taiwan but generally have **lower market share** compared to the local stalwarts. **Dell** is one of the more prominent, as it targets enterprise clients and also sells popular Ultrasharp monitors to individuals who value quality. Some Taiwanese corporations with U.S. ties or procurement standards buy Dell or HP monitors in bulk, but many others stick with local vendors. **Samsung and LG** monitors are available and do appeal to some consumers (Samsung's high-end models or smart monitors, LG's IPS screens). However, Taiwanese consumers often perceive Samsung/LG monitors as just one of many choices, without a strong home advantage (in fact, sometimes priced a bit higher due to import). Taiwanese tech stores do carry Samsung/LG, but these brands usually position in the premium segment (e.g., ultra-curved gaming monitor from Samsung) and have to compete on specs and price like everyone else. **ViewSonic** (a U.S. brand with Taiwanese roots) is another player that sells value-oriented monitors in Taiwan; it had ~15% market share back in 2011 alongside a local brand Chimei ([Taiwan market: Asustek is top monitor vendor in 1H11](#)), though its share now is likely lower. **AOC/Philips** (owned by TPV, China) also supply budget to mid-range monitors in Taiwan, often capturing price-sensitive buyers.
- **Competitor Positioning:** In Taiwan's market, **local brands dominate** – combining, ASUS, Acer, and BenQ likely account for over half of all monitor sales. These companies differentiate themselves in various ways:
  - **ASUS:** innovation and premium gaming; a broad lineup including portable monitors.
  - **Acer:** value for money and wide channel presence; leverages PC business to sell monitors.
  - **BenQ:** display specialist with focus on eye-care, gaming (Zowie), and professional color accuracy.
  - **MSI/Gigabyte:** catering to gamers especially those who buy their other hardware.
  - **Others:** foreign brands focus either on enterprise reliability (Dell/HP) or high-end tech (Samsung/LG OLED or ultrawide offerings).

For a new entrant, this competitive scene means going up against companies that not only have **deep local customer loyalty** but also **logistics and support networks** finely tuned over decades. Price competition can be intense especially from the local players if they choose to retaliate (they could bundle or discount since they have other revenue streams). However, the diversity of brands also indicates Taiwanese customers are willing to try alternatives – the market isn't a monopoly; even smaller brands get their share by differentiating (e.g., ViewSonic still finds buyers due to specific value models). In essence, Taiwan's competitive landscape is a microcosm of the global market but with a tilt towards homegrown brands holding the strongest cards.

## 4. Legal, Regulatory & Operational Factors in Taiwan

Expanding to Taiwan requires understanding the legal framework for foreign businesses and compliance with local regulations:

- **Company Registration:** Taiwan allows wholly foreign-owned enterprises (WFOEs). A foreign company typically sets up a **Taiwan Limited Company (subsidiary)** or a **Branch Office**. The common route is incorporating a limited company under the Company Act, which for foreigners involves obtaining prior approval from the **Investment Commission of the Ministry of Economic Affairs (MOEA)**. Specifically, a **Foreign Investment Approval (FIA)** application must be filed, and upon approval, the company can be incorporated ([Entity set up in Taiwan, China - DLA Piper Guide to Going Global](#)). This process ensures the investment is in a permitted sector (monitor trading is unrestricted) and records the foreign capital. There is no local shareholding requirement – foreigners can own 100% ([Taiwan company formation | Songjer CPA | Taipei, Taiwan](#)). Key steps include: reserving a company name (with a small fee) ([How to register wholly-foreign-owned company in Taiwan?](#)), registering the Articles of Incorporation, assigning at least one director and one shareholder (these can be foreign nationals; physical residency in Taiwan is not required for shareholders, but the company must have a local address). **Minimum capital** – technically, Taiwan removed a blanket minimum capital rule, but in practice the Investment Commission wants to see sufficient capital for the business (often at least TWD 500,000 to a few million (~USD 18k–\$60k) to show viability). Once incorporated, the company must apply for a **Unified Business Number (UBN)** and tax registration. Note that **Chinese-language documentation** is needed (translations of the parent company's certs, etc., may be required). The timeline for setup is usually 6–8 weeks for approval and registration. A branch office is an alternative with simpler setup (no separate legal entity, but still requires approval for foreign investment as a branch of a foreign company). Taiwan's government overall is quite welcoming to manufacturing and tech-related investments; a monitors trading and marketing office would be routine. One item to consider: if the company plans to **hire foreigners to work in Taiwan**, the paid-in capital needs to be at least TWD 5 million or have a certain revenue, to sponsor work permits – but if mostly hiring locally, this may not be relevant.
- **Taxation:** Taiwan's corporate tax regime is relatively straightforward. The **corporate income tax (CIT) rate is a flat 20%** on taxable income ([Taiwan - Corporate - Taxes on corporate income](#)), applicable to both local and foreign-invested companies. (There's an exemption for the first TWD 120,000 of profit, but that's negligible ([Taiwan - Corporate - Taxes on corporate income](#))). One nuance in Taiwan is the **Undistributed Earnings Tax**: if a company doesn't distribute at least 30% of after-tax profits to shareholders, it may be subject to an additional 5% profit retention tax at year-end (though recent reforms have adjusted this – currently a 5% on undistributed surplus). For a foreign parent company, repatriating profits as dividends would incur withholding tax (typically 21%, unless reduced by treaty; note Taiwan has no tax treaty with the U.S., but does with some countries). **VAT (Value Added Tax)** in Taiwan is **5% standard** ([All You Need to Know About Taiwan's Import Duty | DHL Malaysia](#)), one of the lowest VAT rates in the world. The company will pay 5% VAT on imported goods (monitors) and then charge 5% VAT on sales; bi-monthly VAT filings are required. **Import duties:** Taiwan is a signatory to the WTO ITA; it has zero or very low tariffs on most IT products. Specifically, **LCD/LED monitors for computers have 0% import duty** under the ITA, as Taiwan committed to eliminate tariffs on such

products ([WTO ruling gives edge to Taiwan, Acer says - Taipei Times](#)) (Taiwan has even been involved in WTO disputes to ensure monitors are tariff-free globally ([WTO ruling gives edge to Taiwan, Acer says - Taipei Times](#))). So importing computer monitors into Taiwan should incur **no customs duty**, only the 5% VAT. Customs will need proper documentation, but no tariff cost is a big advantage. (If a monitor had a TV tuner, it might be classified differently, but our assumption is computer monitors only). **Other taxes:** There's no excise or commodity tax on computer monitors – the Commodity Tax mentioned (8–30% on appliances, etc.) does **not** cover typical PC monitors ([All You Need to Know About Taiwan's Import Duty | DHL Malaysia](#)) (it applies to things like TVs, refrigerators, vehicles). Thus, tax-wise, Taiwan is relatively light: 20% profit tax and 5% VAT. There are also tax incentives if the company later engages in R&D or is in certain industries, but as a sales/marketing office those may not apply.

- **Employment Laws:** Hiring in Taiwan is governed by the Labor Standards Act (LSA) for local hires. **Working hours** are limited to **8 hours per day, 40 hours per week** (standard) ([Labor Rights - Invest Taipei Office](#)). Overtime up to 4 extra hours per day is allowed but total OT cannot exceed 46 hours per month ([Labor Laws in Taiwan | 2025 Guide - Skuad](#)), and OT must be paid at 1.33x to 2x rate depending on amount and timing. There's also a requirement for at least one day off in every 7 days (recently Taiwan has implemented a “one fixed day off and one flexible rest day” system per week). **Minimum wage** is set by the government (currently around TWD 26,400/month as of 2024). Employers must contribute to mandatory benefits: **Labor Insurance** (covers unemployment, injury – about 10% of salary split 70% employer/20% govt/10% employee) and **National Health Insurance (NHI)** – a universal health scheme (premium ~5% of salary split employer/employee/government). Additionally, under the newer pension scheme (Labor Pension Act), employers contribute **6% of each employee's salary to a personal pension account** (this replaces the old severance system for employees hired after 2005). For employees under LSA, if they are on the new pension scheme, severance for layoffs is calculated differently (1/2 month's pay per year of service under new scheme if terminated due to certain reasons). If any employees are under the old scheme, full 1 month per year severance applies, but new companies will use the new scheme. In practice, this means the company will budget that 6% pension contribution monthly instead of facing a large severance later – which is a bit easier to manage. Taiwan labor law also mandates things like **paid annual leave** (starting at 3 days after 1 year of service, 7 days after 2 years, scaling up to 15 days at 5 years, and more beyond) ([Labor Standards Required Days Off : r/taiwan - Reddit](#)), and certain **national holidays** off. Termination of local employees must follow due cause or redundancy with notice (generally, if laying off, need advance notice based on tenure, e.g., 1 month notice if 1+ year service). While Taiwan's labor laws are protective, they are considered less stringent than many other Asian countries – there's some flexibility in contract terms, and industrial actions are rare in small firms. The work culture in Taiwan is somewhat less hierarchical than Korea's; employees value a good work-life balance (especially the younger generation) and are attracted by companies that offer a positive, stable work environment. The company should also be aware of the need for **Chinese-language employment contracts** and employee handbook compliance with LSA. One advantage: English proficiency is relatively good in Taiwan's tech workforce, so an English-speaking manager won't struggle much, but legally Chinese documents prevail.
- **Import/Export and Customs:** Importing monitors from Vietnam into Taiwan is straightforward as well – Taiwan's trade is liberal, and **most goods do not require import licenses** ([Taiwan - Import Requirements and Documentation](#)). Monitors are not on any prohibited or controlled list, so a standard customs declaration with the invoice, packing list, and bill of lading will suffice. Because the manufacturing is in Vietnam, one should note **Rules of Origin** for any trade preferences: in Taiwan's case, there is no FTA with Vietnam, but as noted the WTO ITA gives duty-free treatment regardless of origin, as long as the monitors meet the tech product definition. So origin doesn't affect tariff, but **Country of Origin marking** is required on the products (likely “Made in Vietnam” label on the monitor or box). Customs in Taiwan might inspect shipments, but typically for electronics it's routine unless valuation issues arise. **Product Certification:** The main regulatory requirement is compliance with Taiwan's certification standards, governed by the **Bureau of Standards, Metrology and Inspection**

**(BSMI).** All computer monitors (as information technology equipment) must obtain **BSMI certification** before they can be sold. BSMI involves safety (electrical safety) and EMC testing to Taiwanese CNS standards, similar to UL/CE standards. Products that pass get a **BSMI number and the BSMI logo (which is a stylized letter BSMI mark)** to be affixed on the product ([Taiwan updated lists of regulated electrical and electronic products](#)). The conformity assessment can be done via either a **Registration of Product Certification (RPC)** scheme or a **Declaration of Conformity (DoC)**, depending on the product category. Many IT products are under RPC which means testing by accredited labs and then registration with BSMI. Since the prompt indicates required certifications are in hand, perhaps the company already has or can easily get BSMI approval. Without it, customs will not release the goods for sale. Typically, a local representative in Taiwan is needed to hold the BSMI certificate (it can be the subsidiary once established). Along with BSMI, if monitors have wireless functionality (e.g., a monitor with Wi-Fi for smart features or Bluetooth), an additional **NCC (National Communications Commission) approval** is needed for the radio module ([Taiwan NCC and BSMI certifications](#)) – but standard monitors usually don't have radio transmitters. **Labeling:** The monitors should have the **BSMI logo and certificate number** on their identification label, and likely a Chinese warning label about not disposing in trash (per electronics disposal rules). Taiwan also has implemented **RoHS (CNS 15663)** since 2017, requiring disclosure of restricted substances in electronics ([TAIWAN RoHS - SGS](#)) ([Taiwan, RoHS - Envilliance ASIA](#)). Manufacturers must publish a table of the presence of six RoHS substances (Pb, Hg, Cd, Cr6+, PBB, PBDE) if above threshold in the product. Often, this is done via a section in the user manual or a sticker. Since the company likely complies with EU RoHS already, this is just a documentation formality. **Environmental Regulations:** Taiwan has an e-waste recycling program; importers of electronic goods must participate by paying a fee per unit or reporting sales for recycling fund contributions. As a new entrant, the company will have to register with the Environmental Protection Administration (EPA) for the **4-in-1 Recycling Program** applicable to electronics. The fee is modest per unit but must be accounted for.

- **Operational Considerations:** Running a business in Taiwan is considered relatively easy (Taiwan ranks high in ease of doing business). The legal system for commerce is stable and IP protection is decent (though some concerns exist due to proximity to China, but Taiwan itself has strict IP laws). The company should consider **language localization**: product manuals should be in Traditional Chinese per consumer protection laws, and any marketing claims must adhere to truth-in-advertising rules (no overpromising specs, etc.). Taiwan's courts allow English contracts, but Chinese versions are usually needed for any local enforcement. It's advisable to hire a local accounting service to handle **tax filings and payroll**, as the bureaucracy (like filing VAT, withholding taxes, labor insurance) is routine but all in Chinese. The company may also explore any **government incentives**: sometimes Taiwan offers incentives for foreign companies to set up regional HQs or for specific industries (though monitors sales might not qualify, if the company later does some design or R&D in Taiwan, there could be small tax credits or grants). **Location:** The company will need to decide where to base its office – likely **Taipei** or New Taipei City for ease of access to customers and talent. Tech companies often cluster in districts like Neihu (Taipei) or the Nangang Software Park, where office space for tech SMEs is available. Costs (rent, salaries) in Taiwan are generally lower than South Korea; this can be operationally favorable.

In summary, regulatory hurdles in Taiwan are moderate: setting up a company with Investment Commission approval, getting BSMI product certification, and complying with labor and import rules. There are no onerous tariffs or prohibitions. The environment is foreign-investor friendly and, importantly, as a smaller market, bureaucracy is not as heavy as some larger countries. **Having all compliance (BSMI, RoHS, etc.) sorted before product launch** will be essential to avoid any delay in sales. Once these boxes are ticked, the company can focus on business execution in Taiwan.

## 5. Strategic Entry Considerations for Taiwan

Establishing a strong B2B monitor brand in Taiwan will require leveraging the company's strengths while adapting to local market realities:

- **Go-to-Market Strategy:** In Taiwan, a mixed channel strategy is advisable, with an emphasis on **channel partnerships**. Unlike larger markets, Taiwan's size means that building one-on-one relationships with major corporate buyers can be feasible but leveraging **existing distributor networks** may yield faster results. The company should consider partnering with well-known IT distributors or dealers such as **Synnex (Taiwan)**, **WPI Group**, or **TPV's distribution arms**, which supply monitors and PC hardware to businesses and retailers. By having a local distributor, the company's monitors can get into **popular retail and online outlets** like **PChome (Taiwan's leading e-commerce site)**, **Momo Shopping**, **Yahoo/Kimo Shopping**, and brick-and-mortar chains like **Tsann Kuen, Nova, and Syntrend** (electronics malls). Taiwanese SMEs often buy from these retailers or through small VARs, so ensuring availability in those channels is key. On the direct side, the company can set up its own **official web store** on platforms like PChome or Shopee Mall to reach online shoppers. However, given that B2B is a focus, **targeting corporate procurement** is important: the company could identify sectors with needs – e.g., **tech manufacturing companies** (who may need lots of monitors for their offices/factories), **financial institutions** (trading floor displays), and **education**. Participating in **tenders** or at least getting on the supplier list for government and schools via the Government e-Procurement System can open opportunities (local presence and a track record are usually needed, which the distributor partner can help provide initially). Also, **direct outreach to mid-sized companies** through networking or seminars could work: for instance, hosting a **product demo day at Taipei's Computer Association** or sponsoring a **tech meetup** can introduce the brand to IT managers. Taiwan's community is small enough that word travels; a few successful pilot deployments (say one university outfitting their computer lab with the company's monitors) can lead to referrals elsewhere.
- **Differentiation & Positioning:** To win in Taiwan, the company should play to niches or gaps not fully addressed by the big local brands. One possible differentiation is to promote itself as a “**Foreign quality with Local support**” brand – meaning it brings a level of quality/innovation from abroad (U.S. design) while committing to excellent local service. For example, many local brands are strong, but perhaps anecdotally some have quality control issues or less personalized support; if the company can establish a reputation that “*our monitors have to pass strict U.S. quality standards*” and “*we treat every B2B client with VIP service*”, it could attract customers willing to try an alternative. Another angle is focusing on **specific segments**: the company could, for instance, become known as an **expert in creative/design monitors or rugged industrial monitors**, something Acer/ASUS (who chase volume) might not emphasize as much. If the company's product line has strengths like very color-accurate screens or very robust build quality (perhaps due to its B2B focus), highlighting those in marketing will resonate with photographers, designers, or factory users who feel their needs are somewhat secondary for mainstream brands. Additionally, since price positioning is flexible, the company can decide to either **undercut on price** to gain entry – e.g., offering monitors with similar specs at 5-10% lower price than ASUS/Acer – which could quickly gain attention in value-conscious Taiwan, or to match price but offer **value-adds** like longer warranty or bundled accessories (say include a monitor arm or calibration tool free). Taiwanese consumers and businesses love a good deal or freebie, so bundling (e.g., “buy 10 monitors, get 1 free” for B2B, or including premium cables or a desk mount stand) can be effective.
- **Marketing & Branding:** Building a brand from scratch in Taiwan will require localized marketing efforts. Presence at Taiwan's major tech expo **Computex Taipei** (usually held annually) would be highly beneficial – Computex is one of the world's largest tech trade shows and it happens in the company's potential new market. By exhibiting, the company can showcase its monitors to a wide audience of distributors, business buyers, and press. It would signal commitment to the market and also potentially yield regional exposure. Outside of trade shows, **online marketing** through tech forums and social media is important. Taiwan's tech enthusiasts often visit forums like **Mobile01**; engaging with those communities via sponsored posts or providing units for them to review can build credibility among early adopters. For broader B2B reach, the company can advertise in industry magazines or websites (e.g., **iThome for IT professionals**). **Chinese-language materials** will be needed – product brochures, a Chinese website, etc., ideally with a local flair (using Traditional Chinese script and local units of measure/currency). A good step is to develop **case studies** or testimonials from initial Taiwanese

customers (even if small pilot projects) and publish those in Chinese – local businesses trust peer examples. For instance, “Company X improved its productivity by 20% after equipping designers with [Company] monitors” – such a story, if true and well-documented, could be persuasive. Taiwan’s culture appreciates humility and facts over hype; marketing should be informative and honest. It also helps to emphasize any **local presence** – e.g., having a **Taiwanese spokesperson or country manager** speak at events or in press interviews in Mandarin, assuring customers that support and service are local.

- **Customer Support & Service:** Taiwanese customers, whether consumers or IT departments, expect convenient and fast service. The company should set up at least one **authorized service center** or contract a service provider (there are companies that handle warranty repairs for multiple brands). Typically, major cities (Taipei, Taichung, Kaohsiung) should be covered for RMA (Return Merchandise Authorization) support, often by courier. A common practice for monitors in Taiwan is offering a “**zero bright-dot” guarantee (no defective pixels) for a certain period**, or a straightforward dead-on-arrival replacement. Matching or exceeding the service standards of competitors (many offer 3-year warranties on monitors) will be important. Because the brand is new, offering a slightly better warranty (e.g., 3 years whereas some budget models by competitors are 2 years) could alleviate concerns of potential buyers. The company should also maintain an **online support portal in Chinese** and a hotline for customer inquiries. Having a few **field application engineers** or technicians available (perhaps through the distributor) to support B2B clients (for instance, to assist a corporate client in setting up color calibration across dozens of monitors) can differentiate the company as a service-oriented provider. Given Taiwan’s smaller scale, providing a high-touch service is manageable and can win loyal customers who then advocate by word-of-mouth.
- **Risks and Mitigation:** Key risks in Taiwan include **intense price competition** – local brands could lower prices or bundle with PCs to crowd out a newcomer. Since the company is not tied to PC sales, it must rely on the strength of its monitors alone. Mitigation: focus on those **niche segments** or geographic areas where personal selling can overcome the price factor by demonstrating value. Another risk is being **overshadowed by local loyalty** – some companies simply prefer to buy from known Taiwanese brands (patriotic or convenience reasons). To mitigate this, the company might consider a subtle approach like using a **localized brand name** or emphasizing its local incorporation. Possibly even exploring **OEM partnerships** – for example, sometimes smaller brands supply monitors that bigger brands rebrand for certain projects. Partnering with a local brand in a OEM/ODM capacity (given the company designs in US and manufactures in Vietnam, it might have unique designs that others could white-label) could be a backdoor way to gain market presence without front-facing brand recognition initially. However, if building its own brand is the goal, then doubling down on marketing and unique identity is the way. **Currency and economic fluctuations** are minor risks; Taiwan’s TWD is relatively stable, but should be monitored as it can affect import costs/pricing. **Inventory management** is also crucial – the Taiwan market may have cyclical demand (around school semesters or year-end corporate budget spend); aligning imports accordingly will avoid excess stock or stockouts. Given the small market, large inventory can tie up capital, so perhaps the company can use its Vietnam proximity for **just-in-time shipments** (transit from Vietnam to Taiwan by sea is very short, or even by air cargo it’s cheap).
- **Opportunities:** Taiwan, while smaller, can serve as an excellent **test market and regional base**. Success in Taiwan could lead to developing relationships that extend to other Southeast Asia markets (since many distributors in Taiwan also have branches in ASEAN) or even product improvements that can be leveraged globally. There is an opportunity to tap into Taiwan’s **tech ecosystem**: collaborating with local panel manufacturers or tech institutes could lead to product enhancements. For instance, Taiwan’s display research is advanced; perhaps partnering with a lab at NTUST or a group at AU Optronics on a new display tech could differentiate the company’s product. Another specific opportunity is the **public sector digitization** trend: Taiwan’s government has budgets for digital classrooms, smart cities, etc. If the company can tailor some offerings (like large interactive monitors or say, a unique ultra-wide for command centers), it could ride those government projects. Culturally, Taiwanese

businesses value **long-term partnerships and trust** – as a smaller firm entering, the company can position itself as a **flexible, responsive partner** as opposed to big brands that may not customize solutions. For example, if a certain corporate client wants a custom firmware or specific mounting solution, the company might be willing to do it – whereas a giant vendor would not – thereby winning a contract and a reference.

In conclusion, **Taiwan** offers a stable but competitive environment. The company should leverage Taiwan's openness to new tech and price sensitivity by providing a compelling mix of *quality, service, and value*. By aligning with strong local distributors and focusing marketing on its unique selling points (be it U.S. design pedigree, specialized product features, or superior support), the company can carve out a loyal customer base. Over time, even capturing a modest share of this market (say 5-10%) would be meaningful relative to the company's size, and the lessons learned in Taiwan – a market with discerning consumers and tough competitors – would prepare the company for other international expansions.

## Comparative Summary and Recommendations

To decide between South Korea and Taiwan, the company must weigh market size against competitive intensity and ease of entry. Below is a comparative snapshot:

Factor	South Korea	Taiwan
<b>Market Size &amp; Potential</b>	≈ \$1.1B monitor market ([PC Monitors & Projectors - South Korea]	Market Forecast] ( <a href="https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/south-korea#:~:text=PC%20Monitors%20%26%20Projectors%20,2029">https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/south-korea#:~:text=PC%20Monitors%20%26%20Projectors%20,2029</a> ) (large volume ~2–3M units/year). Growth flat overall, but gaming segment booming (>\$230M in 2023, doubling by 2033) ( <a href="#">Gaming Monitor Market Korea Trends &amp; Forecast 2023-2033</a> ). B2B demand strong with many large enterprises.
<b>Customer Segments</b>	Tech-savvy, trend-driven consumers (esports culture). Large corporate and government sector procurements. High-end preferences (OLED, 4K) and multi-monitor setups in offices. B2B buyers emphasize quality and local support.	Tech-savvy but price-conscious consumers. Many SMEs; some large tech firms and education buyers. Preference for reliable, value products. Gaming community strong; also a subset of creative professionals.

<b>Major Competitors</b>	<p><b>Local giants:</b> Samsung &amp; LG dominate with ~70%+ combined share in premium segments (<a href="#">Samsung, LG bet big on gaming monitors on esports boom - KED ...</a>). <b>Foreign:</b> Dell, HP (enterprise deals); ASUS, Acer (some presence in gaming); emerging Chinese brands at low end. Competitors invest heavily in innovation and marketing.</p>	<p><b>Local giants:</b> ASUS (~28-29% share) (<a href="#">The Philippines' First Tech-Lifestyle Magazine ... - Gadgets Magazine</a>), Acer, BenQ lead, plus MSI/Gigabyte in gaming. <b>Foreign:</b> Dell/HP (enterprise niche), Samsung/LG (premium niche), ViewSonic/AOC (budget). Local brands have strong distribution and loyalty; market is fragmented but dominated by top Taiwanese makers.</p>
<b>Competitive Edge Needed</b>	<p>Must take on well-entrenched brands with superior tech or carve a niche they under-serve. Differentiation via unique features or cost advantage is critical. Service quality can be a selling point (incumbents already strong). Will need significant marketing to build awareness in a crowded field.</p>	<p>Must go against companies on their home turf, but consumers are used to many brands competing. A niche strategy (e.g., specialist in design monitors or superior service for SMBs) can win a following. Price competitiveness is vital. Easier to get noticed if value proposition is clear, as market is smaller and close-knit.</p>
<b>Regulatory Environment</b>	<p>Favorable to foreign business; 100% ownership allowed. Requires FDI registration (<a href="#">Business Guide for South Korea</a>). Corporate tax up to 25% + local surtax (<a href="#">Business Guide for South Korea</a>). Import VAT 10%, likely 0% duty (FTA/ITA) (<a href="#">South Korea - Import Tariffs</a>). Must obtain <b>KC safety certification</b> for products (<a href="#">KC Certification for South Korea - MPR Korea Certification</a>). Strict labor laws (52-hr week cap (<a href="#">South Korea's maximum working week to be reduced to 52 hours</a>), mandatory severance (<a href="#">Hire and Pay Employees in South Korea - Oyster HR</a>)). Setup complexity: moderate.</p>	<p>Friendly to foreign investors; 100% ownership allowed with Investment Comm. approval (<a href="#">Entity set up in Taiwan, China - DLA Piper Guide to Going Global</a>). Flat 20% corporate tax (<a href="#">Taiwan - Corporate - Taxes on corporate income</a>). 5% VAT, 0% duty on IT products (<a href="#">[ All You Need to Know About Taiwan's Import Duty</a></p>
<b>Operational Considerations</b>	<p>Need Korean-language operations, local team crucial. Higher costs (Salaries, rent in Seoul). Must invest in building relationships (business culture demands local presence and trust-building). Logistics: Vietnam-to-Korea shipping easy (short distance, RCEP trade benefits).</p>	<p>Mandarin (Traditional Chinese) operations needed. Costs lower (Taipei cheaper than Seoul). Distribution networks readily accessible via partnerships. Can manage Taiwan operations with a lean team. Logistics: very short supply chain from Vietnam; no tariffs. Taiwan could serve as a regional hub.</p>

<b>Cultural Factors</b>	Strong nationalism in consumer preferences – local brands favored, but also love for latest tech can overcome that. Hierarchical B2B culture – personal meetings and reputation matter. Consumers demand high quality and are vocal online.	Local pride in brands exists, but consumers are pragmatic – they switch if a new brand offers better value or innovation. Business culture values relationships but is relatively open and flexible, especially in tech sector. Support in local language and fast response builds trust.
<b>Timeline to Impact</b>	Likely longer ramp-up. Year 1-2 to establish brand awareness and land initial big clients. Could require significant investment (marketing, maybe local demo center) to break into enterprise accounts. Once established, volume and revenue potential are high.	Can achieve presence faster due to market size – easier to cover key channels in a short time. Year 1 could see penetration in niche segments or online retail. Revenue potential is smaller, but the break-even might be reached sooner given lower overhead and simpler market penetration (if done via distribution).
<b>Strategic Pros/Cons</b>	<b>Pros:</b> Large revenue opportunity; a win in Korea boosts global credibility (market seen as trendsetter); high-end segment can lift margins. <b>Cons:</b> Extremely competitive; expensive to enter; requires top-tier product to compete; longer payback period.	<b>Pros:</b> Easier market entry logistics; can leverage local partnerships; lower entry cost; quick feedback from tech-savvy users to improve product; profitable niche possible without needing massive scale. <b>Cons:</b> Limited market size; dominated by incumbent local brands; pricing pressure is intense, limiting margins; success is modest in global context.

**Recommendation:** The choice depends on the company's resources and strategic goals:

- If the priority is **short-term entry with limited resources** and using a market as a stepping stone, **Taiwan** may be the better option. Taiwan's smaller scale means the company can manage with a lean investment and still make a noticeable impact. It can establish its brand among a tech-savvy user base, iron out any localization issues, and generate steady (if not huge) revenue. Taiwan's ease of doing business and close cultural/language ties to the manufacturing base (Vietnam and China) also mean fewer surprises. Essentially, Taiwan can be a "pilot market" where the company learns how to compete with ASUS/Acer on their home turf. Gaining even a 5% market share in Taiwan would be a meaningful addition to the company's revenue and provide testimonials and experience for tackling larger markets later. The risk is manageable and the company can always recalibrate strategy quickly given the market's nimbleness.
- If the company's vision is **long-term growth and establishing a flagship presence in Asia**, then **South Korea** offers a higher ceiling. While tough to penetrate, the Korean market rewards those who succeed with not only higher sales volume but also a strong brand prestige in the region. Korea could become a regional headquarters and a gateway to other North Asian markets (success in Korea could open doors in Japan or signal readiness for China eventually). However, the commitment required is substantial: the company should be prepared to invest in top-notch localization, hire experienced Korean industry personnel, and possibly adapt its product strategy to Korean tastes (like developing a gaming monitor line if it hasn't already, since gaming drives interest). The competitive fight will be intense – going against Samsung and LG on their home ground means finding a very clever angle or niche. Yet, smaller monitor companies (for instance, gaming-focused brands or professional monitor

makers) have found pockets of success in Korea by catering to enthusiast communities. The company would need a multi-year horizon to see significant ROI in Korea, but once momentum builds, the revenues could dwarf what Taiwan alone can provide.

**Possible Path Forward:** The company might consider a phased approach – leveraging the relatively lower-risk entry into **Taiwan first** to refine its products and Asian market approach, then tackling **South Korea** armed with those insights and perhaps a slightly larger war chest. Since the company is “fully committed” to one new market at this time, if it must choose *either/or*, it should align the choice with its internal strengths. For example, if the company’s monitors have cutting-edge features and it’s ready to spend on marketing, Korea could be a fitting challenge. If instead the company prides itself on cost-efficient quality and wants to quietly build a solid B2B base, Taiwan might yield better short-term wins.

Regardless of choice, in **both countries** the company should emphasize: quality (proven by certifications and perhaps U.S. design), localized service (hire local staff, offer strong support), and a willingness to adapt to customer needs (be it through product tweaks or business model flexibility). By doing so, the company can establish itself as a credible B2B monitor brand.

Finally, remember that **success is not just about the market metrics but about execution**. A well-executed entry in Taiwan might outperform a poorly executed one in a bigger Korea, and vice versa. The information above arms the company with knowledge to execute effectively. Whichever market is chosen, a focused strategy addressing the points detailed – from market trends to legal must-dos – will greatly enhance the odds of building a strong presence and achieving the company’s expansion goals.

#### Sources:

- Market size and growth: South Korea monitor market value ([PC Monitors & Projectors - South Korea | Market Forecast](#)); Gaming monitor stats ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)); Taiwan unit sales ([\[PDF\] Lemtech Holdings Co., Limited 2020 Annual Report](#)).
- Trends: Global monitor shipment and segment trends (IDC) ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)) ([Global PC Monitor Market Delivers Third Consecutive Quarter of Growth in Q2 2024 :: I-Connect007](#)); Gaming trends in Korea ([Gaming Monitor Market Korea Trends & Forecast 2023-2033](#)).
- Competitors: Korean premium segment leadership ([Samsung, LG bet big on gaming monitors on esports boom - KED ...](#)); ASUS Taiwan share ([The Philippines' First Tech-Lifestyle Magazine ... - Gadgets Magazine](#)); BenQ esports stat ([BenQ - Wikipedia](#)).
- Legal/Regulatory: Korea workweek law ([South Korea's maximum working week to be reduced to 52 hours](#)); Korea severance ([Hire and Pay Employees in South Korea - Oyster HR](#)); Korea corporate tax rates ([Business Guide for South Korea](#)); KC certification requirement ([KC Certification for South Korea - MPR Korea Certification](#)). Taiwan corporate tax ([Taiwan - Corporate - Taxes on corporate income](#)); VAT and duty Taiwan ([All You Need to Know About Taiwan's Import Duty | DHL Malaysia](#)); BSMI requirement ([Taiwan updated lists of regulated electrical and electronic products](#)); Taiwan work hours cap ([Labor Rights - Invest Taipei Office](#)); Foreign investment process ([Entity set up in Taiwan, China - DLA Piper Guide to Going Global](#)).
- These and other references are integrated to support the analysis above.