

Governor Phil Murphy

Governor Murphy, Taiwan President Tsai Ing-wen Announce Plan to Open Asia-Pacific Office in Taipei City in 2024

10/19/2023

Taipei City, Taiwan – New Jersey Governor Phil Murphy and Taiwan’s President Tsai Ing-wen today announced plans for Choose New Jersey to open an Asia-Pacific office in Taipei City, Taiwan in 2024. The outpost, the New Jersey Asia-Pacific Center, will be the fifth international office for Choose New Jersey, the state’s leading nonprofit economic development organization. The announcement is one of the highlights of the Choose New Jersey Governor-led economic mission and is a direct result of the strong bilateral relationship built between New Jersey and significant partners in East Asia.

“The opening of Choose New Jersey’s first-ever Asia-Pacific office is a once-in-a-generation opportunity to unleash unprecedented growth and prosperity for both New Jersey and the Asia-Pacific region, especially Taiwan,” **said Governor Murphy**. “With this new office, we will strengthen the economic and cultural ties that have connected our people for decades, create new opportunities for workers and families, and help preserve a free and open exchange of ideas, trade, and collaboration that benefits both New Jersey and our partners in the region.”

“The relationship between New Jersey and our East Asian partners has long promoted our mutual goals of economic prosperity and increased academic and cultural ties,” **said Wesley Mathews, President and CEO of Choose New Jersey**. “The bonds we share will only be strengthened by New Jersey’s full-time presence in East Asia, and I am excited to work closely with businesses throughout the region to strengthen those relationships and expand their opportunities for growth in New Jersey and the United States.”

The trade and investment relationship between East Asia and New Jersey is a pivotal driver of economic growth and cross-cultural exchange. East Asia’s rapid economic development and technological advancements partner well with New Jersey’s diverse industries and strategic location, making for a mutually beneficial partnership.

“For decades, East Asia has been a critical partner to the United States, which has helped create great opportunities here in New Jersey,” **said Tim Sullivan, CEO of the New Jersey Economic Development Authority**. “Opening an Asia-Pacific office will help bolster our shared economic and cultural values – unlocking the potential for exceptional economic growth. Choose New Jersey’s new office will strengthen our bond and result in new job opportunities in strategic sectors, creating a stronger and more diverse economy.”

The New Jersey Asia-Pacific Center will help strengthen the ties between New Jersey and the region and enable increased trade and collaboration in the sectors that are crucial to New Jersey’s continued economic success, such as technology, life sciences, manufacturing, and clean energy. The office will showcase New Jersey’s deep interest in East Asia and will support companies looking to expand into the North American market.

Reporters interested in more information on the New Jersey East Asia economic mission may contact Mahen Gunaratna (mahen.gunaratna@nj.gov (<mailto:mahen.gunaratna@nj.gov>)) and Ingrid Austin (iaustin@choosenj.com (<mailto:iaustin@choosenj.com>)) or visit choosenj.com/EastAsiaMission (https://urldefense.com/v3/_https://t.e2ma.net/click/f1nl8j/nrddit/vppba6_!!J30X0ZrnC1oQtbA!P8w4-U0_1GM_haYZgUSDFnTkics1EG0cA06mk1PwkvVmT1VAnCQOwr7BiNJDgLJtMvMgqJnLWJtmnZ4PjaiFQsY5eWjasa) for additional details.



TRENTON - New Jersey Governor Phil Murphy and a delegation of business and academic leaders, organized by Choose New Jersey, will travel to Taipei, Taiwan on October 19, 2023, following visits to Japan and South Korea. This visit aims to deepen trade, investment, and academic ties between New Jersey and Taiwan, an economic relationship accounting for over \$4 billion in revenue every year. New Jersey also has the fourth largest population of Taiwanese Americans in the United States. Taiwan will be the final stop on the Governor's economic mission to East Asia before returning to New Jersey on October 22, 2023.

"Taiwan has long been one of New Jersey's most vital economic, academic, and cultural partners," **said New Jersey Governor Phil Murphy**. "New Jersey is a global leader in life sciences, fintech, and infrastructure, which are key areas of investments for East Asia. Our state is also home to the fourth highest percentage of Asian Americans of any state in the nation, with nearly one million Asian American residents living in New Jersey. By deepening our economic and cultural ties, we can grow our economies and generate good-paying jobs for families on both sides of the Pacific. I am proud to highlight New Jersey as the best place for Taiwanese innovators and entrepreneurs to expand, grow, and reach new consumers."

"Our trade and investment relationship with Taiwan is strong and dynamic, and we see the New Jersey-Taiwan relationship as a vital pillar of our international economic agenda. We look forward to reaffirming that relationship on this mission," **said Wes Mathews, President and CEO of Choose New Jersey**. "We visited Taiwan in mid-August and experienced firsthand the vibrancy of the culture, private and public sectors, and institutions of higher education. We look forward to underscoring our longstanding partnerships as well as forging new relationships that will grow and evolve our respective economies and societies."

Governor Murphy's activities and schedule will include meetings with companies and executives, trade organizations, government officials, higher education leaders, startup incubators, and other key commercial and economic partners. Key industry sectors of focus will include infrastructure, clean energy, financial services, life sciences, technology, logistics, manufacturing, and food and beverage.

The East Asia economic mission features a diverse 30 to 40-member delegation comprised of business leaders, university representatives, and elected officials taking place from Saturday, October 14 through Sunday, October 22, 2023.

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