


Resume of Peter Y. H. Chang(張揚鴻)

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First Name	Yang-Horng	Sex	male	
Last Name	Chang	Nick Name	Peter Chang	
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e-mail	yanghorn48@gmail.com			
Address	10F-4, No.11, Sec.1, Ban-An St., Shu-Lin District, New Taipei City, Taiwan			
Education Background				
1973~1977	Bachelor, Economic Co-operative Dept. Tamkang University			
1997~1998	MBA, Marshall Business School, Southern California University(USC),USA			
2004~2006	Doctoral Course, Economics Department, Fukuoka University, Japan			
2016~	Ph.D. Candidate, Ph.D. Degree Program in Business, Feng Chia University			
Working Experience				
1979~1986 Manager, Trade Division, Trading Company				
1986~2020 Taiwan External Trade Development Council (TAITRA), Also known as “Taiwan Trade Center”, “Far East Trade Service Center”. ”Taipei World Trade Center”				
1986~1989 Specialist, Market Research Dept.				
1989~1992 Specialist, Tokyo Branch Office, Far East Trade Service Center, Japan				
1992~1999 Project Manager, Market Development Dept.				
1999~2001 Manager, Kang Fu Campuses, International Trade Institute (ITI)				
2001~2005 Director, Fukuoka Branch Office, Taiwan Trade Center, Japan				
2005~2006 Deputy Executive Director, Planning and Finance Dept.				
2006~2008 Deputy Executive Director, Nang Kang Exhibition Center				

2008~2013 Director, Seoul Branch Office, Taiwan Trade Center, Korea.
 2013~2016 Deputy Executive Director, Market Research Dept.
 2016~2017 Executive Director, Market Research Dept.
 2017~2020 Executive Director, International Trade Institute,

Business Field

1. Market development Strategy/ international market development strategies and recommendations
2. Market research/ business information writing and regional market research
3. International talent training/international corporate talent, human resource planning and training, team organization and operation
4. Convention and exhibition industry hardware management, exhibition talent training

Expertises

1. Northeast Asia and New Southbound Market Research (Japan, South Korea, New Southbound Countries)
2. International Exhibition Marketing (Exhibition and Exhibition Practice at Home and Abroad)
3. Event planning and management/seminars, briefings, presentations, etc...
4. Planning and implementation of talent training for international enterprises
5. SME functional training and talent training

Writing

1. How to expand the Japanese electronics & electrical appliance market
2. Orchids Market Survey Report of Japan market
3. Hong Kong refined salt market survey
4. How to expand the Korean market (co-authored)
5. China Wood Products Market (co-authored)
6. Business opportunities and strategies in the Japanese market after the financial turmoil

Lecture

Language	Topic	School/Organization
Chinese	The Changes and opportunities of Japan	1.National Chen chi University 2.I-Shou University

Chinese	Japanese Business and Culture	TSMC
	International Marketing	ITI, TAITRA
	Korean New Economics Trend	Feng Chia University
	Korean Business Management and Talent Strategy	National Chen Chi University
	New Southbound Policy Opportunities and Challenges for Taiwanese Enterprises	National Chen chi University
	Korean Cultural and Creative Industries	National Chen chi University
	International Exhibition Marketing	ITI, TAITRA
	The Rise of South Korea and business chance	Shih Chien University
	Collection and writing of trading information	Ministry of Economic Affair
	Cross-cultural and international business experience sharing	I-Shou University
	Northeast Asian market and business Chance	National Chen Chi University
	Korean ABC	Market Research Dept. TAITRA
English	The Sharing of Taiwan Trade Experiences	Busun Education Center, Kotra
	Korean culture and our challenges	Taipei University of Technology
	The Challenge of New South Bound Policy	Taipei University of Commerce
Japanese	The Advantage of Taiwan to Japan market	Fukuoka Women's University
	The Economic between Taiwan and Japan	Providence University
	Taiwan Trade trend and global overview	Hunai Sougou Kengyusho
Others		

1. Talent Training Program Project Host, International Trade Talent Program, Ministry of Economics International 2. Talent Training Program Project Host, Exhibition Talent Cultivation and Certification Program, The International Trade Bureau of the Ministry of Economic Affairs 3. Supervisor, Taiwan exhibition industry development policy research - how to enhance the soft power of Taiwan exhibition industry, The International Trade Bureau of the Ministry of Economic Affairs. 4. Supervisor, New Southbound Exhibition Business Opportunity Analysis and Taiwan Marketing Strategy, TAITRA 5. Supervisor, Survey of the exhibition industry and assessment of the scale of the exhibition industry, TAITRA 6. Supervisor, Analysis of competitiveness of local convention and exhibition cities and research on marketing strategies, The International Trade Bureau of the Ministry of Economic Affairs 7. Evaluation Committee member of Functional Standards and Function-oriented Course Subsidy Program, Labor Development Department, Ministry of Labor	
Language	Chinese, English, Japanese
Current Position	1 Founder & CEO/SME Shared Business Group 2. Asia Pacific CEO/Japan Global Enterprise
Remarks	Overseas training courses in the last two years ; 1. Corporate Leadership International Course/ Li Guangyao Institute of Public Policy Research, National Competitiveness Center for Asian Studies, National University of Singapore 2. Leaders of multinational startups/ La Hav College, Tel Aviv University, Israel