

Taiwan Showcases Green Building Technologies in Cebu Advancing Sustainable Tropical Architecture through Regional Collaboration

The Philippines is a key emerging market in Southeast Asia. With rapid urbanization and a booming tourism industry, demand for energy-efficient and environmentally sustainable buildings is on the rise. To enhance the international visibility of Taiwan's green building materials and energy-saving products, and with support from the Bureau of Foreign Trade, Ministry of Economic Affairs, the Green Product International Linkage Program organized a delegation of 11 companies related to the Taiwan's green building sector to visit Cebu, Philippines, from May 5 to 10, 2025. The mission included site visits, business exchanges, and technical demonstrations—marking an important step in expanding into Southeast Asia's growing green construction sector.

The Taiwanese delegation showcased a diverse range of products, including insulation, waterproofing solutions, solar energy systems, energy storage, and HVAC energy-saving technologies. These innovative solutions were tailored to the region's hot, humid, and coastal climate, offering a blend of aesthetics, environmental performance, and functional durability.

Highlights from participating companies included:

- ADDSTONE presented sustainable and visually appealing water-based stone-textured coatings.
- Heng Chung (Plimates) Enterprise introduced waterproof and self-cleaning coatings designed for outdoor applications, which help extend the lifespan of building materials.
- Yaoyuan Xingye Ltd. demonstrated high-performance insulation films engineered for tropical environments, capturing strong interest from local architects and designers.

The delegation also carried out hands-on technical demonstrations in Cebu, applying Taiwan's insulation, waterproofing, and biodegradable protective materials to local construction settings. These live demos showcased not only product performance but also ease of application—strengthening Taiwan's reputation for high-quality, practical solutions in real-world projects.

During the visit, the team held in-depth exchanges with the Cebu chapter of the

United Architects of the Philippines and other local stakeholders. These discussions highlighted Taiwan's hands-on experience in sustainable construction and low-carbon design, laying the groundwork for potential collaborations in the region's green transition. Positive feedback from construction and real estate professionals further underscored the strong market potential of Taiwan's energy-saving technologies and eco-friendly building materials.

This mission to Cebu not only boosted Taiwan's visibility and professional image in the Philippine green building sector but also laid a solid foundation for future bilateral cooperation. Areas of potential partnership include sustainable architecture, green urban development, and low-carbon living. Looking ahead, efforts will continue to support Taiwan's green building industry in offering integrated solutions and working with partners in the Philippines to shape a more sustainable built environment.