



THE ASSOCIATION  
MAGAZINE

# TAIWAN

MICE DESTINATION



SPECIAL MICE  
DESTINATION REPORT



# RE-FRESH TAIWAN: RENEWING TAIWAN'S MICE ECOSYSTEM

Among the many attributes and strategies that have made this island country one of the greatest economic successes of the past 50 years, Taiwan's most valuable resource remains its people. With hospitable, sophisticated and professional capacities, the people of Taiwan are the country's foundation, making it a land of profound possibilities!

As a result of the "new normal" triggered by the pandemic, the global MICE industry is undergoing a huge transformation. As a result, MEET TAIWAN launched a new project called **Re-Fresh Taiwan** to reform the Taiwan MICE industry. Integrating governmental and non-governmental resources, in conjunction with Taiwan's world-leading information technology and abundant cultural vitality, a more safe and secure MICE ecosystem is forming. At the same time, the industry has been invigorated by people's mobility and commitment, ushering in better and more diverse cultural services and experiences for professionals around the world.

The prefix "re", meaning back or again, is the highlight of MEET TAIWAN's new program

– **Re-Fresh Taiwan** – representing a fresh start of a new ecosystem for the local events industry following the global pandemic. The programme is epitomised by a visual design of four different Taiwan-related characters: male and female Taiwanese opera actors, the goddess Mazu, and an indigenous Taiwanese. The simplified character images are combined with unique symbols related to some of Taiwan's characteristic venues, architecture, local culture, and traditional cuisines. The colours and lively design express the brand-new image of Taiwan's conventions and exhibitions.

With the sudden global spread of COVID-19, Taiwan, like so many other countries, faced new challenges. Early on, Taiwan achieved world-leading pandemic control results through immediate response measures. Although there was a later surge in cases of infection, it was soon stabilized through public cooperation and effective government control. Together with increased vaccination rates, these measures demonstrate Taiwan's resilience, which has enabled people to quickly return to relatively normal life with safety and peace of mind.



Here are six advantages of organising MICE events in Taiwan in the post-COVID-19 era:

## 1. Reassured and Safe

Taiwan has a sound medical care system and public health environment that can promptly implement pandemic control measures, as well as excellent public security. These advantages make Taiwan a top destination pick for countries to organise MICE events. (pages 24, 25)

## 2. Remarkable Services

Looking forward to the recovery of Taiwan's MICE industry, service providers in Taiwan offer professional, highly efficient, high-quality, and flexible services that are incredibly responsive to emergencies. Taiwan's MICE Promotion Program also has incentives and measures to encourage more business opportunities and boost local industry growth.

## 3. Revolutionised Digital Era

As hybrid events have become the latest trend in the MICE industry, Taiwan is applying new digital resources to build an innovative fresh model for digital exhibitions and facilitate technological and digital transformation of its national landscape. Taiwan's government has also actively developed hybrid meetings by building, for example, an online trade fair platform and launching a cloud meeting system for industry use.

## 4. Reinforcing Green MICE

Taiwan promotes its Green MICE Guidelines, with "Stay Green, Go Sustainable" as a rallying theme,

aiming to balance energy conservation and environmental sustainability. By encouraging Taiwan's MICE organisers to adopt an eco-friendly model, Taiwan's MICE Promotion Program has assisted MICE players successively obtaining international certifications such as PAS 2050, ISO 14064-1, PAS 2060, ISO 20121 and ISO 50001. To date, 17 MICE industry companies, including event organisers, exhibitions and venues, have obtained the ISO 20121 standard for sustainable event management.

## 5. Recalibrate Technology Clusters

Taiwan's telecommunication, optoelectronic, semiconductor and tech-related industries have become internationally competitive. They are an important cornerstone in the development of Taiwan's MICE industry in terms of trade shows and exhibitions. Two examples of this are Taiwan's Taipei International Computer Show (COMPUTEX TAIPEI) and the Taipei International Bicycle Show, both ranked as the second largest shows in the world in their respective industries.

## 6. Relish Our Delicious Food

Widely ranked by the specialized media as one of the world's top gastronomic destinations, Taiwan's culinary philosophy is to eat often and eat well. Taipei has about 20 streets dedicated to food stalls with the best dumplings, the most amazing tofu and deep-fried chicken cutlets that will make you cry for more. Taiwan's food is a blend of Min Nan, Teochew and Hokkien Chinese cuisine, combined with cooking techniques from other countries such as Japan and Vietnam.



## DESTINATION TAIWAN

### AWAITS YOU

Spanning over five centuries of intermixed cultures with settlements from both Western and Eastern empires, Taiwan's fascinating modern population stems from a unique social architecture and melting pot that explains its success, diversity and resilience. Taiwan's massive industrialization and prodigious growth during the second half of the 20th century rapidly turned an agrarian island off the southeast coast of China, into one of the most developed technological countries in the world. Today, the export-oriented industrial economy of this trading wonder is the 21st largest in the world by nominal GDP, and the 20th largest in PPP measures with important contributions from steel, machinery, electronics and chemical manufacturing. Taiwan also ranks high in terms of political and civil liberties, education, health care and human development backed by a stable and progressive democracy and a top-notch education system. For these reasons, Taiwan is the first stop for many European and American entrepreneurs looking to invest in the Asian market and establish trade agreements. Trust is the key to business and Taiwanese know it.

In this economic period marked by globalization, Taiwan has turned its attention to industrial cluster innovations and products specialization, being considered one of the top four super innovators in the world according to World Economic Forum for several years in a row. Tourism strategy has shifted towards high-premium visitors and legacy events to meet local needs and usher in a new era of meetings. The island-country has collected several accolades as a prime destination for MICE industry in Asia, and has made its mark on the MICE industry. A state-of-the-art infrastructure complemented with tailored technological resources, widely accepted sustainability policies, and a well-oiled dynamic between industry and universities, is sparking international interest in a destination that is strongly invested in business events.

This customised guidebook introduces various facets and strengths of Taiwan, suggesting attractive options and pointing out the advantages of organising your next event here.

Prepare yourself for relaxation and adventure – rally your colleagues and choose Taiwan! You won't regret it.



**Capital City:** Taipei    **Area:** 36,193 km<sup>2</sup>    **Population:** 23.5 million

#### General Information

**Language:** Mandarin, Taiwanese, Hakka, Indigenous dialects

**Time Zone:** National Standard Time (UTC+8)

**Electricity:** 110v, 60Hz

**Topography:** Surrounded by the sea. Mostly rugged mountains in the east, gently rolling plains in the west.

**Temperature:** Averages 16-20°C winter, 28-39°C summer.

#### Getting to Taiwan

- Groups enjoy visa-free access from over 66 countries or a convenient eVisa application process.
- 7 international harbors, 20 airports (4 international, 16 domestic)
- 134 cities with direct flights to Taoyuan international airport
- 33 cities with direct flights to Kaohsiung international airport

#### Comprehensive Infrastructure

- More than 10,000 WiFi hotspots throughout Taiwan, including main tourist attractions and transport hubs
- 123 star-rated hotels, over 28,619 rooms in Taiwan
- From Taiwan's north to south, it takes only 99 minutes by high speed rail (THSR)
- Public bicycles in 13 cities (pay by credit card or prepaid smart card)
- 4 cities with metro systems: Taipei, Taoyuan, Taichung and Kaohsiung
- Taiwan ranks 2nd for highest ratio of convenience stores in the world (many with services beyond expectations)

臺灣

TAIWAN



## NORTHERN TAIWAN

The Northern Taiwan is the most populous and developed region thanks to the inclusion of its nation's capital. Comprised of six counties and cities - Taipei, New Taipei, Keelung, Taoyuan City, Hsinchu County and Hsinchu City - the area boasts numerous national recreation sites, civic parks, hiking and bicycling options, perfect for visitors and delegates who wish to unwind after a conference or event.

Surrounding this vast urban sprawl lies a dramatic coastline that provides a backdrop for stunning scenery and exotic beaches, ranging from the North Coast and the Guanyinshan National Scenic Area to a bit south in the Northeast National Scenic Area. In the capital, you can enjoy a panoramic view from Taipei 101, one of the world's tallest buildings, visit the historic National Palace Museum, or immerse yourself in the timeless charm of old glamorous streets.

### Group Activities

- Between Fugui Cape and Cape Bitou, the port city of **Keelung** is set in a strategic harbor surrounded by mountains, and is home to a famous attraction – the **Keelung**

**Miaokou night market.** Visiting this food market will give group members a chance to taste many of Taiwan's characteristic dishes. Walking out of Keelung Train Station, what meets people's eyes is the scenic view of Keelung Harbor, making it one of the best spots for enjoying night views.

- The **Pingxi Sky Lantern Festival in New Taipei City**, held during the Lunar New Year celebrations, is one of the most famous festivals in Taiwan involving the release of thousands of sky lanterns at night. Group members can participate in this festival, create their own lanterns, write their wishes and launch them into the sky; it is a magical sight and celebration of peace and good fortune.
- **Hsinchu** County is home to the largest Hakka community in Taiwan. Groups can visit the Hakka settlement of Beipu and try activities including making leicha (thunder tea), a hearty drink fashioned from tea, peanuts and sesame. Foodies can also visit the Chenghuang Temple, where food stalls pack the roadside.

# TAIPEI CITY: A CONFERENCE UNDER THE SETTING SUN

Taipei is highly regarded for its business development, uplifting quality of life and career prospects—all contributing to the city's growing MICE appeal and visibility.

Taipei, Taiwan's capital and largest city, is an important centre of production and technological development, and one of the major hubs in East Asia with about 2.57 million residents. With a robust economy, rich cultural history and backed by 21st century innovation, this global city welcomes visitors from everywhere to gather at this venue-packed destination. Situated in the Taipei Basin, the city attracts a multitude of multinational corporations, financial institutions and foreign consulates to set up bases. Taipei also provides a safe and reliable living environment with a pleasant subtropical climate, as well as state-of-the-art infrastructure, a complete transportation grid, and integrated health systems – which explains its top position in world urban rankings. Taipei is also a highly-globalized city with a myriad of foreign languages resonating in the streets, such as English, Japanese, Korean, and other Southeast Asian languages.

## Economic Drift

Taipei has nearly **3,700 registered foreign**

**businesses**, and attracts over **57%** of the total foreign investment in Taiwan. At the moment, the service industry represents 81.27% of the city's economy, with the remainder shared by manufacturing, agriculture, forestry, fishing and livestock sectors. The city's R&D centres and operational headquarters form the main national industry clusters, especially the **Neihu Technology Park** and the **Nangang Software Park**. In addition, Taipei has a large number of academic research institutes, such as **Academia Sinica**, and 29 public and private universities. Around 60% of the workforce in Taipei has a higher education, with the best professional talent from these institutes driving industrial innovation and new businesses. These factors have triggered firm commitments in the areas of ICT, biotechnology, general merchandising, financial services and, of course, **MICE clusters**.

## MICE Network

The majority of international exhibitions in Taiwan are held in Taipei. That is a well-



established fact, as Taipei is already home to major mega events such as **COMPUTEX TAIPEI** and **TAIPEI CYCLE**. Four key MICE venues in Taipei and Kaohsiung feature 5G demonstration fields with AR and VR technologies, upgrading those facilities and providing organisers with innovative digital experiences. The **Taipei World Trade Center (TWTC)** and the two exhibition halls of **Taipei Nangang Exhibition Center** are ready to provide smart services so that buyers and visitors can quickly track booths through navigation – diversifying MICE events and actively promoting the digital transformation of the industry.

**1. TWTC** offers a single, modern venue that combines exhibition space, conference facilities, offices, and hotel accommodation for international associations. TWTC also brings together a wide range of consultancy services for trade-related matters, business partners, suppliers and markets.

**2. Taipei International Convention Center (TICC)** is Taiwan's premier venue for conferences and congresses, hosting an average of 850 major events and attracting more than 500,000 visitors worldwide. TICC also launched its new digital **TAITRA 103 iStudio** to provide enhanced audio-visual services for virtual meetings.

**3. The Taipei Nangang Exhibition Center**, also known as TaiNEX, is a superimposed purpose-built exhibition complex in Nangang District, consisting of two large exhibition halls about 15 minutes' drive northeast of TWTC.

## Access and Transport

Taipei has its own **Songshan Airport**, and is also situated near **Taoyuan International Airport**. From the latter, you can quickly reach many other major Asia-Pacific cities, such as Shanghai, Seoul, Tokyo, Hong Kong, and Singapore, all within four hours. Furthermore, there are port facilities located in both Taipei and Keelung, providing the city with alternative sea and air transportation. Taipei Main Station is the largest railway station and transport hub in Taiwan, connecting you to the whole island. Within Taipei, the most efficient and quickest way to get around is by metro subway (six lines), and there are many other ways to discover the charms of this metropolis such as bicycle, bus (more than 280 joint routes), boat trip and aerial cable car, which offers exhilarating views of the Taipei Zoo area, the Zhinan Temple, and the Maokong tea plantations.





## TAOYUAN CITY: A NORTHERN TAIWAN CHOICE

Taoyuan's cultural diversity and growing economy are rivalled only by an abundance of natural attractions and rustic landscapes.

From a satellite city to Taiwan's fourth-largest metropolitan area, this vast metropolis has witnessed the fastest population growth of any city in Taiwan. Taoyuan is home to many industrial parks and technology companies, as well as the Taoyuan International Airport. The upward trend has been followed by an increasingly strong visitor economy. Over the past two years, the Chiang Kai-Shek and Chiang Ching-Kuo Cultural Park has attracted over three million visitors a year. The park is a successful example of efforts by the Taoyuan City Government to create tourism value, promote high-quality visitor services with private sector partners, and develop locally unique attractions. With a population of 2.12 million people, Taoyuan houses 12 hotels in central customer areas with a total of 2,599 rooms. Furthermore, the city boasts 29 industrial parks, as well as headquarters of international companies such as 3M, **Coca Cola**, **DuPont**, and **Toyota**. Most of

these companies focus on industries such as automobiles, ICT, logistics, electric cars, and cloud computing. The city also aims to become a beacon in innovation and entrepreneurship for Asia-Pacific youth with several venture bases and start-up hubs underway.

### Leading Industries

Taoyuan is arguably one of the main industrial and technological hubs in the entire country. To promote e-commerce, warehousing and distribution, the city established the **Alliance of Taiwan Logistics**, which now has more than 280 members including **Qingzhou**, **Evergreen Group**, **Fubon Media** and **Cathay Life Insurance**. Several high-tech companies including **Quanta**, **MiTAC**, **Inotera**, **Nanya Technology**, **HTC**, **CPT** and **AU Optronics** have chosen this special municipality to house their factories, making it a stronghold in electronics and semiconductor production. In addition,



the headquarters of **China Airlines** and **Eva Air**, as well as the Chung-Shan National Institute of Science and Technology, are set here sharing base with multiple aerospace component suppliers. The biotech industry also has a high production capacity, with companies such as **Grape King Bio**, **Ko Da Pharmaceutical** and **ShareHope Medicine** having production facilities in Taoyuan. In 2016, the Asia Silicon Valley Development Agency was formed to foster innovation, promote the Internet of Things (IoT) sector, and to attract world-class tech talent. This project aims to transform Taiwan into an R&D hotbed for the IoT sector, as well as a global centre for entrepreneurship. And it doesn't stop there: Taoyuan combines all these features while also being one of Taiwan's leading international healthcare providers. Smart hospitals and healthcare are ready to offer high quality and efficient medical care. Other major industries in the region include smart textiles, electric vehicles and green energy.

### Infrastructure and Transportation

Right in the centre of Taoyuan's **Zhongzheng Arts District** is the Taoyuan Arts Center, which offers a wide variety of public presentations and exhibitions, as well as world-class arts programmes. The Center has an exhibition space, a performance hall, two rehearsal rooms and an outdoor arena. Taoyuan International Airport connects the country to major Asia-Pacific cities, taking an average of just four hours. It is the largest civil airport in northern Taiwan, being the gateway for international travellers and one of Taiwan's most important windows to the world. With two operational terminals (T1 and T2) and a third under construction, the airport is linked to a comprehensive public transport network with a convenient Airport MRT to the city. Taoyuan Airport MRT covers Taiwan Railways, High Speed Rail and Taipei Metro, integrating northern Taiwan's transport networks, and opening the door to international markets. The international airport is connected to downtown Taipei via a freeway that traverses the special municipalities of Taoyuan City and New Taipei City, and also by a metro rapid transit system. Moreover, all domestic air destinations (Kaohsiung, Taitung, Magong, and more) are all within an hour.



# CENTRAL TAIWAN

Miaoli County, Taichung City, Changhua County, and Nantou County are the four counties and cities that make up modern Central Taiwan. The region is defined by vast mountain ranges with jaw-dropping landscapes. From the calm beauty of Sun Moon Lake to the island's colossal sentinel – Yushan (Jade Mountain), the highest peak in northeast Asia – Central Taiwan is an ideal destination for road trips and weekend retreats. Its mild climate and central setting contrast with the booming density of the north, and the tropical lowlands of the south.

If you like culture and art, don't miss Taichung's National Taiwan Museum of Fine Arts, the National Museum of Natural Science, and Miaoli County's woodcarving and pottery studios; if you are looking for fun and a break, enjoy the many tourist villages and theme parks for all ages in Yunlin. Taichung, the largest city in the region, has the second largest port on the island and is renowned for its sunny weather and buzzing nightlife.

## Group Activities

- Each April and May, the slopes and plains of Miaoli County are covered with snowy

petals from Tung tree flowers, especially in the Hakka settlements. The **Hakka Tung Blossom Festival** annually celebrates this stunning setting with a variety of activities and a series of events that highlight Taiwan's Hakka heritage. Groups can also visit **Dahu Township** during strawberry season to pick this red fruit at a local farm.

- Want to arrange a bicycle ride for groups? Cycle through **Erlin** in Changhua County, Taiwan's most densely populated wine town to see Taiwan Winery's impressive collection. Meander between gardens and country roads from March to December for impressive botanical shows, with kapok flowers, floss-silk trees and buckwheat flowers in full bloom.
- Right in the centre of Nantou County is Taiwan's largest body of water. **Sun Moon Lake** is home to the Thao tribe, one of the nation's many indigenous tribes, and a well-known getaway for locals. This beautiful alpine lake area can provide group members with a hybrid experience involving water, land and air. Enjoy bicycle, cable car and boat rides, plus collect novel train memories in **Jiji Township** on Taiwan's nostalgic railway.



# SOUTHERN TAIWAN

The Southern Taiwan is where the exotic tropics meet mystical folk culture and history is revealed. **Tainan**, the oldest city on the island, was until the end of the 19th century also the political, economic and cultural capital of the country. **Kaohsiung**, the largest metropolis in the region, represents the future of this nation, a highly developed global city with excellent conditions for large events. The region is also home to the counties of **Yunlin, Chiayi** and **Pingtung**.

Much of Southern Taiwan experiences moderate heat and lots of sunshine; a tropical playground with sunny beaches, perfect shores for diving and all kinds of water activities. A point of interest is the Tropic of Cancer Solar Exploration Center built right at the intersection of Chiayi County and the Tropic of Cancer, highlighting the city's unique geographic features. Here you can immerse yourself in the romantic tales of ancient villages and mountains, walk through centuries-old streets and experience Taiwan's extensive tea culture overlooking a dazzling sunrise or sunset.

## Group Activities

- **Yunlin** is famed for its temples, with more there than anywhere else in Taiwan. Built

in 1694, the ornate Chaotian Temple in Beigang is the premier temple among more than 300 across Taiwan that worship the ocean goddess Mazu. Groups can join Beigang's huge spring worship festival to experience religious culture in Taiwan.

- The **Alishan National Scenic Area** is a mountain resort and nature reserve located in Alishan Township, Chiayi County. The beauty of Alishan beholds many green layers of forests and mountains, a postcard scenery of tea plantations, indigenous cultures and, last but not least, a railway. An 86 km network of rails, originally built for logging, winds its way through more than 50 tunnels and 77 wooden bridges through the resort in the mountains. Definitely a must-see!
- **Kenting Park** in Pingtung County is Taiwan's only tropical national park and a perfect fit for scuba diving and all kinds of water activities. Eluanbi, Taiwan's southernmost tip, offers magnificent views of the Pacific Ocean to the east and the Taiwan Strait to the west. The centerpiece of the Hengchun Peninsula, this is Taiwan's most densely populated national park providing visitors with a clear view of Taiwan's rural life, and a reflection of its endemic magnitude.





# TAICHUNG CITY: CENTRAL CORE OF TAIWAN

Another one of Taiwan's greatest event gems is located right in the heart of the island. The "Kyoto of Formosa" has investments in cutting edge machinery, aerospace and MICE events.

**T**aichung City is a special municipality with a population of around 2.82 million people – Taiwan's second most populous city – which serves as the anchor for the Taichung/Changhua metropolitan area. The city was originally formed from several scattered villages and was later named and developed by the first Japanese settlers, making it an important economic and cultural centre and an excellent starting point to the central region. Taichung has a pleasant climate endowed with a rich history and beautiful natural landscapes. For these reasons, the city has been named Taiwan's most popular liveable city for the past five years, combining a favourable location with convenient transportation and a unique lifestyle. Located practically in the centre of Taiwan, Taichung is within short distances of major Taiwanese cities whether by train, coach bus or high speed rail. It is also

home to the **National Museum of Natural Science**, the **National Taiwan Museum of Fine Arts**, the **National Taichung Theater**, the **National Library of Public Information** and the **National Taiwan Symphony Orchestra**, as well as many cultural sites, including the historic **Taichung Park** and **Lin Family Gardens**. While in town, take a stroll along the **Calligraphy Greenway** boulevard, visit the **Gaomei Wetlands** or pay a visit to the **Dajia Mazu Pilgrimage** starting point at the **Dajia Jenn Lann Temple**.

### Key Industries and Case Study

Following the country's path in this sector, Taichung is seen as a benchmark in the development of precision machinery and industrial innovation, making Taiwan the fourth largest country in machine, tool exports. Industry clusters increase productivity, laying foundations for 70% of



Taiwan's precision machinery and machine tools and parts manufacturers. These helped to carry out a huge trade show in the area of machine tools. The **Taiwan International Machine Tool Show** has become an important trading platform among producers, suppliers and customers successfully playing a driving role behind the scenes. In response to the needs of domestic machine tool and component manufacturers, Taichung established this international exhibition to attract international buyers, combining exhibitions with factory visits and showcasing the latest developments. This has led to an industrial synergy between the precision machine and aerospace sectors, indicative of the ambition to make Taichung the capital of the smart-machine industry. In this regard, the city government aims to build a hub for smart machinery, defence and aerospace in central Taiwan, integrating these industries with parts manufacturing and repair factories to leverage military technology and fuel industry transformation in the region.

### Meeting Spaces

In 1990, the city government together with the Taichung business community launched the non-profit **World Trade Center Taichung** organisation, whose main objective is to encourage trade and commerce in central Taiwan. WTC Taichung offers exhibition and convention facilities as well as services to assist local and foreign business delegates. Another venue is the **National Taichung Theater**, an opera house in the Situn District designed by Japanese architect Toyo Ito, who completed the initial plans of the National Concert Hall and Theater to form a cultural and futuristic landmark of the city. The curves and abstract method that the architect employed on the building makes it seem the entire space flows without boundaries, enabling the venue to host nearly any type of event.



▼ NATIONAL TAICHUNG THEATRE





## TAINAN CITY: A WINDOW INTO TAIWAN'S HISTORY

The city of Tainan boasts many fascinating and inspiring stories as Taiwan's cradle and spiritual keeper. As Taiwan's first capital city, it was clearly a source of social development and is now preparing to take a lead in the MICE business.

Founded in 1620, Tainan City was Taiwan's first walled city and also the birthplace of what would become the Asian nation. Located south of the Tropic of Cancer and north of Kaohsiung, the city enjoys more hours of sunshine per day than anywhere else in Taiwan. Made a special municipality in 2010, a walk through many areas of Tainan is like stepping back in time to over 200 years ago. Taiwan's complex history of dynasties, alliances and restorations reached its peak in this city, a symbol of timelessness that inspired its nickname – Phoenix City. As such, Tainan is one of Taiwan's cultural capitals, revealed in its rich folk cultures, famous traditional cuisine, Taoist rituals and other living local traditions that

have withstood the passing of time. From the first Confucian temple/school built in 1665 and great Buddhist temples, to the countless other historical monuments such as **Anping Old Fort** and **Chikan Tower**, Tainan's rich culture and history make it a favourite destination for tourists and MICE visitors.

### Industry & Infrastructure

Once dependent on traditional manufacturing industries, the region has become an important high-tech industrial hub after the **Southern Taiwan Science Park** was established in 1995. In fact, the number of companies that have set up their high-tech facilities in this industrial park has been steadily increasing.



The five most prevalent industries in the city are, in descending order, **metal production, machinery and equipment, plastics, food and automobile components**, totalling close to 5,500 manufacturers and more than 130,000 employees. Regarding emerging industries, the city of Tainan indicated six in its economic strategy: **tourism and medicine, modern agriculture, culture and creativity, biotechnology, green energy and fashion**. In addition, **Sinji Industrial Park** and **Tainan Technology Industrial Park** offer many investment opportunities.

The **International Convention Center Tainan** is due to open in 2022 and intends to be a stage of excellence for international events, especially catering to science and technology clusters. With the addition of ICC Tainan, Taiwan's convention and exhibition

activities will apply more technological applications to foster business opportunities for local industries, as well as online and offline events. ICC Tainan will be about a 15-minute drive away from Tainan Airport, and 1.5-hour HSR ride from Taipei.

Another excellent meeting option is the amusing **Tainan Cultural and Creative Park**. Its once solemn building was transformed into a creative platform for art talent interactions, a cultural service space where exhibitions are held regularly. It is a multi-purpose park in the northern district aimed at large-scale exhibitions, conferences, and lectures, with a strong focus on healthy and sustainable lifestyles. Continuing through the cultural sector, it is also worth including the **Tainan Art Museum** in west central Tainan. The museum consists of two main buildings and houses a multipurpose theatre, exclusive artist galleries, 16 exhibition rooms, and an art research centre – the first of its kind in Taiwan.

### Transportation & Sightseeing

Like so many other cities in Taiwan, if you are setting off from Taipei, Taoyuan or Kaohsiung, you will have several transport options like high speed rail, local train and coach bus. While in town, Tainan has several local bus lines serving many stops, public bike rental points throughout the city and the usual taxis. You can choose your own way to explore the ancient streets and experience the old town charm. Another recommendation is a visit to the **National Museum of Taiwan Literature**, a landmark in Taiwan's multi-ethnic and multilingual past, and the **Hayashi Department Store**, a six-story building that heralded modern civilisation in Taiwan.





# KAOHSIUNG CITY: THAT HYBRID EVENT BY THE SEA

Kaohsiung's metamorphosis from a seaside trading village into southern Taiwan's political and economic centre is propelling its exciting MICE scene and future.

**K**aohsiung is the country's largest industrial and commercial port city with a huge influence on economic activity in southern Taiwan. A booming regional hub, Kaohsiung rests in one of East Asia's most strategic logistics areas, enabling the movement of people and trade to five major ports – Hong Kong, Manila, Shanghai, Tokyo and Singapore. By December 2020, there were 7,708 factories and 81,166 companies registered in the city. With a solid industrial foundation and maritime development, the large municipality has embarked on a new era of prosperity by approving the establishment of many industrial zones, such as **Fengshan Automobile**, **Linyuan Petrochemicals**, and **Dashe Petrochemical Zones**. In recent years, Kaohsiung has regained its stability and power, its transformation anchored by a people-oriented circular economy, always with ecological, technological, cultural and environmental goals in mind. Even today,

Kaohsiung continues to evolve from an industrial manufacturing city to a vibrant young metropolis, leading the way with a smooth transition of its economic fabric – and new industries like MICE.

## MICE Onset

The social reputation and economic development linked to the event industry, as well as Kaohsiung's iconic image as a maritime city, have played a phenomenal role to leverage more business opportunities for the city's tourism and MICE communities. Here, collaboration is key, and Kaohsiung is a qualified host for major international expos and large conventions. One of the most emblematic took place in November last year with the coveted **ICCA Congress 2020** – this time in a hybrid format. Kaohsiung competed with 12 other cities to host the congress that was successfully held in Taiwan for the second time in its history, helping to build



lasting legacies against a backdrop of crisis in the event industry that culminated in the **Kaohsiung Protocol**. As host city, Kaohsiung also implemented its own legacy through the combination and application of digital technologies.

## Meeting Spaces

Kaohsiung's **Asia New Bay Area** has become a pivotal technology cluster, fostering development of AIoT, 5G applications, and smart meetings. As part of the overall plan to project a full-fledged city worldwide, New Bay Area redevelopment projects were initiated with public and private sectors to foster creative, digital and MICE industries. By turning the old port and harbour into an attractive destination for meetings and events, the plan aims to enhance the city's brand with a set of digital products and smart solutions. The city of Kaohsiung also boasts venues and purpose-built spaces for all types of events, such as:

- **Kaohsiung Exhibition Center (KEC):** This multifunctional waterfront venue is a stage for exhibitions, international conferences, association meetings, as well as outdoor events. With over 25,000 m<sup>2</sup> of exhibition

space and a large variety of conference rooms accommodating between 20 to 2,000 people, KEC is the premier multi-purpose venue in the city, ideal for hybrid events.

- **Kaohsiung Music Center (KMC):** As a premier entertainment facility nestled beside the bay, KMC comprises a 4,000 to 6,000-seat indoor concert hall and 8,000 to 10,000-seat outdoor concert venue.

## Transport & Leisure

Kaohsiung is fully equipped with an **international airport** and a seaport. It is easily reachable with direct flights from over 40 Asian cities and high speed rail (about 90 minutes from Taipei). If you arrive in northern Taiwan at the **Taoyuan International Airport**, a regional train south would be a leisurely scenic journey. As for urban transportation, there is the **Kaohsiung Rapid Transit**, a light rail system covering a large part of the metropolitan area, plus an integrated network of buses and ferries. Public city bicycles are another option. Walking along the **Love River to Pier-2 Art Center** to marvel at contemporary Taiwanese art is also very popular.



# OFFSHORE ISLANDS

## EASTERN TAIWAN

Back in the day when Portuguese navigators crossed seas never before sailed by Western eyes, they found themselves surrounded by landscapes as dazzling as they were uncharted. They couldn't help but call it Formosa! The translation is beautiful or graceful and voiced the fascination for the crystal-clear waters and sumptuous cliffs of the east coast. Encompassing the Pacific coastline and nestled against the central mountain range, the region has three counties: Yilan, Hualien and Taitung.

Eastern Taiwan is blessed with an abundance of natural scenic resources, an old farming culture, and kind-hearted locals. It is an ideal destination for a long, slow journey with breathtaking views, awe-inspiring steep canyons and unique geological formations – a distinguished counterbalance to the hustle and bustle of the west coast. Don't miss the chance to visit Taroko National Park, the East Coast National Scenic Area, the East Rift Valley National Scenic Area, or, if you prefer, hitch a ferry to access the two exotic, coral-fringed islands, Luda and Lanyu.

### Group Activities

- Surrounded by underwater hot springs, **Guishan Island** is a rare sight in the

Pacific bearing Taiwan's only active volcano. For a wonderful experience close to nature, the turtle-shaped island is a beloved spot for whale and dolphin sightseeing. Dolphins are a constant company, jumping and spinning around in complete freedom, showing a very different spectacle to that seen in marine parks.

- The **Xiuguluan River** is the longest river in Eastern Taiwan and winding its way through Ruisui in the East Rift Valley, and cutting a gorge through the Coastal Mountain Range on its way to the sea. This part of the river is the most popular rafting course in Taiwan, with frequent riders looking for adrenaline and excitement especially from May to October. If you have a taste for thrills and a spirit of adventure, then this is the experience you are looking for.
- **Taitung's** various ethnic groups are the most vivid representation of the cultural tapestry of Eastern Taiwan. Inspired by beautiful landscapes and timeless legends, the rich culture of indigenous tribes can awaken in you a deep interest in this fascinating heritage. Groups may join different festivals held throughout the four seasons.

Taiwan sits along the southeast coast of the Asian continent, on a fault line where the Eurasian and Philippine sea plates meet. This geographic point and the resulting frequent seismic activity were not only accounted for a varied topography and extremely diversified geomorphology on the main island, but also created and shaped the offshore islands around the main one. Major offshore islands include Penghu, Kinmen, Matsu, Green Island, Lanyu (Orchid Island), Turtle Island and Little Liuqiu.

All different from each other and anchored around the main island, this fleet of islets with different topographical features and human settlements is tailor made for adventures, escapism and a single- or two-day visit before jumping on to the next one. True treasures floating in the sea, these small islands boast some of the most beautiful vistas and beaches you'll ever see. Ready? Pack your bags and don't forget to visit the offshore islands of Taiwan!

### Group Activities

- **Penghu County** is located in the southwest of the Taiwan Strait and consists of 90 islands. The crystal-clear waters of Penghu

Bay and strong winter winds make Penghu an international hotbed for competitive wind sports, such as sail boarding. Groups can not only enjoy the fine white sand beaches, the fresh sea food, and a variety of fun water facilities, they can also check out the annual fireworks festival that takes place at the turn of spring.

- The tiny island of **Kinmen** has a great reputation for defending Taiwan against invasion throughout history. Kinmen's military base suspended operations in 1992, dictating the island's start as a tourist destination and placing it in a key position for cross-strait interactions. Groups can learn about military history and appreciate stunning ancient architecture.
- Named after the goddess "Mazu", the **Matsu** archipelago comprises dozens of islands located just a stone's throw from China. Matsu is a haven for sea fishing thanks to its numerous bays and reefs – sure to be popular with culinary enthusiasts looking for fresh and delicious seafood. Groups can also experience a very unique and different culture between Matsu and the main island of Taiwan.

# MEET TAIWAN

## SUPPORT PROGRAMS

Don't think you are alone in this quest for the next event in Taiwan. MEET TAIWAN is thoroughly invested in helping planners and potential clients with its packaged services and support programmes for meetings and incentives in Taiwan. This wide range of support goes from local advice, technical and human aid to financial assistance and incentive activities. The Taiwan MICE Project Office actively assists national organisations with marketing the country as an ideal destination for international conferences, offering consulting services and financial assistance. This helping hand can be rendered in a variety of ways such as providing bidding tools, conference organiser and service provider recommendations, government endorsements, international inspection hosting and financial assistance integration.

### “Can you help me?”

For foreign clients who have decided to choose Taiwan as their ultimate destination for a professional event, the Taiwan MICE Project Office offers various custom-made services throughout. These are:

- **Visa Applications** – Advice on visa applications for conferences and incentive travel in Taiwan;
- **Tour Guides and Recommendations** – Tour packages can be arranged according to

individual needs, with activities like kayaking, sky lanterns, rafting and experiencing traditions and cultures of indigenous tribes;

- **Venue Introduction** – Information about venues, including sizes and locations, is available and can be catered to suit individual requirements;
- **Site Inspection Assistance** – Assistance with arranging site inspections;
- **Counterpart Match Ups** – Our project officers can help find trusted event planners and operators.

### “We are here for you!”

Taiwan also hosts a range of overseas promotional activities and incentive travel exhibits at several key gatherings such as the **World Exhibition for Incentive Travel, Meetings and Events (IMEX)** and **Incentive Travel and Conventions, Meetings Asia (IT&CM Asia)**. These marketing actions aimed at promoting Taiwan's MICE infrastructure and tailored opportunities to international clients include visits to local buyers interested in particular events. Delegations seeking the numerous advantages of incentive travel to Taiwan can also benefit from government financial assistance. Included in these perks are familiarization tours directly intended for international incentive travel organisers and media for a first-hand Taiwan experience.

### National Support Programs

#### For Conferences

MEET TAIWAN will support your international conference held in Taiwan with financial assistance:

- Bidding and promotion: Up to NT\$500,000 (approximately US\$18,000);
- Hosting: Up to NT\$4,000,000 (approximately US\$143,000).

#### For Meetings & Incentives

Groups, planners and agencies can enjoy the following:

#### Groups of at least 20 foreign attendees, staying 2 nights or more

- Site inspection support + subsidies: Up to NT\$25,000 (approximately US\$900) for events with up to 400 foreign attendees;
- Welcome kits + VIP souvenirs for delegates;
- Customised welcome banner and letter.

#### Overseas planners or Taiwanese agencies

- Taiwan Excellence Award product
- Inspection subsidies: Up to NT\$25,000 (approximately US\$900) for events with 300-399 attendees;
- Taiwan Pulse Tour complimentary pass (4-5 days trip, depending on number of attendees).

### Regional Support Programs

#### • Taipei

- ✓ Up to NT\$500,000 (approximately US\$17,900) in subsidies during the bidding phase for international meetings and conferences;
- ✓ Up to NT\$2,000,000 (approximately US\$71,994) in tickets and expenditure support for confirmed event.

#### • Taoyuan

- ✓ Up to NT\$600,000 (approximately US\$21,598) in subsidies for exhibitions held by individual businesses registered in Taoyuan;
- ✓ Up to NT\$1,000,000 (approximately US\$35,997) or more in subsidies, per booth, for exhibitions held by industrial, commercial, or self-organised groups.

#### • Taichung

- ✓ Up to NT\$300,000 (approximately US\$10,800) or no more than 50% of proposed expenditure, for conferences, exhibitions, and events hosted by Taiwanese industry associations or recognised PCOs/MICE businesses.

#### • Tainan

- ✓ Up to NT\$800,000 (approximately US\$28,798) for conferences and exhibitions with at least 100 participants from three foreign countries;
- ✓ Up to NT\$300,000 (approximately US\$10,800) for academic seminars with at least 100 participants and 10 experts/scholars from three foreign countries, or meetings with at least 100 foreign participants.

#### • Kaohsiung

- ✓ Up to NT\$800,000 (approximately US\$28,798) in subsidies for conferences and exhibitions with at least 100 participants from three foreign countries;
- ✓ Up to NT\$300,000 (approximately US\$10,800) in subsidies for academic seminars with at least 100 participants and 10 experts/scholars from three foreign countries, or meetings organised by companies from outside Kaohsiung with at least 200 participants.



## MAKING YOUR BUSINESS EVENT IN TAIWAN **REST-ASSURED**

It's no surprise that safety and prevention has become one of the most crucial factors when hosting uplifting events at MICE destinations. In previous years it was more common to see the focus on public safety and physical integrity of the participant, however the global pandemic has turned the tables around due to the threat of a microscopic enemy. In fact, the SARS-CoV-2 virus not only puts off our professional and social lives, it also poses unusual challenges to meeting planners and the entire methodology of running an event. Social distancing is the watchword along with constant check-ins, rapid tests and a lot of hand sanitizer – all changing the logistics and in-house organisation during events. Many argue that this new working frame is here to stay and it is hard to rebut them; although the virus will eventually disappear, many of the safety rules and standard procedures will be adopted and introduced into event management handbooks. Health and safety rules are dictating the current demands on business travel, and Taiwan is paying close attention to making them paramount.

In a highly-globalised world, it is necessary to pragmatically keep policies up to date to enable the free movement of people. Health is an obvious topic to begin a discussion of urban security in 2021, especially since COVID-19 changed the whole concept of urban safety. In this regard, **Taipei** was ranked as one of the safest cities in the world, according to the **2021 Safe Cities Index**. The current Index is a report by The Economist Intelligence Unit that ranks 60 cities on 76 indicators covering digital, health, infrastructure, personal and environmental safety. Back in February 2021, the **World Travel and Tourism Council (WTTC)** announced the certification of Taipei City with the Safe Travels stamp as the first safe city for travel in Taiwan and all of Northeast Asia. Thanks to successful COVID-19 prevention measures implemented by the government, 65 local businesses have also acquired the global safety stamp. These include hotels, shopping malls, tour companies, and airlines. In the second half of 2020, the government arranged several forums with industry leaders to discuss the

prospects for digital transition in a post-pandemic world. In the interest of increasing the competitiveness of the national tourism industry, Taiwan will continue to work on possible response plans. “MEET TAIWAN focuses on helping the MICE industry, making health and safety imperative for all event participants, working jointly with MICE professionals and venues to implement relevant policies and guidelines to enhance safety and gain approval from Taiwan’s Centers for Disease Control”, said **Cynthia Kiang**, Director-General of Taiwan’s Bureau of Foreign Trade.

For that, the country can rely on an excellent and internationally acclaimed health care system. According to the Health Index by Country released by **Numbeo**, Taiwan ranks first in the world among 95 countries. An achievement that is supported by another outstanding result: second place among the best health care systems in the world according to *CEOWORLD magazine*. This index is a statistical analysis of the overall quality of the health system, including infrastructure, health care professionals’ competencies, per capita cost, medicine availability and government readiness. Furthermore, there are strict pandemic prevention measures implemented in Taiwan. The government cooperates with all MICE practitioners and venue managers by discussing pandemic

prevention, pandemic examinations, hygiene promotion, contingency measures, and itinerary planning to ensure that MICE activities can be held safely and smoothly in Taiwan – and all throughout this time, vaccination of the population continues.

### Taiwan Safe Meetings & Exhibitions Guide Release

MEET TAIWAN has released a [Taiwan Safe Meetings & Exhibitions Guide](#) to serve as reference for domestic and foreign organisers who plan to hold MICE events in Taiwan, providing them with safety suggestions. The content refers to the regulation of epidemic prevention and is suitable for exhibition venues all around the world. It provides safe epidemic prevention guidelines from different perspectives – such as organisers, participants and venues – that can enable everyone to follow the instructions to create a safe MICE environment together.

### Safe Meetings & Exhibitions Evaluation System Website

MEET TAIWAN also provides national and international MICE organisers with another solution: a website that serves as a template for event evaluation. By using a Q&A system, potential event risks will be identified and suggestions provided to enhance event safety. Watching the evaluation video [here](#).





# “STAY GREEN, GO SUSTAINABLE”

In response to the colossal challenges posed by climate change, a large number of countries have set a goal of zero net emissions by 2050, taking responsibility for contributing to effective environmental policies. In its Sixth Assessment Report (a regular series looking at the physical understanding of climate change), the **Intergovernmental Panel on Climate Change** concluded that it is explicit that human activity has harmed the atmosphere, oceans and land.

In the case of Taiwan, the government began taking an active approach to sustainable development years ago, pledging its support to this global alliance for the environment. “Many countries have already implemented approaches toward sustainability in their MICE industries. Global warming not only impacts climate and ecology, it also impacts the economy,” stated **Cynthia Kiang**, Director-General of Taiwan’s Bureau of Foreign Trade. **MEET TAIWAN**, an agency under Bureau purview, has been promoting the government’s **Green MICE Guidelines** to “Stay green, go sustainable”, with goals to balance energy conservation and environmental sustainability. In 2013, MEET TAIWAN formulated a three-point approach to green practices: the establishment of green concepts, incentive actions and counselling for certification.

By encouraging Taiwan’s MICE organisers to adopt an eco-friendly model that conserves energy and reduces CO2 emissions, the Green MICE Incentive Program aims to develop an effective paradigm for the country’s MICE sector. “We hope to become a low-carbon economy that serves as an Asian model. That’s why we launched the first Green MICE Guidelines, embodying the spirit of regeneration to help MICE events implement green actions that will facilitate supply chains in driving a green economy,” said Kiang. This incentive programme involves five leading areas of MICE green practices: **transport, food, accommodations, decorations and promotional materials**, and strives to implement a “green spirit” with emphasis on making transport less time consuming, sourcing locally grown ingredients, using paperless technologies, and reducing energy consumption.

Taiwan’s circular economy concepts are being considered long before events kick-off, and certification is the best guarantee for business transparency. To date, 17 MICE companies in Taiwan, including event organisers, exhibitions and venues, have obtained the **ISO 20121 standard for Sustainable Event Management**, plus MEET TAIWAN has assisted several MICE players with acquiring international certifications. “We prioritized large-scale MICE companies and venues



to encourage them to implement green practices by applying technology to MICE activities. Consequently, 17 certifications have already been acquired,” Kiang pointed out. This indirectly helped MICE companies gain international business opportunities, such as **BIG DOME** company that supplied tents for the Tokyo 2020 Olympics.

Other green examples include CSR models that comply with environmental, social and corporate governance to embody the spirit of “Stay Green, Go Sustainable”, as well as green buildings:

## Green Buildings

### ● Taipei Nangang Exhibition Center

TaiNEX 1 has been actively working to preserve the natural environment and is Taiwan’s first venue to obtain the Green Building Label, as well as complete greenhouse gas verification in accordance with international standards. The Center is committed to controlling carbon emissions management as well as green processes and other environmental protection measures.

### ● Taipei 101

Taipei 101 was awarded the top honour in the Leadership in **Energy and Environmental Design** building rating system, achieving the highest place in the operation and maintenance of an existing building. This Taiwanese icon plans to take on a greater challenge with this certification by committing to sustainable development for 10 consecutive years.

### ● Taiwan Hakka Museum

Taiwan Hakka Museum serves as a platform for cultural preservation, industrial development, and tourism exchanges, connecting Taiwan to the rest of the world. The design of the building has been certified with the **Golden Level Green Building Label** that highlights environmental practices, energy efficiency and reduction of carbon emissions.

### ● Songshan Cultural and Creative Park

This former tobacco factory within a park had a large lotus pond for fire safety, ventilation and moisture purposes. Today, it has been repurposed into an eco-pond with protected flora and fauna and is an ecological teaching space.

Taiwan’s MICE industry doesn’t want to be absent, seeking to be more active in introducing CSR models, in compliance with environmental, social and corporate governance, and implementing the spirit of “Stay Green, Go Sustainable”.



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