



# ILHA FORMOSA

2013/14 YOUTH EXCHANGE PROGRAM

Outbound Orientation ( 2013/14)

DGE Computer

# TIME FOR TAIWAN



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# INDEX

- + Location of Taiwan
- + History of Taiwan
- + The Rotary in Taiwan
- + Rotary International District 3480
- + About Taiwan
- + Taiwan No. 1
- + Taiwan Top 20 Global Awards 2012
- + The Beauty of Rituals

# INDEX

- + An Economic Transformation
- + Culture, Creativity, and the Good Life
- + Nature about Taiwan
- + Festival about Taiwan
- + Cuisine about Taiwan
- + Kingdom of Fruits
- + Kingdom of Orchid
- + Birds of Taiwan

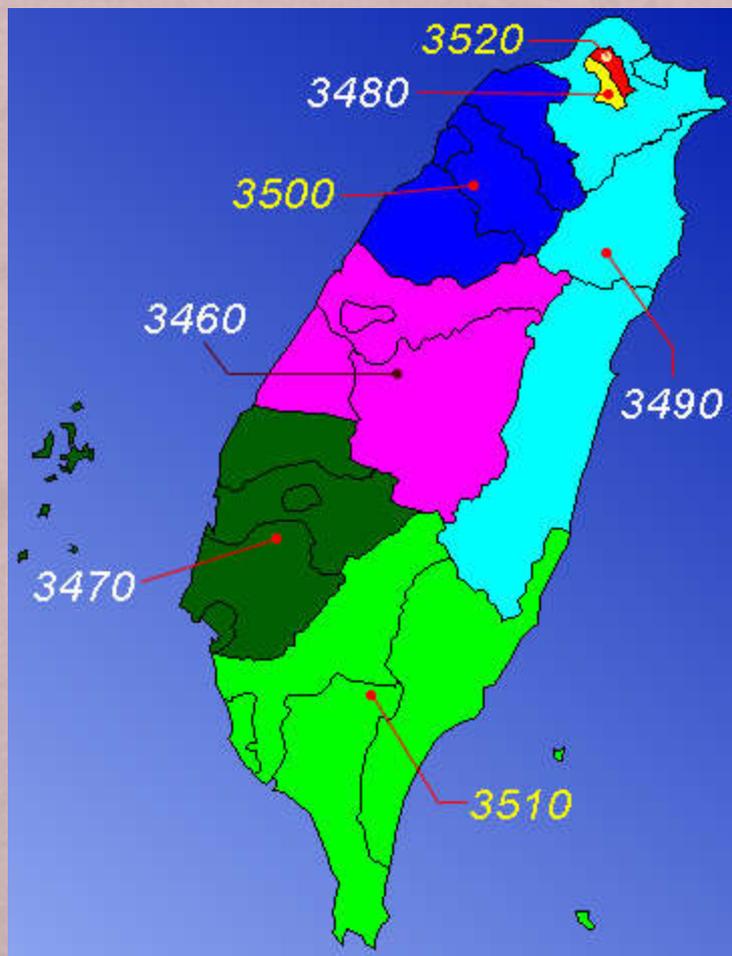
# LOCATION OF TAIWAN



# HISTORY OF TAIWAN

Ilha Formosa'	1544
Dutch Era	1624-1662
Koxinga (Cheng Chén-Kung)	1662-1683
Chíng Dynasty (Manturian)	1684-1895
Japanese Era	1895-1945
KMT Regime	1945-2000
Democratic Taiwan	2001-

# THE ROTARY IN TAIWAN



# ROTARY INTERNATIONAL DISTRICT 3480

- + DG Charles Chiu
- + DGE Computer Chiu
- + DGN Naomi Lin

# ROTARY INTERNATIONAL DISTRICT 3480

- + 65th Year
- + RC Taipei founded in 1948
- + Located in West & South Parts of Taipei
- + 101 Clubs (about 3,700 members )

# ABOUT TAIWAN

- ❖ Land: 36,346 km<sup>2</sup>
- ❖ 2/3 covered with the mountains
- ❖ The highest: 3952 m (12,800 ft)
- ❖ Population: 23.29 millions (Dec. 2012)
- ❖ Foreign exchange reserves: \$401 billion (Jan.~Nov. 2012)
- ❖ Foreign trade: \$49 billion (Oct.2012)  
Exports: \$26 B, Import: \$23 B (Oct. 2012)
- ❖ Per capital income: \$20,981 ( Oct. 2012 )
- ❖ Economic Growth Rate: 3.91%(3Q, 2012)(1.13%~1.14%)
- ❖ Unemployment Rate: 4.33% (Oct. 2012)

# TAIWAN NO. 1

Throughout Taiwan's economic development, many of Taiwan's industries swept international markets, established numerous "Taiwan No. 1" records and earned huge amounts of foreign exchange. Based on Taiwan's unique industrialization process, critical role in the global commodity chain and technical advantages, the tennis racket, footwear, textile, bicycle and personal computer manufacturing industries have been chosen to showcase the unique entrepreneurial and fighting spirits of the Taiwanese.

# TAIWAN NO. 1

- + 19th century, World No. 1 camphor producer; 1960s-1970s, the powerhouse of footwear, ready-made clothes...etc;
- + 1980s, World No. 1 in sunglasses, hats, bicycles, tennis rackets...etc;
- + 1990s, World No. 1 in miniature motors, integrated circuits...etc;
- + 2000s, world dominance in notebook computers, motherboards...etc. From OEM to research and development, Coming from the past, hardworking, relentless; Taiwan No. 1, World No. 1, An economic miracle! Shining on the world stage. Behind rumbling machines, This is how it all began...

# TAIWAN NO. 1

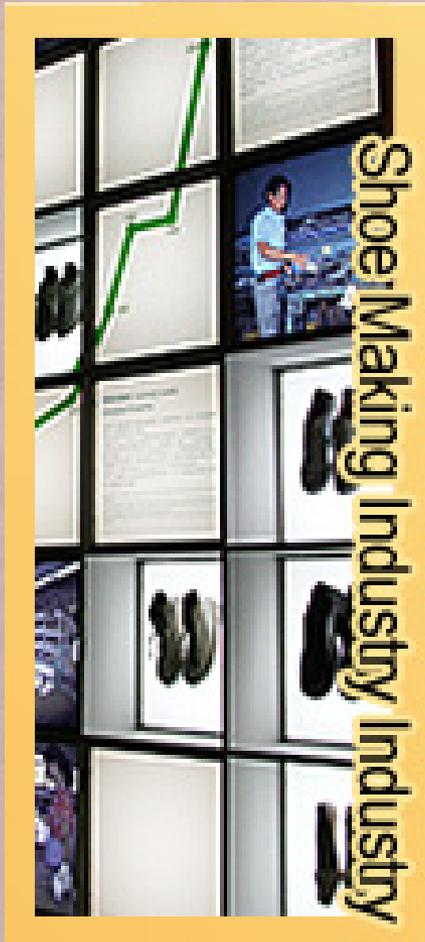
- + Tennis Racket Manufacturing Industry
- + Shoe making industry
- + Textile industry
- + Computer manufacturing industry
- + Bicycle manufacturing industry
- + Petrochemical industry
- + Food industry
- + Household appliance industry
- + Semiconductor industry
- + Steel industry

# TENNIS RACKET MANUFACTURING INDUSTRY



- + Taiwan's badminton racket producers began making tennis rackets when tennis became popular and foreign companies flocked to Taiwan due to her manufacturing capacity.
- + After the cold war, cutting edge technology was increasingly used in civilian products; tennis rackets entered the ultra light and high performance era with the introduction of graphite rackets.
- + In 1977, the founder of Guang Nan Co., Guangnan Luo, saw the light and strong "graphite racket" prototype in US. This chance encounter started a revolution in tennis racket materials and was the beginning of Taiwan's tennis racket legend.
- + Guang Nan Co.'s first graphite tennis racket not only replaced wooden rackets, but also changed the worldwide tennis racket industry. Taiwan became the "Tennis Racket Manufacturing Powerhouse"

# SHOE MAKING INDUSTRY



- + Taiwan began using plastics in footwear from the 1960s. In the past, plastics were mainly used for making the soles of slippers and sandals. From 1963, the number of plastic footwear manufacturers multiplied to supply the flood of orders from overseas.
- + Most people consider natural leather to be superior. However, unlike synthetic leather, natural leather is prone to scratching and molding. During 1970s, Taiwan produced 50% of the world's PU synthetic leather and produced as much as 200 million square yards of it in 1994. After 1998, due to competition from Mainland China, Taiwan's manufacturers began searching for new footwear materials.
- + In 1993, San Fang Chemical Industry achieved a breakthrough and produced a 0.001 denier super-fine fiber. 2000 strands of this fiber is equivalent to one strand of your hair! San Fang Chemical Industry easily clinched orders from world famous brands such as Nike and Timberland.
- + From making straw shoes to producing for the world, Taiwan's footwear industry already occupies a crucial role in the global division of labor.
- + Successful examples include: San Fang Chemical Industry, Hung Cheng Industry, King Steel, GRECO, ASO, Miss Sofi and Feng Tay Co. The government is also heavily involved in leading the industry's research and development efforts through various organizations such as the Industrial Technology Research Institute.
- + Today, Taiwan's footwear industry not only assembles, glues and sews shoes, but is also trying to create a valuable pair of "golden shoes" for Taiwan.

# TEXTILE INDUSTRY



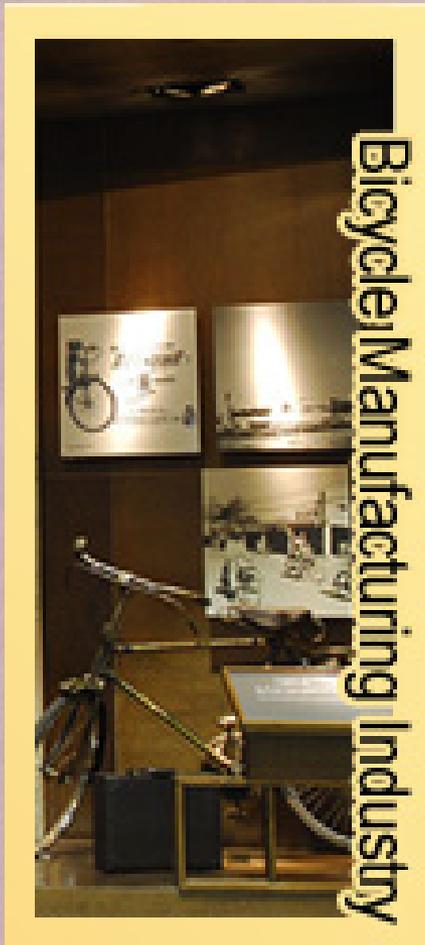
- + In 1950, with US assistance in cotton, equipment and favorable government policies, Taiwan's textile industry prospered quickly.
- + By 1957, Taiwan produced a surplus of cotton fabric that could be exported.
- + Between 1950 and 1960, the government promoted regulations favorable for overseas Chinese to invest in Taiwan. After 1967, ready-made clothes became Taiwan's major textile export, replacing yarn and gauze. From 1990, synthetic fabrics replaced ready-made clothes and became the chief textile export.
- + After 1986, the rise in labor costs and environmental awareness caused a wave of overseas relocations in the textile industry. When restrictions on mainland investments were relaxed in 1993, large manufacturers began investing on the mainland in areas such as synthetic fibers where Taiwan had a competitive advantage.
- + Due to the relocation overseas and the abolishment of quotas in 2005, Taiwan's manufacturers formed strategic alliances in design, research and development. Many companies even intended to create Asian brands in order to take on the Mainland Chinese market.

# COMPUTER MANUFACTURING INDUSTRY



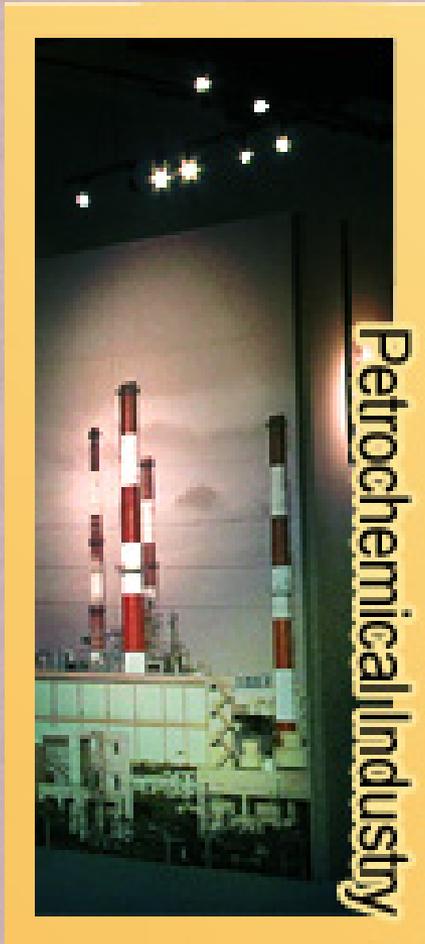
- + 1970s, Taiwan's calculator industry gave birth to the computer industry.
- + 1980s, video game engineers accidentally entered Apple II's microcomputer world.
- + 1990s, Taiwan became the world's notebook computer manufacturing base;  
After 2000, semiconductor, LCD panels let Taiwan shine again on the world stage.
- + Based on the distribution of the information industry, the 21st century Taiwan is ranked together with Korea, Singapore and Mainland China as "highly competitive"; Taiwan's computer industry must face up to the challenges of the future.

# BICYCLE MANUFACTURING INDUSTRY



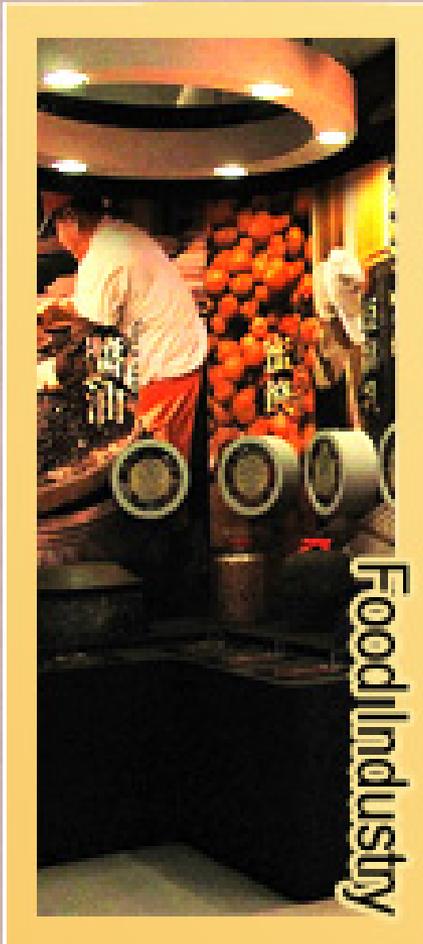
- + Energy crisis during 1960s and 1970s caused many countries to promote the use of bicycles and public transport. Overseas orders for bicycles flooded into Taiwan.
- + From 1967, Taiwan's bicycle manufacturers turned to the international market. The banana shaped High Raiser Bicycle was immensely popular in the US and Taiwan's bicycle export reached a high of 1.313 million bicycles in 1973.
- + The bicycles of the 1990s challenged different terrains and environments. Mountain bikes and lighter bicycles became the mainstream products.
- + With the cooperation between Industrial Technology Research Institute and manufacturers, a magnesium alloy frame weighing only 7kg, or a quarter of a traditional steel frame, was created in 1997.
- + Facing a worldwide increase in cyclists and environmental awareness, bicycles of the future will move towards high quality and multi-purpose. Bicycles will be designed not only for comfort and fashion, but also for price-performance ratio, safety, light-weight...etc. Internal hub gears will become mainstream and electric powered bicycles will also be popular due to environmental protection considerations.

# PETROCHEMICAL INDUSTRY



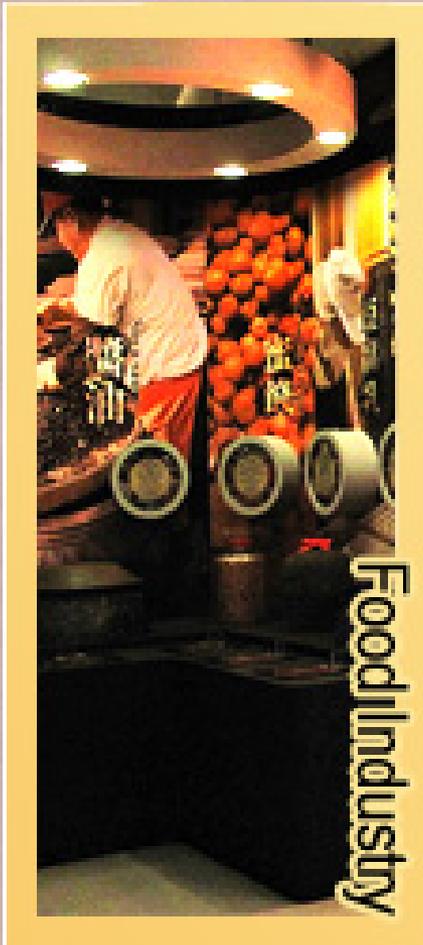
- + For decades, the prosperity of the downstream products of petrochemical industry has accelerated the demand of midstream products. Moreover, with reverse integration, the government contributed to the establishment of the petrochemical upstream plants, and formed a compact industry chain regarded as the steady base for Taiwanese economic development.
- + The petrochemical downstream processed products cover almost every domain of our daily necessities. The processed products are sold all over the world. In 1980s, one out of every five people wore rubber shoes made in Taiwan. Taiwan was once regarded as the Nation of Umbrellas, the Nation of Toys, the Nation of Christmas Lights, the Nation of Plastic Shoes, the Nation of Electronic Components, and the Nation of Ready-made Clothes. These achievements are all related to petrochemistry. Additionally, some petrochemical product yields in Taiwan have been extraordinary in the world, such as having CHIMEI as the first in ABS production, PTA as the second in polyester fiber raw material production, holding a 70% market share in computer discs production in the world, and 60% market share in computer mouse manufacturing.
- + The petrochemical industry of Taiwan had undergone the development of post-war prosperity and formed an enormous system. The petrochemical downstream processing industry was formed by thousands of factories and stores of different scales. Its related product yields occupied 30% of the entire manufacturing market. In addition, petrochemical materials such as plastics, synthetic fibers, and synthetic rubbers have given Taiwan enormous foreign exchange earnings.
- + A great number of petrochemical products are necessary items found in daily life, including our food, clothes, houses, vehicles, recreations, entertainments, medical treatments, and so forth.

# FOOD INDUSTRY



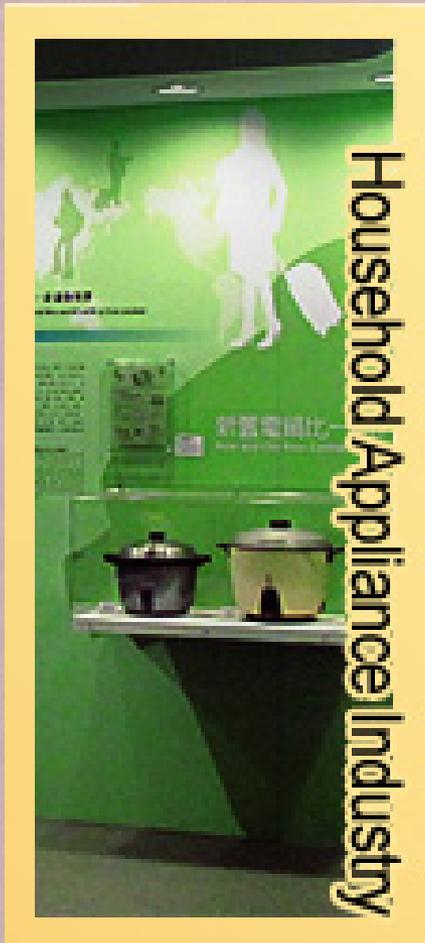
- + After World War II, both materials and foreign exchange earning were insufficient in Taiwan, so it became an important policy to make foreign exchange earning by exporting goods. In 1950s, food industry played such significant role. Food industry in Taiwan tried its best to make foreign exchange earning. In spite of the poor condition for the development in Taiwan, the cheap human forces brought top one production in the world with the barren land. Taiwan produced everything needed by the world. It expressed the trading features of Taiwanese industries.
- + The development of Taiwanese food industry is traced back to Japanese Ruling Period. The establishment of new sugar factories and canned pineapple factories is the beginning. However, World War II broke the development of Taiwanese food industry.
- + In 1950s, Taiwanese agriculture has been almost recovered. The “Export Tax Rebate System” of salt and sugar brings the hope to preserves. It also provides opportunities to the exports of processed food and leads to the development of canned pear, mushroom, asparagus, and sea food. Besides, with the effect of land reform, active development of import substitution, and four-year economic construction project, our agriculture is not only self-sufficient but able to develop high-value economic crops. These are the beneficial conditions for the stable development of processed food industry. In the latter half of 1960s, every country’s post-war life style changed and frozen food became the new mainstream of exports.

# FOOD INDUSTRY



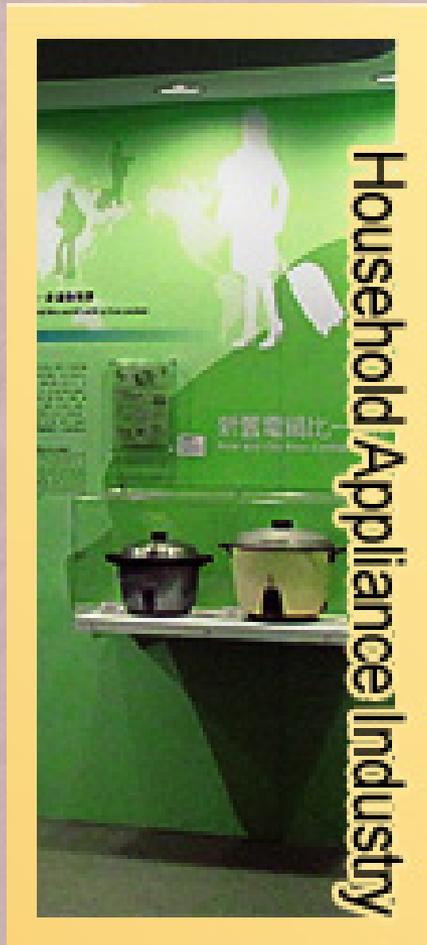
- + In 1970s, Taiwan was economically prosperous and food industry began its fast development. Processed agricultural products were rising. The exports of canned food kept increasing. Canned pineapple, mushroom, and asparagus remained top one in the world.  
Due to the cost increase of raw materials and human force, the vantage of price no longer remained. In the end of 1970s, Taiwan turned into import-oriented. Besides, the polychlorinated biphenyls pollution of rice bran oil happened in 1979. Civilians began noticing food sanitation and safety, so Council of Agriculture and Industrial Development Bureau were planning the standardization of sanitation and safety in the production of food.
- + Since 1980s, the environment of food industry gradually changed. In 1990s, Taiwanese food industry turned into the “specific consumption and high value-added product-oriented” phase. Because of the increase of national income, more and more leisure time, spread of education, promotion of information, and enhancement of health consciousness, civilians’ requirements are not just satisfaction in food but how to eat and drink in a healthier and safer way. At the same time, with the development of biotechnology, various customized foods with high performance are produced.

# HOUSEHOLD APPLIANCE INDUSTRY



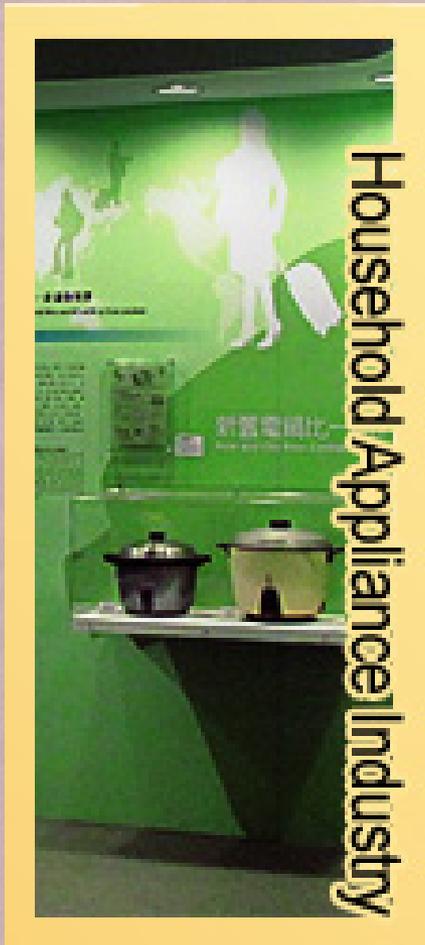
- + Taiwan did not have its own home electronics manufacturers until the end of the Second World War. Most home electronic appliances were imported from Japan and other countries. Taiwan started to have home electronics stores in the 1930s. Many Japanese businesspeople chose to open radio and recorder stores in Sakae, today's HengYang Road. Some Taiwanese businesspeople imported components from Japan and assembled radio for sale. These radios could be found in Dadaocheng.
- + Taiwan's home electronics industry was not developed until 1948. It was the year when Taiwan saw the first local radio manufacturing shop. Japan's colonization over Taiwan ended with the Second World War, and domestic trades between Taiwan and Japan became international. Without trade relations with Japan, Taiwan's home electronics manufacturers managed to find components and technologies from China. Taiwan's home electronics businesses used to exchange with and learn from their Chinese counterparts. Such cooperation was ceased when cross-strait relations tensed and Taiwan declared Martial Law.

# HOUSEHOLD APPLIANCE INDUSTRY



- + The government of Taiwan restricted the import of radios out of fear that with radio Taiwanese people may communicate with people in China or listen to Chinese broadcasts. Important components for radio production were controlled by the Garrison Command (Taiwan's KGB). Unable to import components, Taiwan's businesses turned their assembly plants into factories that manufacture the components needed. This marks the start of Taiwan's electronics industry.
- + Taiwan passed its Statute for the Establishment and Administration of Export Processing Zone, to encourage the industrial pattern of export processing. To analyze the development of Taiwan's electronics industry, the influx of American capitals was intended to aid Taiwan but dominated Taiwan's market in the end because the United States cooperated with state-run enterprises in Taiwan. On the other hand, this directed Taiwanese manufacturers to target at American market only and included the cheap labor in Taiwan in American labor force.  
The export-oriented economic policies successfully led to economic growth. With increased income, local customers could afford home electronics appliances too. The protectionism policies also guaranteed a platform for local industries, an important factor for prosperity.

# HOUSEHOLD APPLIANCE INDUSTRY



- + Trade liberalization started in the 1980s. Taiwan and other emerging industrial countries were requested to remove or reduce trade practices including duties, surcharges, and export subsidies. Taiwan agreed to the requests, and lost its price advantage. Foreign investors left Taiwan for China and refused to transfer technologies to Taiwan. Taiwanese businesses could not compete in the global arena and its market share shrank. Only a few companies succeeded in transformation from OEM to ODM because of their superb industrial design.

# SEMICONDUCTOR INDUSTRY



- + For forty years, the information technology industry of Taiwan has been progressing greatly, not only taking the lead all over the world but also admired as a "Technology Island" that draws worldwide attention. Besides the insights of the predecessors such as Li Kuo-ting, Sun Yun-hsuan, Pan Wen-yuan, and Hsu Hsien-hsiu and so on, the institutional arrangement also plays an important role. The establishments of Industrial Technology Research Institute, Hsinchu Science Park, and National Chip Implementation Center influentially contribute to the improvement of technologies and capabilities of the semiconductor industry.
- + The early electronic industry in Taiwan is based on the export processing with cheap labour. The export policy of Taiwan in the 60s attracted the American clients to move the low-tech processing in the production of semiconductor such as packaging to Taiwan and thus started the semiconductor industry in Taiwan. Hua-tai, Wang-pang, Chi-chen, and Huan-yu are the pioneers of the local semiconductor industry. Although many difficulties happened when the industry just started, it developed many future talents for the Information and Electronic industry in Taiwan. On education, in 1964, National Chao-tung University established the semiconductor laboratory, which plays a key role in educating the local talents of semiconductor.

# SEMICONDUCTOR INDUSTRY



- + In the early 1970s, Taiwan eagerly developed the IC industry. In 1974, Electronic Research Centre (the present Electronic & Optoelectronics Research Laboratory) was established to promote the IC industry through introducing the IC design and production technology from the United States. In the same time, Technical Advisory Committee (TAC) was established. Through TAC, in 1976 the Electronic Research Centre transferred the production technology from RCA. The process of the transfer from RCA is a “deep-rooted” policy and is still a unique model of the technology transfer in Taiwan. It not only introduced the key technology into Taiwan, but also became the flowerbed for the future Information Electronic Industry. In 1980, the Science Park was established.
- + Following the establishment of Hsinchu Science Park and the spin-off companies of ITRI, many overseas scholars and the private investment are gradually into the IC industry. The semiconductor industry in Taiwan gradually shifted from the downstream packaging (based on the foreign investment) to the upstream design, photomask industry, and midstream production led by the local business.

# SEMICONDUCTOR INDUSTRY



- + With more than ten years of cultivating added with the emergence of the capital market, more and more private invested companies started to expand after the 90's. At the same time, many new companies were also established. Till then, Taiwan's semiconductor industry was no longer driven by the central government. The development of the industry showed its transformation from a labor intensive industry to a capital intensive one and now to technology-oriented. From 1960's foreign invested complete-packaging industry, we now see local business with a complete range of up-stream ( design, photomasking ) , mid-stream ( manufacture ) and down-stream ( packaging, testing ) suppliers.

# STEEL INDUSTRY



- + A skyscraper needs supports of steel to stand tall. A car needs a chassis of steel to run free. A long-span bridge needs steel to connect the banks of a river. Internet reaches every corner of the world. A computer needs a case of steel to make information exchange possible. From the tiniest screws to the gears that drive production; from the refrigerator, oven and washing machine in your house to the umbrella that keeps you from burning sun and torrential rain; products made of steel have many faces that are hard to image. Steel and modern life are so closely related. Steel industry is a business that produces 1,261.9 billion NTD (as of 2006), ranking the third in Taiwan. It often referred to as "the mother of all industries."
- + The steel industry in Taiwan started from refinery of scrap metals and ship recycling, and advanced to integrated steel mill and electric arc refinery. Up to this point, the solid foundation of Taiwan's steel industry is completed. There is a complete system of up, middle and down streams that provide independent production of numerous types of steel, save several very special types of steel. A complete system of steel industry is established.

# STEEL INDUSTRY



- + **Evolution of Taiwan's steel industry Infancy – before 1970s:**  
Tang Eng Iron Works became the pioneer of Taiwan's ship recycling in 1948 when it started salvaging the Millwan, a Japanese war ship sunk offshore of Kaohsiung in WWII. Later, due to the booming of ship recycling, steel industry was supplied with enormous amount of scrap metals and steel ripped off from recycled ships. The government stepped in for help and guidance, and this is when Taiwan became known as the "Kingdom of Ship Recycling."
- + **Growing pain – Mid 1970s:**  
China Steel established its integrated steel mill and started the production of hot and cold-rolled steel products. The production of crude steel reached 3.25 million tons.
- + **Maturity - 1980s:**  
The steel industry started to its transformation into an industry that is skill-intensive, capital-intensive and technology-oriented in response to economic development. The phase 1 and 2 expansion of China Steel, stainless steel mill of Tang Eng and other private hot and cold rolling mills started production. The up and down streams of the steel industry system was taking shape and the industry was moving into maturity.

# STEEL INDUSTRY



## + Expansion - 1990s

Under the pressure of over-expanding production, environmental demands and relocation of downstream industries to other countries, the steel industry, suffering unbalanced supplies and demands, was looking for exports and the vast market in China. This was the period of expansion in production scale and extent of sales.

## + Integration - 2000s:

For the development of high value industry and in response to the competition of low-priced Chinese steel, Taiwan's steel industry started to establish strategic R&D alliance to promote solutions such as industrial technical upgrades and strategic investments, and to set the path toward higher added value and innovation-oriented development. This is the period that a full-scale integration was at its highest peak.

# TAIWAN TOP 20 GLOBAL AWARDS 2012

1. HTC (宏達電)
2. ACER (宏碁)
3. ASUS (華碩電腦)
4. TREND MICRO (趨勢科技)
5. MASTER KONG (康師傅)
6. WANT-WANT(旺旺)
7. GIANT (巨大機械)
8. SYNnex (聯強國際)
9. MAXXIS (正新橡膠)
10. 85°C (美食達人)

# TAIWAN TOP 20 GLOBAL AWARDS 2012

11. ADVANTECH (研華公司)
12. MERIDA (美利達工業)
13. D-LINK (友訊科技)
14. UNI-PRESIDENT (統一企業)
15. ZYXEL (合勤科技)
16. JOHNSON (喬山健康科技)
17. CYBERLINK(訊連科技)
18. TRANSCEND (創見資訊)
19. DELTA (台達電子)
20. WOWPRIME (王品餐飲)

# THE BEAUTY OF RITUALS

- + Taiwan is a multicultural society. On this 36,000 sq. km island, all of the ethnic groups: indigenous, Holo, and Hakka; old immigrants and new; on the mountains or in the valleys, all have contributed their beautiful cultures to Taiwan, which, like so many rainbows reflecting off of one another, generate energy and vitality.
- + The diverse ethnic groups have different religious rituals, worshipping activities, traditional music, as well as handicrafts and art. After hundreds of years of cultivation, culture has bloomed in Taiwan. These cultural threads have been woven into a colorful fabric, an heirloom of this island.



# THE BEAUTY OF RITUALS

- + Besides Han ceremonies such as the tours made by the deity Ma Zu, who is worshiped at Jhenlan Temple in Dajia, the Royal Boat Ritual at Donglong Temple in Donggang, and the Baosheng Cultural Festival held at Bao An Temple at Dalongtong in Taipei, there are indigenous ceremonies like the Pasta'ai ceremony of the Saisiyat, the harvest festival of the Amis, and the flying fish ceremony of the Yami. These religious activities are a source of Taiwan's vitality and are spiritual treasures of which Taiwan is proud. Yet only by being appreciated and respected by all of Taiwan's people may they continue to flourish.



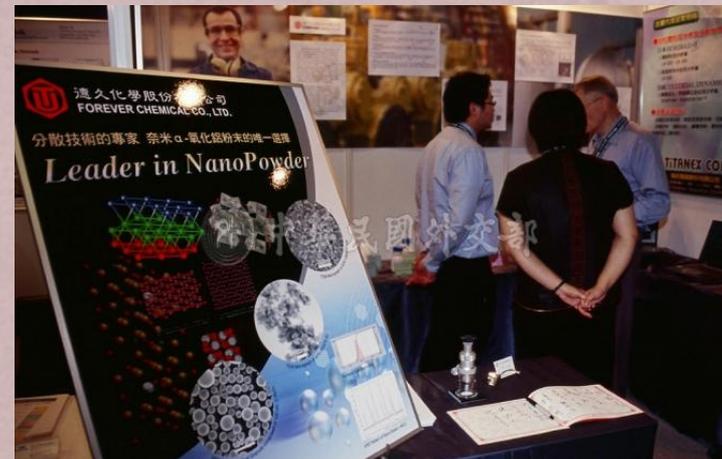
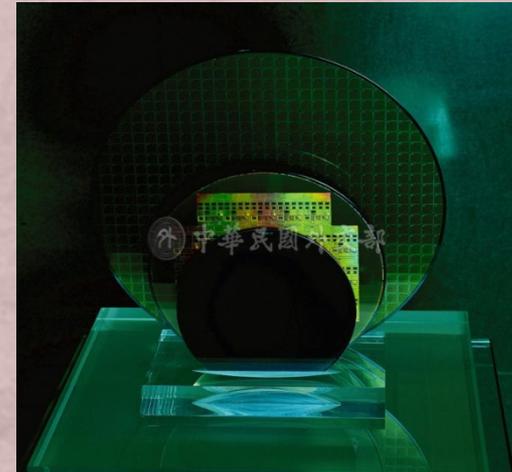
# AN ECONOMIC TRANSFORMATION

- + In facing this new era of a knowledge-based economy and the cross-border flow of information, Taiwan's government has been consistent in pursuing a policy of "deeply cultivating Taiwan while carrying out global deployment." Under this, it is working to improve the structure of industrial production and strengthening R&D in science and technology to maintain Taiwan's edge in high technology. As well, it continues to push for traditional industries to transition into creating goods of higher value to increase Taiwan's global competitiveness.



# AN ECONOMIC TRANSFORMATION

- + To ensure sustained development, the government has been promoting various measures and construction projects. Within Taiwan, it has launched such major projects as the building of a high-speed railway, freeways, and expressways in order to balance national development and to create a foundation for future transitions. Externally, the government is utilizing Taiwan's advantageous geographic position and its open market to attract foreign investment and encourage transnational enterprises to set up R&D centers, with the goal being to turn Taiwan into an operations center for Asia and the world.



# AN ECONOMIC TRANSFORMATION

- + The idea of a knowledge-based economy has been realized in the realms of culture and art. The concept of "making industry cultural and culture industrial" has been promoted as have the "cultural creative industries." Meanwhile, traditional businesses and festivals with local characteristics have been promoted, such as the Yilan Green Festival, the clean-up of the Love River in Kaohsiung as a tourist destination, and the development of old urban streets into business districts. All of these are examples of knowledge-based economic development, and all of these efforts have been taken to bring new life to all areas of Taiwan.
- + This economic transformation has provided Taiwan unlimited potential to be tapped in the future.



# CULTURE, CREATIVITY, AND THE GOOD LIFE

- + In response to people's requirement for a high-quality literary and artistic environment, the government has created a number of projects. These include a citizen's aesthetics movement, the "Six Star Project for a Healthy Community," a plan for building local cultural galleries, the development of cultural creative industries, and the plan for literary and art stars in the new era. These are designed to foster a high-quality literary and artistic environment, enrich the spiritual life of the people, and transform Taiwan into a land of culture and creativity.



# CULTURE, CREATIVITY, AND THE GOOD LIFE

## 何謂台灣健康社區六星計畫「社區治安」

- + 94年初行政院有鑒於健全之社區為台灣社會安定的力量，提出「台灣健康社區六星計畫」，以產業發展、社福醫療、社區治安、人文教育、環境景觀、環保生態等六大面向作為社區發展的目標，稱之為「六星」，並以91-93年實施之新故鄉社區營造計畫為基礎，擴大其面向與範圍。同時為促進社區健全多元發展，鼓勵社區透過自我評鑑的方式，提出社區整體發展的藍圖與配套需求，整合政府目前相關部會既有計畫資源，分期分階段予以輔導，協助其發展。
- + 95年初行政院強調「社區治安」為現階段的重點計畫，將全力啟動警政、社政、民政、消防、家暴防治等單位，連同社區民眾一起來拼治安，務必使台灣的社會、居家生活安全，並善用運用村（里）及社區人力資源，共同推動社區治安工作，強化社區自我防衛能力，以建構優質的治安社區。

# CULTURE, CREATIVITY, AND THE GOOD LIFE

- + Thanks to a rise in the standard of living, such cultural activities as concerts, theaters, movie festivals, dances, exhibitions, and book fairs have become an integral part of urban life. Artists from all fields, both contemporary and traditional, have demonstrated their novel creations and helped to bring art festivals with a local flavor to the people.

Turning to other areas in Taiwan, local museums, cultural and art villages, and regional expositions have bloomed like daisies after a spring rain. That these operate in harmony with local natural landscapes, historic buildings, and humanistic resources has elevated and diversified the people's leisure activities and fostered local cultural and tourism resources



# NATURE ABOUT TAIWAN

Yushan Mountain



Taroko National Park



# NATURE ABOUT TAIWAN

Yangmingshan  
National Park



Shei-Pa National Park



# FESTIVAL ABOUT TAIWAN

**Chinese Lunar New Year : Jan 1 ~ Jan 15**

**Lantern Festival : Jan 15**

**Dragon Boat Festival : May 5**

**Moon Festival : Aug 15**

# CHINESE LUNAR NEW YEAR

Let riches and treasures come  
into the house

Red Envelopes = Lucky Money



# LANTERN FESTIVAL

Taiwan Lantern Festival



SKY Lantern



# DRAGON BOAT FESTIVAL

Dragon Boat Racing



Rice Dumpling



# MOON FESTIVAL

Pomelo



Moon Cake



# CUISINE ABOUT TAIWAN

Small Steamed Dumplings



Beef Noodles



# CUISINE ABOUT TAIWAN

Fried Chicken Chop



Pearl Milk Tea



# KINGDOM OF FRUITS



# ORCHID



# ORCHID



# BIRDS OF TAIWAN



# BIRDS OF TAIWAN



# 鐵馬凸歸台灣<sup>7M</sup>



[Play Video](#)

# 鐵馬凸歸台灣<sup>30S</sup>



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謝謝

資料來源：

外交部

交通部觀光局

經濟部工業局