

Public Relations and Marketing Activities

Publicity and Exhibitions

1. Publicity

To strengthen publicity of the Xinyi line, DORTS produced promotional videos, pamphlets, posters, and signs to post on construction site fences. Additional promotion was achieved via the Taipei MRT Newsletter, Taipei Pictorial, Spectacular Taipei, as well as municipal publicity pages in Upaper, newspapers, and radio.



Booth at a Taipei City Department of Transportation event to promote International Car-Free Day, held on September 22



Booth to promote the 2013 Taipei Dragon Boat Festival held on June 8, 9, and 12

2. Exhibitions

At the 2013 Taiwan International Smart Green City Expo, held from October 30 - November 2, 2013, the three stages of Taipei MRT development, DORTS' vision, and the new operational mode following opening of the Xinyi line were displayed at the Low-Carbon Capital of Taipei exhibit. Pamphlets were also available for visitors.



Low-Carbon Capital of Taipei exhibit at the 2013 Taiwan International Smart Green City Expo

Marketing Activities

A Public Art Festival to Celebrate the New MRT Xinyi Line: "Enjoy Green Life in Daan Park in Praise of Nature and Art"



"Enjoy Green Life in Daan Park in Praise of Nature and Art" MRT Xinyi Line Public Art Festival held from November 30 - December 15

Visiting Activities

In 2013, 297 guests from 18 groups visited Taipei MRT construction sites or DORTS headquarters.



On May 21, a delegation from the Legislative Assembly of Ontario, Canada visited DORTS headquarters



On June 6, a delegation from the UK Railway Industry Association visited DORTS headquarters



On May 28, a delegation from the Kazakhstan Geotechnical Society visited the construction site of Taiwan Taoyuan International Airport Line Station A1



On November 21, diplomats based in Taiwan visited Daan Park Station



On October 22, members of Taipei City Council Transportation Committee inspected construction of the Songshan line during the 6th meeting of the 11th City Council



MRT Inauguration Ceremonies

1. Inauguration of the Xinzhuang Line Section Between Fu Jen University and Huilong Stations



Ceremony commemorating opening of the Xinzhuang Line section between Fu Jen University and Huilong stations

An inauguration ceremony marking the opening of the section of the Xinzhuang line between Fu Jen University and Huilong stations was held at Huilong Station at 10 a.m. on June 29, 2013. Taipei Mayor Hau Lung-bin and New Taipei City Mayor Eric Liluan Chu jointly hosted the event and were among honored guests during the first official train service. They experienced the safety, comfort, and convenience of the MRT. Soon after the ceremony, starting from 2 p.m. passengers began benefiting from free rides along the new section for one month.



Taipei Mayor Hau Lung-bin speaks at a ceremony commemorating opening of the Xinzhuang Line section between Fu Jen University and Huilong stations



New Taipei City Mayor Eric Liluan Chu speaks at a ceremony commemorating opening of the Xinzhuang Line section between Fu Jen University and Huilong stations

2. Inauguration of the Xinyi Line

An inauguration ceremony marking the opening of the Xinyi line was held at Daan Park Station on November 23, 2013. Taipei Mayor Hau Lung-bin presided over the ceremony and seven honored guests, including President Ma Ying-jeou, high-level officials, and the DORTS commissioner, were invited to touch seven glass balls representing the seven stations on the line.



Exterior of Daan Park Station



Ceremony commemorating opening of the Xinyi Line



Following a ceremony commemorating opening of the Xinyi Line, President Ma Ying-jeou examined public artwork at Daan Park Station

