Introduction to Taipei City and Taipei's Expo Displays

Taipei City Government

2010.05.01～10.31
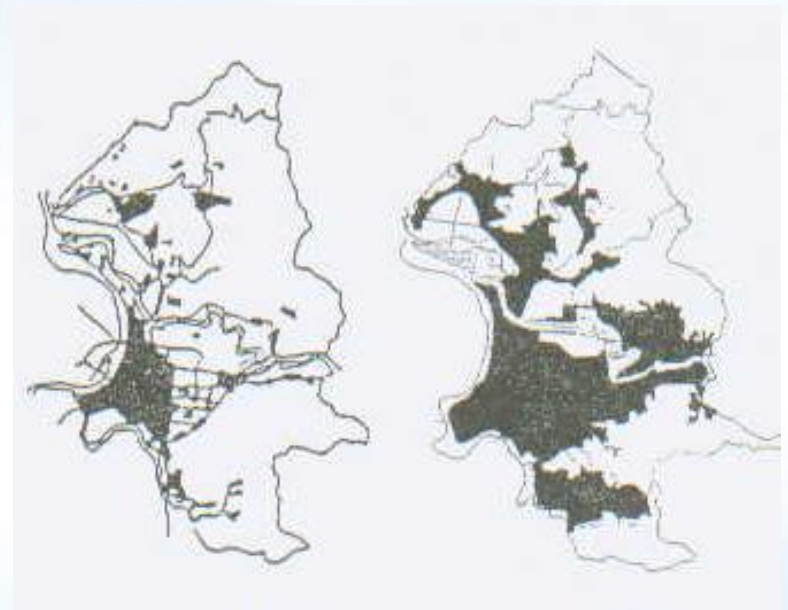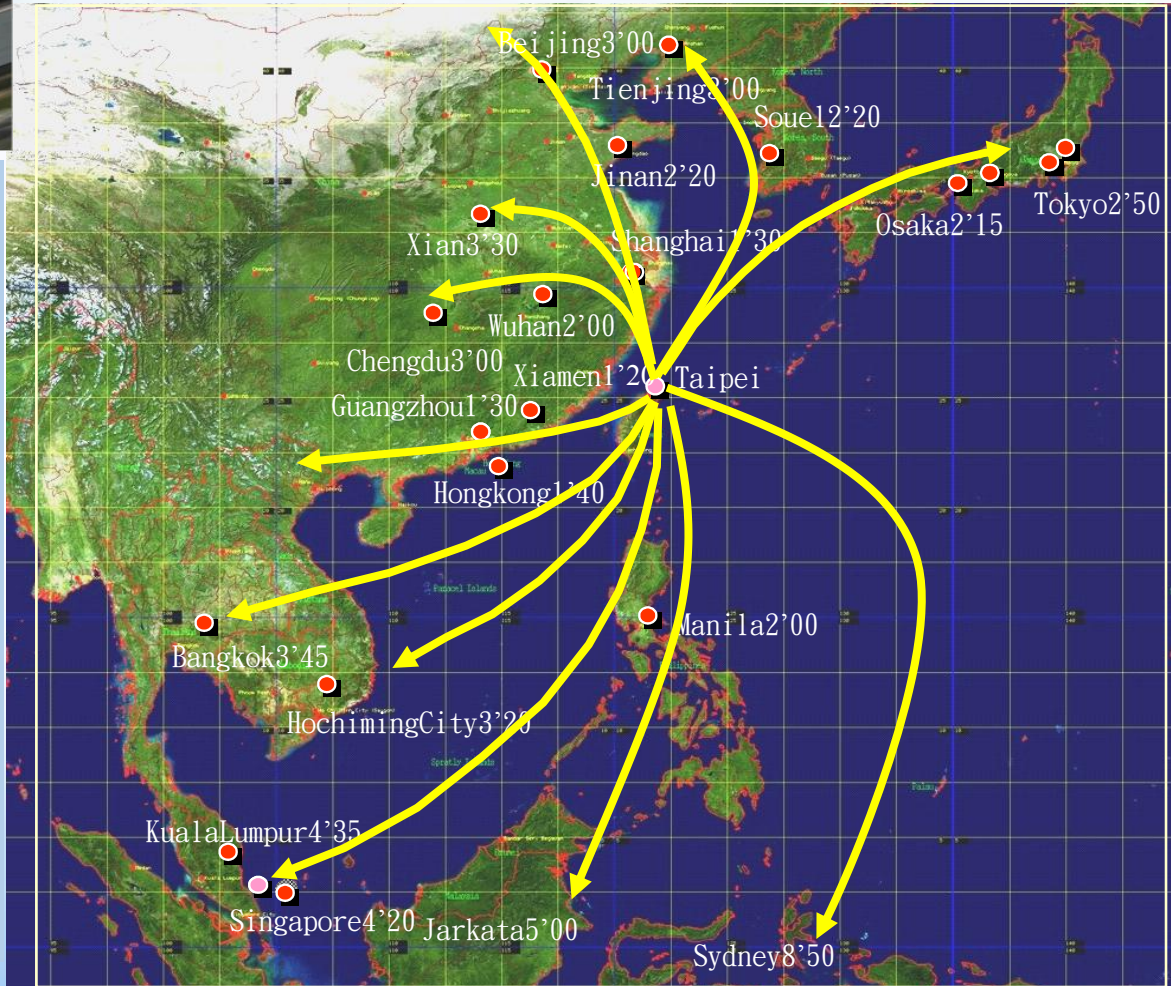
1. Early settlement and development 1625~1895

2. The era of Japanese rule 1895~1945

3. The period of rapid growth 1967 until now
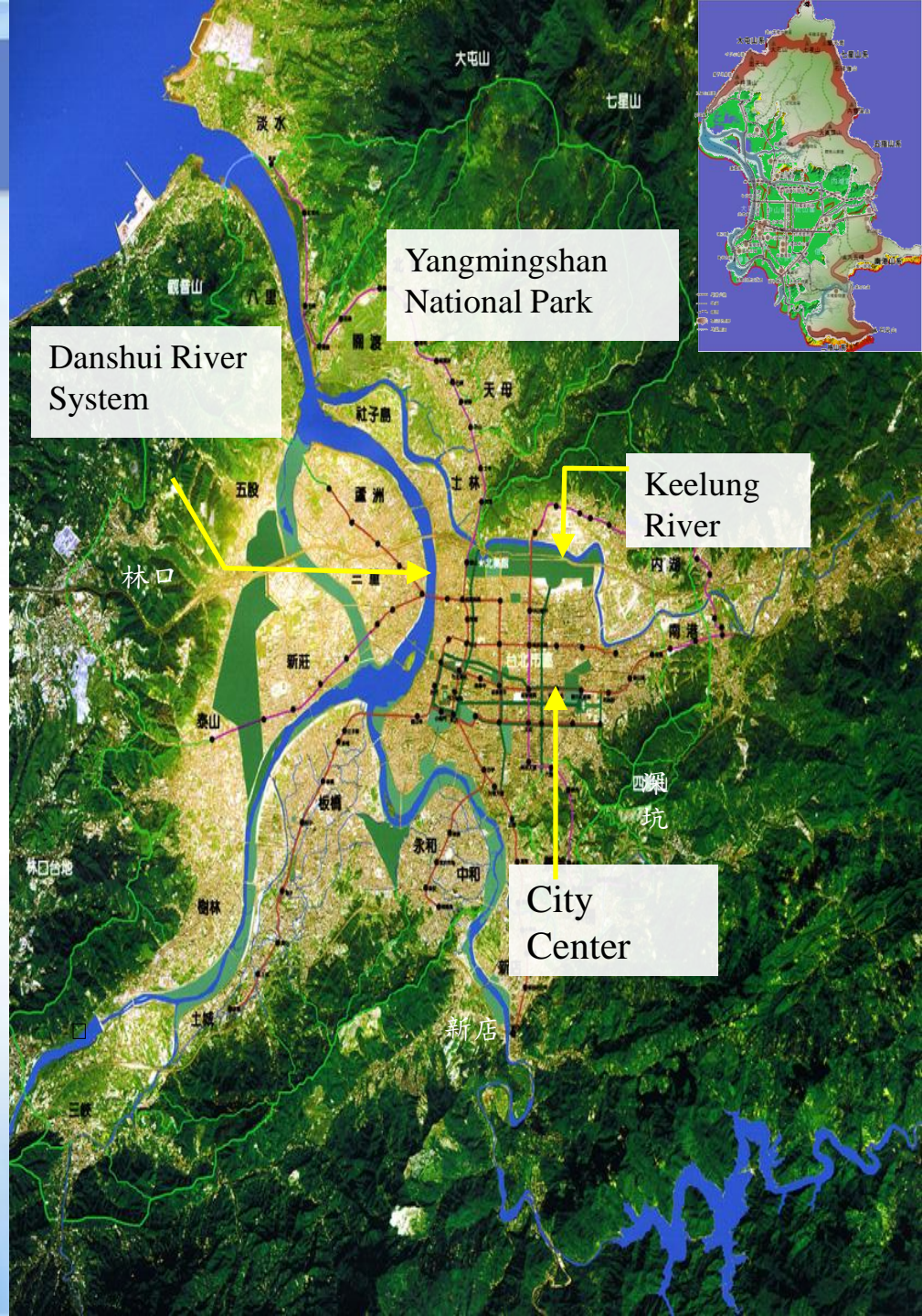
Taipei City's Location

- Distances from other major Asian cities
- Transportation links with other important cities in Taiwan

Map of Taiwan showing: Taipei, Xinzhu, Taizhong, Kaohsiung, Yilan, Hualien, Taidong

Asian cities distances map:
- Beijing3'00
- Tienjing3'00
- Soue12'20
- Jinan2'20
- Xian3'30
- Shanghai1'30
- Osaka2'15
- Tokyo2'50
- Wuhan2'00
- Chengdu3'00
- Xiamen1'20 Taipei
- Guangzhou1'30
- Hongkong1'40
- Bangkok3'45
- Manila2'00
- HochimingCity3'20
- KualaLumpur4'35
- Singapore4'20
- Jarkata5'00
- Sydney8'50

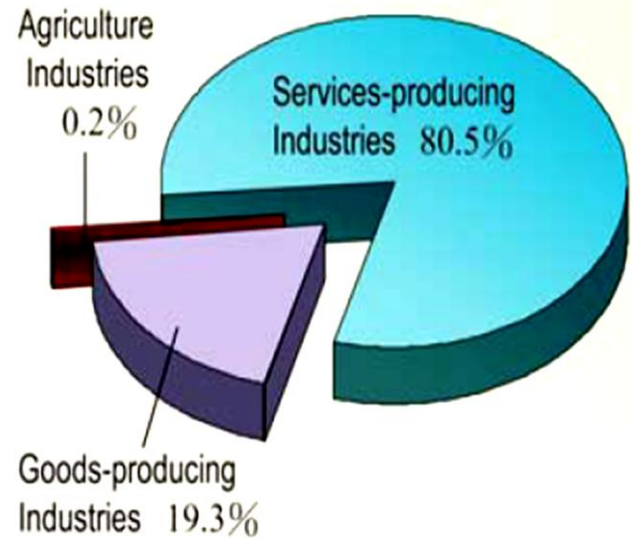# Taipei City

- Area: 271.8 km²
- Slopeland approximately 63% of the total area; level ground (elev. 20m or less) approximately 37%.

Danshui River

Yangmingshan National Park

Danshui River System
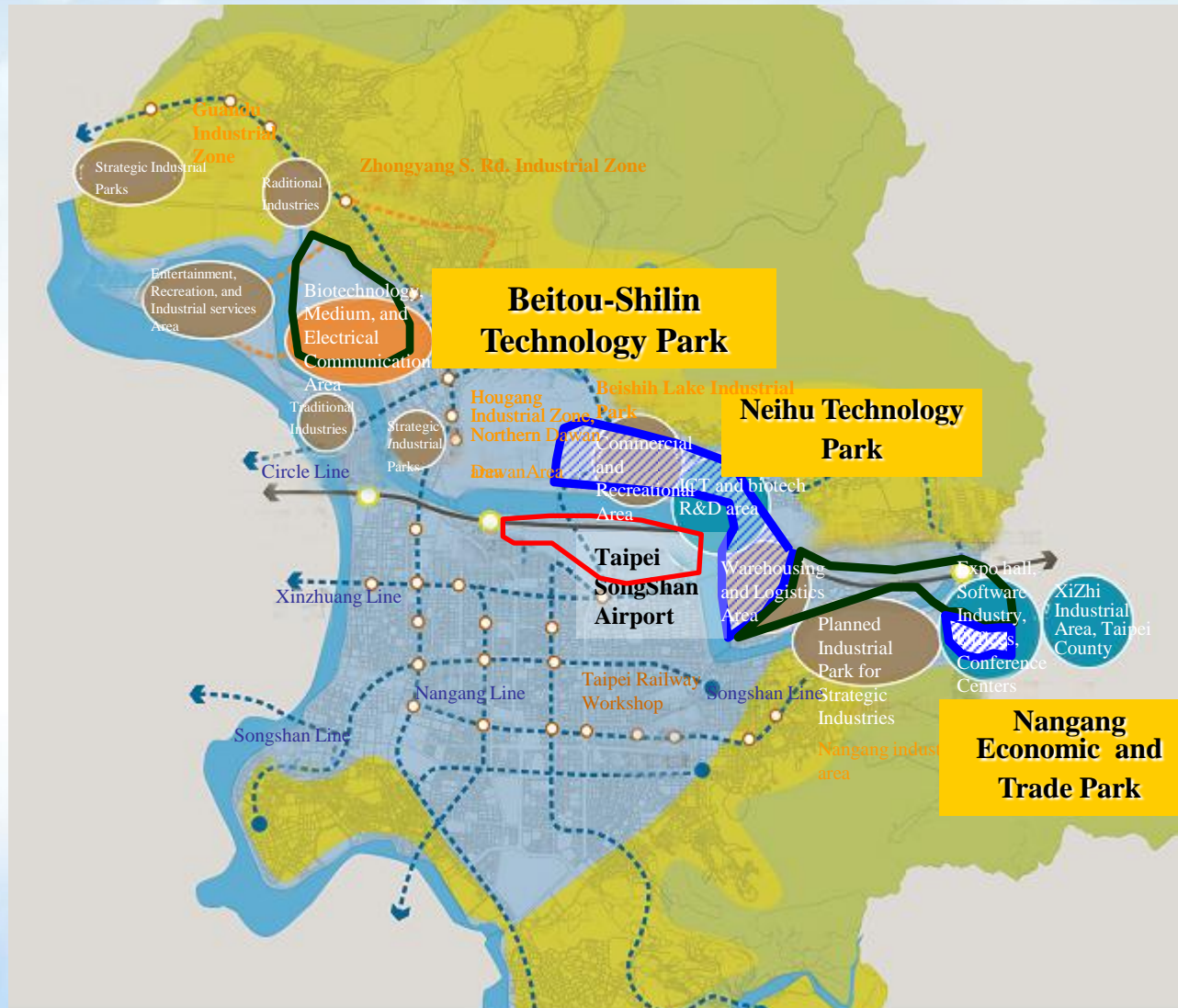
Keelung River

City Center
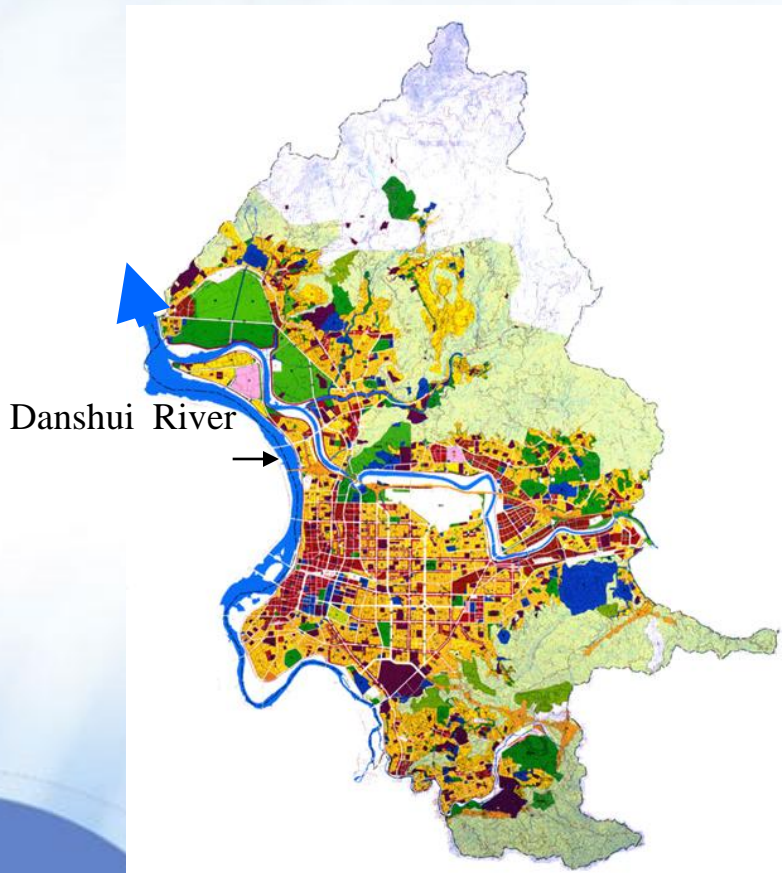
Population and Industrial Development (2009)

- Population: 2.61 million
- Population density: 9,612 people per sq. km. (Asia's 4th highest population density)
- Percentage of college-graduates: approximately 30.58%
- No. of registered companies: 213,260
- No. of employed persons: approximately 1.1 million

Agriculture Industries 0.2%

Services-producing Industries 80.5%

Goods-producing Industries 19.3%

Keep Trash off the Ground
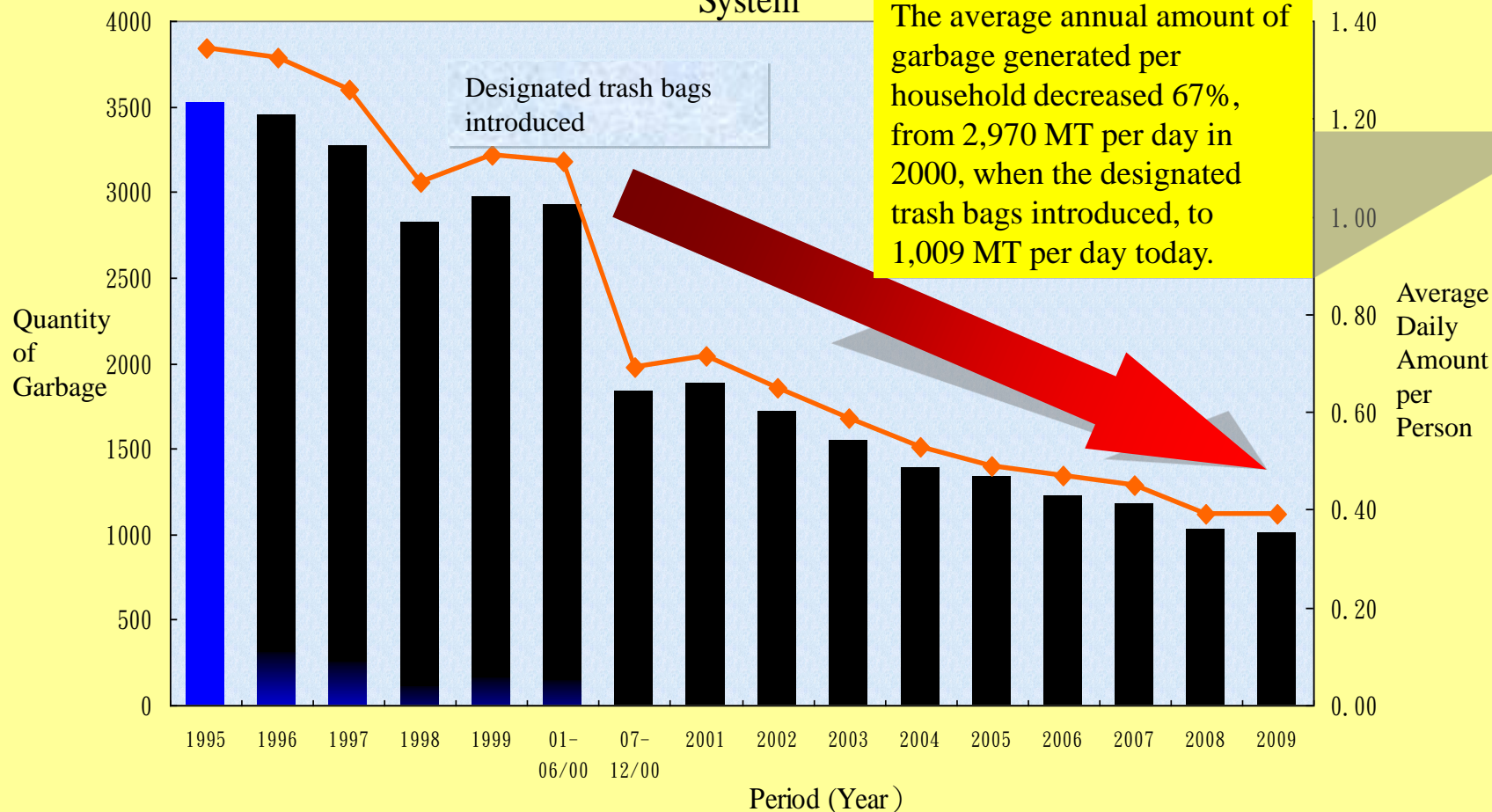To protect the city's appearance and environment, residents are willing to sacrifice a bit of convenience.

Per-Bag Trash Collection Fee
As expected, the amount of garbage was reduced. Average monthly garbage collection fees per household dropped from NT$144 in 1999 to NT$40 in 2008. Although this reduced city government's revenue, it also reduced the cost of waste processing and the burden of finding landfill space.

Reduction in Household Trash Since Introduction of Designated Trash Bag System

Designated trash bags introduced

The average annual amount of garbage generated per household decreased 67%, from 2,970 MT per day in 2000, when the designated trash bags introduced, to 1,009 MT per day today.

Quantity of Garbage

Average Daily Amount per Person
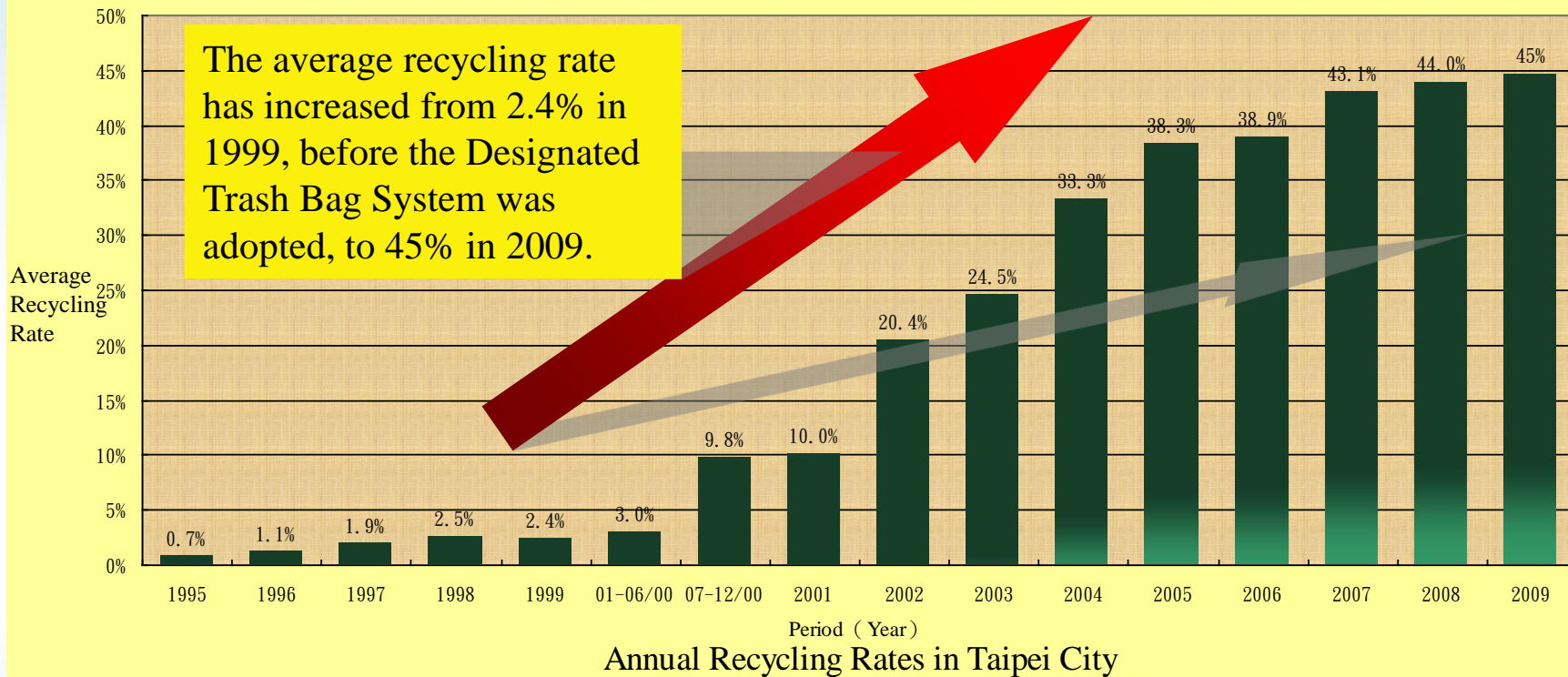
Period (Year)

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Total Recycling, Zero Landfill

- Total Recycling
- Kitchen waste recycling, discarded furniture reuse, emphasis on sorting garbage and reusing incinerator ash
- Recycling rate has increased from 2.4% in 1999 to 45% in 2009.

Taipei residents have been very cooperative with recycling kitchen waste and sorting their garbage.
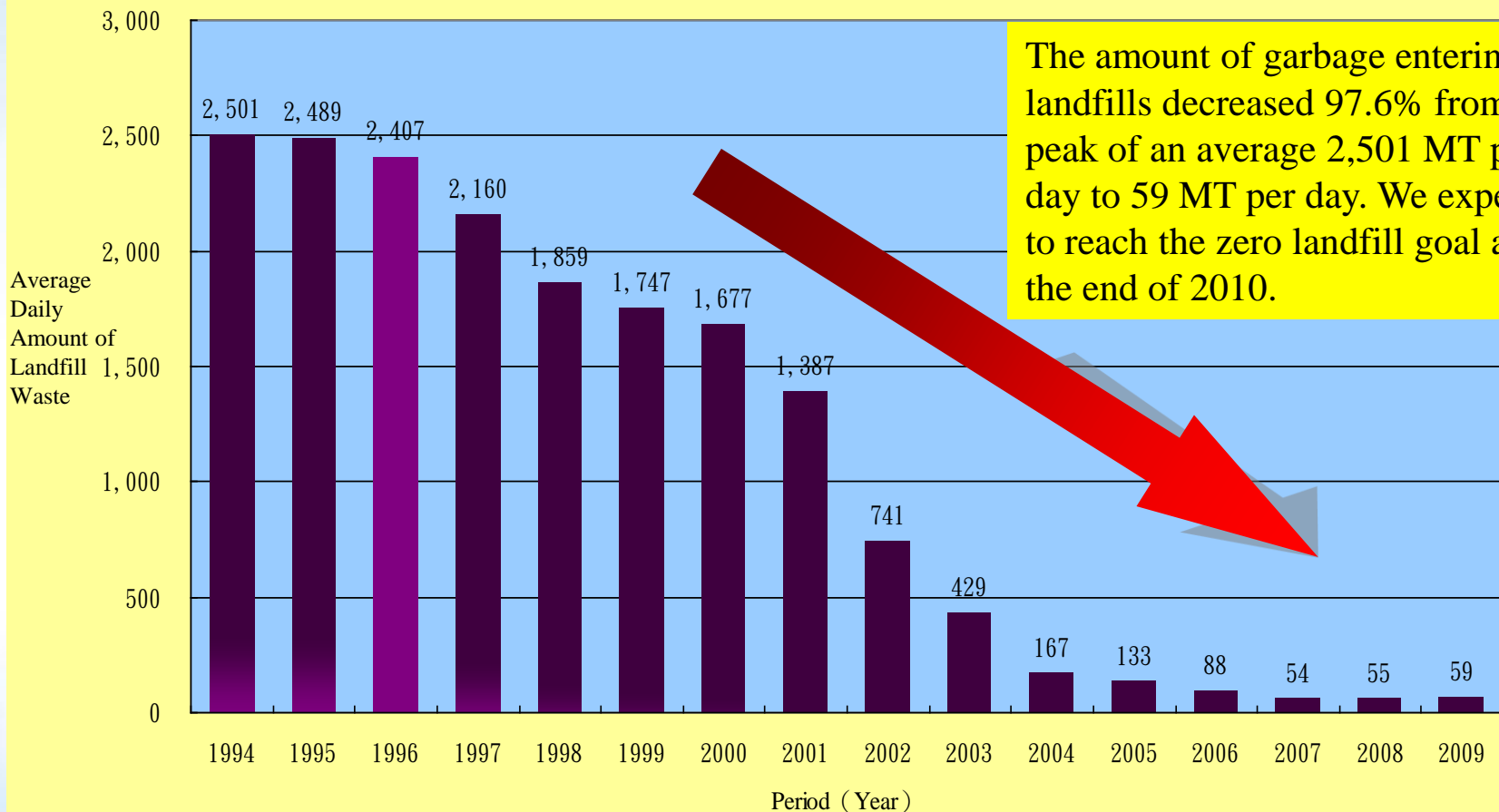
Increase in Recycling Rate

The average recycling rate has increased from 2.4% in 1999, before the Designated Trash Bag System was adopted, to 45% in 2009.

Average Recycling Rate

50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

Year	Rate
1995	0.7%
1996	1.1%
1997	1.9%
1998	2.5%
1999	2.4%
01-06/00	3.0%
07-12/00	9.8%
2001	10.0%
2002	20.4%
2003	24.5%
2004	33.3%
2005	38.3%
2006	38.9%
2007	43.1%
2008	44.0%
2009	45%

Period（Year）

Annual Recycling Rates in Taipei City
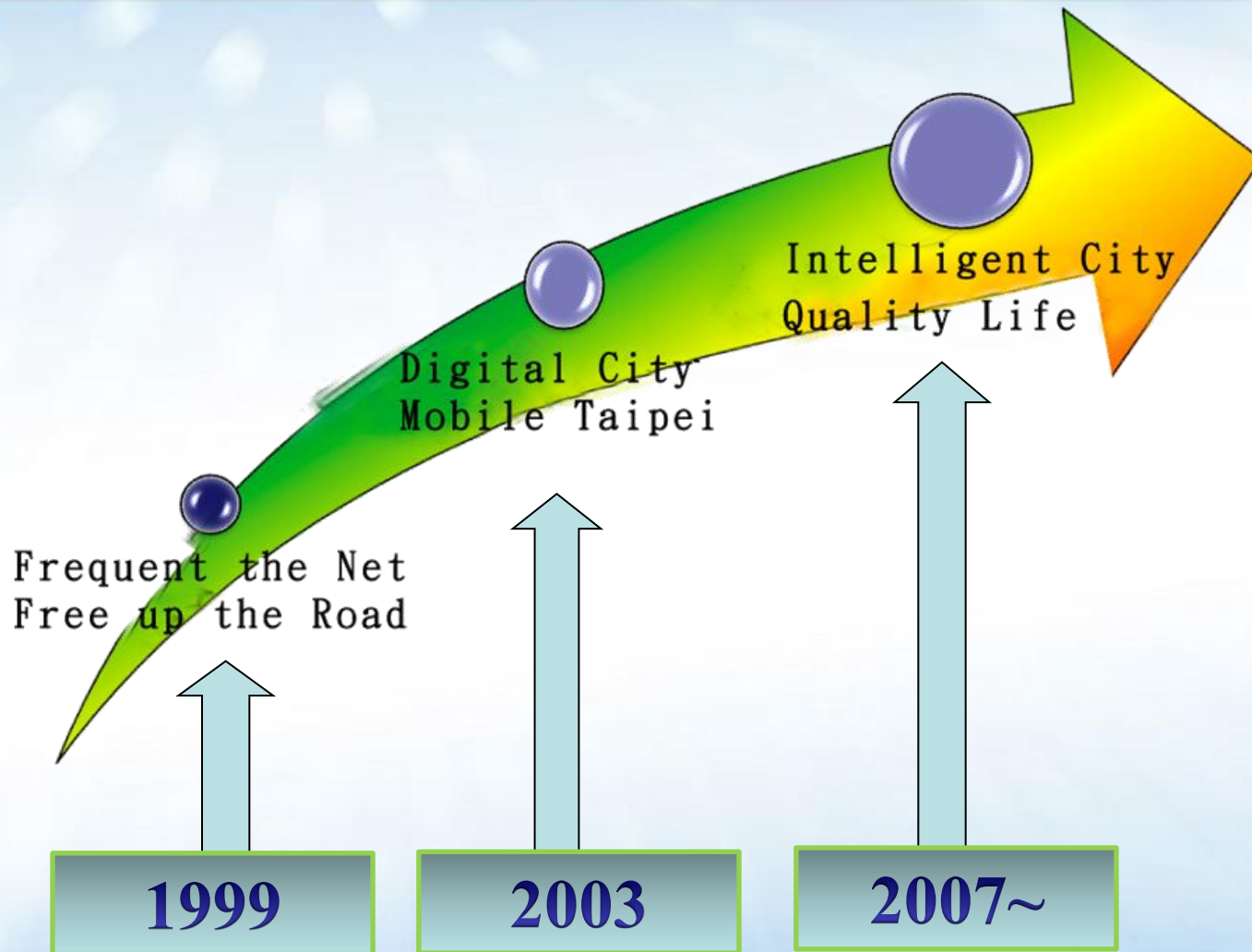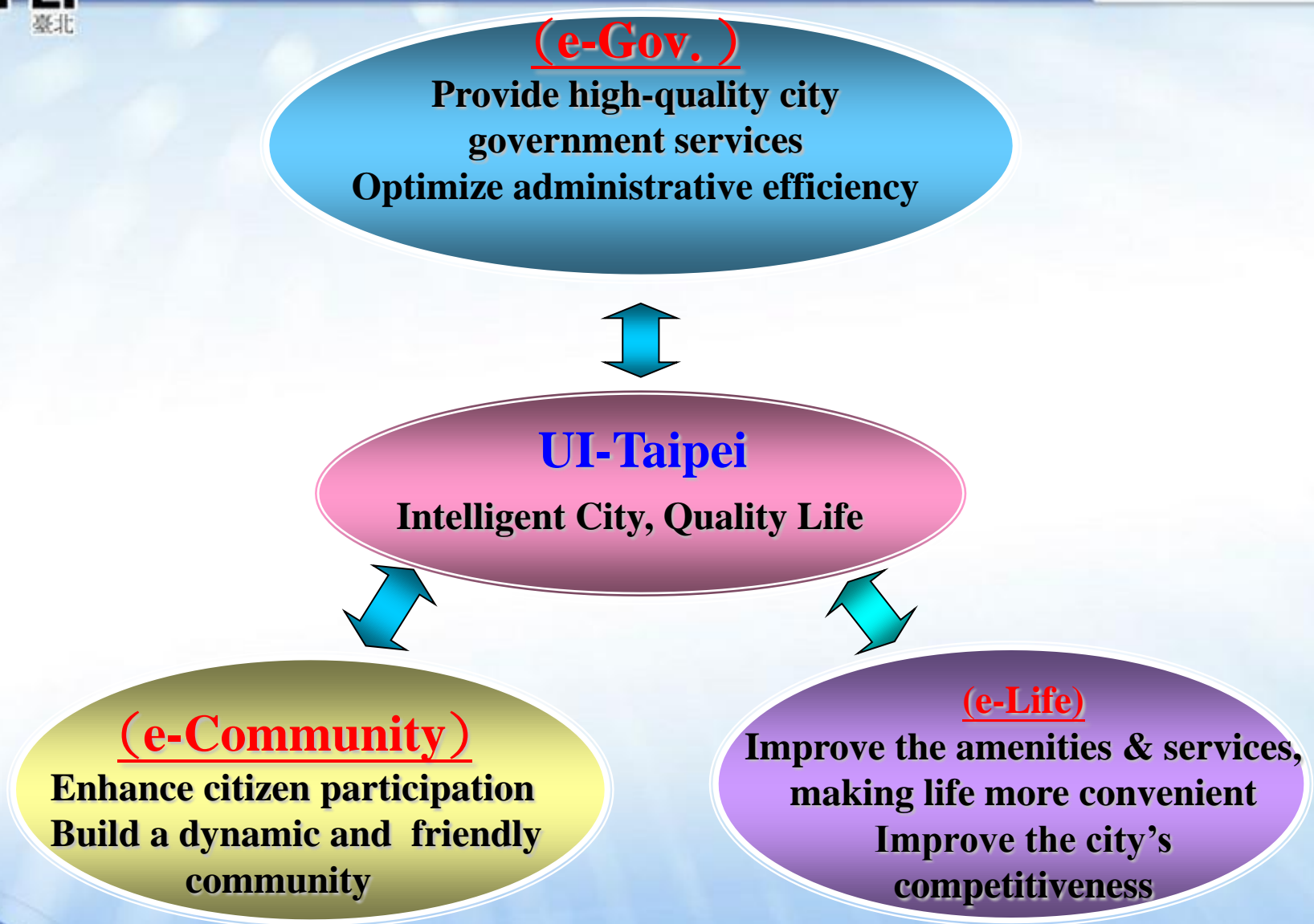
Annual Amounts of Landfill Waste at Shanzhuku Landfill Site

The amount of garbage entering landfills decreased 97.6% from its peak of an average 2,501 MT per day to 59 MT per day. We expect to reach the zero landfill goal at the end of 2010.

Average Daily Amount of Landfill Waste

Year	Value
1994	2,501
1995	2,489
1996	2,407
1997	2,160
1998	1,859
1999	1,747
2000	1,677
2001	1,387
2002	741
2003	429
2004	167
2005	133
2006	88
2007	54
2008	55
2009	59

Period（Year）

Intelligent City
Quality Life

Digital City
Mobile Taipei

Frequent the Net
Free up the Road

1999   **2003**   **2007~**

IT Development: Wireless Taipei

	Period	Areas Covered	Population Coverage Rate	No. of Access Points
Phase I	09/2004 — 01/2005	30 MRT Stations	20%	507
Phase II	02/2005 — 12/2005	MRT Stations and the City Center	50%	2,200
Phase III	01/2006 — 07/2006	All key areas	90%	4,200

- ➢ **Population Coverage Rate: 90%**
- ➢ **Number of Access Points: 4,200**
- ➢ **Wireless Schools: 100% (280 schools)**

AP

WiMAX applications and services on the MRT

Map of Taipei Amusement (MOTA) Guide Service

➢ Integrated city life database, providing downloads on area maps, guides to scenic spots, travel itinerary planning, coupons, etc.

➢ Residents can look up useful information (medical services, restaurants, lodging, travel, education, entertainment, and more) through the kiosks.

Applications of MOTA
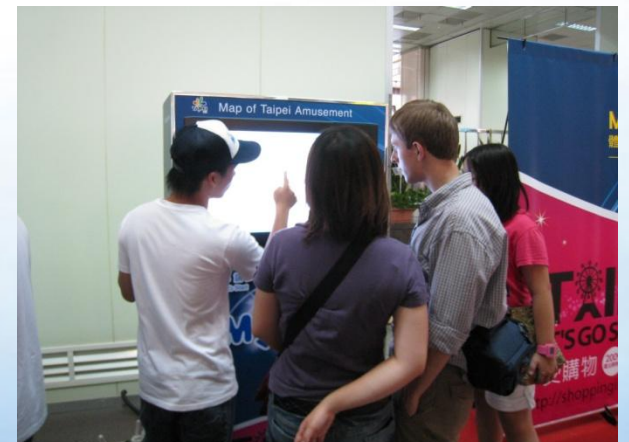
Tourists using MOTA kiosk at the MRT station

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IT Development: Healthy Living and Healthcare for Citizens

Self-administered Health Management

Telecare for Patients with Chronic Disease

Taipei City Hospital Telecare Call Center

Advisory Services on Preventive Healthcare

Local Directory on Living Resources

Medical Care & Social Welfare Referral Services

Demonstrations of Health Care Services

A Promotional Event for the 1999 Hotline

Reducing the time needed to find parking spaces

Encouraging people to make more use of mass transit

Solar-powered signs show where the buses are

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EasyCard chips embedded in watches, cell phones, cell phone straps, etc.

18 million cards issued

Used for the MRT fares, bus fares, parking lot fees, e-wallet, zoo tickets, student IDs, intelligent library system, etc.

Thank you.