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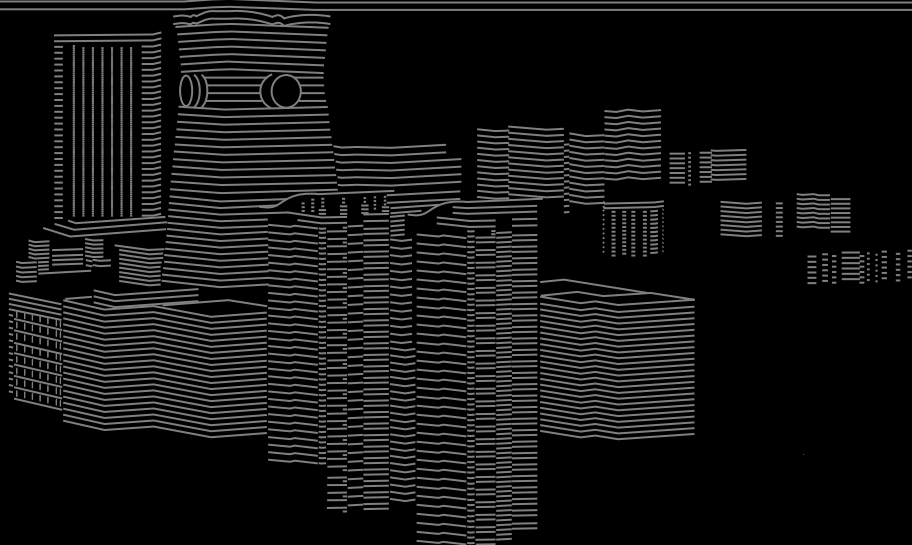
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WHAT A
WONDERFUL CITY
UNLIMITED OPPORTUNITY

2008

TAIPEI



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2008

WHAT A WONDERFUL CITY

UNLIMITED OPPORTUNITY

旺得福

INSCRIPTION WEN-YEN LIN

TAIPEI

Where Dreams Come True



*Mayor of Taipei City
Dr. Lung-Bin Hau*

A handwritten signature in black ink, reading "Lung-Bin Hau".

October 2008

TAIPEI - WHERE DREAMS COME TRUE

Liberalization of markets and rapid advances in telecommunications technology have blurred boundaries between nations and increased the status and importance of urban areas. Consequently, positioning and competitiveness have become critical to cities around the world. Consider London: in addition to being a global financial center, it is also one of the world's top centers for design. Consider Tokyo, Asia's leader in fashion, but also the epicenter of all pop culture in the region. And then consider laid-back Vancouver, renowned for its environmentalism, and the resulting opportunities for tourism.

WHAT IS TAIPEI'S COMPETITIVE EDGE?

Let this publication take you on a journey of discovery. Learn about the exceptional advantages in geography and human resources, convenient access to information, efficient administrative services, innovative science and technology parks, and outstanding exhibition and entertainment venues found only in Taipei. This city offers an outstanding environment for living, shopping, recreation – and business growth. Transformed, Taipei is today not simply a leader in technology and finance, but a capital of culture and creative marketing.

Bringing Taipei into step with the rest of the world allows people of other nations to discover the brilliance and beauty of our city. Over the next two years, Taipei will be focused on enhancing its international image and promoting itself to the world. Upcoming efforts include the Taipei Shopping Festival, the 2009 International Deaflympic Games, and the 2010 International Flower Expo. And for the World Expo to be held in Shanghai in 2010, Taipei City has been selected as “Model city for convenience and availability of wireless broadband” and “Model sustainable city for recycling and zero garbage sent to landfills”. Participating in these prime practical example exhibition areas, Taipei will present its accomplishments on the international stage.

As Mayor, I hope that Taipei not only advances, but that its development be sustainable; that it develops not only on a daily basis, but that its development be multifaceted and balanced; that it grows not only with regard to technology and convenience, but also in culture and in charm.

Dreams are a blueprint for realizing practical goals. Taipei, daring to dream.



The city bird of Taipei— the Blue Magpie

Indigenous to Taiwan, Formosan Blue Magpies can frequently be seen flying in formation. They live together in groups, and adults work together to raise the young of the clan. During the breeding season, they are very territorial, as adults team up to protect the nests and keep enemies away.





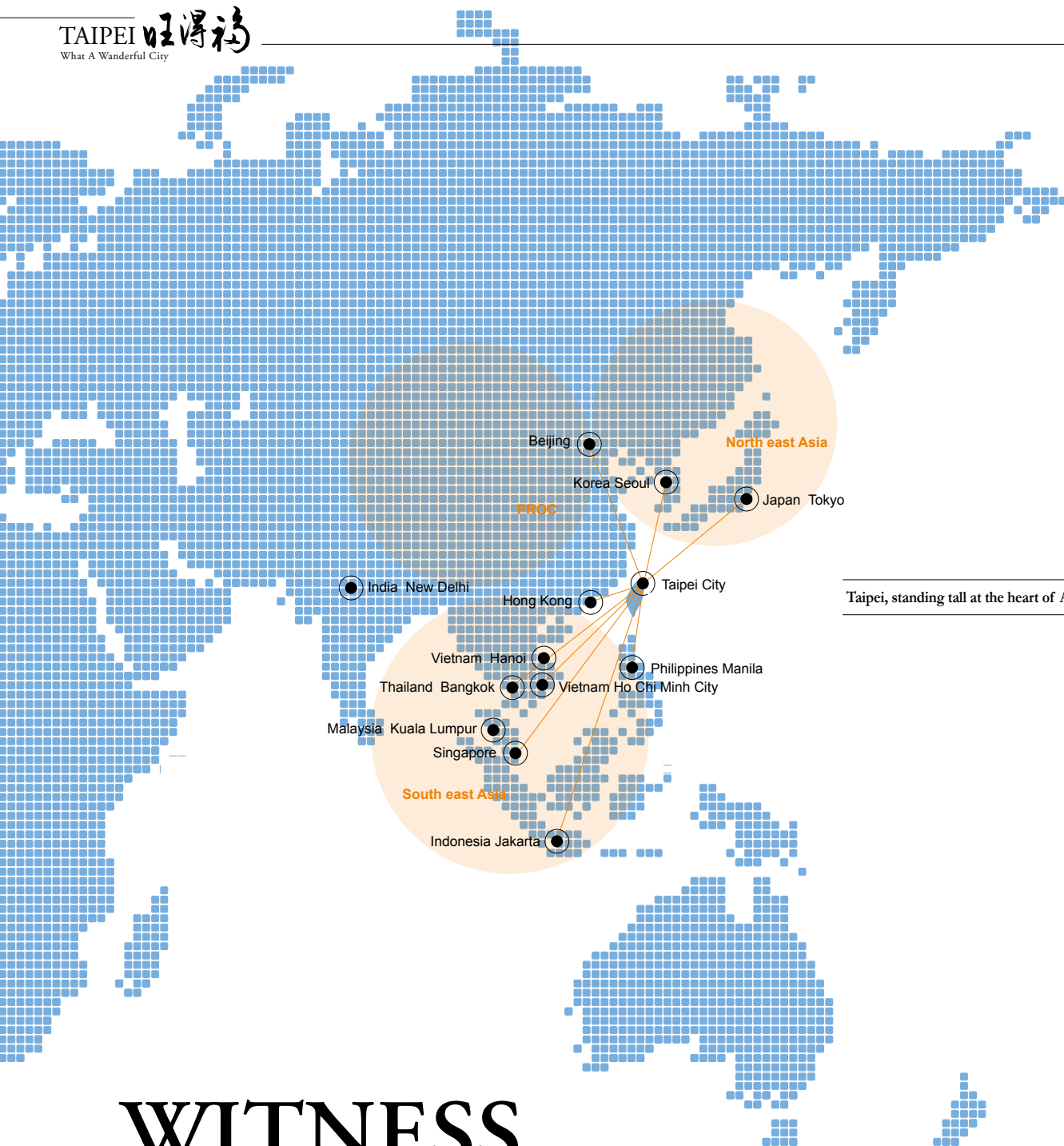
WITNESS OUR PROGRESS
OPPORTUNITIES IN BUSINESS
NEW COMPETITIVE ADVANTAGES

The Chinese character for “prosperity” (旺) is a favorite among Chinese people, especially businessmen. During the Chinese New Year, it is commonly affixed to walls and doors as a prayer that business will be good in the coming year.

Taiwan's capital, Taipei, commands many competitive advantages, including an outstanding geographical location, an abundance of high-caliber human resources, and a convenient transportation system. These qualities and many others have helped Taipei lead Taiwan onto the international stage.

In recent years, advanced information technology and infrastructure, coupled with increasingly open national policies, as well as explosive competitive energy and a booming economy, have transformed the city of Taipei.





Taipei, standing tall at the heart of Asia

WITNESS OUR PROGRESS

GEOGRAPHICAL LOCATION



Asia is the locomotive powering the world's economy today, and Taiwan is one of its engines. And as Taiwan's political and economic capital, Taipei stands at the heart of Asia.

The average flight time from Taipei Taoyuan International Airport to seven major cities around the western Pacific is only 2 hours and 55 minutes. Three hours is what some people might need to drive from their home in the suburbs to their workplace in the city, but that is all you need to fly from Taipei to any of these vital global transfer points. In addition, Songshan Airport in Taipei also offers domestic flights and short-haul service. Its convenience of air traffic to and from and within Taiwan is unmatched.

Taipei Songshan Airport offers businessmen and tourists alike domestic and short-haul flights





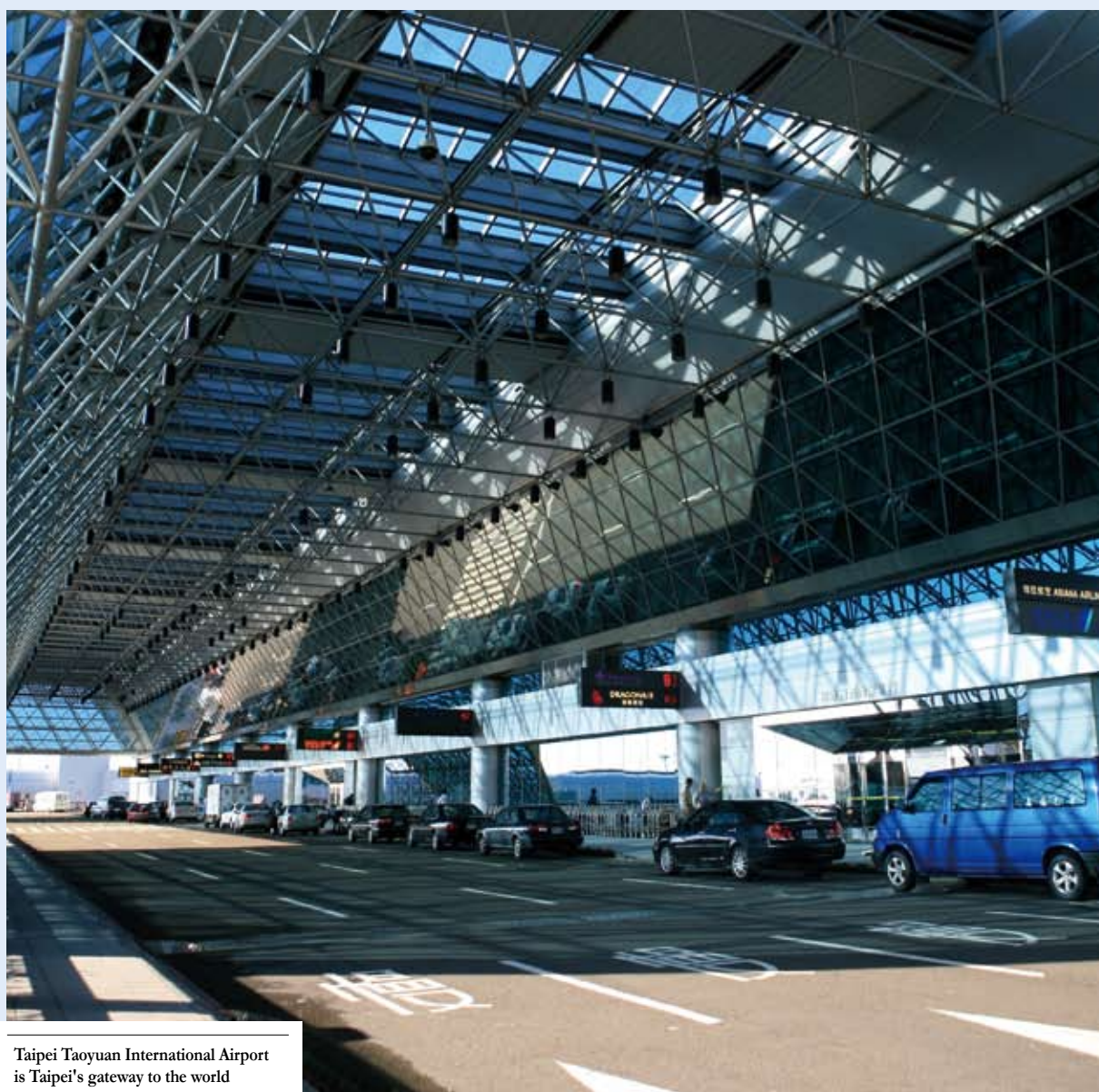
Busy Keelung Harbor, located just a short drive from Taipei

Taipei City is also less than an hour away from Keelung Harbor, northern Taiwan's most important commercial port. At 6,210 square kilometers in area, Keelung Harbor is Taiwan's second-largest port, and it is connected to the rest of Taiwan, including Hsinchu, in the heart of the island, by an excellent network of transportation. The harbor boasts 57 wharfs (39 for freight transport), over which passed more than 2.215 million TEU (i.e., Twenty-Foot Equivalent Unit) in 2007.

The average time needed to transport goods from Kaohsiung, Taiwan's largest port in the south, to the five largest ports in the Asia-Pacific region is less than 53 hours.

Over land, Taipei and Kaohsiung are linked by Taiwan's High-Speed Rail (HSR) system, which connects all the major cities on the western side of the island. On the HSR, a trip between Taipei and Kaohsiung requires only 90 minutes.

Today, the HSR, Taiwan's traditional railway network, and Greater Taipei's Mass Rapid Transit System (MRT) have converged to enhance transportation in Taiwan. Furthermore, with the recently-completed Taipei-Ilan Expressway, northern Taiwan enjoys a comprehensive transportation network fully equipped to meet every transportation need quickly and conveniently.



Taipei Taoyuan International Airport is Taipei's gateway to the world



Taiwan's high-speed railway network and Taipei's MRT system have converged, to fully integrate transportation in Taiwan

TAIWAN'S ECONOMIC COMPETITIVE ADVANTAGES

- 1 Taiwan is located in the geographical center of the Asia-Pacific region.
- 2 Taiwan is a vital freight transit center between East Asia and North America.
- 3 The average flight time between Taipei and seven major cities in the Western Pacific (Hong Kong, Singapore, Manila, Shanghai, Tokyo, Seoul, and Sydney) is only 2 hours and 55 minutes.
- 4 The average time needed to travel between Kaohsiung Harbor and five major ports in the Asia-Pacific region (Hong Kong, Singapore, Manila, Shanghai, and Tokyo) by sea is only 53 hours.
- 5 As a springboard for multinational corporations entering China's market, Taipei commands an advantageous position both economically and strategically.



Taipei 101 is a 101-floor landmark skyscraper located in Xinyi District, Taipei, Taiwan. It is the first record-setting skyscraper to be constructed in the twenty-first century. Appropriately it exhibits a number of technologically advanced features as it provides a center for business and recreation.

Getting to know Taipei (Data from 2007)

Area	272 square kilometers (Taiwan: 36,188 square kilometers)
Population	Approximately 2.63 million (Taiwan: 23 million)
Climate	Average annual temperature: 74.5°F; relative humidity: 76%; precipitation: 3,016 mm; number of rainy days: 169 days The three main features of Taiwan's climate include mild winters, hot summers, and frequent showers.
Languages	Mandarin Chinese is the official language; English is also commonly used.
Taiwan's foreign reserves	US\$270 billion
Taiwan's economic growth rate	5.72%
Taiwan's per-capita income	NT\$494,000 (US\$16,000)
Taiwan's unemployment rate	3.9%

Source: <http://info.gio.gov.tw/public/Attachment/83289473971.doc>

Labor Force & Employment

Average for 2007	Employed Population by Industry		
	Primary Industry	Secondary Industry	Tertiary Industry
	0.2%	19.1%	80.7%

Average for 2007	Employed Population by Educational Attainment in Taipei		
	Junior College & above	Senior High & Vocational	Junior High & below
	64.5%	26.5%	9.0%

Source: <http://info.gio.gov.tw/public/Attachment/83289473971.doc>

High-quality human resources are invaluable in enterprise, and a key competitive advantage in every industry

HIGHEST-CALIBER HUMAN RESOURCES

The BERI Labor Force Evaluation Measure (LFEM) listed Taiwan as one of the top five nations in the world in regard to “labor regulations,” “relative productivity,” and “laborers’ work attitude.” Taiwan’s labor performance has been ranked third in the world for three consecutive years (2003-2005).

As to labor resources, the Bureau of Employment and Vocational Training (under the Council of Labor Affairs, Executive Yuan) and the Taipei City Government Bureau of Employment’s Vocational Training Center have a variety of vocational training programs to enhance the workforce and help businesses more effectively use human resources. Furthermore, in light of changes in industry structure and trends in economic development, they heavily promote higher education.

The number of people pursuing higher education in Taiwan continues to increase, with the growth in post-graduate degrees leading most advanced nations. As the capital of Taiwan, Taipei attracts a great number of highly-educated individuals. The city is also home to most of Taiwan’s important research institutes and the representative organizations of various industries. Thanks to close cooperation between industry and research institutes and abundant, accessible resources, businesses obtain the human resource support they need, when they need it.

High-quality human resources are a key reason that so many businesses have set up their headquarters in Taipei. Furthermore, the outstanding performance of Taiwan’s labor force, as well as its innovation and inventiveness, help to give Taiwan’s products a competitive edge internationally.



Taiwan’s human capital enhances enterprise development

INFORMATION LEADER

Information availability facilitates business, and the development of access to information in Taipei has made it a leading digital city. Today, anybody in Taipei can readily connect to the world via the city's wireless network. In 2006, Taipei's public wireless infrastructure was certified by JiWire as the largest and most advanced in the world. That same year, the Wireless Internet Institute (W2i) selected Taipei as the winner in the "e-Government Application" category in the second annual W2i Wireless Communities Best Practices Awards.

Not content with these accomplishments, Taipei is currently striving to realize a broader vision, giving the city new meaning and a new face. With "intelligent" and "ubiquitous" as its principles, the UI-Taipei 2010 Initiative promises an intelligent city, a higher quality of life, and comprehensive services delivered via the Internet.

Comparison of Internet usage by Taipei residents, 2005-2007

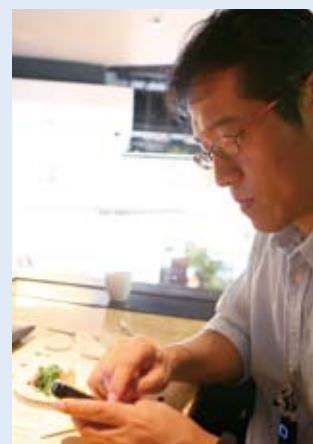
Unit: %

	Taipei residents		
	2005	2006	2007
Percentage of households with computers	84.4	85.3	89.7
Percentage of households with Internet access	79.4	81.7	86.8
Percentage of households with broadband access	73.3	76.4	80.3
Percentage of individuals using Internet	70.1	72.6	75.5
Percentage of individuals using wireless Internet access	30.1	34.3	31.0

source: <http://www.doit.taipei.gov.tw>



Wireless hotspots covering 90% of Taipei let anybody in the city utilize its advanced wireless network at any time



Comprehensive services delivered online to a wide variety of devices let people enjoy a more convenient life in Taipei



In all, almost 82% of Taiwan's financial institutions have established their headquarters in Taipei

OPEN FINANCIAL ENVIRONMENT

Taiwan is well-known for its extensive foreign reserves, which serve to buffer its domestic economy against fluctuations in the world economy. Moreover, Taiwan's sound monetary policy and capital markets provide businesses with ready channels for flexible short-term capital. The city of Taipei has 1,117 financial institutions—more than anywhere else in Taiwan. Of those, 952 are foreign and domestic banks and their branch offices; 39 are foreign and domestic life insurance companies; and 37 are foreign and domestic property-liability insurance companies.

In all, almost 82% of Taiwan's financial institutions have established their headquarters in Taipei. In addition, Taipei boasts nearly 50% of all loans in the country, sound tangible and intangible infrastructure, frequent use of the Internet for trading, and freedom of capital inflow and outflow. Together these factors enable Taipei's financial institutions to confidently and completely meet the needs of business operations centers and R&D centers for short-term capital.



The monitor showing the tendency of stock quotations

Direct weekend charter flights to and from the Mainland and the coming influx of Chinese tourists will create unprecedented economic opportunities



OPPORTUNITIES IN BUSINESS

THREE LINKS ACROSS THE TAIWAN STRAIT OFFER NEW OPPORTUNITIES

Taipei—the ideal base camp for penetrating the Greater Chinese Market

Asia is now the driver of the world economy. Information released by the World Bank indicates that after adjusting for exchange rates and commodity prices, China has become the world's second-largest economy, behind only the United States. There is no denying that the high growth rate of China's economy has attracted capital from around the world, and international corporations are paying very close attention to the potential represented by China's domestic market.

However, Taiwan is more advanced than the mainland in a number of ways, including its democracy, its competitiveness, and the openness of its economy. The 2008 Global Competitiveness Report by the Institute for Management Development (located in Lausanne, Switzerland) ranked Taiwan 13th globally and 3rd in Asia for competitiveness. The IMD stated that Taiwan's top five advantages are strong inflation management, sound current accounts, good export performance, declining long-term unemployment rate, and the New Taiwan Dollar's stable exchange rate.

In his 2008 inaugural speech, President Ma Ying-jeou announced, "The two sides of the strait are heading toward a starting point from which both sides win, that is the complete normalization of economic and trade dealings as well as cultural exchanges. We have already prepared the groundwork for negotiations. We hope that the weekend charter flights and coming of Chinese tourists to Taiwan will mark the beginning of a new era in cross-strait relations."

The Three Links are business, postal communications, and travel between Taiwan and the mainland. Taiwan's Executive Yuan has already made plans to open up direct weekend charter flights between the mainland and Taoyuan (CKS), Kaohsiung, Taipei (Songshan), Taichung (Cingcyuangang), Hualien, Magong, Kinmen, and Taidong. It also plans to allow 3,000 mainland Chinese tourists to visit Taiwan each day.

Because of its open economy, Taipei is the ideal place to take advantage of economic opportunities presented by the establishment of the Three Links between Taiwan and China. Furthermore, it is the perfect strategic location from which to oversee and direct business undertakings in the mainland market and the Greater Chinese Market in general.

EFFICIENT ADMINISTRATIVE SERVICES

To enhance Taipei's competitive edge, the Taipei City Government provides the finest municipal services, including administrative processes increasingly available online, one-stop service counters, and various types of preferential treatment for investment by foreign businesses.

Online services

In 2007, Taiwan was ranked third in the world for its advanced e-government. In order to enhance economic development and create business opportunities, Taipei City Government agencies have made it possible to complete many applications online, and once applications are filed, their status can also be quickly and conveniently checked online.

For more on Taipei's e-Government, including services offered and website addresses, please refer to page 76 in the appendix.

Preferential treatment for investment and economic revitalization efforts

Taipei provides incentives and preferential financial treatment to enterprises investing in developing global brands and establishing international distribution channels. It also has a variety of programs offering preferential treatment, incentives, and reduced or exempted leases or rents to encourage foreign investment in selected industries. All foreign companies investing in areas beneficial to Taiwan's economic development, such as the general manufacturing industry, manufacturing products for export, import/export, or a variety of other areas, can apply for preferential treatment. Various tax and non-tax incentives are also available to foreign businesses and overseas Chinese investing in Taiwan, including low-interest loans and government backing of investment.

For more information on investor relations, intellectual property protections, labor regulations, and business taxes, please refer to pages 77-78 in the appendix.



For its advanced e-government, Taiwan was ranked number three in the world

e-Government Country Rankings, 2007 (2006 in parentheses)

Rank	Nation	Rating (Out of 100)
1. (1)	South Korea	74.9 (60.3)
2. (3)	Singapore	54.0 (47.5)
3. (2)	Taiwan	51.1 (49.8)
4. (4)	United States	49.4 (47.4)
5. (6)	Great Britain	44.3 (42.6)
6. (5)	Canada	44.1 (43.5)

Source: <http://www.insidepolitics.org/egovt07int.pdf>

SPOTLIGHT ON BUSINESS OPPORTUNITIES—CONFERENCE AND EXHIBITION VENUES

Meetings, Incentives, Conventions, and Exhibitions (MICE) is an emerging service industry that shows increasing potential with globalization. The industry is very attractive for a variety of reasons, including high growth potential, added value, and innovation benefits. It offers huge production value, creates many employment opportunities, and involves a number of industries. It also offers relative advantages in terms of human resources, technology, and effectiveness of asset utilization.

Taipei World Trade Center (TWTC)

The Taipei World Trade Center encompasses the exhibition hall, the international trade building, the international convention center, and a tourist hotel. It offers convenient, comprehensive, commercial services to international businesspeople in Taiwan.

With 23,450 square meters of floor space, and room for 1,304 standard-sized exhibition booths, the first floor of the exhibition hall is among the largest exhibition venues in Taiwan. Each year, it hosts in excess of 25 specialized international exhibitions, and is rented out for another 60. It is one of Asia's most active exhibition venues, and with 310 days of exhibitions a year it may be the most-used

The Taipei World Trade Center (TWTC), located in the heart of Taipei city, provides comprehensive facilities and access to Taiwan's industries





The recently-opened TWTC Nangang Hall is currently the newest and largest trade-show center in Taiwan

exhibition hall in the world. The annual electronics exhibition held at the TWTC, for example, is one of the top three electronics exhibitions in the world, attracting buyers from around the world.

Purchasing high-tech products in Taipei

Taipei defines high-tech, so of course Taipei's exhibition venues offer convenient purchasing platforms. When Computex Taipei is held in mid-summer, it opens the golden week of the global ICT industry, which includes the Semiconductor, Flat-Screen Display, Taipei OPTO, and Taiwan Nano Exhibitions. Buyers from around the world need only make one trip to Taiwan and stay for two weeks to see and buy a huge variety of high-tech items.

Taipei World Trade Center—Nangang Exhibition Hall

March of 2008 saw the official inauguration of the Nangang Exhibition Hall. Currently Taiwan's largest, it is designed to hold 2,465 standard-sized booths. Besides more space, its eight large conference rooms, three restaurants, and seven shops offer visitors more extensive services and a friendlier facility. In addition to hosting exhibitions, it can be used as a multipurpose indoor venue for sporting events and performing arts.

Nangang Exhibition Hall 2 is currently under construction to meet the growing needs of various international exhibitions. Scheduled for completion in 2012, it is expected to cost NT\$6.3 billion. When both are open, Nangang Exhibition Halls 1 and 2 will together be able to accommodate up to 5,000 booths.



Taipei World Trade Center- Nangang Exhibition Hall

EXTENDING AN INVITATION TO VISIT OR PARTICIPATE IN EXHIBITIONS

Taipei is recognized as one of the top cities for commerce in the world. Each year, it hosts more than 100 exhibitions of various sizes, including many major international tradeshows. As one of the most important in Asia, our unique exhibition center has a bright future ahead of it.

Taiwan's High-Speed Rail began offering services early last year, and Songshan Airport, located within the city, will begin flights to neighboring countries later this year. This will serve to further connect Taipei with central and southern Taiwan as well as other major commercial cities in Asia. Participating in and visiting exhibitions in Taipei is becoming even more convenient.

The Taipei Exhibition Halls have a number of things in common, including proximity to commercial centers, easy access, professional management, and quality services. We would like to extend our warmest welcome to buyers visiting, businesses exhibiting their goods and services, and exhibition organizers from around the world seeking to expand their industry to take advantage of Taipei's exhibition facilities.



An exclusive interview with Taiwan External Trade Development Council President and CEO Chao Yuen-chuan



Taipei World Trade Center Exhibition Hall 3

Taipei Arena

Taiwan's first indoor multipurpose stadium, the Taipei Arena was officially inaugurated in December 2005. Its seven levels include 88,000 square meters of floor space and seating capacity for 15,000. Among the venue's special characteristics is that the floors of both the main and secondary arenas can be converted into ice rinks for skating. In addition to being used for a variety of sports competitions, the arena hosts concerts, large gatherings, and artistic performances. With the completion of the Taipei Gymnasium, currently under construction, this area will become Taipei's most popular district for sports and recreation.

Officially inaugurated in December 2005, the Taipei Arena was the first indoor multipurpose stadium in Taiwan



SCIENCE AND TECHNOLOGY PARKS

Taipei's high-tech industry is already highly competitive, and the two large-scale science and technology parks located in Neihu and Nangang continue to enhance its value of output. As new enterprises take the initiative to open offices in these parks, Taipei is becoming a gathering point for the operational headquarters of various high-tech enterprises, the planning and management center for the global electronics industry, and the backbone of Taiwan's own telecommunications industry. Thanks to convergence of R&D resources, the parks have become important strongholds of biotechnology, IC design, and digital content development.

Neihu Science and Technology Park

As Taiwan's first international high-tech park located in an urban area, Neihu Science and Technology Park boasts a number of advantages, including superb geographical location, an outstanding living environment, a comprehensive transportation network, and abundant financial resources, all in addition to advanced technology and specialized human resources. It is an ideal location for research centers and operational headquarters. As of January 2008, 3,155 companies had set up operations in the Neihu Science and Technology Park, employing in excess of 90,000. More than 140 foreign enterprises have set up branch offices there, and that number also continues to grow.

Nangang Software Development Industrial Park

The Nangang Software Park has seen an influx of software developers, IC designers, and biotech companies. This has served to transform Taipei



As Taiwan's first international high-tech park located in an urban area, Neihu Science and Technology Park boasts a number of advantages



Neihu Science and Technology Park, an ideal site for research and development centers or operations headquarters





Nangang Software Park offers specialized services in six key areas, giving the products of businesses in the park a competitive edge on the global market

into the Asia-Pacific center for software. In order to provide the software development and biotech industries an R&D environment that truly meets their needs, the park has designed specialized services in six key areas, providing shared equipment, tools, training, and healthcare market information, giving the products of businesses within the park a competitive edge on the global market.

As of October 2007, there were 231 enterprises occupying the phase one and phase two areas of the Nangang Software Park—almost 100% of capacity. When phase three of the park is completed in the second quarter of 2008, another 100 businesses will move in. Furthermore, Nangang Exhibition Hall 2 will soon open, and the MRT, railway, and high-speed railway are also being extended to this area. Once this is accomplished, it is estimated that annual output of the park will increase by some NT\$100 billion, bringing the park's gross revenue to NT\$265.8 billion. What's more, these developments will make the park an important stronghold of the world's information technology and biotech industries, which will in turn attract still more enterprises to set up branch offices there.

Beitou-Shilin Science and Technology Park

Designed for knowledge economy industries as well as relevant support and service industries, this park is located on the boundary between Beitou and Shilin, at the confluence of the Shuangxi and Keelung Rivers. This area has an abundance of medical research facilities and businesses, as well as a unique mix of cultural activities. As a driving force of overall national development, the Beitou-Shilin Park will emphasize cultural development as it incorporates manufacturing, a comfortable living environment, and concern for ecology.



As of October 2007, there were 231 enterprises occupying the Phase One and Phase Two areas of Nangang Software Park

NEW COMPETITIVE ADVANTAGES

Taipei is striving to integrate its cultural innovation industry, focusing on aesthetics and design to create products with higher added-value

CENTER OF CHINESE CULTURE

In the past, Taiwan focused on attracting and developing technology-intensive OEM industries. In recent years, however, it has worked hard to transform itself into an innovative economy, focusing on design and brand names. As such, the government is considering how best to expand the market and provide the specialized personnel needed to achieve an industrial economy focused on aesthetics to create products with more added-value.

Taiwanese society is a point of convergence between traditional and modern cultures as well as cultures from around the world, making it rich in all the elements needed to develop the cultural innovation industry. In terms of Chinese culture, the refinement and modernization for which Taiwan is well known are other indicators of Taiwan's diversity.

Taipei is working actively to integrate the culture innovation industry, built upon industry, high-tech, and culture, to form a center for Chinese culture as it makes the most of its abundant resources to create an innovative base.





The National Palace Museum,
in collaboration with ALESSI Italy,
launched The Chin Family Series.



EMERGING CREATIVE INDUSTRIES

The cultural creative industry requires both creativity and accumulated culture. The potential growth of Taipei's cultural innovation industry cannot be ignored. This is especially true of lazurite handicrafts, original porcelain pieces, fashion and accessories design, and the performing arts, all of which are becoming increasingly prominent on the international stage. Taiwan's film industry, for example, is world-renowned for such directors as Ang Lee, Hou Hsiao-hsien, and Tsai Ming-liang. In recent years, a new generation of directors has been well-received and won glory for Taiwan, their diverse themes and innovative techniques acclaimed in major film competitions around the world.

Taipei City is also working hard to integrate its resources to accelerate the effects of clustering upon the cultural innovation industry, effectively enhancing value of output and giving the industry a competitive edge on the global market. In recent years, thanks to hard work and cooperation among industry, government, and academia, the cultural innovation industry has not only boasted outstanding achievements in the area of culture, but also brought into full play economic performance to realize the unlimited development potential of peripheral industries.



Cultural innovation industries in
Taiwan are rising to prominence on
the international stage



The cultural innovation industry
not only boasts outstanding cultural
achievements, but has also increased
the development potential of
peripheral industries





DEPENDABILITY

ENJOYABLE CONSUMPTION

RESTFUL SPACE

The Chinese character “comfort” (得) has a variety of additional meanings, from achievement to satisfaction. All of these are found in abundance in the city of Taipei, with its convenient way of life, dependable city government, prosperous shopping areas, and diverse leisure activities. Many who visit choose to return and stay for a lifetime.

The city flower of Taipei – The Azalea

The Azalea is a hearty flower that can endure both droughts and Taiwan's high humidity. The plant's fuzzy leaves help it retain moisture, while also trapping dust and helping to cleanse the air.

In spring, the blooming Azalea brightens Taipei's streets. Yangming Mountain is awash in a sea of the red and white blossoms. The scent of the buds, dew, and soil combine to create a unique fragrance that permeates the air. The Azalea well represents the abundant vitality and splendor of Taipei.





DEPENDABILITY

Ever-larger numbers of expatriates are making their homes in Taipei, choosing to live here for one simple reason: Taipei is among the world's most welcoming cities. And according to a 2007 ranking of 55 major cities by ECA International, Taipei is also one of the safest.

In Taipei, the police protect each neighborhood as if it were their own, actively preventing crime and working with local residents to ensure public safety. The city has also implemented a variety of measures to become more accessible to disabled residents and visitors. Taipei is no faceless entity, but a friend ready to extend a helping hand, should you need one.



Taipei is among the world's warmest
and most welcoming cities



The city is no faceless entity, but a
friend standing ready to help





Centrally-located Taipei Main Station connects the metro system with the nation's extensive railroad network and Taiwan High Speed Rail (HSR)

TAIPEI – TAIWAN'S TRANSPORTATION HUB

Traveling from Taipei to any point on or off the island is very convenient. Three highways crisscross Taiwan and it takes less than one hour to reach Taipei Taoyuan International Airport from the city center. The centrally-located Taipei Main Station connects the city with the nation's extensive railroad network, Taiwan High Speed Rail (HSR), and the Taipei City Metro. From Taipei Main Station, it's a snap to go anywhere in the city or the entire country. The Taipei Metro system is also expanding: it will eventually link up with the Taipei Taoyuan International Airport, bringing Taipei that much closer to the rest of the world.

With the high speed rail now in operation, the trip between Taipei in the north and Kaohsiung in the south has been cut to ninety minutes, bringing the whole of Taiwan within Taipei's reach. Travel to the south for business or pleasure and return home that very same day.

Located on Taipei's north side, Taipei Songshan Airport once served as Taiwan's link to the Taipei world. However, when Taipei Taoyuan International Airport came online, Songshan Airport became the hub of domestic aviation on the island. Although the airport no longer plays as pivotal a role in international travel, it is still very much in the public eye, thanks to the resumption of direct flights to mainland China and the potential development of neighboring land. Taipei Songshan Airport is a hotspot of future commercial opportunity.



Taiwan High Speed Rail brings the whole of Taiwan within easy reach



Taipei's ubiquitous yellow taxis, operated by safe and conscientious drivers who really know their way around town



Eight metro lines are currently in service, transporting over 1.2 million passengers each day

TAIPEI ON THE MOVE: METRO, BUSES, AND TAXIS

On their first trip to Taiwan, many visitors feel overwhelmed by the heavy traffic on the city's streets. Just imagine that even more people are out of sight, taking advantage of the city's comprehensive subway system. Taipei currently boasts eight metro lines, with four additional lines slated to begin operation in the near future. The subway system is complemented by a network of public buses running along all major streets, taking you just about anywhere in the city. And if you are pressed for time, just hail one of Taipei's ubiquitous yellow taxis, operated by conscientious, safe drivers who really know their way around town.

TAIPEI METRO – FREEDOM OF MOVEMENT

Taipei Metro, the city's main transportation backbone, has not only changed the lives of Taipei residents, but also spurred development of the suburbs it serves. There are eight metro lines currently in operation, transporting an average of over 1.2 million passengers each day. Nearly all of Taipei's major tourist and commercial sites can be reached via Taipei Metro or by transferring from the Metro to a public bus. The four lines now under construction, Xinyi, Neihu, Xinzhuang, and Sanxia, will make traveling around Taipei and Taipei County even more efficient.

Want to get around the city with ease? Get an EASYCARD! This IC smartcard serves as your Metro ticket, but you can also use it to pay bus fares or parking fees, and even buy things at some convenience stores. The EASYCARD will take you places!



The Taipei Metro system is complemented by a comprehensive network of public buses running along all major streets

TAIPEI METRO ONCE AGAIN RANKED MOST RELIABLE METRO SYSTEM

According to a study released by the Railway Technology Strategy Centre (RTSC) at the Imperial College of London on November 17, 2007, the Taipei Metro system has ranked as the most reliable metro system among the members of the Nova/CoMET Consortium for three years running. The Taipei Metro continues to be one of the best-performing rapid transit systems in the world.



The Taipei Metro continues to be one of the best-performing rapid transit systems in the world



Check out the bus information on the Taipei e-Bus System website (www.taipeibus.taipei.gov.tw)



BUSES – TECHNOLOGY FOR THE 21ST CENTURY

Taipei's public bus system conveniently connects every corner of the city. To help you navigate this extensive network, we have established the Taipei Bus and Transportation Information System website (www.taipeibus.taipei.gov.tw). On this site, you can look up buses and routes and even download English maps. You can also use the Taipei e-Bus System website (www.e-bus.taipei.gov.tw) via Internet, mobile phone, or PDA to check real-time bus information. The e-Bus System is just one more way that Taipei is becoming a truly "Digital City".



The public bus system conveniently connects every corner of the city

TAXIS – NO CHINESE, NO PROBLEM!

For obvious reasons, taxis in Taiwan are often referred to as “little yellows”. In addition to providing a quick, comfortable ride, many drivers have upgraded the passenger experience in recent years by installing TVs in seatbacks and providing reading materials. Also, you'd be surprised at how many taxi drivers can use basic English to communicate with their passengers. If you see a “Yes, I can speak English” sticker in the windshield, strike up a conversation with your driver. You just might learn something new!

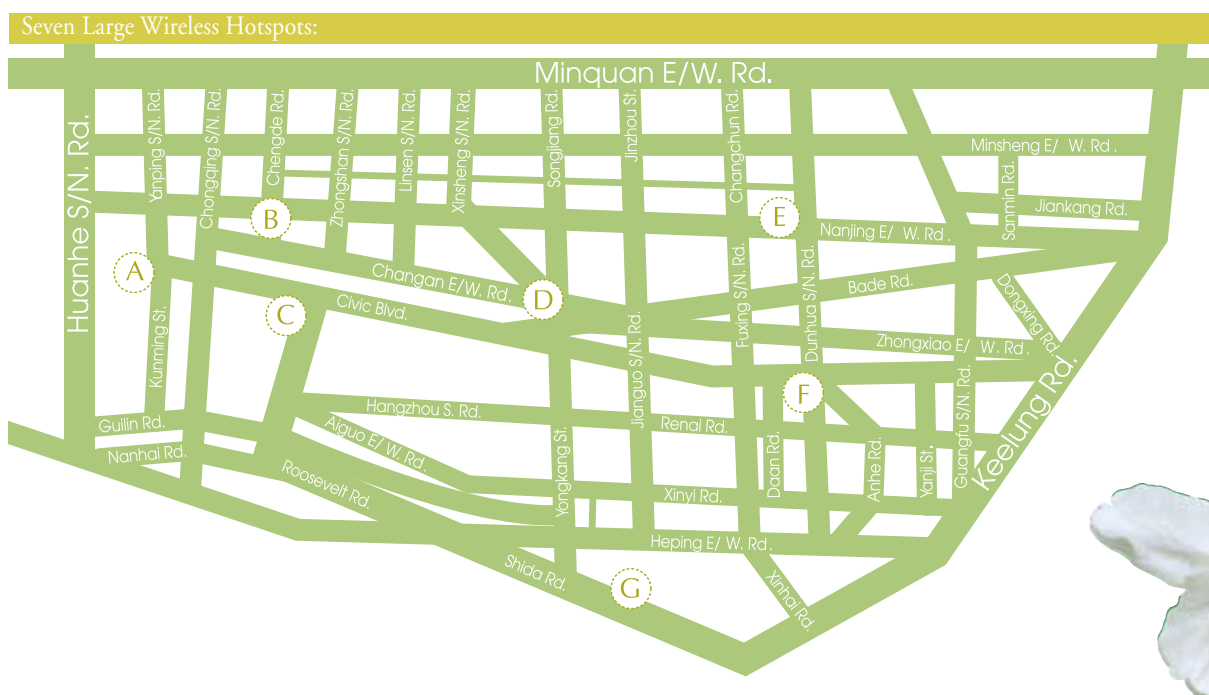
THE WORLD AT YOUR FINGERTIPS – INTELLIGENT CITY

Over 90% of Taipei is covered by the city's wireless broadband network, which has been certified as the world's largest. In June 2006, Taipei was also named Intelligent City of the Year by the Intelligent Community Forum (ICF). If you have a notebook computer, a PDA, or a 3G cell phone, you can connect to the Internet anywhere in Taipei at the touch of a button.

WIFLY – BRINGING THE INTERNET TO YOU

In our successful quest to become a world leader in wireless Internet, WIFLY has played a pivotal role by providing cheap and reliable wireless Internet access. With WIFLY, Taipei is advancing towards the goal of a “Wireless Taipei, Limitless Future”.

Enjoy the convenience of wireless Internet inside Metro stations, along Metro routes and main boulevards, at the various branches of the Taipei City Hospital, Taipei Public Library, cultural centers and museums, and in seven large hotspots located around the city.



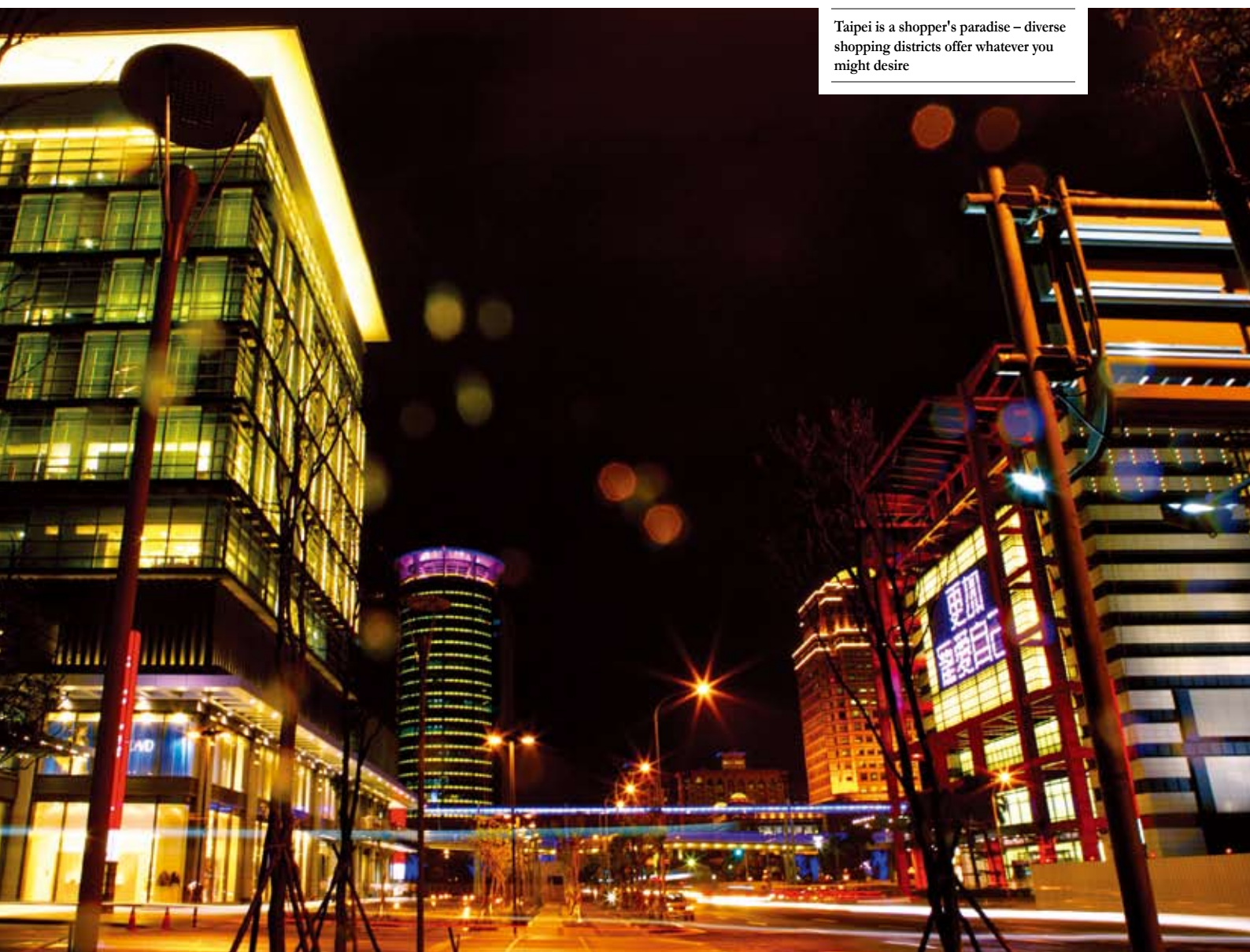
A. Ximending Shopping District
B. NTU Gongguan Shopping District
C. Shinkong Mistukoshi Nanxi Shopping District

D. Taipei Main Station Shopping District
E. Nanjing East Road Asiaworld Shopping District

F. East Area Dinghao Shopping District
G. Guanghua Shopping District

Source: <http://www.wify.com.tw/wify6/tw/WifyNet/>

Taipei is a shopper's paradise – diverse shopping districts offer whatever you might desire



ENJOYABLE CONSUMPTION

Taipei is a shopper's paradise, pure and simple. You can find both the trendiest fashions and a taste of nostalgia in Taipei's various shopping districts, where you can spend a pretty penny or uncover amazing bargains. Shopping in Taipei is not just about spending money, but relishing an integral part of city life. And for a true taste of Taiwan, the city's night markets are the place to go. Keep up your energy when you come to Taiwan; you'll definitely need it to make the most of the many 24 hour establishments. In Taipei, you can shop or dine any time of day or night!



Shop or dine any time, in one of Taipei's countless 24 hour establishments

EXPERIENCE TAIPEI'S UNIQUE SHOPPING DISTRICTS

Taipei has a number of specialized shopping districts, each with its own special character. Of these commercial areas, the city government has selected 48 to assist with future planning and development. Those receiving assistance were chosen based on name recognition, public appeal, and unified character. Always bustling, these shopping districts attract a range of different businesses, offer a wide variety of goods, feature many unique shops and products, are located near famous tourist attractions, and are easily accessible by public transit. Experience for yourself the pleasure of shopping in Taipei.

EXPLORE THE TAIPEI OF YESTERYEAR DADAOCHENG SHOPPING DISTRICT

The Dadaocheng shopping district will take you back in time, back into the early days of Taipei. Featuring a cloth market, the district is also a distribution center for dried goods, Chinese herbal medicines, and tea. Dadaocheng is a living history textbook, with Baroque architecture and streets that retain the character of another era. Dihua Street is famous for its annual Taipei Big Street New Year Shopping Festival. If you don't mind a crowd, visit the market before the holiday to marvel at stand after stand of essential New Year's goods.



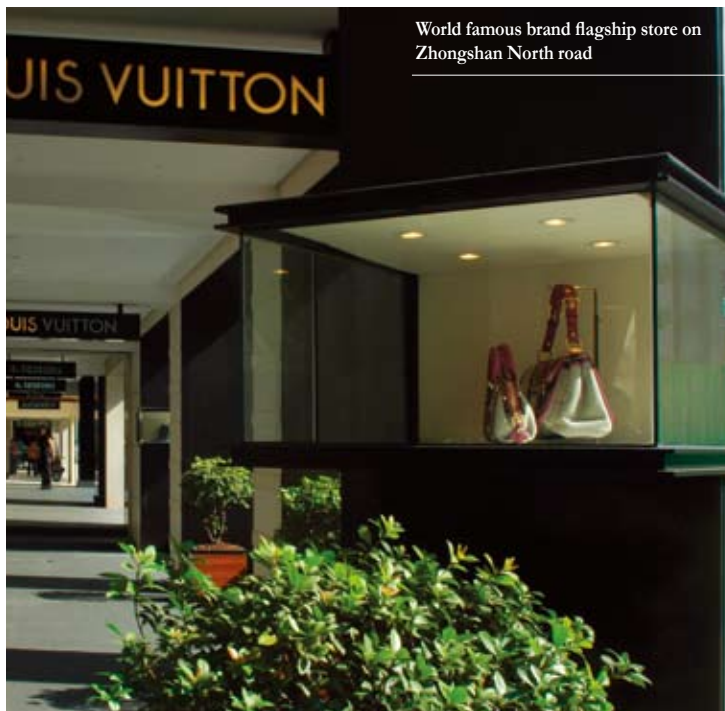
Shopping people in Xinyi district



Dried goods on display in Taipei
Dadaocheng shopping district



Taipei Xinyi shopping district



World famous brand flagship store on Zhongshan North road

TRENDY TAIPEI-XINYI SHOPPING DISTRICT

The Xinyi Shopping District has quickly become a major center of commerce in Taipei. Not only does the area feature world-class conference centers, exhibition halls, and hotels, many international companies and financial organizations have also set up their headquarters in Xinyi District, including Taiwan Microsoft, and Google. The city's most visible landmark, Taipei 101, is also located here, adding to Xinyi's image as the most dazzling, prosperous district in Taipei.

After the sun goes down, department stores, movie theaters, restaurants, and shopping malls beckon you with neon lights. Center of commerce by day, Xinyi transforms into the hottest entertainment district by night.

LUXURY AVENUE - ZHONGSHAN NORTH ROAD

Lined with verdant Formosan gum trees, Zhongshan North Road features unique art spaces nestled among luxury brand flagship stores. Taiwan's fashion elite mention this street in the same breath as the Champs-Elysees in Paris, Tokyo's Omotesando, and New York's 5th Avenue. And once you've had your fill of shopping, relax the rest of the evening at the coffee house attached to the SPOT Taipei Film House, located in a charming restored villa.

TAIPEI 101 - AN INCOMPARABLE SHOPPING EXPERIENCE

What could be more exciting than shopping in the world's tallest building? As a top international shopping center, the Taipei 101 Mall features beloved fashion brands from all over the world. If you visit only one shopping center in Taiwan, make it Taipei 101.

Experience the wonder of shopping in the city's most prominent landmark, Taipei 101





The Living Mall, one of Taipei's most distinctive buildings. (left)

Tianmu shopping district, with the most international flavor, attracts many foreign visitors. (right)

THE LIVING MALL – A PRECIOUS PEARL

The spherical shape of the Living Mall makes it one of Taipei's most unusual and recognizable buildings. This unique shopping mall allows shoppers to enjoy the space without worrying about time constraints.

MIRAMAR – ROMANCE IS IN THE AIR

Miramar Entertainment Park is a multi-faceted commercial space located in Taipei's Dazhi. Miramar's most distinguishing feature, its 100-meter high Ferris wheel, combines technology, entertainment, and art into one. Feel the romance as night falls and the Ferris wheel's lights brighten the starry sky.



Miramar's most distinctive feature, its soaring Ferris wheel

BARGAIN HUNTING IN TAIPEI TIANMU SHOPPING DISTRICT

Ask any resident which part of Taipei has the most overseas flavor, and the answer will probably be Tianmu. When the US maintained a military presence on Taiwan, this district was home to American soldiers and their dependents. Today, Taipei's American and Japanese schools are located here, continuing to attract many expatriate residents. Moreover, the embassies of many of Taiwan's diplomatic allies are also located in Tianmu, imbuing it with a distinctly foreign feel.

WUFENPU FASHION DISTRICT

In addition to shopping for the hottest international brands in Taipei department stores, stay on top of emerging trends at Wufenpu Fashion District.

Here, you will find Taipei's largest wholesale clothing market, with over 1000 merchants offering their wares at retail as well. With fashions from countries such as Japan, Korea, and Thailand, you will be sure to find clothes that match your personal style. Some shops feature maternity or children's clothing, and elsewhere you can even find clothing for pets! With the amazing bargains available here, you'll shop till you drop.



Stroll through the night markets
for an authentic taste of Taiwan's
unique culture

THEMED SHOPPING STREETS

Besides large-scale shopping districts, Taipei also boasts many smaller streets lined with rows of specialized shops. Enjoy a stroll down Wedding Photography Street, Camera Street, Furniture Street, or Shoe Street.

THE AUTHENTIC TASTE OF TAIWAN – NIGHT MARKETS!

Taiwan's world-famous night markets attract both tourists and locals from every walk of life to enjoy tasty snacks, entertainment, and shopping. Visit a night market to experience the real Taiwan, not only the island's cuisine but also its people and its unique culture.

SHILIN NIGHT MARKET

Taipei's largest night market, Shilin is a must-visit spot for foreign tourists. It features mouthwatering snacks such as sausages, fried chicken, grilled squid, and all types of refreshing crushed ice desserts and drinks. In addition, you will find a wide variety of shopping and entertainment options.

HUAXI STREET NIGHT MARKET

While Shilin may be Taipei's largest night market, Huaxi Street is just as famous with overseas tourists, who are attracted by the live snakes, snake meat, snake soup, and even snake wine! Huaxi Street Night Market was also Taiwan's first tourist night market. Not interested in tasting snake? Why not stop by one of the traditional snack shops lining nearby Guangzhou and Wuzhou Streets?



Besides food, night markets, offer many kinds of goods, including clothes, bags, shoes, trinkets, ironware, and more!



LINJIANG STREET NIGHT MARKET

Tonghua Street is famous for its many shops featuring gold jewelry, while neighboring Wenchang Street is lined with furniture shops. Come by after the sun goes down to enjoy the night market, which is actually along Linjiang Street.

SHIDA NIGHT MARKET

Although it is relatively small, Shida Night Market features a variety of international flavors influenced by the many foreign students who study at nearby National Taiwan Normal University. Restaurants and stalls featuring cuisines from around the world attract not only area residents and students, but also many tourists eager to try the wide variety of exotic treats.



Dazzling nightlife in Raohe night market



RAOHE STREET NIGHT MARKET

Don't miss out on the famous herbal stew of ribs at the Raohe Street Night Market. Just a whiff of the fragrant soup will keep you warm on a cold night. Or follow the long line of people waiting for a taste of the market's famous pepper buns. You won't be disappointed!

For more information about Taipei's night markets, please visit <http://www.taipeitravel.net>



The Dunhua South Road branch of the Eslite Bookstore is open 24 hours a day

SLEEPLESS IN TAIPEI – A 24 HOUR SHOPPING PARADISE

First-time visitors to Taipei marvel at the energy of the city's residents. They may catch a wink here or there, but with so many fun places to visit, the people of Taipei hate to miss a moment!

The Dunhua South Road branch of the Eslite Bookstore is open 24 hours a day. Come choose a good book to cozy up with into the wee hours of the night.

Taiwanese people also love karaoke, singing along to music from both local artists and international stars. As night falls, people pack the countless KTVs that dot the city to sing. Who needs sleep when you can enjoy great music and even better company?



Karaoke is a popular way to pass the night

A FASHION GURU TAKES YOU SHOPPING - BLUES TO

If you want to get a window into the essence of this fashionable city, your best guide is one of Taipei's style experts, Blues To. As editor-in-chief of men's fashion magazine GQ Taiwan, he stays on top of Taipei's newest trends.

To get a quick lux shopping fix, Blues recommends visiting the Regent Galleria in the Grand Formosa Regent Hotel, the Shin Kong Mitsukoshi Hsinyi New Life Square, or the Taipei 101 Mall where the luxury brand shops are clustered most densely. However, he stresses that the most exciting fashions can be found in boutiques scattered throughout the city's back lanes and alleys. Young fashionistas shouldn't miss the opportunity to go on a treasure hunt around Section 4 of Zhongxiao East Road, where you will find the latest in cutting-edge fashion from all over the world.



Blues To, Editor-in-Chief of men's fashion magazine GQ Taiwan



In luxury boutiques and back lanes and alleys, find the latest in cutting-edge fashion from all over the world

RESTFUL SPACE

AN HOUR TO THE MOUNTAINS

Taipei is located in a basin encircled by mountains. Lift your eyes in any direction and you will see lush greenery rising above the horizon. Taiwan is especially blessed to have Yangming Mountain, set aside as a national park, within the boundary of its capital city, Taipei.

The area has a volcanic geology, resulting in fertile land with a rich and diverse ecology of plants and animals. Visiting the mountains, in addition to marveling at nature, you can also take a dip in the area's hot springs and enjoy local delicacies.

AN HOUR TO THE SEA

Taipei features not only beautiful mountains, but also the ocean. From the center of Taipei, take the Metro to Guandu Station. The area's unique mangrove forest ecosystem lies at the meeting-place of the sea and a freshwater river. Take the Metro to Danshui Station to enjoy a variety of snacks offered along the city's picturesque old streets. Enjoy the romantic sunset over the sea as you sit on the river bank or sip cappuccino in a local coffee house. Traveling further north along the coast, you will reach White Sand Bay, Green Bay, and Dragon Cave, some of the best places on Taiwan to get a little sun or enjoy scuba diving or surfing with your friends.

ENJOY TAIPEI'S NATURAL BEAUTY

Taipei, bordered by verdant mountains, has now joined the ranks of cities similarly-blessed by installing an elevated cable-car system. The Maokong Gondola began operation in July 2007, and since opening, it has borne over five million passengers from the Taipei Zoo up to Maokong. The procession of cars makes its quiet, gentle ascent over the foothills and up to the tea-growing area, allowing passengers to enjoy city views far removed from the hustle and bustle of downtown.

Another aerial tramway is now in the works for Beitou, already famous for its natural hot springs, giving residents and visitors yet another choice in their leisure activities.



Yangming Mountain, Taipei's national park

Enjoy the romance of a dazzling sunset over the Danshui River



ABOUT THE MAOKONG GONDOLA

The Maokong Gondola features 4 stations where passengers may embark or disembark, plus 2 corner stations where the gondola changes direction. The total length of the line is 4.03 kilometers.

The Maokong Gondola operates Tuesday through Friday from 9:00 am to 10:00 pm and on weekends and holidays from 8:30 am to 10:00 pm.



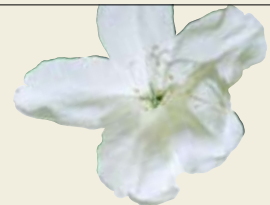
The Maokong Gondola connects MRT Mucha line and Maokong area

The teas of Maokong are among the world's finest



SIP TEA IN MAOKONG

Maokong, located in the southern part of Taipei's Wenshan District, gets its name from the area's uniquely-shaped natural potholes. The mountainous area is one of Taiwan's most famous tea-growing regions. Local tea farmers have branched out into tourism by opening restaurants and tea houses. Maokong is the perfect place to experience Taiwan's tea culture firsthand.



The springs and scenery of Beitou will transport you far, far away from the stress of everyday life, relaxing body and soul

TAKE A DIP IN BEITOU

Beitou's splendid hot springs and delicious local delicacies are easily reached by Metro, which has a station in the area. Hot springs hotels feature comprehensive services, including spa and aromatherapy treatments to relax body and mind, and a range of dining in a secluded, peaceful environment. Check in and you may find yourself reluctant to leave.

Undoubtedly soothing to the soul, hot springs are also thought to have medicinal qualities that can help alleviate arthritis, muscle aches, and various skin problems. And aside from luxuriating in a local hot spring, don't miss the Beitou Hot Spring Museum, Hell Valley, the Taiwan Folk Arts Museum, and Beitou Park. The best time to visit is in the spring, when Beitou's cherry trees are in full blossom.





THE BLUE HIGHWAY

Trade a mountain view for a different perspective; see Taipei from one of the many local rivers. Taipei is divided by several waterways, including the Danshui River, Keelung River, and Xindian and Jingmei Streams. These inland rivers have been developed as the Blue Highway, bearing a steady stream of passengers along the Danshui and Keelung Rivers, connecting Dadaocheng with Danshui and other areas of Taipei City and County. Along the way, enjoy stops at the many famous tourist spots that dot the riverbank.

Get a different view of Taipei's night sky from the deck of a boat traveling along the Danshui River after dark.

The Blue Highway Joins Guandu to Bali and Danshui Old Street



A leisurely bike ride makes a great centerpiece of any summer weekend



ENJOY TAIPEI BY BIKE

The bicycle is Taiwan's most popular form of transportation. Reduce your carbon footprint as you pedal to work, or take a bike ride on the weekend to relax! Jump on your bike and head for the mountains or travel along the rivers. Breathe in the fresh morning air or enjoy the cool breeze at twilight.



Looking for a taste of Taipei's nightlife? The city's bars and pubs are a great place to enjoy a few drinks with your friends

TAIPEI – A CITY OF CONTRASTS

Seeking excitement

If you are a night owl who enjoys a few drinks out with your friends, Taipei will not leave you disappointed. Taipei's pubs and bars are too numerous to list here, so just take your pick. You are sure to find some killer cocktails, rocking live bands, delightful decor, and fascinating company.

There is something for everyone in Taipei, so just push open the doors and you are sure to find a hangout you'll fall in love with.



Finding inner peace

Working long hours in the office or the classroom, people today lead stressful lives. The potential health problems that result are not only physical, but mental as well. Luckily, Taipei offers many ways to help you free your mind. Professional teachers and practitioners at yoga centers, spas, foot massage shops, and meditation facilities can help you find yourself and impart you with a sense of peace in this hectic world.

Taipei's closeup

In 1989, acclaimed director Hou Hsiao-Hsien brought the sights and sounds of Taiwan's Jiufen to the world stage. Cinema buffs will know that Taipei features prominently in many of his films. The city has also played a starring role in the films of Hou Hsiao-Hsien, Edward Yang, Tsai Ming-Liang, Chang Tso-Chi, Lin Yu-Hsien, and Chen Yin-Jung.

The late Edward Yang directed many films that give viewers a glimpse of old Taipei, from the cloth merchants of Dihua Street and the secondhand bookstores lining Guling Street, to the heyday of TGI Friday's and the Hard Rock Cafe in the city's bustling East Area. A few decades later, even Warner Village made an appearance in his movies. Watching Yang's films, you can see the history of the city unfold before your eyes.

Vanishing sights

Tsai Ming-Liang's acclaimed film, "A Wayward Cloud", swept away audiences at many international film festivals. Critics felt that he, more than any other director, was able to capture the essence of Taipei in his films. He continued to document life in Taipei in works such as "Rebels of the Neon God", "The River", "Vive L'Amour", and "What Time Is It There?" Many of the locations featured in his movies disappeared soon after he recorded them on film. His lens captured valuable images of Taipei's past that have now vanished into history.

A historical tea house - Wisteria House

The Wisteria House, built over 90 years ago, was Taipei's first designated municipal historical site. This old building bore witness to the birth and development of Taipei's art scene and tea culture. When it was still an official residence in the 1950s, it had become a gathering place for Taiwan's academics and intellectuals. After its conversion into a tea house, Wisteria House became an arts salon and a favorite of the cultural elite, including many filmmakers. Internationally-renowned director Ang Lee filmed his acclaimed "Eat Drink Man Woman" at Wisteria House. Enjoy a spot of tea, have a chat, and enjoy the unique culture of Taipei at this historical treasure.





Taipei's coffee shops are sure to delight any coffee lover



Themed cafes offer a unique experience.



Ximending is a very old part of Taipei that has been reborn as the epicenter of the city's youth culture. It was the setting for the movie "Exit No. 6"



Minsheng Community

Famed Hong Kong director Johnnie To filmed "Turn Left, Turn Right," which was based on a work by Taiwanese writer and illustrator Jimmy Liao. The movie is set in Taipei and the majority of the filming was done on location in the city. The male and female main characters are separated by only one wall in their adjoining apartments, which are located on Fujin Street in the Minsheng Community.

Ximending

The plot of Taiwanese documentary film maker Lin Yu-Hsien's "Exit No. 6" centers around Ximen Metro station's Exit No. 6, the gateway to popular Ximending. The area, a hub of youth culture, features a shopping plaza, Eslite 116, Emei Parking Lot, and a graffiti wall, all of which appear prominently in the film. Ximending also appears in Chen Yin-Jung's film, "Formula 17".



Past, present, and future come together in Taipei, offering you a diverse lifestyle that can be found nowhere else



DIRECTOR TSENG WEN-CHEN'S TAIPEI

Born and raised in Taipei, Tseng Wen-Chen has filmed such movies as "Taipei's Woman Knight", "Spring", "The Story of Hsu Chin-Yu", "Mme. Chiang Kai-Shek", and "Fishing Luck". She won the Taiwan Prize at the Taiwan International Documentary Festival and was awarded Best Documentary at the 39th Golden Horse Awards. Used to observing the world through her lens, Tseng can show you Taipei from a different angle.

"Taipei is a grand collage, with a mix of architecture, food, and clothing that originated from different eras and cultures. You can see both ancient things and the avant garde. Taipei seems to be running on two separate clocks: modern life speeds ahead at a breakneck pace on its main boulevards, while time still meanders slowly along in the city's small alleyways.

Taipei is like a huge theater playing different movies throughout the city, giving you a window on a variety of different lifestyles. This city's vitality nourishes its artists, especially with the influx of foreign people who have enriched Taipei's culture. The city is as alluring as a film."



A TOUR THROUGH THE ALLEYWAYS

When we interviewed writers, directors, and editors-in-chief about Taipei, they all remarked that the most charming part of the city is its quiet back lanes and alleyways. While Taipei is not especially large, it is a gathering place for different cultures from around China and the world. With the passing of time, each area of the city has developed its own unique flavor.

To the east lies the Xinyi Special District and Zhongxiao East Road. Small alleys tucked between modern, fashionable boulevards hide a fashion “holy land” frequented by the fashionable set making regular pilgrimages in search of treasures. Those in the know seek out the newest, most creative fashions here. Here, fashion is not restricted to clothing, but is a way of life, all day and all night. For example

the 24-hour bookstore is located here, which made Japanese author Hayashi Hifumi write, “I was once seriously considering moving to Taipei, and the main reason was the Eslite Bookstore. I was sitting in Tokyo, picturing the bookstore, thinking it a miracle that such a place exists.”

Ximending, to the west, is a very old part of the city that has become the epicenter of youth culture. In Ximending today, you'll see the coolest tattoos and amazing fingernail art, but the older generation will always remember the area's stately restaurants and coffee houses. Catch a glimpse of the newest trends as you walk through the area, but turn down one of the old alleys and you are transported into the area's storied past.

National Taiwan Normal University and National Taiwan University are both in the south of Taipei, so naturally the area abounds in academia and culture. Writer Han Liang-Lu described the surrounding district as a University City. The southern area of Taipei is filled with independent bookstores, unique snack shops, and restaurants featuring international cuisine. The area's Yongkang and Lishui Streets have developed into a unique neighborhood perfect for an afternoon of shopping and relaxation.

A bit to the north, Japanese-style pubs are clustered around Wutiaotong and Liutiaotong Streets near Zhongshan North Road. You just might forget that you are in Taiwan as you enjoy the best Japanese food outside of Japan. Walking along tree-lined Zhongshan North Road you can enjoy the area's Baroque architecture and distinctly European feel. Step into any alley, though, and you will find shops featuring an eclectic mix of both Asian and Western influences.

Taipei's neighborhoods each have their own unique personalities. The lanes and alleys that crisscross the city are worth visiting again and again for a glimpse of the real Taipei. In large department stores and shopping centers, people keep a polite distance from one another. Off the main streets, however, you can truly get to know the people of Taipei. As renowned Taipei author Shu Kuo-Chih wrote, “Actually, the best thing about Taipei is that its residents have a very close relationship with one another. Individual people are best equipped to understand the needs of other people. Taipei is a warm and compassionate city where people love to be taken care of and also love to take care of others.”

The Eslite Bookstore in Xinyi district





福

FANTASTIC CITY

UNDER THE DELIGHTFUL SKY

LEADER IN TO SUSTAINABLE DEVELOPMENT

Happiness (福) is also the Chinese character for luck. While Taipei has indeed enjoyed its fair share of luck, it owes far more to its industrious citizens and a caring city government. Taipei incorporates values from both Western and Eastern civilization, perpetuating the best of Chinese culture while absorbing elements of other Asian cultures and the West. So no luck is needed to enjoy the unique experiences awaiting you in Taipei, they are all around you.

The City Tree of Taipei — The Banyan Tree

The banyan is arguably the most famous tree in Taiwan. Green year-round, beautiful banyan trees line city sidewalks and are found in schools and parks throughout Taipei.





Crowds turn out to enjoy the warm holiday atmosphere in Dihua Street, celebrating the biggest festival in Chinese culture : Chinese New Year



In tradition, eating sweet treats during Chinese New Year symbolizes the coming year would be smooth and full of happiness

FANTASTIC CITY

EXPERIENCE CHINESE CULTURE WITH ALL FIVE SENSES

Taiwan has preserved traditional Chinese culture and continues to keep important customs alive. Taipei, it is said by some, is more Chinese than China. One of the main ways that Chinese culture lives on in Taiwan is through holiday celebrations featuring traditions dating back hundreds or even thousands of years. In Taipei, you can use your senses of sight, hearing, smell, taste, and touch to fully experience Chinese culture through Taiwan's vibrant holiday customs and traditions.

Chinese New Year

Chinese New Year, also known as the Lunar New Year, is the most important holiday in Chinese culture. About a month prior to the New Year's Eve feast, all Taiwanese families begin to purchase the various trimmings required to welcome the New Year properly. Taipei Big Street New Year Shopping Festival takes place each year in and around the Dihua Street Shopping District. Crammed with stalls offering New Year goods, the streets are also festooned with banners and lanterns, creating a festive landscape. Throngs of shoppers turn out for street performances, lively activities, and a warm holiday atmosphere.



Some of the dried goods available for purchase in Dihua Street



During the Lantern Festival, the entire city is festooned with brightly — colored lanterns of many shapes and sizes



When all of the shopping is completed and New Year's Eve finally arrives, each household pastes up New Year's couplets and gathers together to enjoy a festive meal and welcome the New Year. Later, large temples fill up with worshippers vying to light the New Year's first stick of incense, said to bring good luck in the year ahead. People also enjoy visiting friends and family following the holiday to pass along their New Year wishes. When you see friends for the first time after the holiday, be sure to say “gong xi fa cai”, to wish them good luck in the New Year!

Lantern Festival

Following soon after the Chinese New Year, the Lantern Festival is another of the most important holidays in Chinese culture. In the past, it was a time when every household would hang up a variety of brightly-colored lanterns to celebrate the holiday.

Today, the glorious Taipei Lantern Festival features a dazzling array of lanterns of all shapes and sizes. The centerpiece, the year's most important lantern, honors the Chinese animal representing the incoming New Year; the surrounding display also features additional lanterns on a variety of themes. Taipei's Lantern Festival is the best place to celebrate the holiday. And young and old alike also enjoy guessing the answers to the riddles that make the day even more fun.





Sweetened rice balls are a customary food during the Lantern Festival – eating them is thought to bring good luck



Eat sweetened rice balls during the Lantern Festival

During the Lantern Festival it is customary to eat sweetened balls of rice, which represent safety and family unity, featuring a skin made of glutinous rice powder filled with red bean or sesame paste, peanut powder, or meat; they are shaped by rolling. For variety, rice balls can also be either fried or served in a soup.

Sky lanterns in the north

In order to cultivate mountainous land, early farmers had to leave their families for several months at a time, because traveling to these remote areas required an arduous trek. The farmers would then periodically send out sky lanterns to let their families know they were safe. Over time the practice evolved into a local custom. Today, Pingxi Village in Taipei County holds an annual sky lantern launch, which has become a famous way to celebrate the holiday. Each year on the night of the Lantern Festival, tens of thousands of people gather in the village to write their wishes on sky lanterns and send them floating up into the evening sky, hoping their wishes come true.

Lanterns bearing wishes into the night sky in Pingxi Taipei county.





Competition in the annual dragon boat races can be fierce

Firecrackers in the south

Some 100 years ago, the south of Taiwan was gripped by a deadly epidemic. The people of Yanshui, in Tainan County, prayed to the gods for help and set off firecrackers to drive off the evil spirits causing the illness. Today, each Lantern Festival, the local merchants of Yanshui again set off firecrackers to reenact these events. The entire old village rings with cracks and pops, and the night sky fills with showers of colorful sparks. Crowds gather in the village to enjoy the adrenaline rush of firecrackers, and their joyous energy is reminiscent of Brazil's world-famous carnival.

Mazu Pilgrimage

Many Taiwanese still worship Mazu, Goddess of the Sea, as evidenced by the 870 temples in Her honor across the island. On Mazu's birthday, in the third month of the lunar calendar, each Mazu temple holds a large festival to celebrate. Jenlan Temple in Tachia, Taichung County; Tianhow Temple in Lugang, Changhua County; Chaotien Temple in Peikang, Yunlin County; Fengtien Temple in Hsinkang, Chiayi County; and Guandu Temple in the Beitou District of Taipei city all hold extensive devotional activities, offering incense to Mazu, and taking figures of the Goddess on public processions.

Dragon Boat Festival

Dragon Boat Festival, falling on the fifth day of the fifth lunar month, is one of the three major holidays in Chinese culture (the other two are Chinese New Year and the Mid-Autumn Festival). People celebrate the Dragon Boat Festival with dragon boat races, rice dumplings, and fragrant sachets.

For several years running, Taipei has held an international Dragon Boat Tournament that attracts competitors from around the world. In 2008, over 160 teams participated. The Taipei City Government has also expanded on the activity to create the Taipei Riverside Dragon Boat Carnival, which features a costume contest, dragon boat display, family amusement park, and riverside bazaar, as well as a variety of interesting competitions.

During the Dragon Boat Festival Taiwanese people enjoy eating large pyramid-shaped rice dumplings wrapped in bamboo leaves. This tradition originates from a time when villagers threw rice dumplings into the water in order to protect a patriotic poet, Qu Yuan, from being eaten by fish when he committed suicide by jumping in a river.

Grappling with ghosts

In Chinese culture, the seventh lunar month is known as Ghost Month, when, it is said, ghosts return to the realm of the living. The Zhongyuan Festival, when worshippers make offerings to appease the spirits, has become an important religious rite performed during Ghost Month. With so many spirits around to cause trouble, Chinese and Taiwanese often avoid getting married, purchasing a house, or moving during this month.

On the final night of Ghost Month, the day before the gates of Hell close, Taiwanese “grapple with ghosts”. Following religious worship, offerings are raised up high onto bamboo poles and courageous young men compete to climb up first and grab the items. To add to the challenge, the poles are greased. The excitement of this event is a fitting send-off for any visiting ghosts.



On the Mid-Autumn Festival, families and friends greet the beautiful full moon with barbecuing



The Mid-Autumn Festival

The Mid-Autumn Festival falls on the 15th day of the eighth lunar month. On this day, the moon looks bigger and rounder than on any other day of the year. It is customary to admire the beautiful full moon while enjoying mooncakes, which are commonly exchanged as gifts around the holiday. The holiday also falls during pomelo season, so the large citrus fruit (bringing to mind a sweeter grapefruit) is another important element of the Mid-Autumn Festival.

As a Chinese saying goes, when the moon is round, family members gather round, and gathering together with friends and family is an important part of the holiday. People working away from home make a point of returning to celebrate with their families. On the Mid-Autumn Festival you will often see groups of family members and friends barbecuing while enjoying the sight of the beautiful moon, and finishing the evening by eating mooncakes. Children never tire of hearing how the goddess Chang E floated up to the moon, one of the stories often told on the holiday.

Mooncakes are commonly exchanged as gifts around the holiday



Tea is a fine complement to mooncakes, helping balance their sweetness



Taipei's delicacies are a feast for the eyes. Pictured from left to right are braise pork rice, mango crushed ice and beef noodle soup.



TAIPEI'S DELICACIES – AN ADVENTURE FOR THE TASTE BUDS

Taipei residents are proud of their city's well-deserved culinary reputation. Because of its unique historical background, the city boasts the widest variety of cuisines. Besides impeccable examples of Chinese dishes from every Mainland province, delicious cuisine from around the world, including the Americas, Europe, and Asia, abounds in Taipei's countless restaurants. The city is truly a capital of world cuisine.

With so many delicious options to choose from, what should you try first? Read on for a quick rundown of Taipei's most famous delicacies:

Beef Noodle Soup: There are more beef noodle shops in Taipei than in any other Taiwanese city, and you can find just about every variety of the soup known to man. The soups, which not surprisingly feature slices or chunks of beef and noodles, can be served with a clear or soy sauce-based broth. Every year since 2005, Taipei has held a Beef Noodle Festival, confirming the city's reputation as the World Capital of Beef Noodles and introducing the whole world to this delicious dish.

Pineapple Cake: Pineapple cake is a traditional Taiwanese pastry that features a fragrant, crumbly outer layer around a filling of pineapple paste. It's the perfect accompaniment to a hot cup of tea or coffee. And Taipei's Pineapple Cake Cultural Festival has made these little treats one of the most popular gifts exchanged among friends in Taipei.

Braised Pork Rice: What pasta is to Italy, and sushi is to Japan, braised pork rice is to Taiwan: an iconic comfort food that can be found throughout the island. Succulent ground pork is stewed in a fragrant sauce, then spooned over a steaming bowl of rice.

Mango Crushed Ice: Big chunks of sweet, juicy Taiwanese mangos are heaped on a bed of crushed ice and covered with a generous helping of condensed milk to create a taste sensation popular with locals and tourists alike. And besides mango, many other flavors are available throughout the city, including both traditional combinations of red bean and milk or the so-called "eight treasures" and also new varieties like matcha tea ice, beloved by the city's young people.

Rice Porridge: Rice porridge, accompanied by a variety of small, savory side dishes, can be found throughout the city, but the most famous purveyors are clustered along Fuxing South Road. In most such shops, over 100 different dishes are on display, ready to be enjoyed. They include pickled radish, scrambled egg, "thousand-year egg" with tofu, stir-fried vegetables, braised cabbage, and seafood of all kinds. And if the items on display are not enough to satisfy you, you can also select from a menu of made-to-order dishes. The mix of flavors is out of this world!



The Taipei Fine Arts Museum offers art lovers a uniquely enjoyable day — or evening — out



The Taipei SPOT is a charming setting for artistic films from all over the world

THE ARTS – AN AESTHETIC BANQUET TO STIR THE SOUL

Taipei features many cultural and artistic venues that host performances by world-class musicians and artists. Visit one of Taipei's artistic spaces, described below, to go on an extraordinary spiritual journey.

National Theater and National Concert Hall

The National Theater and National Concert Hall are two large-scale performance venues that together include a theater, concert hall, experimental theater, and recital hall, plus an outdoor arts plaza. Since their opening in 1987, the theater and concert hall have facilitated international cultural exchange by hosting many famous groups and events from Taiwan and around the world, including the Berlin Philharmonic, Cats, Phantom of the Opera, and Cloud Gate Dance Theatre.

For more information, please visit: <http://www.ntch.edu.tw>

Taipei Fine Arts Museum

The Taipei Fine Arts Museum is the leading museum of modern art in Taiwan. The extensive collection is often supplemented by large-scale international traveling exhibitions, making it the focal point of the arts in Taipei.

In addition to exhibitions, the museum also holds periodic art-related discussions and family-oriented activities, giving the people of Taipei a chance to interact with the museum. It has also begun "Saturday Evenings at the Museum," extending the open hours of all exhibit halls, along with the museum's art book store, restaurant, and central courtyard, allowing art lovers to enjoy a unique evening out.

For more information, please visit: <http://www.tfam.museum>

Taipei Artist Village

The first community of its kind in Taiwan, the Taipei Artist Village helps facilitate artistic exchanges with other cities around the world. Currently, artists hailing from over 30 nations are in residence at the village, working on creative projects, while 60 Taiwanese artists are on exchanges abroad. The Taipei Artist Village has become a hub of artistic and cultural exchange, helping to link Taiwan with the rest of the world.

For more information, please visit: <http://www.artistvillage.org>

Taipei Artist Village facilitates artistic exchanges with other cities around the world



The exterior of MOCA, Taipei shows both Eastern and Western influences

A GUIDE TO ARTS IN TAIPEI

An interview with Taipei Artist Village Director Su Yao-Hua

Taipei is Taiwan's artistic capital. Nearly every month the city hosts a different major art-related activity, including the Taipei Traditional Arts Festival, the Taipei Film Festival, Art Taipei, Taipei Children's Arts Festival, and the Digital Art Festival Taipei. These events highlight characteristics of local Taiwanese culture and also invite broad international participation. In addition to cooperation with groups from the UK and USA, recent years have seen an increase in collaboration with Asian artists, creating a regional cultural alliance. Visiting Taipei can bring you closer to the cultures of the entire Asia-Pacific region.

MOCA, Museum of Contemporary Art, Taipei

The Museum of Contemporary Art, Taipei opened its doors in May 2001 as Taiwan's first museum with the express purpose of promoting modern art.

In addition to hosting a series of spectacular exhibits, the MOCA building itself has a rich history. Built in 1921, it served as Taipei City Hall until 1945, and in 1996, it was designated a historic site. The u-shaped structure features a red brick facade once common in Asia's tropical regions, while also incorporating western-inspired beams, columns, and a black-tiled sloping roof.

For more information, please see: <http://www.mocataipei.org.tw>

SPOT-Taipei Film House

The SPOT-Taipei Film House is located in the former American consulate, which is classified as a national historic site. The two-story whitewashed structure was built in the American Southern Colonial style. Today, the consulate building is once again in use, having been transformed into the SPOT-Taipei Film House, an artistic space focused on cinema. Those in the creative industry gather at the SPOT to screen films, take part in discussions, and work in the provided workspaces. The SPOT is a fine example of collaboration among artists in different fields of the visual arts, with great appeal to any lover of art films.

For more information, please visit: <http://www.spot.org.tw>

UNDER THE DELIGHTFUL SKY

TAIPEI'S 10 MUST-SEE TOURIST DESTINATIONS

There are countless fun and exciting things to see in Taipei, but for those with limited time, here are 10 points of greatest interest:

National Palace Museum

No visitor should miss the National Palace Museum, which houses priceless treasures spanning more than 5000 years of China's history. The museum's collection comes mainly from the collection of the old Imperial Court, and includes paintings and calligraphy, jade, pottery, manuscripts, and carvings. The museum's "Jadeite Cabbage with Insects" carving and "Along the River During the Ching-ming Festival" hand scroll are two of the most famous works in the collection, which totals a staggering 655,000-plus pieces.



National Dr. Sun Yat-Sen Memorial Hall

At the time of its opening, the National Dr. Sun Yat-Sen Memorial Hall was tasked with exhibiting the history of Dr. Sun's revolutionary activities. Today, it has evolved into one of the most versatile community education centers in Taiwan, possessing an internationally-famous performance hall, a classically beautiful exhibition hall, a multimedia theater, an audio-visual center, the Chung Shan Lecture Hall, a library featuring over 300,000 volumes, and the Lake Tswei exhibition and performance area and Chung Shan park.

National Chiang Kai-Shek Memorial Hall

Built to memorialize former Taiwanese President Chiang Kai-Shek, the striking National Chiang Kai-Shek Memorial Hall receives over 400,000 visitors each month, making it one of the most popular sites in the city. The main building's exterior is sheathed in white marble, and the octagonal roof is tiled in dazzling indigo. The extensive plant beds in front of the structure feature red flowers. These three colors, white, blue, and red, symbolize the sacred ideals of freedom, equality, and fraternity.





The National Palace Museum holds the world's premier collection of Chinese cultural artifacts — more than 655,000 pieces

Dr. Sun Yat-Sen Memorial Hall commemorates the Father of the Republic of China



Ornate Longshan Temple is a center of local residents' faith and community



Chiang Kai-Shek Memorial Hall was built to memorialize the former President of Taiwan



Chiang Kai-Shek Shilin Residence

The Chiang Kai-Shek Shilin Residence was formerly the primary residence of President Chiang Kai-Shek. Once shrouded in an air of mystery, the house was opened to the public in August 1996, and its grounds became the city's first ecological park. The gardens are thick with colorful flowers, lush greenery, and stately trees, making this perfect place to enjoy a bit of nature on the weekend, especially during the yearly chrysanthemum, plum blossom, and orchid exhibitions, which attract 130,000 to 140,000 visitors each month.

Longshan Temple

Taipei's most famous Buddhist place of worship, Longshan Temple, is a center of local residents' faith and community. It is said that Longshan Temple is a gathering place for a large number of spirits, with over 100 major and minor deities worshipped at the shrine, which also houses a collection of artistic treasures. The neighboring Huaxi Street Night Market is a favorite with locals and overseas tourists as well.

For good luck, Taipei 101 was designed to resemble a stalk of bamboo, and its exterior also incorporates a variety of other Chinese symbolism

Taipei 101

Taipei 101 is the city's most visible landmark, one of the tallest skyscrapers in the world. Taipei 101's graceful exterior design is based on a stalk of bamboo, featuring extensive Eastern symbolism, while the interior is the epitome of modern technological innovation, featuring a world-class luxury shopping center, scores of restaurants, and an observation deck. From the top, you can view Taipei from a different angle, a must-see for any visitor to the city.

Martyr's Shrine

Taipei's Martyr's Shrine, encircled by a high red-purple wall, is a quiet and dignified place. Housed within are tablets honoring those who sacrificed their lives for the nation. Each spring and fall, the President leads civil and military officials in a tribute to the fallen. Do not miss the ceremonial changing of the guard at the shrine. Tourists often wonder whether the motionless soldiers stationed outside are real, or merely statues.

Taipei Zoo

The Taipei Zoo in Muzha is Asia's largest zoo, covering an area of 182 hectares. It features Taiwanese, desert habitat, and African animal areas, along with a children's zoo and the Penguin House. A visit here is one of the best educational outings parents can enjoy with their children anywhere in Taipei. And since the inauguration of the Maokong Gondola, the Taipei Zoo has been connected to the scenic tea area of Maokong, making it an even more popular leisure destination.

Yangmingshan National Park

Yangmingshan serves as the city's back yard, available to any and all who yearn to experience nature. Each year during the flower season the park teems with visitors, attracting as many as 600,000 in a single month.

Miramar Ferris Wheel

The Miramar Ferris Wheel is the best choice for a romantic date. It is said that when a couple makes a wish together as they reach the highest point that their wish is sure to come true. The surrounding area also features a merry-go-round and other amusements. At night, a dazzling show of lights adds to the atmosphere, making the area a favorite location for filming popular local TV dramas.



Yangmingshan National Park, as "Taipei's Back Yard", is the perfect place to get away from it all and enjoy the beauty of nature



UNIQUE TAIPEI SOUVENIRS

Pack light when you come to Taipei, because you'll need the extra space in your suitcase for all those unique Taipei souvenirs you pick up to remember your experience and share with your loved ones. Before you take off for home, be sure to grab a few boxes of famous pineapple cakes, which can be found all over the city. Fragrant and delicious Wenshan Baozhong Tea and Muzha Tie Guanyin Tea, grown near the city's Wenshan District, also make great gifts. If you would like some longer-lasting souvenirs, pick something up from the National Palace Museum gift shop, which features items inspired by the museum's collection. Recently redesigned, the wide range of souvenirs includes a series of products featuring an adorable Jadeite Cabbage character that graces stationery and even cell phone straps. Souvenirs from Taipei 101 and the Maokong Gondola are also very popular choices. And if you enjoyed the city's metro system, why not pick up a handkerchief printed with the Metro route map at the Taipei Metro Souvenir Shop, so you can review your trip station by station!

Taiwan's national flower – the Plum Blossom



ONE-DAY TAIPEI TOUR RECOMMENDED BY HAN LIANG-LU

If you have only one day, try this itinerary from renowned travel writer and director of South Village, Han Liang-lu, for the ultimate in relaxation and enjoyment in Taipei:

Morning:

Set out around 8:00am and enjoy a traditional breakfast of baked flatbread with a Chinese cruller at a local soy milk shop, then head off to Yangmingshan for an easy hike. Then head down the mountain for a quick look at the treasures on display at the National Palace Museum.

Lunch:

Enjoy a lunch of traditional Taiwanese cuisine at one of the restaurants on Zhongshan North Road.

Afternoon:

Roam around Yongkang Street for a look at its many unique shops.

Dinner:

Stay in the Yongkang area for xiaolong bao, Taiwan's famous steamed-pork dumplings.

Night:

1. Listen to live jazz at a pub in Shida, near National Taiwan Normal University
2. Visit the Liaoning Night Market to see another side of Taipei's night life
3. Catch your breath at the coffee house in the SPOT-Taipei Film House

Late Night:

After 11:00pm, go to Fuxing S. Road to enjoy rice porridge at a late-night restaurant, a satisfying end to a perfect day.



Beef noodle soup is one of the best-known foods in Taiwan



Folk festivities are held during Baosheng Cultural Festival to thank the gods and entertain the public

Samples of the dried goods found in many markets



INTERNATIONAL FESTIVALS AND ACTIVITIES

Taipei Film Festival

First held in 1998, the Taipei Film Festival has quickly become an important annual event in the world of Taiwanese cinema and received positive recognition from abroad. This feast for film lovers attracts global attention and attendees from around the world.

Baosheng Cultural Festival

Temple fairs are traditional religious activities held in many agricultural societies. The festivities include a variety of folk performances meant not only to thank the gods but also entertain the public.

The Baosheng Cultural Festival is held from March to June every year. Activities include Taiwanese opera, traditional folk dramas, folk performances, street processions, lion dances, fire walking, handicrafts, historical site tours, and academic discussions about religious belief. The festival celebrates Baosheng Dadi, a physician deity, so many of the activities focus on health maintenance and include volunteer clinics.

Taipei International Beef Noodle Festival

Beef noodle soup is one of the most popular and well-known of Taiwan's foods. Because of historical and cultural factors, Taipei is home to shops serving every possible variation of the soup, from every corner of mainland China. First held in 2005, Taipei's Beef Noodle Festival was so well-received that it has become an annual occasion, melding culture and commerce to great success.

Taipei Big Street New Year Shopping Festival

Organized before each Lunar New Year holiday, this festival is centered on Dihua Street, also including the neighboring Taipei Underground Street, Huayin Street, Rear Train Station Commercial Circle, and the Ningxia Street Night Market.

At this time the streets are packed with stalls selling ingredients for traditional New Year's delicacies, dried foods, gifts, rare medicinal herbs, homemade candies, New Year's couplets, and decorations. As you taste the many free samples on offer, you can't help but get swept up in the excitement of the approaching New Year. Shopping at the Big Street New Year Shopping Festival has become an essential part of the holiday that people look forward to all year.

New Year's Fireworks Display

Not letting Times Square in New York get all the attention, in recent years Taipei also has put on an unforgettable New Year's countdown for the city's residents and visitors. From the fireworks that are set off from Taipei 101 to a concert featuring the biggest stars in Mandarin pop, the excitement is palpable as the crowds welcome the New Year. It's well worth coming to Taipei for this evening alone!



Taipei Shopping Festival

The Taipei Shopping Festival puts the city's small and medium-sized wholesalers, retailers, and restaurants in the spotlight. For this event they offer deep discounts, and introduce new and unique items. In offering a wide variety of goods and a bevy of bargains, local establishments can promote unique local products and strengthen Taipei's image as a commercial center.

The 21st Summer Deaflympics Taipei 2009

Taipei is very proud to have been selected as the host city for the 2009 Deaflympics. Delegations from an estimated 97 member countries will attend the Deaflympics Congress, while 3,600 athletes and teams hailing from 80 countries will descend on Taipei to compete in the Games.



2010 Taipei International Gardening and Horticulture Exposition

During the 2006 Congress of the International Association of Horticultural Producers (AIPH), Taipei was selected to hold the 2010/11 International Gardening and Horticulture Exposition. With the event fast approaching, Taipei is now putting all its efforts into preparing for a perfect exposition.

The current plan stipulates that Zhongshan Soccer Stadium serve as the main venue for the exhibition, while incorporating neighboring Yuanshan Park, Taipei Children's Recreation Center, Taipei Fine Arts Park, Xinsheng Park, Dajia Riverside Park, and the Lin An-Tai Historical Home. There are 15 exhibition halls planned, each to feature a different theme. By holding this expo, Taipei hopes to present to the world a fresh view of its flowers and plants, technology, art, culture, history, and riverbank landscape.

3,600 athletes and teams from 80 countries will take part in the 21st Summer Deaflympics in Taipei, 2009

Calendar of Important Annual Events in Taipei:

Activity –Month	Taipei Lantern Festival, Taipei Big Street New Year Shopping Festival, Yangmingshan Flower Festival
January – April	Traditional Arts Festival, Dragon Boat Festival
April – May	Taipei Film Festival
July–June	Summer vacation family-oriented activities (Children's Arts Festival, Taipei Zoo's Carnival of Animals)
August – October	Cultural diversity activities (Hakka Yimin Festival, New Immigrant Cultural Festival, Foreign Workers' Poetry Contest), Taipei Shopping Festival, Arts Taipei
October – November	Taipei Arts Season series of events, Taipei International Beef Noodle Festival
December	Christmas activities, New Year's Fireworks Display

Source: http://www.taipei.gov.tw/enable/intra_act/qa.doc



THEMED TOURS

Themed tours, becoming a more and more popular vacation option, can help you better appreciate the pleasures of travel, and luckily Taipei offers several different tour options, including gourmet, hot springs, adventure, and cultural tours. Or experience a different side of Taipei through one of the new bridal or health tours now available.

Bridal Tour

Taipei's wedding industry is famous all over the world. From the design and production of wedding gowns, to elaborate makeup and glamorous styling for the bride, to the finest photography, all of your bridal needs will be met beautifully.

Health Tour

Taipei has always been a world leader in medical technology, and today, health maintenance practitioners, in partnership with hot springs resorts, are promoting health tours that bring travelers to Taipei to enjoy a relaxing holiday while assuring their wellbeing. These early tours are laying the groundwork for greater opportunities in medical tourism in the future. Because some medical treatments are tightly-regulated at present, operators are currently focusing on comprehensive health checks and anti-aging and skin whitening treatments.



Take a dip in the hot springs to refresh yourself or relax

One of the elegant bridal shops along Wedding Street



LEADER IN TO SUSTAINABLE DEVELOPMENT

Taipei aims to become a sustainable eco-city, preserving natural resources and local characteristics while promoting advanced economic and technological development

AN INNOVATIVE CITY, A SUSTAINABLE CITY

Innovative Taipei – Sustainable Development

Taipei embraces innovation and change while striving for sustainable development.

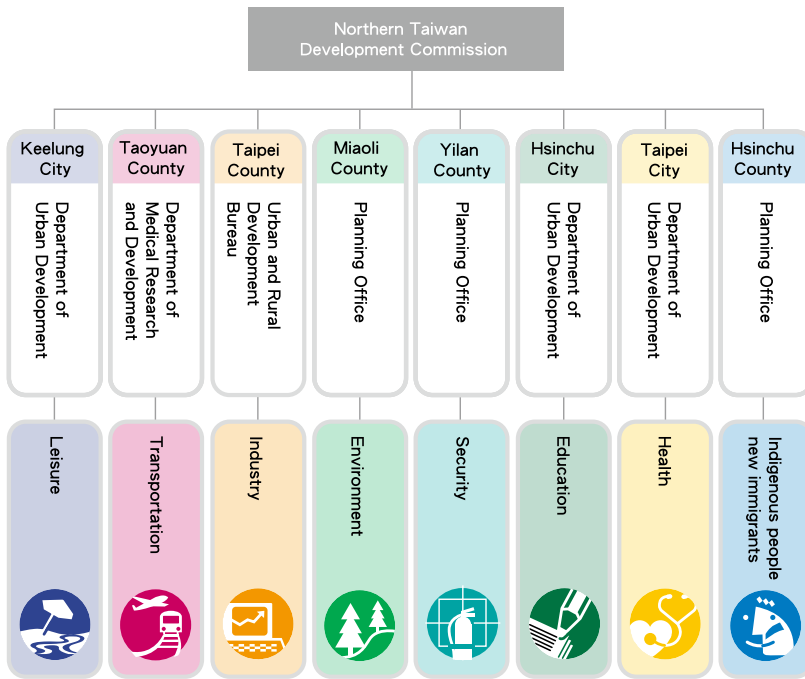
Taipei's advantages come not from geopolitical dominance or the scale of its urban construction; instead they derive from the city's tolerance, diversity, cultural capital, quality of life, and emphasis on environmental protection. Taipei aims to become a sustainable eco-city, a world-class metropolis that preserves and protects natural resources, advances social welfare, and promotes economic and technological development.

The greater Taipei metropolitan area – Competitiveness multiplied

As Taipei has grown, population and commerce have also expanded outwards from the city center to surrounding areas. Such development follows transportation lines, creating a metropolitan corridor that crosses several political boundaries. Taipei has therefore worked to integrate the resources of the entire northern Taiwan region, including Taipei City and County, in order to boost regional competitiveness.



The northern Taipei region includes Yilan County, Keelung City, Taipei County, Taipei City, Taoyuan County, Hsinchu County, Hsinchu City, and Miaoli County. Areas of regional cooperation include cultural, communications, transportation, leisure, indigenous people's and Hakka affairs, immigration, regional disaster preparedness and public safety, health and public services, commercial development, and natural resources. Taipei is working both to promote the sustainable use of local resources and balance differences in development and competitiveness between regions. While the entire region is being changed by such development, we are intent on ensuring that local characteristics are preserved and promoted.



An overview of Northern Taiwan, and the division of responsibilities among its cities and counties

UNLIMITED COMMERCIAL OPPORTUNITIES

Taipei enjoys a prime geographical location, a large, high-quality workforce, an open financial environment, and a commanding position in finance and logistics, etc. These key features provide Taipei with outstanding competitive advantages. As the Three Links are forged with China, Taiwan can leverage its linguistic and cultural similarities with the mainland to make Taipei your best base of operations for cracking the Chinese market. Coupled with increased administrative efficiency, local technology parks, and continual technological advances, Taipei is alive with business opportunities at every turn.

Moreover, Taipei's convenient lifestyle, diverse mix of cultures, and friendly people all contribute to a unique living environment. If every city has its own rhythm, Taipei definitely moves to a cheerful beat. Find whatever you need in Taipei, from the heights of excitement to the deepest relaxation. Reap the rewards of traveling, living, or investing in Taiwan.

From commercial competitiveness to a comfortable way of life, Taipei is your best choice. Invest with confidence in Taipei or even make the city your home, because Taipei offers not only superior investment conditions and competitive advantages, but also a superior quality of life. We welcome large multinational companies, knowledge-based enterprises, emerging industries, and all others to invest in Taipei, giving you a key to global wealth that can open financial doors all over the world. Taipei—your best choice for unlimited commercial opportunities!



Every city has its own unique rhythm — beautiful Taipei moves to a naturally cheerful beat









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FAX +886-2-2715-0006

FINLAND TRADE CENTER

Address Rm 1505, 333 Keelung Rd., Sec. 1, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2722-0764
FAX +886-2-2725-1517

FRENCH INSTITUTE IN TAIPEI

Address Rm. 1003, 10F, 205 Tunhwa N. Rd., Taipei, Taiwan, 105, R.O.C.
TEL +886-2-3518-5151
FAX +886-2-3518-5195

GERMAN INSTITUTE

Address 4F, 2 Minsheng E. Rd., Sec. 3, Taipei, Taiwan, 104, R.O.C.
TEL +886-2-2501-6188
FAX +886-2-2501-6139

GERMAN TRADE OFFICE, TAIPEI

Address 4F, 4 Minsheng E. Rd., Sec. 3, Taipei, Taiwan, 104, R.O.C.
TEL +886-2-2506-9028
FAX +886-2-2506-8182

GERMAN CULTURAL CENTRE

Address 12F, 20 Ho Pin W. Rd., Sec. 1, Taiwan, 100, R.O.C.
TEL +886-2-2365-7294
FAX +886-2-2368-7542

HUNGARIAN TRADE OFFICE

Address 3F, NO.97, Jingye 1st Rd, Tachih, Taipei, Taiwan, R.O.C.
TEL +886-2-8501-1200
FAX +886-2-8501-1161

THE INSTITUTE FOR TRADE AND INVESTMENT OF IRELAND

Address Rm. 7B-09, 5 Shinyi Rd., Sec. 5, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2725-1691
FAX +886-2-2725-1653

ITALIAN ECONOMIC, TRADE AND CULTURAL PROMOTION OFFICE

Address Rm 1808, 333 Keelung Rd., Sec. 1, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2345-0320
FAX +886-2-2757-6260

NETHERLANDS TRADE AND INVESTMENT OFFICE

Address 5F, 133 Minsheng E. Rd., Sec. 3, Taipei, Taiwan, 105, ROC
TEL +886-2-2713-5760
FAX +886-2-2713-0194

SLOVAK ECONOMIC AND CULTURAL OFFICE, TAIPEI

Address Rm 2410, 24F, No. 333, Sec. 1, Keelung Rd, Taipei, Taiwan
TEL +886-2-8780-3231
FAX +886-2-2723-5096

SPANISH CHAMBER OF COMMERCE

Address 10F-B1, 49 Minsheng E. Rd., Sec.3, Taipei, Taiwan, 104, R.O.C.
TEL +886-2-2518-4901-3
FAX +886-2-2518-4904

EXPORTRADET TAIPEI, SWEDISH TRADE COUNCIL

Address Rm 1101, 333 Keelung Rd., Sec. 1, Taipei, Taiwan, 11012, R.O.C.
TEL +886-2-2757-6573
FAX +886-2-2757-6723

TRADE OFFICE OF SWISS INDUSTRIES

Address Rm 3101, 333 Keelung Rd., Sec. 1, Taipei, Taiwan, 110, R.O.C
TEL +886-2-2720-1001
FAX +886-2-2757-6984

WARSAW TRADE OFFICE

Address Rm 2006, 333 Keelung Rd., Sec. 1, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2722-0139
FAX +886-2-2722-0557

AUSTRALIAN COMMERCE AND INDUSTRY OFFICE

Address 28F, No.9-11, Songgao Rd., Sinyi District, Taipei 110, Taiwan, R.O.C.
TEL +886-2-8725-4100
FAX +886-2-8789-9599

BRUNEI DARUSSALAM TRADE AND TOURISM OFFICE

Address 6FL., NO.80, SEC. 1, JIANGUO N. RD., TAIPEI, TAIWAN, R.O.C.
TEL +886-2-2506-3767
FAX +886-2-2506-3721

FIJI TRADE AND TOURISM REPRESENTATIVE OFFICE IN ROC

Address Rm 3212, 333 Keelung Rd., Sec. 1, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2757-9596
FAX +886-2-2757-9597

INDIA-TAIPEI ASSOCIATION

Address Rm 2010, 333 Keelung Rd.,
Sec. 1, Taipei, Taiwan
TEL +886-2-2757-6112
FAX +886-2-2757-6117

INDONESIAN ECONOMIC AND TRADE OFFICE TO TAIPEI

Address 6F, 550, Ruiguang Rd., Taipei
City114, Taiwan, R.O.C
TEL +886-2-8752-6170
FAX +886-2-8752-3706

INTERCHANGE ASSOCIATION(JAPAN), TAIPEI OFFICE

Address NO. 28 Ching Chen, Taipei,
Taiwan, R.O.C
TEL +886-2-2713-8000
FAX +886-2-2713-8787

INTERCHANGE ASSOCIATION(JAPAN), KAOHSIUNG OFFICE

Address 9F, 87 Hoping 1st Rd.,
Kaohsiung, Taiwan, 802, R.O.C.
TEL +886-7-771-4008
FAX +886-7-771-2734

KOREAN MISSION IN TAIPEI

Address Rm 1506, 333 Keelung Rd., Sec.
1, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2758-8320
FAX +886-2-2757-7006

MALAYSIAN FRIENDSHIP AND TRADE CENTRE, TAIPEI

Address 8F, 102 Tunhwa N. Rd., Taipei,
Taiwan, 105, R.O.C.
TEL +886-2-2713-2626
FAX +886-2-2514-9864

MANILA ECONOMIC AND CULTURAL OFFICE

Address 11F, No. 176, Changchun
Rd., Taipei City 106, Taiwan
(R.O.C.)
TEL +886-2-2508-1719
FAX +886-2-2508-4045

MANILA ECONOMIC AND CULTURAL OFFICE IN TAICHUNG

Address 11F, No. 271, Chungcheng Rd.,
Taichung 403, Taiwan (R.O.C.)
TEL +886-4-2229-5901
FAX +886-4-2229-5900

MANILA ECONOMIC AND CULTURAL OFFICE IN KAOHSIUNG

Address 9F-2, No. 80, Mingzu 1
Rd., Kaohsiung 802, Taiwan
(R.O.C.)
TEL +886-7-398-5935/398-5936
FAX +886-7-398-5929

NEW ZEALAND COMMERCE AND INDUSTRY OFFICE

Address Rm 2501, 333 Keelung Rd., Sec.
1, Taipei, Taiwan, 110, R.O.C
TEL +886-2-2757-6725
FAX +886-2-2757-6973

EMBASSY OF THE REPUBLIC OF NAURU

Address 11F, No. 9-1, Lane 62, Tianmu
W. Rd., Taipei City, 111,
Taiwan, R.O.C
TEL +886-2-2876-1950
FAX +886-2-2876-1930

SINGAPORE TRADE OFFICE IN TAIPEI

Address 9F, 85 Jen-Ai Rd., Sec. 4, Taipei,
Taiwan, 106
TEL +886-2-2772-1940
FAX +886-2-2772-1943

THAILAND TRADE AND ECONOMIC OFFICE

Address 12F, 168 Sung Kiang Rd.,
Taipei, Taiwan, 104, R.O.C.
TEL +886-2-2581-1979
FAX +886-2-2581-8707

VIETNAM ECONOMIC AND CULTURAL OFFICE IN TAIPEI

Address 3F, 65 Sung Kiang Rd., Taipei,
Taiwan, 104, R.O.C.
TEL +886-2-2516-6626
FAX +886-2-2504-1761

ISRAEL ECONOMIC AND CULTURAL OFFICE IN TAIPEI

Address Rm 2408, 333 Keelung Rd., Sec.
1, Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2757-9692
FAX +886-2-2757-7247

THE JORDANIAN COMMERCIAL OFFICE

Address 1F, 110 Chungchen Rd., Sec. 2,
Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2871-7712
FAX +886-2-2872-1176

REPRESENTATIVE OFFICE IN TAIPEI FOR THE MOSCOW-TAIPEI COORDINATION COMMISSION ON ECONOMIC AND CULTURAL COOPERATION

Address 15F, 2 Shinyi Rd., Sec. 5, Taipei,
Taiwan, 110, R.O.C.
TEL +886-2-8780-3011
FAX +886-2-8780-2511

SAUDI ARABIAN TRADE OFFICE

Address 4F, 9, Lane 62, Tienmu W. Rd.,
Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2876-1444
FAX +886-2-2875-2919

COMMERCIAL OFFICE OF THE SULTANATE OF OMAN-TAIWAN

Address Rm. 7G-05, 5 Shinyi Rd., Sec. 5,
Taipei, Taiwan, 110, R.O.C.
TEL +886-2-2722-0684
FAX +886-2-2722-0645

TURKISH TRADE OFFICE IN TAIPEI

Address Rm 1905, 19F, 333 Keelung
Rd., Sec.1, Taipei, Taiwan, 110,
R.O.C.
TEL +886-2-2757-7318
FAX +886-2-2757-9432

ULAANBAATAR TRADE AND ECONOMIC OFFICE IN TAIPEI

Address Suite 1112 11th F, 333 Keelung
Rd., Sec. 1, Taipei, Taiwan
TEL +886-2-2722-9740
FAX +886-2-2722-9745

FOREIGN EMBASSIES IN THE ROC (TAIWAN)

EMBASSY OF THE REPUBLIC OF PALAU

Address 5F, No. 9, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2876-5415 / 5460/7174
FAX +886-2-2876-0436

EMBASSY OF THE REPUBLIC OF THE MARSHALL ISLANDS

Address 4F, 9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2873-4884
FAX +886-2-2873-4904

EMBASSY OF SOLOMON ISLANDS

Address 7F, 9, Lane 62, Tienmu W. Rd.,
Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2873-1168
FAX +886-2-2873-5224

EMBASSY OF THE DOMINICAN REPUBLIC

Address 6F, 9, Lane 62, Tienmu W. Rd.,
Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2875-1357
FAX +886-2-2875-2661

EMBASSY OF THE REPUBLIC OF HONDURAS

Address 9F, 9, Lane 62, Tienmu W. Rd.,
Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2875-5507
/ 5512 / 5828 /
FAX +886-2-2875-5726

EMBASSY OF THE REPUBLIC OF PANAMA

Address 6F, 111 Sung Kiang Rd., Taipei,
Taiwan, 104, R.O.C.
TEL +886-2-2509-9189
FAX +886-2-2509-9801

EMBASSY OF THE REPUBLIC OF ELSALVADOR

Address 2F, 9, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111,
R.O.C.
TEL +886-2-2876-3606
FAX +886-2-2876-3514

EMBASSY OF THE REPUBLIC OF HAITI

Address 8F, 9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2876-6718
FAX +886-2-2876-6719

EMBASSY OF THE REPUBLIC OF NICARAGUA

Address 3F, 9, Lane 62, Tienmu W. Rd.,
Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2874-9034
FAX +886-2-2874-9080

EMBASSY OF THE REPUBLIC OF GUATEMALA

Address 3F, 9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2875-6952 /
+886-2-2876-5523
FAX +886-2-2874-0699

EMBASSY OF THE REPUBLIC OF PARAGUAY

Address 7F, 9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2873-6310
FAX +886-2-2873-6312

EMBASSY OF BELIZE

Address 11F, 9, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2876-0894 / 0895
FAX +886-2-2876-0896

EMBASSY OF THE KINGDOM OF SWAZILAND

Address 10F, 9, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2872-5934
FAX +886-2-2872-6511

EMBASSY OF THE REPUBLIC OF THE GAMBIA

Address 9F, 9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2875-3911
FAX +886-2-2875-2775

EMBASSY OF BURKINA FASO

Address 6F, 9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2873-3096
FAX +886-2-2873-3071

EMBASSY OF SAINT CHRISTOPHER AND NEVIS

Address 5F, No.9-1, Lane 62, Tienmu W.
Rd., Taipei, Taiwan, 111, R.O.C.
TEL +886-2-2873-3252
FAX +886-2-2873-3246

EMBASSY OF DEMOCRATIC REPUBLIC OF SAO TOME AND PRINCIPE

Address 10F., No.9-1, Lane 62, Tienmu
W. Rd., Taipei City 111, Taiwan
(R.O.C.)
TEL +886-2-2876-6824
FAX +886-2-2876-6964

APOSTOLIC NUNCIATURE

Address 87 Aikuo E. Rd., Taipei, Taiwan,
106, R.O.C.
TEL +886-2-2321-6847 /
+886-2-2341-5298
FAX +886-2-2391-1926

LAWS RELEVANT TO INVESTMENT

LAW	INTRODUCTION
Bilateral Investment Guarantee Agreements	Bilateral investment guarantees help minimize the political risks to investors in the signatory nations. Such risks may include foreign exchange control, duty collection, nationalization, confiscation, war, insurrection, or violence. As of January 2008, Taiwan has signed investment guarantee agreements with 27 countries.
Statute for Investment by Foreign Nationals	Under this statute, foreign companies that invest in general manufacturing industries, produce goods for export, import goods that promote Taiwanese economic development, or invest in certain priority industries can apply for favorable treatment. (Governing agency: Investment Commission, MOEA http://www.moeaic.gov.tw)
Statute for Investment by Overseas Chinese	Under this statute, overseas Chinese returning to Taiwan to invest can apply for favorable terms similar to those enjoyed by other foreign nationals. Applications for investment should be filed with the Investment Commission, MOEA. (Governing agency: Investment Commission, MOEA http://www.moeaic.gov.tw)
Investment Incentives	Taiwan provides various tax and non-tax incentives to foreign nationals and overseas Chinese to encourage investment. These include low-interest loans and government assistance. (Governing agency: Industrial Development Bureau, MOEA http://www.moeaidb.gov.tw)
Fair Trade Act	Maintains trading order, protects consumers' interests, ensures fair competition, and encourages both economic stability and prosperity. (Governing agency: Fair Trade Commission, Executive Yuan, http://www.ftc.gov.tw)
Environmental Protection Laws and Regulations	Establish standards for management of solid waste, water quality, and hazardous waste disposal. (Governing agency: Environmental Protection Administration, Executive Yuan, http://www.epa.gov.tw)
International Trade Regulations	Promote foreign trade under the principles of reciprocal liberalization, internationalization, and fairness to encourage economic development. (Governing agency: Bureau of Foreign Trade, MOEA http://www.trade.gov.tw)
Laws Governing Foreign Firms	Foreign companies wishing to do business in Taiwan must first apply for approval from the Ministry of Economic Affairs, and further register with the relevant authorities in their local area. (Governing agency: Ministry of Economic Affairs, http://www.moea.gov.tw)
Procedures for Obtaining Visitor and Resident Visas	Foreign nationals who come to Taiwan for tourism, education, training, family, business, or other legitimate reasons are issued visitor visas. Those foreign nationals who plan to study, perform research, work, invest, do missionary work, visit family, or engage in other legal activities for six months or longer are issued resident visas. (Governing agency: National Immigration Agency, Ministry of the Interior, http://www.immigration.gov.tw)

LAWS RELEVANT TO INVESTMENT

LAW	INTRODUCTION
Negative List for Investment by Overseas Chinese and Foreign Nationals	List of industries in which investment by foreign nationals or overseas Chinese is restricted or prohibited. (Governing agency: Investment Commission, MOEA http://www.moeaic.gov.tw)
Company Act	Governs the establishment, organization, operations, and dissolution of companies. (Governing agency: Law and Regulation Commission of Taipei City Government, http://www.law.taipei.gov.tw)
Loans and Financing Plans to Encourage “Taishang” Investment	Based on the fifth section of the Operational Guidelines for the Utilization of Long-Term Funding, these measures were established in order to encourage “taishang,” Taiwanese businesspeople and enterprises operating in China, to return and invest in Taiwan. (Governing agency: Law and Regulation Commission of Taipei City Government, http://www.law.taipei.gov.tw)
Taipei City Government Large-Scale Investment Services Group	Helps streamline the investment process for local or foreign firms planning to invest NT\$200 million (approximately US\$5.8 million) or more and meeting certain other requirements. (Governing agency: Law and Regulation Commission of Taipei City Government, http://www.law.taipei.gov.tw)
Guidelines for Locating Enterprise Operations Headquarters in the Taipei Neihu Technology Park	In accord with the MOEA's Enterprise Operations Headquarters Promotion Action Plan, Taipei has relaxed restrictions on enterprise headquarters and related facilities in the Neihu Technology Park. These Guidelines outline the application process and necessary steps for enterprises establishing headquarters in the Park to carry out research, production, marketing, finance, or logistical support. (Governing agency: Department of Economic Development, Taipei City Government, http://www.ed.taipei.gov.tw/cgi-bin/SM_theme?page=45a1b3b0)
Taipei Investment Incentive Measures	Incentives including preferential tax rates, interest subsidies, workforce development subsidies, and low-cost municipal land are offered to enterprises involved in the fields of high tech, urban renewal or construction, public works, leisure, biotechnology, and in other areas deemed beneficial to the city. (Governing agency: Department of Economic Development, Taipei City Government, http://www.ed.taipei.gov.tw)
Encouraging Investment in Taiwan	In order to encourage investment in Taiwan, the government helps prospective investors and managers of foreign enterprises fully understand relevant application requirements and procedures, as well as local laws and regulations governing investment and operations. The MOEA has established a comprehensive service website containing important information such as investment opportunities, an introduction to the local investment environment, investment laws, investment incentives, a guide to investing, and an investment application flow chart. (Governing agency: Department of Investment Services, MOEA, ROC Investment Web: http://investintaiwan.nat.gov.tw/en/)

Sources: Department of Investment Services, MOEA (Introduction to Taiwan's Investment Environment); Taipei City Industrial Commercial Services Web; and Laws and Regulations Database of the Republic of China

LIST OF TAIPEI'S e-SERVICES

WEBSITE		SERVICES PROVIDED
1	Taipei City e-Services	A collection of services in areas such as leisure and entertainment, health and medical treatment, transportation and communications, and industry and commerce. The site features groups, a location index, calendar, quick remittance service, legal reference, parking information, volunteer opportunities, and online application services, offering city residents quick and convenient access to a range of services. Website: http://www.e-services.taipei.gov.tw
2	Invest in Taipei Website	An innovative service that allows the enterprise registration application to be completed online, greatly simplifying the process. Website: http://www.tp168.net.tw
3	Taipei Metropolitan Human Resources Database	Provides employment services, job training, unemployment compensation services, and an online database of job opportunities. The site also provides information about subsidies for employers that hire unemployed workers. Website: http://www.esctcg.gov.tw
4	Resident Forum	Provides an open forum for Taipei residents to post their opinions and recommendations and engage in dialogue with other residents. The site is also used by various agencies of the Taipei City Government to survey public opinion, which then serves as a reference in policymaking. Website: http://www.taipei.gov.tw/cgi-bin/SM_theme?p=/429a785f/429a79c9/42abdb27&page=42abdb27
5	Mayor's Mailbox	Utilizing this site, city residents can write a letter to the mayor, check on the status of an earlier letter, complete a satisfaction survey, and manage their personal letter folder. The site also features an FAQ. Website: http://contact.taipei.gov.tw/cclm/cclm/clm/asp/CLMG00000.aspx
6	Taipei Resident Mailbox	Provides free email accounts and related services to people living or working in Taipei, as well as members of certain non-profit public welfare organizations. Website: http://www.tpemail.net.tw
7	Taipei Healthy City	Taipei and other cities around the world have together created the Global Healthy City Network, through which member cities exchange relevant experiences and support each other, with the goal of sustainable, healthy cities. Website: http://healthycity.taipei.gov.tw
8	Taipei Travel Net	Provides information about tourist attractions, hotels and restaurants, shopping, and transportation around northern Taiwan. Also featured is a list of activities occurring in Taipei each month. Website: http://taipeitravel.net/tw
9	1999 Internet Phone	An Internet interface to the 1999 hotline, which provides comprehensive city information and services in multiple languages. Website: http://www.taipei.gov.tw/cgi-bin/SM_theme?page=4563e354
10	CZONE Illegal Advertisement Reporting Web	This site can be used by city residents to report illegal election banners or other advertisements, helping keep the city both beautiful and orderly. Website: http://www.czone2.tcg.gov.tw/tp88-1/begin_out_home.cfm
11	Free Online Training for Taipei Residents	In accordance with the Taipei City Government New Internet City Plan to popularize e-learning, Taipei has established an online training portal for residents, helping improve the city's e-services and close the digital divide. Website: http://www.taipei.gov.tw/cgi-bin/SM_theme?page=45f4b318

Source: Taipei City Government Website, <http://www.taipei.gov.tw>

LAWS AND REGULATIONS GOVERNING INTELLECTUAL PROPERTY RIGHTS	
LAW	INTRODUCTION
Trademark Act	This law was drafted in order to protect trademarks and related rights, ensure fair competition, and promote development of business and industry. (Governing agency: Intellectual Property Office, MOEA, http://www.tipo.gov.tw)
Patent Act	This law was drafted to encourage innovation by protecting inventions used in product development and creative works. (Governing agency: Intellectual Property Office, MOEA, http://www.tipo.gov.tw)
Copyright Act	This law was drafted to safeguard the rights and interests of authors with respect to their works, while also protecting fair use and promoting the development of a distinctive national culture. (Governing agency: Intellectual Property Office, MOEA, http://www.tipo.gov.tw)
EMPLOYMENT AND LABOR LAWS	
LAW	INTRODUCTION
Labor Standards Act and Bylaws / New Retirement System	Covers areas such as labor contracts, wages, working hours, child labor, female workers, and compensation for workplace injuries. (Governing agency: Council Of Labor Affairs, Executive Yuan, http://www.cla.gov.tw)
Rules Covering Work Leave	Regulations governing leave from work, such as sick days, personal days, and time off for marriage or bereavement. (Governing agency: Council Of Labor Affairs, Executive Yuan, http://www.cla.gov.tw)
Management and Approval Regulations for the Employment of Foreign Technical Personnel and Foreign Business Managers by Public and Private Enterprises	Rules for the employment of foreign workers in Taiwan, including approved work categories and minimum capitalization requirements. (Governing agency: Department of Investment Services, MOEA, http://www.dois.moea.gov.tw)
Labor Standards Inspection Regulations	Ensuring workplace safety and protecting the legal rights of workers, these regulations improve relations between workers and companies, raising productivity and encouraging social and economic development. (Governing agency: Labor Standards Inspection Office, Taipei City Government, http://www.doli.taipei.gov.tw)
Vocational Training and Job- Seeking Assistance	The Bureau of Employment and Vocational Training, working with local governments, has established employment service centers, offering vocational training and job-seeking assistance to city residents and providing employers with information and workforce development. (Governing agency: Bureau of Employment and Vocational Training, Executive Yuan, http://www.evta.gov.tw)
Statute Governing Issuance of ROC Visas to Foreign Passport Holders	Protects national sovereignty, upholds the national interest, and regulates the issuance of visas to holders of foreign passports. (Governing agency: Bureau of Consular Affairs, MOFA, http://www.boca.gov.tw)

TAX LAWS	
LAW	INTRODUCTION
Income Tax Act	Profit-seeking foreign enterprises in Taiwan must pay an income tax levied on annual net profits. Foreign businesspeople working in Taiwan must pay a consolidated income tax levied on personal income derived from sources in Taiwan. (Governing agency: Taipei National Tax Administration, Ministry of Finance, http://www.ntat.gov.tw)
Business Tax Law	A value-added business tax, similar to a sales tax, is levied at the time of import or receipt of labor service. Generally, the business tax levied upon the receipt of goods can be deducted from the tax levied at sale. Currently, the value-added tax rate is 5% of total sales. (Governing agency: Taipei National Tax Administration, Ministry of Finance, http://www.ntat.gov.tw)
Customs Act	All customs duties are levied based on government- determined rates listed in an official table of duty rates. Since acceding to the WTO, Taiwan has cut customs duties significantly, embraced economic liberalization, and relaxed restrictions on imports. (Governing agency: Directorate General of Customs, Ministry of Finance, http://web.customs.gov.tw)
Tax Refunds for Exports	Refunds and exemptions are available for taxes on raw materials used to produce goods for export, as long as the finished goods are exported within one year of raw materials import. (Governing agency: Directorate General of Customs, Ministry of Finance, http://web.customs.gov.tw)
Bonded Factories	An export-oriented, added-value factory can apply with Customs to become a bonded factory. When finished products produced at a bonded factory are intended for export, some imported raw materials may be exempt from import duties. (Governing agency: Directorate General of Customs, Ministry of Finance, http://web.customs.gov.tw)
Foreign Trade Act	Enacted to maintain and expand foreign trade, maximizing the economic benefits to Taiwan in the spirit of liberalization and internationalization under the principles of fairness and reciprocity. (Governing agency: Bureau of Foreign Trade, MOEA, http://www.trade.gov.tw)
Establishing and Managing a Bonded Warehouse	When imported goods arrive at a local port, prior to submitting an import declaration, the consignee can apply for the goods to be stored in a bonded warehouse. Goods that are exported following storage in a bonded warehouse are exempt from customs duties. With permission from Customs, goods in bonded storage may be recombined, reclassified, reassembled, or repackaged. (Governing agency: Directorate General of Customs, Ministry of Finance, http://web.customs.gov.tw)
Value-added and Non-Value Added Business Tax Act	In accordance with this Act, value-added and other taxes are levied on goods sold and services provided in Taiwan, including imported goods.(Governing agency: Taipei National Tax Administration, Ministry of Finance, http://www.ntat.gov.tw)
Regulations Governing Registration and Administration of Exporters and Importers	Companies importing or exporting goods must register with the Bureau of Foreign Trade, MOEA as an exporter or importer and observe these regulations. (Governing agency: Bureau of Foreign Trade, MOEA, http://www.trade.gov.tw)

Sources: Department of Investment Services, MOEA (Introduction to Taiwan's Investment Environment) and Taipei City Industrial Commercial Services Web

FAMOUS ENTERPRISE HEADQUARTERS IN TAIPEI

CORPORATIONS

Audix Corporation

Address No.8, Lane 120, Sec.1, Neihu Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-8797-6688
FAX +886-2-2659-7115
Website <http://www.audix.com/default.asp>

CSB Battery Co., Ltd.

Address 5F.-1, No.36, Nanjing W. Rd., Datong District, Taipei City 103, Taiwan (R.O.C.)
TEL +886-2-2555-5600
FAX +886-2-2555-3300
Website <http://www.csb-battery.com/>

Lite-On Technology Corporation

Address No.392, Ruiguang Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-8798-2888
FAX +886-2-8798-2866
Website <http://www.liteon.com>

Compal Electronics, Inc.

Address No.581, Ruiguang Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-8797-8588
FAX +886-2-2658-5001
Website http://www.compal.com/index_Ch.htm

Unitech Computer Co., Ltd.

Address 3F, No.236, Xinhua 2nd Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-2796-2345
Website http://www.unitech.com.tw/2005newweb/2005un_index.asp

Chailease Finance Co., Ltd.

Address No.362, Ruiguang Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-8752-6388
FAX +886-2-8752-6280
Website http://www.chailease.com/ugC_Home.asp

L & K Engineering Co., Ltd.

Address 5F., No.17, Lane 120, Sec. 1, Neihu Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-26578998
FAX +886-2-26576554
Website <http://www.lkeng.com/>

Phoenixtec Power Co., Ltd.

Address No.93, Sinhu 3rd Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-6600-6688
+886-2-2794-6363
Website <http://www.phoenixtec.com.tw/big5/index.htm>

Elitegroup Computer Systems.

Address No.239, Sec. 2, Tiding Blvd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-2162-1177
FAX +886-2-2797-0690
Website <http://www.ecs.com.tw/>

Tsann Kuen Enterprise Co.,Ltd

Address No.331, Sec. 1, Tiding Blvd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-0800-095885
Website <http://www.tk3c.com.tw/tkec/index.jsp>

Twinhead International Corp.

Address 10F, No. 550, Rueiguang Rd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-5589-9999
FAX +886-2-5555-7777
Website <http://www.twinhead.com.tw/>

First International Computer, Inc.

Address No.300, Yangguang St., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-87518751
Website <http://taiwan.fic.com.tw/>

Industrial Bank of Taiwan

Address No.99, Sec. 2, Tiding Blvd., Neihu District, Taipei City 114, Taiwan (R.O.C.)
TEL +886-2-8752-7000
FAX +886-2-2798-5236
Website <http://www.ibt.com.tw/>

UPC Technology Corporation

Address 5F., No.20, Lane 478,
Rueiguang Rd., Neihu
District, Taipei City 114,
Taiwan (R.O.C.)
TEL +886-2-2657-5555
Fax +886-2-2627-0707
Website [http://www.upc.com.tw/
index.htm](http://www.upc.com.tw/index.htm)

Advantech Co., Ltd

Address No. 1, Alley 20, Lane 26
Rueiguang Road, Neihu
District, Taipei City 114,
Taiwan (R. O. C.)
TEL +886-2-2792-7818
Fax +886-2-2794-7301
Website <http://www.advantech.com/>

Walsin Lihwa Corp.

Address 11F., No.411, Rueiguang
Rd., Neihu District, Taipei
City 114, Taiwan (R.O.C.)
TEL +886-2-2799-2211
Website [http://www.walsin.com/
c-walsin/index.htm](http://www.walsin.com/c-walsin/index.htm)

D-Link Corporation/D-Link Systems, Inc.

Address No.289, Xinhua 3rd Rd.,
Neihu District, Taipei City
114, Taiwan (R.O.C.)
TEL +886-2-6600-0123
Website <http://www.dlinktw.com.tw/>

Primax Electronics Ltd.

Address No.669, Rueiguang Road,
Neihu District, Taipei City
114, Taiwan (R.O.C.)
TEL +886-2-2798-9008
FAX +886-2-8798-7675
Website <http://www.primax.com.tw/>

Ya Hsin Industrial Co., Ltd.

Address No.266-286 Xinhua 3 Road,
Neihu District, Taipei City
114, Taiwan (R.O.C.)
Tel +886-2-2162-1212
Website [http://www.yahsin.com/chinese/
01_about/01_about_page.
php?ID=6](http://www.yahsin.com/chinese/01_about/01_about_page.php?ID=6)

Fubon Securities Finance Co., Ltd

Address No.108, Sec. 1, Dunhua S.
Rd., Songshan District, Taipei
City 105, Taiwan (R.O.C.)
TEL +886-2-8178-3018
Website [http://www.fbs.com.tw/
newweb/](http://www.fbs.com.tw/newweb/)

Topco Scientific Co., Ltd.

Address No.483,Sec. 2, Tiding Blvd.,
Neihu District, Taipei City
114, Taiwan (R.O.C.)
TEL +886-2-2799-0011
FAX +886-2-8751-0011
Website [http://www.topco.com.tw/
page/home.asp](http://www.topco.com.tw/page/home.asp)

Mitac INC.

Address No.187, Sec. 2, Tiding Blvd.,
Neihu District, Taipei City
114, Taiwan (R.O.C.)
TEL +886-2-2657-0570
FAX +886-2-26570570??????
Website [http://www.mitac.com.tw/
index.htm](http://www.mitac.com.tw/index.htm)

Systex Corporation

Address 318, Rueiguang Rd., Neihu
District, Taipei 114, Taiwan,
R.O.C.
TEL +886-2-7720-1888
Address 17F., No.100 Sec2, Roosevelt
Rd., Zhongzheng District,
Taipei City 100, Taiwan, R.O.C.
TEL:+886-2-2368-6171
Website <http://www.systex.com.tw/>

TRAVEL TIPS

DUTY FREE SHOPS

Ever Rich Duty Free Shop

Address B1, No.72, Sec. 3, Minquan E. Rd., Songshan District, Taipei City 105, Taiwan (R.O.C.)
TEL +886-2-2502-8899
Website <http://www.everrich.com.tw/>

Tasa Meng Duty Free Shop

Address 3F-1, No. 57, Fuxing N. Rd., Da-an District, Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-8773-8800
Website <http://dutyfree.tasameng.com.tw/>

Duo You Duty Free Shop

Address B2., No.3, Lane 39, Sec. 2, Jhongshan N. Rd., Jhongshan District, Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2542-0567

DEPARTMENT STORES

Taipei 101 Mall

Address No.45, Shifu Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
TEL +886-2-8101-8934
Website <http://www.taipei-101.com.tw/>

Core Pacific City Co., Ltd

Address No.138, Sec. 4, Bade Rd., Songshan District, Taipei City 105, Taiwan (R.O.C.)
TEL +886-2-3762-1888
Website <http://web01.livingmall.com.tw/>

Miramar Entertainment Park

Address No.20, Jingye 3rd Rd., Zhongshan District, Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2175-3456
Website <http://www.miramar.com.tw/main.php>

Breeze Center

Address No.39, Sec. 1, Fuxing S. Rd., Da-an District, Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-6600-8888
Website <http://www.breezecenter.com/>

Takashimaya Co., Ltd.

Address No.55, Sec. 2, Zhongcheng Rd., Shilin District, Taipei City 111, Taiwan (R.O.C.)
TEL +886-2-2831-2345
Website <http://www.dayeh-takashimaya.com.tw/>

Shin Kong Mitsukoshi

Website <http://www.skm.com.tw/index.asp?s=10>

Xiny New Life Square A4

Address No.19, Songgao Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
TEL +886-2-8789-5599

Xiny New Life Square A8

Address No.12, Songgao Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
TEL +886-2-8780-9966

Xiny New Life Square A9

Address No.9, Songshou Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
TEL +886-2-8780-5959

Xiny New Life Square A11

Address No.11, Songshou Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
TEL +886-2-8780-1000

Taipei Station Branch

Address No.66, Sec. 1, Zhongxiao W. Rd., Zhongzheng District, Taipei City 100, Taiwan (R.O.C.)
TEL +886-2-2388-5552

Taipei Nanjing Branch

Address No.12, Nanjing W. Rd., Zhongshan District, Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2568-2868

Taipei Nanjing Branch II

Address No.14, Nanjing W. Rd., Zhongshan District, Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2564-1111

Taipei Tianmu Branch

Address No.68, Tianmu E. Rd., Shilin District, Taipei City 111, Taiwan (R.O.C.)
TEL +886-2-2875-6000

Pacific SOGO Co., Ltd.

Website <http://www.sogo.com.tw/>

Taipei Zhongxiao Store

Address No.45, Sec. 4, Zhongxiao E. Rd., Da-an District, Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-2776-5555

Taipei Fu Hsing Store

Address No.300, Sec. 3, Zhongxiao E. Rd., Da-an District, Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-2776-5555

Taipei Tun Hua Store

Address No.246, Sec. 1, Dunhua S. Rd., Da-an District, Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-2777-1371
+886-2-2771-3171

SOGO 101

Address 2F, No.45, Shifu Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
TEL +886-2-8101-8111

New York New York

Address No.12, Songshou Rd., Xinyi District, Taipei City 110, Taiwan (R.O.C.)
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FAX +886-2-8780-8116
Website <http://www.nyny.com.tw/newyork/index.html>

Taipei Metro The Mall

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TEL +886-2-2378-6666
Website <http://www.themall.com.tw/>

INTERNATIONAL TOURIST HOTELS

Hotel Landis China Yangmingshan

Address 237, Gejr Rd., Yangmingshan,
Taipei City 111, Taiwan (R.O.C.)
TEL +886-2-2861-6661
FAX +886-2-2861-3885
Website <http://www.landisresort.com.tw>

Rebar Crowne Plaza Taipei

Address 32, Sec.5, Nanjing E. Rd., Taipei
City 105, Taiwan (R.O.C.)
TEL +886-2-2763-5656
FAX +886-2-27679347
Website <http://www.citycrown-taipei.com>

Santos Hotel

Address 49, Sec.3, Chengde Rd., Taipei
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TEL +886-2-2596-3111
FAX +886-2-2596-3120
Website <http://www.santoshotel.com>

The Westin Taipei

Address 133, Sec.3, Nanjing E. Rd.,
Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-8770-6565
FAX +886-2-8770-6555
Website <http://www.westin.com>

Brother Hotel

Address 255, Sec.3, Nanjing E. Rd.,
Taipei City 105, Taiwan (R.O.C.)
TEL +886-2-2712-3456
FAX +886-2-2717-3334
Website <http://www.brotherhotel.com.tw>

Hotel Royal Taipei

Address 37-1, Sec.2, Zhongshan N.
Rd., Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2542-3266
FAX +886-2-2543-4897
Website <http://royal-taipei.com.tw>

Grand Hyatt Taipei

Address 2, Songshou Rd., Taipei City
110, Taiwan (R.O.C.)
TEL +886-2-2720-1234
FAX +886-2-2720-1111
Website <http://www.hyatt.com/hyatt/index.jsp>

Caesar Park Taipei Hotel

Address 38, Sec.1, Zhongxiao W. Rd.,
Taipei City 100, Taiwan (R.O.C.)
TEL +886-2-2311-5151
FAX +886-2-2331-9944
Website <http://www.caesarpark.com.tw/taipei.php>

Sheraton Taipei Hotel

Address 12, Sec.1, Zhongxiao E. Rd.,
Taipei City 100, Taiwan (R.O.C.)
TEL +886-2-2321-5511
FAX +886-2-2394-4240
Website <http://www.sheraton-taipei.com>

Imperial Hotel Taipei

Address 600, Linsen N. Rd. Taipei City
104, Taiwan (R.O.C.)
TEL +886-2-2596-5111
FAX +886-2-2592-7506
Website <http://www.imperialhotel.com.tw>

The Sherwood Taipei

Address 111, Sec.3, Minsheng E.
Rd., Taipei City 105, Taiwan (R.O.C.)
TEL +886-2-2718-1188
FAX +886-2-2713-0707
Website <http://www.sherwood.com.tw>

The Landis Ritz Hotel

Address 41, Sec.2, Minquan E. Rd.,
Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2597-1234
FAX +886-2-2596-9223
Website <http://www.landistpe.com.tw>

MIRAMAR GARDEN TAIPEI

Address 83, civic boulevard, Sec. 3, Taipei
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FAX +886-2-8772-1010
Website <http://www.miramargarden.com.tw>

San Want Hotel

Address 172, Sec.4, Zhongxiao E.
Rd., Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-2772-2121
FAX +886-2-2731-5682
Website <http://www.sanwant.com>

Emperor Hotel

Address 118, Sec.1, Nanjing E. Rd.,
Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2581-1111
FAX +886-2-2531-2586

The Ambassador Hotel

Address 63, Sec.2, Zhongshan N.
Rd., Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2551-1111
FAX +886-2-2561-7883
Website <http://www.ambassadorhotel.com.tw>

United Hotel

Address 200, Guangfu S. Rd, Taipei City
106, Taiwan (R.O.C.)
TEL +886-2-2773-1515
FAX +886-2-2741-2789
Website <http://www.unitedhotel.com.tw>

Golden China Hotel

Address 306, Songjiang Rd. Taipei City
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TEL +886-2-2521-5151
FAX +886-2-2531-2914
Website <http://www.golden-china.com.tw>

Taipei Fortuna Hotel

Address 122, Sec.2, Zhongshan N. Rd.,
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TEL +886-2-2563-1111
FAX +886-2-2561-9777
Website <http://www.taipei-fortuna.com.tw>

Grand Formosa Regent Taipei

Address 41, Sec.2, Zhongshan N. Rd.,
Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2523-8000
FAX +886-2-2523-2828
Website <http://www.grandformosa.com.tw>

Gloria Prince Hotel

Address 369, Linsen N. Rd. Taipei City
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TEL +886-2-2581-8111
FAX +886-2-2581-5811
Website <http://www.gloriahotel.com>

The Grand Hotel

Address 1, Sec.4, Zhongshan N. Rd.,
Taipei City 104, Taiwan (R.O.C.)
TEL +886-2-2886-8888
FAX +886-2-2885-2885
Website <http://www.grand-hotel.org>

Howard Plaza Hotel

Address 160, Sec.3, Renai Rd., Taipei
City 106, Taiwan (R.O.C.)
TEL +886-2-2700-2323
FAX +886-2-2700-0729
Website <http://www.howard-hotels.com>

Hotel Riverview Taipei

Address 77, Sec. 1, Huanhe S. Rd., Taipei
City 108, Taiwan (R.O.C.)
TEL +886-2-2311-3131
FAX +886-2-2361-3737
Website <http://www.riverview.com.tw>

Far Eastern Plaza Hotel (Taipei)

Address 201, Sec. 2, Dunhua S. Rd.,
Taipei City 106, Taiwan (R.O.C.)
TEL +886-2-2378-8888
FAX +886-2-2376-3151
Website <http://www.feph.com.tw/pages/frontend/index.htm>

2008 旺得福

WHAT A WONDERFUL CITY

UNLIMITED OPPORTUNITY
QUESTIONNAIRE

Dear Reader,

Thank you very much for taking the time to read *2008 Taipei, What a Wonderful City*. To help us learn more about your specific needs, please fill out the following questionnaire and fax back to us. Your opinions are much appreciated.

1. General Information

(1) Your nationality _____

(2) Category of your organization

☐ Government

☐ Embassy

☐ Commerce Institute

☐ Corporation

☐ NGO

☐ Other (please specify) _____

(3) Where did you obtain 2008 Taipei, What a Wonderful City?

☐ Embassy

☐ Commerce Institute

☐ Hotel

☐ Airport

☐ Other (please specify) _____

2. Your general evaluation of 2008 Taipei, What a Wonderful City

- | | | | | | |
|-----------------------|---|------------------------------------|----------------------------------|---------------------------------------|--|
| (1) Practicability | <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very Dissatisfied |
| (2) Style of Writing | <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very Dissatisfied |
| (3) Chaptering | <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very Dissatisfied |
| (4) Cover Design | <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very Dissatisfied |
| (5) Picture Selection | <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very Dissatisfied |
| (6) Accessibility | <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very Dissatisfied |

3. Which of the following publications do you read on a regular basis?

☐ Business Week

☐ The Economist

☐ Fortune Magazine

☐ Times

☐ Forbes Magazine

☐ Harvard Business Review

☐ Newsweek

☐ Foreign Affairs

☐ Other (please specify) _____

4. Which aspect of Taipei would you like to know more about?

☐ Environment

☐ Business and Finance

☐ Politics and Government

☐ Living Standard

☐ Other (please specify) _____

5. Any other comments on 2008 Taipei, What a Wonderful City?





Taipei City Office of Commerce

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ISBN 978-986-01-5513-6



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