

Action Zoo, the emissary of conservation and caring

2009 was the Year of Conservation in Action for the Taipei Zoo. Through creative marketing campaigns combining conservation and education, we championed forward the concept of biodiversity conservation, and forged closed ties with outside institutions and foreign entities promoting this issue together. Giant Pandas Tuan Tuan and Yuan Yuan made their official debut at the beginning of the year after huge sums of efforts too. Their introduction not only furthered the understanding our nationals have about the wonders of animal evolution, the Taipei Zoo also advanced our statute on animal conservation, both on national as well as on international levels. Aside from comprehensively integrated exhibition, education, animal health and management fronts, we used means such real-time bulletins and live imagery to convey information about Panda management as well as on conservation and educational subjects. We also incorporated the Web and a ticketing system to keep the queuing time down viewing the Giant Pandas, so thus sharply increased the recreational pleasure of our visitors.

We also pooled resources from agencies foreign and domestic, and made progress advancing wildlife breeding, medical care, management, rescue, and conservation researches. We effectuated breeding and hatching techniques for various endangered turtle species including the Burmese Star Tortoise, and signed a multinational conservation pact with the US-based Behler Chelonian Center to cooperate in the breeding and the reintroduction of this species back to its natural habitat. We also successfully bred a Formosan Black Bear cub named "Hei Tang" (Brown Sugar) under a long-term reproduction and adoption project formed between academic and private institutions. With Hei Tang's arrival we organized a multitude of activities promoting the conservation of the Black Bear as well as its natural habitat, and shared our success with the world via the International Symposium on Conservation of the Asiatic Black Bear.

Education has always been a direction the Zoo spares no effort promoting. Ever since I was entrusted with the core responsibilities as Taipei Zoo Director, I have been eager to market conservation in-depth in a vast spectrum of areas via different mediums. In 2009, in addition to an array of special themed exhibitions such as All about Bovidae, Medicinal Insects and Medical Applications, and Exotic Species in Taiwan, we expanded our education



reaches from in-situ to ex-situ, with the launch of a creative marketing plan for the MaoKong Area, integrating and connecting eco-conservation with local features. We assisted organizing the Indigenous Snake Exhibition and A Bat Exhibition: BATS = Biology + Arts and Technology held in the Eastern and Southern regions of Taiwan respectively, to forward the value of conservation and the successful outcomes to the remote areas. We held many eco-experience activities both in-and-out of the Zoo specifically for minority children. We took Zoo in Action to schools in Meishan and Alishan townships, two disaster areas hit hard by Morokat Typhoon in Chiayi County, promoting eco-conservation through game playing. We added creative elements to make conservation marketing more diverse. The radio program "Wake-Up Call from Taipei Animals", a highly entertaining children's show produced entirely by the Zoo staff aimed at communicating the message of "respect life, protect nature", so as may implement eco-conservation in real life. I professed four points: "Experience, Exploration, Affection, Inspiration", all with implied meanings beyond the surface: experience through interaction; explore through discovery; affecting through involvement, inspire through insight. I am convinced that only with united efforts striving toward a common goal, pooling creative thinking and maintaining absolute clarity about the intended direction, may we reach a new frontier.

Zoo works require systemic efforts from our staff. I am proud to share with you the outstanding achievements in 2009 in our annual report. In the future we look to combine resources from a multitude of areas: private individuals, corporation, schools, private groups, etc, so that the Zoo's conservation strengths may be extended unlimitedly, making the Zoo In Action, an emissary of conservation and caring.