



Industry, Commerce, and Finance

The Department of Economic Development of Taipei City Government has actively taken measures to create an excellent investment environment that attracts enterprise, and has established incentives, subsidies, and industrial assistance measures to encourage innovation and entrepreneurship. Taipei City Government has also promoted high-tech industry and made an effort to improve the facilities and organization of traditional markets to provide high-quality services to its citizens. In addition, the Department of Finance, Taipei City Government is actively working to improve the efficiency of the city's finances, promoting the rationalization of the tax structure, and strengthening Alcohol and Tobacco Inspection to protect citizens' health.



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In order to cope with changes in the international trade and industry environment, Taipei City Government has taken multiple measures to facilitate the economic development of the city and increase its competitiveness, including creating entrepreneurship opportunities through resource integration, helping new enterprises develop their businesses, encouraging cooperation among entrepreneurs, enhancing business incubation, stimulating consumption, facilitating investment, expanding the export market and assisting industrial improvement and transformation. These measures are designed to turn Taipei into an international commercial city with stable industrial development and innovative energy.



PART I

Overview of Industrial and Commercial Development

Industry in Taipei City is divided into urban light industry, urban service oriented industry, and high-tech or technology-intensive industry. Tertiary industries comprise the bulk of Taipei's industrial structure. In terms of capital size, most businesses are small and medium enterprises. Thus, Taipei's industry is characterized by a combination of small- to medium-sized industrial, commercial, financial and service-oriented businesses.

1. Overview of Industrial Development in Taipei

As of the end of 2016, there were 1,130 legally registered factories in Taipei. Their distribution by industry type and administrative district are as follows:

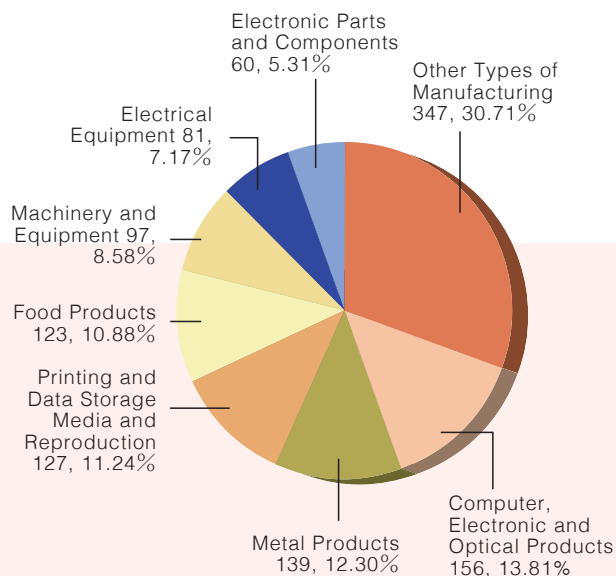


Figure 1 Statistics of Manufacturers by Industry Type in Taipei

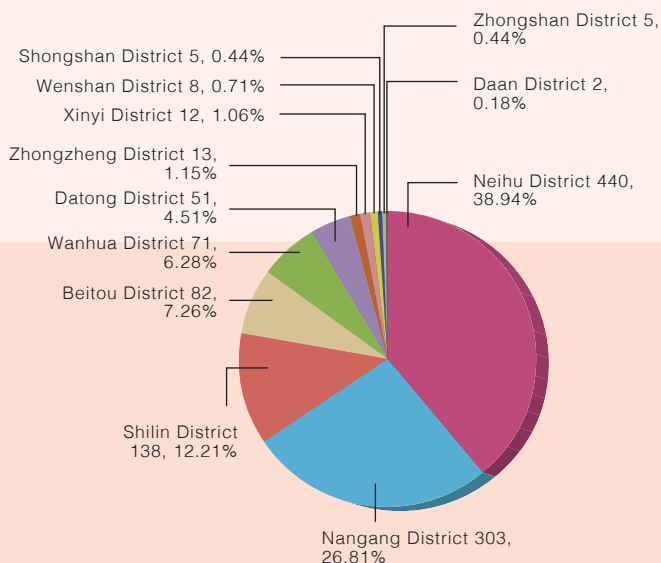


Figure 2 Number of Manufacturers by Administrative District in Taipei

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Table 1. Statistics of Businesses and Companies Registered in Taipei (by Industry Type)

Industry Type	Number of Businesses	Percentage (%)	Number of Companies	Percentage (%)
Total	56,430	100	175,517	100
Agriculture, Forestry, Fishing, and Animal Husbandry	192	0.34	2,564	1.46
Mining and Quarrying	3	0.01	449	0.26
Manufacturing	555	0.98	28,856	16.44
Electricity and Gas Supply	7	0.01	597	0.34
Water Supply and Remediation Activities	117	0.21	527	0.30
Construction	2,099	3.72	20,903	11.91
Wholesale and Retail Trade	28,789	51.02	39,647	22.59
Transportation and Storage	5,319	9.43	5,319	3.03
Accommodation and Food Service Activities	8,400	14.89	1,618	0.92
Information and Communication	697	1.24	9,721	5.54
Financial and Insurance Activities	372	0.66	17,447	9.94
Real Estate Activities	214	0.38	8,294	4.73
Professional, Scientific and Technical Activities	1,688	2.99	23,441	13.36
Support Service Activities	1,178	2.09	4,297	2.45
Public Administration and Defense; Compulsory Social Security	-	0.00	32	0.02
Education	41	0.07	121	0.07
Human Health and Social Work Activities	-	0.00	4	0.00
Arts, Entertainment, and Recreation	1,995	3.54	641	0.37
Other Service Activities	4,764	8.44	3,909	2.23
Not Categorized	-	0.00	7,130	4.06

Table 2. Statistics of Businesses and Companies Registered in Taipei (by Administrative District)

District	Total	Songshan District	Xinyi District	Daan District	Zhongshan District	Zhongzheng District	Datong District	Wanhua District	Wenshan District	Nangang District	Neihu District	Shilin District	Beitou District	Other
Number of Businesses	56,430	6,072	4,082	6,965	7,651	4,401	4,172	5,684	3,390	1,952	3,980	4,412	3,669	-
Percentage (%)	100	10.76	7.23	12.34	13.56	7.80	7.39	10.07	6.01	3.46	7.05	7.82	6.50	0
Number of Companies	175,517	21,187	16,366	29,040	35,827	15,178	12,280	6,901	5,007	4,777	14,753	9,016	5,185	-
Percentage (%)	100	12.07	9.32	16.55	20.41	8.65	7.00	3.93	2.85	2.72	8.41	5.14	2.95	0

2. Overview of Commercial Development in Taipei

As of December 31, 2016, a total of 56,430 businesses and 175,517 companies were registered in Taipei, giving a total of 231,947 enterprises. Their distribution by industry type and administrative district are as shown in Table 1 and Table 2.

PART 2 Encouraging Investment and Guiding Industry

1. Encouraging Innovative Entrepreneurship and Giving Loans

(1) The Mechanism of Taipei's Industrial Development Grants and Subsidies

In order to encourage innovation and investment, the Taipei City Government enacted the "Taipei Municipal Self-Government Ordinance for Industrial Development" on September 8, 2010. From then to the end of December, 2016, a total of 2,040 applications for grants and subsidies had been received and 919 of them approved, amounting to NT\$994,047,103.



Meeting between Angel Investors and New Entrepreneurs for Matchmaking and Exchange

In 2015, an angel investor incubation subsidy was added to support new private businesses registered in Taipei City for less than three years and new entrepreneurial teams with private capital. As of the end of December 2016, a total of five applications had been approved and NT\$ 10.5 million in subsidies granted. A total of 17 new businesses are expected to attract angel investments of 155 million.

(2) Startup@Taipei Program

The "Startup@Taipei Program" was implemented to enhance entrepreneurship in Taipei. To improve start-up services in 2016, the "StartUp@Taipei Office" was established to provide entrepreneurs with one-stop consulting services, and a "matchmaking session for

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entrepreneurs” was arranged to increase exposure and matchmaking opportunities for start-up groups. The coaching service gives these groups more opportunities for fundraising and business cooperation, which is provided by experienced mentors. Taipei City Government also operates the StartUp@Taipei website to provide Taipei City citizens interested in starting their own businesses with integrated physical and virtual resources. It also held the “2016 International Startup Week” event, which aims to turn Taipei into a hotbed for startups.

(3) Taipei City SMEs Finance Loan Program

To provide SMEs with working capital, Taipei City Government implemented the “Taipei City SMEs Finance Loan Program.” The program financed NT\$3 billion of credit guarantees. By December 31 2016, the program had received a total of 3,526 applicants and approved loans totaling NT\$2512.27 million for 2,992 approved enterprises.

(4) Youth Start-Up Loans

To help young entrepreneurs in Taipei City raise funds for their startups, Taipei City Government provided “Youth Start-up Loans.” The program began accepting applications on April 26, 2011. By December 31, 2016, the program had received a total of 1,295 applicants and approved loans totaling NT\$ 868.2 million for 1,171 approved enterprises.

2. Creating Business Opportunities by Attracting Business and Investment

In order to attract business and investments, Taipei City Government launched a program for international exchange of innovation and entrepreneurship, facilitating cooperation and exchange between entrepreneurial teams in Taipei as well as international teams. Moreover, the Industrial Human Resource Investment Plan, which facilitated foreign investments of US\$ 5,467 million, was also implemented to help businesses in Taipei City connect with international markets. The government also provided a platform for overseas buyers and Taipei-based suppliers



E-commerce Expo

through the implementation of the “Trade and Market Expansion Plan”, creating US\$57.66 million worth of business opportunities.

3. Support for Development of the Technology Industry

(1) Repeating the Success of Neihu Technology Park

Neihu Technology Park became the first industrial park in an urban area. In order to replicate the Park's success, Taipei City Government has provided the same benefits as provided to those within the Park to businesses which choose to operate in an industrial and commercial area of the Neihu 5th Redevelopment Zone, Dawan South Section Industrial Zone, Luzhouli Industrial zone and Xiaoyuan Industrial zone. It is hoped that this will lead to the formation of industry clusters.

(2) Implementation of Neihu Technology Park 2.0 Project

In the era of internet technology, soft skills will become a key competitive edge. In order to cope with current industry developments and provide

a more convenient environment, Taipei City Government has implemented Neihu Technology Park 2.0 Project to drive regional development by providing innovative businesses with municipal land and solid infrastructure within the Park. Taipei City Government also plans to attract various businesses and create a more convenient living environment inside the Park.

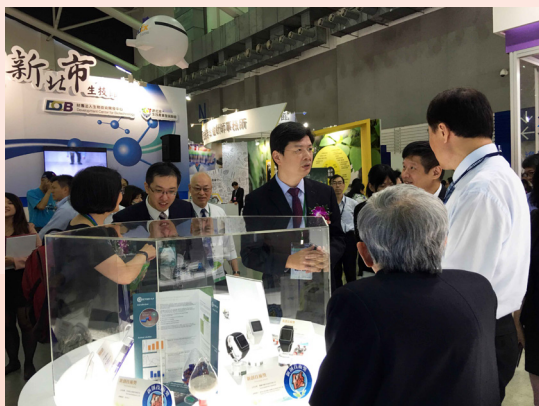
(3) Planning and Development of Land for a Support Facility in the Neihu Technology Park

The Park has 17,542.31 square meters of land for facilities supporting businesses in the Neihu Technology Park (1.5 hectares of it is for facilities supporting businesses, and 0.2 hectare of it is for public facilities). About 70,000 square meters of floor area is expected to be made available for development according to the Act for Promotion of Private Participation in Infrastructure Projects. Leaseholds are set at 50 years, while the rent is calculated according to reported land values, which increases 6% every three years. According to the estimates, NT\$2.77 billion will be collected in rent, and the royalties collected for development and operation rights will amount to NT\$897 million.



Winners of 2016 Taipei Biotech Awards

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2016 Taiwan Bio-tech Month - Taipei Biotech Exhibition

(4) Developing the Biotechnology Industry

In order to demonstrate the value created by academic research and recognize important achievements resulting from cooperation between academia and business in biotechnology, Taipei City Government presented the “2016 Taipei Biotech Awards” to reward biotechnology companies and their associated research registered in our country for their efforts. The award ceremony and presentation event were held on July 22, and a total of 15 successful biotech enterprises and research institutions received grants that totaled NT\$5.8 million. Furthermore, about 60% of participating businesses and venture capital firms made initial investment evaluations on award-winning enterprises.

In order to demonstrate the fruits of Taipei City Government’s efforts to drive biotech industry development, and to provide an opportunity for domestic government agencies and research organizations in the biotech field to share their experiences and learn from each other, sixteen accomplished biotech organizations were invited to organize a “Taipei Biotech Exhibition” and participate in the “2016 Bio Taiwan” event from July 21 to July 24. During the event, 605 leading domestic and international firms exhibited at the event for a total of 1,305 booth spaces. The event attracted 100,786 visits from biotechnology professionals.

4. Enabling the Growth of the Design Industry

The Department of Economic Development of Taipei City Government launched the “Taipei Industrial Design Award” in 2008, was renamed in 2012 to the “Taipei International Design Award.” In 2016, this award was recognized and certified by three international design associations: the International Council of Societies of Industrial Design (ICSID), the International Council of Design, and the International Federation of Interior Architects/Designers (IFI). In 2016 the award attracted 4,322 designs from 59 countries, including 1,225 industrial design pieces, 2,711 visual communication design pieces and 386



“Taipei International Design Award” – International Design Forum

public space design pieces. International entries comprised about 72% of the total.

5. Marketing Feature Industries

(1) Urban Theme Marketing

A. The 2016 Taipei Lunar New Year Festival

The 2016 Taipei Lunar New Year Festival featured the theme of “Celebrating Chinese New Year in New Style.” Store owners in 20 shopping districts in Taipei City worked together to give shopping streets in Taipei a New Year image by offering premium products to customers. From January 23 to February 6, over NT\$1.4 billion in revenue was generated, attracting nearly 0.8 million visits.



Mayor Ko Wen-je Gives Store Owner Chinese New Year Greeting



Shoppers Buy Groceries for Chinese New Year at Dihua Street



Life in Taipei Festival Site

B. Plan for Taipei Shopping Districts Carnival and the Promotion of Friendly Shops

In order to promote Taipei's characteristic shopping districts, a street shopping carnival and promotional campaign for friendly shops were held, enhancing the brand image of these areas and giving a platform to their local specialties. The 2016 "Life in Taipei Shopping Festival - Taste Taipei" invited 108 specialist shops from 29 shopping districts in Taipei to participate in the exhibition at Promenade Square in Taipei Expo Park at Yuanshan. The event generated about 12 million sales and attracted 50,000 visits.



The Mayor Uses Convenient Payment Service in Life in Taipei Festival

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(2) Promoting Feature Industries

A. Guidance for Unique Local Industries

To aid with the creation of Taipei fashion brands and bring Taipei's energy in fashion design into the international mainstream, Taipei City Government hosted fashion shows and participated in the Taipei IN Style exhibition to increase the reputation of talented designers. We chose 10 designers for the final competition and held the fashion show on September 19 2016, thereby creating a platform for Taipei's talented designers.

Meanwhile, Taipei City Government cooperated with the Bureau Français de Taipei to introduce the Strasbourg Christmas market to Taipei. We held the 2016 Taipei Christmas Festival, which displayed traditional hand-made products and helped increase business opportunities for local industries, facilitating international business in the process.

B. Plan for the Promotion of Taipei Cuisine

In order to promote Taipei cuisine, Taipei City Government published "The Taste of Taipei Selected Restaurants" guide. In addition, 22 restaurants over half-a-century old were selected as part of the "The Best Memorable Taste in Taipei" campaign.

Taipei City Government also provided guidance for several old restaurants, restaurants which were being run by second generation owners, or restaurants which had recently opened in Taipei. We selected nine restaurants and helped

them to enhance their management capabilities, as well as helped them create a brand image and new design.



Winners of Design Awards



Apparel Incorporating the Element of Martial Art into the Design



GOGOGO Cuisine Experience at Old Restaurants in Taipei



Press Conference on Taipei Christmas Festival



Owners of Restaurants After Guided Transformation



Winners of Gold Metals for Re-designed Cuisine Restaurants

6. Guidance for Shopping Districts

(1) Taipei City Shopping District Services and Project Management Consultation Plan

In order to encourage local business associations to organize promotional events, in

2016 Taipei City Government provided grants to 20 projects that create business opportunities for local shopping areas. It also worked to increase the competitiveness of business owners in these shopping areas, helping them to attract new customers and create new business opportunities. It achieved this by holding press conferences to praise outstanding business owners, by organizing tours to other shopping areas for learning purposes, and highlighting the local characteristics of different shopping areas.

(2) Guidance and Promotion of Shopping Districts

In 2016, Taipei City Government provided coaching for shop owners in various shopping districts to help guide them on developing their businesses, integrating local resources, and cultivating their management capabilities according to their situation. The betterment of traditional industries, the refurbishment of shopping districts, and the empowerment of

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local business associations also helped them to enhance their brand image and increase publicity.

Regarding the modernization of traditional industry, Taipei City Government has undertaken several projects to revitalize Dalongdong, Datong and Bangka shopping districts, injecting new creativity to stimulate the transformation of these districts. Moreover, the Taipei City Government also launched a branding campaign for several traditional shopping districts by organizing bazars and local tours, giving the public an opportunity to discover special local stores, classic products, traditional craftsmanship and local culture.

With respect to transformation and improvement of shopping districts, Taipei City Government helped business owners cope with various challenges and difficulties of the modern age by improving these districts and creating business opportunities through business transformation, incubating new businesses, cross-industry cooperation, and shared business and administrative coaching and assistance. In 2016, several promotional campaigns, including the "Wandering in Maokong Passport," Chinese Valentine's Day tours, and tea packing activities for couples, were conducted in the Maokong shopping district as a way of presenting various aspects of tea culture. Meanwhile, e-marketing and management courses were provided to business owners in Wu Fen Pu shopping district, helping them take advantage of digital technology. Moreover, Taipei City Government also held the "Wu Fen Pu Clothing Festival and



Stores in Datong after Coached Transformation



Bangka Shopping District– Taipei International Clothing Seminar



Guided Tour at Dalongdong Shopping District

Costume Show" in the hope of introducing new fashions and styles.

In order to help business owners in different shopping districts develop consensus on local development, Taipei City Government facilitated cooperation between big shopping districts and small ones, and worked with business associations of different shopping districts to pass on experiences and increase association unity to increase overall competitiveness of the shopping districts. In 2016, three successful shopping districts including Beitou, Tienmu and Ximending, were selected for a promotional campaign. These campaigns took the form of the 2016 Beitou Yukata Festival, The 8th Halloween Festival at Tienmu, and 2016 Ximending Fun Festival. These events helped to increase the unity of business owners working within these shopping districts.



Activities for Chinese Valentine's Day at Maokong



Tea Packing Activity in Maokong



The Mayor and Children Promote Halloween Celebration Events at Tienmu



2016 Beitou Yukata Festival.



2016 Fun Festival at Ximending - Cosplay Competition

7. Marketplace Management and Mentoring

(1) Public Marketplaces

In order to enhance the operation of traditional markets in Taipei, Taipei City Government advised business owners on how to improve their market environment. Moreover, promotional events were held and various marketing schemes were adopted to increase the number of customers, generate economic benefits and create more business opportunities.

In 2016, Taipei City Government improved the physical facilities of eight markets and provided consultation for their operations. It carried out a program of assessing the performance of public markets in the city by evaluating their self-organization and overall environment, with the aim of modernizing the operation of traditional markets. With the assistance of Taipei City Government, several markets in the city participated in the program conducted by the Ministry of Economic Affairs. This program helped to improve the operation and management of traditional markets and enhance their branding and competitiveness. Two markets were given the title of “brand market” (Nanmen and Shidong Markets), while 19 markets were recognized as “premium markets.” In total, they were awarded 48 stars, an increase of 45% from 2015. The two brand markets were at the top of the list of the participating markets.

Taipei City Government subsidized purchase of dishwasher machines for the Chien Sui Feast at



Installation of Dish Washing Machines at Shidong Market

Ningxia Night Market to improve food hygiene of night markets in Taipei, and the installation work was completed on December 10 2015. In 2016, dishwashers were first installed at food courts in two public traditional markets, Nanmen and Shidong. On July 2 2016, a press conference was held to announce that Shidong Market had become the first market to work with a food donation platform; vendors in the market were encouraged to donate edible food to NGOs dedicated to the welfare of disabled people, senior citizens, children and teenagers. As of the end of 2016, about 3,132 recipients had benefited from a total of 1226.95 kilograms of food donated. On December 28 2016, another press conference was held for the announcement that Nanmen Market had become the second market to work with the food donation platform run by the Social Welfare Department of Taipei City Government.

In order to revitalize municipal assets, the first floor of Xinxing Market was designed to be a compound of market and mall, while the



2016 Lohas Market Stall Award Ceremony



Xinxing Market Becomes a Member of Youth Hostel Association

second floor became a youth hostel, which started operation on June 18 2016. Meanwhile, Xinfu Market was renovated to accommodate the work of urban artists. The interior renovation was completed at the end of November 2016, and the trial run started at the end of 2016. In the future, the “market” will connect and work with surrounding shopping areas, featuring the local characteristics of Wanhua district to drive consumption and bring prosperity.



“The Best Stall Under Heaven” award is presented to the winners



“Buy and Eat with Ease of Mind at Guangfu Market” campaign

Taipei Traditional Market Festival, a marketing campaign of traditional markets, ran from May 14 to May 15 2016. Around 100 reputable vendors and the “World’s Best Vendor Competition” team participated in this festival, and over 10,000 people attended it. In addition, a campaign promoting food safety at certified markets in Taipei city was held at six certified markets, including Yongchun, Shidong, Huashan, Shilin, Guangfu and Andong. This was part of the implementation plan for food safety policy in these markets.

(2) Wholesale Markets

Taipei has ten agricultural product wholesale markets offering products in five major categories: fruit and vegetables, fish products, animal products, flowers and potted plants. The transaction volume of each category constitutes a large percentage of transactions nationally. This indicates that the greater Taipei region is an important market for all kinds of agricultural products. Moreover, the area’s pricing and public transaction mechanisms are the important backbone that supports the stable development of our national agricultural product distribution network.

(3) Market Alteration Projects

Taipei City Government conducted construction work on several markets. The demolition work of Dalong Market was completed on November 30 2015, and the construction of a new market there is expected to start in March 2017 for completion in 2019. The first phase of construction work of Huannan market started on November 6 2016 and is expected to be completed by August 2019 and the second phase of construction work is expected to be completed by March 2022. The urban design of Chenggong market was approved after a first-stage review, and the construction work there is expected to be completed by March 2021. Taipei City Government has also planned to start construction work at the Fish and First Fruit and Vegetable Wholesale Market after the 2018 flood control period has finished.

PART 3 Financial Strategies

1. Increase Revenue and Cut Costs

- (1) Gain Greater Benefits from the Development of Municipal Properties and Continue to Implement Municipal Land Development Strategies

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The Department of Finance, Taipei City Government has actively developed public land via BOT (build-operate-transfer), by superficies creation, and by urban renewal projects in order to reduce fiscal burden and revitalize public assets. Some investors reported that sharp increases in announced land value had reduced their interest in creating superficies due to high investment risks, and as a result the Taipei City Government amended “The Implementation Directions of the Creation of Superficies for City-Owned Land” in June 2016. According to the amendment, land rent is only able to increase a maximum of 6% per year. This rule will help to reduce financial unpredictability for investors when they participate in the creation of superficies. Moreover, Taipei City Government established the Municipal Office for Private Participation in Public Infrastructure on August 10 2016 to facilitate the progress of important development projects of Taipei City Government by arranging meetings between the relevant authorities and interested investors, and by managing the project implementation.

Total land rent collected in 2016 through superficies creation amounted to NT\$ 1,537 million. On the other hand, the 12 Taipei City Government leading urban renewal projects, 138 participating private projects, and 27 completed urban renewal projects will not only improve the urban landscape and living environment for citizens, but also enhance municipal land utilization and generate more income for Taipei City Government.

(2) Some Departments of Taipei City Government Move to Public-Use Floors of the Taipei Twin Towers Building from December 2016

The permit for public-use floors of the Taipei Twin Towers building (with Wanhua Train Station in the basement floors of the building) was issued in November, 2016 after completion of construction. The 3rd floor to the 11th floor of the building were allocated to Taipei City Government to accommodate nearly 1,000 city government staff. In addition, the second office of the Taipei City Mayor's office was set up here to serve

citizens from December 2016. Upon completion of all floors of the Taipei Twin Towers, the building will become an administrative and commercial complex as the remaining floors will accommodate hotels and restaurants, generating more business opportunities for local communities.

(3) Reform of the Taipei City House Tax; Rationalization of House Tax Structure

In order to rationalize Taipei City's house tax structure, Taipei City Government raised the standard unit price of new housing construction on July 1 2014. As the opening of MRT Xinlu Line and Xinyi Line drove up property prices and brought prosperity to the surrounding communities, adjustment rates of housing along certain sections of affected roads and streets were increased. Meanwhile, a 2.4% or 3.6% house tax rate was imposed in order to prevent speculation.

In order to create a reasonable tax structure for housing tax as part of our goal to create residential fairness, Taipei City Government held the “Living Justice Forum” on September 12 2016. During the forum, the Department of Finance, Taipei City Government explained the plan for house tax structure adjustments, and this public discussion helped it to gain input the public sector, private sector, academic field and citizens concerned about house tax issues. Such information is collected and used for revisions to the plan. This plan will also form part of the basis of reassessment of standard housing prices in Taipei in 2017.





The Open Tender for Short-Term Borrowing of Taipei City's Fund in 2016

(4) Speed up Debt Repayment and Establish Debt Servicing Funds to Reduce Interest Burden by Reducing Old Debt and Securing New Debt

In order to reach the goal of reducing debt burden, Taipei City Government allocated its budget and used other sources of income to prepay debt principal; the amount of outstanding debt dropped from NT\$130.2 billion as of the end of 2015 to NT\$ 116.8 billion. Meanwhile, six short-term loans at a total of NT\$ 86.8 billion were

arranged during 2016 to repay matured debts, with the interest rates ranging from 0.285% to 0.52%. According to estimates, this arrangement can save over NT\$ 700 million interest per year and effectively maintain the credibility of Taipei City Government.

(5) Establish the Municipal Asset Revitalization Task Force to Facilitate Reasonable Exploitation of Municipal Assets and Improve their Performance



The 2016 "Benchmarking Forum of Local Governance" rewarded case

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Taipei City government established the municipal asset revitalization task force on May 31 2016 to coordinate the tasks of municipal land information collection, land allocation and utilization. Three meetings were held on July 28, October 6 and November 16, respectively, to select land with development potential which needs revitalization for a new purpose, and develop municipal land revitalization and utilization policies. Taipei City Government also continued to clean up and assess municipal sites that were idle, hardly used, or had low or uneconomic utilization. It also worked to actively revitalize these municipal assets by urging different managing departments to create superficies with tenders, participate in urban renewal, integrate relevant authorities in conducting joint development, and granting leases through tenders.

(6) Launch new Taipei City Collective payment System to Improve Payment Service

In order to reduce the costs of hardware and software for payment system deployment, amortization and maintenance, which amount to over NT\$ 6 million per year, Taipei City Government engaged the Taipei Fubon Bank, the commissioned bank of the city government treasury, to deploy the Taipei City collective payment system. This has been used to process payments made by 395 departments and schools this year. The system marks a milestone when it comes to entering into a new age of e-payment, and it offers real-time processing of fund transfers and significant improvements in payment efficiency.

(7) Upgrade “Taipei Shwoo” Website, Make the Online Auction Platform of Second-Hand Items more User-Friendly

The Taipei City Government’s online auction platform for second-hand items “Taipei Shwoo” was redesigned and launched on February 15, 2016. It provide more convenient services by allowing users to make payments at convenience stores and apply for refunds online, while allowing

government agencies to track and process their financial data and offer e-courses.

In 2016, the Taipei City Secured Small Loans Services participated in the “Benchmarking Forum of Local Governance” held by the Talent Development Institute for Local Government under Directorate-General of Personnel Administration, Executive Yuan. Taipei City Government gave a presentation on “Taipei Shwoo: an Internet auction site which drives energy savings and encourages second-hand goods reuse.”.As of the end of 2016, the number of website visitors had surpassed 14.69 million, and the number of members had reached over 62,000. Auctioning government organizations had reached 3,275, and a total of over 136,000 items with a total value of NT\$374.95 million were traded through the site. The service has also become a source of revenue for the government and fulfills the policy of resource reuse.

2. Citizen Service Measures

(1) Enforcing Controls over Tobacco and Alcohol to Ensure Citizens’ Health

Taipei City Government conducted inspections on tobacco and alcohol retailers throughout Taipei during 2016; 125 investigations and seizures resulted in the confiscation of 1,051 packs of cigarettes, 65 cigars and 2,897.395 liters of alcohol. 90 administrative fines totaling NT\$2,085,500 were issued against violators. 1,306 alcohol and tobacco businesses were subject to regular and irregular inspections, and officers were dispatched for sampling inspection. Confiscated tobacco was destroyed at the Sanzhuku Sanitary Landfill Site.

(2) Providing Low-Interest Secured Loans to Citizens for Social Assistance

The Taipei City Secured Small Loans Service has provided citizens in need of loans with a 0.68% monthly interest rate, the lowest of Taiwan’s loan industry. The number of loan cases comprised almost 50% of all loans provided by pawnshops in Taipei. Taipei City Government has granted collateralized loans with low interest rates



The Department of Finance of the Taipei City Government investigates and seizes illegal alcoholic products



The Department of Finance of the Taipei City Government investigates and seizes illegal tobacco products

to citizens since June 1 2016: 0.66% monthly interest rate for people with registered residences in Taipei and 0.65% monthly interest rate for underprivileged people with low and moderate income household.

(3) Increase information transparency through Taipei City Property Management System Cloud Service

Taipei City Property Management System Cloud Service Project was launched in 2016 to provide convenient public services and increase

government data transparency by showing municipal property information with user-friendly charts and graphs, and allowing the public to access such data via a cloud service.

Conclusion

In order to address domestic economic issues and cope with rapid changes in the industrial environment, while responding to challenges from global and regional competition, Taipei City Government has actively revised its industrial development policies to create an environment favorable for investment, stimulating economic growth and increasing the competitiveness of Taipei's industry.

In the future, Taipei City will continue to introduce new industry policies while providing a sound business environment and better investment opportunities for the private sector. It will facilitate investments for both Chinese and Taiwanese companies, thereby enhancing its position in the world, and turning Taipei into a strategic hub for businesses in the Asia Pacific region that want to expand their business into Chinese markets.