



step up marketing with stronger brief for Sydney office

AUSTRALIANS can expect to hear and see a lot more of Taiwan and its dynamic city of Taipei in future. This follows a government decision to give a much stronger marketing role to the Sydney office of the Taipei Economic & Cultural Office (TECO).

The office will get increased funding and is in the process of appointing a public relations and advertising company to raise the destination's profile in Australia and New Zealand. The decision to give the Sydney office a



- Steven T.Y. Kuo Su -

more active role is not set in stone and will be reviewed after 18 months. But Taipei Economic and Cultural Office Sydney director Steven T.Y. Kuo Su is confident the trial will result in more visitors from this market. "We have enjoyed a steady increase in leisure and business traffic in recent years in collaboration with China Airlines and Eva Airlines," said Kuo Su. "Both airlines have developed attractive package and stopover programs for Taiwan and the market appears increasingly keen to try the destination with easier access provided by the airlines."

MICE is one area that is also getting a lot of interest. Pearl Lee, TECO's Sydney-based manager for MICE, will be attending this month's AIME in Melbourne and says she



Taipei World Trade Centre (TWTC) complex includes an exhibition hall, flexible convention facilities, hotel and office tower.

already has a busy schedule of appointments. "Taiwan has much to offer the MICE market, especially the incentive sector," said Lee. "We are planning to host a series of famils later in the year to enable incentive companies and key businesses to experience first-hand the attractions of Taipei and Taiwan."

Last year, the country celebrated 'Visit Taiwan Year' and posted increased visitor arrivals, but mainly from inter-Asia due to a relatively short lead-in time and the effects of SARS on markets in this region. Lee believes Taiwan offers an attractive mix of east and west cultures, simplicity and complexity that provide a vital and exciting destination for international meetings and conferences. She said the country offered excellent MICE facilities such as the Taipei International Convention Centre (TICC) — a world-class, purpose-built facility that can handle a gathering of up to 10,000 people. It's an integral part of the Taipei World Trade Centre (TWTC) complex, which includes an exhibition hall, flexible convention facilities, hotel, and office tower.

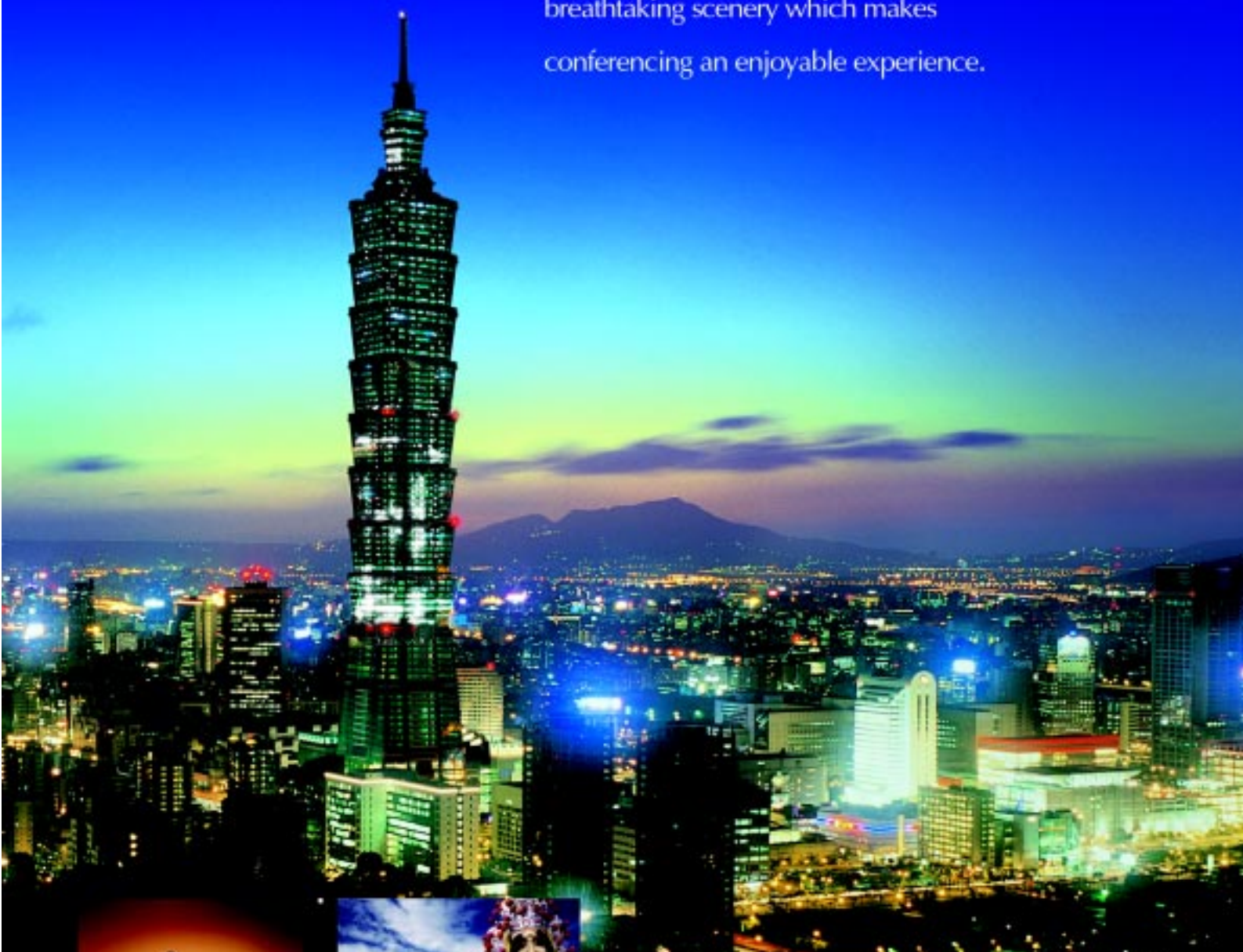


- Pearl Lee -

The complex is ideal for business meetings, seminars, conferences, product displays and international trade fairs. The 60,000sqm TICC has a column-free, multi-purpose plenary hall, capable of seating 3100 people, 21 meeting rooms of various sizes, and a 1000-seat banquet hall. The facility provides the latest technology in audio, visual and communications equipment.

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Many peddling at Taipei TICS 05

THERE has been “astronomical demand” for show space at this year’s Taipei International Cycle Show.

The Taiwan External Trade Development Council (TAITRA) — the show organisers — say expectations are high for the upcoming event with exhibitors having booked all available booths at the venue - the Taipei World Trade Centre.

TAITRA says that this year’s show — from March 4 to 7 — will build on the success of the 2004 event.

At the close of the exhibitor application period, TAITRA counted 490 domestic and 130 overseas exhibiting companies occupying 2027 booths — an increase of 11 per cent on last year.

Exhibition space has jumped from 38,909sqm in 2004 to 40,259sqm this year.

At the 2004 event, buyers increased 46 per cent on the previous year, with the United States heading the list of overseas visitors. A total of 22,947 buyers attended the last Taipei Cycle - and TAITRA expects more to visit this year.

In addition to a full range of exhibits, the 2005 show will also feature a range of seminars and complementary events to make it a value-added experience for visitors.

“There will be a series of keynote speeches from leading experts from North America, Germany, Japan, Belgium, China Russia and Taiwan, who will cover everything from world LEV and bicycle marketing networks to new LEV techniques upgrades,” added the TAITRA spokesperson.

To find out more about the event, email the show management team at cycle@taitra.org.tw

New MICE destination added in Taiwan

Marina, gold resort and leisure planned for Dapeng Bay

IT wasn’t all that long ago that Dapeng Bay, in Taiwan’s southern Ping Tong County, was a military zone where civilians, local or foreign, were entirely unwelcome. Now this magnificent coastal area is likely to be the setting for a large hotel, international convention centre and other facilities in a huge development project.

All but unknown until now outside Taiwan, except to ecologists and a small but growing number of water sports enthusiasts, Dapeng Bay is likely to evolve as one of Asia’s key MICE venues.

The military pulled out of Dapeng Bay in 1997, transferring anything movable to another part of Ping Tong. They were forced to leave behind some tangible memories of a lengthy military occupation dating from the years when Japan ran things in Taiwan.

During the Second World War, Dapeng Bay was an important seaplane base and also housed kamikaze pilots waiting to die for the emperor.

As soon as the military had gone, the



Taiwan government gave the area an element of protection by naming it as a national scenic spot. Three years later this was strengthened by combining LiouCiou national scenic spot with Dapeng Bay.

Ecologically it is particularly significant for its lagoon — long used for fish farming — and its mangrove forests, as well as the abundance of flora and fauna.

A lagoon cruise introduces visitors to some of this beauty and natural significance, including a visit to Oyster Shell Island. That’s appropriately named because it was mostly created from oyster shells discarded by aquaculture farmers.

The ambitious development plans being worked on by the Dapeng Bay International Investment Group are attuned to the nature treasure-house environment. The complex will include an ecological education park.

The investment group has come to a build-operate-transfer arrangement with the scenic area’s administration.

Also to be embraced by the project are marina and port facilities, a leisure-oriented coastal area, seaside restaurant, museum of history and literature, a golf resort, a leisure and entertainment centre and a tourist hotel.

The first phase of the massive project is scheduled for completion by the end of 2012 and the whole undertaking should be completed eight years later.

— Jon Watson

