

TAIWAN

YOUR COMPLETE GAME BOOK TOWARDS MICE SUCCESS



PLAYER 1



START ▶

HOW TO PLAY



LOADING 88%



MC/ASIA

MAP OF TAIWAN

CENTRAL
TAIWAN

TAICHUNG

TAICHUNG ASIA
UNIVERSITY MUSEUM
OF MODERN ART
P.30

NATIONAL TAICHUNG
THEATER

TAINAN

TAINAN ART
MUSEUM
P.32

NATIONAL KAOHSIUNG
CENTER FOR THE ARTS

KAOHSIUNG
EXHIBITION CENTER

KAOHSIUNG

TEN DRUM
CULTURE VILLAGE
P.33

KAOHSIUNG
MUSIC CENTER (KMC)
P.33

SOUTHERN
TAIWAN

TAOYUAN

TAIPEI

TAIPEI MUSIC
CENTER
P.31

NORTHERN
TAIWAN

TAIPEI NANGANG
EXHIBITION CENTER
HALL 2

LANYANG MUSEUM

HUALIEN

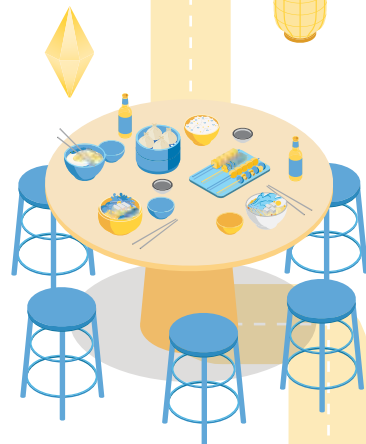
EASTERN
TAIWAN

TAITUNG



GAME ON: 7 WAYS

TAIWAN WILL POWER UP YOUR NEXT EVENTS



01 EXPANSIVE GROWTH PLANS

After Taipei launched TaiNEX 2 in 2019, meeting and event planners can expect even more new builds: Tainan Exhibition Center in 2021, and in 2022, both the Taichung Shuinan International Exhibition Center and Taoyuan Convention and Exhibition Center.

Constantly upgrading international infrastructure to prevail in the MICE game, the government implemented the Forward-Looking Infrastructure Development Program, funding railway projects, green energy schemes, digital infrastructure and urban/rural development.



TaiNEX 2

02 TANTALIZING TASTE BUDS

One of the fastest ways to impress delegates while in Taipei is a meal at any of the capital city's 24 Michelin-starred restaurants. Many, matching Taiwan's deep culinary history with modern techniques, offer diverse and delectable flavours like no other. Night markets are peppered with varieties that beckon a day or two of sampling, while banquet catering can ensure Halal dining is fulfilling.

03 FAVOURABLE POLICIES, EXPANDING CONNECTIONS

Taiwan is fast becoming a popular destination, thanks to new infrastructure and visa policies—the latter including a New Southbound Policy country waiver that resulted in an approximate 12% surge in visitors from Southeast Asia, in particular Vietnam and the Philippines. With Taoyuan International Airport already operating above its threshold of 37 million passengers, a third terminal will open in 2025.

04 SURROUNDED BY BREATHTAKING NATURE

Taiwan's geographical richness makes touring exceptionally enjoyable. Cities are flush with natural green spaces and scenery, enticing delegates to move from meetings to recreation the same day. Crafting an incentive itinerary? Hop on board the express and local train network to reach hot springs in Yilan, Hualien's picturesque Taroko National Park, the seafood-haven of Keelung and more locales. Group reservations can easily be made up to two months in advance.



Tiemu Waterfall in Taoyuan

06 TOP RANKINGS

Taiwan advanced to 12th place last year out of 141 countries listed in the World Economic Forum's 2019 Global Competitiveness Report, plus was one of four global economies lauded for innovation capabilities.

One of just three Asian countries listed in the top 15 investor-friendly countries to do business in, according to the Economist Intelligence Unit, Taiwan is also 22nd in the 2019 Safe Cities Index. No wonder expats ranked Taipei as the best city to live in for a second time running since 2018.

05 CREATIVE B&BS

It is entirely possible to enjoy the facilities of a 5-star hotel for the first part of a business trip, then switch over to boutique-style chic, or cosy and quirky minsu (guesthouse) offerings that are unique to Taiwan. Regardless, delegates can expect excellent amenities, thoughtful touches and, of course, Taiwan's renowned warmth and hospitality.



Tea Appreciation

07 HANDS-ON TEAM BONDING OPTIONS

Fun, creative, competitive, and meaningful team building opportunities abound in Taiwan: learn the skill of pineapple cake making in Taoyuan or tea-leaf picking and brewing in Nantou, go go-karting at Suzuka Circuit Park in Kaohsiung, or island hop the Penghu archipelago. For special souvenirs, try traditional paper making, pottery moulding or glass jewellery creation in Taichung.





YOUR INVENTORY: NORTHERN TAIWAN TAIPEI



Liu Yi-Ting
Taipei City Government
Commissioner, Department of
Information and Tourism

Hello! Welcome to Taipei, the ideal starting point to experience Taiwanese culture. My family enjoys taking YouBikes out to explore eateries tucked away in small lanes. On summer nights, we walk along riverside paths to enjoy amazing nightscapes together. Overseas friends join me for many exciting annual events, such as the Lantern Festival and viewing azalea, cherry and hydrangea blooms in the Spring. And don't forget about our iconic New Year's Eve party with millions joining the epic countdown!

FOOD BOOSTER MODE

Taipei boasts 24 Michelin-starred dining establishments. 80-seat Cantonese restaurant Le Palais is the only three-starred one, holding this rank for two years running. For dishes hailing from the 20th century, the one-starred, 100-seat Mountain and Sea House is sure to please. Dumplings expert and one-starred Din Tai Fung is no stranger to foodies, then, to taste “exceptionally good food at moderate prices”, Michelin’s Bib Gourmand recommends beef noodles—the best of which are typically found at tiny street stalls.

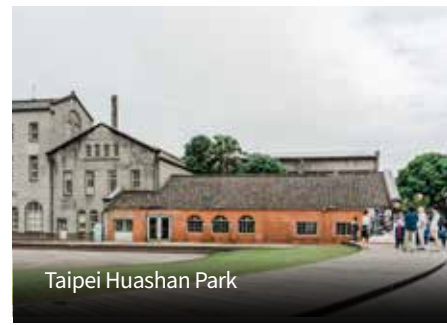
To dive deep into local palates, night markets are Taiwan’s true treasures. Head to Shilin, where stalls peddle food, games, entertainment and shopping sprawled across multiple streets. Must try favourites include oyster omelette, fried chicken, stinky tofu and pearl milk tea—also found at the popular Ningxia, Raohe, Lingjiang and Shida sites.



New Year's Eve, Taipei 101



Xiaolongbao



Taipei Huashan Park



Raohe Street Night Market

TRAVEL MODE

With 131 station stops, Taipei’s Metro connects Taipei and New Taipei across six lines and is generally one of the most affordable worldwide. Usage is easy with tokens or magnetic ticket cards. For back-to-back trips, the Taipei Fun Pass (available from 1–5 days) provides access to unlimited rides on metro, city and county buses. A one-day unlimited ride pass is also available for the Maokong Gondola.

BUSINESS MODE

Taipei hosted 101 association meetings in 2019, entering ICCA’s Top 20 Most Popular Meetings Destinations list. Delegates’ top choice remains the Taipei Nangang Exhibition Center (TaiNEX) that boasts a convenient supply of 2,000 booths, restaurant choices and entertainment options—all within a two kilometer radius. Hall 2 opened in March 2019 to match market demand, followed by the Skylight Convention Center on its rooftop. Moreover, Taipei International Convention Center (TICC) can be another option.

Formerly a factory producing sake, the Huashan 1914 Creative Park now comes alive on weekends with festivals, concerts and performing street artistes, with companies the likes of TED and Google holding events at the 6,500sqm exhibition space and 250-seat Arch Hall. Other unique cultural venues include Ximen Red House, Songshan Cultural and Creative Park, and Xue Xue space.

MR LIU'S SUGGESTED ITINERARIES

~3 HOURS

- Taipei 101 Observatory
- Xinyi Shopping District

> 6 HOURS

- Ximending
- Longshan Temple
- Bopiliao Old Street

1 TO 2 DAYS

Day 1

- Yangmingshan National Park
- National Palace Museum
- Beitou Hot Springs

Day 2

- Taipei Zoo (team building)
- Maokong District
- Yongkang Street
- Xinyi Shopping District





YOUR INVENTORY:
NORTHERN TAIWAN
TAOYUAN



Yang Sheng-Ping
 Director, Taoyuan Municipal
 Tourism Department

FOOD BOOSTER MODE

Taste centuries-old bean curd-making culture, peanut candies, tofu pudding and more along historical Daxi Old Street, still home to old professions like iron mongering and stone masonry. Sankeng Old Street is another foodies gem, with delicious Hakka delicacies such as niu wenshui (sticky rice cakes with brown sugar and ginger juice drizzle).

While at Shimen Reservoir admiring the seasonal plum tree's white and golden blossoms, be sure to bag some freshwater fish dishes such as grass and bighead carp cooked in local styles. Zhuwei Fishing Harbor and Xinwu Yongan Fishing Harbor offer excellent prices for fresh seafood, complete with amazing views of planes and boats in the distance. Back in the city, savour Taiwan's signature street foods at the Zhongli, Bade and Taoyuan tourist night markets.

Hi! Welcome to Taoyuan, the 'First Stop of Taiwan'. Our proximity to Taipei and many transport links, plus 32 industrial zones, make us a popular base for MNC companies. More than the home of Taiwan's interational airport, visitors to Taoyuan love our Dried Tofu Festival, Longgang Rice Noodle Festival, flower festivals at different districts, and more experiences, every season. Visit @traveltaoyuan on Facebook for more details. We promise a city filled with surprises!



Taipei skyline over National Taiwan University

EXPLORER MODE

Although Taipei may have modernised with the times, it has plenty of protected heritage districts. Dadaocheng is a culture fan's and photographer's dream of brick hotels, medicine shops, artsy boutiques, fabric shops and ancient teahouses, peppered with fabulous street eats. Wanhua district is another heritage zone home to traditional temples and shophouses, telling a history that spans more than 300 years. Try to time your visit to match one of the annual festivals that happen here at Longshan Temples, do a DIY traditional Taiwanese signboard, then stay to feast at the Nanjichang Night Market.

RECHARGE MODE

40 4- to 5 -star hotels	275,895 rooms	1,739 new rooms by 2022	Largest hotel conference capacity 1,200
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Valentine's Day celebrations
at Daodaocheng



Daxi Dried Bean Festival





MR. YANG'S SUGGESTED ITINERARIES

~3 HOURS

- Longtan Pond
- Taoyuan Hakka Culture Center
- Sankeng Old Street

> 6 HOURS

- Daxi Old Street
- Jiabon Mountain
- New Xikou Suspension Bridge

1 TO 2 DAYS

Day 1

- Daxi Wood Art Ecomuseum
- Daxi Old Street (team building)
- Baisha Cape Lighthouse
- Guanyin District (lotus viewing)

Day 2

- Lala Mountain (aboriginal food)
- Tiemu Falls
- Xiao Wulai Sky Walk

Lala Mountain Cherry Blossom Season

BUSINESS MODE

Companies with an eco-conscious focus will favour the 22,200sqm Taoyuan Arts Center; exhibits with a cultural slant shine at the Zhongli Arts Hall; while groups of up to 15,000 attendees will fit comfortably into the Taoyuan Arena.

In 2019, 170,000 visitors attended the Taoyuan Land Art Festival, while at least 218,000 scheduled a visit for the Tung Blossom Festival to admire the flowers and tour the traditional Hakka village. To meet increasing demand, the Taoyuan Convention and Exhibition Center started construction in 2020, and once completed in 2023, will connect the Asia Silicon Innovation R&D Center, a tourist hotel, baseball stadium, and metro stop A19 on the airport line. Its 76,120sqm grounds will offer 600 exhibition seats, and a conference hall accommodating 2,000 people.

RECHARGE MODE

12,839
rooms

13
4- to 5-star
hotels

Largest hotel
conference capacity
600



Taiwan Taoyuan International Airport

TRAVEL MODE

Taoyuan is home to Taiwan's largest international airport. With ever-expanding flight routes and the addition of Taiwan's newly established StarLux Airlines in January this year, Terminal 3 and a third runway will open in 2025 to welcome even more visitors. It takes just 35 minutes on the Taoyuan Metro's express service from airport to city, and with five more train lines slated to run in the future, accessibility has become even more quick and easy.



Daxi Old Street

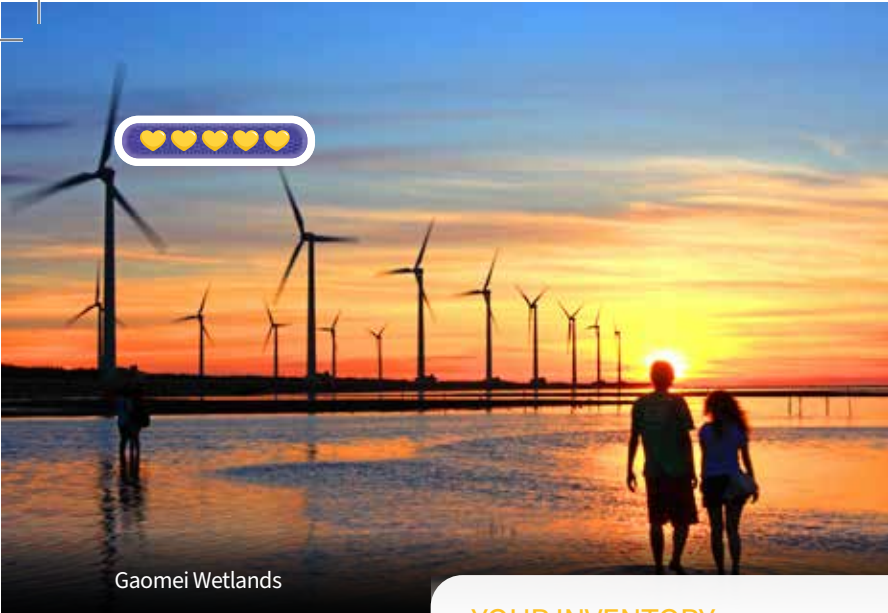
EXPLORER MODE

Taoyuan offers plenty of adrenaline-pumping options, such as wire-flying, bungee jumping, and river tracing. For more relaxed options, motor along Bei Heng highway for a scenic day exploring Lake Cihu, Jiabon Mountain, Shimen Reservoir and Lala Mountain. Minsus (guesthouses) are available for overnight stays, extending enjoyment of this forested region.



Shimen Reservoir





Gaomei Wetlands



Wufeng Lin Family Mansion and Garden

MR. CHANG'S SUGGESTED ITINERARIES

~3 HOURS

- National Taichung Theater
- Feng Chia Night Market

> 6 HOURS

- National Museum of Natural Science
- Miyahara
- Zhonghua Night Market

1 TO 2 DAYS

Day 1

- Chun Shui Tang Teahouse (bubble tea DIY)
- Hou-Fong Bike Trail (from National Highway No. 4)
- Dajia River Steel Bridge (ending at Houli Horse Ranch)

Day 2

- Wufeng Lin Family Mansion
- Rainbow Village
- Gaomei Wetlands Wildlife Refuge (CSR programme)

EXPLORER MODE

A favourable year-round climate averaging 22.4°C makes exploring Taichung's nature, arts scene, historical sites and food and entertainment a pleasant experience. For a half-day city tour, the National Museum of Natural Science and National Taiwan Museum of Fine Arts, connected by a tranquil 3.6km Calligraphy Greenway, are star attractions. Follow up with a tea break at Miyahara, a 1920s red-brick building, now an opulent Instagram-favourite dessert shop. Sheng Ji New Village is another social media hotspot of cafes and shops.

Rainbow Village may be a bit off from the city center, but worth a visit thanks to a former soldier, now in his late nineties, who painted his home in psychedelic hues to keep it safe from teardown. End the day at Gaomei Wetlands, an ecological ecosystem of diverse animal and plant life, for an especially beautiful sunset.



Miyahara Ophthalmology

YOUR INVENTORY:
CENTRAL TAIWAN TAICHUNG

FOOD BOOSTER MODE

Before the rest of Taiwan boomed with pearl milk tea stalls and confectionaries selling sun cakes, Taichung was the source of these famous treats. The city boasts well-developed pastry, baking and tea industries—making great souvenir options—plus restaurant owners that push creative gourmet's edge and exciting night markets to suit all tastes and budgets.

If there is only time for one dinner stop, make it the Feng Chia Night Market, possibly Taiwan's largest, covering 1km of stalls and open from 4pm until 2am daily. Must-tries include thick noodle soup topped with dried shrimp, Chinese leek and radish, as well as smooth taro dishes (there's even the Ah-Tsung-Shih Taro Culture Museum to expound on the city's taro industry).

TRAVEL MODE

The bus and iBike are convenient ways of getting around, while the ongoing build of the local metro will add convenience upon completion at the end of 2020.

Chang Feng-Yuan
Commissioner,
Taichung City
Government



Hello there! This is Taichung, a cosmopolitan city that is Taiwan's second largest and a leader among the MICE industry. Our aerospace and machine tools industry rule, plus people come for our rich history, fine arts, and natural scenery. Foodies will love our incredible local delicacies, especially as Taichung joins Michelin's 2020 Bib Gourmand guide. Our city's a truly liveable place indeed!



Sun Cake

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National Taichung Theater

BUSINESS MODE

Crowds flew in for the Taiwan Lantern Festival and Mazu International Festival in Q1 2020. The Taichung Jazz Festival, held for 18 years running, welcomed 1.3 million attendees in 2019. As a world-leader in industries the likes of precision machinery, robotics, agriculture and leisure farming, Taichung holds at least 40 exhibitions annually, and is third in international conference ranking, according to ICCA's 2019 statistics.

To handle more visitors, in addition to the existing 11,571sqm Greater Taichung International Expo Center, the Shuinan International Convention Exhibition Center is slated to open by 2022 and will accommodate 1,600 booths.

The National Taichung Theater, designed by award-winning Toyo Ito, is an architectural masterpiece built almost entirely of curved walls. Events can be hosted at its Grand Theater, Playhouse, and Outdoor Theater, with the Sky Garden offering a breath of fresh air. Another option is a heritage tour of Wufeng's Lin Family Mansion, where its grounds can be booked for a night of Chinese traditional opera, easily entertaining up to 200 people.



Hualiang Steel Bridge

RECHARGE MODE

29,944
rooms

10
4- to 5-star
hotels

Largest hotel
conference
capacity
2,000



Jingzaijiao Tile-Paved Salt Fields

YOUR INVENTORY: SOUTHERN TAIWAN TAINAN

Huang Wei-Che

Mayor, Tainan City
Government



Hi there! It is time to visit Tainan, the mesmerising ancient capital of Taiwan. Our culture and history are highlights, however there is plenty of nature and adventures to explore such as the Yanshui Beehive Rockets Festival—one of the world's top folk events. Interacting with locals and eating native gourmet food are activities my family and friends enjoy; some people joke that it's impossible not to gain weight when they visit Tainan!

FOOD BOOSTER MODE

Many of Taiwan's famous dishes first originated in the nation's oldest city, Tainan. Signature street-food includes: danzai noodles (try them at the famous Du Xiao Yue restaurant chain); rice pudding churned from rice milk, flavoured with soy sauce and sesame oil; tofu pudding; eel noodles; coffin bread; and oyster omelette served by Old Fort Oyster Omelet (established in 1958) where the owners claim their ancestors were the pioneers of this egg-based dish.

Despite having no menus and seating by reservation only, crowds still flock to Zhuxinju Restaurant which has retained its 140-year heritage in the form of decorations and traditional Tainanese home-cooked food. A-Mei Restaurant is another favourite, serving its famous casserole duck for the past 30 years.

Danzai Noodles





MR. HUANG'S SUGGESTED ITINERARIES

~3 HOURS

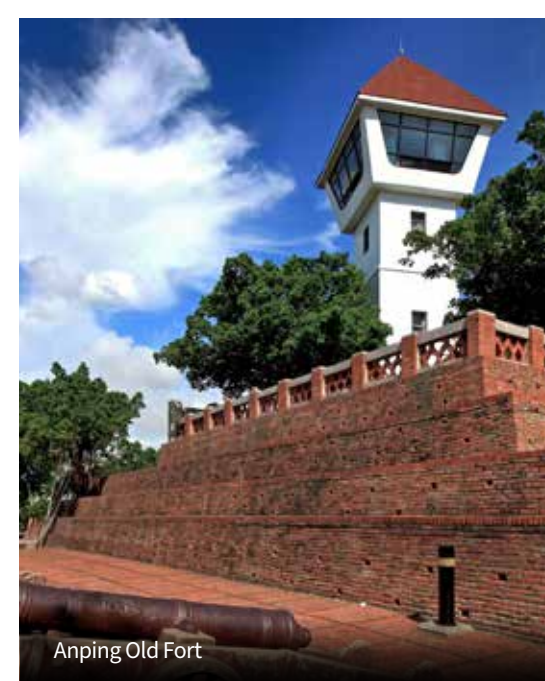
- Anping Tree House, Old Fort & Old Street

> 6 HOURS

- Confucius Temple
- Hayashi
- Department store
- Tainan Art Museum (p.24)
- Chikan Tower



Sicao Green Tunnel



Anping Old Fort



MEET TAIWAN | M&C ASIA



Zhuxinju Restaurant

1 TO 2 DAYS

Day 1

- Sicao Green Tunnel
- Taijian National Park Administration
- Qigu Salt Mountain (team building)
- Jingzaijiao Tile-Paved Salt Fields (for sunset)

Day 2

- Xinhua Old Street
- Lunch at Ye Tao Yang Humanities Restaurant
- ZuoJhen Fossil Park
- Shan-Shang Garden and Old Waterworks Museum
- Guanziling Hot Springs (overnight)

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TRAVEL MODE

To attract more visitors, an express bus service connecting Kaohsiung International Airport and Tainan kickstarted in January 2020, eliminating multiple transport transfers previously necessary to reach Tainan. Tourist shuttles are also available, including the Tainan Sightseeing Bus, the 61 West Coast Expressway, and 99 Anping to Taijiang Route. Apart from the city bus, bicycle riding is another popular option offered by vendor T-Bike.

BUSINESS MODE

In addition to the Commercial Exhibition Center Tainan, the Tainan Convention & Exhibition Center will open in 2021, offering over 10,000sqm of event space. Make full use of Tainan's history and culture when considering venue hires, such as Anping Tree House: a massive banyan tree that 'swallowed' an old warehouse, and now a fantastic backdrop for events.



Chimei Museum

EXPLORER MODE

Strolling along Shennong, Zhengxing or Xinmei Streets is like a blast back to the 1980s with old shophouses now turned into cafes, art galleries, and quaint shops. Tainan's also home to what some say is Taiwan's best preserved Confucian Temple. Another interesting slice of Tainan's history is the salt mining industry dating back to 1818. Qigu Salt Mountain ceased production in 2002; now it is a six-story leisure park offering unique experiences and sights. The Jingzaijiao Tile-Paved Salt Fields still allows visitors to witness salt drying, its mirror-like surfaces a picture-perfect view.

Time-pressed groups can consider combining business and pleasure at the mountain-valley address of Hotel Cham Cham—Tainan's first adventure-themed accommodation offering various extreme sports, including a zipline and indoor adventure games. Alternatively, B&B Fairy Lake Leisure Farm sits on the Alishan Range, fringed by forests and plantations, plus fun activities like lychee harvesting and ang ku kueh (red tortoise cake) dessert making.

RECHARGE MODE

12,567 rooms

6 4- to 5-star hotels

Lakeshore Hotel is Tainan's largest @ 536 rooms

22 conference halls in hotels & exhibition centers



Wang Hong-Rong
Acting Director-General,
Economic Development
Bureau, Kaohsiung City
Government

YOUR INVENTORY:
SOUTHERN TAIWAN
KAOHSIUNG

Hello everyone! Kaohsiung is a city of diversity. Enjoy our modern city without crowds and high cost. Book professional venues with nature as a backdrop, and feast your way around this foodie's paradise. When my friends are in town, we venture into beer houses and seafood restaurants. With easy access to exciting ethnic traditions and healing hot springs, Kaohsiung has many attractions for post-tour options!

FOOD BOOSTER MODE

Taiwan's largest harbour city is rich in ingredients, seasonal catches and agricultural produce, making it a foodie's paradise. Mornings and late-nights can both be settled at the Xing Long Ju Chinese Breakfast Restaurant, serving oven roll sandwiches with fried dough, and soymilk from 3am to 11am for the last 60 years.

Other specialties: Three Generations Spring Roll is a treat of deep flavours using just six simple ingredients, Kaohsiung Gang Yuan Beef Noodles is a favourite among international visitors, while the Gao Xiong Po Po Shaved Ice shop has been serving fruit with shaved ice since 1934. Seafood fans should book seats at Deep Sea Fishermen, The Crab House and, for one-pot wonders, there's Old Sichuan, and Quan Cheng Shantou Hotpot.



Port of Kaohsiung



White Water Rafting



Tianliao Moon World

MEET TAIWAN | M&C ASIA



**MR. WANG'S
SUGGESTED
ITINERARIES**

~3 HOURS

- Kaohsiung Warehouse 2 or Dream Mall (souvenirs)
- Ruifeng Night Market

> 6 HOURS

- Ciaotou Sugar Refinery
- Ten-Drum Culture Village (p.24)
- Liuhe Tourist Night Market

1 TO 2 DAYS

Day 1

- Happy Farmer Trip in Meinong, Cishan (scenery, ecology, local food and team building) / Xiaoliuqiu Island by Chartered Yacht (overnight diving trip)

Day 2

- Meinong & Cishan Districts (sightseeing and lunch)
- Baolai (hot springs and overnight)

EXPLORER MODE

Kaohsiung's northeastern border rests at the foot of Taiwan's Central Mountain Range, great for adventurous groups looking for hiking, white water rafting and camping fun. For a two-day trip, consider Maolin National Scenic Area, a forested haven with temples, Rukai Tribe slate houses, Isamu Café (run by the winner of the 2019's International Coffee Taste Master Championship) and Baolai hot springs. For an otherworldly natural wonder, Tianliao Moon World is just 40 minutes away.

If there is time only for city exploration, the Asia New Bay Area is the most-visited by locals and travellers alike, and for good reason: the light-rail system makes stops at the bay's popular spots filled with boutique shops, art galleries, pubs and eateries, bookstores and pop-up stores. To slot in some extra fun, the Suzuka Circuit Park is the brand's only overseas outpost after Japan, offering hours of high-speed, go-karting thrills.

RECHARGE MODE

10
4- to 5-
star hotels

69,868
rooms

Largest hotel
conference
capacity
2,000





Lotus Lake Dragon and Tiger Pagodas



Light rail transit



Kaohsiung Convention Center

TRAVEL MODE

In addition to the existing Kaohsiung Rapid Transit metro and a light-rail system, the city also has a future metro line in the works. The bus is another popular transport option. Plus, plans for a new terminal at Kaohsiung International Airport has been approved.

BUSINESS MODE

Events hosted in Kaohsiung are all about standout views, unique touches and creative experiences. The Kaohsiung Exhibition Center offers VIPs the option to arrive by yacht straight to an outdoor space on the waterfront. The same views can be had at Kha Shing Pier 22 Marina.

The National Kaohsiung Center for the Arts not only offers artistic venues that include an opera house, it is also an architectural masterpiece. For a unique venue like no other, pick the Zouying Confucious Temple, or the Hongmaogang Cultural Park.



Hong Zong-Kai
Director, Eastern Taiwan Joint Services Center, Executive Yuan

Jialulan Recreation Area

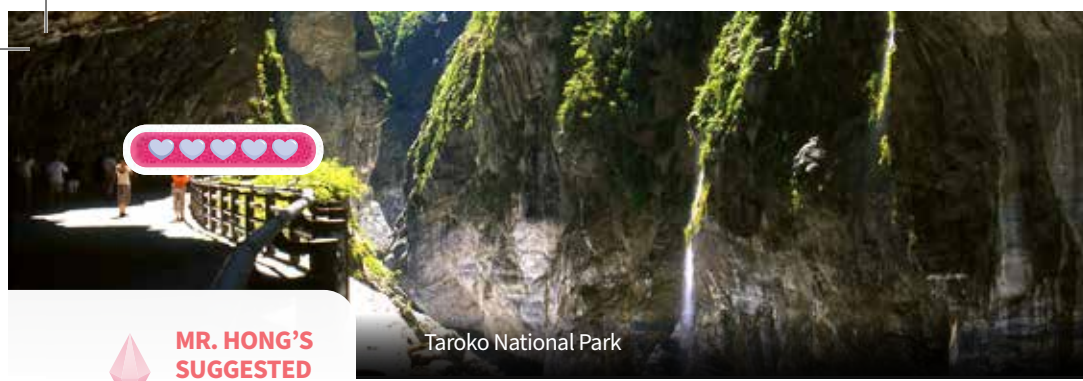
Hi everyone! How much do you know about Eastern Taiwan? Often considered Taiwan's beautiful backyard, we've got two counties, Hualien and Taitung, where it's all about being laid back and unwinding with unique, memorable outdoor experiences. When my friends visit, one of the things they love is our unique tribal culture, especially enjoying the Amis tribe's harvest festival around July. With the south link railway line fully electrified by the end of 2020, exploring Taiwan's more remote, scenic spots just gets easier!

YOUR INVENTORY: EASTERN TAIWAN HUALIEN & TAITUNG

FOOD BOOSTER MODE

Hualien is famous for mochi (rice balls with filling), wontons (boiled dumplings), stinky tofu and native dishes; while Taitung's not short of special dishes either—flying fish of the Tao Tribe, sailfish and white-legged shrimp from Chenggong, and indigenous food.

At Fenglin, try the Hakka cuisine such as salty crispy peanuts, black soy milk, Yulan mugwort steamed cake, rice noodles and more. This is also Taiwan's first 'Slow City', where traditions are kept, while wholesome eating, sustainability practices and responsible tourism keep the culture alive.



Taroko National Park

MR. HONG'S SUGGESTED ITINERARIES

HUALIEN

~3 HOURS

- Liyu Lake (recreational activities)
- Chi-An Chinghisu Temple

> 6 HOURS

- Tafalong Clan Experience (Amis tribe meal and guided tour)

1 TO 2 DAYS

Day 1

- Liyu Lake
- Hualien Sugar Factory (team building)
- Tafalong Clan Experience
- Visit Cattle Ranches
- Antong Hot Springs (overnight)

Day 2

- Luoshan Waterfalls (scenic area)
- Fuli Town (church and train station)



EXPLORER MODE

HUALIEN

Fancy a trip to the 'land of milk and honey'? This is the East Rift Valley National Scenic Area: with farmland stretching towards the mountains, made prettier by the Mugua River, valleys and fields of flowers. Hot springs fans rejoice too, for this is home to three popular hot spots perfect for recharging bodies while soaking in therapeutic thermal waters.

For a taste of the wild, Hongye Hot Springs is shrouded in a forest cover, while Antong Hot Springs is over 100 years old, with 66-degree Celsius waters that guests can use to boil thermal eggs. Another long-time favourite is Ruisui Hot Springs, offering Taiwan's only carbonate spring waters in a relaxing open-air pool since 1919.

Now all refreshed, day trips may begin at Liyu (Carp) Lake. Apart from leisurely walks, popular activities include camping, picnics, boating, and even hang gliding. Taroko National Park is another excellent incentives choice, filled with marble canyons, water curtains, caves along waterfall trails perfect for cycling, and spectacular flora and fauna.

Social media-savvy travellers will adore capturing citrusy daylily blooms at Liushishi Mountain every August to September, and stargazing into the night with the lights of Zhutian Village glowing in the distance.



Liushishi Mountain



Mr. Brown Avenue

MR. HONG'S SUGGESTED ITINERARIES

TAITUNG

~3 HOURS

- Jialulan Recreation Area (driftwood art exhibits by the sea)
- Jinzun Recreation Area (coffee break)

> 6 HOURS

- Xiaoyeliu (geology lesson)
- Torik Beach
- Chenggong Town
- Sanxiantai Ecology Zone

1 TO 2 DAYS

Day 1

- Jialulan Recreation Area
- Donghe Tribe (team building by paddling and surfing)
- Duli Visitor Center, Amis Folk Center, and 5390 Wonder Park
- Diamond Avenue Path

Day 2

- Xibulan Recreational Area and Visitor Information Center
- Stone Umbrella (coastal photography stop along Highway 11)
- Paterongan (home of Kebaran Tribe)

TAITUNG

Taiwan's adventure capital is also a breathtaking one. For instance, Chenggong town's Torik Beach is not only a surfers' paradise, low tides reveal a stunning mirrored image of blue skies and fluffy clouds—simply picture-perfect.

Rent a vehicle and navigate Highway 11, stretching 168km along the east coast through fishing villages, aboriginal communities, and hidden beaches for a picturesque roadtrip. For a quicker one-day option involving sky and sea, cycling routes, such as the Diamond Avenue path at Changbin town, meander past paddy fields, giant stone ruins, and the Pacific Ocean—with nary a building in sight. Around July or August, the Taiwan International Balloon Festival offers groups spectacular views over the East Rift Valley.



Taiwan International Balloon Festival

SCORING SYSTEM

MEET TAIWAN has every tool necessary to support event organisers and planners with maximising resources and formulating inspiring incentives to win over attendees.

INTERNATIONAL CONFERENCES: SUPPLEMENT CACHE WITH SUPPORT FROM MEET TAIWAN

Learn more at www.meettaiwan.com



Groups with over 50 participants (30 foreigners required), from at least three different countries, can submit their applications via a Taiwanese partner to enjoy:

- Bidding tools (brochures, proposal templates, bid documentation, giveaways etc.)
- Itinerary recommendations
- Counterpart match ups (including PCOs and peripheral service providers)
- Government sponsor letters (financial assistance and/or other resources)
- Site inspection hosting
- Fast-tracking of visa applications
- Financial support of up to US\$16,000 (bid and promotion stage)
- Hosting assistance of up to US\$130,000
- Pre- or post-tour subsidy of up to US\$12,000

MEETINGS AND INCENTIVE TRAVEL: BUSINESS EVENTS IN SURPRISING TAIWAN (BEST) REWARDS FROM MEET TAIWAN

Learn more at www.meettaiwan.com



Groups of at least 20 foreigners, staying a minimum of 2 nights can enjoy:

- Venue inspection arrangements
- Inspection trip subsidies of up to US\$833
- Welcome kits for group members
- Customised welcome letter and banner
- VIP souvenirs

*Planners are additionally eligible for:

- Taiwan Excellence Award product (up to US\$333 value)
- Inspection subsidies of up to US\$833
- SENSE Taiwan Tour complimentary pass

*Applicants may be an overseas company or Taiwanese partner.

*Figures based on exchange rate of 1.30; subject to ongoing market updates.

REGIONAL BOUNTY OF SUBSIDIES FROM CITIES

TAIPEI: Up to US\$16,000 in subsidies during the bidding phase for international meetings and conferences. Confirmed events stand to receive a range of tickets and expenditure support of up to US\$33,000.

TAOYUAN: Subsidies for individual businesses starting from US\$1,333 for exhibitions. Subsidies for industrial, commercial or self-organised groups starting from US\$2,000 per booth for exhibitions.

TAICHUNG: Up to US\$16,742, available for conference, exhibition and event hosts, applicable only for Taiwanese companies.

TAINAN: Conferences and exhibitions with at least 100 participants from 3 foreign countries, may apply for subsidies of up to US\$26,666.

KAOHSIUNG: Subsidies of up to US\$26,664 for conferences and exhibitions, or US\$10,000 for events. Groups of over 300 participants (30% foreign) staying at least 1 night may apply.

BOOST RESERVES WITH INCENTIVES FROM TAIWAN TOURISM BUREAU

Learn more at admin.taiwan.net.tw



Groups of over 50 participants completing their Taiwan trip by 31 December 2021 may enjoy:

- Administrative support
- Welcome gifts, banner
- Subsidies of up to US\$5,000 per group/ US\$33 per traveller

Countries designated in Taiwan's Southbound Policy (groups must stay over 3 nights) may additionally enjoy bonus financial incentives and other customised support.





TAIWAN'S SUCCESSFUL GAME PLAN

IN CONQUERING THE PANDEMIC

Taiwan has waged one of the world's most successful battles with the coronavirus pandemic through robust testing, swift border restrictions and effective rationing of mask and anti-virus stocks.

In February, Taiwan hosted the 9th World Congress of Facial Plastic Surgery, attended by hundreds of international delegates – providing an early roadmap for MICE planners on doing business amid the COVID-19 outbreak. Continuing to lead the way in post-coronavirus opening, TAITRA officially reopened the domestic MICE sector on June 11.

Now, all short-term business travellers are allowed entry for purposes such as goods inspection, after-sales services, technical assistance, contract signing, and are also eligible to apply for shortened home quarantines.

Apart from proving they have no history of travel to other countries in the last 14 days, travellers from low-risk countries/regions will undergo self-funded Covid-19 testing after undergoing quarantine for five days, while travellers from medium-risk countries/regions will do the same but on the seventh day after entry. Those who test negative will be free to engage in their business activities, and obliged to keep records of their health and places visited until the 21st day of visit.

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IN THIS FIGHT TOGETHER: TAIWAN'S MICE UPDATES

1. Taiwan Global Anti-Covid-19 Pavilion



- **Realtime services:** Speak to over 20 medical experts about the pandemic experience via video calls: +886-800-001-922
- **Industry links:** Over 2,000 companies offering anti-epidemic products, technologies in public health and remote working
- **FAQ:** Some 200 questions answered by government, medical and business experts
- **Business map:** Updates on border control, economic measures, relief policies across 177 countries
- **Success stories:** Taiwan's steps on effective pandemic control, epidemic prevention policies and experiences
- **Technology:** News on smart health, biotech, artificial intelligence
- **Tips:** Webinars, conferences and panel sessions
- **Newsroom:** Global media coverage on Taiwan's anti-pandemic efforts

2. Dedicated Covid-19 site



- Timeline of epidemic prevention strategies by central and local governments, success factors, and major policies

3. Shows must go on: Online support



- Integrated online services such as 2D/VR exhibition, webinars, new product launches, pre-show online sourcing for buyers' procurement needs

GOVERNMENT SUPPORT AND RAPID RESPONSE

Taiwan's government has put lessons learned from its 2003 SARS experience to good use by quickly establishing a public health response mechanism to enable a rapid reaction to any impending crisis.

Apart from experienced, trained teams of government officials ready to activate emergency management protocols to address the outbreak, Taiwan has also established Taiwan Global Anti-Covid-19 Pavilion (see sidebox) as an English-language platform for governments, corporate companies and interested parties from around the world to acquire updated information and services from Taiwan.



WORLD-CLASS HEALTH CARE AND QUALITY OF LIFE

Taiwan's healthcare system has been ranked number one in the world for two years running, making it first among 93 countries according to the Health Care Index by Country released by Numbeo. Other accolades include 'Best for Expats', and best globally for the affordability of healthcare, with 89% of respondents satisfied with cost and quality of care (versus 55% globally).

With its world-class congress infrastructure, and unique position to assist in the global fight against COVID-19, Taiwan remains a safe destination and open for the business events industry.

ENHANCED PUBLIC SAFETY WITH AN ABUNDANCE OF CAUTION

Disease control procedures have been implemented at all international airports and ports to ensure the safety of all visitors to Taiwan. Local health officials and medical personnel are experienced in dealing with medical outbreaks, such as SARS, avian flu, and other serious ailments. Even with the growing number of confirmed Covid-19 cases worldwide, the risk of infection to international travellers within Taiwan is still considered low to minimal.



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CHAMPIONSHIP MICE LEAGUE

Delivering the gold standard in innovation, utilising eco-friendly measures and elevating service quality standards—these are hallmarks of the following 2019 Taiwan MICE Award winners.



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6-DAY INCENTIVES TOUR

4 Cities	388 Participants
56 Countries represented	98.9% Tour itinerary satisfaction

2018 C.R. BARD GROUP ANNUAL MEETING

The American medical technologies company, C. R. Bard Group, chose Taiwan not just for its status as a leading medical innovation hub, but also for its well-rounded incentive offerings, much like this itinerary – which took 388 delegates on a cross-country adventure.

Landing in southern Taiwan, they explored Kenting's nature and seascapes before moving northwards to Taipei for a tour of iconic attractions such as the Taipei 101 skyscraper and National Palace Museum. After visiting the geological wonder of Yehliu, and the picturesque Jiufen old town, their trip concluded with a visit to one of Taiwan's famous night markets.

Even their annual meeting was packed with fascinating local nuggets: think souvenirs such as tea leaves and pineapple tarts; aboriginal performances; and pre-gala activity zones with themes inspired by Taiwanese TV reality shows.

6-DAY CONFERENCE

492 Attendees	338 Foreign delegates
24 Member countries	2nd Time in Taiwan

37TH WORLD FEDERATION OF MASTER TAILORS 2017

Taiwan beat Japan and Turkey to host this annual conference, which included seminars, exhibitions and a 1.5-day city tour. The Taiwanese delegation left an impression with multiple award wins, and the election of local, Mr He Lianghong, as president of the International Federation of Courtesy Wear Federation.

1-MONTH LONG FESTIVAL

3,750 Residents involved	7.5 metric tons of average CO ₂ emissions reduced
300,000 Visitors	376 Events

2017 ECOMOBILITY WORLD FESTIVAL

Some 1,200 experts from over 50 cities gathered in Kaohsiung for the three-day EcoMobility World Congress, while over 50,000 visitors experienced the EcoMobility Expo's test-ride tracks featuring driverless shuttles, a wireless tram, segways, e-scooters and more. Residents also trialed a new, socially-inclusive living lab system, which prioritised walking, cycling and public transport over automobiles.

MEET TAIWAN | M&C ASIA



3-DAY EXHIBITION

35,181 Visitors	161 Booths
82 Exhibitors	38 Countries

2018 MARATHON EXPO

A record number of exhibitors and participants attended this mega expo in Taipei, held for the third year running. The expo served as the perfect platform for exhibitors to showcase sports technology accessories, supplements, and for gyms, clubs and marathon organisers to interact directly with their target audience.

5-DAY EXHIBITION

56 Countries	712 Exhibitors
4,278 Booths	86,477 Visitors

TAIWAN INTERNATIONAL MACHINE TOOL SHOW (TMTS) 2018

Riding on central Taiwan's 60-year history in machine tool development, the Taichung International Exhibition Center, and Greater Taichung International Expo Center were ideal venues for TMTS 2018. Eco-friendly practices included using a mobile app for show floor navigation, QR codes replacing nametags, and other new technologies.

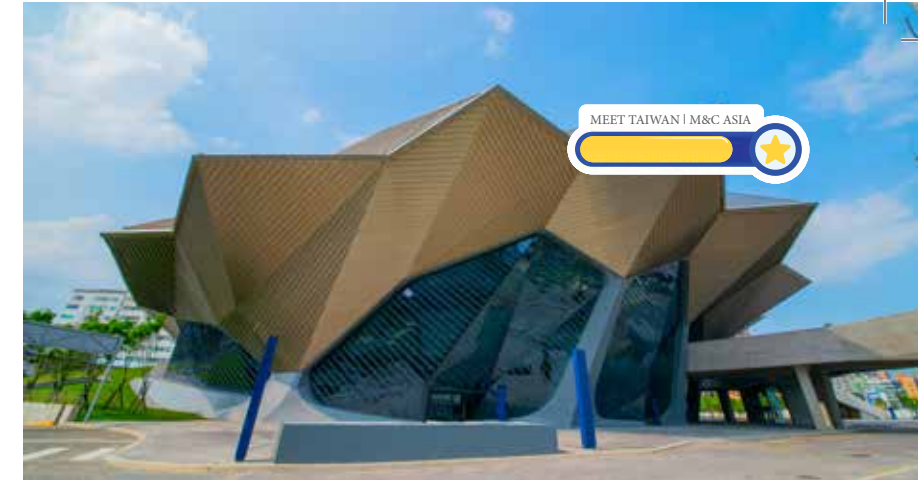
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POWER UP! UNIQUE VENUES



Taiwan's creative arts and cultural scene needs no introduction. Here are ways to dazzle attendees by hosting events in these standout spaces.



MEET TAIWAN | M&C ASIA



TAIPEI MUSIC CENTER



This photogenic, purpose-built music complex, which serves as a gathering point for Taiwan's vibrant pop music community, also offers planners the perfect backdrop to stage small- to mega-sized events.

Planners will have all the bells and whistles to pull off a great show at this futuristic-looking 6,000-seat concert venue: an eye-catching, five-storey structure topped by an origami-shaped roof. For medium-sized events, planners can consider the Creative Zone, which houses music performance venues that can host between 200 and 1,600 people, and even a music-themed restaurant.

Consider exploring the exhibition halls — a cuboid structure with one face entirely made out of glass — housing many audio-visual and interactive exhibits cataloguing the history of pop music in Taiwan.

POWER UP!
Expand events beyond four walls to the outdoor plaza, which is framed by trees and greenery. The plaza can accommodate 3,000 people, suitable for events such as evening networking with pop-up stalls and activities.



TAICHUNG ASIA UNIVERSITY MUSEUM OF MODERN ART



The university art museum's opening in 2013 was highly anticipated—and for good reason. Taking six years to conceive, the architecturally-striking masterpiece is world-renowned architect Tadao Ando's first project for Taiwan. The building's frame of irregularly stacked equilateral triangles casts a complementary mix of light and shadow over its grounds; this visual experience is pushed further when sunlight pours in through the all-glass facades. More than just a sculptural display, the crisscross stacking also generates shade for the alfresco café areas on the ground floor.

Planners can consider booking its Ando Hall which accommodates 106 people, or the nine exhibition rooms offering 4,122sqm of space across the second and third floors.



POWER UP!
Companies in artistic and creative industries can consider timing their Taiwan events alongside the university art museum's seminars, workshops or biannual exhibitions, often showcasing works by famous local artists.





TAINAN ART MUSEUM

The museum's two compounds each offer distinctly unique visual experiences. Heritage meets modernity at Building 1, which was formerly the Tainan Police Station back in the 1930s. After adding three new floors, the historical site now offers 1,555sqm of exhibition space, shops and a food court.

Standing like a fresh face next door is Building 2, designed by award-winning Japanese architect Shigeru Ban. The eye-catching white structure is topped by a pentagon-shaped roof, its interior spaces stacked to offer various touring routes towards a dozen galleries spread over five floors. Delegates may utilise 2,508sqm of exhibition space, a performance theater, children's art space, studio, café and restaurant.



POWER UP!

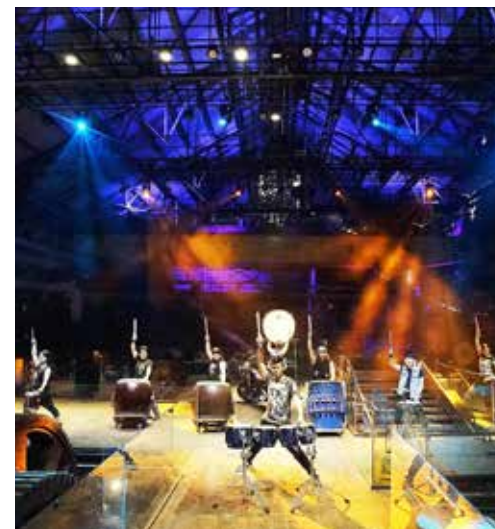
As the old capital of Taiwan, Tainan is filled with numerous cultural institutions and streets densely packed with buildings—inspiring Shigeru Ban to integrate relaxation spaces into the project. The result: 24,503sqm of rooftops that double as interconnected green zones, providing an open-air venue ideal for evening cocktails.

TEN DRUM CULTURE VILLAGE



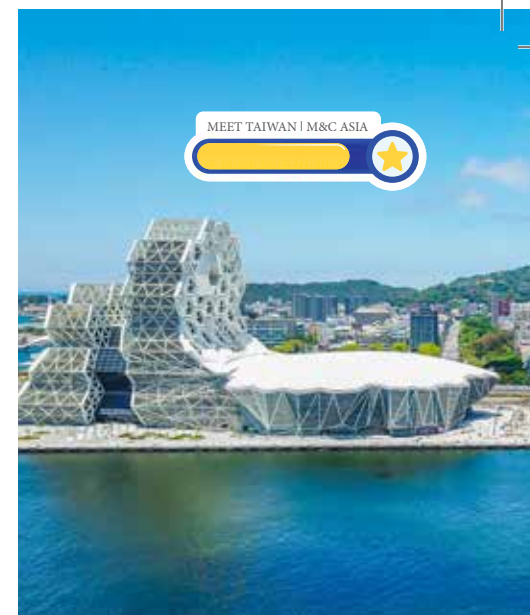
What was once a sugar factory in the Japanese colonial era is now a creative cultural park, after the Ten Drum Art Percussion Group took over the premises in 2005. Today, all 22 warehouses have been turned into museums, percussion classrooms, theatres, shop fronts and unique spaces—don't miss the café housed in what used to be a molasses tank, or the book shop featuring factory hard hats repurposed into lampshades.

The village grounds are open to the public, who can also enjoy art exhibitions, music shows, and leisure experiences such as releasing sky lanterns, learning how to play drums, and strolling along the picturesque skywalk bridge.



POWER UP!

Turn this visit into an incentives programme, as attendees go back 100 years and gain insight into the factory's old operations, which were painstakingly conserved via interviewing former employees and digitalising old photographs, and hopping onto the railway for a ride around the park. Night ticket admissions offer special surprises: laser tag games, a VR experience and archery—all great for team bonding sessions.



MEET TAIWAN | M&C ASIA



KAOHSIUNG MUSIC CENTER (KMC)



Once a former industrial site, this massive project started nine years ago, with a targeted end of 2020 completion. Marketed as the landmark for pop music performances in Taiwan's southern region, KMC is where domestic and foreign cultural and creative groups will network, in a unique tourism setting. On the business and creatives front, the Wave Tower's concert hall can host up to 6,000 people, or a massive 10,000 audience at the outdoor stage area. Exhibitions with interactive audio and visual experiences belong to the Coral Zone, spanning 4,628sqm. Very much built also for Kaohsiung's people, the harbor area is packed with a boardwalk, park and plenty of options for retail, recreation and leisure.

POWER UP!

Move straight from the meeting room to the outdoors for a team-bonding activity without any need for extra transport. The KMC's surrounding landscape is filled with green areas, flexible outdoor performance areas, a yacht wharf, bike and pedestrian paths for leisurely pursuits.



STAYING CONNECTED

166 CITIES

with non-stop flights to Taoyuan International Airport, including Dubai, Frankfurt, New York, Singapore and Sydney to name a few.

33 CITIES

with direct links to Kaohsiung International Airport, including Bangkok, Kuala Lumpur, Manila and Ho Chi Minh City.

VISA-FREE

access applies to delegates from over 66 countries.

ROAD MAP: NAVIGATING TAIWAN

EXPLORING WITH EASE



METRO / SUBWAY SYSTEMS

In major cities, all you need is a prepaid token or magnetic EasyCard or iPass card, which can be topped up as needed. In 2020, Taipei will see a new Circular Line, and there will be a new metro for Taichung.



TAIWAN RAILWAY ADMINISTRATION (TRA)

Six express and local train lines cover the entire country; see pages 6-17 for destination ideas. After business is concluded in Taipei, consider a scenic trip of mountain and sea views, reaching the east coast in about two hours.



PUBLIC BIKE SHARING

A great way to enjoy Taiwan's natural beauty, bike sharing options are readily available throughout 15 cities and easily rented using prepaid fare cards.



TAIWAN HIGH SPEED RAIL (THSR)

Transfer from Taiwan's north (Taipei) to the south (Kaohsiung) in just 96 minutes. Various passes offer unlimited rides, including joint passes with the TRA. Visit <https://pass.thsrc.com.tw> for details.



TAXIS

Affordable and easily flagged down on streets or at hotel lobbies, taxis run on metered rates. A ride from Taipei Main Station (where many buses, train lines and THSR converge) to Taipei International Convention Center costs approximately NT\$260 (US\$8.70).

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SAY HELLO TO MEET TAIWAN

MEET TAIWAN—The team that will ensure your game plan comes together in perfect motion.



TAIWAN'S MICE PROMOTION PROGRAM

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Let us fully support you to discover how Taiwan can best be explored and experienced, ensuring your event achieves new levels of unforgettable memories and success.





LEVEL COMPLETED

See you in Taiwan!