


Taichung City Development via the Promotion of Art and Culture

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TAICHUNG—A City of Sunshine in the Heart Of Taiwan



- Warm and pleasant climate
- Rich history and culture
- Relaxed and cosmopolitan lifestyle
- Rapidly-growing high-tech industries
- Welcoming and friendly residents

A Merged Taichung City and County

Population: 2.65million, Land area:2,215 KM²




Population	Increased from 1.08 million to 2.65 million (2.45 times growth)
Land area	Increased from 163.43 KM ² to 2,215 KM ² (13.55 times growth)

Transforming TAICHUNG into an INTERNATIONAL CITY with a colorful CULTURE and flourishing creative ECONOMY




HOW ?



1. Vitality and Creativity

HOW Taichung City Mayor Jason Hu used foresight and insight to build an international metropolis !



2005 Dragon Boat Festival

Legend of the White Snake by King Hwa Yuan Arts & Cultural Group



2006 (Year of the Dog) Taichung Lantern Festival

3 million total visitors



2008 (Year of the Rat) Taichung Lantern Festival

5 million total visitors



2010 (Year of the Tiger) Taichung Lantern Festival

6.84 million total visitors



In a pioneering initiative, using the Lantern Festival to promote "2 C", the first documentary on Taiwan climate change



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1,432 saxophonists play simultaneously to set a new Guinness World Record



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2. The Face of the City: The colorful culture of Taichung

The unrivalled beauty of Taichung



Creativity and diligence are important at all times.

Taichung takes literature, the arts and music seriously.

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2003 Samba Carnival Float Festival



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2003 Vienna Philharmonic Orchestra



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2004 Silk Road Ensemble with Yo-Yo Ma



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2006 Nine Stars Concert



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2008 Andrea Bocelli 'Tuscan Skies' Live Concert

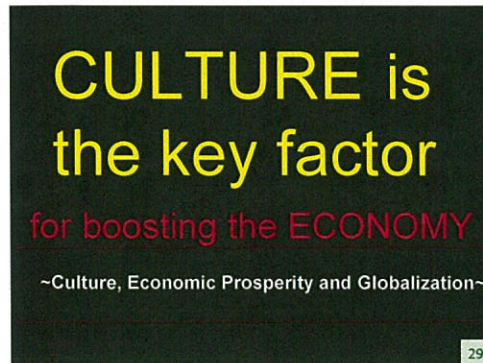
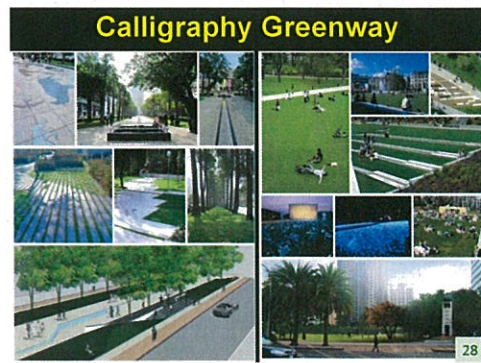
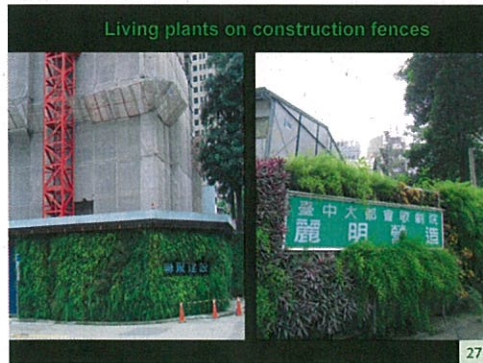
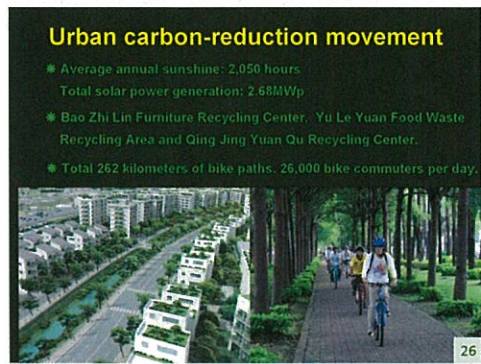
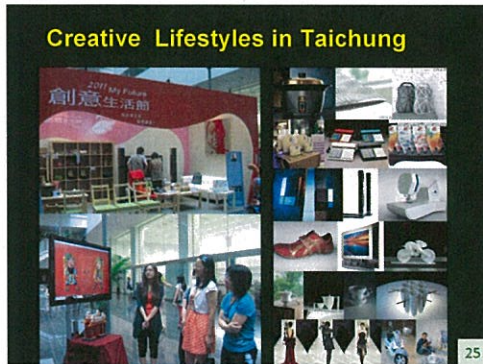
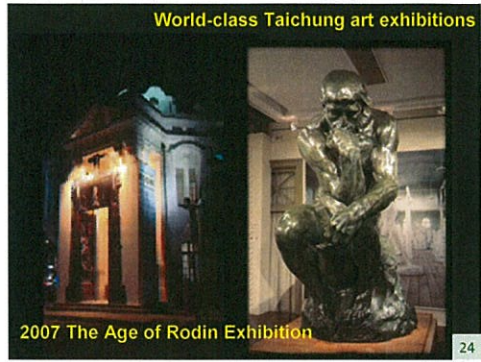
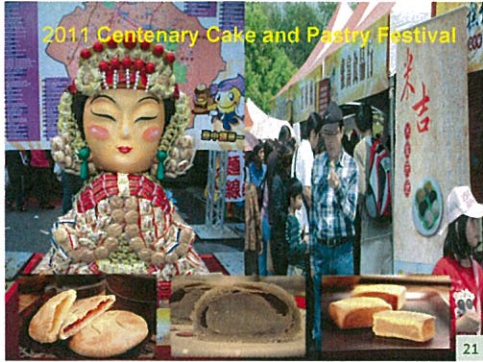


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2011 Taichung Mazu International Festival



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**Home of Taichung's high-technology industry:
Dadu Mountain Technology Corridor**



Central Taiwan Science Park
 • Opened in 2003 and already attracting a variety of international high-tech companies.
 • Profits will exceed NT\$1 trillion over the next 10 years.

Taichung Precision Machinery Technology Corridor
 • A new industrial area developed in 2005
 • Currently home to 91 companies
 • Annual profits approximately NT\$25.8 billion



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Pou Chen Group, headquartered in Taichung city, is the world's biggest OEM shoe manufacturer.



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Taichung Shin Kong Mitsukoshi Department Store
 50% of Shin Kong Group's annual profits come from its Taichung Branch (approximately NT\$30 billion).



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COSTCO Wholesale Taichung Branch
 Annual profits second-highest globally and highest in Taiwan



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New Taichung City Hall

- Total area approximately 60 hectares
- 48 million square meters of floor space built within 6 years
- About NT\$479.7 billion of added value created



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Real estate attraction



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**The World is Our Stage: Moving beyond
Taiwan inter-city competition**

- Becoming famous around the world and Taiwan's No. 1 City.
- Our stage is the world beyond Taiwan.
- The world's people are our audience.

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大學美展

The Da Dun Fine Arts Exhibition has visited many countries, including China, Japan, the United States and Australia.



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**World-renowned
Taichung Jazz
Festival**



Four-time Grammy Winner McCoy Tyner will be among this year's featured artists.



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Lady Gaga Taichung concert

attracted almost 40,000 people to the Fulfillment Amphitheater.



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