



GLOBAL CITY TEAMS CHALLENGE

TAIWAN DELEGATION 2016

June 13-14, 2016
Austin Convention Center





Greetings from the U.S. Commercial Service Taiwan,

Taiwan is an important destination for Smart City Technologies. At the Global Cities Team Challenge Expo, you will have the opportunity to learn about activities taking place in Taipei, the capital of Taiwan, and Taichung City, Taiwan's 2nd largest city that is experiencing explosive growth. Below, we are pleased to introduce the Taiwan representatives participating in the June 2016 GCTC event in Austin, Texas which includes government officials, private companies, and academia.

About AIT & U. S. Commercial Service Taiwan

The American Institute in Taiwan (AIT) is a non-profit, private corporation established shortly after the United States Government changed its diplomatic recognition from Taipei to Beijing on January 1, 1979. Staffed by over 450 people, AIT Commercial Section's Taipei Office (AIT/T) undertakes a wide range of activities representing U.S. interests by assisting U.S. exporters through arranging appointments with potential local business partners or relevant authorities, providing information on the Taiwan market for U.S. goods and services, and maintaining an on-line directory of U.S. suppliers for use by local importers.

Taiwan Smart City Background

Taiwan is well-established internationally as being at the forefront of deploying Smart Technologies. Five Taiwanese cities have managed to gain recognition from the Intelligent Community Forum as one of the top 7 Intelligent Communities of the Year over the last decade, with Taipei and Taichung awarded as the Intelligent Community of the year in 2006 and 2013 respectively. Other cities recognized for implementing smart practices in transportation, education, energy, government, buildings, and smart citizens include New Taipei City, Kaohsiung City, Taoyuan City, Taitung County, and Hsinchu County.

Smart City Trade Mission April 2017

The United States Department of Commerce is organizing a trade mission to Hong Kong, Guangzhou (China), and Taiwan that is focused on Smart Technologies in the Information and Communication Technology Sector. The April 2017 trade mission will target export-ready U.S. firms in the ICT sector. This is a non-executive led trade mission to help expand exports to Hong Kong, Guangzhou (China), and Taiwan for U.S. technology providers of smart transport, smart building and Fintech.

GCTC Taiwan Delegation

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Science & Technology Division, Taipei Economic & Cultural Office in Houston	Tiffany Yu	Director	3
Department of Information Technology, Taipei City Government	Poh-Shi (Saimon) Ko	Senior Analyst	4
Academia Sinica, Institute of Information Science	Ling-Jyh Chen Ph. D.	Associate Research Fellow	4
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National Center for High-performance Computing	Fan-Pang Lin Ph.D.	Director	5
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National Cheng Kung University, Department of Urban Planning	Yen-Jong Chen Ph.D.	Deputy Director	6
Research Center for Energy Technology and Strategy (RCETS), National Cheng Kung University	Dr. Rodney H. Matsuoka	Head of the International Committee	7
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American Institute in Taiwan, Commercial Section	Mei Mei Wang	Commercial Specialist	3

AMERICAN INSTITUTE IN TAIWAN, COMMERCIAL SECTION



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Under the auspices of the American Institute in Taiwan, AIT's Commercial Section supports U.S. companies in building and expanding U.S. business to Taiwan. Partnering with the NIST under the U.S. Department of Commerce, AIT's Commercial Section is pleased to organize the Taiwan delegation attending the GCTC Expo and to help facilitate business opportunities.

Jim Curtis serves as Commercial Officer with the AIT Commercial Section covering Smart City portfolio and is also serving as the Team Leader for the U.S. Commercial Service Smart City Sub-committee Team.

Mei Mei Wang serves as a Senior Commercial Specialist covering Smart Cities, Franchising, as well as the Travel and Tourism industry.

SCIENCE & TECHNOLOGY DIVISION, TAIPEI ECONOMIC & CULTURAL OFFICE IN HOUSTON

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Dr. Tiffany Yu was a Professor of Public Finance at Feng Chia University in Taiwan and was the Dean of International Affairs of the University. She obtained her Bachelor's degree in Economics from National Taiwan University and Master's and Ph.D. degrees from the Texas A&M University. She is the Director of the Science and Technology Division of Taipei Economic and Cultural Office in Houston.

The division represents the Ministry of Science and Technology (MOST) of Taiwan in Houston to promote scientific and technological cooperation between Taiwan and the States in the Southern and Southeastern Regions of the United States and to serve overseas Taiwanese Scientists and Scholars in the region.

Mission Goal: The main missions of the MOST include promoting national science and technology development, supporting academic research, and developing science-based industrial parks. International cooperation as one of the main functions in the ministry has many mechanisms to facilitate bi-lateral cooperation between academic institutes and research organizations as well as individual researchers.

TAIPEI CITY GOVERNMENT



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Taipei City Government is making the intelligent city even smarter! The City's Department of Information Technology continues to introduce smart solutions to deal with real-life issues and provide tangible results on improving citizens' lives through public-private partnership model.

Saimon Kao serves as the Senior Systems Analyst at the Department of Information Technology in Taipei City Government and is also serving as the Team Leader for "Air Quality Sensing Wherever You Go in Taipei" Team.

Mission Goal: The Department of Information Technology is pleased to participate in the Expo and to help facilitate exchanges among other smart city projects.

ACADEMIA SINICA INSTITUTE OF INFORMATIONAL SCIENCE



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Dr. Ling-Jyh Chen is an Associate Research Fellow in the Institute of Information Science, Academia Sinica. His research interests include focusing on participatory sensing systems and its data analysis. His recent projects include Comfort Measuring System for Taipei Public Bus System and the Micro Air Pollution Sensing System. Recently, he has been collaborating with the Maker community, local industry, and Taipei City Government on the development of LASS and AirBox devices for PM2.5 monitoring, and the team has deployed more than 400 devices in Taiwan so far. He is now working on data analysis for data quality assessment, post-deployment sensor calibration, pollution emission sourcing, data visualization, and other related issues.

Mission Goal: He is looking forward to collaborating with people who are interested in data analysis, sensor calibration, and environment monitoring.

INFORMATION MANAGEMENT CENTER, TAICHUNG CITY GOVERNMENT



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Taichung is a rapid-growth metropolitan city in Taiwan. To fulfill the vision of being a sustainable smart city, we are planning to establish the integrated operation center as the central nervous system of municipal services. In the first stage, we will focus on traffic management, disaster prevention, and emergency response to make peoples' lives more convenient and secure. The development strategy will be based on the IoT infrastructure, data analysis, and event prediction to facilitate information sharing and improve efficiency on the administrative level.

Linda H.M. Huang works as the director of Information Management Center in Taichung City Government and also plays the role as project leader.

Mission Goal: It's a great pleasure to join GCTC Expo in which we can grasp the opportunities to observe and absorb the experiences and achievements of other participants. We hope to learn and bring back solutions to Taichung.

NATIONAL CENTER FOR HIGH-PERFORMANCE COMPUTING

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National Center for High Performance Computing (NCHC) is a national laboratory under National Applied Research Laboratories responsible for providing nation-wide computing and network resources for academia and industries as well as conducting advanced computing and networking research and applications.

Dr. Fang-Pang Lin is the director for Cloud Computing and System Integration Division of NCHC. He has been with NCHC for 15 years and involved in numerical simulation, grid and cloud computing, and recently, big data analytics and IoT. He has been working on sensors and sensor networks for more than a decade, which applications include wide-area smart flood monitoring, world-wide lake observations, and urban air quality monitoring etc.

Mission Goal: Cyberinfrastructure has been providing a new way for conducting science. Now it serves extensively to almost all walks of life through new technologies such as cloud, big data and IoT. GCTC provides a great opportunity to catch up with the development of IoT technology and best practices, which in return enrich the development of next generation CI, and to develop relationships with leaders of cities and organizations and gain exposure to new prospects.

CHIAYI CITY GOVERNMENT



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In order to implement the policy of building a smart and livable city, the government promotes smart running policy. The city hopes to enhance the services provided to the public, increase the efficiency of government, satisfy folks' needs, increase the happiness of the people, and drive the development of the industry. The I-Taiwan plan aims to build smart basic infrastructure, improve the culture and creative industry, while strengthening information technology. It aims to build Chiayi as a city in which children can grow up happily, young people can start businesses bravely, and be a place that is suitable for tourism.

Director General Bao-dong Chen of General Affairs Department with Chiayi City Government attends GCTC Expo on behalf of Chiayi City Mayor Shiing-jer Tu. Mayor Tu hopes Director General Chen's participation will help the development of smart technology in Chiayi City.

Mission Goal: Introduce Chiayi City and develop relationship with leaders from other cities, and to absorb their successful experiences.

NATIONAL CHENG KUNG UNIVERSITY DEPARTMENT OF URBAN PLANNING



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Dr. Yen-Jong Chen is a distinguished professor and the former Chair of the Department of Urban Planning, National Cheng Kung University, Taiwan. Dr. Chen received his Ph.D. degree in Urban System and Policy Planning from Northwestern University, USA, in 1993, and MA of Transportation Planning and BS degrees of Urban Planning from NCKU. Dr. Chen's research interests include urban/housing economics, transportation planning, and environmental spatial planning. He has been serving as a committee member of Regional Plan in Ministry of Interior, and Urban Planning Committee of many Taiwan cities/counties for more than 22 years.

In addition to teaching and research, Dr. Chen is the vice director of the Research Center for Energy Technology and Strategy of NCKU. Dr. Chen has been conducting several projects to promote the green energy technology development and its applications in Taiwan's cities. Dr. Chen is also currently devoted to the planning of "Green Energy Research and Promotion Center" in Tainan City, which will serve as the match-making platform for academic research and international industries.

Mission Goal: To learn what other cities' smart city projects development and solutions are, and to use these ideas and solutions to integrate efforts among Taiwan cities for future smart city development.

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Rodney H. Matsuoka is a project-appointed assistant researcher in the Research Center for Energy Technology & Strategy (RCETS) and the Department of Urban Planning, at the National Cheng Kung University (NCKU). He has held these positions since 2012. Dr. Matsuoka obtained his Ph.D. in landscape architecture from the University of Michigan, Ann Arbor, in 2008. He obtained his Master's degree in Landscape Architecture from Cal Poly Pomona, attended Harvard Law School, and obtained his B.A. in Psychology from the University of California, Irvine.

Dr. Matsuoka's research focuses on understanding all of the factors that a well-designed urban environment should address, including health, psychological, social, environmental, and renewable energy issues.

Mission Goal: His interests concerning the Smart Cities and Smart Communities initiatives involve the innovative applications of the "Internet of Everything" to promote better urban development.

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Yu-Lun, Hung is an assistant research fellow in Taiwan Institute of Economic Research, Research Division. She received her M.S. degree in Financial Economics from the State University of New York at Buffalo, USA, 2014. The research interests of her team focus on the development of renewable energy and smart grid in Taiwan, and evaluate the future economic benefit of adopting these technologies.

Mission Goal: In this special event, we look forward to obtaining different experiences of building smart cities from around the world, hoping to find a suitable way to build our own, and also to look for opportunities for academic exchange. Representing Taiwan Smart Grid Industry Association as their manager, I also look for opportunities for our enterprises to obtain international cooperation.

NATIONAL TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY



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Shuo-Yan Chou is a distinguished professor and the director of the Center for Internet of Things Innovation at National Taiwan University of Science and Technology. His research interests include technology-enabled services, big data analytics, intelligent system modeling and application, smart logistics, and geometric algorithms. Dr. Chou also runs a MOST-funded IOT University-Industry Consortium and has served as the dean of international affairs at NTUST, the national coordinator of the European Union Framework Program National Contact Point Taiwan Office and the editor-in-chief of the Journal of Chinese Institute of Industrial Engineers. He has served as the general chair for CE2009, 2010 INFORMS Service Science Conference, MCP AP2010, and CE2014 and organized more than 25 major international events. Dr. Chou received his B.B.A. in Industrial Management from National Cheng-Kung University, Taiwan in 1983, his MS and PhD in Industrial and Operations Engineering from the University of Michigan in 1987 and 1992, respectively.

Mission Goal: To learn more on successfully deployed smart city solutions all over the world, to develop relationships for possible synergy and to exchange ideas with city managers on the governance issues.

INVENTEC CORPORATION



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Lucas Lim is currently the Director of Inventec responsible for Business Strategy in the Asia-Oceania region. Inventec is a US \$15 billion revenue OEM company producing servers, smart phones, smart appliances and cloud solutions. Prior to joining Inventec, Lucas Lim was the Secretary General of the Asian-Oceanian Computing Industry Organization (ASOCIO). During his tenure, he helped strengthen relationships and enhance business opportunities in the ICT communities coordinated through organizing activities at the regional and global scale. He is affiliated with diverse organizations across the regions, which makes him a key influencer in public policy and the adoption of common practices and standards.

Mission Goal: To build relationships for future collaboration, to learn best-practices, and to receive first-hand information on IoT implementation and Smart Cities initiatives around the world