



# Changes in and Challenges of a Global Competitive Environment

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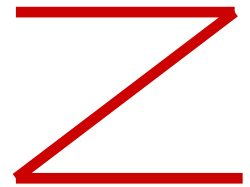




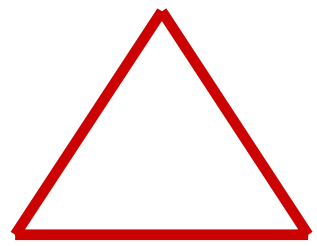
# Do you like change ?



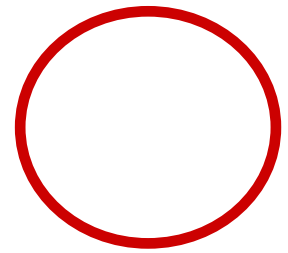
Job security  
Square Thinking



Money / \$  
Zig Zag thinking



Focused thinking  
Sharp and Loyal



Food, Rock and Roll,  
Alcohol and SEX





# Economic Structure Changing

- Taiwan's manufacture-oriented industry structure → Service-oriented .
- 2004 Service Industry GDP 68.72 %
- Knowledge based- economy, R&D, Product Design on IT, Semiconductor , Biotech, Nanotech





# MICE Industry of Taiwan Takes Off

- **Location:** Taiwan, located at the heart of the East Asia and Pacific region, within 3 hours flight
- **Trend:** The potential MICE market shift to Asia.
- **Except Manufacturing:** Taiwan government set as top priority in the development of the MICE and Tourism Industries.





# What do we do as Association

- Meetings after meetings
- Information provider
- Recognition is building
- Government officers are learning
- Negotiation through Department to Department

**15 months persuasion**





# Four-Year Plan(2005~2008)

- USD 10.5 Million to build **MICE Industry** (announced in 2005 March)
- The “MICE Promotion and Assistance Plan”
- The “MICE Image Enhancement Plan”
- The “MICE Management & Consulting Plan”
- The “Taiwan MICE Portal Plan”
- The “MICE Certification Training Plan”





# Target for 4 years

- 2005 Infrastructure Development
- 2006 Industry Expansion
- 2007 Performance Display
- 2008 Consolidation of Advantages

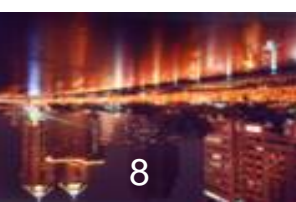




# 2005 MICE Professional Education & Training

- 27 Classes, 1,153 students
- 15 Overseas Lecturers, 40 Local speakers
- 6 Colleges and Universities, to build-up their own MICE Curricula

**Within 6 months  
(July ~ December)**





# 2006 MICE Professional Education & Training

- 20 Classes, 800 students
- 10 Overseas Lecturers, 40 Local speakers
- 9 Colleges and Universities, to build-up their own MICE Curricula
- 1 Bidding Competition Contest
- 7 Textbook Published





# Question

- Due to limited budget, is MICE Overseas Promotion more important than Education?





# *Keep Going!!!*

Nothing endures  
but change.

Heraclitus

