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