



2010臺北國際花卉博覽會  
TAIPEI INTERNATIONAL FLORA EXPOSITION

彩花 流水 新視界  
River. Flower. New Horizon





Pavilion of Dreams – showcased technological capabilities



① Folk Arts Plaza – presented the most traditional shows ② Pavilion of New Fashion (FE ECO Ark) – used PET bricks and turned decay into miracles ③ Wind power in Dajia Riverside Park ④ Palace of Flora Teas – introduced tea tasting culture ⑤ Closing Day Parade – Performing groups demonstrated youth and vigor.



① TIFE by the banks of Keelung River ② Lion dance team in the closing day parade ③ Flower Base under Trees in the Xinsheng Park Area ④ British Tudor-style Taipei Story House ⑤ One of the theme-setting shows at EXPO Hall (Flower Petals on the Water) ⑥ Palace of Flora Teas: Traditional Fujian Style Architecture



The Three Pavilions in the Xinsheng Park Area were representative Diamond-Grade green buildings



2010 TAIPEI INTERNATIONAL FLORA EXPOSITION

# Overview of Expo Site





Dazhi Bridge

2km To Pier 2 Meiti  
7.3km To Pier 3 Xikou



0 50 100 150 m

Freeway No.1

Freeway No.1

Binjan St.

Binjiang Evacuating Gate

Disabled Parking Only

Binjan St.



Blue Highway	Green Bus Route
Shuttle Bus	Park Area
Carnival Boulevard	Tour Bus Pick-up/Drop-off Area
Expo Bus Line 1	Disabled Bus Pick-up/Drop-off Area
Expo Bus Line 2	Disabled Parking Only

Information	Food Court	First-Aid	Smoking Area
Restroom	Souvenirs	Telephone	Expo Bus
Family Restroom	Shops	Wheelchair/Baby Stroller	Shuttle Bus Stop
Toilet for Disabled	Specialty Gifts	Lockers	Pier
Family/Disabled Restroom	Foreign Exchange	Kiosk	Taxi Stop
Drinking Fountain	ATM	Tickets	Green Bus Stop
Nursing Room	Post Office	Ticket Examination	

Xinsheng Park  
Xinsheng Park (Expo Bus Line 1 Stop)  
Minzu E. Rd.  
To MRT, Songshan Airport Station

# CONTENTS



TIFE Photos	2
Map of TIFE Areas	6

## Preface

President of R.O.C. (Taiwan) Ying-Jeou Ma	12
President of AIPH Doeke Faber	14
Minister of Council of Agriculture, Executive Yuan, R.O.C.(Taiwan) Wu-Hsiung Chen	16
Mayor of Taipei Lung-Bin Hau	18
Director General (Deputy Mayor of Taipei and Commissioner of Department of Economic Development) Hsiung-Wen Chen	20
General Producer See-You Ting	22
Basic Concept	24
Basic Rationale	24
Exposition Outline	26

## Chapter 1 Introduction

Reason for Applying to Host TIFE	32
Process of application	33
Progress on TIFE	34
Notes	40

## Chapter 2 Summary

Work Division	54
TIFE Theme	67
Visual Imagery	68
TIFE Melody	73
Notes	75

## Chapter 3 Construction

Basic Concept	104
Construction Plan	106
Integration of Constructions	108
Yuanshan Park Area	111
Fine Arts Park Area	116
Xinsheng Park Area	119
Dajia Riverside Park Area	123
Public Facilities	126
Notes	133

## Chapter 4 Exhibitions

Yuanshan Park Area	149
Exhibition Halls	150
EXPO Dome	150
Pavilion of New Fashion (FE EcoARK)	157
Celebrity's House	160
EXPO Theater	162
Pavilion of Culture	164
Landscape and Horticulture	167
Vertical Plant Wall	167
Flower Wall	167



Flora Rainbows	167	Dajia Riverside Park Area	216
Flower Landscape	167	Special Facilities	217
EXPO Orchard	169	EXPO Arena	217
Rare Flowers and Plants	169	Eco Theater	217
Special Exhibition Area	169	Blue Highway	219
Shanghai Charm	169	Pier Dajia	219
Xi'an's Courtyard	169	Landscape and Horticulture	220
Exhibitions and Outdoor Performances	170	Sea of Flowers	220
Fine Arts Park Area	171	Children's World	220
Exhibition Halls	172	Family Area	220
EXPO Hall	172	Edibles Garden	220
Pavilion of Aroma of Flowers	176	Taiwan Botanical Diversity	221
Taipei Fine Arts Museum	177	Gardening Competition Area	221
Taipei Story House	180	Movable Forest	223
Landscape and Horticulture	183	Exhibitions and Outdoor Performances	223
Global Garden Area	183	Notes	224
Exhibitions and Outdoor Performances	194		
Xinsheng Park Area	195	<b>Chapter 5 Plants</b>	
Exhibition Halls	195	Overall Planning	250
Pavilion of Future	196	Plants Production and Growing Management System	251
Pavilion of Angel Life	203	Plants Maintenance and Management System	261
Pavilion of Dreams	205	Integration and Application of the Plant Database	265
Pavilion of Regimen	208	Notes	267
Palace of Flora Teas	210		
Landscape and Horticulture	212		
Fujian-Style Garden	212		
Flower Base under Trees	212		
Serenity Garden	212		
Garden Maze	212		
Floral Tunnel	214		
Exhibitions and Outdoor Performances	215		



## Chapter 6 City Garden

Origin of Promotion	276
Onset of Events	276
Greening and Beautification programs	277
Greening and Beautification Results	280
Notes	281

## Chapter 7 Marketing

International Promotion	288
Domestic Promotion	291
Notes	315

## Chapter 8 Operation and Management

Operational Plan	334
Operational Facilities	370
Major TIFE Meetings	374
Notes	375

## Chapter 9 Ticketing

Planning	388
Ticketing System Design and Test	388
Printing and Distribution of Tickets	392
Printing of Other Souvenir Cards and Coupons	393
Visitor Ticket Question Service	394
Visitor Headcount Statistics	395

Data Analysis	396
Visiting Groups	398
Notes	399

## Chapter 10 Personnel Training

Personnel Training	412
Volunteer Recruiting and Training	412
Volunteer Shift-scheduling and Management	415
Volunteer Service Statistics	420
Volunteer Participation	420
Notes	426

## Chapter 11 Traffic and Transportation

Overall Traffic Planning	436
Traffic Flow Control	439
Crowd Control	452
Logistics Control	456
Notes	458

## Chapter 12 Opening and Closing Ceremonies

Test Program	462
Opening	464
Closing	470
TIFE Week of Gratitude	474
Post-TIFE Prospects	476



### Chapter 13 Finance

Financial Planning	480
Total Economic Benefits	481
Notes	486

### Chapter 14 Conclusion

The First for Taiwan, the Pride of Whole Nation	502
Positive comments from all aspects	504

### Chapter 15 Notes

Authorization Organisation	514
Sponsorship	515
Work Teams	515
TIFE Headquarters Personnel	540
VIP Visitors	545
TIFE Calendar of Events	548





## I see the respectful and touching soft power of Taiwan from 2010 Taipei International Flora Exposition (TIFE)

President of R.O.C. (Taiwan)

To introduce Taiwan to the international stage so that the world could see the country's soft power in all aspects, I had been proactively changing and constructing Taipei City into a "World-Class Capital" since I was inaugurated as the Mayor of Taipei City. I wanted to build Taipei into a city that respects freedom and protects human rights. Taipei Arena that can accommodate 15,000 people was built to provide rainy Taipei with another large indoor venue for international events.

To make Taiwan part of the international society is not only a slogan. It requires many solid-grounded efforts. I saw that Taipei City was equipped in many ways to hold an international event so I applied for the Deaflympics in 2003. In 2006 I started to feel the capabilities of Taiwan to host the International Flora Exposition. First, the floral industry of Taiwan is well-structured. Not only that related agricultural technologies and biotechnologies have reached world standards, the orchid development technology is also leading other countries. Meanwhile, Taiwan is an important trading center among Asia, U.S. and Europe with an annual production value ranking No. 18 in the world and No. 2 in Asia. Second, Taipei is competitive in many commercial ways. It owns flexible market maneuverability and keeps track of the development of the floral industries around the world. It also has outstanding accommodations, an advanced public transportation system, and necessary venues for large expositions. Therefore, I was confident with my application for the hosting right of the 2010 TIFE. Taipei was confirmed to be the hosting city before I completed my tenure in November 2006.

In December 2006, succeeding Mayor Lung-Bin Hau started related preparations. There were setbacks and stresses like budget and time. The contemporary DPP Government did not sponsor TIFE at all. It was not until I was inaugurated as the President of the Republic of China in 2008 that the Council of Agriculture appropriated over NT\$3 billion as the sponsorship for TIFE. Without the sponsorship, Mayor Hau would be faced with daunting difficulties in successfully organizing the event. In the beginning I wanted TIFE to be held in Guandu mainly because of the idea to sustain management of various pavilions after completion of the event. However, many factors like land acquisition fees, the limited time, and

lengthy environmental assessment, Mayor Hau accordingly relocated TIFE from the Guandu Plain to Yuanshan, Taipei Fine Arts Museum, Xinsheng Park, and Dajia Riverside Park in downtown. It was proven later that Mayor Hau's decision is right. Relocated in the downtown area, TIFE could benefit from more convenient transportation. It could enhance the existing utilization of the parks, too. The three pavilions in Xinsheng Park Area and the Pavilion of New Fashion, in particular, were well reputed by the international society. It is not only helpful for boosting the international status of Taipei City but also an important bargaining chip in future applications for the hosting rights of other international events.

While TIFE was in session, there were stationary exhibitions like flowers and horticulture and many dynamic performances. The three theme-setting plays "Lily Love," "A Flower Blooms in Secret," and "Flower Petals on the Water", in particular, combined many cultural creative ideas and were unprecedented challenges. Each of the plays was on for over 100 rounds. They not only nurtured many domestic talented artists but also served as brand new experiences for the cultural and creative industry.

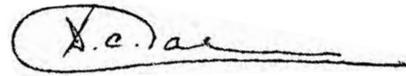
Results of TIFE have far surpassed the original expectations. Its success demonstrates Taipei City's capability in holding long-term (6 months) international events (with nearly 9 million visitors) and the respectful and touching soft power of Taiwan with its talented people in various fields. More flower-loving people and more respect for flowers are not only indicators for social civilization but also important to revolutionize international people's impression about Taiwan.

In addition, the convenient rapid transit system and the high quality of the passengers of Taipei City also impressed many international people. This is not a habit formed overnight. It is an underlying culture that one must develop in his daily life, takes shape over a period of 10 to 20 years, and gradually internalizes to become the charm of Taipei, the City. When a country has more and more such cities, it would be considered a highly civilized country. We should work hard under this train of thought. As we do, Taiwan reaching out to the international society will then become a reality in the near future.



## Taipei Int'l Flora Expo— the Best Model for Expositions

President of AIPH



**M**y first visit to Taiwan was in March 2006. I was then invited to speak at the 2006 Taiwan International Orchid Show (TIOS 2006) in Tainan. After the TIOS event, I had the honor to visit Taipei City Government, during which I had a discussion with the-then Taipei Mayor Ma Ying-jeou, Commissioner Lin Sheng-chung of Taipei City's Department of Economic Development, and Mr. Kevin Chung, General Manager of TFDA (Taiwan Floriculture Development Association) about Taipei's bid to host the International Flora Exposition. In April of the same year, Taipei City Government put forward a proposal for the 2010 Taipei International Flora Exposition (hereinafter TIFE) in the International Association of Horticultural Producers (AIPH) spring meeting. In November, AIPH sent a formal notice to Taipei City Government that their proposal has been unanimously approved by the AIPH Council members.

One of the main reasons behind such broad support was, that the Expo in Taipei would be organized by the Taipei City Government. The proposal itself was also a winning one; but it took more than just a good plan to secure the bid. The human factor is also key to the selection process; that is, the team has to be knowledgeable. After many discussions with Taipei's flora expo team, I came to trust my instinct, that they were not only capable, but also reliable in making their proposal a successful reality. And I gladly saw for myself during the grand opening of Taipei Int'l Flora Expo that the organizing team delivered on their promise; I was very much impressed.

During the Expo, I was often encountered with the question, "Does Taipei Int'l Flora Expo live up to your expectations?" to which my replay has always been "what I expected is what I now see!" To elaborate a little, Taipei Int'l Flora Expo not only presented flowers, plants and trees to its visitors, it also brought together interesting people with innovative ideas. I also saw top-notch applications of computer technology, horticulture techniques, and even fauna-related skills, and watched many art and cultural performances and fashion shows. At Taipei Int'l Flora Expo, I witnessed the dedicated efforts of the organizer, and was amazed by a myriad of marvels, surprises, and wonders.

Therefore, in my opinion, Taipei Int'l Flora Expo has been an inspiring and surprising exposition – because many displays were inspired by things in our daily lives. For instance, in the Pavilion of Dreams, the exhibition with an amazing combination of nature and technology has shown us that we have become

very dependent on both flora and technology. By combining these two essentials, the result was wonderful applications, as we have seen in this Pavilion. At the EXPO Dome, where the art of horticulture was exhibited, I was also enlightened about how to make tea and how to grow peanuts; I believe many of Taiwan's youngsters shared the same knowledge gap with me, prior to visiting the EXPO Dome. Indeed, many young students in Amsterdam, have little idea where milk comes from – some even think that it is manufactured in factory. That said, the production of many kinds of farm produce was clearly demonstrated and presented in the EXPO Dome. The exhibition there was not only mind-changing but also informative as regards the close relationship between mankind, flora and fauna.

In AIPH's view, the single most simple and direct purpose of the international flora exposition is to invite people to come and have an unforgettable day and, after the visit, still remember what they have seen and learned at the Expo. In other words, AIPH's expectation is for a flora expo to leave a lasting impression on visitors.

On the other hand, we may also use an easier way to determine if the event has been successful – that is, by the number of visitors. Taipei Int'l Flora Expo has welcomed an average of more than 45,000 visitors per day. People of all ages visited the Expo with a common experience of delight. With that in mind, I believe Taipei Mayor Hau and his team not only accomplished the task successfully, they exceeded our expectations by far. It will be a challenge for future international flora expositions to outperform Taipei's achievement!

Taipei Int'l Flora Expo has presented every possible aspect and definition that an exposition is capable of. It has created a space inclusive of all ethnic and social groups. It was not just a Taiwan-only festival, but also an event celebrated by all visitors and participants alike. The wonderful and successful experience of Taipei Int'l Flora Expo has set an example worth following by other AIPH members.

When I recall my visit to Taipei Int'l Flora Expo, the Pavilion of Dreams will quickly come to mind, as well as many images flashing by retrospectively – Earth, Heaven, Mother Nature, and the illuminated understanding that all humans ARE a family. In that light, I would like to ask you to think about what you should do to live your dream. What can you do for the city that you live in? And what can we do together to make the place we live in a better one?



## In Praise of TIFE and Its Participants!

Minister of Council of Agriculture,  
Executive Yuan, R.O.C.(Taiwan)

A handwritten signature in black ink, appearing to be 'W. Shoh'.

In April, a breeze from Yangmingshan floated to the banks of the Keelung River. The sky over the TIFE park was lit with colorful and eye-catching fireworks. In the midst of noise and hilarity, the fireworks came to a happy end, and so did the TIFE that lasted for six months. This feast of beauty lasted through seasonal changes, and the beauty of the expo also evolved with time to leave a lasting impression.

The Council of Agriculture was privileged to be part of the TIFE. As the central government coordinator, it went all out to work with the Taipei City Government to ensure the success of the expo. We aimed to boost the international image of Taiwan's flower industry and realize the policy goal of making Taiwan a world-class island of flowers. Nearly nine million visitors witnessed the flowering of our efforts.

For this longest international event in the history of Taiwan, the Council mobilized all of its research and development teams. They organized the Agricultural Technology Exhibition, Taipei International Orchid Show 2011, and Taiwan Flower Show 2011 to showcase Taiwan's capabilities in horticulture, technology and aesthetics. The results were indeed impressive. Moreover, the Council of Agriculture introduced 22 LOHAS tourist itineraries so that visitors may also drop in at places of origin of the flowers they saw the TIFE. This innovation added even more benefit to the flower industry.

My colleagues and I myself at the Council of Agriculture were proud to be able to have contributed to this festival of beauty. Thus inspired, I wrote a poem on the event, "Flowers Bloom Better to More Applause."

## Flowers Bloom Better to More Applause

With her love songs Rukai Princess Balenge  
Set abloom a whole field of lilies  
To invite flowers from over the world to vie for excellence in Taipei.

Long human dragons line up for admission  
While high up in the sky hover seven rainbows  
Radiating the lukewarmness of a wintry sun.  
Millions of elegant oncidiums and scarlet anthuriums  
Make their debut like ballet dancers and charging bulls.  
Moth orchids are turned into aquatic animals  
And roses sewed into crimson hearts  
By floral artists working countless nights.

Thirty differently landscaped gardens  
Stand as fine cameos of as many countries.  
Nine million pairs of eyes  
Try to survey, to no avail, 30 million flowers  
Leaving no time for imbibing the aroma of the petals.

Water convolvuluses in the roadside ditches  
Often attract the attention of visitors  
To their prices very much inflated by pols.  
How much filth the convolvuluses could absorb in six months?  
How much slander the elective pols would continue to spread?

Inside the pavilions misty gossamer floats  
With the aid of digital, electrical and bio technologies.  
Blooming peonies and crimson roses  
Burst into dazzling fireworks, while  
A human stream merges into a sea of flowers.  
Pulsating hearts resonate with the rhythm of the expo;  
Cascades of thunderous applause impregnate  
All flowers with even more tenderness and loveliness.

The Chinese zither (guzheng) fondles the misty drizzle  
Under the night sky while floral fragrance mingles with lamp light.  
In company with late-returning volunteers I slide into  
The historic melody of the greatest floral expo in 50 years.



## Hosting the Flora Exposition Is an Experience in Which Everyone Has a Share

Mayor of Taipei

In 2006, when President Ma, then Mayor of Taipei City, obtained the right from the AIPH to host the most large-scale International Flora Exposition here in Taipei. When I took up the post of Mayor, I also felt that it was an opportunity not only for marketing Taiwan and Taipei to the rest of the world but also for the nation's people to pool their strength together. Therefore, although the city government staff understood that the Flora Expo was merely a flower exhibition, it would also be a great opportunity to attract millions of visitors and therefore, help Taiwan garner global exposure. The Taipei City Government had decided from the earliest planning stages that they wanted this flower exhibition to be more than just a display of Taiwan's flower gardens. We wanted to use this rare opportunity to demonstrate the brilliance of science and technology so as to promote environmentalism, culture and creativity.

Taipei is the political, economic and industrial center of Taiwan. The city not only has the best civil servants in the country but also the most advanced technology, the most talented, cultured and creative people in the Chinese-speaking world. What is more, Taipei's citizens are friendly and its volunteer workers are selfless and giving. These great assets along with our passionate flower growers, top-notch architects and outstanding contractors who had joined this event from all corners in Taiwan, and you have the best formula for success. It is they who made me believe from the very beginning that the Flora Expo would yield great results, and it strengthened my determination to make this large-scale event a resounding success.

I am most grateful to the 30,000 volunteered participants who had put their whole heart and soul into the exhibition, but what most deeply moved me was this: the Flora Expo, from the initial preparations to the planning, exhibit and construction stages, all was completed by Taiwanese people. This is a classic example of "Made in Taiwan" and we take pride in such great accomplishment. Not only did this event display Taiwan's true colors and our strengths in diversity but the level of attendance also testified the passion as well as patriotism of our people. During the 6 months of the exhibition, an average of 50,000 visitors came to our sites; at its peak, the number reached as high as 180,000 per one single day. In spite of the crowded conditions, most visitors were patient enough to stand in lines, the behavior of attendees was very orderly, the parks were well-maintained and no trash was ever spotted. The newspapers from Hong Kong, Singapore and other countries reported the event, heaping praise upon the visitors' sophistication and civility.

By contrast, Japan's Shizuoka International Garden and Horticulture Exhibition attracted a total of only 4,000,000 visitors; only 3% of The World Expo 2010 Shanghai's visitors were from abroad. Taipei's Flora

Expo attracted more than 8,900,000 visitors, of whom 585,327 were from foreign countries, a total of 6.53% of all visitors. This was the highest proportion of international visitors to any international event held in Asia in the last decade.

I remember that when the Flora Expo was still in its preparatory stages, I went to Zhanghua to interview the growers responsible for the exhibition's flowers. One of them said to me: "The Flora Expo is a rare opportunity for Taiwan and an opportunity for the flower growers to make their name. Even if we should lose money growing flowers for the sake of the Expo, we would still do it to give Taiwan a chance to take the world stage." He implored me: "You must do a good job hosting the Flora Expo!" From then on, I've stood firm in the face of challenges because I know that no one should take credit for making this event a success. This Expo was not Lung-Bin Hau's Expo, nor was it the Taipei City Government's Expo. The achievement should go to all Taiwanese people. I am grateful to so many people for their time and effort in making this event a reality. The success was the result of intensive collaboration among the City Government, the private sector, the Central Government and local governments. Together we have manifested the strength of teamwork and partnership, because not only did we make the workers at the Flora Expo feel proud of their jobs, our efforts have also been recognized by the AIPH. The President of AIPH, Doeke Faber, have made the following comment on this event: "Taipei's Flora Expo is the single most successful event the AIPH has ever held, the best in 50 years, one that will be difficult to surpass in the coming decade."

I believe that we should actively seek to host large-scale international events because it is the best way to market a city and a country to the world. Taking the Flora Expo as an example, Canada, one of our participating partners awarded the Expo its Garden Tourism Event of the Year prize in 2011; and the Discovery channel promoted Taipei's Flora Expo with a special report; the National Geographic channel took pictures of the Pavilion of New Fashion (FE EcoARK) and then broadcast them worldwide; and both local and international visitors alike lavished praise on the Pavilion of Dreams, all these have helped put Taipei, and Taiwan on the map. This kind of global exposure is the best and most effective publicity. In the future, I will lead the City Government to actively obtain the right to host the Asian Olympics, the World Olympics, and all kinds of world-class athletic competitions so the world can get to know us better.

During the Flora Expo, the Taipei City Government had brought together the best and most talented individuals from every field of expertise to create an incredibly strong, resourceful and effective organization. In order to maintain high-quality services, everyone took upon themselves an enormous amount of stress, and every day, these people went an extra mile in order to complete their tasks. We've worked hard, and as a result, we were able to gain a great deal of experiences in the process. The Flora Expo's success is ample proof that this global scale event is not only a rare and precious extravaganza but also one that should be seen as something in which everyone has a share, something that should be kept intact and passed down to the next generation. In the future, it can serve as a model for any organization in Taipei or elsewhere in Taiwan that wants to host a similar event.

The Flora Expo is like a bouquet of flowers that the Taipei City Government has presented to all the people in Taiwan. I hope that this gift will enable all Taiwanese to share the pride glory that the Flora Expo has garnered for them, and that it will nurture our aesthetics sensibilities. It is also a proven fact that the 8,900,000 people who had visited the Flora Expo generated more than NT\$43,000,000,000 in revenue, and brought about many changes that are impossible to quantify. These subtle transformations were wrought by the beauty of the Flora Expo, increasing people's willingness to beautify their home gardens and communities, and even to change the cityscape itself. The latter was our ultimate goal in hosting the Flora Expo and I'm delighted to see that this mission had been well-accomplished.



## Benefits of TIFE are not about money and numbers but positioning!

Director General  
(Deputy Mayor of Taipei and  
Commissioner of Department of  
Economic Development)

*Chen Hai-wen*

I still remember the first day I took the post of Commissioner of the Department of Economic Development. On that day, I received a notice from the mayor telling me to start preparing for TIFE. I had nearly four years to prepare for the event. Many people were optimistic because of the seemingly sufficient time. However, since the deadline was pointing to the end of July 2010, the time that the hardware construction should reach completion, I realized that we were racing against time. A lot was still unknown, including compulsory acquisition of the land in Guandu, the formation of a special task force, and the coordination and negotiation on collaboration among the industry, the government, and the academia. To complete this seemingly impossible mission, all we could do was to set a timeframe for each task and did the best we could to keep up with the limited time.

Our top priority was to find a new location for TIFE. The location which was initially designated to host this big event was the Guandu Plain. However, the expensive land acquisition, the long wait for environmental assessment, and limited budget and time were all big challenges, so I immediately decided that we should find another location. We laid out the map of Taipei City on the desk and discussed all possibilities. Finally, we picked one location for TIFE. The decision was fully supported by mayor Hau.

After the site was determined, there came the formation of a task force. We only had 5 to 6 people in charge of this operation at the Department. I thought about opening an international tender but this would take at least one year due to its complicated and time-consuming process. Written communications to tender opening and submission of a plan would put everything on hold and it wouldn't be a wise move, so I eventually decided to invite Dr. See-You Ting, who had been researching expositions for 21 years, to join the task force and serve as the General Producer. Combining assistance from 6 departments and offices at the City Government, the preliminary TIFE task force was established something between July and August in 2007 and three plans were completed by the end of February 2008.

After the construction period for various pavilions in the park areas began, 32 departments and offices of the City Government were mobilized. The above plus outsourced contractors, proactive involvement and sponsorship from enterprises, the task force had begun to expand. As a result, interfacing became an important task. During the process, mayor Hau and other high-ranking officials at the City Government, including two deputy mayors, the Secretary-General, and vice secretary-generals, had all

played very important roles in ensuring the success of the completion thanks to their trust and full delegation.

The Flora expositions held in other countries and cities had all been focusing on horticulture, cultural and artistic characteristics, environmental protection and ecological care, identical to one another in one way or another. In order to make ours stand out, I proposed to include topnotch technologies that have been developed on the island and place these leading innovations in one of our four pavilions. The Pavilion of Dreams was to be under the charge of a domestic scientific research institution from the very beginning. The institution was ultimately determined to be the Industrial Technology Research Institute of Taiwan, which would take charge of integrating related technologies, artists and talent to jointly create amazingly advanced technological results. The pavilion eventually became the most satisfying and popular one of all during TIFE and this feat had made every Taiwanese proud. Other pavilions followed their original planning and design. Nevertheless, all of them were made in Taiwan (MIT) in terms of their construction, performance, and exhibition arrangements.

Many outstanding talents in Taiwan have long been eager to demonstrate their brilliance. This event helped reinforce their confidence so that they can show the world what they know and at the same time, interact with one another to further present their diversified soft power and individual potential.

Many people questioned the TIFE budget. However, compared with expenditures spent on other events, e.g. NT\$10.5 billion for the Kaohsiung World Games that lasted for only 14 days, NT\$5 billion plus for Deaflympics which lasted for only 14 days, and nearly RMB\$300 billion (around NT\$1,500 billion) for the Shanghai World Expo, the total budget NT\$9 billion for the public sector of TIFE that lasted for 171 days was relatively cost-effective.

Personally, I think numbers alone do not determine the value of a successful event. Instead, one should focus on where the country positions the event. I hope that through this successful experience, we can learn to expand our perspectives, challenge traditional thinking and work collaboratively to ensure maximum effectiveness in order to develop a global awareness and have more influence on the world stage.



## Everyone has to be ready to complete the Flora Expo mission under all pressure!

General Producer 

**H**olding an international exposition is my lifetime dream. Before TIFE, I was involved in the promotion and execution of national expositions twice but both were miscarried. I did not give up. In my 21-year dream, I continued to study expositions held in other countries and cities and constantly learned and accumulated my expertise. It is my observation from the numerous expositions throughout the world that it takes at least 7 years for a first-time host to organize an international event. However, when colleagues from the Section of Agriculture, Forestry, Fishery, and Husbandry under the Department of Economic Development (the Construction Department at that time) approached me in May 2007, I only had 3.5 years available. I remember that my first response was “Why now?” Nevertheless, I decided to hold onto this dreams-come-true opportunity despite the daunting and challenging nature of the task that I was even more aware of than anyone else in Taiwan.

Taipei City Government received the official authorization from AIPH in November 2006, past the deadline for the 2007 flora expo budget application with the Taipei City Council. In other words, when I received the official certificate of appointment from Mayor Hau on July 4, 2007 and knew that I had to present my “conceptual plan” in the autumn meeting of AIPH in Brighton on September 4 of the same year, I devoted myself to related contents of the most daunting “conceptual plan” under limited budget, manpower (I only had a couple of colleagues from the Section of Agriculture, Forestry, Fishery, and Husbandry) and time. From that day on till April 1, 2008, it was the most difficult time in my career. Despite the minimum manpower, with a fully-committed working attitude, we were able to gradually catch up with AIPH’s schedule by completing the conceptual plan, basic plan, and master plan. According to the common practice in other countries with international tenders, the budget needed to complete these three major plans would cost approximately 1% to 3% of the total investment in the floral exposition. However, under very limited budget expenditures, TIFE completed all three plans and none of the participants was a foreigner.

In April 2008, we only had two and half years for the remainder of the construction period before the pilot test began in October 2010. Under full support from Mayor Hau, besides the organizer, the Department of Economic Development, I started to mobilize all departments and offices in the Taipei City

Government and contracted all necessary hardware and software projects through fair, just, and open tenders. A total of 337 tenders were opened and outsourced. All of them were domestic tenders, without a single international tender, which is extremely rare in the international society. Most international expositions would require at least 1,000 tenders and some international tenders. However, in light of the fact that the City Government belongs to the public sector, which means that tendering procedures would be lengthy, some tenders were determined in a 1+1+1 way in order to cut down administration time. With a reduced number of tenders, we were able to focus our efforts on strict surveillance and control over software and hardware projects.

During the construction period, we were racing against time. Heavyweights like the Pavilion of Dreams, Pavilion of Future, Pavilion of Angel Life, among the 14 pavilions, for example, needed over a year for civil engineering only, not to mention the time needed for tendering, design, and planning. After the hardware, there were tasks like software exhibition arrangement, horticulture, and plantation, etc. Under the enormous time pressure, the whole operating procedures had to be completely precise and error-free. Fortunately, both the City Government staff and grassroots manufacturers took the floral exposition project seriously. This was why this daunting mission could be completed successfully.

When I recall, I deeply feel that everyone involved in the exposition was amazing! Each step and each part of the exposition were the vivid evidence of Taiwanese people's hard work. It is truly made in Taiwan! Despite all the challenges, we fought a beautiful battle. AIPH President Doeke Faber praised TIFE twice, saying that it is the best one he had ever seen for the past 50 years. Therefore, it is my hope that our people can forget about their partisanship and give TIFE affirmation and recognition for the great job done. Of course, TIFE was not a perfect 10. No one or any single thing can be a perfect 10. Some of the ideas in the original plan were unable to be put into action. For example, the Pavilion of Future was an energy-saving building with an energy-consuming greenhouse and was the most expensive pavilion in terms of hardware construction and the Pavilion of Dreams was the most expensive pavilion in terms of the software exhibition arrangement budget. Nevertheless, as far as operational performance is concerned, it was actually software attractive to and touching the tourists.

Some people asked me: How could you complete this seemingly impossible mission of TIFE? I think the first reason for its success is the City Government-wide mobilization in the beginning of the construction period. During the operation period, Mayor Lung-Bin Hau, Secretary-General Yeong-Ren Chen and Director General Hsiung-Wen Chen led colleagues from individual departments and offices to form the emergency response center that helped handle administrative affairs related to TIFE and public power to smoothen operations. The second reason is that I was ready and every single person involved was ready. Only ready people can do a job well under all pressure! The third reason is that I have accumulated experiences and feedback from the 25 years I spent on researching expositions and sorted out 18 elements that constitute a good exposition. With this basis, I was able to speed up and led the team toward our goals. During the process, I probably had to constantly adjust and modify due to limited time, manpower, and budget but with careful planning, division of labor, and complete empowerment, the outlook of TIFE became clearer and clearer and more and more exquisite. Finally, there were the native flowers from Taiwan that blossomed and gave out the power of beauty.

## Basic Concept

### Taipei and Taiwan on International stage

Taipei City is the capital of Taiwan, R.O.C. (thereinafter Taiwan). To let Taipei City get on the international stage and become a true member of the global village with the capability to participate in world affairs has always been the vision of the City Government. In light of this, Former Mayor Ma decided to increase the international publicity of Taipei City after the City had equipped advantageous requirements such as natural and humane settings and urban constructions. As such, he applied for Deaflympics in 2003 and the International Flora Exposition in 2006. Succeeding Mayor Hau organized Deaflympics in 2009, participated in Shanghai World Expo in May 2010, and held the 2010 TIFE in November 2010, the triad for Taipei City to get on the international stage as defined by the City Government team.

Organizing Deaflympics was not only about an international sports event for the team but also an invaluable chance for Taipei and Taiwan to begin a dialogue with the world in sports, humanity, and humanitarianism.

Participating in Shanghai World Expo was not only about the construction of the Taipei Pavilion in the park areas for the team. Contents, construction, management and operation, and post-expo clearance all featured the highest steering principle of 3Rs (reduce, reuse and recycle) with regard to the operations and the building materials used. The theme song “I Smile Whenever I See You” at the Taipei Pavilion not only presented the beautiful urban landscape and diversified municipal life in Taipei but also communicated significant messages such as “the World’s No. 1 wireless broadband” and “no trash on the ground, resources recycling.” Passionate and friendly Taipei residents at all ages and all levels depicted Taipei's “Power of Smile” together.

Organizing the 2010 TIFE was not only about an international exposition on flowers for the team but also about the desire to comprehensively demonstrate the characteristics and accomplishments of Taiwan in technology, environmental protection, humanity, and arts on the park areas-turned stage with joint efforts from talented people in all fields while the world’s attention was focused on TIFE. Not only 3Rs but also 3Gs (Green Building, Green Energy, and Green Transportation) were the main considerations in software and hardware constructions. Besides the careful hardware exhibition hall construction and planning of barrier-free facilities, contents at display were designed to combine a variety of stationary exhibitions and technological and artistic elements. With the local spirits of Taiwan as the main focus and international languages as the media, each exhibition, each event, and each performance became more wonderful and attractive. Finally, the hope was to let the world see the ambition and creativity demonstrated through TIFE with the “Power of Beauty.”

## Basic Rationale

### Demonstration of characteristics and accomplishments of Taiwan in all aspects

As the hosting country or city, besides inviting other countries to take part in TIFE and add to its height and width, an indispensable element had to be “demonstration of local culture and emphasis on diversified capabilities”. Therefore, the City Government team comprehensively considered the cluster phenomena of talented people in all fields in Taipei and the various characteristics and accomplishments of Taiwan before setting the four concepts “the floral and horticultural power, cultural and artistic characteristics, top-notch

technological accomplishments, care for the environment and ecology.”

**The floral and horticultural power:** In order to demonstrate Taiwan’s diversified technologies in the flower industry, floricultural creativity, and gardening/landscaping careful thoughts, besides following AIPH’s requirements by establishing the EXPO Dome as the main pavilion for large flora exhibitions and international floricultural competitions, there were the Pavilion of Future that featured a large greenhouse of plants from different areas, altitudes, and latitudes in Taiwan and the agricultural life section that demonstrated research accomplishments of Taiwan in agriculture and biotechnology. Not only inside individual pavilions where flowers were the main train of thought for various theme exhibitions that combined nature and humanity, rare and valuable pot landscapes were collected throughout Taiwan and were at display in the Pavilion of Regimen. In addition, there were outdoor gardening landscape areas such as the Sea of Flowers, Vertical Plant Wall, and Flower Landscape so that visitors could enjoy themselves in the midst of colorful plants. It was also an opportunity for flower growers of Taiwan to demonstrate their research and development capabilities, production quality, supplying power, and allocation power in the plantation of flowers.

**Cultural and artistic characteristics:** to showcase the diversified culture and arts of Taiwan and generalize public participation, Departments of Cultural Affairs, Education, and Civil Affairs, the Taipei Hakka Affairs Commission, and the Indigenous Peoples Commission were in charge of inviting professional domestic and international performing groups, schools and student clubs, Hakka-related professional performers and groups, indigenous peoples professional groups or societies, community universities and neighborhood associations, who presented a total of 8,380 rounds of performance in 16 sites throughout the 4 park areas. The three theme-setting plays planned by the Department of Civil Affairs were the first of its kind in the performance circle of Taiwan. “Lily Love” combined the world-class modern play elements from the Ping-Fong Acting Troupe and dances from the Indigenous Dancers, presented as a Broadway musical. “A Flower Blooms in Secret,” directed by Taiwan’s famous avant-garde play director Ying-Chuan Wei, combined the marvelous diabolo skills from Diabolo Dance Theater and works from the international illustration artist Jimmy. “Flower Petals on the Water” instructed by the U Theater was presented by small U members from Jingwen Senior High School. It combined traditional drum beats and the art of practice. The performance was highly powerful and touching. The daily closing show introduced the French technology and combined top performers in Taiwan, who presented “the Memory of Water” in the Eco Theater in the Dajia Riverside Park Area.

**Top-notch technological accomplishments:** To honor the name of Taiwan as the “Island of Technology”, the Pavilion of Dreams was constructed into a theme pavilion that showcased technology and flowers. The Pavilion mainly applied various topnotch inventions from the Industrial Technology Research Institute and talent in the cultural and creative industries to make technological displays more personalized and the exhibitions more worth watching and discussing. The life-oriented interactive design enabled the general public to realize the fact that technology comes from people and that technology, nature, and daily life could be so closely and friendly intertwined with one another.

**Care for the environment and ecology:** To demonstrate Taiwan’s ideas and actions in the protection of the ecology and environment, the domestically produced 3D film “Face the Reality of Taiwan” was meant to call people’s attention to value and care for the local land and provide related education through vivid mud slides and other disastrous scenes. Locations of the park areas, software and hardware constructions, event promotions, traffic infrastructure, and recycling of waste were designed and planned along with line of carbon reduction and energy-saving and by the 3Rs and 3Gs principle, too. In hardware construction, in particular, renovations, new constructions, and public facilities of all existing pavilions used energy-saving (e.g. photovoltaic solar panels) and qualified, recyclable, and reusable green building

materials wherever possible. Among the 14 pavilions, the three pavilions in Xinsheng Park Area won the Green Building Diamond Symbol Certificate presented by the Ministry of the Interior. The Pavilion of New Fashion (FE EcoARK) was an amazing pavilion built successfully with 1.52 million recycled PET bottles, recyclable and reusable bamboos and steel materials and shined on the international stage.

## Exposition Outline

The 2010 TIFE was the first world-class exposition Taiwan was given the hosting right. It made Taiwan the 4th country and Taipei the 7th city in Asia to organize this international exposition. It was also the only world-class exposition in the center of a city, in the parks, by the riverside, and with a riverside entrance.

To signify the unparalleled charm of TIFE, careful thoughts were devoted to determining its theme, selecting logos and mascots, time management, construction of pavilions, and contents of exhibitions. From one stage to another, more and more private business organizations, outstanding industrial groups, and excellent elite offered their assistance. In addition, participation came from countries around the world, adding to the global nature of TIFE and making it more worth discussing. It was exactly because of the carefulness and devotion from all parties that TIFE not only was well reputed but also have won several international and domestic awards.

**TIFE Theme:** River, Flower, New Horizon

Flower represents the visual image of colorful flowers and plants demonstrated at TIFE. River refers to the hydrophilic spatial characteristics of TIFE and communicates the successful restoration of Keelung River. New Vision, on the other hand, indicates the brand new visual landscape created by TIFE.

**TIFE's Logo:** Comprising 5 human-shaped petals, the 5 colors, red, orange, blue, green, and purple, represent 5 continents.

**TIFE's mascot:** With flowers orchid, hydrangea, sunflower, lily, and tulip as the design inspirations, there were five human-shaped flower fairies named after each of the flowers and one seed mascot by the name of Yabe.

**TIFE's operation test period:** October 9 to 28, 2010, 20 days in total.

**TIFE's operation period:** November 6, 2010 to April 25, 2011, 171 days in total.

**TIFE's Week of Gratitude:** April 26 to May 1, 2011, totaled 6 days.

**TIFE's park areas:** Located in downtown Taipei, the four park areas, Yuanshan, Fine Arts, Xinsheng, and Dajia Riverside, were separate from one another and had a combined area of 91.8 hectares. Together they formed a complete TIFE. Yuanshan Park Area connected Fine Arts Park Area with the pedestrian overpass and underpass. Fine Arts Park Area connected Xinsheng Park Area through the Floral Tunnel (Lights and Shadows). Xinsheng Park Area connected Dajia Riverside Park Area through the Floral Tunnel (Bamboo Veranda).

There were 14 pavilions in the 4 park areas, with a combined area of around 5.6 hectares, accounting for 6.1% of the total park areas. Landscape and greenery took up 70.91 hectares. Public open spaces accounted for 15.29 hectares in area.

**TIFE's visitor count:** After 4 professional assessments, it was estimated that there would be around 8 million headcount of visitors. Statistics after completion of the official operation showed an actual headcount of 8,963,666 people, i.e. around 52,419 people a day on average. The single day record was broken on April 24, 2011, with a headcount of 183,774 people. Among them nearly 600 thousand headcount of people were international visitors, accounting for around 6.53% of all visitors. However, even with such a large crowd, the high-quality visitors and the flexible response mechanism of the City

Government team continued to contribute to first-rate services and visit quality during exhibition!

**TIFE's participating countries:** AIPH member states, government and city representatives from different countries, Taipei City's sister city, related business institutions in different countries, 30 countries in total (See Page 291 of Chapter 7 for details) were invited and participated in TIFE after preliminary and secondary reviews. They participated in the exhibitions in the Global Garden Area and the international indoor flora competition and inter-continental floriculture competition held in the EXPO Dome.

**TIFE's participating non-governmental organizations:** The best and edge-cutting teams in different fields of the industry, contributed to TIFE with their skills during different stages, which was the key to the success of TIFE. Over 100 flora and horticulture groups devoted themselves to the organization of exhibitions in the pavilions, horticultural decorations, and floricultural competitions. Along with flower growers from different counties and cities of Taiwan who carefully nurtured flowers and plants for TIFE, they demonstrated the outstanding capabilities of Taiwan in floriculture. Nearly 30 thousand passionate and friendly volunteers of different ages, occupations, and backgrounds participated in TIFE and helped with the maintenance and management of the overall order at TIFE. Their passion and friendliness won visitors' hearts and they were the most precious assets to the success of TIFE. A total of 75 enterprises generously participated in and sponsored TIFE. The total participation value reached NT\$1.41 billion. In addition, there were 185 partner hotels in 20 counties and cities, 500 partner stores in Taipei City, 201 TIFE affiliates throughout Taiwan, and 6,085 channels helped with promotion. All of these greatly enhanced domestic and international promotional benefits, publicity, and involvement.

## **TIFE's Outstanding Accomplishments and 10 No. 1s in the World**

Taipei, combining the bests of Taiwan, has always been one of the most creative cities in the Chinese world. The 2010 TIFE not only helped Taipei City put on a brand new look, which intangibly enhanced the aesthetic attainments of its people, but also gave elite in different fields opportunities to show off themselves so that Taipei and Taiwan, which have been underestimated for too long, finally won recognition from the international society. It further significantly enhanced the confidence of Taiwanese people.

To sum up, TIFE's excellent accomplishments and 10 No.1s in the world demonstrated that TIFE was not only the pride of Taipei people but the pride of all Taiwanese.

### **Outstanding accomplishments, including**

#### **1. 100% Made in Taiwan**

The planning, design, construction, exhibition arrangement, and operation, from the beginning to the end, were all MIT (Made in Taiwan), creating an alternative World's No.1.

#### **2. Enhanced international publicity of domestic floricultural industry**

Plantation of TIFE, including city garden community greening and beautification during the preparation period, involved 24 million plants, over 2,700 types, and 4,500 cultivars of plants in the outdoor gardening / landscape areas, indoor pavilions, and the Global Garden Area, Gardening Competition Area, exhibitions from county and city governments, and public space greening and beautification so that the different kinds of flowers in Taiwan could be at display in front of domestic and international visitors in the most colorful way.

### **3. Stage for the cultural and creative industries**

Performance spaces in the 4 park areas, including the Greeting Plaza, handicraft classroom in EXPO Dome, arts and cultural exhibition room in EXPO Dome, and Pavilion of New Fashion (FE EcoARK), Folk Arts Plaza in the Yuanshan Park Area; Taipei Fine Arts Square, Audio/Visual Classroom in B2 of Taipei Fine Arts Museum, Greeting Plaza, and EXPO Hall in the Fine Arts Park Area; the Dream of Flower Plaza and Garden of Dreams in the Xinsheng Park Area; and exhibition areas at EXPO Arena, arts and cultural performance area at EXPO Arena, Carnival Boulevard, Jia-Jia Square, and Eco Theater in the Dajia Riverside Park Area. There were a total of 8,380 rounds of performances throughout TIFE, i.e. around 49 rounds on average a day. The visitor headcount was around 39,392 on average a day. The total visitor headcount was 6,735,983 (See Page 369 of Chapter 8 for details). Professional and amateur culture and arts performers were able to show off themselves and take advantage of the arenas in the park areas. It also effectively helped enhance the love Taiwanese people have toward arts performances.

### **4. Demonstration of Taiwan's care for and value of the environment and ecology**

Planning in the park areas featured energy-saving and carbon reduction and followed the 3Rs and 3Gs principle. It was the best example and promotion of green and environmental protection concepts.

### **5. Perfect combination and exposition of the high-tech industry of Taiwan**

The most popular Pavilion of Dreams in the park areas presented images of flower blooming, falling, dancing, and butterflies flying in descriptive way through joint efforts from a group of edge-cutting engineers from the ITRI who applied technologies developed independently by Taiwanese people and artisans. All visitors marveled at the technological accomplishments of Taiwan.

### **6. Multiple domestic and international awards**

TIFE has been recognized by the You Bring Charm to the World Awards in the category of public affairs, CBHS's 2011 best international gardening sightseeing event in the world and domestic awards such as the 2010 Outstanding Construction Award to be the best planned and designed public construction, 2010 Taiwan Architecture First Prize, 2010 Taiwan Interior Design Golden Award – exhibition space. Countless representative awards and honors are the best evidence of the unparalleled creativity and capabilities of Taiwan.

### **7. Enhancement of people's expectations for urban aesthetics**

TIFE also helped form the habit of loving flowers, keeping flowers, and using flowers, bringing the garden home, in its people and enhanced Taipei residents' taste for flowers, life aesthetics, and urban aesthetics. It further improved household settings and consolidated the ecological concept of green and environmental protection in life. It successfully transformed Taipei City into a beautiful city garden.

## **Making 10 world records**

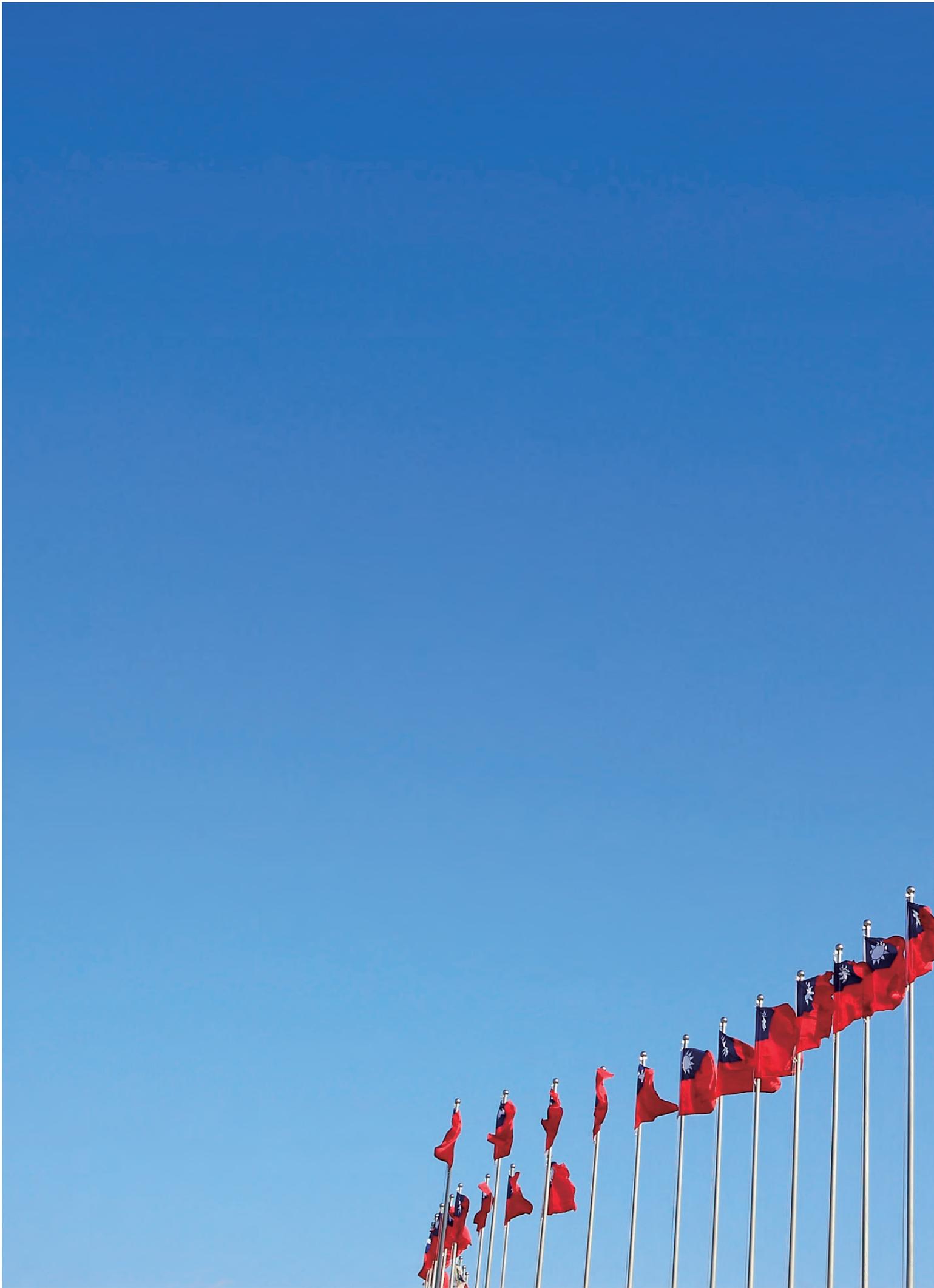
1. It is the first international and world-class flora exposition praised by the AIPH President Doeke Faber to be the best in the past 50 years and a difficult one to exceed in the next 10 years.

2. It is the first international and world-class flora exposition rated by CBHS as the 2011 best international gardening sightseeing event in the world.

3. It is the first international and world-class exposition completely made in Taiwan (MIT).
4. It is the first international and world-class exposition in the downtown area, inside parks, by the riverside, and with a riverside entrance.
5. It is the first international and world-class flora exposition with the most rounds of culture and arts performances.
6. It is the first international and world-class flora exposition with the Pavilion of Dreams designed and planned to skillfully combine advanced technology, culture, and arts.
7. It is the first international and world-class exposition with the Pavilion of Future designed and planned with the “Diamond-Class Green Building Edge-Cutting Greenhouse.”
8. It is the first international and world-class exposition utilizing 1.52million recycled PET bottles to build the Pavilion of New Fashion ( FE EcoARK).
9. It is the first international and world-class exposition planned and designed with the landscape and horticulture Flora Rainbows.
10. It is the first international and world-class exposition planned and designed with the Floral Tunnel to connect park areas.



Ecological Pond in Xinsheng Park Area





To showcase Taipei's diverse abilities in multiple fields, bringing economic benefits and push Taipei, Taiwan onto the international stage as a member of the global village, in April 2006, Taipei City Government, with the assistance of the Taiwan Floriculture Development Association, applied to AIPH to host the 2010 A2/B1 level international flora exposition. In order to reflect the longing for nature and greenness of urban denizens, the 2010 Taipei International Flora Exposition (TIFE) took place in the center of Taipei City. This was the first time a world class flora exposition was held in the city center, inside parks, and by the riverside with a waterfront entrance.

# Introduction 1

There are two main systems of expositions recognized internationally: one is the Bureau International des Expositions, (BIE for short) <sup>(1)</sup>, and the second is International Association of Horticultural Producers (AIPH for short) <sup>(2)</sup>. An International Horticultural Exposition (or World Horticultural Expo or Ten Thousand Countries Horticultural Expo) certified by AIPH is highest level of professional horticultural exposition internationally.

## Reason for Applying to Host TIFE

With the change of civilization and industrial society, the living environment of human beings is losing natural and green elements. Hence, the International Horticultural Exposition answers society's desire for a green space. The International Horticultural Exposition is also a great way for the host country or city to display organizer's efforts in environmental and ecological protection, and to share the country's industry, cultural accomplishments and technological advances in floriculture.

With this understanding, during the second half of the 20th century, every lover of nature and horticulture looks forward to attending an event like this, and horticultural manufacturers worldwide eagerly apply with AIPH for the opportunity to host an International Horticultural Exposition <sup>(3)</sup>. The Taipei City Government was no different, hoping to showcase Taipei's diverse abilities in multiple fields, bringing economic benefits, broadening international exchange and benefiting the international reputation of Taipei.

## Showcase Taipei's diverse abilities, bringing economic benefits

Taipei Basin is located in the subtropics, with natural temperatures and humidity well suited for plants to grow, a rare garden city in the Chinese world. In addition, Taipei has the best cultural development potential in the Chinese world, and has over the years developed the Yangmingshan Flower Season, Azalea Festival, Calla Lily Festival, Taipei International Flora Expo, Shilin Residence: Chrysanthemum Show and other horticultural events. As such, the residents of Taipei City have already made flower viewing and cherry blossoms part of their every day floriculture.

Taipei is known for its natural resources, history, new and old culture, including Yangmingshan National Park, National Palace Museum, Maokong Springs Teahouse, Beitou Hot Springs, Da Dou Cheng Pier, Jianguo Weekend Flower Market, Zhong San N. Street Shopping Area, Snake Alley Night Market, and many fine dining restaurants with different ethnic cuisine. Taipei's public security is also good, and its transportation system leads in every direction, allowing international visitors to explore every corner of the city to their heart's content.

Taipei City Government estimated that hosting the Taipei Flora Expo could attract 8 million headcount of visitors (8,963, 666 headcount in fact) to Taipei, and successfully bring impressive economic benefits for Taiwan's and neighboring countries' tourism, restaurants, and horticultural biotechnology.

## Moving towards the international area, helping the world know Taiwan

TIFE was not just an international exposition about flowers to the City Government. The hope was the bring together talent from different fields. While the global gaze was fixed on Taipei, the exposition grounds turned into a giant stage that showcased Taiwan's technology, environmental protection, culture, arts, and other accomplishments and characteristics. TIFE was not just a cultural extravaganza about horticulture and civilization, it was also an important opportunity to enhance Taiwan's international rank and reputation, helping international societies know Taiwan.

Hence, the Taipei City Government applied to the AIPH to host TIFE not only to attract more visitors

to Taipei but also display Taipei's ability to plan and manage large international events and showcase Taiwan's skills and ability in various fields. On a deeper level, TIFE could also help people from all over the world to transcend national borders and cultural prejudices and admire the development of horticulture together, and ultimately think more about the relationship between humans and nature, and care more about earth's environmental habitat.

## Process of application

### Former Taipei Mayor Ying-Jeou Ma applied before December 2006

The Taiwan Floriculture Development Association <sup>(4,TFDA for short)</sup> is a non-profit organization established in 1971 with the mission of serving and helping development of Taiwan's floriculture industry. After Taiwan joined the WTO, its dealings with many countries in floriculture became more frequent, and Taiwan has been more active in participating in international organizations and acquiring floricultural information. TFDA applied to join AIPH at the end of 2002, and in 2003 became a member. In August 2005, TFDA participated in the Fall Annual Meeting in Canada, and after the meeting the leader of AIPH, Doeke Faber, encouraged Taiwan to apply to host the 2010 AIPH International Flora Expo.

In 2006, President Ying-Jeou Ma was the Taipei City Mayor. In order to showcase Taipei's diverse abilities and let the international societies notice Taiwan, he ordered that the Construction Bureau (renamed Department of Economic Development, Taipei City Government on September 11, 2007.) Commissioner Sheng-Chung Lin attended the AIPH spring meeting in Genova, Italy April 17-23 and officially applied to host the A2/B1 level 2010 TIFE. After review, the committee initially approved the proposal and added the item to the September AIPH fall meeting in Shenyang. Because the meeting was later cancelled, AIPH decided to vote on the TIFE proposal by mail, which was approved by the majority. On November 10, AIPH officially sent a letter to the Taipei City Government to confirm that after Osaka, Japan; Kunming, China; Awaji Island, Japan; Lake Hamana, Japan; Shenyang, China and Chiang Mai, Thailand, Taipei would be the 7th AIPH-approved host city of the International Horticultural Exposition in Asia.

### A2/B1 level 2010 Taipei International Flora Exposition

The AIPH-certified International Horticultural Exposition is an exposition that seeks to achieve international horticultural industry benefits and improve horticultural technology, and there are two categories of expositions: category A, where many countries participate in the International Horticultural Exposition; category B, an international horticultural exposition held inside one country. Based on the time and scope of the event, there are also 4 levels.

#### A1 Certification: Large Scale International Horticultural Exposition

- \* Maximum of once a year.
- \* In the same country, held once every ten years or less.
- \* Period of longer than 3 months and shorter than 6 months.
- \* AIPH must send committee members to observe the venue and management team, and all contents must be relevant to horticulture.
- \* Minimum of 50 hectares in scope.
- \* Minimum of 10 participating countries.
- \* Under BIE's certification, the name "International Exposition" can be used (There must be an interval of at least 2 years between expositions as the minimum requirement).

#### A2 certification: Small Scale International Horticultural Exposition

- \* Period of longer than 1 week and shorter than 3 weeks.
- \* Minimum of 6 participating countries.
- \* Or also A3 level certification, if the contents define it as a small International Horticultural Exposition (Specialized Display) in a specific field.

#### B1 certification: Long Term, Large Scale National Floricultural Exposition.

- \* Period of longer than 3 months and shorter than 6 months.
- \* All contents must be relevant to horticulture.
- \* International participants

#### B2 certification: Short Term, Specialized National Exposition

- \* Period of longer than 1 week and shorter than 3 weeks.
- \* Contents involve specific and specialized fields.
- \* International participants

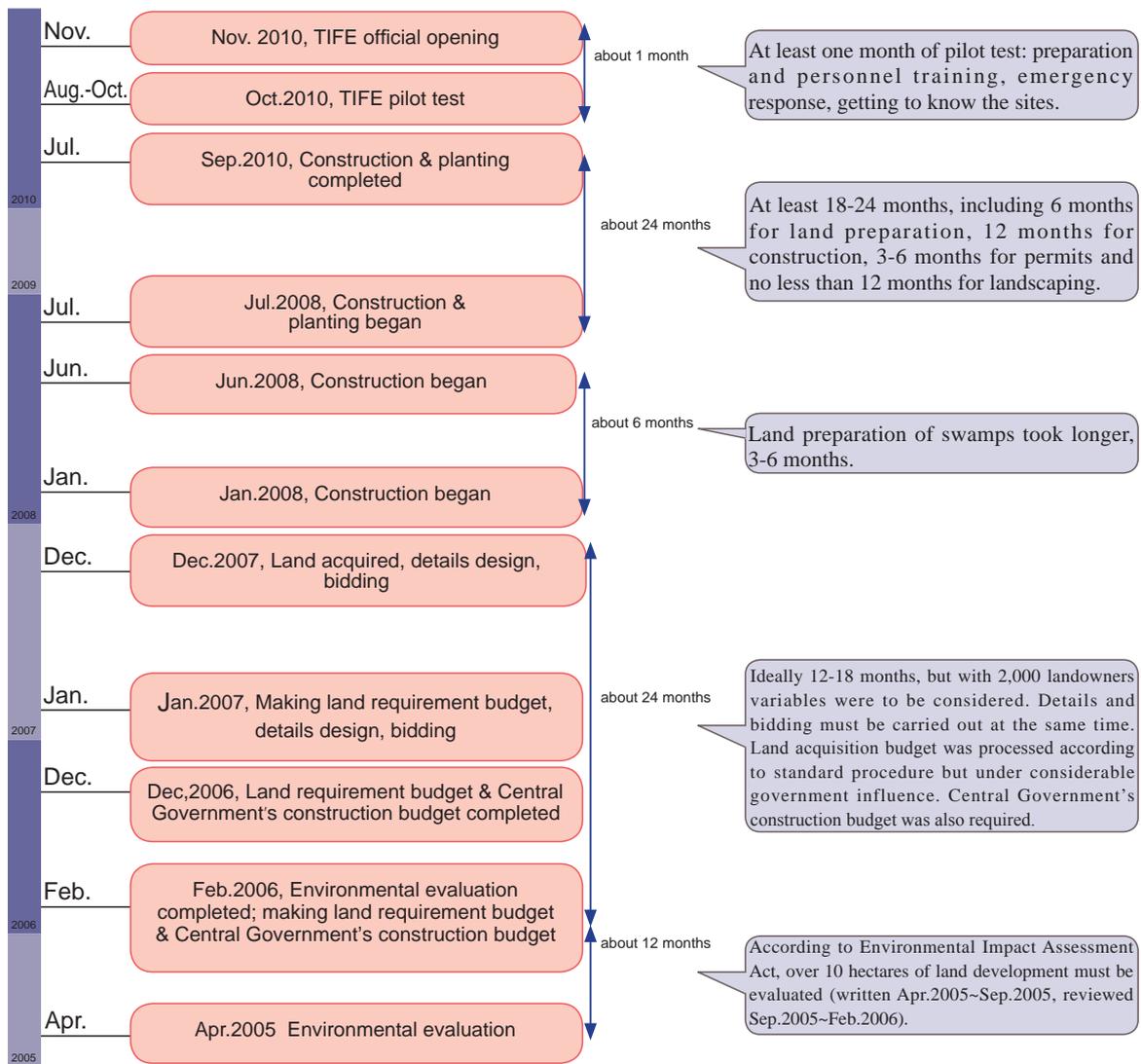
## Progress on TIFE

### December 2006 to March 2007, confirming that the expo location will be moved from Guandu Plains to the Yuanshan area

Mayor Lung-Bin Hau started and formed a new team to take over work on TIFE in December 2006. At this point there were fewer than 4 years until the opening of TIFE in November 2010 and the test plan in October, which seemed insufficient compared to other international counterparts that took at least 4 to 5 years of preparation and construction. Counting backwards from the opening date, to facilitate smooth deployment of exhibitions in individual pavilions in the park areas, the hardware and construction would have to be finished by the end of June 2010, which meant that only 3.5 years were remaining, a very tight schedule. Besides, during former Mayor Ying-Jeou Ma's tenure, there was not time to assign budget for 2007 so after his inauguration, Mayor Hau started to request subsidies and the central government agreed to pay for 50% of the budget. Nevertheless, the budget was not assigned until 2009.

Under the pressure of time and budget, TIFE faced one difficulty after another.

The location was originally park areas in the Guandu Plains, but the environmental assessment would take at least a year. Acquisition of land and budget assignment would take another 2 years, not to mention land restructuring and completion of all plantations and construction projects, which would take still another 2.5 years. It was obvious that there was not enough time. Additionally, the land would cost NT \$19 billion, and over 2,000 landlords could not arrive at an agreement, so both the time and cost was difficult to gauge.



### Retroactive Timeframe with Guandu Plains as the TIFE site

During February 2007, Department of Economic Development Commissioner Hsiung-Wen Chen and Mayor Hau had the “Initial planning reflection and future direction of TIFE” discussion. They came up with alternative plans “Guandu Nature Park+Landscape Park,” “Meilun Park+National Science Education Center+Riverside Park”, “Fine Arts Park (Taipei Fine Arts Museum) +Yuanshan Park (Taipei Children’s Recreation Center)+ Taipei Soccer Stadium” and discussed a proper location. Considering the A2/B1 scale and the 2010 deadline, Yuanshan area was deemed suitable.

On March 3, 2007, Commissioner Hsiung-Wen Chen invited TFDA, landscaping and floriculture scholars as well as Public Works Department, Department of Cultural Affairs, Department of Education and other relevant units to discuss the feasibility of alternatives to the Yuanshan area, such as Taipei Children’s Recreation Center, Zhong Shan Soccer Stadium, Taipei Fine Arts Museum, Xincheng Park to Dajia Riverside Park . All parties were optimistic about TIFE.

On March 14, 2007, Deputy Mayor Chung-Yih Lin held the fourth TIFE Organizing Committee meeting to compare new and old plans <sup>(5)</sup>. Relatively speaking, Guandu plains required NT \$19 billion for land expropriation and NT \$5.33 billion for construction. Environmental assessment, land expropriation,

land restructuring, and hardware/software planning and construction took around 5.5 years. The current Yuanshan area only required NT \$5.407 billion and software/hardware construction and planning would take 3.5 years, saving both cost and time. The comparison was submitted to Mayor Hau. Time was pressing and the original site was difficult to finish on time, so Mayor Hau decided to hold TIFE at Yuanshan, Fine Arts, Xincheng and Dajia Riverside Park areas.

On March 22, 2007, at the spring AIPH meeting in Holland, the change to the TIFE location was approved. On March 23, AIPH endorsed TIFE again in its annual conference and arranged for the Taipei government to attend the mandatory AIPH fall meeting in September in Brighton, England <sup>(6)</sup> to introduce its conceptual plan for TIFE and have a thorough presentation on the planned contents.

### Late August 2007 to February 2008, conceptual, basic and structural plans completed

TIFE was Taiwan's first international exposition, so there were not relevant cases for reference in terms of international exhibition design, operation, and management. The governing unit, Department of Economic Development, was originally planning to outsource construction planning, exhibition operation and planning, and production of tender documents for TIFE and signed off appropriation of the second reserve worth NT\$7.3 million on May 23, 2007. However, after preliminary discussion with related exhibition planning scholars and experts on the feasibility of outsourcing to technical consultants and approached several large domestic consulting companies, they found that there were no domestic companies with the required practical experience and capability. On the other hand, organization of international tenders would cost around NT\$30 to 50 million and take a long time. With limited budget and the concern over delayed operations or disputes, it was then determined that the existing staff in the Department would do the preliminary planning and then outsource to professional groups through public tenders.

After much research, the Department of Economic Development came across Dr. See-You Ting's 1851 to 2005 World Expo Records (Volumes I, II and III) and after discussions found that Professor Ting not only had studied expositions for many years, but had personal notes on 18 principles of an exposition <sup>(7)</sup>. He had two practical experiences and had been the chief consultant for the Ministry of Economic Affairs' "2008 Taiwan Expo" pre-operations and the chief consultant for the pre-planning of the Tainan exhibition under the Tainan County Government. Professor Ting was later introduced to Deputy Mayor Chung-Yih Lin and Former Deputy Secretary General Xi-An Yang. After multiple meetings, consultations, and discussions, for expedited operations and preparations for TIFE, the City Government decided to take advantage of Dr. Ting's expertise and hired him on July 4, 2007 as the consultant to take charge of overall planning at the TIFE Project Office. Consultant Ting was the one to propose ideas for the basic staff at the Department of Economic Development to brainstorm and discuss. Finally, the Conceptual Plan was completed on August 30, 2007.

In September 2007, Commissioner Hsiung-Wen Chen, Consultant Ting and other representatives from TFDA attended the fall AIPH meeting in Brighton, England to give a presentation on the preparation status and the Conceptual Plan, basic layout, and the City Government's organization and implementation efforts. The General Assembly expressed full support and recognition for the switch of TIFE location from Guandu Plains to the more preferred Yuanshan area and admired the professional and perfect planning contents that met geographical conditions.

After the Conceptual Plan was approved by AIPH, the Taipei City Government completed the Basic Plan on October 25, 2007, and the overview of the construction design for the Master Plan on February 25, 2008.

The Master Plan for the four main park areas included the Planning and Design Principle <sup>(8)</sup>, Overview of Common Designs of TIFE <sup>(9)</sup>, and Overview of Service Facilities <sup>(10)</sup>. In addition, the four park areas had their respective plan synopses (Summary of Facilities Plan, Summary of Exhibition Design, Summary of Exhibition Techniques and Methods, Overview of TIFE Connecting Facilities Design, Design Overview of Service Facility-Inclusive TIFE Site Constructions and Restructuring) and planning overviews (Planning Overview of TIFE Site and Exhibition Halls) reflective of their existing conditions. The content mainly covered 6 newly built exhibition halls, renovation of 8 existing exhibition halls, and landscaping and planting for the four main park areas, public service facilities, fine arts performance area, ticketing system, transportation facilities, etc.

### **Beginning in 2008, practice “Taipei City Garden Project”**

During the three important planning periods required by AIPH, considering the fact that international flora expositions had always emphasized flowers and greenery, with flowers as the focus and city greening as a basic goal, in order to make Taipei greener and more beautiful for TIFE, besides the various constructions in the Yuanshan area, the City Garden Project was proactively promoted. Adjacent communities to the Yuanshan area became the hot spot to begin greening and beautification, from which it extended to points, lines, and planes and finally reached every corner of Taipei City. Meanwhile, in light of its international nature, TIFE should carry more social missions, including public education, to inspire people’s care for their surrounding environments and the global village. As such, the Greening Transformation Counseling Program, Greening Household Recognition Program, and Greening and Beautification Competitions were promoted in Taipei City at the same time. Ideas of greening and beautification were communicated through related promoting events as well. (See Chapter 6)

### **Applying for temporary building permit without environmental evaluation**

Based on the schedule, the hardware construction in the four main park areas would have to be completed by the end of June 2010, and counting to one and a half years before construction, relevant planning work needed to be done by late December, 2008, but because the Department of Economic Development was not a construction unit, it required assistance from construction units in the government. Deputy Mayor Lin divided the four park areas into four areas, with 4 high-ranking executives in charge <sup>(11)</sup>, and the Department of Economic Development worked with each unit, using the Conceptual Plan as a blueprint to create designs and plans.

The teams for the four areas considered that with limited time it would not be possible for most buildings to follow standard procedure to apply for building permits and hence decided to apply for temporary building permits with a period of 1 year, which can be extended to 5 years in accordance with Article 99 of the Construction Industry Law and Fire Safety Requirements.

Article 99 of the Construction Industry Law stipulates that the following buildings only have to be approved by municipality, county (city) construction authorities, not subject to all or part of Construction Industry Law:

1. Memorial buildings.
2. Underground buildings.
3. Temporary buildings
4. Miscellaneous works inside harbors, piers, railway stations, and airports.
5. Renovations or additions on construction grounds in building public facilities.
6. Other buildings or miscellaneous works similar to the previous 5 items.

Hence all buildings for TIFE applied for temporary construction permits and temporary building

permits and received temporary construction permits before construction began. In addition, according to “Fire Safety Standard for a Variety of Venues” and “Review and Inspection Operating Guidelines for Firefighting Institutions Handling Building Fire Safety Equipment”, before the exhibition halls were completed, the Construction and Management Office and the Fire Department inspected and evaluated the construction. With their approval, temporary building permits were issued<sup>(12)</sup>, and after the approval of the Taipei Water Department and Taiwan Power Company, the water and electricity were turned on.

Because different exhibition halls were built as temporary buildings for temporary use, “Constructions for exhibitions, expositions and displays meeting one of the requirements in Items 1 to 7 of the preceding subparagraph or the Building Floor Plan (for application for building permits, miscellaneous permits and user permits, floor area is used in calculation) is more than 30,000 m<sup>2</sup>” do not require an environmental assessments per Subparagraph 2, Paragraph 1, Article 31 of the Development Environmental Influence Evaluation Detailed Certification Standards.

### **November 2008, Preliminary Site Plan Completed**

After confirming that all the exhibition halls would use temporary building permits, construction details according to the Conceptual Plan were covered. Because there were as many as 42 items of construction<sup>(13)</sup>, the Taipei City Government appointed the Department of Economic Development to take charge of planning with assistance from the Department of Rapid Transit Systems, Public Works Department New Construction Office, Public Works Department Sewage Systems Office, Public Works Department Parks and Street Lights Office, Hydraulic Engineering Office. The Site Plan was completed on November 24, 2008, and individual departments and offices outsourced various projects in accordance with budget implementation requirements.

### **December 2008 to late July 2010, all construction projects outsourced, began and completed**

The software/hardware facilities of TIFE had a huge demand for budget. Departments and offices of the Taipei City Government contracted construction projects according to budget requirements on the one hand and proactively invited involvement from various domestic enterprises in TIFE: The Pavilion of New Fashion (FE EcoARK) was designed, built, operated, and managed by the Far Eastern Group. The Pavilion of Angel Life was operated and managed by Angel Net Universal Co., Ltd.

Before the end of June 2010, except for the Aquatic Stage, EXPO Arena, and piers in the Dajia Riverside Park Area, hardware facilities of main exhibition halls were completed on time<sup>(14)</sup>, and exhibition planners took over<sup>(15)</sup>, completing arrangement of exhibitions by the end of September for testing to take place between October 9 and October 28.

### **November 2009 to April 2010: Operational and Post-Development Plans Completed**

After the Site Plan was completed and while construction projects were being contracted and construction began, the Department of Economic Development led the Operational Plan, spent one year and completed the Operational Plan by November 1, 2009, and completed the Post-Development Plan by April 30, 2010.

## TIFE exceeding A2/B1 level

While the Taipei City Government was planning the theme, time, location, process, exhibition halls and design of TIFE, it never confined itself to the AIPH certified A2/B1 categories. The exposition period, scope, and invitation to countries were all done according to A1 standards.

1. TIFE lasted up to 6 months, meeting the A1 category requirement for an exposition period between 3 and 6 months.

2. TIFE spanned 91.8 hectares in area, exceeding the A1 category requirement for an area of at least 50 hectares.

3. There was participation from as many as 30 countries, exceeding the A1 category requirement for at least 10 countries.

In terms of exhibition hall planning, 14 pavilions showcasing the wonderful floricultural, arts, topnotch technology, and environmental and ecological concepts were built

The Taipei City Government placed TIFE in the city center, inside parks, and by the riverside, with the intent of renewing the city and improving its appearance, bringing vivacity to the old neighborhoods and business area, bringing new life to the empty park and buildings, including designated historical monuments that add a nostalgic feel to the outdoor gardens, making the Riverside Park closer to water and people's expectations.

TIFE from November 6, 2010 to April 25, 2011 marked a historical moment when Taiwan's horticulture industry stepped onto the world stage for the first time. It was also the first and the longest exposition certified by an official international organization since the R.O.C. was established. Different from Kunming, Lake Hanama, Chiang Mai and other cities, it was the world's first world class flora exposition held in the city centers, inside parks, and by the riverside with a waterfront entrance.



## Chapter 1 Notes

1

BIE Bureau (Bureau International des Expositions) is an international organization in charge of managing applications and hosting of world class expositions and participation in International Exhibitions Bureau, guaranteeing the agreements are carried out and world expositions up to standard. Its headquarters is in Paris.

BIE was established in November 1928, when France gathered representatives from 31 countries in Paris and signed the “International Expositions Convention” which specifies the categories of world expositions, periods, rights and obligations of hosts, BIE rights and responsibilities, institutions, editing of the convention, and finally became the international convention governing world expositions.

2

International Association of Horticultural Producers (in French, Association Internationale des Producteurs de l’Horticulture; in German Internationaler Verband des Erwerbsgartenbaues; in English International Association of Horticultural Producers, AIPH for short), was established in 1948, with its headquarters in The Hague, Holland. It is an international organization in charge of coordinating global floricultural production, marketing, and exhibitions, with 23 countries and 32 membership organizations.

AIPH hosts spring and fall meetings every year. In the meeting members exchange information and experiences in horticulture. The General Assembly records important products, trade and market development data into a book, creating a Year Book.

AIPH has 4 committees to manage various areas, such as breeder’s rights, environmental protection, approval of International Horticultural Expositions, data collection regarding international horticultural trade, working closely with Union Fleurs.

3

### International Flora Expositions 1960-2012

Year	Country	Hosting City	Name of Exposition	Category
1960	Netherlands	Rotterdam	Floriade	A1
1963	Germany	Hamburg	IGA	A1
1964	Austria	Vienna	Austria International Horticultural Exposition	A1
1969	France	Paris	Paris International Horticultural Exposition	A1
1972	Holland	Amsterdam (Amstelpark Park)	Florida	A1
1973	Germany	Hamburg	IGA	A1
1974	Austria	Vienna	International Horticultural Exposition	A1
1976	Canada	Quebec	International Horticultural Exposition, Canada	A1
1980	Canada	Montreal	International Horticultural Exposition	A1
1982	Holland	Amsterdam (Gaasperlaspark Park)	Floriade (Or International Horticulture Festival)	A1
1983	Germany	Munich	IGA	A1
1984	Britain	Liverpool	International Garden Festival	A1
1990	Japan	Osaka	International Gardens and Greenery Exposition	A1

Year	Country	Hosting City	Name of Exposition	Category
1992	Netherlands	Amsterdam (Zoetermeer)	FloriadeFloriade	A1
1993	Germany	Stuttgart	IGA	A1
1994	France	Saint Denis	The International Horticultural Exposition	A1
1995	Germany	Cottbus	Federal Gardening Exhibition	A1
1996	Italy	Genoa	The International Horticultural Exposition	A1
1997	Belgium	Liege	The International Horticultural Exposition	A1
1997	Canada	Quebec	The International Horticultural Exposition	A1
1999	China	Kunming	International Garden Festival	A1
2000	Japan	Awaji	Florart 2000	A1
2002	Netherlands	Amsterdam (Haarlemmermeer)	Floridæ	A1
2003	Germany	Rostock	IGA	A1
2004	France	Nantes	Les Floralties internationales de Nantes	A2
2004	Japan	Hamamatsu	Pacific Flora	A2
2005	Germany	Munich	BUGA	B1
2005	France	Dijon	International Flower Show	B2
2006	Italy	Genoa	European International Flower Trade Show	A2
2006	China	Shenyang	Shenyang World Flora Expo	B1
2006	Thailand	Chiang Mai	Royal Flora Ratchaphruek	A1
2007	Germany	Gera	Federal Horticulture Show in Germany BUGA	B1
2008	Canada	Quebec	QuebeenFleursint.	B2
2008	Canada	Quebec	LesJardinsdesFloraliesint.	B2
2009	Korea	Kkotji	Korea Floritopia 2009	A2
2009	Japan	Shizuoka	PACIFIC FLORA	B2
2009	Germany	Schwerin	Buga	B1
2010	R.O.C.	Taipei	TIFE	A2/ B1
2011	China	Xi'an (Chan Ba Ecological Preserve Guang Yun Pond)	The International Horticultural Exposition	A1
2012	Netherlands	Venlo	Floridæ	A1

Source: AIPH Official website

national and foreign floricultural production and sales, provide floricultural market news; help establish wholesale flora markets, host floricultural promotional events; host flora expositions, competitions, flora monthly periodicals, publish floricultural books and other educational material; manage production and supply of seedlings; accept government or community institutions to conduct floricultural research, training or landscaping; other floricultural development affairs.

5

### ► Original Plan and New Plan Comparison

Item	Original Plan	New Plan
Location	Guandu Area (Beitou No. 228 Scenery Park reserved land), located south of Da Du Road, west of Takoko Creek.	Yuanshan Park Area's existing parks (Including Yuanshan Park Area, Fine Arts Park Area, Xincheng Park and Dajia Riverside Park areas)
Area	85 hectares	About 91.8 hectares
Land	Private land, need to acquire	Public land, no need to acquire
Development	Virgin land development	Renovation
Cost	Land acquisition requires NT \$1.9 billion; construction cost about NT \$5.33 billion	No need to acquire land; construction cost about NT \$5.407 billion
Difficulty	Harder	Easier

6

Brighton, located along the southern coast of England, is a famous tourist city, about 40 minutes by car from London.

7

### Consultant Dr. See-You Ting's 18 Exposition Principles

1. Clear Theme: There are 7 requirements to an exposition theme, and one of them is no repetition. From 1851 to now, all expositions have had different themes, and after considering other themes, Taipei Flora Expo created the theme of, "River, Flower, and New Horizon."

2. Bigger Picture: Different from trade shows, expositions are not just a marketing activity of one city. They attempt to promote the exchange and development of economy, culture, science, and technology of many countries. The hosting country can not only use this chance to showcase its accomplishments in different fields, it can express its core values and future vision for the city. TIFE's vision "Flow, Flower, New Horizon," hopes to improve Taiwan's overall economic power in the world.

3. Comprehensive Plan from Conceptualization to Operation: A successful exposition must be planned and carried out thoroughly in a series of tight processes, and TIFE was no exception. The 14 planned exhibition halls, with the exception of the Pavilion of New Fashion (FE EcoARK), all have their own missions and are sustainable.

4. A Large Exhibition Space: Compared to Japan's Lake Hanama Flora Exposition with a display space of 56 hectares, or Shanghai's 528 hectares, TIFE was 91.8 hectares, the size of 8 Taipei Arenas, not only a good size but in the prime location of four large parks and in the city center, convenient for visitors.

5. Can Effectively Attract and Serve Visitors: While there are no hard rules, to maintain the quality of an exposition, a goal must be set for number of visitors to facilitate various software/hardware planning and construction. After 4 evaluations, TIFE set the goal of 8 million visitors and accordingly transportation, chair, bathrooms, restaurant and other public facilities, to provide the best service.

6. Plan a Long Exhibition Period: International exposition durations should be more than 3 weeks and under 6 months. TIFE adhered to these rules, starting November 6, 2010 and ending April 25, 2011, for a total of 171 days.

7. Exhibition Halls with Unique Characteristics: TIFE has 6 newly built pavilions, including three diamond level green buildings in Xincheng, the Pavilion of New Fashion (FE EcoARK) built with 1.52 million PET bottles, the butterfly cocoon-shaped semi-open EXPO Hall that saved 50% in steel materials, and the Pavilion of Aroma of Flowers with a flora roof and bamboo walls; 8 renovated exhibition spaces, including that Palace of Flora Teas which was a 200-year-old historical monument in a Fujian style courtyard home, the British Tudor style Taipei Story House, the Japanese architectural style Celebrity's House, the EXPO Dome that combined original soccer stadium facilities and environmental building techniques, the "#" structured, magnificent, and unique Taipei Fine Arts Museum, the EXPO Theater with a

petal-and-leaf-like entrance, and the classic, elegant Pavilion of Culture.

8. Exhibitions Halls Must Have Exciting Content and Hardware: International expositions require advanced techniques. TIFE had a great deal of exciting contents, including the 3D film in the EXPO Theater, the biotechnology in agriculture and floriculture that EXPO Dome and Pavilion of Future presented, and top technology and art in Pavilion of Dreams. With Taiwan's foremost telecom and internet technology, visitors could go online to experience a simulated flora exposition. In addition to convenient wireless service, at TIFE, visitors could receive wireless transmitted signals for an audio cell phone tour via their cellphones, with multimedia stops and web access.

9. Stunning Creativity: A city's longing for greenery can be satisfied by the location of TIFE and its countless creativity, including the world's first floral tunnel connecting different park areas, the Flora Rainbows, and Xinsheng green buildings that preserved the old tree at the original site, and the Pavilion of New Fashion (FE EcoARK) that used recycled PET bottles and bamboo.

10. Flowing Water and Flower Garden: The especially planned blue highway water entrance allowed visitors to take a ferry to the park areas through the entrance at Pier Dajia, see light sculptures at night, another great feature of TIFE. The Global Garden Area, Xi'an's Courtyard, and Shanghai Charm all displayed garden landscapes of different styles from different cities and countries; special outdoor flora seas with different themes, vertical plant walls, flower walls and hundred and thousand types of rare orchids and various enriched and wonderful themed exhibits inside pavilions filled TIFE with water images and flora glory.

11. Showcase the Host Country's Newest Technology: Taiwan's technology is famous around the world, and TIFE was a great stage to show Taiwan's newest technological applications to the world. The Pavilion of Dreams used newly developed technological products, including the world's largest origami morning glory, the world's smallest FRID reader, the world's first no touch sensor, the world's first intelligence controlled plasma screen, 3D display for the naked eye, combined with artistic expression; all these made Pavilion of Dreams the most popular exhibition hall.

12. Rich and Diverse Cultural Exhibits and Performances: An exposition is a mega event that can express the host country's culture and art. At TIFE one could see professional arts groups from Taiwan perform "Lily Love," "A Flower Blooms in Secret," "Flower Petals on the Water" in the EXPO Hall; Ming Hwa Yuan traditional opera "Hua Shen Jiao," martial arts, lion dance, acrobatics and other traditional Taiwanese folk art performances. In the fine arts plaza, dream garden, flora dreams plaza were various performances, music and dances, presented by the indigenous people, Hakka people, school clubs, community performing groups. In the Dajia Riverside Park Area was the carnival parade. There was the "Memory of Water" in the Eco Theater. A total of 8,380 rounds of performances left a deep impression with visitors.

13. Colorful Carnival: The country or city hosting an international exposition does not wish that the event were related to politics in any way, but instead, like a happy carnival. TIFE arranged for Paper Windmill Theater troupe to host the caterpillar parade in Dajia Riverside Park twice a day, bringing laughter and surprise to visitors.

14. Has Entertaining and Educational Content: According to BIE's definition, an exposition should have exhibits that educate the people, with content about human life, achievement, and future. TIFE had an on-the-go guide system with signs and through sound and text for visitors to learn about nature, humanities, and technology.

15. Well Planned Customer Service: Expositions are different from usual events in that they need to consider customers and provide even better service, from packaged travel to food, lodging, transportation, information, communications, finance, post, lease, guide, health care, accessibility, among other comprehensive customer services. It is called the total customer service.

16. Compete Environmental Influence Evaluation: To accommodate TIFE, the City Government practiced internal reduction to accomplish low carbon emissions and promoted greening and beautification in the city. From location selection to official operation, they followed the 3Rs and 3Gs principle. The 3Rs were waste reduction, reutilization of old buildings, and renewable pavilion building materials, flowers, and plants. The 3Gs included multiple green buildings, use of green energy and green transportation tools in the park areas.

17. Detailed Security Management: Security management including workers, fire safety, earthquake safety, flood control, anti-terrorism, anti-theft and other safety issues should have plans in place. The TIFE Operation Headquarters held an emergency drill on September 24, 2010 in the EXPO Dome, Pavilion of Regimen, and Pavilion of Future, simulating natural disaster, operational incident, human destruction and blackout at night, preparing responses to reduce possibility of danger. Before official opening almost 0.5 million testing volunteers also looked through the systems in all areas to discover possible danger and be prepared.

18. Non Trade Shows: An exposition is a technological and cultural event, an inspiration for cultural creativity that combines a carnival atmosphere with entertainment; hence the host country or city should display their best accomplishments and creativity instead of being limited to trade shows. Trade related events must be in clearly marked areas.



The Planning and Design Principles featured primarily design of the base, construction, landscape construction, street furniture, traffic and movement lines, interior space, public space, structural engineering, electrical engineering, air-conditioning, sewage, security and disaster prevention plan, a total of 12 items.

#### Planning and design principles for the base:

1. Effectively using land and base.
2. Effectively planning sewage and rain disposal system.
3. Water supply for base and electricity borders should be clearly marked.
4. Effectively integrate relationship between base paths, public sewage, and neighboring buildings.

#### The design principles for construction:

1. In planning construction, green building design concepts should be integrated in accordance with the Construction Law, building techniques, environmental requirements, and handicap accessibility and other rules.
2. In a public space the movement line should be clear, with consistent public facilities for convenience and usability.
3. Appearance should match the theme of "TIFE," light, clean, and full of a technological aesthetic.
4. The roof structure can be changed freely, to express structural aesthetic and enrich the city's skyline.
5. Consider open spaces, public facilities, garden landscape, movement for cars and people, street furniture, entrance imagery in design to match different themes and the theme of TIFE.
6. Building space planning and facilities should consider handicap accessibility according to "Accessible Facilities Building Design (draft)" published by the Ministry of the Interior, Architecture and Building Institute.
7. As part of disaster prevention, a disaster response should be planned for the base.
8. In response to TIFE's 3Rs (Reduce, Reuse, Recycle) and 3Gs (Green Building, Green Energy, Green Transition) goals and policies and relevant construction plans, during construction environmental concepts and low energy consumption, zero emission and recycling should be part of plans.
9. Building design can expand space from humanity's perspective.
10. In planning, using the characteristics of the base, make use of natural air and natural light to conserve energy and create a comfortable space.

#### Design principles for landscape engineering:

1. Diverse landscaping should match themes of different areas of TIFE.
2. Paths, plazas, and parking lots should be made with permeable pavement to reduce runoff and reduce the burden on drainage facilities.
3. Plant selection should consider themes, space, and functionality such as form, seasonal changes, blooming characteristics, color, and texture to create unique landscapes.
4. Pedestrian paths should consider space for people to stop and move around, with continuous design elements such as color and texture along the path.

#### Design principles for streets and furniture:

1. Creative furniture that goes with each area's theme.
2. Surface materials, color, public art, and night time lighting should all express characteristics of TIFE.

#### Design principles for transportation and movement:

1. Location of exit of parking lot and pedestrian's entrance.
2. Planning the movement of people, cars, and parking lots that match the surrounding environment.
3. Car movement will not interfere with people. Service movement will not interfere with other movement and other services.
4. Location of parking should not affect the aesthetics of the environment and be clearly marked.
5. In planning movement, in accordance with traffic regulations of the Department of Transportation, people are divided into civilians, VIP, workers, support staff, and motorized vehicles.  
Civilians can access the event areas which should be accessible, but some areas are restricted.  
VIPs have special paths that provide safety and privacy along with VIP facilities.  
Workers and support staff need support pathways, which can also be used by safety personnel, exhibit workers, media, managers, and staff.  
Motorized vehicles should only interfere minimally: stops for public vehicles, VIP parking lot, transfer stop, bus stop with waiting area, taxi area, fire safety lane and emergency lane, truck docking and transporting path.

#### Design principles for internal spaces:

1. Interior design needs to be rational, complete, and functional, with aesthetic and modernity.
2. Facilities should match the needs of each exhibit space.
3. Standard nursing rooms according to "Awarding of Public and Private Institutions to Install Nursing Facilities" by Bureau of Health Promotion, Department of Health.

4. Spaces should consider future furniture and facilities and possible changes.

5. Building design should consider intelligent facilities such as communication, disaster prevention, environment control, electrical facilities, surveillance, system integration, combined network, and facility management and other intelligent building requirements. Detailed standards should follow the Intelligent Building Explanation and Evaluation Booklet published by Ministry of the Interior, Architecture and Building Institute.

#### Design principles for public spaces:

1. Public space and service space should follow legal regulations and functionalities.
2. Public spaces should be planned as a whole, with complete structure, accessibility and connected movement lines.
3. Display boards, trash cans, fire hydrants, mailboxes and building names should be part of overall plan.
4. Public spaces should be concentrated, complete and accessible, and connect to overall spaces.

#### Design principles for structure engineering:

1. Structural design should follow the newest “Building Technical Regulations” in earthquake design and explanation, “Wind-resistant building design codes and explanations” and other rules.

2. Structural systems should consider base qualities, building functionality, building safety, economy and construction.

Electrical and mechanical engineering should accommodate various building features and needs. Related facilities should be established in compliance with the following principles or regulatory requirements.

1. All facilities should be efficient, conserve energy, and consider health, environmentalism and comfort.
2. Construction Industry Law, Building Technical Regulations, Electrical and Mechanical Law, and relevant regulations.
3. Fire Safety Act and sublaws.
4. Fire safety facilities in various venues.
5. Telecommunications Act and sublaws.
6. Water Act and sublaws.
7. Sewage Laws and operational details.
8. Water Pollution and Control Act and operational details.
9. Taipower facilities should be installed outdoors, and consider the aesthetics of facilities.

Air conditioning engineering principles should consider energy conservation, in line with AC system daily standards in green buildings.

#### Design principles for sewage engineering:

1. Water drainage in base should separate rain and waste water.
2. Consider letting waste (sewage) water enter non public bodies of water such as ponds, swamp, waterfalls, flow into dirt, still adhering to “dirt management standards” and possibly using waste (sewage) water to water trees and control dust.

#### Design principles for disaster prevention:

1. Consider accessible and clear paths for fire safety, disaster rescue, and medical emergencies.
2. Plan in advance escape routes and space that match urban space and disaster prevention system.
3. Avoid dead ends and corners in outside spaces.

## Overview of Common Designs of TIFE

TIFE’s theme was “River-Flower-New Horizon and TIFE was on from Saturday November 6, 2010 to Monday April 25, 2011, with operating hours from 09: 00 to 22: 00 daily. A total of 91.8 hectares in area, TIFE included four main park areas. In early planning stages, each area had its special characteristics but in order to preserve overall aesthetics, there should be common design elements to express the spirit of TIFE.

1. Designs in the expo should match the spirit of “Flow – Flower – New Horizon.”
2. After opening day, all areas were open at night, hence buildings and facilities needed nighttime lighting.
3. The exits for four main park areas needed piping for electronic facilities to connect.
4. In the plant areas, flora areas, flower beds, flora seas, garden areas, grass areas, needed watering lines preinstalled. The Zhong Shan Soccer Stadium, in particular, needed watering lines to go with the Flora Rainbows.
5. Four main park areas had to be designed with handicap access.
6. The newly built buildings were green buildings and used appropriate green materials.
7. The renovation of old buildings used energy conserving facilities (such as solar boards), fire-proof material, and green materials up to standard.

8. All exhibition halls left enough space outside for queues and waiting areas.
9. All new buildings had to adhere to wind-protection, anti-typhoon, anti-earthquake, anti-noise, and match fire safety needs, with its appearance matching the overall aesthetic of the Taipei Flora Expo.
10. All new buildings and facilities should follow 3Rs and 3Gs principles, while attempting to conserve energy, use renewable energy, and met the “zero waste water emission” principle.
11. Based on environmental concerns, the dirt from construction was not transported outside, but used in landscaping.
12. There should be a bathroom every 200 meters, and there should be a chair or rest area every 50~200 meters.
13. All facilities needed to conserve energy; all lighting facilities including street lights should use LED or solar powered lights.

## 10 Public Facilities Design

In order to let each visitor feel the warm welcome of TIFE, there were the greeting plaza, entrance facilities, entrance plaza, visitor centers, bathrooms, pedestrian pathways, souvenir stores, rest areas, food courts, non-barrier facilities, cleaning centers, emergency escapes, nighttime lighting, fences, street signs, clocks, phone booths, drinking fountains, ATMs, recycling bins, vending machines, coin-operated lockers, banks, post offices and other convenient facilities for people. The general rules for construction planning are as follows:

1. The planning and design must take into consideration the overall look of TIFE. Entrances, greeting plazas, and entrance plazas should be inclusive.
2. In order to simulate visitor movement lines, consider how long pedestrians stay in one area, including observation, eating, shopping, bathroom, rest, and exit, while planning public facilities.
3. Public facilities should not be concentrated in one area to avoid the crowd. On the other hand, based on physical need and limits, food and bathrooms should be in the same area.
4. Design elements of public facilities, from images, colors, to design should be unified, unless there is a special need to create different space elements through design and color.
5. Eight existing buildings were renovated, 6 new buildings built, and the 14 buildings including bathrooms and public rest areas are all part of public service facilities, and any new areas should be included in the design.
6. To avoid areas where crowds are unevenly dispersed, public facilities should be spread out, and each building should have bathrooms, phone booths, and rest areas, considering overall design and all existing exhibition halls' current public facilities, including water and electricity capacity.
7. Because Dajia Riverside Park is by the riverside, during flood periods, within 4 hours of a typhoon warning, the entire area should be evacuated. Hence in planning Dajia Riverside Park public facilities, evacuation movement lines should be included, including those for temporary buildings, facilities, people and cars. At the same time, manufacturers had to establish their own “Dajia Riverside Park exhibition area evacuation plan” and rehearse the evacuation plan prior to official operation.
8. All public facilities use the structural plan as the highest design principle, and if any hardware construction leads to difficulty in construction, as long as practical needs and professional opinion concur, revisions can be made by the designers, and after completion the revision should be marked during the examination period.

## 11

### ► People in charge of the four areas

Area	Unit	Department of Economic Development Members
1 <sup>st</sup> area, Yuanshan Park Area (including Zhong Shan Stadium, Yuanshan Park, Taipei's Children's Recreation Center)	Team Leader: Secretary-General Si-An Yang , Team Members: Department of Cultural Affairs Chief Secretary Quan-Fu Chen, New Construction Office, Department of Rapid Transit Systems, Department of Education, Children's Recreation Center, Taipei Sports Office	Division of Agriculture and Fishery: Chief Zhen-Yuan Gao Division of Agriculture and Fishery members: Researcher Dai-Min Lin, Temp Qing-Hui Chen

Area	Unit	Department of Economic Development Members
2 <sup>nd</sup> area, Fine Arts Park Area (including the Flora Tunnel)	Team Leader: Department of Cultural Affairs Commissioner Hsiao-Yun Hsieh, Department of Urban Development Deputy Commissioner Chung-Hwa Tuo Team Members: Department of Cultural Affairs, Department of Urban Development, Parks and Street Lights Office , with Artistic Director of Taipei Story House Guo-Ci Chen	Public Affairs Chief Zong- Qing Zhang. Division of Agriculture and Fishery: Technician Yuan Ning Yi Wei, contract worker Yan-Sheng Lin
3 <sup>rd</sup> area, Xinsheng Park (including Lin An-tai Historical House )	Team Leader: Public Works Department Commissioner Shi-Biao Ni Team Members: Park and Street Lights Office, Sewage Office, Taipei City Water Affairs	Soil and Water Conservation: Chief Li-Yuan Huang Division of Agriculture and Fishery members: Technician Zhi-Chang Lai, Temp Ru-Lun Li
4 <sup>th</sup> area, Dajia Riverside Park	Team Leader: Secretary General Yeong-Ren Chen Team Members: Environmental Protection Department, Hydraulic Engineering Office, Park and Street Lights Office	Fishery members: Technician Zhu-Ron Wang, Temp Su-Fan Fu

12

### ► Temporary Building Permit Approval for Exhibit Halls

Area	pavilions	Temporary Building Permit Approval No.	Temporary Building Usage Permit
Yuanshan Park Area	EXPO Dome	May 21, 2009 Taipei City Building Permit No. 09863602700	Sep.7, 2010 Taipei City Building Permit No.09963128500
	Pavilion of New Fashion (FE EcoARK)	Jun. 22, 2009 Taipei City Building Permit No. 09868672700	May 18, 2010 Taipei City Building Permit No. 09962925500
	EXPO Theater	May 21, 2009 Taipei City Building Permit No. 09863602600	Sep.8, 2010 Taipei City Building Permit No. 09963128300
	Celebrity's House		
	Pavilion of Culture		
Fine Arts Park Area	EXPO Hall	Nov.13, 2008 Taipei City Building Permit No.09772433400	Nov.5, 2009 Taipei City Building Permit No. 09863235400
	Pavilion of Aroma of Flowers		
	Taipei Fine Arts Museum	Dec.3, 2008 Taipei City Building Permit No. 09772967100	Sep.1, 2010 Taipei City Building Permit No.09963120500
	Taipei Story House	Dec.3, 2008 Taipei City Building Permit No.09772967000	Sep.13, 2010 Taipei City Building Permit No.09963139000

Area	pavilions	Temporary Building Permit Approval No.	Temporary Building Usage Permit
Xinsheng Park Area	Pavilion of Angel Life	Oct.22, 2008 Taipei City Building Permit No. 09771868400	Apr.14, 2010 Taipei City Building Permit No. 09962875900
	Pavilion of Future		
	Pavilion of Dreams		
	Palace of Flora Teas	Jun.6, 2009 Taipei City Building Permit No. 09867575800	Sep.28, 2010 Taipei City Building Permit No. 09963143100
	Pavilion of Regimen	Apr.9, 2009 2009 Renovation No. 0077	Oct.28, 2009 2009 Renovation No. 1557

13

#### ▶ 42 Construction Items

Area	Item	Construction	Unit in Charge
Yuanshan Park Area	1	EXPO Dome	Department of Rapid Transit Systems
	2	EXPO Theater	
	3	Pavilion of Culture	
	4	Celebrity's House	
	5	Landscape Construction	
	6	Public Service construction	
	7	Taipei's Children's Recreation Center facilities renovation construction	Taipei's Children's Recreation Center
Fine Arts Park Area	8	EXPO Hall	Public Works Department New Construction Office
	9	Pavilion of Aroma of Flowers	
	10	Global Gardens	
	11	Public service facilities construction	
	12	Taipei Fine Arts Museum	Public Works Department Sewage Office
	13	Taipei Story House	
	14	Taipei Fine Arts Museum restaurant renovation	Taipei Fine Arts Museum
	15	Other preparation	Public Works Department Parks and Street Lights Office
Xinsheng Park Area	16	Pavilion of Dreams	Public Works Department New Construction Office
	17	Pavilion of Future	
	18	Pavilion of Angel Life	
	19	Public service facilities construction	

Area	Item	Construction	Unit in Charge
Xinsheng Park Area	20	Pavilion of Regimen	Public Works Department Park and Street Lights Office
	21	Palace of Flora Teas	
	22	Fujian Styly Garden and public service facilities construction	
	23	Flower Base under Trees	
	24	Flora Tunnel	
	25	Pavilion of Regimen garden green construction	
	26	Bin Jiang Street food court water and electricity facilities	
	27	Bin Jiang Street green beautification	
	28	Other preparation construction	
	29	Pavilion of Dreams set-up	Department of Economic Development
Dajia Riverside Park	30	Exhibition set-up and pier expansion	Hydraulic Engineering Office
	31	Public service facilities construction	
	32	Landscaping	
	33	Bus route construction	
	34	Flora sea	Public Works Department Park and Street Light Office
	35	Flora competition area	Department of Economic Development
Entire Area	36	Ticket system construction	Department of Rapid Transit Systems Electrical and Mechanical Services Department
	37	BRT bus system	Department of Transportation
	38	Min Zu East and West Street bus land construction	
	39	Transportation and relevant construction	
	40	Blue Highway Light Sculpture	Department of Urban Development
	41	Public Art Installation	Department of Cultural Affairs
	42	Yuanshan park lights and environmental beautification construction	Department of Economic Development

### ► Schedule of Construction

Construction	Design Completed	Bidding Date	Construction Begins	Construction Completed
EXPO Dome and other facilities	Oct. 30, 2008	Dec. 26, 2008	Dec. 30, 2008	Jul. 30, 2010
EXPO Theater, Pavilion of Culture, Celebrity's House and other facilities	Dec.11, 2008	Jan.20, 2009	Feb.1, 2009	Jul.11, 2010
Pavilion of New Fashion (FE Eco ARK)			Aug.17, 2009	Apr.30, 2010
Taipei Fine Arts Museum, Taipei Story House Renovation	Oct.20, 2008	Feb.16, 2009	Feb.20, 2009	May 31, 2010
EXPO Hall and Pavilion of Aroma of Flowers Construction	Nov.14, 2008	Dec.19, 2008	Dec.31, 2008	Dec.25, 2009
Pavilion of Dreams, Pavilion of Future and Pavilion of Angel Life Construction	Oct.15, 2008	Dec.3, 2008	Dec.18, 2008	Aug.10, 2010
Palace of Flora Teas (Lin An-tai Historical House), Fujian Style Garden	Mar.12, 2009	Apr.24, 2009	May 1, 2009	Jul .9, 2010
Pavilion of Regimen Renovation	Feb.7, 2009	Mar.30, 2009	Apr.30, 2009	Sep.22, 2009
Xinsheng public facility construction	Jul.8, 2009	Nov.30, 2009	Nov.30, 2009	Aug.10, 2010
Bing Jian Street Gourmet Area Construction	Sep.30, 2009	Oct.3, 2009	Nov.1, 2009	Sep.30, 2010
Hydraulic Stage	Dec.31, 2009	Sep.12, 2009	May 1, 2010	Dec.15, 2010
Expo Arena	Dec.31, 2009	Mar.19, 2010	Aug.1, 2010	Nov. 4, 2010
Dajia Riverside Park Construction and Pier Expansion	Dec.31, 2008	Feb.26, 2009	Mar.18, 2009	Aug.30, 2010
Blue Highway Light Sculpture Plan	Jul.31, 2009	Sep.15, 2009	Sep.30, 2009	Sep.15, 2010

### ► Organizations in charge of Exhibition Halls

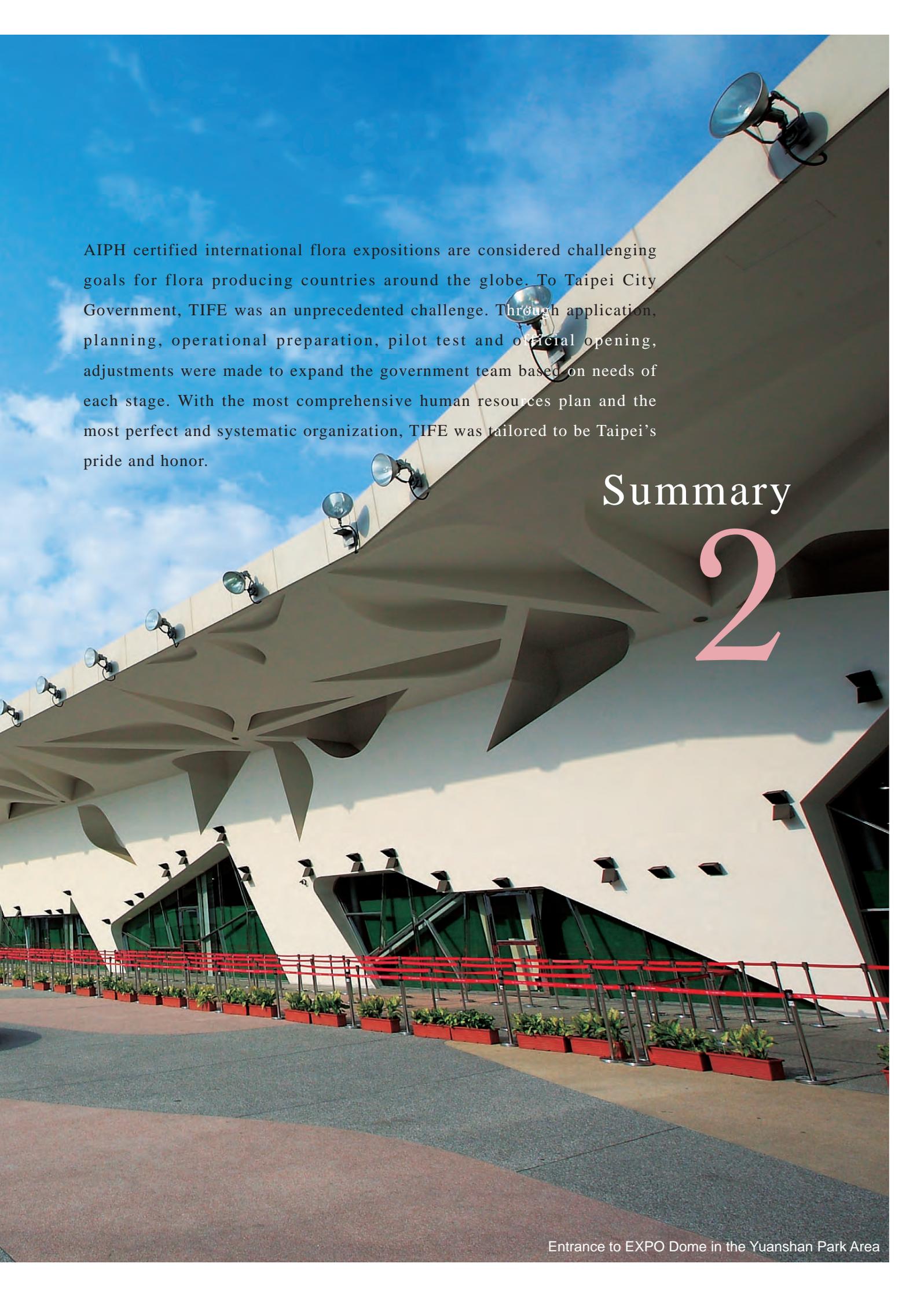
Pavilion	Organization
EXPO Dome	TFDA
Pavilion of New Fashion (FE EcoARK)	Far Eastern Group
EXPO Theater	Digimax, Inc.
Pavilion of Culture	Jia Yu International Media Co., Ltd.
Celebrity's House	Moxie Design Co., Ltd.
EXPO Hall	Department of Cultural Affairs
Pavilion of Aroma of Flowers	Ming Shen Cultural Media Co., Ltd.
Taipei Story House	Old Stories Inc.
Pavilion of Dreams	Industrial Technology Research Institute
Pavilion of Future	TFDA

Pavilion	Organization
Pavilion of Angel Life	Angel Art Gallery
Pavilion of Regimen	Craftsman International Design Company
Pavilion of Flora Teas (Lin An-tai Historical House), Fujian Style Garden	Zhi Yuan Co., Ltd



Lobby of Pavilion of Dreams in Xinsheng Park Area





AIPH certified international flora expositions are considered challenging goals for flora producing countries around the globe. To Taipei City Government, TIFE was an unprecedented challenge. Through application, planning, operational preparation, pilot test and official opening, adjustments were made to expand the government team based on needs of each stage. With the most comprehensive human resources plan and the most perfect and systematic organization, TIFE was tailored to be Taipei's pride and honor.

## Summary 2

The International Association of Horticultural Producers (AIPH) certified 2010 Taipei International Flora Expo (TIFE), was the first of its kind in Taiwan.

Authorization Organisation: AIPH

Applicant Organisation: Taiwan Floriculture Development Association and Taipei City Government

Advisory Board: Council of Agriculture, Executive Yuan, R.O.C. (Taiwan)

Main Organizer: Taipei City Government

Organizer: Department of Economic Development, Taipei City Government

## Work division

Because it was Taiwan's first time, planning TIFE was complex on many levels. Without previous examples, Taipei City Government had to adjust tasks and work division by the different stages of TIFE to meet contemporary needs. Thanks to team work from the government, a variety of tasks were achieved to accomplish the nation's first, longest and largest international exposition.

### Application Period: Formation of Intra-Government Organizing Committee in May 2006

When President Ying-Jeou Ma was Taipei city mayor, to apply to host the 2010 TIFE with the AIPH, he appointed the Construction Department (the name was changed to Department of Economic Development on September 11, 2007) Commissioner Sheng-Chung Lin and colleagues to bring together talent from the industry, the government, and the academia, who would submit an official application to AIPH during its spring meeting in April 2006. In May 2006, the Department of Economic Development formed the Organizing Committee and continued to prepare for the TIFE.

In the 32 departments and offices of the city government, there were no regulations governing the organization of TIFE, and the Department of Economic Development's third division (agricultural development division) was in charge of agriculture, forestry and fishing industries and farmer group counseling, agricultural promotion, agricultural land management, agricultural materials management and more, subjects more relevant to flowers. Hence, since early application for TIFE, the Department of Economic Development had been the governing unit.

In December 2006, Mayor Lung-Bin Hau took over TIFE, continuing with the Organizing committee. In April 2007, 5 relevant meetings were held. In November 2006 TIFE proposal was approved by the AIPH. In January-March 2007, new Commissioner of the Department of Economic Development Hsiung-Wen Chen led the evaluation on changing the TIFE location, and based on considerations of time and cost, decided to move the location from Guandu Plains to Yuanshan, Fine Arts, Xinsheng and Dajia Riverside Park Areas in Taipei. In March, the location change was reported to and approved by AIPH at the spring meeting in Holland and once again TIFE case was endorsed.

### Planning Period (I) : Formation of Conducting Committee and Promotion Panel in June 2007

In June 2007, Mayor Lung-Bin Hau gathered industry, scholars and government to plan matters of TIFE and formed the 2010 TIFE Conducting Committee (hereinafter "the Conducting Committee") chaired by Mayor Hau. His main task was to integrate the resources in Taipei and provide decisions and guidance for significant issues in TIFE. Under the Conducting Committee was the 2010 TIFE Promotion Panel (hereinafter "the Promotion Panel") convened by Deputy Mayor Chang-Chong Lin.

Under Promotion Panel were four sections, to take charge, respectively, of Operation and Management, Exhibition Construction, Traffic Planning, Promotion and Marketing. Later, to meet different operational needs, the Culture and Arts Section was added in October 2007 to be managed by the Department of Cultural Affairs. In April 2009, the Community Involvement Section was again added to be managed by the Department of Civil Affairs, bringing the total number of sections to 6. Their main task was to consolidate various operations in the promotion of TIFE.

1. Operation and Management Section, managed by Commissioner of the Department of Economic Development, was in charge of administrative and operational issues regarding TIFE, including: planning of overall construction and content of exhibits; relevant budget and temporary personnel hiring; communicating with the community and cross-office/department coordination; management during TIFE; liaison with the AIPH.

2. Exhibition Construction Section, managed by Commissioner of the Public Works Department, was in charge of construction, planning, design, execution and supervision for TIFE, including: construction of new pavilions; renovation of existing pavilions; dredging mud in Keelung River; greening and beautification along riverbanks by Dajia Riverside Park; pathways in park areas.

3. Traffic Planning Section, managed by Commissioner of the Department of Transportation, was in charge of transportation management relevant to TIFE, including: transportation system inside park areas, such as planning of travel routes inside park areas, planning of pedestrian pathways in each area; planning of the transportation system outside park areas, such as MRT, bus transfer, tour bus entrance and parking, taxi pick-up and drop-off service, private vehicle access and parking.

4. Promotion and Marketing Section, managed by Commissioner of the Department of Information and Tourism, was in charge of marketing matters regarding TIFE including: planning and design of marketing themes and strategies, creation of various commercials according to media; selection of appropriate channels for national and foreign advertising; organization of relevant events for marketing.

5. Culture and Arts Section, managed by Commissioner of Taipei City Government Department of Cultural Affairs, was in charge of art events at TIFE, including: planning of performance sites and sequential orders; planning of themes and contents for different populations; invitations to fine arts groups from Taiwan and abroad to perform; planning of the Fine Arts Museum's corresponding exhibitions to TIFE.

6. Community Involvement Section, managed by Commissioner of Taipei City Government Civil Affairs Bureau, was in charge of community involvement in TIFE, combining event affairs from villages, towns, cities, communities, and groups, including: increasing exchange between towns, inviting 147 villages, towns, and cities to participate in TIFE; exchange between district offices and communities regarding TIFE; encouraging community groups to take part in TIFE through exhibits and performances; hosting exchange events and inviting the community and groups to attend TIFE.

## **Planning Stage ( II ) : Conceptual Plan, Basic Plan, and Master Plan completed between July 2007 and February 2008; TIFE Project Office established under Department of Economic Development in March 2008; preliminary pavilion construction plan completed under assistance from individual departments and offices in November 2008; planning of various public tenders for properties and labor and contracting of individual tenders and constructions starting in December 2008**

In July 2007, Department of Economic Development invited Consultant See-You Ting to join the planning team, and completed the Conceptual Plan in late August 2007, Basic Plan in October 2007, and Master Plan in February 2008. Afterwards, to facilitate speeding up preparation, Mayor Lung-Bin Hau announces requests in a monthly meeting to effectively complete the 12 main tasks of TIFE. In March 2008, the Department of Economic Development formed the TIFE Project Office and mobilized 4 divisions under the Department to take charge of tracking and managing tasks of each unit. The Project Office initially had 3 divisions and 17 groups, with a task force of 48 people <sup>(1)</sup>; after November 2008, the TIFE Project Office went from liaison to administration, with 2 divisions, 17 groups, and a task force of 73 people <sup>(2)</sup>; In November 2008, under direction of Deputy Mayor Lin, TIFE was divided into 4 main areas, with 4 high-ranking officials as their conveners. Under the help of government units and the Master Plan as the blueprint, the initial construction plan was completed.

After the construction plan was completed, other plans came to fruition. As such, the responsible units, Department of Economic Development, Department of Cultural Affairs, Department of Transportation, Department of Information and Tourism, Department of Rapid Transportation Systems, and the New Construction Office, Sewage Office, Parks and Street Lights Office, and Hydraulic Engineering Office under the Public Works Department planned various public tenders for properties and labor from December 2008 to 2011 based on TIFE's construction needs. <sup>(3)</sup> Capital accounts were managed by respective City Government units and current accounts were managed by the Department of Economic Development's TIFE Project Office. All tenders were handled in compliance with the Procurement Law, in a fair, just, and open manner. Then, tender winners were working on the hardware and software construction.

Despite participation from outstanding private companies, the large cost required to host TIFE made it necessary for the Department of Economic Development and the marketing team of the TIFE Project Office to constantly connected with the central government and industry through various channels between 2008 and 2011 and develop promoting materials on exhibition construction, exhibition arrangement and operation, supplies donation, and advertisement sponsorship (see Pages 308 of Chapter 7) to invite participation from the industry in TIFE and help Taiwan get on the international stage.

## **Operational Preparation Period ( I ) : 12 centers established under TIFE Project Office in February 2009**

After various software and hardware construction projects were outsourced and construction began, time was closer to TIFE and integration became more complicated, hence the TIFE Project Office, referencing the Zaragoza Expo in Spain, which mobilized 500 professionals to manage construction, organization and execution, started to plan and expand its outsourced manpower to facilitate smooth implementation of various TIFE tasks. In February 2009, the Office set up 12 centers and 36 sections, with a total of 85 people. <sup>(4)</sup>

## **Operational Preparation Period ( II ) : Transformation of TIFE Project Office to TIFE Operation Headquarters in August 2009**

On August 12, 2009, in The Fifth 2010 TIFE Project Meeting hosted by the mayor, it was approved that the TIFE Project Office would transform into the TIFE Operation Headquarters, with the Commissioner of Department of Economic Development Hsiung-Wen Chen as Director General and, Consultant See-You Ting as General Producer.

## **Operation Integration Period ( I ) : Initial planning of “intra-Government mobilization” mechanism in September 2009; Supervision Center and Decision-Making Group officially formed in December, Emergency Operation Center prepared for in January 2010**

By September 2009, there was only 1 year before TIFE began, and all planning was nearing completion. With construction on schedule, what followed was integration. Considering the successful experience with the 2009 Deaflympics which benefited from the hard work of the Deaflympics Foundation and a great deal of support from the government team during the late stage, the key to the success, the government agencies should get involved, form a Supervision Center under the mayor’s instruction with Secretary General Yeong-Ren Chen (then Deputy Secretary General) was the chief convener, parallel with Director General Hsiung-Wen Chen and General Producer See-You Ting. On November 23, a meeting discussed division of work. On December 3, the mayor and staff confirmed the structure. On December 8 the city meeting confirmed the structure.

With the integration of government teams, the many tasks related to TIFE and division of responsibilities between agencies of parallel levels required a great deal of integration of different opinions, hence a Decision Team was formed to integrate relevant opinions (see Figure 1).

Director General Hsiung-Wen Chen and General Producer See-You Ting were in charge of 6 major sections and the tasks of 12 centers under the operation headquarters (expanded to 14 centers in September 2010), the main executing unit of TIFE. The 6 main sections included Culture and Arts, under Department of Cultural Affairs Commissioner Hsiao-Yun Hsieh; Exhibition Construction, under Public Works Department Commissioner Shih-Piao Ni, and Department of Rapid Transportation Commissioner Chun-Liang Chen; Traffic Planning, under Department of Transportation Commissioner Shiaw-Shyan Lo; Promotion and Marketing, under Department of Information and Tourism Commissioner Chung-Hwa Tuo; Community Involvement, under Department of Civil Affairs Commissioner Ching-Ju Huang-Lu; and Operation and Management, under Department of Economic Development Commissioner Hsiung-Wen Chen.

Secretary General Yeong-Ren Chen was the chief convener of the Supervision Center divided into 3 systems that took charge of 44 action items: The “Independent System” had 6 items including the Security Center. The “Operation System” had 21 items, and the “Section Adoption” had 17 items, with individual commissioners to be the general supervisor and take charge of 1 to 2 tasks. To facilitate communication, the chief supervisor sends vice chiefs or secondary unit heads as substitutes. When there are problems, the chief supervisor should immediately respond to the Operation Headquarters or chief convener, and discuss a response with the Director General and General Producer. If a decision cannot be made, a team meeting will be held and the mayor will make a decision.

The decision team comprises the mayor, two deputy mayors, the secretary general, two deputy secretary generals, TIFE Operation Headquarters director general, general producer, and heads of other units, holding decision meetings based on topic.

From December 16, 2009 to January 2010, to help each department understand relevant tasks in TIFE, the Director General and General Producer went to 32 departments, personally visiting chief supervisors and colleagues to communicate and explain TIFE matters and tasks; in addition, Department of Civil Servant Development and Department of Personnel also helped organize camps for leadership understanding, division employees understanding, and relevant professional research events, a total of 41 rounds with 5,210 headcount of participants, a great basis for intra-government mobilization.

Each department participated enthusiastically and promised to work together and assist in different stages of TIFE tasks.

1. Before operation: Each department had to send members in charge to work with TIFE Operation Headquarters to understand item of supervision, including building functions, exhibition content, maintenance and other matters for early discovery of problems and solving them.

2. During operation: Each chief supervisor trained enough people to rotate over the 6 month period to assist TIFE Operation Headquarters.

3. Emergency situation: The chief supervisors had to alert the Operation Center and solve the problem as soon as an emergency situation occurred.

On January 28, 2010, to practice the division of power and supervision, Deputy Secretary General Chen requested the Department of Government Ethics to establish an Emergency Operation Center and relevant task. In September 1, 2010, an emergency operation plan was created to support and respond to emergencies; In October 2010, it was officially installed during test operation. During the operational period, the government supervised teams and division of work, with the chief convener as director of the Emergency Operation Center, managing all operational manpower and resources (see Figure 2).

Because of the many complex tasks during the operational period, additional vice chief convener and 15 teams were established, along with the staff from the Operation Headquarters, there were a total of 16 teams to assist with medical, fire safety or security incidents that could not be resolved on site. The TIFE Headquarters and Emergency Operation Center served as a dual structure for TIFE. Emergency Operation Center operated through the emergency reporting mechanism, with three levels of reports: Level 3 Event, referring to an event that could be resolved by based personnel (including 26 section directors and vice section directors, inspectors from the 14 centers, and other members) in 5 minutes; Level 2 Event, referring to one that could not be easily resolves in 5 minutes, hence individual section executive officers, and vice executive officer and supervisors at individual centers needed to be notified; and Level One Event, referring to a large medical incident, water shortage or electricity outage, serious visitor conflicts, sudden surge in visitor headcount at the entrance, severe damage to buildings or facilities, required allocation of backup plants and transportation tools and shuttle buses that would undermine the operation and required mobilization of government resources and should be reported by individual section directors, vice directors and supervisors at individual centers, individual section directors or their designees in the first place to Secretary General Yeong-Ren Chen, Director General Hsiung-Wen Chen, General Producer See-You Ting to complete the hierarchic reporting process (Figure 1. See Page 365 of Chapter 8 for detail).

## **Operational Integration Period ( II ) : Addition of official personnel from individual departments and offices to and expansion of the TIFE Operation Headquarters to 14 centers in September 2010**

In February 2010, to further smoothen implementation of individual TIFE tasks, it was necessary to take advantage of the administrative experience and talent of official staff at departments and offices. Each of them was hence asked to allocate 1-2 competent, responsible, and hardworking full-time staff who would be based at the TIFE Operation Headquarters. A total of 54 such people were assigned to take high-ranking positions, such as Deputy Executive Officer, Director, and Deputy Director, and take charge of the correspondence between individual departments, offices and TIFE Operation Headquarters and actual operations.

In August 2010, there were less than 100 days from the official opening of TIFE. To facilitate individual preparations and smooth operations, more experienced officials were needed, and 220 colleagues were added whose jobs were to assist with the overall examination of operational affairs in the 26 sections, volunteer team matters, and temporary personnel.

In September 2010, considering the importance of customer service, the public service center among the 12 centers became the exhibitor service center and customer service center. Because the imminent TIFE would be a media focus the Press and Media Center was added to deal with the media. As such, there were a total of 14 centers, 43 sections, and 662 staff.<sup>(5)</sup>

## **Operational Testing Period: Overall examination from September 18 to 21, 2010 ( onsite rehearsals ) and TIFE testing program from October 9 to 28, 2010**

While TIFE construction and exhibition arrangement were completing, to discover issues and facilitate operation, the TIFE Operation Headquarters gathered relevant personnel from all centers and invited all supervising units and relevant agencies to host a reflection meeting and the overall examination from September 18 to 21, 2010. General Producer Ting assigned colleagues who physically visited the 27 sections of TIFE (The Keelung Riverside of the original 26 sections was further divided into two sections) and performed the examination. The examination focused on tracking individual tenders, exhibition arrangement and facilities, hardware and software status; discovery of the three non-control issues and proposing solutions; estimation of management manpower demand, fence audits, directive systems, and emergency operation. After problems were found through the onsite examination, individual units worked by division of labor to solve the problems and contributed to significant improvements. Later, the official public testing program began from October 9 to 28, 2010, where a total of 451,264 headcount of testing volunteers assisted in the discovery of operational loopholes. Five priorities for improvement were determined through survey and all were improved prior to the opening of TIFE (See Page 464 of Chapter 12).

## Official Operation Period: A total of 1,457 people mobilized from TIFE Operation Headquarters from November 6, 2010 to April 25, 2011

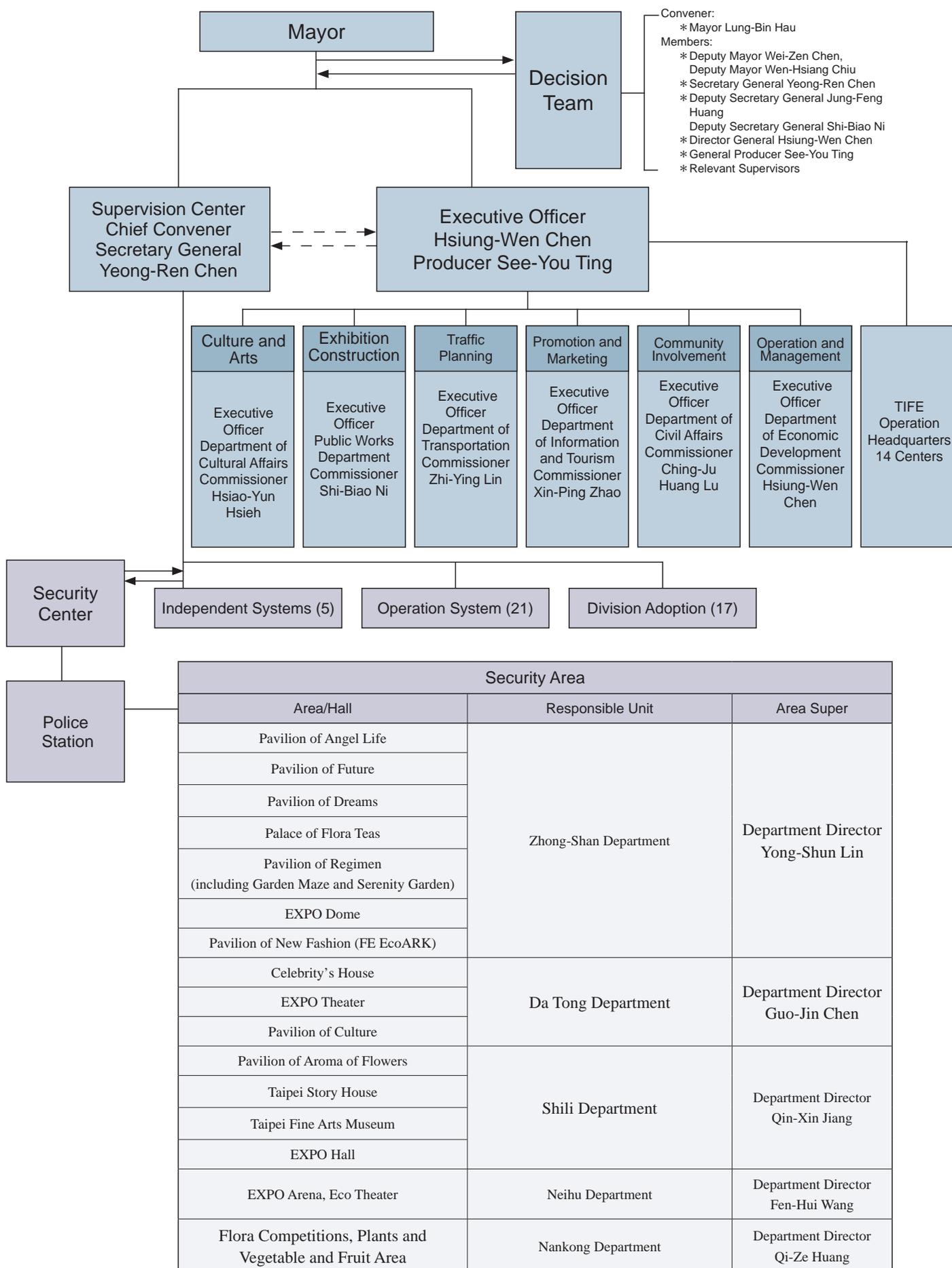
TIFE's four park areas spanned 91.8 hectares in area and operated from 9:00 a.m. to 10:00 p.m. Main operating authorities included the TIFE Operation Headquarters, 3 systems under the Supervision Center, and the Emergency Operation Center, comprising a total of 5 independent systems, 21 operational systems, 17 pavilion systems and various public service systems. The TIFE Operation Headquarters had 23 people from the Department of Economic Development, 274 from other departments and offices, 479 appointed employees (U-P), 413 HOPE program (short-term) employees, and 258 temporary people, 1,457 in total <sup>(6)</sup>. Because the park areas were operating 24/7, most people followed the 3-shift schedule. In terms of the manpower for supervising individual systems, each system involved 730 headcount each day (391 headcount for the police and firefighting system per day, too).

Every detail of TIFE, from the very beginning of the planning period to hardware and software design, construction, and the exhibition organization, operation, and management after completion of construction, was entirely handled by Taiwanese. TIFE is not just Taiwan's first international exposition but also one that combines industry, academia, business, and government talent, showcasing the amazing potential of everything Made in Taiwan.

3D Planted Flower Wall in Yuanshan Park Area



Figure 1



Independent Systems (5)			
Integration Systems	Supervising Unit	Chief Supervisor	Supervised Items
Government Ethics System	Department of Government Ethics	Commissioner Shi-Jeng Yang	Supervision of Exhibition Halls and Systems
Fire Safety System	Fire Department	Commissioner Ying-Wen Shiao	Disaster Safety
Sanitation System	Department of Health	Commissioner Chi-Hung Lin	Visitors' Medical and Food Safety
Construction Management System	Department of Urban Development	Commissioner Yuh-Chyurn Ding	Application for Exhibition Halls
Training System	Department of Civil Servant Development	Commissioner Fan-Ya Kung	Training Personnel

Operation Systems (21)			
Integration System	Supervising Unit	Chief Supervisor	Supervised Items
Information System	Department of Information Technology	Commissioner Jia-Sheng Zhang	Moving guide system, computer security center, communication network system, website and other data systems
Public Announcement Telephone System	Secretariat Public Management Center	Director Ying-Xiong Xu	4 park areas and administrative management and public announcement system
Environmental Protection System	Department of Environmental Protection	Commissioner Sheng-Chung Wu	Entire area sanitation and cleanliness, recycling, trash removal and other environmental system
Education System	Department of Education	Commissioner Tzong-Hu Kang	Field trips (senior high, junior high, elementary), school club performances, Department of Education involvement and other system
Volunteer Service System	Department of Civil Affairs	Commissioner Ching-Ju Huang Lu	Volunteer recruitment, training, utilization, evaluation, approval and other volunteer system
Business Service System	Department of Finance	Commissioner Da-Chan Chiu	Regular products, special products, souvenirs, flowers, produce and other merchandise system
Restaurant Service System	Taipei Water Department	Commissioner Yang-Lung Wu	Food and beverage sales, TIFE lunch box, water and electricity facilities management and food service systems
Travel Services System	Department of Information and Tourism	Commissioner Xin-Ping Zhao	Travel package design, partner hotels, travel agencies, and cooperation with county and city governments
Construction Electronic Management System	Public Works Department, Department of Rapid Transit Systems	Commissioner Hsien-Heng Lee Commissioner Richard C. L. Chen	Public Works: Fine Arts Park, Xinsheng Park, Dajia Riverside Park horticultural management Rapid Transit: Yuanshan Park area plant management
Sewage System	Public Works Department Sewerage Systems Office	Commissioner Men-Yan Li	Sewage management for all areas
Customer Service System	Research development and Evaluation Commission	Commissioner Guo-Yan Wei	Customer complaint service, customer information and other customer service system
Reception Service System	Department of Personnel	Commissioner Yieng-Chen Han	entral government, local government, Local representatives, local gentry, society elite, area representatives and other VIP
International Service System	Secretariat International Affairs Division	Director Qin-Yuan Yeh	AIPH representative, foreign participating groups, foreign government representatives, sister city representatives, foreign guests and other guest reception
Guide System	Department of Education	Commissioner Tzong-Hu Kang	Regular guided tours, special guided tours, professional guides (including landscaping, carbon emissions reduction) and guide explanations
Landscaping System	Public Works Department Department of Rapid Transit Systems	Commissioner Hsien-Heng Lee Commissioner Richard C. L. Chen	Public Works: Fine Arts Park, Xinsheng Park, Dajia Riverside Park horticultural management Rapid Transit: Yuanshan Park area plant management
City Garden System	Department of Civil Affairs (12)	Commissioner Ching-Ju Huang Lu	City Garden and community greening beautification management and promotion
Ticketing System	Taipei Rapid Transit Corporation	Chairman Gwa-Guang Tan	Ticketing hardware construction, software system, accounting, maintenance management and ticket system
Lighting System	Department of Urban Development	Commissioner Yuh-Chyurn Ding	Lighting in entire area, Blue Highway light sculptures, and other light sculptures and lighting
Emergency Evacuation System	Hydraulic Engineering Office	Commissioner Yu-Shien Chen	Complete Dajia Riverside Park emergency evacuation and recovery
Children Entertainment System	Department of Education Children's Recreation Center	Director Kun-Shen Hong	Children's Entertainment Center, Today's World Entertainment Facilities Maintenance

Operation Systems (21)			
Integration System	Supervising Unit	Chief Supervisor	Supervised Items
Energy Conservation Low Carbon System	Department of Environmental Protection	Commissioner Sheng-Chung Wu	

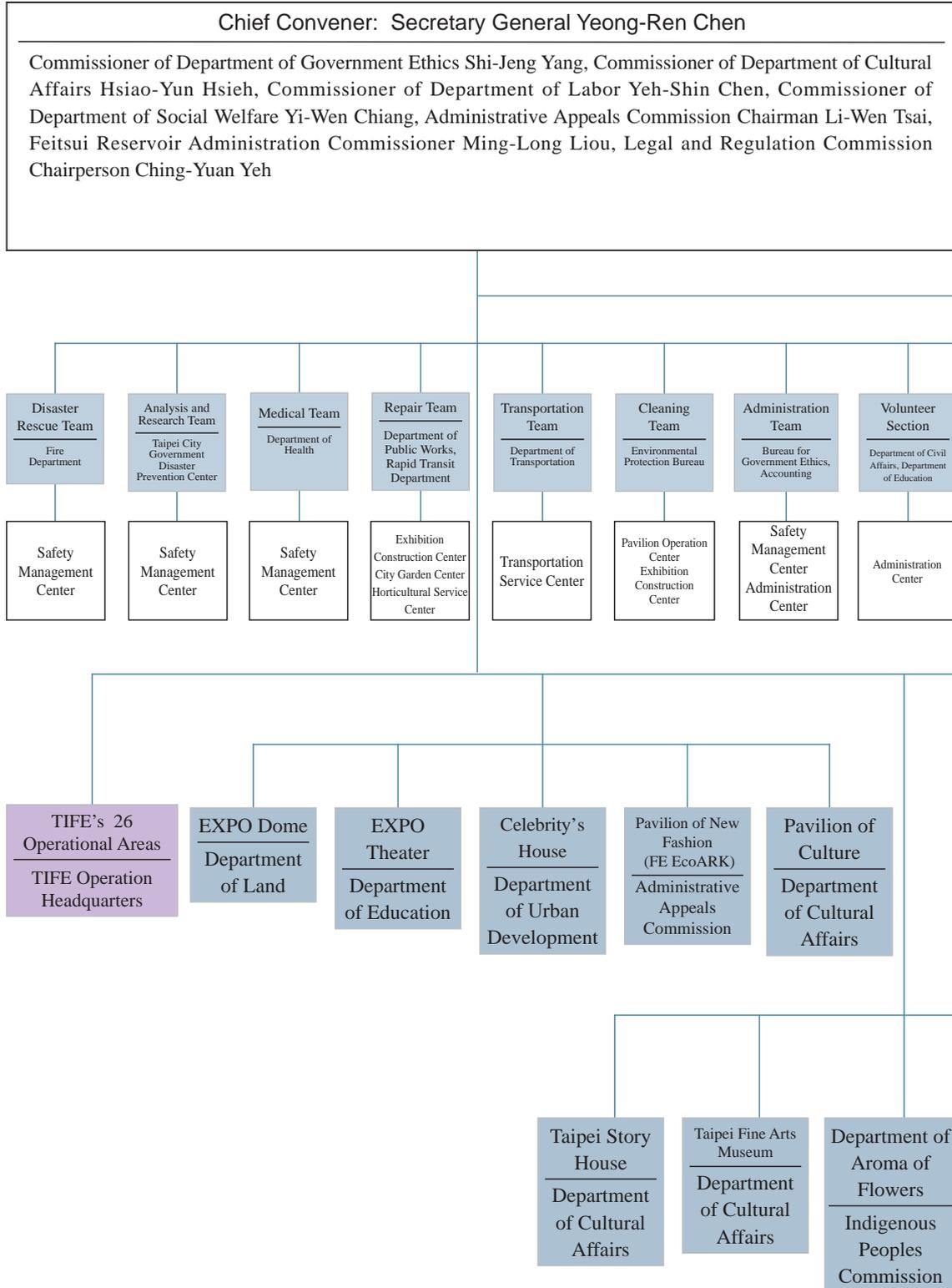
Division Adoption (17)		
Area/Hall	Supervising Unit	Chief Supervisor
Pavilion of Angel Life	Department of Social Welfare	Commissioner Yi-Wen Chiang
Pavilion of Dreams	Department of Finance	Commissioner Da-Chan Chiu
Pavilion of Future	Department of Labor	Commissioner Yeh-Shin Chen
Palace of Flora Teas	Hakka Affairs Commission	Chairperson Chih-Hsiung Liu
Taipei Story House	Department of Cultural Affairs	Commissioner Hsiao-Yun Hsieh
Taipei Fine Arts Museum	Department of Cultural Affairs	Commissioner Hsiao-Yun Hsieh
EXPO Theater	Department of Education	Commissioner Tzong-Hu Kang
Pavilion of Regimen	Department of Environmental Protection	Commissioner Sheng-Chung Wu
EXPO Hall	Department of Civil Servant Development	Commissioner Fan-Ya Kung
Pavilion of Aroma of Flowers	Indigenous Peoples Commission	Chairperson Hsin-Yi Yang
Pavilion of Culture	Department of Cultural Affairs	Commissioner Hsiao-Yun Hsieh
Celebrity's House	Department of Urban Development	Commissioner Yuh-Chyurn Ding
Pavilion of New Fashion (FE EcoARK)	Administrative Appeals Commission	Chairperson Li-Wen Tsai
EXPO Dome	Department of Land	Commissioner Shyi-Jen Chen
EXPO Arena	Department of Compulsory Military Service	Commissioner Ya-Hu Chu
Eco Theater	Taipei Feitsui Reservoir Administration	Commissioner Ming-Long Liou
Global Garden Area	Law and Regulation Commission	Chairperson Ching-Yuan Yeh



Global Garden Area in Fine Arts Park Area – Taiwan Garden

Figure 2

## 2010 TIFE Emergency Operation Center Structure



Supervision Center meetings (including coordination meetings between the Supervision Center and TIFE Operation Headquarters, and task force meetings)

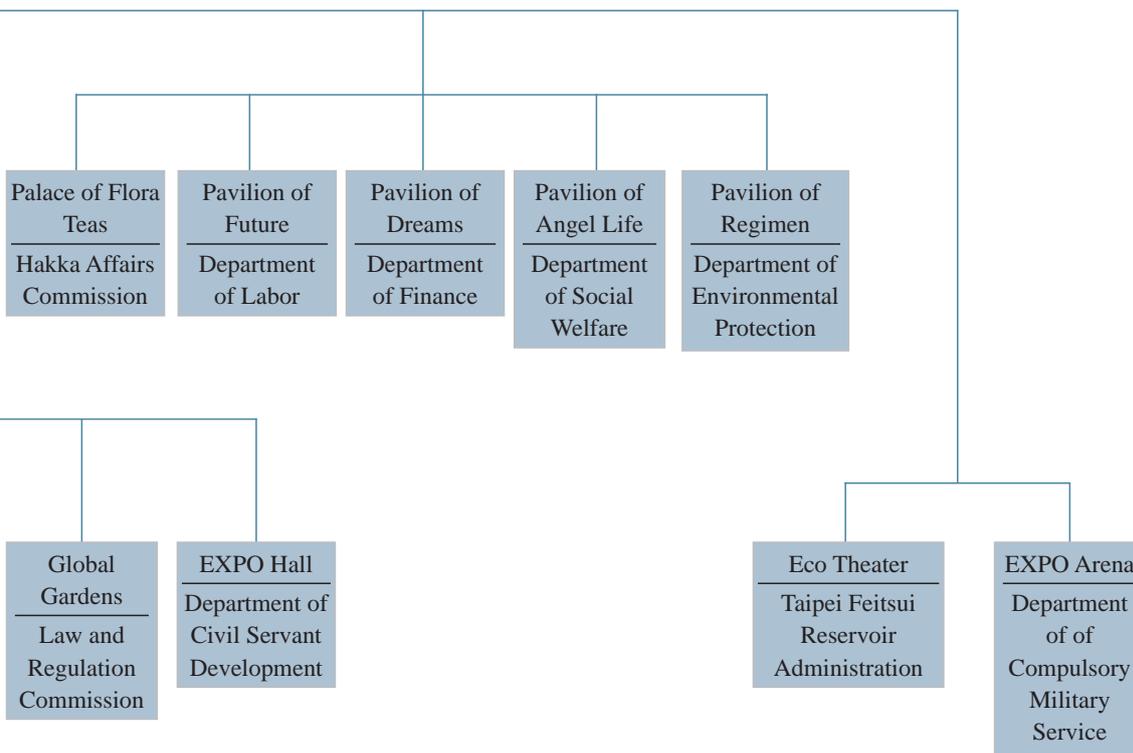
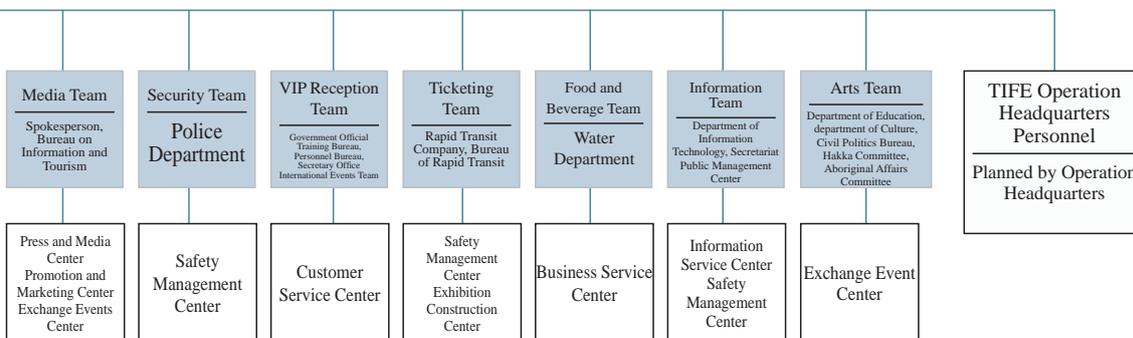
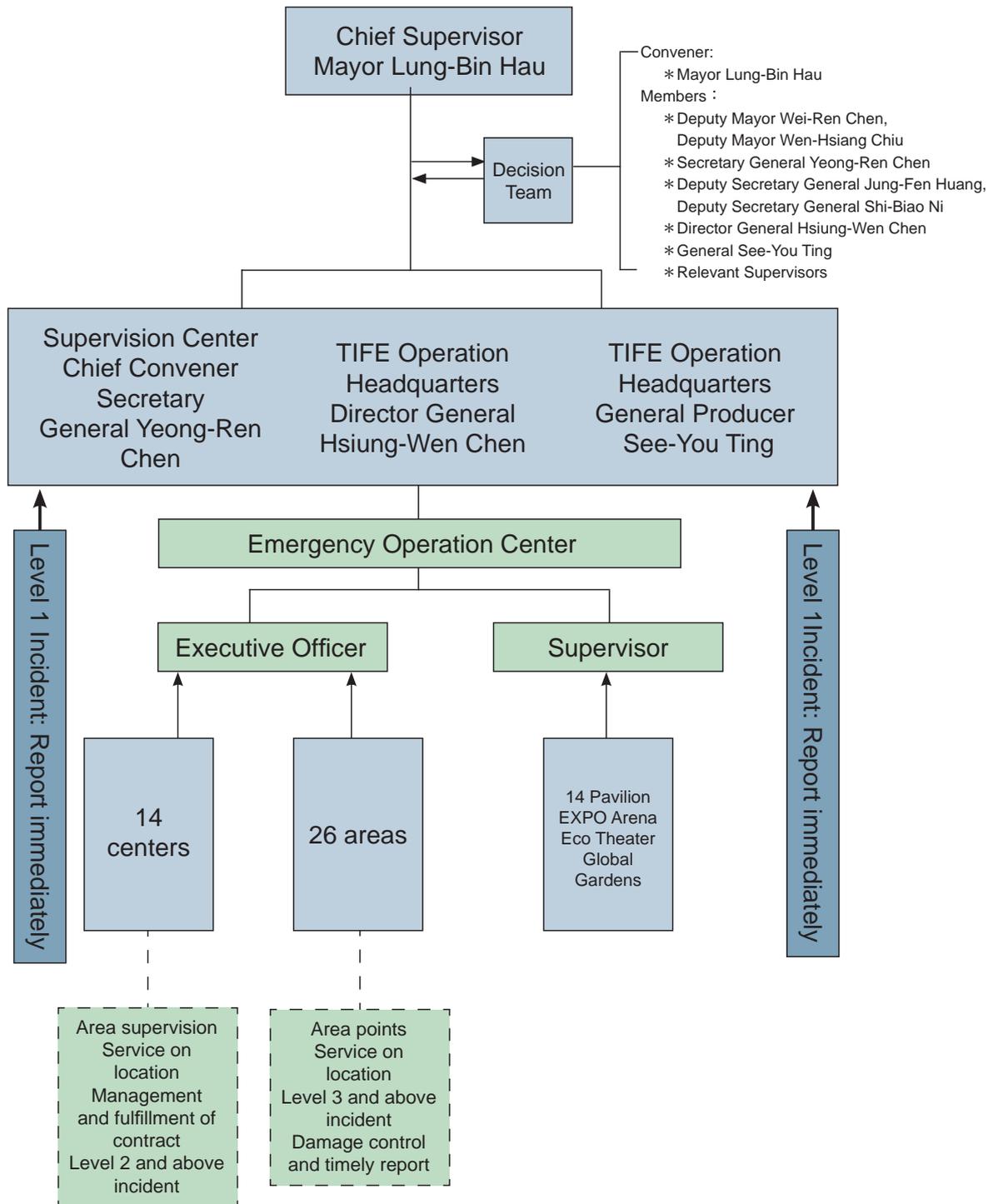


Figure 3 2010 TIFE Emergency Operation Center Structure



## TIFE Theme

To host an outstanding international event, Taipei City Government invested a great deal of resources in TIFE and its related hardware and software construction. To select a phrase that could express the theme and spirit of TIFE, beginning July 2007, the Taipei City Government Department of Economic Development Commissioner Hsiung-Wen Chen, invited the industry, the academia and government agencies to 5 theme selection meetings <sup>(7)</sup>, taking into consideration of the themes of past international flora expositions and world expositions, by forward-looking, inclusive, challenging, good, entertaining, non-political, and non-repetitive principles. After many heated discussion, initial 17 back-up themes were narrowed down to 2 themes: “River, Flower, New Horizon” or “River, Flower, New Horizon”.

Flowers represent the colorful flora image of TIFE; River represents water-friendly characteristics of TIFE and the results of Keelung River restoration; New Horizon is reminiscent of a popular movie and represents the view created by TIFE. “Flow” or “River” both are references to the river.

On October 11, 2007, Department of Economic Development brought up the above two themes and requested approval from Mayor Lung-Bin Hau. As the 2010 TIFE was the first world class exposition to be held in the downtown area, in the parks and by the riverside, to emphasize the colorful floriculture and ecological waterside environment of TIFE and showcase new plant species and technology and accordingly inspiring people to be creative and open their minds, on October 31, 2007, Mayor Lung-Bin Hau approved and made the theme of TIFE “River, Flower, New Horizon”.



Flower Base under Trees in Xinsheng Park Area

## Visual Imagery

After the theme was set in 2007, up until the opening in November 2010, TIFE's visual imagery was divided into 3 stages: Stage 1 was 2008 public design competitions to select the winning logo and mascot. Later the logo combined the Chinese "2010 TIFE" and English "TAIPEI INTERNATIONAL FLORA EXPOSITION" as the official public logo, and the mascot became flower fairies to attend promotional events, becoming the most eye-catching and popular TIFE spokespeople; Stage 2 was the "The Power of Beauty" in 2009, combining Phalaenopsis, sunflowers and other flora with landmark buildings from Taipei to create various advertisement, with fences around construction for aesthetics; Stage 3 was the official imagery of 2010 with an announcement by Mayor Lung-Bin Hau in July, with the arrival of TIFE, a lot of publicity surrounded the 4 park areas, along with advertisements everywhere in Taipei City and other towns and cities in Taiwan.

### TIFE Logo and Mascot

After the TIFE theme was set, the Taipei City Government held public competitions for logo and mascot design in December 2007, and besides design content, selection methods, judging criteria and awards were decided.<sup>(8)</sup>

The design of the logo should include the Chinese name of TIFE, the English 2010 TAIPEI EXPO, and express the imagery of "Flower, Flow, New Horizon"; the artwork should be clean, simple, modern and international, easy to remember, leave an impression, and applicable to all TIFE events and relevant products.

The mascot design should match the spirit of TIFE, be anthropomorphic, likeable, passionate, friendly, and vivid; in expression and technique it should be applicable to 2D, 3D, and electronic media reproduction; the design can be shown in a family or series; the design style and type is not limited, but should adhere to good cultural mores and tradition; the designs should have suitable names that are easy to pronounce, remember, and unambiguous.

The competition continued fiercely for almost 2 months with 1,669 entries from Taiwan, Hong Kong, Europe, Japan, and America, and after initial selection and final selection, the winner was the logo designed by Hong-Yi Yu logo, and the Flower Band mascots designed by Kai-An Li, with each winner receiving USD \$5,000 awards in the February 2008 opening award from Mayor Hau.

The winning logo comprised 5 people-shaped flower petals, using simple petal designs as the main concept expressed by human shapes in movement in the colors red, orange, blue, green, and purple to represent the 5 large continents, not only international and modern, but colorful and vivid, with a design full of movement and cheerfulness, expressing the happiness of the Taipei City Government in hosting this first world class expo.

The winning mascot, took from nature's beautiful Phalaenopsis, hydrangeas, lilies, sunflowers, and tulips, which became 5 adorable and beautifully dressed, smiling flower fairies, forming a Flower Band that symbolized the 4 seasons forming the symphony of nature, expressing TIFE's harmony, colorfulness, joy and passion.

Besides flower fairies, there was a cute minion—Seed Mascot, to encourage people to participate in TIFE. The Taipei City Government



Winning Logo

Department of Information and Tourism hosted a “2010 TIFE Seed Mascot Naming Event”, October 1-21, 2009, after 10 days of citizen participation in naming, 3,469 names were provided for the Seed Mascot. Finally, with famous entertainer Zi-Jiang Zhao, famous blogger and well-known author Liu Xuan as judges, 21 names were chosen initially for the most appropriate Seed Mascot name, and after 1 month of online voting, October 28, 2009, Mayor Lung-Bin Hau announced on TIFE Household Registry that the name “Yabi” has been added to TIFE family, and together they will shoulder the task of spreading the power of beauty to the world.

## Winning Flower Fairies and Seed Mascot



- \* Phalaenopsis fairy, named Lan Er, girl; her task is to spread “Love.”
- \* Hydrangea fairy, named Xiao Qiu, boy; his task is to spread “Wishes.”
- \* Sunflower fairy, named Xiao Kui, boy; his task is to spread “Joy.”
- \* Lily fairy, named Bai Er, girl; her task is to bring “Thanks.”
- \* Tulip fairy, named Xiao Yu, boy; his task is to bring “Content.”
- \* Seed, named Yabi, girl; her task is to bring “Hope.”

## The Power of Beauty

During the warm-up period for TIFE in 2009, all the construction was taking place as quickly as possible, with frequent marketing events. In order to deepen the people's impression of TIFE, a series of gifts for the Taipei citizens were designed to include a variety of flowers, Taipei 101, Miramar Entertainment Park, CKS Memorial Hall, Yuanshan Hotel, Taipei Fine Arts Museum and the Taipei Story House and other landmark buildings in advertisements<sup>(9)</sup> displayed on the outside fence of the construction area, and light boxes, outdoor posters, "Taipei Imagery" canvas advertisements. Although the people could not yet see the future appearance of TIFE, The beautiful visual image already filled them with expectations for the mega event.



## Official Visual Elements

2010 official visual elements included two styles, created by Ji-Rui Fan International Company that designed the visual elements for Taipei Deaflympics, using rich and bright colors, combining butterflies, birds, clouds, waves, rainbows, flora and fauna, and the planet, with the handwritten words Welcome to TAIPEI, expressing the energy, life, openness and inclusiveness of Taipei, interpreted by Mayor Lung-Bin Hau thus: “The main visual appearance is a bouquet of flowers, because TIFE is a bouquet given to the citizens, hoping to inspire them to beautify Taipei and care about the planet.”

In addition, to continue the main visual elements, bowls, umbrellas, glasses, shoes, the planet as the 5 main designs, they could be separated and used as accessories, and in different situations they could be combined or appear alone as the main visual imagery of diverse marketing products.

The official visual elements, industries, venues, hotels and businesses working with TIFE were included in the printed advertisement under the Taipei City Government’s approval according to regulation<sup>(10)</sup>





## TIFE Melody

Music relevant to TIFE went through 3 stages: 2008, Taipei City Government Department of Economic Development Deputy Commissioner Hong-Yuan Zhong wrote the “TIFE Warm-up Song”; 2009, using a public competition, the winning group Cool Silly used “Wo Fei” as the “TIFE Song”; 2010, famous Taiwanese entertainers were asked to be ambassadors, working together to market TIFE, producing the “TIFE Assigned Song” and “TIFE Promotional Song.”

### Warm-up Song

Lyrics and music were written by Hong-Yuan Zhong, who once won Zhong Shi’s “Golden Song Award”, was the composer for Hua Shi drama “Jin Nang Miao Ji,” writing over 630 pieces of stage music and singles. The warm-up song was recorded with music, choir, Taiwanese choir, Da Tun Shan style, Yu Shan style, A Li Shan style, energetic youth version, children’s choir, a total of 8 versions with simple and easy to understand lyrics,<sup>(11)</sup> mainly using local instrument gong to showcase the beginning of events, adding aboriginal bamboo instruments to create a very local Taiwanese movement.

### Creative Song

In order to encourage youth to express TIFE spirit through song and express the power of beauty, the Taipei City Government Department of Information and Tourism hosted a composition competition in mid September of 2009, and with careful selection by professional judges, out of 123 compositions, some independent bands Cool Silly, Tu Tu Band and more were selected, as well as work by Xiao-Jun Yang who became famous from Xing Guang Da Dao, Chong-Sian Gao and others, a total of 10 musical pieces.

After initial selection, in October 30, 2009, there was a “What Happened?” final competition, judged by Taipei City Government Department of Economic Development Deputy Commissioner Hong-Yuan Zhong and well known music producers Yun-Ling Huang, Wei-Ren Yuan, Mo Fan, Nian-Yu Song and music show host Jian-Heng Wu, based on the strength of music and lyrics, live performance, stage presence, group style, and popularity. After intense competition and discussion amongst the judges, the highest scoring top three winners were: First Place, Cool Silly’s “Wo Fei”<sup>(12)</sup>; Second Place, Guang-Ping Zuo’s “A Flower’s Wish”; Third Place was Meng-Han Jiang’s “Keep the Soul.” Besides receiving NT \$200,000 cash prize from the Taipei City Government Department of Economic Development Deputy Commissioner Hong-Yuan Zhong and judges, they also became the ambassadors of TIFE, and were invited to perform in events such as Da Dao Cheng Firework Festival on November 7, 2009 and sang out TIFE’s “The Power of Beauty.”

## Assigned and Promotional Song

With the opening of TIFE coming closet, the Taipei City Government hosted more frequent marketing events, invited many famous entertainers from Taiwan to promote TIFE, including Zhi-Ling Lin, the first Taiwanese entertainer to take the stage, representing TIFE at press conferences since 2009 and singing the designated song, “The Power of Beauty” and also making a music video; girl group S.H.E sang the theme song “SHERO” and created a music video; rock singer Wu Bai sang “You Are My Flower” to express support for TIFE and was the spokesperson for “I Flora Expo Creative Gesture”; Jay Chou wrote “Long Time No See” for TIFE and created a music video, showcasing Taipei’s famous landmarks in the video and the 3 Xinsheng buildings of TIFE, FE ECOark, EXPO Dome, and danced on stage with robot V-Baby at the press conference; boy band Mayday sang the promotion song “2010 Leaving the Face of the Earth”, and went to 4 park areas to film the flora carnival music video; Jiang Hui had her newest album “Dan Shi Yu Jia” designed with pastel floral images to promote TIFE, creating a floral wedding sentiment.<sup>(13)</sup>



## Chapter 2 Notes

1

Initial TIFE Project Office was divided into 3 divisions, 17 teams, with a total of 48 people.

1. Professional planning division: Led by Consultant See-You Ting, in charge of drafting, planning and finalizing plans, with 3 groups of tasks divided into 73 corresponding plans.

2. Coordination division: each team leader and Department of Economic Development colleagues were in charge of coordinating plans, complete details and integration of resources, with 11 task items.

3. Administrative division: headed by Taipei City Office of Commerce headed by Chief Liu and Agricultural Division and Taipei City Office of Commerce colleagues, who are in charge of 13 main continuing administrative tasks.

2

Initially the TIFE Project Office was divided into 2 divisions, 17 teams, with 73 people. After completing the Initial Plan, based on task requirements, a Support Division was added to the Administrative Division to form a new Administrative Division.

3

Various Property and Labor Tenders ( Only Announced Ones )

Responsible Authority: Department of Economic Development/Handling Authority: Administration Center

Contract Title	Value upon Tender Decision	Tender Winner
2008 Manpower and Labor Procurement for the 2010 TIFE Project Office	20,088,000	U-P Human Resources Consulting Co., Ltd.
2008 Professional Manpower Assignment Service Contract for the "2010 TIFE Project Office"	2,380,462	U-P Human Resources Consulting Co., Ltd.
2009 Outsourced production of 2010 TIFE Souvenir Tie Pins	189,000	Yeda Trade Co., Ltd.
Facility Maintenance and Renewal for the 2010 TIFE Operation Headquarters Office Spaces in the Pavilion of Regimen	860,000	Sheng Yang Digital System Co., Ltd.
Professional Manpower Assignment Service Contract for the 2010 TIFE Project Office	417,378,612	U-P Human Resources Consulting Co., Ltd.
2009 Official Rental Car (for a certain number of days a month) Project	374,850	Pony Leasing and Rental Group
2010 TIFE Supplies and Equipment Relocation Contract	287,800	Yi-Yi Kangxin Moving Company
Ceiling Paint Maintenance and Labor Procurement for Zhongshan Soccer Stadium Offices of the 2010 TIFE Operation Headquarters	176,000	ColorStar Paint Company
2010 Official Rental Car (for a certain number of days a month) Project for the 2010 TIFE	1,344,800	Pony Leasing and Rental Group
Phone System Professional Service Contract for the 2010 TIFE	5,100,000	Enterprise Business Group of Chunghwa Telecom Co., Ltd.
Newly-added Action Item Price Negotiation for the 2010 TIFE Phone System Professional Service Contract (1st Contract Change)	2,880,000	Enterprise Business Group of Chunghwa Telecom Co., Ltd.
Volunteer Recruitment, Development, and Management Service Contract for the 2010 TIFE	7,826,000	China Productivity Center
Volunteer Recruitment, Development, and Management Service Contract for the 2010 TIFE -3rd Contract Change (subsequent expansion in 2010)	20,455,000	China Productivity Center
2010 TIFE Uniform Production Procurement	9,000,000	Huang-Sheng Garment Co., Ltd.



Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE Uniform Production Procurement – 2nd Contract Change	1,674,000	Huang-Sheng Garment Co., Ltd.
2010 Site Staff Raincoat Procurement for the 2010 TIFE	463,087	Dong Shen Plastic Co., Ltd.
2010 Official Rental Car (for a certain number of days a month) Project for the 2010 TIFE – 1st Contract Change (subsequent expansion in 2010)	306,396	Pony Leasing and Rental Group
2010 Official Rental Car (for a certain number of days a month) Project for the 2010 TIFE – 2nd Contract Change (subsequent expansion in 2011)	357,462	Pony Leasing and Rental Group
2011 Official Rental Car (for a certain number of days a month) Project for TIFE	680,000	Pony Leasing and Rental Group
Newly-added Action Item Price Negotiation for the 2010 TIFE Phone System Professional Service Contract (2nd Contract Change)	154,000	Enterprise Business Group of Chunghwa Telecom Co., Ltd.
Volunteer Recruitment, Development, and Management Service Contract for the 2010 TIFE -4th Contract Change (subsequent expansion in 2011) price negotiation	23,428,200	China Productivity Center
Property procurement for the design and production of 2010 TIFE volunteer shift-scheduling incentive souvenir	210,000	Hong-Yi Enterprise
2010 TIFE Volunteer Vest Cleaning Procurement	403,750	Jinhua Clean & Dye
TIFE – 2011 Supplies and Equipment Relocation Contract	344,168	You-Zhi Logistics Company

Responsible Authority: Department of Economic Development/Handling Authority: Exhibition Construction Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for the visual identification system design of 2010 TIFE	1,986,600	Mais Design Consulting Company
Professional service contract for the energy-saving and carbon reduction program of 2010 TIFE/ 2009 Industrial Labor No. 173	934,000	Foundation of Taiwan Industry Service
Outsourced service for 2010 TIFE ticket selling and marketing/promotion Program/ 2009 - 1095	159,163,000	United Daily News
2010 TIFE Power Generator Leasing and Property Configuration Procurement/993138 (Property)	4,200,000	Xingchang Mechanical Engineering Company
Newly-added Action Item Combined Unit Price Contract for the 2nd Change to the Site Model Production Labor Procurement for the 2010 TIFE/983127-2	186,000	Chingyun Model Material Company
Professional service contract for the energy-saving and carbon reduction program of 2010 TIFE-contract price negotiation for subsequent expansion in 2010/ 2009 Industrial Labor No. 173-01	3,400,000	Foundation of Taiwan Industry Service
Outsourced service for 2010 TIFE ticket selling and marketing – contract price negotiation for subsequent expansion in 2010/2009 – 1095-03	60,463,000	United Daily News
2010 TIFE EasyCard Ticketing Service Contract/ 2010 - 3175	4,851,000	EasyCard Corporation

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for environment cleaning, maintenance, and planning of 2010 TIFE/ 2009 Industrial Labor No. 276	31,682,642	Goyun Building Management Services Co., Ltd.
Outsourced service for 2010 TIFE ticket selling and marketing – 4th Contract Change, 2010 Contract Change/981095-04	25,000,000	United Daily News
Outsourced service for 2010 TIFE ticket selling and marketing – 5th Contract Change, 2010 Contract Change/981095-05	56,000,000	United Daily News
2010 TIFE – EasyCard Ticketing Service Contract – 1st Contract Change, subsequent expansion in 2011/99-3175-01	13,629,000	EasyCard Corporation
Professional service contract for environment cleaning, maintenance, and planning of 2010 TIFE – 2nd Contract Change, subsequent expansion in 2011/983276-02	35,447,611	Goyun Building Management Services Co., Ltd.
Professional service contract for environment cleaning, maintenance, and planning of 2010 TIFE – 4th Contract Change/983276-04	9,638,594	Goyun Building Management Services Co., Ltd.

Responsible Authority: Department of Economic Development/Handling Authority: Transportation Service Center

Contract Title	Value upon Tender Decision	Tender Winner
Overall traffic planning and preliminary design for the 2010 TIFE	3,472,000	THI Consultants Inc.
Overall traffic planning and related impacts survey for the 2010 TIFE	4,650,000	Leaderman & Associates
Overall traffic planning / traffic maintenance plan and technical consulting for the 2010 TIFE	4,936,000	THI Consultants Inc.
On-site Transportation Tools and Operation Service Contract for the 2010 TIFE	Royalties 721,000	China Electric Manufacturing Corporation
Professional service contract for the pedestrian directive system outside park areas 2010 TIFE	1,699,852	Hengtong Industry Holding Limited
2010 TIFE Traffic Promotion Foldout Page Printing Procurement	799,800	Ideas to Business Co., Ltd

Responsible Authority: Department of Economic Development/Handling Authority: Promotion and Marketing Center

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE Mascot Costume Production	561,055	Yue Wu Chinese Costume Co.
2010 TIFE – Taipei Arena Exhibition Plan	1,860,000	Daqi Indoor Remodeling Co., Ltd.
Open solicitation of partners for 2010 TIFE – Air Transport Professional Service Contract	Royalties 1	Eva Airways Corporation
Open solicitation of partners for 2010 TIFE – Coffee and Light Meal Professional Service Contract	Royalties 1,340,836	President starbucks coffee Corp.
Open solicitation of partners for 2010 TIFE – Beverage Vending Machine Professional Service Contract	Royalties 1,856,544	President Vender Company
Open solicitation of partners for 2010 TIFE – Beer Professional Service Contract	Royalties 618,846	Taiwan Tobacco & Liquor Corporation



Contract Title	Value upon Tender Decision	Tender Winner
Open solicitation of partners for 2010 TIFE – Banking Professional Service Contract	Royalties 876,700	Taipei Fubon Bank – Yenji Branch
2009 Property Procurement for Printing of 2010 TIFE promoting materials	283,800	Chiyow Printing Enterprises Company.
2009 Property Procurement for Printing of 2010 TIFE promoting materials	470,765	Chengyin Enterprises Company
2009 Property Procurement for Printing of 2010 TIFE – 2009 Taipei Deaf-lympics Festival Paper Bags	194,000	Canlingcan Advertising Company
Promoting Document Production Procurement for the “First Taipei Economic and Trade Cup for Race – Small and Medium Enterprises Setting Out to the World – Welcome to TIFE” campaign	282,000	Jin Hao Enterprise
2009 Railway Administration Joint Marketing Contract for the 2010 TIFE	491,618	WJD Advertisement Co., Ltd.
2010 TIFE – Taipei Track and Field Stadium Promoting Decoration Arts	8,100,000	Ji-De Construction Company Limited
2009 Professional Service Contract for 2010 TIFE – Event Promotion	8,980,176	Original Creativeness & Integrated Marketing Co., Ltd.
2010 TIFE – Small Event Promoting Documents Design and Production Professional Service Contract	3,434,000	Caiqiya International Development Company
2010 TIFE Mascot Costume Design and Production Procurement	1,590,500	Yue Wu Chinese Costume Co.
2010 Outsourced service for 2010 Taipei Int’l Flora Affiliate Promotion	3,350,000	Presco Netmarketing, Inc
2009 Outsourced service for enterprise participation in public relations for 2010 TIFE	5,126,000	Chuangyi Marketing Production Co., Ltd.
Outsourced service for 2010 TIFE – Flora Expo Impression	9,464,378	Blue Moon Production
Outsourced service for 2010 TIFE official records and reports	1,519,000	Linking Publishing Co., Ltd.
Outsourced service for 2010 Taipei Int’l Flora Affiliate Promotion – 2010 subsequent expansion contract	4,898,000	Presco Netmarketing, Inc
Outsourced service for 2010 Taipei Int’l Flora Affiliate Promotion – 2010 subsequent expansion	848,800	Presco Netmarketing, Inc
Outsourced service for 2010 Taipei Int’l Flora Affiliate Promotion – 2010 subsequent expansion contract 3rd change	3,800,000	Chuangyi Marketing Production Co., Ltd.
Outsourced service for the hundred green energy youths’ exchange with Friedman banquet and forum	2,475,000	Commonwealth Publishing Co., Ltd
2009 Outsourced service for TIFE 2010 Taipei Lantern Festival	2,380,000	Shiyi Integrated Marketing and Broadcasting Company
Outsourced service for 2010 TIFE official records and reports – 2010 subsequent expansion price (2nd change to the contract) negotiation	1,535,000	Linking Publishing Co., Ltd.
Outsourced service for 2010 TIFE official records and reports – 3rd Change – (2011 subsequent expansion)	2,020,000	Linking Publishing Co., Ltd.

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE – City Hall Shen Pao Chen Hall Installation Art Outsourcing	2,968,000	The Gleaner Design
Labor Procurement for 2010 TIFE Multi-media Advertisement Outsourced Playing at Taiwan Railway Station	1,320,000	Anli Advertisement Color Printing Company
Professional service contract for 2010 TIFE campaign promotion and promotional activities during the operation period	3,450,000	Original Creativeness & Integrated Marketing Co., Ltd.
Professional service contract for 2010 TIFE campaign promotion and promotional activities during the operation period – 1st contract change – (subsequent expansion in 2011)	2,415,200	Original Creativeness & Integrated Marketing Co., Ltd.
Property procurement for 2010 TIFE promoting materials promotion, design, and production	924,000	Yu UVTECH Printing Co., Ltd.
Labor Procurement for 2010 TIFE exit satisfaction survey service contract	1,185,000	Trendgo
Professional service contract for 2010 TIFE Mascot performance and promotional campaign during the operation period	3,385,000	Original Creativeness & Integrated Marketing Co., Ltd.
Professional service contract for 2010 TIFE Mascot performance and promotional campaign during the operation period – 1st contract change (subsequent expansion in 2011)	4,878,636	Original Creativeness & Integrated Marketing Co., Ltd.
2010 TIFE opening ceremony and related promotional campaign VIP gift tender	637,800	Min Sheng Culture & Communication Ltd.
Labor Procurement for 2010 TIFE Mascot Outfit Cleaning	582,900	Zhenying Company
2010 TIFE opening ceremony and related promotional campaign VIP gift tender	199,900	Min Sheng Culture & Communication Ltd.
2010 TIFE guide foldout outsourced printing property procurement	4,353,440	Shang Hai Printing Works Co., Ltd.
2010 TIFE guide foldout outsourced printing property procurement	6,321,429	Hong Yu Color Printing Co., Ltd.
2009 Outsourced design of 2010 TIFE foldout	640,000	Miccudo Multimedia Co. Ltd.
Property procurement for the 2010 TIFE opening ceremony green energy creative gifts to VIPs	294,000	Far Easter Apparel Co., Ltd.
Property procurement for 2010 TIFE guide foldout outsourced printing – 1st Contract Change – (2011 subsequent expansion)	4,000,000	Shang Hai Printing Works Co., Ltd.
Labor Procurement for 2010 TIFE exit satisfaction survey service – 1st Contract Change (subsequent expansion in 2011)	790,000	Trendgo

Responsible Authority: Department of Economic Development/Handling Authority: Exchange Event Center

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE market research and survey	4,276,000	Taiwan Institute of Economic Research

Contract Title	Value upon Tender Decision	Tender Winner
Procurement for gifts to be given away at TIFE – Flora Expo Tour Workshop	270,000	DTL Co. Ltd.
Luncheon budget for 2010 TIFE – Flora Expo Tour Workshop	360,000	Jia Ten Shah
Luncheon budget labor procurement for 2010 TIFE – Flora Expo Tour Workshop	360,000	Jia Ten Shah
2010 Passenger Bus Procurement for 2010 TIFE – Flora Expo Tour	187,200	Ankang Transport Company
2010 TIFE Invitation Card sending operation procurement	142,680	Taipei post offices of Chung Hwa Post Co., Ltd.
2010 TIFE VIP reception banquet tender	989,000	The Grand Hotel
Professional service contract for overall implementation of 2010 TIFE closing ceremony	3,980,000	Elite Professional Conference Organizer
Professional service contract for overall implementation of 2010 TIFE closing ceremony – 1st Contract Change	522,424	Elite Professional Conference Organizer
Professional service contract for the “Poetry and Floriculture” Contest and Campaign screening implementation for 2010 TIFE	3,970,000	OTE Communication Consultants Inc.
Property procurement for the lease, service, and maintenance of lighting, sound-control, amplifier equipment at event sites for 2010 TIFE	4,110,000	Reyn Yang Professional Sound Co., Ltd.
Cost for using music copyrights for performances at 2010 TIFE – Music Copyright Society of Chinese Taipei	500,000	The Association of Recording Copyright Owners
Cost for using music copyrights for performances at 2010 TIFE –The Association of Recording Copyright Owners	359,100	The Association of Recording Copyright Owners
Professional service contract for the “Poetry and Floriculture” Contest and Campaign screening implementation for 2010 TIFE – 2nd Contract Change (subsequent expansion in 2011)	6,863,000	OTE Communication Consultants Inc.
Property procurement for the lease, service, and maintenance of lighting, sound-control, amplifier equipment at event sites for 2010 TIFE – 2nd Contract Change (addition of new action items)	1,626,113	Reyn Yang Professional Sound Co., Ltd.
Professional service contract for overall implementation of 2010 TIFE closing ceremony	2,988,000	Peace Marketing Taiwan Inc.
2011 procurement for handy gifts for VIPs of 2010 TIFE closing ceremony	790,000	Min Sheng Culture &

Responsible Authority: Department of Economic Development/Handling Authority: Business Service Center

Contract Title/No.	Value upon Tender Decision	Tender Winner/ Implementation Period
Property procurement for the design and production of 2010 TIFE winter promotional uniform	1,100,000	En Beauty International Ltd.
Outsourced service for 2010 TIFE souvenir design, sales, and marketing	Royalties 69,225,543	Min Sheng Culture & Communication Ltd.
Property procurement for the production of promotional T-shirts for the “First Taipei Economic and Trade Cup for Race – Small and Medium Enterprises Setting Out to the World – Welcome to TIFE”	546,000	Da Jia Clothing International Co., Ltd.

Contract Title/No.	Value upon Tender Decision	Tender Winner/ Implementation Period
Professional service contract for the operation of Palace of Flora Teas in Xincheng Park Areas of 2010 TIFE	Royalties 1,426,000	Zhiyuan Company Limited
Outsourced dining service for Dajia Riverside Park Area of 2010 TIFE	Royalties 2,200,000	Palace Integrated Marketing and Broadcasting Company
Outsourced dining service for Yuanshan Park Area of 2010 TIFE	Royalties 6,930,000	Yi-Qiao International Co., Ltd.
Outsourced service for management of theme shops at Pavilion of Dreams of “2010 TIFE”	Royalties 6,352,175	Famous Jewelry Co., Ltd. et al. 18 contractors in total
Outsourced service for stand spots for floral and agricultural products throughout 2010 TIFE and shop decoration and establishment inside Pavilion of Dreams	3,790,000	Cityneon Displays (Taiwan) Co., Ltd.
Outsourced service for stand spots for floral and agricultural products throughout 2010 TIFE and shop decoration and establishment inside Pavilion of Dreams – newly added action items unit price negotiation	48,904	Cityneon Displays (Taiwan) Co., Ltd.
Outsourced service for 2010 TIFE official partner store promotions	5,516,000	Caiqiya International Development Company
Professional service contract for 2010 TIFE – Partner hotel promotion plan	3,830,000	Alluni Digital Marketing Co.Ltd
Outsourced service for 2010 TIFE – custom and toy store management	110,000	Yi-Qiao International Co., Ltd.
Outsourced service for 2010 TIFE partner store promotions – 3rd Contract Change – (subsequent expansion in 2011)	3,840,000	Caiqiya International Development Company
Outsourced service for operation management of Binjiang Street Dining Area in Xincheng Park Areas of 2010 TIFE	10,200,000	Hong Chu Catering
Outsourced service for operation management of Binjiang Street Dining Area in Xincheng Park Areas of 2010 TIFE – 2 <sup>nd</sup> Contract Change (subsequent expansion in 2011)	13,023,330	Hong Chu Catering
Outsourced service for operation management of Binjiang Street Dining Area in Xincheng Park Areas of 2010 TIFE – 3 <sup>rd</sup> Contract Change	850,484	Hong Chu Catering
Professional service contract for labor deployment at the recycling station of Taiwan Dining Area in Xincheng Park Areas of 2010 TIFE	1,640,000	Hong Chu Catering
Professional service contract for labor of 2010 TIFE Night Market Carnival	718,000	Caiqiya International Development Company

Responsible Authority: Department of Economic Development/Handling Authority: Exhibition Service Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for 2010 TIFE – invitations to international exhibitors operating procedures	34,360,000	Taiwan External Trade Development Council
Property procurement for 2010 TIFE public facilities – teaching amplifiers (waist type)	452,000	Xinlong Stationery Company
Property procurement for 2010 TIFE public facilities – retractable band fence posts	1,972,000	Strong Way United Co., Ltd.

Responsible Authority: Department of Economic Development/Handling Authority: Pavilion Operation Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for 2010 TIFE exhibition operation detailed planning	4,470,000	The Chinese Floriculture Design Association
Outsourced planning and exhibit operation management plan for Pavilion of Dreams of 2010 TIFE	280,000,000	Industrial Technology Research Institute
Display operations at Pavilion of Regimen in Xinsheng Park Area of 2010 TIFE	34,180,000	Craftsmen International Design Company
Outsourced service for 2010 TIFE landscape efficacy survey and assessment plus international symposium	870,000	National Taiwan University
Exhibition arrangement and operation at Pavilion of Future in Xinsheng Park Area of 2010 TIFE	96,500,000	Taiwan Floriculture Development Association
Exhibition arrangement and operation at Celebrity's House in Yuanshan Park Area of 2010 TIFE	5,100,000	Moxie Design Co.,Ltd
Professional service contract for exhibition arrangement and operation at EXPO Dome of 2010 TIFE	7,326,000	Taiwan Floriculture Development Association
Film production, exhibition arrangement and operation at EXPO Theater in Yuanshan Park Area of 2010 TIFE	35,526,000	Digimax Production Center Co., Ltd.
Professional service contract for the international floriculture competition at EXPO Dome of 2010 TIFE	999,000	Chinese Flower Arrangement Association
Professional service contract for the international floriculture competition at EXPO Dome of 2010 TIFE – 1 <sup>st</sup> contract change – (subsequent expansion in 2011)	11,386,000	Chinese Flower Arrangement Association
Outsourced service for 2010 TIFE landscape efficacy survey and assessment plus international symposium – contract price negotiation (subsequent expansion in 2010)	2,619,000	National Taiwan University
Film production, exhibition arrangement and operation at EXPO Theater in Yuanshan Park Area of 2010 TIFE – subsequent expansion contract in 2010	19,700,000	Digimax Production Center Co., Ltd.
Exhibition arrangement and operation at Celebrity's House in Yuanshan Park Area of 2010 TIFE – subsequent expansion contract in 2010	5,095,000	Moxie Design Co.,Ltd;
Professional service contract for exhibition arrangement and operation at EXPO Dome of 2010 TIFE – subsequent expansion contract in 2010	111,000,000	Taiwan Floriculture Development Association
Professional service contract for exhibition arrangement and operation at EXPO Dome of 2010 TIFE – 2 <sup>nd</sup> Contract Change	437,064	Taiwan Floriculture Development Association
Professional service contract for Oriental Floriculture Show at EXPO Dome of 2010 TIFE	360,000	Elite Professional Conference Organizer
Professional service contract for Oriental Floriculture Show at EXPO Dome of 2010 TIFE – 1st contract change – (subsequent expansion in 2011)	4,850,625	Elite Professional Conference Organizer
Operational plan for 2010 TIFE – Advanced horticulture science technology and ancient/modern garden computer simulated display	1,940,000	National Taiwan University

Contract Title	Value upon Tender Decision	Tender Winner
Operational plan for 2011 TIFE – Advanced horticulture science technology and ancient/modern garden computer simulated display – 1st Contract Change (subsequent expansion in 2010)	7,400,000	National Taiwan University
Professional service contract for the implementation of Flora Fashion Show in Pavilion of New Fashion of 2010 TIFE	7,850,000	Hochan Entertainment Co., Ltd.
Professional service contract for the implementation of Flora Fashion Show in Pavilion of New Fashion of 2010 TIFE – 1st Contract Change (subsequent expansion in 2011)	10,765,800	Hochan Entertainment Co., Ltd.
Operational plan for 2010 TIFE – Advanced horticulture science technology and ancient/modern garden computer simulated display – 2nd Contract Change (subsequent expansion in 2010)	4,365,000	National Taiwan University
Professional service contract for exhibition arrangement and operation at EXPO Dome of 2010 TIFE – 3rd contract change – (subsequent expansion in 2011)	81,546,700	Taiwan Floriculture Development Association
Professional service contract for the international floriculture competition at EXPO Dome of 2010 TIFE – 2nd contract change – (subsequent expansion in 2011)	12,600,000	Chinese Flower Arrangement Association
Professional service contract for the Oriental Floriculture Show at EXPO Dome of 2010 TIFE – 2nd contract change – (subsequent expansion in 2011)	2,239,000	Elite Professional Conference Organizer
Exhibition arrangement and operation at Celebrity's House in Yuanshan Park Area of 2010 TIFE – 5th Contract Change (subsequent expansion contract in 2011)	4,390,000	Moxie Design Co.,Ltd;
Film production, exhibition arrangement and operation at EXPO Theater in Yuanshan Park Area of 2010 TIFE – 3rd Contract Change (subsequent expansion contract in 2011)	3,980,000	Digimax Production Center Co., Ltd.
Film production, exhibition arrangement and operation at EXPO Theater in Yuanshan Park Area of 2010 TIFE – 4th Contract Change	199,000	Digimax Production Center Co., Ltd.
Outsourced service for 2010 TIFE landscape efficacy survey and assessment plus international symposium – 2nd Contract Change (subsequent expansion in 2011)	5,238,000	National Taiwan University
Outsourced planning and exhibit operation management plan for Pavilion of Dreams of 2010 TIFE – 3rd Contract Change – 6-day Thanksgiving Week	700,000	Industrial Technology Research Institute of Taiwan
Exhibition arrangement and operation at Celebrity's House in Yuanshan Park Area of 2010 TIFE – 5th Contract Change (for the 6 days of the Thanksgiving Week)	177,531	Moxie Design Co.,Ltd;
Exhibition arrangement and operation at Pavilion of Future in Xinsheng Park Area of 2010 TIFE – 4th Contract Change (for the 6 days of the Thanksgiving Week)	728,000	Taiwan Floriculture Development Association

Responsible Authority: Department of Economic Development/Handling Authority: Safety Management Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional Service Contract for 2010 TIFE Security Manpower and Surveillance System	10,300,000	SECOM Co., Ltd.

Contract Title	Value upon Tender Decision	Tender Winner
Professional Service Contract for 2010 TIFE Security Manpower and Surveillance System – 1 <sup>st</sup> Contract Change – subsequent expansion in 2011	32,300,000	SECOM Co., Ltd.
Professional Service Contract for 2010 TIFE Security Manpower and Surveillance System – 2 <sup>nd</sup> Contract Change	315,772	SECOM Co., Ltd.
2010 Taipei International Flora Expo Insurance	590,000	MSIG Mingtai Insurance Company, Ltd
Professional service contract for the broadcasting system in Fine Arts Park Area of 2010 TIFE	1,956,900	Hongyuan Information and Communication Technology
Professional service contract for the broadcasting system in Fine Arts Park Area of 2010 TIFE – 1 <sup>st</sup> Contract Change	390,058	Hongyuan Information and Communication Technology
Professional Service Contract for 2010 TIFE Security Manpower and Surveillance System – 3 <sup>rd</sup> Contract Change – subsequent expansion in 2011	20,843,725	SECOM Co., Ltd.
Professional Service Contract for 2010 TIFE Security Manpower and Surveillance System – 4 <sup>th</sup> Contract Change	15,244,261	SECOM Co., Ltd.

Responsible Authority: Department of Economic Development/Handling Authority: Horticulture Service Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for 2010 TIFE plantation directory database	6,602,000	Espro Acoustiguide Group
Professional service contract for 2010 TIFE Customs and Quarantine Operations	1,450,000	TOLL Global Forwarding Ltd.
Plant procurement for the Orchard in Yuanshan Park Area of 2010 TIFE	1,900,000	Fengshan Tropical Horticultural Experiment Station of Council of Agriculture
Property procurement for backup plantation in Yuanshan Park Area of 2010 TIFE	6,290,000	Yumuhang
Interface greening, beautification, and maintenance for 2010 TIFE	9,105,000	Congyi Enterprise Company
Professional service contract for 2010 TIFE Customs and Quarantine Operations – subsequent expansion in 2010 – 3 <sup>rd</sup> Contract Change	22,360,000	TOLL Global Forwarding Ltd.
Professional service contract for operation management of Gardening Competition Area in Dajia Riverside Park Areas of 2010 TIFE	5,700,000	The Landscape Engineering Association of Taipei City
Professional service contract for park-wide horticulture guided tours and information boards establishment of 2010 TIFE	9,800,000	Rainbow Advertising
Professional service contract for park-wide horticulture guided tours and information boards establishment of 2010 TIFE – 2 <sup>nd</sup> Contract Change – addition of new action items	334,960	Rainbow Advertising
Professional service contract for park-wide horticulture guided tours and information boards establishment of 2010 TIFE – 3 <sup>rd</sup> Contract Change – subsequent expansion in 2011	1,990,000	Rainbow Advertising

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for park-wide horticulture guided tours and information boards establishment of 2010 TIFE – 4 <sup>th</sup> Contract Change – subsequent expansion in 2011	485,605	Rainbow Advertising
Professional service contract for operation management of the Global Garden Area and temporary placement site of 2010 TIFE	19,756,800	Chinese Floricultural Foundation
Professional service contract for operation management of the Global Garden Area and temporary placement site of 2010 TIFE – newly added action item price negotiation (2nd Contract Change)	2,264,700	Chinese Floricultural Foundation
Professional service contract for operation management of Movable Forest of 2010 TIFE	7,275,000	Taiwan Ornamental Plants' Cooperation
Professional service contract for operation management of Movable Forest of 2010 TIFE – 1st Contract Change – (subsequent expansion in 2011)	1,955,000	Taiwan Ornamental Plants' Cooperation
Professional service contract for 2010 TIFE Customs and Quarantine Operations – 3rd Contract Change-(subsequent expansion in 2011)	4,600,000	TOLL Global Forwarding Ltd.
Professional service contract for operation management of Gardening Competition Area in Dajia Riverside Park Areas of 2010 TIFE – 4 <sup>th</sup> Contract Change (subsequent expansion in 2011)	2,482,300	The Landscape Engineering Association of Taipei City
Professional service contract for operation management of Gardening Competition Area in Dajia Riverside Park Areas of 2010 TIFE – 6 <sup>th</sup> Contract Change – addition of new action items	814,200	The Landscape Engineering Association of Taipei City
Professional service contract for operation management of the Global Garden Area and temporary placement site of 2010 TIFE – 3 <sup>rd</sup> Contract Change – (subsequent expansion in 2011)	4,851,000	Chinese Floricultural Foundation
Professional service contract for operation management of the Global Garden Area and temporary placement site of 2010 TIFE – 5 <sup>th</sup> Contract Change – addition of new action items	575,388	Chinese Floricultural Foundation

Responsible Authority: Department of Economic Development/Handling Authority: Press and Media Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for 2010 TIFE International Press and Media Center	6,440,000	Peace Marketing Taiwan Inc.
Professional service contract for the design, production, and planning of 2010 TIFE promotional and marketing souvenirs	1,520,000	Peace Marketing Taiwan Inc.
Professional service contract for 2010 TIFE International Press and Media Center– 2nd contract change – (subsequent expansion in 2011)	3,230,000	Peace Marketing Taiwan Inc.
2010 TIFE media visit campaign	2,190,000	Alluni Digital Marketing Co.Ltd

Responsible Authority: Department of Economic Development/Handling Authority: Customer Service Center

Contract Title	Value upon Tender Decision	Tender Winner
Professional service contract for 2010 TIFE VIP reception	3,490,000	Lion Travel – Banciao Branch
Property procurement for direction sign boards in park areas of 2010 TIFE	575,156	Hong Yue Advertisements
2019 procurement for handy gifts for VIPs of 2010 TIFE	800,000	Min Sheng Culture & Communication Ltd.
2011 procurement for handy gifts for VIPs of 2010 TIFE closing ceremony	790,000	Min Sheng Culture & Communication Ltd.

Responsible Authority: Department of Economic Development/Handling Authority: Secretary's Office, Project Planning Office, Office of Commerce

Contract Title	Value upon Tender Decision	Tender Winner
Outsourced service for 2010 TIFE operation management planning	5,967,760	Environmental Management Accounting Network-Taiwan
2009 AIPH Spring Meeting and Outsourced service for implementation of Taipei Flower Show	296,600,000	Taiwan Floriculture Development Association
Outsourced service for the planning, design, and installation of 2010 TIFE promoting materials on external walls and at important sections	1,273,000	Occupy Advertising
2008 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE	530,000	Police Radio Station
2008 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE	761,000	Asia Broadcasting Networks
2008 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE	788,000	Philharmonic Radio Taipei Co., Ltd.
2008 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE	785,000	UFO Broadcasting Co., Ltd.
2008 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE	981,000	Broadcasting Corporation of China
2009 promoting material output on construction fences and construction projects at important road intersections for 2010 TIFE	997,203	Bluestar Co., Ltd.
2009 Outsourced service for the production of advertising and promoting tapes of 2010 TIFE	920,000	One Heart Broadcasting Co., Ltd.
Outsourced service for international promotion of 2010 TIFE	960,000	Central News Agency
2009 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE at nationwide commercial radio stations	4,632,000	UFO Broadcasting Co., Ltd.
Outsourced professional planning and establishment service for 2010 TIFE – image and Taipei Flora Expo promotion establishments at the northern entrance of 1F of Taipei City Hall	1,631,000	Sodian Creative Ideas Research and Development Company
Property procurement for ticketing machines of 2010 TIFE	663,600	Chilin Electronics Co., Ltd.

Contract Title	Value upon Tender Decision	Tender Winner
Property procurement for ticketing machines of 2010 TIFE – 1 <sup>st</sup> Contract Change	81,585	Chilin Electronics Co., Ltd.
Property procurement for resting chairs in park areas of 2010 TIFE	521,000	Yuansu Technology Co., Ltd.
Pavilion number card dispensing machine paper procurement for 2010 TIFE	297,920	Zhuan Technology Co., Ltd.
2010 Outsourced service for the production and broadcasting of advertisements of 2010 TIFE at nationwide commercial radio stations	6,750,000	UFO Broadcasting Co., Ltd.
Outsourced professional planning and establishment service for 2010 TIFE – image and Taipei Flora Expo promotion establishments at the northern entrance of 1F of Taipei City Hall – 2 <sup>nd</sup> Contract Change (subsequent expansion in 2010)	570,000	Sodian Creative Ideas Research and Development Company
Property procurement for resting chairs in park areas of 2010 TIFE – 1 <sup>st</sup> Contract Change	382,210	Yuansu Technology Co., Ltd.
Outsourced professional planning and establishment service for 2010 TIFE – image and Taipei Flora Expo promotion establishments at the northern entrance of 1F of Taipei City Hall – 3 <sup>rd</sup> Contract Change	348,800	Sodian Creative Ideas Research and Development Company

Responsible Authority: Department of Economic Development/Handling Authority: Information Service Center

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE website planning, establishment, and operation maintenance service	1,930,000	Hyweb Technology Co., Ltd.
2010 TIFE computer control center establishment	7,694,400	Chunghwa System Integration

Responsible authority: Department of Information Technology

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE management system planning, establishment, and operation maintenance service	7,890,000	Goldsun Computer & Communication Co., Ltd.
2010 Taipei City Government integrated service network and wireless portal function expansion service	2,754,405	Hyweb Technology Co., Ltd.
2010 TIFE virtual application services planning, establishment, and maintenance service	9,399,000	Galaxy Software Services
2010 TIFE action audio-visual commands control auxiliary platform establishment	3,444,980	Industrial Technology Research Institute of Taiwan
TIFE media commands control system section control center client-end storage equipment and personal computer procurement	247,000	Quanming Technology Co., Ltd.

Responsible authority: Department of Cultural Affairs

Contract Title	Value upon Tender Decision	Tender Winner
Monitoring of Yuanshan Yuanshan Site of important archaeological digs throughout 2010 TIFE constructions	250,000	Su-Qiu Guo
Exhibition arrangement and operation at Taipei Story House of 2010 Taipei International Flora Expo	13,700,000	Old Story Store
Exhibition/performance planning and operation on Dazhentou Square and Pavilion of Culture of 2010 TIFE	38,600,000	Jiayu International Audio-Visual Co., Ltd.
2010 TIFE EXPO Hall theme-setting play - Diabolo Dance Theatre	9,375,000	Diabolo Dance Theatre
2010 TIFE EXPO Hall theme-setting play - U Theatre	5,420,000	U Theatre
2010 TIFE opening/closing events and daily park-closing shows creative planning and design	3,340,000	Yitai Design Consultants
2010 TIFE opening / closing events and daily park-closing shows – 2009 cultural affairs implementation talent contract	2,510,000	Infine Art & Culture Exchange
2010 TIFE Opening/Closing Section – 2010~2011 cultural affairs manpower contract	30,400,000	Infine Art & Culture Exchange
2010 TIFE Opening/Closing Section – 2010~2011 cultural affairs manpower contract	663,811	Infine Art & Culture Exchange
2010 TIFE routing performing arts groups selection and implementation	4,220,000	Performing Arts Alliance
2010 TIFE routing cultural performances implementation	44,150,000	Performing Arts Alliance
2010 TIFE routing cultural performances implementation – added items	22,070,000	Performing Arts Alliance
2010 TIFE routing cultural performances – EXPO Hall theme-setting plays - creative planning	420,000	Red society films
2010 TIFE routing cultural performances – EXPO Hall theme-setting plays – costume design and production	2,300,000	Wen-Ying Image and Fine Arts Design Studio
2010 TIFE EXPO Hall theme-setting play – Lily Love	20,780,000	Ping-Fong Acting Troupe
Stage 2 Monitoring of Yuanshan Yuanshan Site of important archaeological digs throughout 2010 TIFE constructions	600,000	Su-Qiu Guo
Outsourced service for supply of technical equipment for art and cultural exhibitions and performances and operation management of pavilions at 2010 TIFE	69,500,000	Original Digital Media Design
2010 TIFE cultural performance advertising material printing	3,989,390	Longzan Stapling Company
December 31 fireworks set-off planning and implementation	29,470,000	Giant Show Tech. Co., Ltd.
2010 TIFE opening / closing events and daily park-closing shows creative planning, design, and implementation	30,600,000	Yitai Design Consultants
2010 TIFE Opening/Closing Section Office – 2010~2011 computer rental	377,412	All Ming Technology
2010 TIFE giant performances and daily park-closing shows – Artdu outsourced planning	217,500	Artdu
2010 TIFE giant performances and daily park-closing shows – Artdu outsourced planning	25,316	Artdu
2010 TIFE giant performances – outdoor temporary stage	23,000,000	Ding Ting Construction

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE giant performances – outdoor temporary audience platform	20,500,000	Fengyou Construction
2010 TIFE giant performances – water curtain equipment setup professional services	16,500,000	Effect Professional Active Engineering Co., Ltd.
2010 TIFE giant performances – floating carrier planning and implementation	19,770,000	Ding Ting Construction
2010 TIFE giant performances – lighting and power equipment rental	16,850,000	Surpass Production Group
2010 TIFE giant performances – projector rental	13,000,000	Boyang International
2010 TIFE giant performances – inflated tools planning and implementation	1,800,000	Airglow Co., Ltd.
2010 TIFE giant performances – large tools professional services	4,270,000	Jingxiang Stage Design
2010 TIFE giant performances – costume production, planning, and implementation professional services	4,500,000	Lujiang Company
2010 TIFE giant performances – technical manpower centralized professional services	9,725,000	Chou Kai Theater Foundation
2010 TIFE giant performances – traffic maintenance program professional services	1,500,000	EEC, Inc.
2010 TIFE giant performances – aquatic transportation tools and floating deck rental	2,538,000	Minghonghehai Construction
2010 TIFE giant performances – FireMosa	800,000	FireMosa
2010 TIFE giant performances – stereo equipment rental	5,900,000	Born Free Inc.
2010 TIFE giant performances – chorus	2,600,000	Taipei Artists Culture Education Foundation
2010 TIFE giant performances – solo	220,000	Mars Entertainment Co., Ltd.
2010 TIFE giant performances – communication devices rental	7,345,500	AiKe Int'l Electronics Limited
2010 TIFE giant performances – Dajia peripheral facilities and equipment rental	3,909,750	Big Dome Corporation
2010 TIFE giant performances – drumbeats	5,720,000	U-theatre
2010 TIFE giant performances – manual printing	470,000	Jiaxin Printing Company
December 31 2010 New Year countdown foreshow and 2011 park-closing performances	24,790,000	Mr. Wing Theatre Company
2010 TIFE giant performances – staring	3,347,760	Spinifex Group
2010 TIFE giant performances – pre-stage rehearsal venue rental	952,875	Formosa Wonderworld Co., Ltd.
2010 TIFE giant performances – Phoenix tent removal and recovery	130,000	Wen's Phoenix Corporation
2010 TIFE giant performances – White Flower tent removal and recovery	577,440	HCCVS Co, Ltd.
2010 TIFE Eco Theater increased lighting procurement	868,000	Khepri Lighting Co., Ltd.
2010 TIFE giant performances – harvest and festivity	200,000	Xiao-Jun Ji
2010 TIFE giant performances – broadcasting team accommodation	300,300	L'Hotel de Chine Group

Contract Title	Value upon Tender Decision	Tender Winner
2010 TIFE giant performances – fireworks box design team accommodation	171,600	The Landis Taipei Hotel
2010 TIFE daily park-closing show music authorization	130,401	Artdu
2010 TIFE EXPO Arena performances – Puppet & Its Double Contract	4,084,000	Puppet & Its Double
2010 TIFE Xinsheng Park performances – Canada CORPUS Contract	1,145,157	CORPUS
2010 TIFE Xinsheng Park performances – French Jean-Louis Cortes CORPUS Contract	1,110,000	Jean-Louis Cortes
2010 TIFE Dajia Riverside Park Parade – Paper Windmill Theatre Contract	15,000,000	Paper Windmill Theatre
2010 TIFE EXPO Hall robot play and EXPO Arena performances invitation implementation	12,400,000	Performing Arts Alliance

Responsible authority: Department of Information and Tourism

Contract Title	Value upon Tender Decision	Tender Winner
Production of the 2010 Int'l Flora Expo in Taipei short promotional film	445,000	Visual Power Creative Advertisements Company
2008 open solicitation of event handheld objects	490,000	DEM Inc.
2008 Open solicitation of TIFE theme bandwagon	1,489,500	Yinyu Enterprise Company
2010 TIFE integrated marketing plan	950,000	Ogilvy Public Relations Worldwide
Broadcasting of 2010 TIFE on the nationwide TV network of Kuokuang Motor Transportation Company	136,000	Hongxin International Co., Ltd.
Broadcasting of 2010 TIFE on the nationwide TV network of Taiwan Railway Administration	135,000	Anli Advertisement Color Printing Company
2008 production and posting of city administration promoting materials on Jiancheng Circle Food Court External Wall	148,800	WJD Advertisement Co., Ltd.
TV promotion of AIPH Spring Meeting and TIFE	600,000	Formosa Television
TV promotion of AIPH Spring Meeting and TIFE	600,000	Unique Broadcasting Inc.
TV promotion of AIPH Spring Meeting and TIFE	600,000	Sanlih E-Television
TV promotion of AIPH Spring Meeting and TIFE	600,000	Eastern Broadcasting Co., Ltd.
TV promotion of AIPH Spring Meeting and TIFE	600,000	China Television Company
2009 TIFE Bus Advertisement	2,400,000	Posterscope Taiwan
Newspaper promotion of AIPH Spring Meeting and TIFE	625,000	Liberty Times
Newspaper promotion of AIPH Spring Meeting and TIFE	625,000	Times International Advertising Co.
Newspaper promotion of AIPH Spring Meeting and TIFE	625,000	United Daily News
Newspaper promotion of 2009 AIPH Spring Meeting and TIFE	625,000	Taiwan News

Contract Title	Value upon Tender Decision	Tender Winner
Promotion of TIFE in the 2009 annual conference of International Generic Pharmaceutical Alliance	290,000	Taiwan Generic Pharmaceutical Association
Flora Expo Theme Bandwagon	2,000,000	Yinyu Enterprise Company
Promotion of TIFE in China (Beijing) International Cultural & Creative Industry Expo	320,000	Taipei Computer Association
Planning and implementation of 2009 Parade Carnival	6,200,000	Friendly Dog Entertainment Co.,Ltd.
2009 Large outdoor advertisement promotion of TIFE in Kaohsiung City	1,980,000	Xinyu Broadcasting Inc.
Promotion of TIFE in 2009 NBA Broadcasting LIVE Street Party in Taipei	1,900,000	Hanchuang Co., Ltd.
Production and playing of 2010 TIFE short films on travel and life channels	5,000,000	Discovery Networks Asia – Taiwan Branch
Production and installation of 2010 TIFE advertising light sheets on MRT lamp boxes	192,459	WJD Advertisement Co., Ltd.
TIFE 2009 integrated marketing plan and implementation	49,000,000	Ogilvy & Mather Advertising
2009 Suzhou Travel Festival color boat design, production, and media promotion	1,950,000	Eastern Broadcasting Co., Ltd.
Promotion of 2010 TIFE in International Pharmaceutical Federation World Congress 2009	300,000	The Pharmaceutical Society of Taiwan
2009 Large outdoor advertisement bulletin board promotion of TIFE	7,600,000	Occupy Advertising
2010 TIFE FRP Mascot Production	400,000	Ji-De Construction Company Limited
Outsourced approaches to entertainers about the possibility of serving as 2010 TIFE ambassadors	940,000	Fortune Entertainment Co. Ltd.
2010 ERA World Cup promotion project for TIFE	930,000	ERA Communications Co., Ltd.
2010 RTI international marketing for TIFE	1,350,000	Radio Taiwan International
2010 Taipei Int'l Flora promotion campaigns videotaping and documentary production	299,000	i Do images co, ltd
2010 TIFE promoting materials main visual design	940,000	JRV International
2010 TIFE promoting materials main visual video design	185,000	JRV International
2010 TIFE electronic ticket procurement	1,014,400	United Daily News
Establishment of city administration promoting advertisements in the service center outside Taipei Zoo	168,940	Jazz Photo & Image Lab Co., Ltd.
2010 TIFE promoting film production	320,000	New Vision Integrated Marketing Communication Co., Ltd.
2010 "Flora Expo + Taipei Looks Great" network marketing	2,000,000	udn.com Co., Ltd.
2010 TIFE 60-second movie copying and production	569,350	Modern Cinema Laboratory
Outsourced production and playing of 2010 TIFE radio programs	896,000	Formosa Voice Radio Station
2010 TIFE tourist guide compilation and printing	997,498	Xiti Advertisement and Design Co., Ltd.



Contract Title	Value upon Tender Decision	Tender Winner
Tianmu Baseball Diamond TIFE image advertisement installation	331,418	Photo Man Image (PMI) Ltd.
2010 TIFE good will ambassador hybrid low-floor bus advertisement production	568,400	D-Jack Music Inc.
2010 Yangming Mountain floral season and TIFE TV news and weather report promotion	490,000	Eastern Broadcasting Co., Ltd.
2010 Yangming Mountain floral season and TIFE TV commercial playing	289,000	CTiTV Inc.
2010 Yangming Mountain floral season and TIFE TV commercial playing	379,000	TVBS
2010 TIFE foldout (in different languages) printing	219,500	Anjie Company
2010 Suzhou Travel Festival color boat design, production, and media promotion	1,950,000	Eastern Broadcasting Co., Ltd.
2010 TIFE newspaper promotion	2,750,000	United Daily News
2010 TIFE newspaper promotion	2,800,000	Min Sheng Culture & Communication Ltd.
2010 TIFE newspaper promotion	2,700,000	China Times
2010 TIFE air-filled mascot campaign production	178,000	Airglow Co., Ltd,
2010 TIFE public relations campaign	1,380,000	New Vision Integrated Marketing Communication Co., Ltd.
2010 TIFE TV promotion	24,200,000	Carat Media Taiwan Ltd.
2010 TIFE air-filled mascot production (2)	177,000	Airglow Co., Ltd,
Want Daily promotion	855,000	Commercial Times
Promotion of 2010 TIFE in International Pharmaceutical Federation World Congress 2010	255,000	The Pharmaceutical Society of Taiwan
2010 Taipei Int'l Flora Colorful Disk planning and publishing	950,000	Halo Project House Co., Ltd.
2010 TIFE newspaper promotion	2,600,000	Apple Daily
2010 Taipei Int'l Flora TV cause marketing planning and implementation	23,999,660	1.CTiTV Inc. 2.Eastern Broadcasting Co., Ltd. 3.Unique Broadcasting Inc. 4.ERA Communications Co., Ltd. 5.Sanlih E-Television 6.TVBS
2010 City Forum	490,000	Caijin Publishing House
2010 Sisy World News coverage of TIFE	168,000	CTiTV Inc.
2010 TIFE TV keynote programs film procurement	720,000	CTiTV Inc.
2010 TIFE Taipei MRT carbody advertisement production	2,519,160	Jazz Photo Image Labs Inc.
2010 TIFE promotional short films production	780,000	Liann Ye Production Co., Ltd.
2010 TIFE domestic and international Internet promotion	7,700,000	National Geographic Channel Asia – Taiwan Branch

Contract Title	Value upon Tender Decision	Tender Winner
2010 The Real Daily publication project	208,000	China News Group Publish Enterprise Co., Ltd.
2010 China Daily News publication project	208,000	China Daily News
2010 magazine promotion for 2010 TIFE	6,050,000	Dexun Advertising Co., Ltd.
2010 TIFE cross-media promotional topic marketing and planning	770,000	Lianqin Public Relations
TIFE dance promotion – Shero (Dance Remix Version) music public performance inclusive authorization	254,310	Music Copyright Society of Chinese Taipei
TIFE New Year countdown traffic control newspaper promotion project	157,000	China Times
TIFE New Year countdown traffic control newspaper promotion project	155,000	United Daily News
TIFE New Year countdown traffic control newspaper promotion project	155,000	Liberty Times
TIFE New Year countdown traffic control newspaper promotion project	240,975	Apple Daily
2010 TIFE park areas copyrighted music public performance inclusive authorization	322,000	Music Copyright Society of Chinese Taipei
General licensing for public performance of music works at 2010 TIFE	200,000	The Association of Recording Copyright Owners
Overseas promotion of TIFE – Southeast Asia	6,600,000	National Geographic Channel Asia – Taiwan Branch
Google keyword	1,999,980	Google
TIFE group souvenir tickets open contract	841,400	Red Black Designs
Discovery production and playing of TIFE films	15,200,000	Discovery Networks Asia – Taiwan Branch
Promotion of TIFE at “Generics & Biosimilars Asia 2011”	171,276	Taiwan Generic Pharmaceutical Association
2010 TIFE transportation promotion publications in newspapers in response to long holidays	240,000	Liberty Times
2010 TIFE transportation promotion publications in newspapers in response to long holidays	155,000	China Times
2010 TIFE transportation promotion publications in newspapers in response to long holidays	154,000	United Daily News
2010 TIFE transportation promotion publications in newspapers in response to long holidays	240,000	Apple Daily
2010 TIFE transportation promotion publications in newspapers for the closing ceremony	240,000	Liberty Times
2010 TIFE transportation promotion publications in newspapers for the closing ceremony	154,000	China Times
2010 TIFE transportation promotion publications in newspapers for the closing ceremony	154,000	United Daily News
2010 TIFE transportation promotion publications in newspapers for the closing ceremony	240,000	Apple Daily

Responsible authority: Department of Economic Development

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE MRT Yuanshan Station linear park lighting and environmental beautification turnkey project outsourced construction surveillance technical services	274,000	Shengyu Construction Consultants
2010 TIFE Dajia Riverside Park wetland ecology project outsourced design, construction surveillance technical services	553,000	Taifeng Agriculture and Husbandry
MRT Yuanshan Station linear park – park lighting and environmental beautification turnkey project	14,268,000	Proinfo
Xinsheng Park Area Pavilion of Regimen indoor renovation (2)	1,155,600	Hong Tai Construction
2010 TIFE Operation Headquarters “Zongshan Stadium office” space renovation	4,070,000	Jian Hong Construction
2010 TIFE visitor center renovation project outsourced design, construction surveillance technical services procurement	540,750 (Total construction cost 7.5%)	Sheng-Ji Huang’s Architecture Firm
2010 TIFE visitor center renovation project	7,210,000	Luodan Indoor Renovation

Responsible authority: North District Project Office, Department of Rapid Transit Systems

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE Yuanshan Park Area new construction and renovation project outsourced planning, design, construction surveillance technical services Tender DZ101	68,500,000	Resources Engineering Services Inc.
(CZ201) 2010 TIFE Yuanshan Park Area EXPO Dome and other facilities project	767,889,998	Deng Shan Construction
(CZ201) 2010 TIFE Yuanshan Park Area Zhongshan Soccer Stadium construction fence project	4,148,000	Kun Yi Construction
(CZ202) 2010 TIFE Yuanshan Park Area EXPO Theater, Pavilion of Culture, Celebrity’s House and other facilities project	201,600,000	Dong Yi Construction
(CZ204) 2010 TIFE Yuanshan Park Area exhibit flower species and exhibition replacement maintenance project	243,000,000	Shan-Shui Landscape Architecture
Taipei City Lanzhou Market 2nd Floor Office Renovation Turnkey Project	19,800,000	Fuyuan Interior Design

Responsible authority: System E&M Project Office, Department of Rapid Transit Systems

Contract Title	Value upon tender decision	Tender Winner
CZ307 - 2010 TIFE ticketing and ticket card system project	201,000,000	Mercuries Data Systems

Responsible authority: New Construction Office, Public Works Department

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE Fine Arts Park Area EXPO Hall and Pavilion of Aroma of Flowers new construction project outsourced planning, design (including drilling and testing) technical services / 2010 TIFE Fine Arts Park Area EXPO Hall and Pavilion of Aroma of Flowers new construction project outsourced construction surveillance and technical services	13,943,562	Guang-Yu Jin's Architecture Firm
2010 TIFE Fine Arts Park Area EXPO Hall and Pavilion of Aroma of Flowers new construction project	327,900,000	Sansin Builders Co., Ltd.
2010 TIFE Fine Arts Park Area EXPO Hall and Pavilion of Aroma of Flowers new construction project – sporadic constructions	27,500,000	Sansin Builders Co., Ltd.
2010 TIFE Xinsheng Park Area Pavilion of Dreams, Pavilion of Future, and Pavilion of Angel Life new construction project outsourced planning, design (including drilling and testing) technical services/ 2010 TIFE Fine Arts Park Area Pavilion of Dreams, Pavilion of Future, and Pavilion of Angel Life new construction project outsourced construction surveillance and technical services	46,457,832	Bio architecture Formosana
2010 TIFE Pavilion of Dreams, Pavilion of Future, and Pavilion of Angel Life new construction project	1,119,800,000	Fortune Construction
Maintenance team mixture site AC pavement and peripheral trees trimming project	2,660,000	Mao Sheng Construction

Responsible authority: Hydraulic Engineering Office, Public Works Department

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE Dajia Riverside Park Area construction outsourced design	13,075,600	Heart Planning & Design Consultants
2010 TIFE Dajia Riverside Park Area construction, pier expansion, and plantation outsourced surveillance	11,700,000	Yijiu Engineering Technical Consultants
2010 TIFE Dajia Riverside Park Area construction and pier expansion project	342,260,000	Kaiyuan Construction
2010 TIFE Dajia Riverside Park Area plantation project	30,336,000	Shan-Shui Landscape Architecture
2010 TIFE Dajia Riverside Park Area passenger bus parking lot and road construction project outsourced surveillance	568,000	Yijiu Engineering Technical Consultants
2010 TIFE Dajia Riverside Park Area passenger bus parking lot and road construction project	20,300,000	Jingli Engineering

Responsible authority: Parks and Street Lights Office, Public Works Department

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE Meilun Park playground overhaul project	1,976,000	Yocheng Civil Engineering
2010 TIFE Nanxiang Park playground overhaul project	990,000	Guanjie Civil Engineering
2010 TIFE Da-an Forest Park playground overhaul project	5,130,000	Hong Zhen Construction

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE Xinsheng and Fine Arts Park Areas tree transfer	3,899,000	Luzhuxuan Landscaping and Greening
2010 TIFE Lin An-Tai Historic House, Palace of Flora Teas, and Fujian Style Garden planning, design, construction surveillance technical services	7,162,878 (construction fees 6.55%)	Yu-Jian Xu's Architecture Firm
2010 TIFE Lin An-Tai Historic House, Palace of Flora Teas, and Fujian Style Garden overhaul project	101,166,600	Qing Lin Construction
2010 TIFE Flower Base Under Trees beautification and greening project	52,320,000	Haitang Horticulture
2010 TIFE Xinsheng Park Area Floral Tunnel outsourced planning, design, construction surveillance technical services	4,570,000 (construction fees 7.85%)	Dafan Engineering Consultants
2010 TIFE Floral Tunnel new construction project	52,576,800	Yu Cheng Construction
2010 TIFE Xinsheng Park Area Pavilion of Regimen and Garden outsourced planning, design, construction surveillance technical services	2,050,000 (construction fees 6.27%)	Ming-Nan Yen's Architecture Firm
2010 TIFE Xinsheng Park Pavilion of Regimen overhaul project	11,467,786	Jian Hong Construction
2010 TIFE Xinsheng Park Pavilion of Regimen Garden greening and beautification project	17,320,000	Taifeng Agriculture and Husbandry
2010 TIFE Binjiang Street greening/beautification and food court utility project – Binjiang Street greening and beautification project	1,774,000	Fumanjia Company
2010 TIFE Binjiang Street food court utility project	1,150,000	Yi Deng Engineering
2010 TIFE Dajia Riverside Park Area flower and sea of flowers greening project outsourced construction surveillance	1,944,000 (construction fees 3.24%)	Yijiu Engineering Technical Consultants
2010 TIFE Dajia Riverside Park Area flower and sea of flowers greening project	49,470,000	Taifeng Agriculture and Husbandry
2009 Renai Traffic Circle TIFE signboard outsourced project	229,500	Yihua Company

Responsible authority: Sewage Systems Office, Public Works Department

Contract Title	Value upon tender decision	Tender Winner
Taipei Fine Arts Museum South (West) Exit 2 and Taipei Story House interface overhaul project	167,895,000	Jia Shun Construction

Responsible authority: Taipei Fine Arts Museum

Contract Title	Value upon tender decision	Tender Winner
Taipei Fine Arts Museum restaurant overhaul project outsourced planning, design, and construction surveillance service	252,000	Cheng-Wei Lai's Architecture Firm
Taipei Fine Arts Museum restaurant overhaul project	5,172,845	Beichen Engineering

Contract Title	Value upon tender decision	Tender Winner
Taipei Fine Arts Museum South (West) Exit 2 and Taipei Story House interface overhaul project outsourced planning, design, and construction surveillance	7,100,000	CHIEN Architects & Associates
Taipei Fine Arts Museum air-conditioning quality improvement procurement	2,792,396	Envirtrol System

Responsible authority: Children's Recreation Center

Contract Title	Value upon tender decision	Tender Winner
Taipei City Children's Recreation Center 2009 amusement park facility beautification and repair project	2,240,000	Li Tain Construction

Responsible authority: Department of Urban Development

Contract Title	Value upon tender decision	Tender Winner
2010 TIFE Blue Highway (Keelung River) light sculpture arts outsourced design and construction surveillance	6,820,000	Yohe Development Company
2010 TIFE Blue Highway (Keelung River) light sculpture arts project – embankment wall painting project	13,740,000	Yi Zheng Construction
2010 TIFE Blue Highway (Keelung River) light sculpture arts project – light sculpture illumination project	25,769,994	Fengyou Construction
2010 TIFE Blue Highway (Keelung River) light sculpture arts project – Dazhi Bridge digital water curtain project	34,319,554	Fengyou Construction

Responsible authority: Taipei City Market Administration Office

Contract Title	Value upon tender decision	Tender Winner
Jianguo Flower Market, Jade Market, Holiday Square beautification project outsourced planning, design, and construction surveillance	3,584,290 (construction fees 5.5%)	Shi-Jian Cai's Architecture Firm
Jianguo Flower Market, Jade Market, Holiday Square beautification project	54,421,000	Zhen Yuan Construction

#### Operation Headquarters Mid and Late Period Planning

The preparation period began in 2009, and in order to make the organization more efficient and consistent, the original professional and administrative divisions were transformed into 12 centers, headed by Commissioner of the Department of Economic Development Hsiung-Wen Chen, with Consultant See-You Ting as producer, Taipei City Office of Commerce Division Chief Chang-Jia Liu, agricultural development division Chair Gao as vice head. According to tasks, 12 centers with directors and work teams each have 1 team leader.

5

### 14 Centers under TIFE Operation Headquarters

Center	Team	Personnel
Administration Center	Financial Management Team, Volunteer Recruitment Team, Human Resources Administrative Team, Research Control Team, Post-Meeting Development Team (5 sections)	71
Exhibition Construction Center	Exhibition Construction, Environment Cleaning, Mechanical Engineering Maintenance, Ticketing System (4 sections)	70
Transportation Service Center	Administrative Management and Audit, Traffic Planning, Logistics Management (3 sections)	26
Promotion and Marketing Center	Promotion and Marketing, Business Participation, Promotion Administration (3 sections)	32
Exchange Event Center	Social Exchange, Arts and Cultural Events, Site Management (3 sections)	36
City Garden Center	City Landscape Renovation, Vertical Greening, General Administration, Subsequent City Garden Maintenance (4 sections)	28
Business Service Center	Commodity Service, Dining Service, and Tourism Service (3 sections)	34
Information Service Center	Website Management, Internet Service, Information System (3 sections)	46
Exhibition Service Center	Hotline Consultation, General Affairs, Exhibition Service (3 sections)	32
Pavilion Operation Center	Pavilion Section 1, Pavilion Section 2, Horticulture Exhibition (Section 3), Pavilion of Dreams Operation Personnel (4 sections)	24
Safety Management Center	General Affairs, Access Management, Safety Mechanism (3 sections)	24
Horticulture Service Center	Horticulture Service, Horticulture Management, Global Garden Area (3 sections)	44
Press and Media Center	Press and Media Center (1 section)	15
Customer Service Center	Operation Planning, Operation Coordination, Logistics Management, Reception and Guided Tours, Visitor Service, Volunteer Service (6 sections)	180
Total	47 Teams	662

6

### Manpower at TIFE Operation Headquarters

	Number (people)	Notes
Official manpower	23	Manpower from Department of Economic Development
	274	Each Division's support personnel (TIFE Operation Headquarters, volunteer team, different area personnel)
Contracted manpower	10	14 centers
Appointed manpower	479	
Hope employment (Short-term) personnel	413	282 to Department of Economic Development, 26 to Taipei City Office of Commerce, 102 to Department of Environmental Protection, 2 to Public Transportation Office, 1 to Parks and Street Lights Office.
Temps	258	Guided tours, tickets, etc.
Total		1,457

## 7

On July 18, 2007, Department of Economic Development Commissioner Hsiung-Wen Chen invited colleagues and the Taiwan Floriculture Development Association held the 1st theme selection meeting, adding to the 16 themes “Flow, Flowers, Green Life,” and then there were 17. After enthusiastic discussion, 7 were deleted, with 10 left. The 2nd theme selection meeting had 5 themes remaining.

17 themes were: “Flora Dance, Butterflies Fly, Green Life”; “Love, Earth, Happy Garden City”; “Life, Dream, Beautiful Horizon”; “Humans, Dream, Life”; “Humans, Earth, Life”; “Creativity, Entertainment, Life”; “Creation, Creativity, Renewal”; “Creativity, Entertainment, Anti-Global Warming”; “Life on Earth”; “Nature, Coexistence, Creativity”; “Fantasy, Dream, Life”; “Tomorrow’s Earth”; “Humans, Nature, Life”; “Flow, Flower, Natural, Life”; “The Future of Nature; “Flow, Flower, Green Life”.

On August 8, 2007, the 3rd selection meeting was held, and Deputy Mayor Chong-Yi Lin and the “2010 TIFE Promotion Panel” and all divisions of Taipei City Government sent representatives for a public selection. The meeting decided to form a “Theme Consulting Team” comprising: Department of Economic Development Commissioner Hsiung-Wen Chen, Floriculture Development Association Manager Guo-Cheng Zhong, NTU Professor Li Nian, head of Taiwan Development Institute Cao Zheng, Council of Agriculture division head Rui-Rong Chen, and Consultant See-You Ting, a total of 6 members, with Commissioner Hsiung-Wen Chen as the convener in charge of Chinese and English theme planning for TIFE later confirmed by the TIFE Promotion Panel.

On September 3, 2007, before the AIPH Fall meeting, Commissioner Hsiung-Wen Chen held the 4th theme selection meeting, with participants Floriculture Development Association’s Manager Guo-Chen Zhong, NTU Prof. Li Nian, Consultant See-You Ting, including National Chung Hsing University Marketing Department Prof. Huan-Zhao Li, Department of Economic Development Taipei City Office of Commerce Commissioner Jia-Jun Liu and Technician Ms. Zhu-Rong Wang, referencing AIPH approved expo names from 1996 to 2006, and increasing the number of possible themes from 5 to 10, and after enthusiastic discussion, 2 remained: “Nature, Coexistence, Creativity” and “Beauty, Inspiration, New Horizon .”

10 possible themes were: “Flora Dance, Butterflies Fly, Green Life”; “Nature, Coexistence, Creativity”; “The Future of Nature”; “Hope, Dream, Beautiful New Horizon”; “Humans, Nature, Life”; “Humans, Nature, Creativity”; “Beauty, Nature, Creativity”; “Beauty, Nature, Inspiration”; “Green , Coexistence, Inspiration”; “Beauty, Inspiration, New Horizon”.

On September 27, 2007, Commissioner Hsiung-Wen Chen hosted a theme meeting (the 5th), with attendants including: Floriculture Development Association Vice President Li-Juan Huang, Prof. Li Nian, head Cao Zheng, Consultant See-You Ting, Department of Economic Development Taipei City Office of Commerce Commissioner Jia-Jun Liu, Zhen-Yuan Gao, Qiu-Hong Lu, once again the past names for expos between 1851 to 2005 approved by BIE were considered, and after much discussion, 2 themes became 4, with 2 runners up: “Flow , Flower , New Horizon”, “River, Flower New Horizon”.

The 4 themes were: “Nature, Coexistence, Creativity”; “Beauty, Inspiration, New Horizon”; “Colorful Flora, Flow, New Horizon; “Colorful Flora, Flow, New Color”.

## 8

Mascot and logo design competition selection method, judging standards, and awards.

Selection Method: Initial selection and final selection: Initial selection was January 14, 2008, with the producers, scholars from the design department , marketing personnel selected the mascots and logos for the first round; final selection was January 21, 2008, with the same judging team selecting one first place. Selected pieces were put online (January 16-21, 2008), though internet voting was not including in the judges’ decision.

Judging Standards: Theme imagery 50%; creativity 30%; overall design 20%.

Award: One first place winner each for the logo and mascot, with the grand prize of USD \$10,000. (If the mascot and logo winners are not the same person, the prize is split); Most Popular Award based on the internet voting, with the most popular logo won by Qiu-Hong Chen with 1,145 votes, and the most popular mascot won by Ya-Ting Fan with 1,363 votes.

Note: If the entrant’s work copies others or infringes on another’s copyright, besides legal recourse, the entrant is disqualified, and if the award has been awarded, it will be taken back and announced; once the winner is confirmed, the winner must release copyright to the Taipei City Government, and if necessary the Taipei City Government has the right to edit the work in accordance with Copyright and Trademark Regulations with Intellectual Property Office.

9

Visual design Operation Headquarters Design Team Shen-Hong Liao.

10

Visual explanation: Background cannot include complicated shapes or colors; background cannot be dark in color (white is suggested, if necessary refer to the color palette); cannot change all the colors of elements; cannot change shape, follow the scale in enlarging or shrinking; the words Welcome to TAIPEI cannot be separated; 5 main life theme drawings should be individually used in print advertisement and not used with other elements; all main elements cannot have (white) outlines; the main visual element and CIS, mascots can be used but must work with one another within rules; all picture files with outlines should have even outlines.

Printing, Color Palette: Print advertising matter should be printed in accordance with this color palette; background colors should also refer to the palette.

Copyright Principle: TIFE logo images (with text), mascot, main visual images are public representations and if agencies (or appointed companies) need the image file, they must go through the governing unit's staff, and the appointed company can only print the appointed task and not make changes or print for other use; above regulations must be followed.

11

Warm-up Song is performed by a chamber music group, sang by Zi-Hui Yu; Chinese and Taiwanese choir versions sang by Taipei City Teachers Choir; Yu Shan style is performed by Four Seasons Choral Society Yi-Ming Zhuo, Xiao-Quan Huang, Zi-Hui Tu, Guo-Yun Huang; energetic youth version sang by Xiao-Quan Huang; children's choir version sang by Taipei Shilin Elementary School choir.

12

Winning team Cool Silly comprises 3 music loving youth from America. They write their own songs and lyrics about the positive side of life, including Chinese, English, Korean and other languages, bringing TIFE international horizons incorporated with rap, speaking, singing and dancing. They were highly charismatic and interactive with the audience, hence received the highest honor from the judges.

13

At TIFE, S.H.E. performed "SHERO," lyrics by Mayday's Ah Shen, music by Ba San Yao A Pu, edited by Yi-En Ti and A Pu.

At iFlora Expo, Wu Bai performed "You are My Flower," written and composed by WU Bai, edited by Wu Bai and China Blue.

City Love Jay Chou performed "Long Time No See," written and composed by Jay Chou, edited by Ting-Gui Cai.

At Colorful Flora Expo, May Day performed "Leaving the Face of the Earth," written and composed by Ah Shen, edited by Heng-Yi Zhou of Mayday.

At Beautiful Flora Expo, Zhi-Ling Lin sang "The Power of Beauty," lyrics by Zhi-Ling Lin, music by Nian-Yu Song.

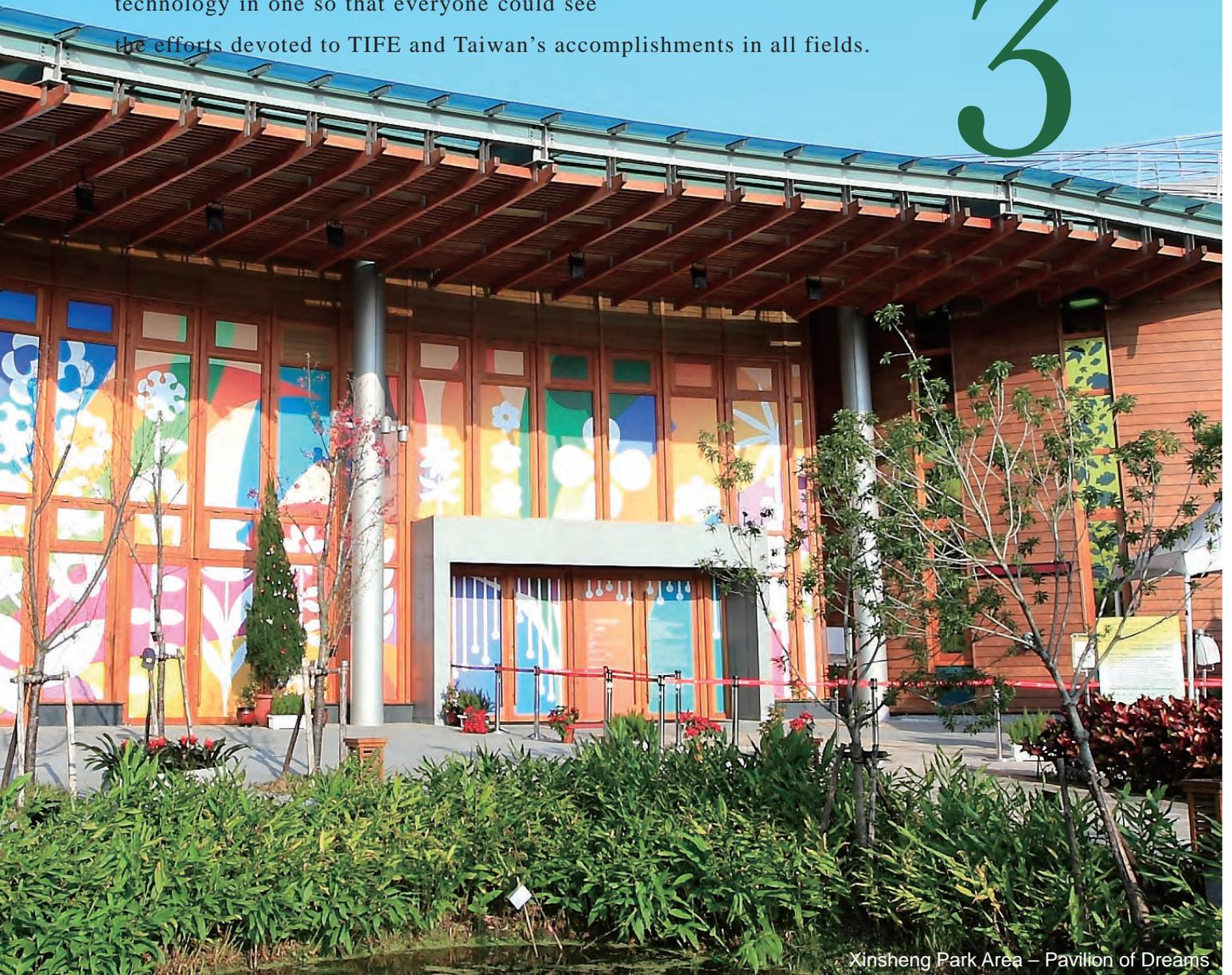


Pavilion of New Fashion (FE ECO Ark)



To build a horticultural and civilized event and create attachment in city residents to their local land, the software and hardware construction of the “2010 TIFE” was based on four concepts: the floral and horticultural power, care for the environment and ecology, cultural and artistic characteristics and top-notch technological accomplishments. From the beginning of preparations, the four concepts had been the construction framework of new pavilions, renovations of existing buildings, public facilities, indoor exhibit arrangement and horticulture planning. The hope was to build a place combining greenery, beauty, nature, humanities, arts and technology in one so that everyone could see the efforts devoted to TIFE and Taiwan’s accomplishments in all fields.

## Construction 3



## Basic Concept

From the beginning of preparations, the City Government team realized immediately upon conceptualization of a world-amazed international flora exposition that it should not be a festivity exclusive to Taiwanese people but should be intriguing for all visitors, domestic and international, and different populations, wherever they were in the park areas. In addition, it should not overly emphasize globalization and modernization without a touch on the unique spirit and charisma of Taiwan. In fact, for all expositions around the world, they had one thing in common. That is, they demonstrated locality of the hosting country and city on an international stage.

After referring to expositions in different countries around the world, the City Government team started with the train of thought “demonstration of local culture and emphasis of diversified capabilities of Taiwan” and considered as a whole the cluster effects of talent in various fields in Taipei and the characteristics and accomplishments of Taiwan in all aspects and defined the four concepts for TIFE. They were “flora and horticultural power, cultural and artistic characteristics, topnotch technological accomplishment, and care for the environment and ecology.” These four concepts were applied in pavilions, traffic, and public facilities, among other software and hardware constructions after the planning period began. All building materials used and constructions took into consideration their impacts on the ecology. Exhibitions in individual pavilions and each performance had their own topics that combined one or multiple concepts. The defined position from the very beginning laid the groundwork for the success of TIFE.

## Demonstration of flora and horticultural power

To demonstrate various floral technologies, floricultural creativities, and smart gardening and landscaping ideas, we complied with AIPH requirements by establishing the EXPO Dome as the main venue for large flora exhibitions and international floricultural competitions. In addition, we set up the Pavilion of Future with a large greenhouse to display plants from different parts, grown at different altitudes and latitudes of Taiwan. The Agricultural Life section was planned, too, to demonstrate the research accomplishments of Taiwan in agricultural technology.

Contents of exhibitions arranged in each of the other pavilions also primarily featured flowers and horticulture. The Pavilion of New Fashion (FE EcoARK) combined flowers, the natural element, with fashion and housed one after another eye-opening fashion shows. The Celebrity’s House used roses, the world-famous Chinese singer Teresa Teng’s favorite flower and combined artists’ creativity and interactive and projection technologies to engage nostalgic and worshipping visitors in the life of their idol in a most vivid way through sound, light, and images. In the Pavilion of Culture, various theme exhibitions combining nature and humanistic beauty were planned. At the Taipei Story House, one could see the dialogues between British gardens and Tudor-style architecture and Japanese, western, and Chinese furniture from 100 years ago. There were also beautiful floral prints, among other details, interlaced in the furniture worth careful appreciation. In the Taipei Fine Arts Museum were exhibitions and competitions on topics like “Beauty and Inspiration” and “Great Nature and Flowers.” Not only works of the famous impression painters “Monet” and “Gauguin” but also wonderful works of famous domestic artists inspired by the great nature were at display. In the Pavilion of Dreams, visitors could not see real flowers. Nevertheless, through the combination of technology and arts, one deeply felt the close relationship between human beings and nature. The Pavilion of Regimen had the Zenic outdoor garden, the Regimen Garden, created based on Chinese Fengshui and Five Elements. One hundred pots of rare and valuable

artistic landscaping plants were at display for each exhibition period. The Palace of Flora Teas relived the beauty of a Fujian-style garden with an ancient air through its half-moon pond, bamboo forest, small bridge, flowing water, and water falls.

In addition, the City Government team set up the Global Garden Area in the Fine Arts Park Area to be the competition venue for landscaping and horticultural experts from different countries. The Sea of Flowers, Vertical Plant Wall, and Garden Landscaping, among other horticultural and landscaping areas were planned so that visitors could enjoy themselves in the beautiful and diversified views. They also helped demonstrate the research and development capability of Taiwanese flower growers in flora plantation, their production quality, supply power, and deployment ability.

### **Demonstration of cultural and artistic characteristics**

To showcase the diversified culture and arts of Taiwan and generalize public participation, Departments of Cultural Affairs, Education, and Civil Affairs, the Taipei Hakka Affairs Commission, and the Indigenous Peoples Commission were in charge of inviting professional domestic and international performing groups, schools and student clubs, Hakka-related professional performers and groups, indigenous peoples professional groups or societies, community universities and neighborhood associations, who presented a total of 8,380 rounds of performance in 16 sites throughout the 4 park areas.

The three theme-setting plays at the EXPO Hall planned by the Department of Civil Affairs were the first of its kind in the performance circle of Taiwan. “Lily Love” combined the world-class modern play elements from the Ping-Fong Acting Troupe and songs and dances from the Indigenous Dancers. The myth of Rukai Tribe was presented as a Broadway musical. On the stage were water falls, ponds, aboriginal villages, and lilies, adding to the beauty of the play with assistance of the sound, light, and image. “A Flower Blooms in Secret” combined works from the international illustration artist Jimmy. The domestic famous performing group, Diabolo Dance Theatre, dressed in bright-colored costumes, applied their marvelous diabolo skills to create visual dream-like scenes that were eye-catching to the audience. “Flower Petals on the Water” was instructed by the U Theatre and presented by young U members from Jingwen Senior High School. It combined traditional drum beats and the art of practice. The performance was highly powerful and touching.

In addition, the caterpillar parade that was on twice a day in the Dajia Riverside Park Area featured the caterpillar created with natural materials and combined acrobatics and tricks, among other wonderful performances. The noisy and entertaining parade turned the whole park area into a true carnival. The daily closing show introduced the French technology and combined top performers in Taiwan, who presented the “Memory of Water” in the Eco Theater in the Dajia Riverside Park Area. The big play during the closing ceremony, the “Peony and the Flower Goddess” was played on the Folk Arts Plaza. The famous domestic Taiwanese opera group, “Ming Hwa Yuan” presented the touching flower-loving and flower-treasuring story. The professional stage deployment and beautiful and astonishing costumes plus the moving singing techniques and gestures instilled fresh life into traditional operas.

### **Demonstration of advanced technology achievement**

To honor the name of Taiwan as the “Island of Technology”, the Pavilion of Dreams was constructed into a theme pavilion that showcased technology and flowers. The Pavilion mainly applied various topnotch inventions from the Industrial Technology Research Institute, such as the 2009 Wall Street Journal Technology Innovation Awards winner, paper horn that is as thin as paper, the FleXpeaker, the

multi-view naked-eye stereoscopic display technology that enabled visitors to see flowers and grass in the screen that interacted with visitors through vivid 3D images without assistance of special glasses, the 360° complete seamless interactive circular theater, and the non-contact ultra-wide band physical signal sensor technology that enabled interaction with trees in the screen through heart beats and breaths without the need to directly touch the screen. In addition, talent in the cultural and creative industry joined in the effort to make technological displays more personalized and the exhibitions more worth watching and discussing. The life-oriented interactive design enabled the general public to realize the fact that technology comes from people and that technology, nature, and daily life could be so closely and friendly intertwined with one another.

## Care for the environment and ecology

To demonstrate Taiwan's ideas and actions in the protection of the ecology and environment, the domestically produced 3D film "Face the Reality of Taiwan" was meant to call people's attention to value and care for the local land and provide related education. Locations of park areas, software and hardware constructions, event promotions, traffic infrastructure, and recycling of waste were designed and planned along with line of carbon reduction and energy-saving and by the 3Rs and 3Gs principle. The six newly built pavilions, in particular, used energy-saving and water-conserving equipment and qualified, recyclable, and reusable building materials wherever possible. The semi-open EXPO hall and Pavilion of Aroma of Flowers used recyclable and reusable steel bars, high transparency PC transparent plates to effectively reduce consumption of lighting source and cut down damage to the environment. The three pavilions in Xinsheng Park Area were in compliance with the green building index established by the Ministry of the Interior and won the highest honor, the Green Building Diamond Symbol Certificate <sup>(1)</sup> for their greenery volume, foundation water preservation, daily energy-saving, carbon dioxide reduction, waste reduction, indoor settings, water resource, and water pollution and trash improvements. The Pavilion of New Fashion (FE EcoARK) was an amazing pavilion that shined on the international stage built successfully with 1.52 million recycled PET bottles, recyclable and reusable bamboos and steel materials.

## Construction Plan

TIFE was located in downtown Taipei. Spanning a total of 91.8 hectares in area, it included 4 park areas, Yuanshan, Fine Arts, Xinsheng, and Dajia Riverside and a total of 14 exhibition halls, among which 8 were renovations of existing buildings and 6 were brand new. The Pavilions combined were around 5.6 hectares in area, accounting for only 6.1% of the total area. The remainder was landscapes, greenery (around 70.91 hectares) and public open space (around 15.29 hectares). Therefore, the construction plan encompassed renovation or new construction, landscape and horticultural planning.

To be cost-effective and environmentally-friendly, before construction of individual pavilions began, the original buildings were the main consideration besides renovations. For brand new constructions, local landscape characteristics were taken into consideration, too. For example, when architects were designing and planning the Pavilion of Future, Pavilion of Angel Life, and Pavilion of Dreams in the Xinsheng Park Area, they did not blindly pursue hardware magnificence. Instead, they would accommodate existing trees and plants and let the three pavilions go around the trees and plants or even let them stand in the midst of trees. The architects even used the Vertical Plant Wall to surround the buildings with flowers and grass wherever possible.

To prevent visitors from crowding their way into the pavilions for exhibitions and performances or from getting bored as a result of a long wait in lines, TIFE paid particular attention to outdoor landscaping. During the 171 days, different landscape and horticulture areas were planned according to the unique characteristics of the 4 park areas. With the highly eye-catching beautiful flowers and trees, people would be more willing to stay outdoors and it helped them take advantage of the waiting time to appreciate the beautiful views

## The 3Rs and 3Gs principle

Global developments have gradually turned from opposition between civilization and nature to harmonious coexistence between civilization and nature. In light of this, the City Government team specifically defined related guidance while stipulating the Master Plan in the beginning of preparations, such as that all new constructions had to follow the 3Rs and 3Gs principle and had to be green building in one way or another with adoption of corresponding green building materials and energy-saving facilities wherever possible, e.g. solar panels, wind power generation, etc, and meet the general principle of “zero discharge of polluted water.”

Under the regulation of the global consensus and Master Plan, the construction plan of the TIFE targeted 3Rs (Reduce, Reuse, and Recycle) and 3Gs (green building, green energy, and green transportation). Meanwhile, it also combined technical sides and train of thought of Taiwan in horticulture, technology, and environmental protection as well as local cultural features and diversified artistic contents.

The energy-saving and carbon reduction strategy of TIFE encompassed software and hardware. Besides the hardware that everyone is familiar with, such as green building and various renewable energies, software like the selection of exposition site, promotion for events, traffic planning, and waste recycling all followed the idea of energy-saving and carbon reduction.

**Site selection:** All park areas were close to MRT stations, making it convenient for visitors to take public transportation.

**Event promotion:** LED, hybrid car body painting, and information technology media were used during advertising and promotion in order to reduce the production of unnecessary paper and waste. All tour-guiding materials used during TIFE were made of environmentally-friendly paper.

**Traffic planning:** Inside and outside park areas were low-carbon transportation tools and various public transportation tools for visitors to use. In addition, to encourage utilization of public transportation, traffic control was exercised in the hot zone of TIFE on holidays. There were also free shuttle buses and price-reduction strategies in place for those on public transportation. All of these were meant to encourage visitors not to drive on their own to TIFE.

**Waste:** To reduce possible daily life trash, besides recycling and reutilization of recycled and cleaned dining ware, benefits were available for those who brought their own environmentally-friendly dining ware. These were meant to reduce the volume of trash generated.

## The energy-saving benefits of TIFE

To get an understanding of the energy-saving benefits of TIFE, the City Government team authorized the Foundation of Taiwan Industry Service to conduct carbon emission survey. The results show that the total carbon emissions during this TIFE totaled around 144.6 thousand tons<sup>(2)</sup>, most of which came from transportation (inside and outside park areas, and international transportation), accounting for around 73%. The data were estimated with reference to carbon emissions during large events in different countries, of which transportation also accounted for the majority. Therefore, the traffic control measure and

encouragement of taking public transportation were truly effective energy-saving strategies.

In addition, TIFE practiced energy-saving and carbon reduction from inside out <sup>(3)</sup>. There was the utilization of renewable energies, including the solar photovoltaic power generation in the three pavilions of the Xinsheng Park Area and the wind power generation in the Dajia Riverside Park Area. Inside the 14 pavilions were energy-saving and water-conserving equipment, too. There were the low-carbon transportation tools, including the hybrid low-floor shuttle buses planned for TIFE featuring reduced gas consumption and emissions, Luxgen's electrical cars, and intra-park green buses. With the further reduction of 811.1 thousand tons of carbon emissions as a result of the energy-saving and carbon reduction proposal introduced by individual departments and offices of the Taipei City Government <sup>(4)</sup>, Taipei City Government has accomplished the carbon neutralization mission for TIFE.

## Integration of constructions

In downtown Taipei, the 4 park areas were limited by the flight altitude requirement of the Taipei Songshan Airport. In addition, the design, open tenders, tender decision, and outsourcing process did not finish until the end of 2008. From the hardware construction completion date of the end of July 2010, there was only a year plus available for the actual constructions.

To meet the short deadline, the Public Works Department team in charge of various constructions in the park areas applied their years of professional experiences and came up with multiple solutions to enable smooth constructions that were completed by the scheduled deadline.

## Various solutions of the Public Works Department

### I. Solution for the flight altitude requirement

1. Before suspension operations for individual constructions began, related safety educational training and workshops were given to the construction staff and representatives were sent to monitor the operating heights closely during construction.

2. In cases of special weight-lifting operations requiring ultra heights, the Air Traffic Operations Regulations were followed and the constructions were done during specific time range at nights.

### II. Solution for the short construction timeframe

1. Mostly steel structural design was adopted. Based on the pre-planning, elements required for the steel structures were prefabricated in factories and assembled on the construction site to facilitate keeping track of the construction timeframe.

2. Construction of structures of individual pavilions was done by the section with simultaneous operations. Various construction interface coordination and integration meetings were held before construction or during construction periodically or at any time to reflect the real demand and effectively keep track of the construction timeframe.

### III. Solution for various construction difficulties

In the case of EXPO Hall in the Fine Arts Park Area, whose main part was of non-geometric structure made of round concrete-filled steel tubular sets with different curvatures, cross sections, and large spans, the construction was highly difficult. To solve the problem, the Public Works Department team asked the architect to provide complete construction drawings and plans and carefully choose professional and experienced quality partners to ensure construction quality and keep track of the construction timeframe.

## Different challenges for the 4 park areas

Besides the short construction timeframe and the flight altitude limit, the 4 park areas had their own construction challenges. Yuanshan and Dajia Riverside Park Areas, in particular, were the most restricted.

Constructions in the Yuanshan Park Area were mainly under the charge of Department of Rapid Transit Systems. The park area covered the Yuanshan shell remains from the New Stone Age. According to Cultural Heritage Conservation Law, stipulates that experts should be invited to supervise the whole construction process and before any construction begins, prior investigation is required. The construction should honor the principle that “the whole remain layer shall not be disturbed”. In other words, no excavations were allowed. The construction could only involve landfill. Even for the plantation project, the construction unit had to complete the landfill operation first. After landfill reached 40 to 50 cm, flowers could be planted to ensure that all flowers and plants would not take root in the soil layer where the thousand-year-old remains were housed. In addition, the biggest challenge for this park area was the integration of the new and the old. Except for the new construction of the EXPO Dome, all the other constructions were renovations of existing establishments, such as the Zhong Shan Stadium, the Children’s Recreation Center, the EXPO Theater, the Celebrity’s House, and the Pavilion of Culture. Therefore, not only to put new looks on old buildings, it was also necessary to expand the carrying capacity of existing utilities and bridge new and old sewage treatment systems.

New constructions in the Fine Arts Park Area were mainly under the charge of the New Construction Office of Public Works Department. The biggest challenge was the EXPO Hall. Because the architecture was non-geometric and comprised round concrete-filled steel tubular sets with different curvatures, cross sections, and large spans, besides complete construction planning prior to construction and outsourced construction by professional and experienced workers, utility pipes had to go with the curvature and flexibility of the structures and built as concealed pipes to ensure the simplicity and beauty of EXPO Hall as originally planned once it was completed. Renovations of the Fine Arts Museum and Taipei Story House in this park area were mainly under the charge of the Sewage Systems Office. The biggest challenge was the new construction of the south entrance to the Taipei Fine Arts Museum. Because the connecting passageway was designed as a bird nest, which meant that individual steel elements had different lengths and angles and that pile driving had to reach the rock layer, which more or less would generate noises. In order not to undermine the rights of visitors to the Taipei Fine Arts Museum and interrupt the Taipei Fine Arts Museum staff’s break time, constant negotiations were necessary in order to complete the construction in time.

Construction of the three new pavilions in the Xinsheng Park Area was the New Construction Office’s responsibility. The architect started off with the environmental green building concept, including the respect for the original environmental look. Without cutting off a single tree, the new constructions had to make turns wherever possible. The large area of solar photovoltaic panels on the roof and land cover used the same ETFE material as that used in the National Aquatics Center of Beijing Olympics. They enabled the natural light to penetrate for the plants in the greenhouse. Highly water permeable bricks were used outdoors to collect rain water. Then, rain water is recycled to water plants. Recyclable and reusable steel materials and wooden structures as well as bamboo-made columns were extensively used to replace concrete and reduce construction waste. In addition, the reduced pollution concept was introduced during construction. Small tools or manpower were used instead of large tools to cut down damage to the deep layer of the Xinsheng Park. The carefulness demonstrated in the design really lived up to the honor of the Green Building Diamond Symbol Certificate.

Constructions in the Dajia Riverside Park Area were mainly the Hydraulic Engineering Office's responsibility. The park area was located in the waterway. The Water Conservancy Law stipulates that all facilities must be mobile and removable and immobile fixed facilities had to be kept under 50 cm. Under this premise, the EXPO Arena, Pier Dajia, Family Area and Children's World, and all stages and equipment in the Eco Theater were all removable and could be modularized and quickly coupled or built as viaducts or could even be tilted. During the typhoon season, all facilities had to be cleared within 4 hours of release of the typhoon alarm. Therefore, when constructions in the Dajia Riverside Park Area were planned, the evacuation movement lines had to be taken into consideration, including those for makeshift buildings, equipment, personnel, and vehicles. Meanwhile, contractors based in the park area had to submit their own "Dajia Riverside Park exhibition area evacuation plan" and complete their rehearsals before official operations.



Dajia Riverside Park Area



Yuanshan Park Area

## Yuanshan Park Area – flowers and culture

The park area was about 20.8 hectares in areas. It housed a total of 5 pavilions, including the EXPO Dome, the Celebrity’s House, EXPO Theater, and the Pavilion of Culture, which were renovations from existing establishments, and the newly built Pavilion of New Fashion (FE EcoARK).. The landscape and horticulture theme section in this park area had the Flora Rainbows, Shanghai Charm, Xi’an’s Courtyard, Vertical Plant Wall, Flower Wall, EXPO Orchard, Flower Landscape, Rare Flowers and Plants, and Special Exhibitions Area.



## Construction of Pavilions

### EXPO Dome

**Area:** 9,028.99 m<sup>2</sup>

**Building materials:** The beams and columns of the primary structures were made of steel to effectively avoid use of high energy-consuming concrete and expedite construction. The secondary structures were the surrounding walls made of easy-to-remove color steel sheets. In addition, there were the wooden splints to facilitate styling and French windows for natural illumination.

**Building characteristics:** The semi-outdoor walkway was designed by the idea of a jumping flower. It looked as if the engraving-like petal graphics extended toward the ceiling, adding to the fun and magnificence of the main pavilion. At night, with adequate illumination, it created fun light shadows with varied depths typical of engraving. The skylight on the roof facilitated natural illumination and effectively conserved on electricity in the daytime. The internal precision facilities helped control the temperature and humidity inside the pavilion (Temperature 20°C±5°C; Humidity 70%) and keep the flowers at display in the blossoming state. The outdoor plaza was planned as an outdoor courtyard. The petal image of the EXPO Dome building extended to the courtyard as plane petal graphics. Some petals protruded to become planter box-like chairs for visitors to sit on. It formed an overall open area surrounded by the standing walls of the pavilion. The colorful plants in the planter box-like chairs also answered to the Flora Rainbows and showed diversified changes in different seasons.

**Contents planned:** With the exhibition arrangement focusing on the theme of “floricultural competition,” it was the venue for the International Indoor Floriculture Exhibition and Competition of TIFE. Seventeen exhibition periods were planned in the pavilion. Through contents at display and theme competitions during individual exhibition periods, domestic and international flower growers and floriculturists could exchange with one another. It was also helpful for boosting the flora and horticultural power and international publicity of Taiwan.

### Pavilion of New Fashion (FE EcoARK)

**Area:** 3,711.88 m<sup>2</sup>

**Building Materials:** To avoid using high energy-consuming concrete and expedite construction, the primary structure of this pavilion was made of steel and the exterior walls of secondary structures were PET modules (Polli-bricks, hereinafter called PET) that could maintain temperature and keep off heat. The interior walls were mainly made of bamboos to cut down the use of steel bars that would consume a lot of energy. The materials came from residual steel and bamboo materials and PET bottles from construction companies. After TIFE, the materials could be recycled and reused, too.

**Building characteristics:** The pass-through design deliberately suspended the architecture. The landscape pond enabled air flows to pass through. The heat energy in the pavilion was taken away to reduce indoor temperature. In addition, the flowing air went through the water pond to bring vapor into the pavilion and regulate the humidity inside the pavilion. The ground-level water pond was a landscape and exercised the function to regulate the temperature and humidity inside the pavilion at the same time. In addition, because the pavilion was mainly built through assemblies, the construction was quiet and seldom caused dust. It effectively reduced the noise and air pollutions commonly associated with onsite constructions.

**Contents planned:** The exhibition arrangement theme was “Flora Fashion” and the secondary theme was “Fashion, Green Energy, and New Life.” The pavilion was the main venue for various

flora fashion shows and flora-related performances. It was also a stage that fully demonstrated fashion trends and design creativity in Taiwan.

## EXPO Theater

**Area:** 2,385.69 m<sup>2</sup>

**Building Materials:** The top was made of light, thin, and changeable thin-film materials (polyester woven fabrics). The tensile strength of the film material was over 200kg/200kg (axial/latitudinal) and the tear strength was over 18kg/18kg per 3 centimeters.

**Building characteristics:** The roof at the entrance was covered with a large area of thin film materials and had the style of a petal or bent leaf for the image of TIFE.

**Contents planned:** With “Face the Reality of Taiwan” as the exhibition arrangement theme, contents at display included the 3D film by the title of “Face the Reality of Taiwan.” Visitors could enjoy this high-definition 3D film in the only theater with the large flat-panel screen in the park area.

**Contents planned:** With “Face the Reality of Taiwan” as the exhibition arrangement theme, contents at display included the 3D film by the title of “Dealing with the Truth of Taiwan.” Visitors could enjoy this high-definition 3D film in the only theater with the large flat-panel screen at TIFE.

## Pavilion of Culture

**Area:** 722.68 m<sup>2</sup>

**Building materials:** The film material used for the flora canopy and the rain awning had a tensile strength (axial/latitudinal) greater than 5cm × 130kg/129kg and tear strength greater than 10kg/11kg.

**Building characteristics:** The pavilion consisted of the 4 Fujian-style buildings on the Folk Arts Plaza of the original Children’s Recreation Center and the Dazhentou Plaza. The flora canopy and rain awning was an open facility, covered only by film materials. The visual design was a transformation from the paper-cutting art of Taiwan. In the sunlight, one could see changeable panorama on the floor. Looking up, one could appreciate the beautiful paper-cutting-like graphics. The open design enabled the pavilion to serve as a venue for multi-view exhibitions.

**Contents planned:** With “traditional arts” as the theme, the World of Yesterday outdoor open space and traditional stages of the Children’s Recreation Center were mainly used for Taiwan’s special folk arts exhibitions and performances. Exhibitions covered various traditional folk cultural arts and skills, including fruit sculpture, paper arts, folk art activities, and flora-related performances in traditional operas or the flower and drum parade.

## Celebrity’s House

**Area:** 693.18 m<sup>2</sup>

**Building characteristics:** Three Japanese-style buildings connected with one another through galleries facilitated continuous visit travel routes and created the semi-outdoor resting area. Plus the outdoor garden and landscape, they formed a Japanese garden that was both conventional and oriental. In addition, when the House was being constructed, window and gallery wooden grids were extensively used, which could add to the visual penetration and accommodate natural light shadow changes to make the whole building more changeable.

**Contents planned:** With celebrity floriculture as the theme, it broke away from the old “nostalgic and worshipping” perspective. Multiple artists and floriculturists were invited to redefine cultural impression about Teresa Teng. It also applied the interactive technology to present modern and marvelous Teresa Teng. It is the first of its kind in the world that presents the legendary life of Teresa Teng through artistic and interactive technology.

## Landscape and Horticulture

### Flora Rainbows

**Area:** 4,393 m<sup>2</sup>

**Contents planned:** To display diversified plant colors and textures, the different layers created by the audience seats of the original soccer stadium were utilized to accommodate the same floral species of different colors or different species of the same color and create the rainbow color system for the unique view of Flora Rainbows.

### Shanghai Charm

**Area:** 1,250 m<sup>2</sup>

**Contents planned:** With the Shanghai Charm as the theme, one could see the maple bridge mimicking the one in Suzhou, “Nongtangkou” mimicking the one in Shanghai, and native plants from China like rockii peony, Chongming narcissus, and camellia, which together created the thick Shanghai air.

### Xi'an's Courtyard

**Area:** 1,250 m<sup>2</sup>

**Contents planned:** Three walls were used to showcase landscape characteristics of Xi'an during different eras. There were the Wall of History, Wall of Humanity, and Wall of Ecology. The Wall of History was a crenel short wall where one could climb and shoot arrows. The wall of humanity was based on the famous sightseeing spot “Qujiang Pond” in Chang-an during the Tang Dynasty. The pond was filled with hibiscus and the wall by the pond was engraved with works of You Lu from the Song Dynasty. The wall of ecology was a large wall planted with various flowers and grass and symbolized the green economy and beautiful ecology in modern Xi'an.

### Vertical Plant Wall

**Area:** None

**Contents planned:** Professional technological expressions for various plantation walls were utilized to redefine the vertical combination of ornamental flowering and foliage plants. It is a landscaping art.

### Flower Wall

**Area:** 915.22 m<sup>2</sup>

**Contents planned:** Single-face and vertical stereoscopic plantation wall or two-faced wave-style stereoscopic plantation wall maze, they all followed flowering periods and seasons. Graphics and plants on the walls changed over 5 periods.

## Flower Landscape

**Area:** 11,846.7 m<sup>2</sup>

**Contents planned:** To prevent against lack of changes to landscapes on the ground, the soil-hill slow slopes were planned in advance and a large number of flowers were planted on top of the slopes. The flowers and grass rotated according to different seasons.

## EXPO Orchard

**Area:** 1,580 m<sup>2</sup>

**Contents planned:** In order for people to know representative and indicator fruit trees from Taiwan, TIFE and Agricultural Research Institutes, Council of Agricultural, Executive Yuan worked together and established the EXPO Orchard to be the stage for showing off Taiwan's outstanding cultivation technology.

## Rare Flowers and Plants

**Area:** 1,746.1 m<sup>2</sup>

**Contents planned:** Diversified flowers of the same species and different varieties were at display during different periods in order to demonstrate Taiwan's power in horticultural production and breeding.

## Special exhibition Area

**Area:** 2,158.3 m<sup>2</sup>

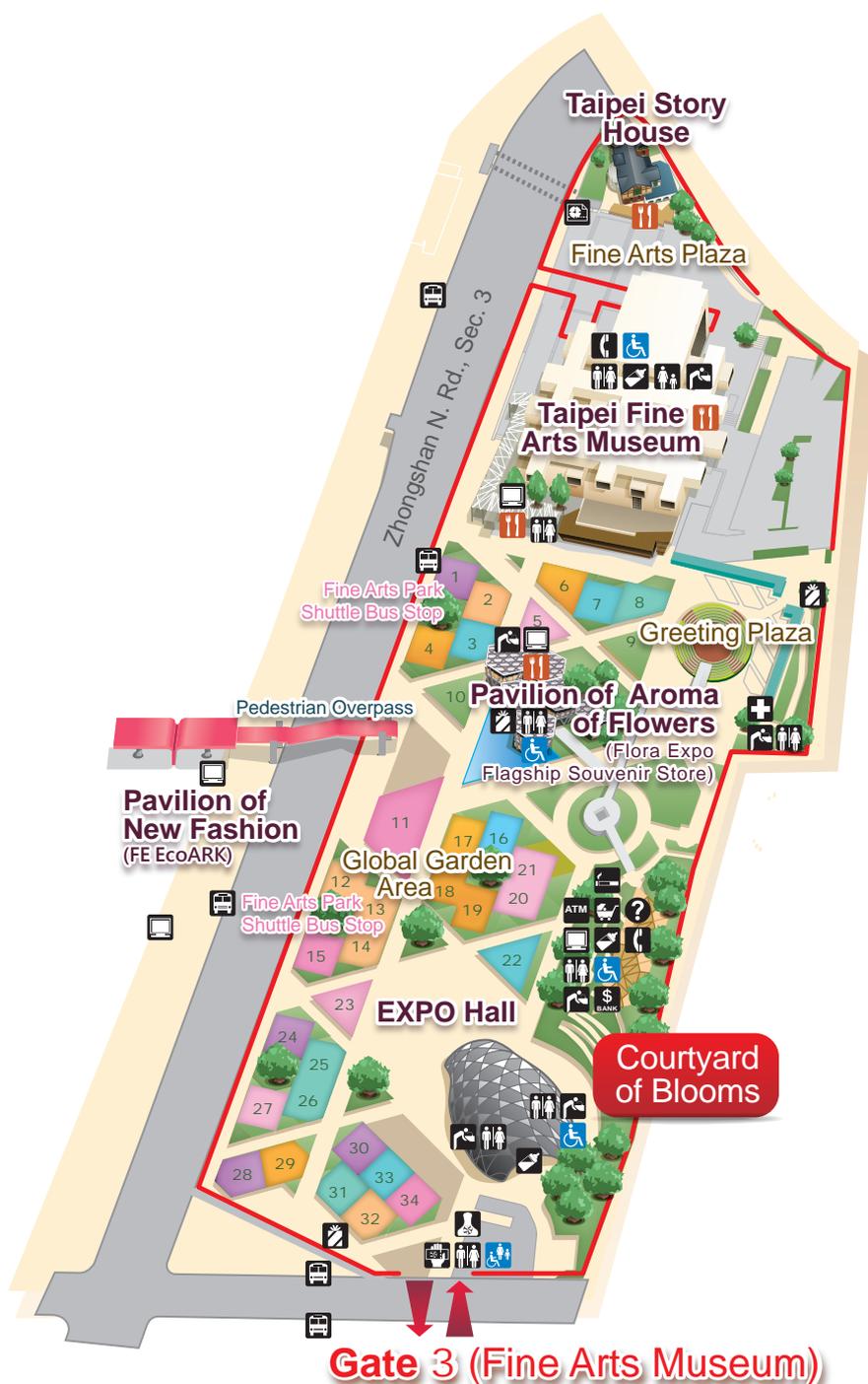
**Contents planned:** Rare or valuable temperate flower species were collected and displayed. Exhibitions of multiple plants were designed and planned over 5 periods during TIFE.



## Fine Arts Park Area – flowers and arts

The Fine Arts Park Area spanned around 7.9 hectares. It connected with the Yuanshan Park Area through the stereoscopic pedestrian overpass and underpass on Zhongshan N. Road. In addition, one could go to the Xinsheng Park Area through the Floral Tunnel.

There were four pavilions in this park area. Taipei Fine Arts Museum and Taipei Story House were existing establishments while the Pavilion of Aroma of Flowers and the EXPO hall were newly built pavilions. For outdoor landscapes and horticulture, the Global Garden Area was planned and domestic and international governments, cities, and related horticulture institutions were invited to showcase their local characteristic gardens and flowers here.



## Construction of Pavilions

### EXPO Hall

**Area:** 3,043.13 m<sup>2</sup>

**Building Materials:** High energy-consuming concrete was avoided for the roof. The roof was built with metal framework to expedite construction. The roof was covered by impact-resistant, light, and high transparent polycarbonate (PC) sheets. The floor was paved with wash pebbles and water-proof, cement-protecting, and beautifying epoxy. The walls were made of water-proof, beautiful, resilient, corrosion resistant, and versatile southern pine rain forest boards.

**Building characteristics:** Following the image of “floral dance, flying butterflies, and green life” indicated in the Master Plan, the flourishing and butterfly pupa-like appearances were designed. The round concrete-filled steel tubular structural assembly utilized the strength created by the curvy shape to minimize the number and depth of steel structures used. The hollow plates with different transparency rates covering the top of the building facilitated slight indoor brightness changes upon projection of sunlight and make indoor light beams more hierarchic.

**Contents planned:** With “floral dance, flying butterflies, and green life” as the theme, it was built as a semi-open space. 1,201 seats were set up. It was one of the main venues for theme-setting plays presented by outstanding domestic and international performing groups. It could also accommodate special events or related ceremonies.

### Pavilion of Aroma of Flowers

**Area:** 1,783.29 m<sup>2</sup> in total, including the main building and the outdoor garden. The building had two floors. The first floor was for sales of souvenirs (1126.93m<sup>2</sup>) and exquisite products (132m<sup>2</sup>), which totaled 1258.93m<sup>2</sup> and the second floor was for sales of souvenirs (131.09m<sup>2</sup>), the DIY area (66m<sup>2</sup>), and dining and rest area (327.27m<sup>2</sup>), which totaled 524.36m<sup>2</sup>.

**Building materials:** The roof and the floor were made of zinc-plated, corrosion-resistant, and fade-proof metal. The beams and columns were made of stainless steels. High energy-consuming concrete was avoided. The adopted materials helped expedite construction.

**Building characteristics:** The strength of the curvy shape was utilized to expand outward and give the Pavilion an umbrella structure-like roof. The roof looked like six interlacing and overlapping flower petals. The building itself featured natural ventilation.

**Contents planned:** With “flower fairy castle” as the theme, the souvenir shops were planned. In addition, there was the DIY area for visitors to experience the fun of making a personalized TIFE souvenir on their own.

### South (west) 2<sup>nd</sup> entrance/exit of Taipei Fine Arts Museum

**Area:** The Taipei Fine Arts Museum was 24,169.8m<sup>2</sup> in area and the area of the newly built south (west) 2nd entrance/exit was 2,096.33m<sup>2</sup>.

**Building materials:** The south (west) 2nd entrance/exit built for TIFE featured a roof and floor made of zinc-plated and low emission glass curtains. The walls were made of zinc-plated steel pipes, low-radiation glass curtains, and wooden grid windows. The beams and columns were made of RC and steel.

**Building characteristics:** A large quantity of low-emission glass curtains and irregular diagonal steel structures were applied in the new building. Low emission glass curtains could facilitate penetration of a large amount of light and could effectively keep off most heat to reduce

influence of exposure to sunlight. Irregular diagonal steel structures are both stylish and robust. When used in the exterior of the building, they could answer to the unique and elegant style of Taipei Fine Arts Museum and provide visitors with a good resting and dining environment.

**Contents planned:** With “beauty and inspiration” as the theme, exhibitions were arranged on topics like the natural environment, the Earth, green issues, humanity, color, and oriental essence.

## Taipei Story House

**Area:** 285.54 m<sup>2</sup>

**Building characteristics:** The historical British Tudor-style architecture had an overall new artistic style in the exterior. One could see the colorful glass painted in red, yellow, and green of the window on top of the entrance. In the House were furniture and ornaments that contained natural and floral graphics and elements everywhere, e.g. the stylish embossed tiles, plum blossom tables, and branch-like suspension lights, etc. Besides the intriguing architecture, the historical backgrounds of the Story House were even more intriguing. It was one of the few exhibition houses with uniqueness and stories.

**Contents planned:** With “the world of imagination” as the theme, it recovered the beauty of high-ranking class homes and lives in the early times and tour guides were available to provide information on the building characteristics and historical backgrounds of the historical site.

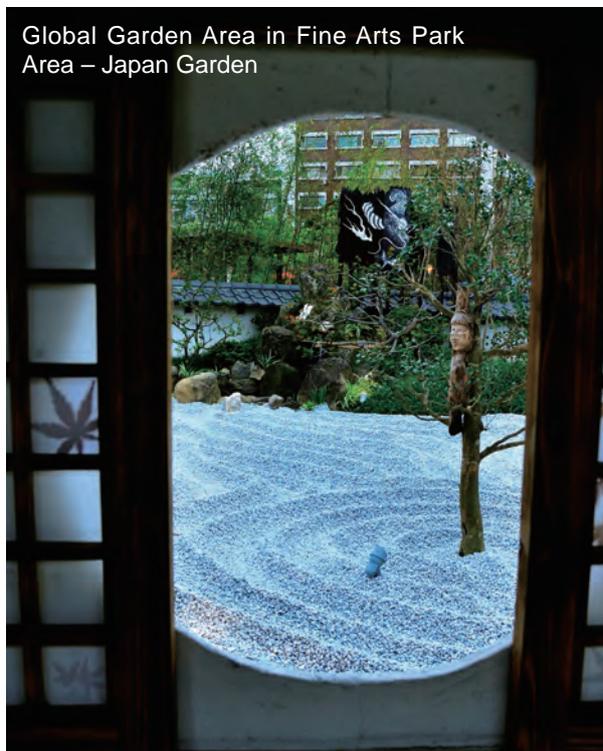
## Landscape and Horticulture

### Global Garden Area

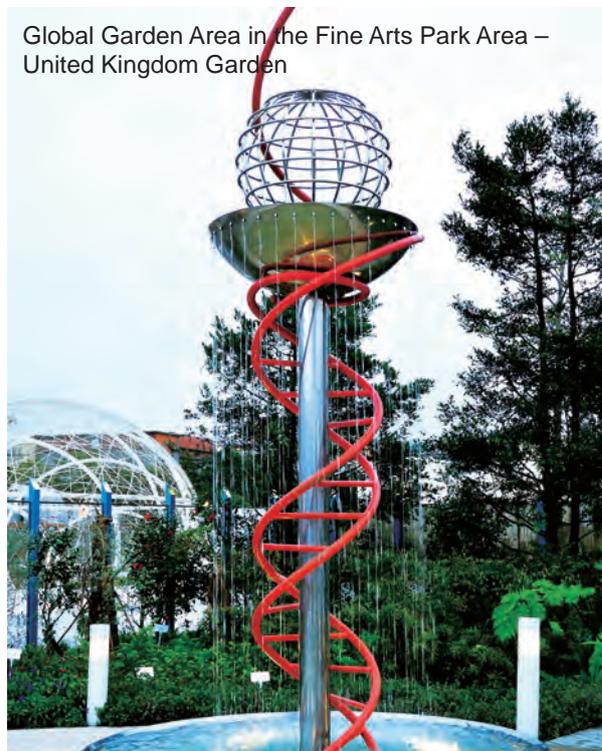
**Area:** 12,000 m<sup>2</sup> (1.2 hectares)

**Contents planned:** There were There were 35 exhibition and competition units of 300m<sup>2</sup>. To accommodate the 6-month TIFE, exhibitors all used durable building materials and techniques and created the garden landscapes with their native horticulture, culture and arts, characteristic buildings, and exclusive plants. Each garden was the one and only in terms of its uniqueness. During TIFE, this area was also the venue for individual countries to exchange with one another on their culture and present national characteristic performances.

Global Garden Area in Fine Arts Park Area – Japan Garden



Global Garden Area in the Fine Arts Park Area – United Kingdom Garden



## Xinsheng Park Area – flowers and technology

The Xinsheng Park Area spanned around 15.1 hectares, including the Xinsheng Park and Lin An-Tai Historic House. One could access the Fine Arts Park Area and Dajia Riverside Park Area through the Floral Tunnel or the Palace of Flora Teas (Lin An-Tai Historic House) and Fujian Style Garden by crossing Binjiang Street.

There were five pavilions in this area, including new ones like the Pavilion of Angel Life, Pavilion of Future, and Pavilion of Dreams and the renovated ones like the Pavilion of Regimen and the Palace of Flora Teas. Outdoor landscapes and horticulture planned for this area included the Fujian Style Garden, Flower Base under Trees, Floral Tunnel, Serenity Garden, and Garden Maze.



## Construction of pavilions

### Pavilion of Future, Pavilion of Angel Life, Pavilion of Dreams

**Area:** The Pavilion of Future and Pavilion of Angel Life combined were 10,676.17m<sup>2</sup> in area and the Pavilion of Dreams was 3,869.94m<sup>2</sup>.

**Building materials:** Beams and columns for the main structures of the 3 pavilions were made of recyclable and reusable steel materials. High energy-consuming concrete was avoided. The building materials used could also expedite construction.

**Building characteristics:** To keep existing old trees on the construction site, the pavilions were designed and planned to go around the old trees. As a result, Pavilion of Future and Pavilion of Angel Life were built as one and became rare curvy style public green buildings. The roofs of all 3 pavilions were made of ETFE that features anti-stain and high transparency. The high-performance building material is not viscid and can be cleaned by rain water. Its high transparency can help introduce ultra-violet needed for growth of the plants. Compared to glass and other traditional building materials, it is lighter and more in line with the idea of building material conservation with light architecture. In addition, to collect solar energy, there were the solar photovoltaic panels on the roofs. To reduce the thermal load, the photovoltaic panels were surrounded by soil and plants. With the pavilions underneath, it looked like a green pasture from afar and natural combined with natural views in the park area in one. In addition, high water-permeable tiles covered pathways in gardens surrounding the 3 pavilions. There was the rain collection system, too.

**Contents planned:** <sup>(1)</sup> Pavilion of Future: With “Future of Nature” as the theme, exhibitions in the pavilion were mainly about different ecologies and cultivars of native plants of Taiwan as well as the latest flower cultivars. Through smart environmental control, temperature, humidity, and illumination were adjusted to reflect different ecological settings. Natural ventilation, mechanical ventilation, air-conditioning systems, earth cooling, and intermittent sprays were applied, too, to satisfy different ecological and environmental needs. <sup>(2)</sup> Pavilion of Angel Life: With “Colorful Flowers, Flowing Water, Green Life” as the theme, the Pavilion demonstrated life aesthetics by combining with the nature. <sup>(3)</sup> Pavilion of Dreams: With “Hope, Dream, and New Horizon” as the theme, the multiple high-tech interactive devices developed by ITRI enabled visitors to bind with natural flowers and trees and engage themselves in intimate interactions. Plus abundant sensory experiences, it made visitors feel as if they were part of nature and start to care for ecology on the Earth from the bottom of their hearts.

### Pavilion of Regimen

**Area:** 1,735.35 m<sup>2</sup>

**Building characteristics:** Formerly the “Little White House” in Xinsheng Park, the double-layer and arc-shaped white building had a brand new look after renovation. Along with surrounding landscapes and gardens, together they looked like a European scenery painting.

**Contents planned:** With “Health-Preserving and Oxygen-Generating – Hundred-Year-Old Flowers” as the theme, the exhibitions mainly featured characteristic pot landscapes with trees of different species and ages. There were other related events on site, too, e.g. pot landscape maintenance lessons, DIY lessons, pot plant trimming lessons, introduction to herbal plants, autumn lung and liver nourishing teas promotion, and applied perfume plant desserts, etc.

## Palace of Flora Teas

**Area:** 2,329.85 m<sup>2</sup>

**Building characteristics:** It was the old Lin An-Tai Historic House, a traditional Chinese four-section Fujian-style compound, with a rigid layout and graceful sculpture. It is one of the best preserved historic houses in Taipei that is over 200 years old.

**Contents planned:** With “Flora Teas and Delicacy” as the theme, exhibitions were stationary and included the origins and architectural design, traditional relics of Lin An-Tai Historic House, along with traditional cultural and arts performances, e.g. poetry recitation and tea arts performance every once in a while. In the Palace of Flora Teas were basically tea tree pot landscapes plus various plants which add to the greenery and flourishing flowers and trees of the historic houses.

## Landscape and Horticulture

### Fujian Style Garden

**Area:** 15,759.6 m<sup>2</sup>

**Contents planned:** With the Daoism philosophy of “Dao Follows Nature” as the underlying design concept, the views of a traditional Fujian style garden was recovered. There were the mountain (the fake mountain made of mud by a traditional carpenter), water (Yuemei Pond), various native plants like tea trees, bamboo grove, and shell flowers, a curvy bridge, a bamboo bridge, water falls, traditional floral windows, long galleries, pavilions, and attics, displaying beauty of authentic traditions.

### Flower Base under Trees

**Area:** 4,875 m<sup>2</sup>

**Contents planned:** The design concept was based on rhythmic waves. Water gives rise to lives. Above the horizon, various changeable waves and round ripples were created. Wavy flowers, grass, and bulb plants, among others, were planted. There were 3 tall green whale sculptures in the center of the sea of flowers as extension of the theme. One could enjoy the relaxing air created by the wavy sea of flowers as if he or she were walking on a country road.

### Serenity Garden

**Area:** 8,765.5 m<sup>2</sup>

**Contents planned:** On both sides of the axis of the road in front of the Pavilion of Regimen, the Garden featured oriental cultural elements. It was a European garden with geometric graphics. In the midst of the garden and law were three sculptures symbolic of solidarity, hope, and the trend of spring. Plus flowers that were replaced periodically, visitors got to see beautiful landscapes and horticulture during different times of the year.

### Garden Maze

**Area:** 9,500 m<sup>2</sup>

**Contents planned:** On the left of the guest reception boulevard, the Garden Maze comprised stereoscopic green fences and bushes that formed visual blind spots. With addition of the diversified travel route design, the geometric garden maze was an attraction for visitors, who would stop for a short moment to appreciate the beauty or enter the maze and explore it in person.

## Floral Tunnel

**Area:** 3,546 m<sup>2</sup> (591m length × 6m width)

**Contents planned:** An important connection among the three park areas, the Floral Tunnel encompassed Lights and Shadows and the Bamboo Veranda. One could access the Xinsheng Park Area through Lights and Shadows from the Fine Arts Park Area. The tree floral tunnel combined ivies and floral balls and was full of light shadow changes and fun in the sun. It answered to the trees, bushes, lawns, and colorful flowers on both sides. On the other hand, Bamboo Veranda enabled visitors to go from Xinsheng Park Area to Dajia Riverside Park Area. With bamboo sections as units, the floral tunnel appeared to be a structural space with multiple layers. It looked like a series of display gardens. Plants were presented in multiple layers, enriching visual diversity.



Entrance to the Floral Tunnel in Fine Arts Park Area

## Dajia Riverside Park Area – Flowers and Recreation

Dajia Riverside Park Area was about 48 hectares in area. There were the makeshift architecture of EXPO Arena, which served as the venue for arts and cultural performances, and the Eco Theater, which was the main venue for the park closing shows. In addition, there were other characteristic landscaping and horticultural sections like the Sea of Flowers, Gardening Competition Area, floral landscape decoration area, and the Movable Forest.



## Characteristic Facilities

### EXPO Arena

**Area:** 2,100 m<sup>2</sup>

**Outlook materials:** The beams and columns for the main structure were spatial trusses and the secondary structures, the walls, were tents.

**Facility characteristics:** The tent was designed with non-column ultra-wide spans of 30 meters. The maximum height was 16 meters. The total weight capacity at the suspension point was 1,000kg. The removal time was estimated to be 8 hours. The recovery assembly time was about 48 hours.

**Contents planned:** Mainly as a tent performance venue, the interiors were of elevated heights, spacious, complete, and barrier-free without beams and columns to facilitate diversified performance planning. The EXPO Arena could also accommodate necessary performance equipment and 1,200 audience seats. The exteriors were painted and fun graphics and inflated objects combining the images of TIFE. Overall, it looked like a beautiful and active floral bug.

### Eco Theater (Wish Fountain)

**Area:** With the Wish Fountain as its hinterland, the Eco Theater with a diameter of 200 meters was created.

**Facility characteristics:** With the Wish Fountain as the exhibition and performance area, the Eco Theater was built around the Fountain. Together, they formed a horse-shoe circular performance venue.

**Contents planned:** The audience seats could accommodate 3000 standing watchers at the same time for park-closing shows during the TIFE.

## Landscape and Horticulture

### Sea of Flowers

**Area:** 16,492 m<sup>2</sup>

**Contents planned:** Rotational plantation and plants replacement were planned throughout TIFE to present changeable flower combinations. With height changes, the fluctuating natural floral landscapes were created. In addition, the Flowers Band comprising Flora Expo mascots were the major visual effects. Along with special monthly festivities and celebrations, flowers of different colors and meanings were at display during each season, adding to the noisiness, colorfulness, and diversity of TIFE.

### Gardening Competition Area

**Area:** 11,000 m<sup>2</sup>

**Contents planned:** The 50m<sup>2</sup> area was available for landscaping and horticultural professionals, related departments from schools at different levels, and social groups to show off their creative landscaping designs. In addition, county and city governments as well as winners of national competitions were invited to exhibit their works and learn from one another in order to enhance the overall landscaping and gardening power of Taiwan.

## Children's World and Family Area

**Area:** 3,377m<sup>2</sup> for Children's World and 3,434m<sup>2</sup> for Family Area.

**Contents planned:** Targeting parents and children, the areas were separated with green fences so that parents and children or groups could have their own uninterrupted corners. They could enrich their knowledge about various kinds of plants and engage in the most intimate contact with the plants.

## Edibles Garden

**Area:** 3,475 m<sup>2</sup>

**Contents planned:** This Garden had common edible plants like potatoes, pumpkins, carrots, chili peppers, peas, cinnamons, and spices. Visitors could see the natural looks of the plants in the sun.

## Taiwan Botanical Diversity

**Area:** 3,372 m<sup>2</sup>

**Contents planned:** Plants introduced at different times by different populations, including native flowers and plants of Taiwan and those that came to Taiwan with the Dutch, Cheng-Kung Cheng, during the Qing Dynasty, with the Japanese, and the National Government were at display.

## Movable Forest

**Area:** 6,000 m<sup>2</sup>

**Contents planned:** With the edge-cutting root-control fast seedling growing technology, the small lawn by Keelung River turned into a beautiful forest. Large, medium, and small seedling containers were planned in the experience zone where visitors could move or push the trees and freely combine trees in the arrangement to experience the fun associated with moving a big tree in person and understand how the Movable Forest was created.



## Public facilities

According to the Master Plan, public facilities included entrances/exits, visitors enters, restrooms, food courts, souvenirs (carts), barrier-free facilities, nighttime illumination, fences, landmarks, telephone booths, drinking fountains, ATMs, recycle bins, vending machines, coin-operated lockers, banks, and post offices.

## Configuration – Traffic and transportation facilities

Basic configuration in the Yuanshan Park Area included four theme sections, the Adventure Land, the Melody of Flowers, the Floral Boulevard, and the Competition Area; 2 entrances and exits, i.e. Yuanshan Gate 1 and Children's Recreation Center Gate 2; stops for shuttle buses that traveled among the 4 park areas: 2 stops connected the Yuanshan Park Area and Fine Arts Museum; and 2 pathways to the Fine Arts Park Area, i.e. the pedestrian overpass and underpass.

Basic configuration in the Fine Arts Park Area included 1 theme section, the Courtyard of Booms; 1 entrance/exit, i.e. Fine Arts Gate 3; and 1 stop for extra-park shuttle buses that connected Yuanshan Park and the Taipei Fine Arts Museum.

Basic configuration in the Xinsheng Park Area included 2 theme sections, the Floral Tea Court and the Dream World; 1 entrance/exit, i.e. Xinsheng Gate 4; 1 intra-park shuttle bus stop; and 1 inter-city shuttle bus stop (Xinsheng Transfer Station).

Basic configuration in the Dajia Riverside Park Area included 1 theme section, the Aqua World; 1 entrance/exit, i.e. Dajia Gate 5; 1 pier, i.e. Pier Dajia; 1 stop for intra-park shuttle buses, and the toll stop for the green bus.

## Tickets

At the five gates in the park areas, Pier Meiti, and Pier Xikou, there were a total of 7 ticketing areas.

## Visitors Center

There were 5 visitors centers at Yuanshan, Fine Arts, Xinsheng Park Areas, and east and west sides of the Dajia Riverside Park Area. In addition, due to the fact that the visitors center at the Fine Arts Park Area was located on a small hill, which resulted in frequent complaints from those with disability who had to travel through barrier-free slopes on both sides to rent or return aiding tools, the head of the Fine Arts Park Area made adjustments by establishing the simple tent Barrier-Free Service Center at Gate 3 in December 2010 for wheel-chair and baby stroller rental services.

## Foreign Exchange

There were foreign exchange services available in the Yuanshan and Fine Arts Park Areas. Currencies available for exchange included US dollar, EURO, Japanese Yen, Hong Kong dollar, and RMB.

## Post Office

There was a post office in the Yuanshan Park Area to process regular mails, sell stamps, and facilitate affixture of post marks and souvenir marks. The other post office was located in the Xinsheng Park Area but it sold stamps only on national holidays and weekends.

## Smoking area

There were 5 smoking booths in the park areas and two open smoking areas in the Dajia Riverside Park Area.

## Drinking Fountain

There were 21 desktop drinking fountains in total, including 11 purchased ones, 5 sponsored ones, and 17 rented ones. There were additional 10 distilled water drinking fountains (rented) in the Dajia Riverside Park Area.

## Locker

There were originally a total of 57 lockers with 719 shelves in the park areas. Twelve lockers with 60 shelves were added on March 24, 2011, to the Dajia Riverside Park Area. Therefore, the total number of lockers came to 69 and shelves came to 779. As of May 10, 2011, a total headcount of 13,921 people placed their large luggage in the lockers, i.e. a daily average of 98 headcount of people.<sup>(5)</sup>

## Coin/Card Telephone

There were a total of 16 coin/card telephones in the park areas, including 4 at EXPO Dome, 4 by the restrooms at the Light Food Area in the Yuanshan Park Area, 6 in the visitor rest area in the Fine Arts Park Area, 1 at the Visitors Center and 1 (existing) at Taiwanese Gourmet Delight in the Xinsheng Park Area.

## Resting Chair

There were resting chairs, dining chairs, and observatory chairs available. Because visitors were mobile in the park areas, the number of people was not a suitable criterion for establishment of chairs. Instead, park areas were used to calculate the needed number of chairs. Calculations rendered 5,452 chairs for the Yuanshan Park Area, i.e. 262 seats per hectare; 1,954 chairs for the Fine Arts Park Area, i.e. 247 seats per hectare; 4,072 chairs for the Xinsheng Park Area, i.e. 270 seats per hectare, and 2,136 chairs for the Dajia Riverside Park Area, i.e. 45 seats per hectare. There were a total of 13,614 chairs in the park areas, including 8,095 resting chairs, 4,310 dining chairs, and 1,209 observatory chairs.<sup>(6)</sup>

## Nursing Room

A total of 19 nursing rooms were set up in the park areas,<sup>(7)</sup> including 3 in the Yuanshan Park Area, 4 in the Fine Arts Park Area, 7 in the Xinsheng Park Area, and 5 in the Dajia Riverside Park Area.

## Restroom

Establishment of restrooms in the 4 park areas primarily took into consideration the building technical regulations and criteria used by Shanghai World Expo and Aichi Expo and secondarily the estimated number of visitors. There were a total of 790 fixed restrooms, including 298 in the Yuanshan Park Area, 131 in the Fine Arts Park Area, 211 in the Xinsheng Park Area, and 150 in the Dajia Riverside Park Area. In the beginning, 284 mobile restrooms were planned but the number was increased, decreased, or reallocated according to the actual number of visitors on site. As of April 25, 2011, there were 276 mobile restrooms on site.<sup>(8)</sup> In addition, sanitary products vending machines were available in 27 ladies rooms throughout the park areas.

## First-Aid

For visitor's safety, there were first-aid stations (rooms) available in the 4 park areas. The standard operating procedures for medical services were in place, too. Through the reporting system, location of the injured and degree of injury would be confirmed first and the "pre-hospital emergency care," "emergency medical care deployment and patient comfort", and "emergency medicine" mechanisms would be activated and the ambulatory travel routes would be planned taking into consideration the distribution and

contact information of healthcare facilities in the surroundings for a sound medical care network and to ensure public safety.

### Service representatives and first aid carrying tools

Location	Yuanshan Park Area	Fine Arts Park Area	Xinsheng Park Area	Dajia Riverside Park Area (East Side)	Dajia Riverside Park Area (West Side)
First-Aid Station/ Room	1 station	1 station	1 station 1 holiday medical care inquiry station	1 station	4 stations 1 room
Doctor	1	1	1	1	
Nurse	1	1	1	1	1
Ambulance driver	1	1	1	1	
Ambulance	1	1	1	1	
Ambulatory care scooter	1	1	1		1
Patrol car				1	
Medical technician	From the Fire Department during the opening ceremony, closing ceremony, and special events initiated by the TIFE Operation Headquarters				
Healthcare volunteer	From the TIFE Operation Headquarters				
Sectional Director	1 (in charge of park-wide status and contact window)				

### Firefighting Equipment

To prevent against fires, besides security guards and 24-hour patrols by related personnel, there were various firefighting facilities available in the park areas for personnel, software, and hardware safety.

There were 555 smoke detection and thermostatic sensors, 249 emergency lights, 100 ABC fire extinguishers, 65 emergency exit indicators, 2,756 automatic water spray nozzles, and 28 indoor comprehensive fire hydrants at the EXPO Dome, Zhongshan Soccer Stadium, Light Food Stores, EXPO Theater, Pavilion of Culture, and the Celebrity's House in the Yuanshan Park Area.

There were 78 smoke detection and thermostatic sensors, 61 emergency lights, 21 ABC fire extinguishers, 43 emergency exit indicators, and 8 indoor comprehensive fire hydrants at the EXPO Hall, Pavilion of Aroma of Flowers, and visitor rest area in the Fine Arts Park Area.

There were 289 smoke detection and thermostatic sensors, 162 emergency lights, 21 ABC fire extinguishers, 60 emergency exit indicators, and 27 indoor comprehensive fire hydrants at the three pavilions, Pavilion of Regiment and Palace of Flora Teas in the Xinsheng Park Area.

There were 59 emergency lights and 20 ABC fire extinguishers in the Dajia Riverside Park Area.

### Surveillance System and Security Guard

Surveillance systems included the computer monitoring center in the Zhongshan Soccer Stadium and cameras and emergency help devices in the park areas.

◎The computer monitoring center monitored park area status around the clock through cameras, emergency help devices, computers, and other related IT equipment.

◎There were a total of 444 cameras <sup>(9)</sup> set up in the 4 park areas, including the existing cameras, the day and night outdoor million pixel cameras in prioritized sections, the day and night indoor color cameras inside ticketing booths, and the day and night outdoor rotational million pixel cameras set up at Pier Meiti and Pier Xikou. Each of the cameras could videotape over a period of 24 hours for record-keeping purpose. The continuous non-stop image data needed to be kept for 30 days for retrieval at any time and would be burned to a DVD after the 30-day timeframe.

◎Emergency help devices were available in the 4 park areas. Once activated, they would send warning signals through IT equipment to the monitoring center. There was also sound/light warning equipment available on site to facilitate verification of the location of the victim and representatives would be sent to site immediately. Having arrived at site, the personnel would provide proper care and assistance, if possible. For casualties, the ambulance would be sent for and the victim would be sent to the hospital.

◎Security guards were based at the computer monitoring center, 17 contractor entrances/exits, <sup>(10)</sup> 13 pavilions, and 5 visitors centers in the 4 park areas. In addition, 7 patrols were deployed in major areas through the 4 park areas. They were in charge of patrolling around the park areas on electric bikes or foot and would complete sectional patrols within 1 hour.

◎Security guards deployed at the computer monitoring center worked around the clock. There were one at night and one in the day. Two shifts were scheduled each day.

◎Security guards at 17 entrances and exits for contractors included 1 in the day and 1 at night, i.e. 34 headcount of people in total. Vehicles and personnel were controlled at individual fixed check points. Only those with required permits issued by TIFE would be granted access.

◎There were a total of 13 pavilions throughout the park areas (5 in Yuanshan, 2 in Fine Arts, 5 in Xinsheng, and 1 in Dajia). Each pavilion had one security guard. There was a headcount of 13 security guards at the pavilions in total.

◎Security guards at 5 gates for visitors included 1 in the day and 1 at night, a total headcount of 10 security guards. By the fixed checkpoint service principle, security guards were on duty within the 5-meter radius of the 5 gates to help with ticket verification and maintain order onsite.

Each security guard would be equipped with a set of the mobile command management system provided by ITRI that combined with a mobile camera and the 3G network and would send images taken on site to the computer monitoring center in real time.

Security systems were installed in various important facilities in park areas, <sup>(11)</sup> including alarm servers, flashlight devices, buzzers, window/door interlocks, and body temperature sensors, etc.

Security operating mode: People in charge of various facilities completed settings with their access cards after the park areas were closed. In case of foreign intrusion, the alarm server would activate the flashlight device and buzzer to deter the invaders and send signals back to SECOM's main office and the Central Control Room at the TIFE Operation Headquarters. Within 5 minutes, patrolling security guards would arrive at site and within 15 minutes, SECOM's security system personnel would arrive at site.

## Information and Communication Service

Information and communication services available in park areas included free wireless services (free wireless services in the hot zone and wireless services on TIFE shuttle buses), wireless application services (mobile portals, LBS text messages, multi-media mobile guided tours), Kiosks, digital electronic bulletins, TIFE weather reports, information services, and websites, among others.

**Free wireless services:** Chunghwa Telecom and Qware Communications offered visitors unlimited free Wi-Fi and Wifly wireless services in related hot spots during TIFE. In addition, Chunghwa Telecom also sponsored free wireless services on intra-park shuttle buses to offer visitors convenient wireless

services. The Department of Transportation authorized VMAX to provide free wireless services on extra-park shuttle buses for TIFE.

**Mobile portal:** Visitors with smart phones could connect with the mobile portal established by Chunghwa Telecom and keep track of the latest information on TIFE, including the floral news, getting to know the beauty of flowers, promotions, transportation service, to buy things in TIFE, and interactive guided tours.

**LBS (Location based service) text message:** With the location based service sponsored by Chunghwa Telecom, visitors could receive welcome text message and messages on the distribution of reservation tickets, traffic status in the peripherals of the park areas, and the million threshold breaking news as soon as they walked in the park areas.<sup>(12)</sup>

**Multi-media mobile guided tours:** Sponsored by Chunghwa Telecom, voice guided tours, QR code guided tours, and TIFE sensor label guided tours were available.

◎Voice guided tours – Chunghwa Telecom users could simply dial 52288(Chinese), 522881 (English), or 522882 (Japanese) on their mobile phones. Non Chunghwa Telecom users could dial the voice direct line 0928-000-528 and insert the code for plants in the park areas or for the pavilion as instructed and could have access to descriptions of the plants or the pavilion.

◎QR (Quick Response code) code-guided tours: visitors could download QR code-decryption software in advance to their smart phones with photo-taking and internet features and activate the decryption software in front of a signboard with the QR code and take a photo of the QR code on the sensor label to accordingly retrieve the corresponding website. Through the website, visitors could get information on a specific pavilion or plant.

◎TIFE sensor label: Sponsored by Chunghwa Telecom, a total of 220 CHT8000 handheld guided tour phones and 220 smart sensors were available in the park areas to be borrowed mainly by tour guides in the park areas. The phones utilized the latest near-field communication (NFC) technology. As soon as the phones and smart sensors detected sensor labels throughout park areas, they would show information on the pavilion or plant.

**Kiosk:** Chunghwa Telecom set up over 30 Kiosk stations throughout the park areas to provide information on “TIFE,” “Pavilions,” “New Floral Vision,” “Performance Program,” “Floral Travel Leads,” “Promotions,” and “TIFE souvenir cards”, among others, for onsite visitors’ reference. Under “TIFE souvenir cards”, visitors could plug their memory sticks or USB that had their photos in the corresponding slots of Kiosk and select the style they preferred for their photos and postcards to make their personal TIFE souvenir cards.

**Digital electronic bulletin:** Advantech Foundation provided TIFE with 22 digital electronic bulletins, including 12 indoor horizontal and 10 outdoor vertical LCD ones. The digital bulletins were in different places throughout the park areas for visitors to watch related promotional films and real-time information on TIFE, e.g. the latest status on the distribution of reservation tickets for various pavilions, the number of visitors having entered different park areas, the total number of visitors, weather reports, and park area announcements. The vertical LCD touch-screen displays even exercised interactive functions such as “interactive photo-taking”, “flowers and star signs,” “puzzles”, and inquiries about arts and cultural events. Formolight Technologies Inc. supplied one 105” LED electronic bulletin, which was set up at the entrance to EXPO hall for concurrent broadcasting of performances. When there were no performances on, it would play related promotional films and provide visitors with higher quality services.

**Weather report:** The Central Weather Bureau partnered with the Taipei City Government to provide visitors with real-time weather information through weather devices and LCD/LED bulletins in the

Yuanshan Park Area and Dajia Riverside Park Area. In addition, the Central Weather Bureau set up the TIFE weather network for people to search for weather conditions in the park areas, which would serve as their reference for related visiting plans.

**Information service:** The National Science Council partnered with the Taipei City Government and organized digital special exhibitions in the Information Service Area. The exhibitions covered nature and humanity and presented the beauty of flowers from different perspectives through digital archives. Visitors liked many of the exhibits very much, e.g. the floral goddess, the floral ancient electronic book, and the multiple interactive games. In addition, the Department of Information Technology presented TIFE online through touch-screen computers in the information services area. The Institute for Information Industry also supplied 2 naked-eye 3D-LCD screens for playing 3D images, which enabled visitors to entertain themselves with and enjoy the high-class technology of Taiwan.

**Website service:** Major website services included the official website for the TIFE and the online TIFE website.

◎The official website offered information on the TIFE, pavilions, visitor guide, comprehensive information, floral encyclopedia, cultural performances, sightseeing leads, and download services in Traditional Chinese, Simplified Chinese, English, Japanese, and Korean. The official website of TIFE also had hyperlinks to individual pavilions, partner stores, ticketing, TIFE fans, Facebook, the TIFE blog, among others, to satisfy visitors' various needs.

◎The online TIFE came in Traditional Chinese and English. It was a virtual tour. Visitors would feel as if they were actually at TIFE.

## Rental Service

The 4 park areas supplied a total of 832 wheelchairs, 1,000 baby strollers (with weight capacity less than 15kg), 40 special baby strollers (requiring a show of the disability handbook), 220 multi-media handheld guided-tour phones (CHT8000), and 230 personal mobile satellite positioning devices (mini bonds). Visitors could rent these devices at the Barrier-Free Service Center.<sup>(13)</sup>

## Guided Tour

Visitors had to apply and reserve in advance, 3 days prior to their arrival date, with the TIFE Operation Headquarters through the official website. Services were available in Chinese, English, and Japanese. Special services were available, too. The intended parties were the general public, social groups, and extra-curricular learning tours from outside Taipei City. The number of people required for the services was between 15 and 40. The services were available at 9:30, 10:30, 14:30, 15:30, 16:30, and 19:30 each day. Each tour lasted for 1 hour.

## Cleaning Service

Cleaning service for the TIFE included the floral plantation areas, pathways, lanes, galleries, lawns, gutters, restrooms (including specific mobile restrooms), bowers, ponds, the overpass, the underpass, landscape facilities, facilities, equipment (excluding the recreational facilities at the Children's Recreation Center) and restrooms, floors, facilities, equipment, landscape facilities, balconies, rails, and exterior walls of specific pavilions. Besides intra-park cleanness, the cleaning tasks also included clearance of trash, kitchen leftover, water fertilizers, and allotment and installation of mobile restrooms. A total headcount of 200 people devoted themselves to park-wide cleaning over the 171 days of TIFE.<sup>(14)</sup>

## Food Court

◎There were a total of 2 dining locations and 26 food stands in the Yuanshan Park Area, most of which were in the food court behind the Folk Arts Plaza and by the EXPO Dome. The food court by EXPO Dome was a semi-open space, where visitors could enjoy the company of chirping birds and flowers while checking through different types of cuisines with their noses and mouths, such as the creative pizza from Italy, French garlic bread, the Japanese set meal, donburi, cold noodles and Korean stone pots and spicy stirred fried year cake or American food such as coffee and Subway. People could taste different foods from different countries without traveling around the world.

There were 4 dining locations with 4 food stands in the Fine Arts Park Area, most of which were located on the south side of Taipei Story House next to the Taipei Fine Arts Square, B1 Dining Room in the Taipei Fine Arts Museum, at the South Entrance to the Taipei Fine Arts Museum, and 2nd Floor of the Pavilion of Aroma of Flowers. Foods served were mainly western-style set meals, light desserts, and simple meals. There were also floral theme meals available.

There were a total of 5 dining locations with 30 food stands in the Xinsheng Park Area, most of which were located at the Palace of Flora Teas, Taiwanese Gourmet Delight, Pavilion of Future, Pavilion of Angel Life, and the northwest side of the Flower Base under Trees. Various foods were served, including light food, coffee, desserts, health-preserving floral teas, and special tea meals, and various delicacies from different counties and cities of Taiwan.

There were a total of 3 dining locations with 17 food stands in the Dajia Riverside Park Area, most of which were on the west side of the Gardening Competition Area and south and east sides of the Eco Theater. Foods served were mainly general light desserts and meals.

## Theme Shop

There were a total of 26 theme shops in the Yuanshan Park Area, most of which were located by the Folk Arts Plaza of the Pavilion of Culture and the outlying shopping mall of EXPO Dome. The Indigenous Peoples Commission, Taipei Hakka Affairs Commission, Department of Labor, Market Administration Office, partners Taiwan Tobacco & Liquor Corporation, and the Department of Commerce were invited to promote their characteristic merchandise. Other six types of characteristic, service-oriented, cultural and arts, horticultural and floral, and environmentally-friendly commodities and products and folklore children's toys were solicited throughout Taipei in compliance with the Government Procurement Law.

## Specialty Gifts

There were a total of 3 specialty gift shops and 3 outdoor specialty gift stands in the Yuanshan Park Area, most of which were located in the outlying shopping mall of EXPO Dome and the plaza in front of the Celebrity's House. The specialty gift shops at the EXPO Dome gathered local symbolic floral and agricultural products from different counties and cities which were rotating on a weekly basis to go with the county/city week. Visitors did not have to travel to a specific county or city and could enjoy the beauty of diversified flowers and the wonderful agricultural products from all over Taiwan. In the case of Taipei City, characteristics flowers like the national orchid, calla lily, Azalea, were at display according to their seasons. There were films about flowers and agricultural features of Taipei City being played onsite, too. Visitors could get to know Taipei City better.

There were a total of 5 specialty spots in the Xinsheng Park Area; most of them surrounded the stage on the Dream of Flower Plaza. Each week contractors from different counties and cities around Taiwan were invited to sell their characteristic floral and agricultural products and showcase colorful flowers and a variety of agricultural specialty products.

There were a total of 6 specialty spots in the Dajia Riverside Park Area; most of them were at the Dajia entrance/exit. Each week contractors from different counties and cities around Taiwan were invited to sell their characteristic floral and agricultural products.

## Souvenirs

There were a total of 1 souvenir shop and 2 souvenir carts in the Yuanshan Park Area. The souvenir shop was located in the outlying shopping mall of EXPO Dome. Besides to go with the exhibitions in the competition area and focus the aura, the theme of the store signified the attraction of popular products. This store sold the floral products designed by the famous artist En-Sheng Yang exclusively for TIFE. In addition, there were 2 souvenir carts, on the plaza in front of the Celebrity's House and at the Children's Recreation Center entrance/exit.

There were a total of 2 souvenir shop and 2 souvenir carts in the Fine Arts Park Area, most of which were located on the first floor of the Pavilion of Aroma of Flowers, the Fine Arts Square, and the left side of Fine Arts Gate 3. The Pavilion of Aroma of Flowers where the flagship store for TIFE was located was in the Park Area. It was the only pavilion of the 14 during the TIFE that had theme exhibitions on the mascot and flower fairy. Over a thousand kinds of flower fairy theme commodities were for sale in the Pavilion. Special commodities with limited offer that combined characteristics and themes for individual areas in Taiwan were introduced in response to different festivity occasions, too.

There were a total of 2 souvenir shops and 2 souvenir carts in the Xinsheng Park Area, most of which were located in the Xinsheng Visitors Center, exit and the rear-left empty land of the Pavilion of Regimen, and at the entrance to the Floral Tunnel by the Palace of Flora Teas. The souvenir store at the Xinsheng entrance was the exclusive store for selling environmentally-friendly souvenirs of TIFE. The original color of a paper tube in combination of the unique bamboo sieve style created a green LOHAS air. A visit to another souvenir store in this Park Area, the one in the Pavilion of Regimen would make one surrounded by overflowing flower fragrance. Several tens of various aroma commodities helped soothe one's hart and mind and purify ones soul.

There were a total of 3 souvenir carts in the Dajia Riverside Park Area, most of which were located on the west side of the Gardening Competition Area, at the Dajia entrance/exit, and Pier Dajia. Besides popular souvenirs, there were outdoor supplies, including the color-changing cap and umbrellas. The carts were must-visits in the Dajia Riverside Park Area.

## Chapter 3 Notes

1

**Green building, according to the definition of the Construction and Planning Agency, emphasizes 9 indexes.**

1. Biodiversity: Items to be rated include the community green network system, surface soil conservation technology, ecological pond, ecological waterway, ecological slopes/ecological fence design and porous environment.

2. Greenery: Items to be rated included ecology greening, walls greening, walls greening and watering, artificial ground greening technology, water-proofing greening technology, and wind-proof greening technology.

3. Foundation water conservation: Items to be rated include water permeable pavements, seepage water retaining landscape ponds, seepage water retaining empty land, infiltration wells and infiltration pipes, retention of artificial ground.

4. Daily energy-saving: The items to be rated include (A) related technology, such as the configuration of energy-saving, proper openings, external sun shields, glass at openings, heat insulation and air tightness at openings, outer case structure and material, roof structure and material, diaphragm walls, (B) utilization of wind direction and air flows, such as orographic wind, monsoon ventilation, patio wind, air flow control through plantation, window ventilation performance, building gust prevention and control, wind ventilation design, buoyancy-driven ventilation design, and the ventilation

tower, (C) utilization of air-conditioning and cooling systems, such as air-conditioning segmentation, fan plus system-driven air conditioning, large space layered air-conditioning, heat ventilation of air-conditioning returned air, absorptive freezer and thermal source control, cold storage trough system, VAV system, VRV system, VWV system, total heat exchange system, CO<sub>2</sub> external control system and room-cooling system, (D) utilization of energy and light source, such as the energy management system, illumination light source, illumination method, indirect lighting and uniformity ratio, illumination switch control, window-opening side light introduction, roof light introduction, and outdoor curtains, and (E) utilization of solar power, such as the solar heating system and solar cells.

5. Carbon reduction: Items to be rated include simple building patterns, interiors, reasonable structural systems, light and wooden structures.

6. Waste reduction: Items to be rated include utilization of renewable building materials, earthwork balance, automatic construction, dry partition, the bathroom, construction air pollution prevention.

7. Water resource: Items to be rated include water-saving devices, gray water utilization plan, rainwater utilization, and plant water conservation.

8. Sewage and trash improvement: Items to be rated include rainwater and sewage divergence, trash yard improvement, ecology and wetland sewage treatment and kitchen leftover compost.

9. Indoor health and environment: Items to be rated include indoor pollution control, indoor air purifying equipment, ecological dyes and ecological bonding agents, ecological building materials, prevention against wall dews/efflorescence, ground and basement humidity prevention, humidity regulating materials, noise control, and vibration control.

The rating is done based on the 9 indexes. Classification is 95% and above, 80% ~ 95%, 60%~80%, 30%~60%, and below 30% for diamond, gold, silver, bronze, and qualified, respectively.

2

► Estimation of greenhouse gas emissions during TIFE

Source of emission/sink	CO <sub>2e</sub> (ton)	Percentage (%)
Scope 1	1,867	1.3
1. Building life cycle	504	
2. Domestic transport – within exhibition areas	1,363	
Scope 2	10,137	7.0
1. Pavilion-operation	10,137	
Scope 3	132,673	91.7
1. International transport	52,975	
2. Domestic transportation – outside exhibition areas	51,616	
3. Personnel accommodations	28,082	
Total	144,677	100

註3

► The green energy benefits of TIFE

Facility	Pavilion/park area	Green energy benefit	CO <sub>2e</sub> (kg)
Solar photovoltaic power generation	Pavilion of New Fashion (FE EcoARK) Yuanshan Park Area	31,937 kWh/year	9,516
	Pavilion of Future, Pavilion of Angel Life (Xinsheng Park Area)	55,050 kWh/year	16,403
	Pavilion of Dreams (Xinsheng Park Area)	64,636 kWh/year	19,259

Facility	Pavilion/park area	Green energy benefit	CO <sub>2e</sub> (kg)
Solar photovoltaic power generation	Total	151,624 kWh/year	45,178
Energy-saving equipment	Individual pavilions	173,960 kWh/year	583,758
Water-saving equipment	Individual pavilions	28,204 degrees/year	2,563
Wind power generation	Entrance to Xinsheng Park Area, Dajia Riverside Park Area	4,000 kWh/year	1,192
Fuel cell	Taipei Story House (Fine Arts Park Area)	61,200 kWh/171 days	38,923
Total		716,792kg	

Note: kWh is the unit for electricity, including generated and consumed power.

4

#### Implementation efficacy of energy-saving and carbon reduction project promoted by Taipei City

Action item	Implementation institution	Implementation status	CO <sub>2e</sub> (ton)
I. Public sector	Secretariat	49.5 million kWh/year of electricity, 516,654 liters of gasoline, and around 32,619 liters of diesel, were saved in 2009, equivalent to a reduction of around 30 thousand tons of CO <sub>2</sub> in total.	66,411
II. Business and industry	Department of Economic Development	Energy-Saving Award was organized in 2009. Competitors were divided into the business and industry group and the visitor hotel group. A total of around 23.14 million kWh of electricity was saved for enterprises, equivalent of a reduction of 15,476 tons of CO <sub>2</sub> .	15,476
III. Plantation and forestation	Department of Economic Development	The plantation and forestation accounted for around 12 hectare, with around 157,519 newly planted trees, between 2008 and 2009, which are expected to absorb around 180 tons of CO <sub>2</sub> emissions.	180
IV. Waste reduction	Department of Environmental Protection	1. 16,519 tons of trash were used in biogas power generation between 2008 and 2009, contributing a total of 25,973,020 kWh of power, equivalent to a reduction of 16,518 tons of CO <sub>2</sub> . 2. 263,523 tons of trash were used in thermal power generation between 2008 and 2009 at incineration plants, contributing a total of 414.03 million kWh of power, equivalent to a reduction of 263,523 tons of CO <sub>2</sub> .	296,559
V. Energy-saving and carbon reduction	Department of Environmental Protection	1. Promotion for the Energy-Saving Award campaign began in 2008. Related enterprises reduced a total of 67,000 tons of trash. 2. The "Million Households Energy Saving" campaign was on between August and September in 2009. A total of 78,000 tons of trash was saved. 3. The community energy-saving counseling from August 2008 to March 2010 helped saved a total of 3,058 tons of trash.	148,058

Action item	Implementation institution	Implementation status	CO <sub>2e</sub> (ton)
VI. Water power generation efficacy	Taipei Feitsui Reservoir Administration	A total of 271,804 tons of water was used for power generation between 2008 and 2009, contributing a total of 427.36 million kWh of power, equivalent to a reduction of 271,804 tons of CO <sub>2</sub> .	271,804
VII. Tap water-saving	Taipei Water Department	The pipe system was improved between 2007 and 2009 for promotion of the household water-saving campaign. A total of 126.61 million tons of water was saved, equivalent to a reduction of 12, 648 tons of CO <sub>2</sub> .	12,648
Total			811,136

5

#### ► Distribution of lockers

Location	Units/ Locker	Number of lockers	Number of shelves	Storage room (HxWxDcm)
Yuanshan Park Area	9	6+4	90	55×25×48
	12	9	108	40×25×48
	15	3+2	75	32×25×48
	20	1	20	
Subtotal		25	293	
Xinsheng Park Area	6	1	6	24×26×49
	9	4	36	53×26×49
	12	5	60	38×26×49
	18	11	198	24×26×49
Subtotal		21	300	
Dajia Riverside Park Area (West)	9	4	36	55×25×48
Dajia Riverside Park Area (East)	12	5	60	40×25×48
	15	2	30	32×25×48
	5	12	60	38×26×49
Subtotal		23	186	
Total		69	779	

Note: 1. Four 9-locker cabinets, two 15-locker cabinets and a 20-locker cabinet were added at the end of December 2010 to the Yuanshan Park Area.  
 2. Twelve 5-locker cabinets were added on March 24, 2011 to the Dajia Riverside Park Area (East).

### ► Statistics of large luggage storage status

Park Area	Quantity		Nov/2010		Dec/2010		Jan/2011		Feb/2011		Mar/2011		Apr/2011		Total	
	User headcount	Daily user headcount	User headcount	Daily user headcount	User headcount	Daily user headcount	User headcount	Daily user headcount	User headcount	Daily user headcount	User headcount	Daily user headcount	User headcount	Daily user headcount	User headcount	Daily user headcount
Yuan-shan	0	0	1,046	52	2,025	65	2,335	83	3,035	98	3,114	100	11,555	82		
Fine Arts	0	0	52	3	152	5	161	6	126	4	73	2	564	4		
Xin-sheng	0	0	189	9	304	10	319	11	319	10	344	11	1,475	10		
Dajia	0	0	54	3	122	4	105	4	37	1	9	0	327	2		
Total	0	0	1,341	67	2,603	84	2,920	104	3,517	113	3,540	113	13,921	98		
Note	1. Large luggage storage service was available from December 12, 2010 on 2. The statistics of April/2011 encompass the user headcount from April 26 to May 1 (TIFE Week of Gratitude).															

6

### ► Statistics of rest chairs in park areas

Park area	Type	Source	Distribution	Number of chairs	Subtotal	Number of chairs (per hectare)
Yuanshan Park area 20.8 hectares	Resting chairs	Park Area	Inside the park area	2,818	5,452	262
		B&Q		693		
		Visitors Center		41		
	Dining chairs	Business service center	Light food area behind Folk Arts Plaza	100		
			Light food area on east side of EXPO Dome	1,400		
Observatory chairs	Park Area	Folk Arts Plaza	400			
Fine Arts Park Area 7.9 hectares	Resting chairs	Park Area	Inside the park area	540	1,954	247
		B&Q		613		
	Dining chairs	Business service center	South side of Taipei Story House	64		
			Dining room in B1 of Taipei Fine Arts Museum	167		
			South entrance to Taipei Fine Arts Museum	60		
			Pavilion of Aroma of Flowers	60		
	Observatory chairs	Mobile	Taipei Fine Arts Square	50		
Park Area		Greeting Plaza	400			

Park area	Type	Source	Distribution	Number of chairs	Subtotal	Number of chairs (per hectare)
Xinsheng Park Area 15.1 hectares	Resting chairs	Park Area	Inside the park area	1,049	4,072	270
		B&Q		853		
Xinsheng Park Area 15.1 hectares	Dining chairs	Business service center	Palace of Flora Teas (including Yuqian Building and Shuiyue Attic)	168	4,072	270
			Southwest side of Flower Base under Trees (including Starbucks)	80		
			Taiwanese Gourmet Delight	1,400		
			Pavilion of Angel Life	84		
			Pavilion of Future	60		
			East side of Dream of Flower Plaza	67		
	Observatory chairs	Park Area	Dream Garden	228		
		Mobile	Dream of Flower Plaza	83		
Dajia Riverside Park Area 48 hectares	Resting chairs	Park Area	Inside the park area	1,389	2,136	45
		Visitor rest area		99		
	Dining chairs	Business service center	East side of Eco Theater	132		
			South side of Eco Theater	132		
			East side of Gardening Competition Area	336		
	Observatory chairs	Mobile	Jia-Jia Square	48		
Total			Rest chairs	8,095	13,614	148
			Dining chairs	4,310		
			Observatory chairs	1,209		

7

Nursing room: The facility was established in compliance with the Bureau of Health Promotion's "Incentive Criteria for Establishment of Nursing Rooms in Public and Private Institutions and Companies". The nursing rooms established for the TIFE were safe and private spaces with dedicated staff in charge of periodical inspections on usual days to maintain the neatness and safety of indoor environments and facilities. While they were open, non-nursing people or anyone without the consent of nursing people shall not enter the nursing rooms freely. When the breast milk collected in the nursing room needs to be refrigerated, the collector could label the collected milk with here name and contact phone number and ask the visitors center in the park area to help refrigerate it. The refrigerated breast milk should be picked up before the park area was closed for the day. Breast milk not picked up would be treated as waste and recorded. In addition, the nursing rooms did not offer personal belongings storage or placement services. Any item left behind in the nursing rooms should be picked up before the park area was closed or it would be treated as waste and recorded.

### Restrooms in the park area were established in compliance with the following:

1. Law and regulation: Article 37, Section 2 of Chapter 2: Equipment of the Building Technical Regulations, which stipulates that the men-women ratio of defecation devices for concurrent use (e.g. at schools, stations, cinemas, etc.) is 1: 5 and that for decentralized use (e.g. in offices, factories, shopping malls, etc.) is 1: 3 and above. Because the use in TIFE did not fall in line with either of the two types mentioned above, there were no binding laws and regulations or precedent cases to be followed. However, in light of the fact that park areas encompassed offices and theater-like activity spaces, the men-women ratio of defecation devices at least had to be over 1: 3. As such, the ratio was 1: 4.7 in the Yuanshan Park Area, 1: 3.7 in the Fine Arts Park Area, 1: 3.3 in the Xinsheng Park Area and 1: 3.5 in the Dajia Riverside Park Area. The ratio on average was 1:3.9 for the four park areas combined, meeting the requirement. However, the Xinsheng Park Area had more incidences of insufficient number of restrooms for female visitors, which resulted in longer waiting time.

2. Case analysis: Shanghai World Expo had a maximum number of 130 people planned for a restroom and Aichi Expo had 143 people per restroom. The TIFE mainly followed Aichi Expo in the number of restrooms it planned. It was estimated that when the visitor headcount reached 40 thousand on a usual day, around 280 restrooms were needed and when it reached 100 thousand on a holiday, around 700 restrooms were needed. When the headcount reached 150 thousand on a consecutive holiday, 1,049 restrooms were needed. If the headcount reached the maximum daily headcount of 180 thousand, 1,286 restrooms were needed. There were 790 restrooms and 276 mobile restrooms (1,066 in total) set up for the TIFE, and it was sufficient to afford the approximately 150,000 visitors on a consecutive holiday. If the maximum headcount a day reached 180,000, the number of restrooms would be insufficient to accommodate the visitors. In addition, due to the fact that mobile restrooms could not be set up in certain areas, insufficiency and longer waiting time were inevitable.

3. Visitor estimates: Distribution of visitors in the 4 park areas were sequentially 45% for Yuanshan, 10% for Fine Arts, 19% for Xinsheng, and 26% for Dajia Riverside. The demand for restrooms was 315 for Yuanshan, 70 for Fine Arts, 133 for Xinsheng and 182 for Dajia Riverside. There were 298 fixed restrooms in Yuanshan, 131 in Fine Arts, 211 in Xinsheng, and 150 in Dajia Riverside during the TIFE. Based on the numbers, the demand for restrooms in the 4 park areas could be obtained and mobile restrooms could be accordingly planned to make up for the insufficiency of fixed restrooms in areas like Yuanshan and Dajia Riverside.

### ► Number of restrooms per park area and the total number of restrooms

Park Area	Total restrooms					Barrier-free (E)	Family (F)	Family/Disabled (G)	Mobile restroom (H)	Total number of fixed restrooms (A+B+C+D+E+F+G)	Total number of restrooms by park area (A+B+C+D+E+F+G)	Men-women ratio of restrooms by park area
	Men			Women								
	Urinal	Squat (A)	Sit (B)	Squat (C)	Sit (D)							
Yuanshan	109	26	22	82	145	10	3	10	45	298	343	1:4.73
Fine Arts	56	11	15	45	51	5	3	1	12	131	143	1:3.69
Xinsheng	95	21	23	80	67	9	0	11	74	211	285	1:3.34
Dajia	32	0	32	0	113	0	0	5	145	150	295	1:3.53
Subtotal	292	58	92	207	376	24	6	27	276	790	1,066	1:3.89
Total	292	150		583		24	6	27	276	790	1,066	

444 cameras

4 park areas	Location	Originally planned number of surveillance cameras		Number of cameras established
		Original quantity	Addition in January 2011	
Yuanshan Park Area × 196	EXPO Dome	126	7	40
	Pavilion of Culture	7	1	4
	Flower Landscape	4		2
	Outside Children's Recreation Center Ticking Booth	2		1
	Inside Children's Recreation Center Ticking Booth	2		8
	Celebrity's House	0		0
	EXPO Theater	0	1	0
Fine Arts Park Area × 62	Taipei Story House	7		2
	EXPO Hall	0		34
	Pavilion of Aroma of Flowers	0		
	Taipei Fine Arts Museum	16		3
Xinsheng Park Area × 105	Pavilion of Regimen	16		37
	Palace of Flora Teas	15		
	Pavilion of Dreams	13		
	Pavilion of Future, Pavilion of Angel Life	25	3	
Dajia Riverside Park Area × 67	Pedestrian trail	25	1	29
	Pier Meiti	0		7
	Pier Xikou	0		6
Total quantity		258	13	173
Originally planned quantity + newly established quantity + added quantity = 444				

17 entrances/exits for contractors

Yuanshan Park Area – upper half(5): L-01 (Dunhuang Rd. entrance), L-02 (Kulun St. exit), L-02-1 (Kulun St. entrance), L-06 (entrance in front of EXPO Theater under Zhongshan Viaduct, L-06-1 (by Yuanshan Police Station).

Yuanshan Park Area – Lower half(4) : L-03 (Yumen St. entrance), L-03-1 (back door of Zhongshan Soccer Stadium office), L-04 (Minzu W. Rd. entrance), L-05 (Zhongshan N. Rd. entrance).

Fine Arts Park Area(3): L-07 (entrance to Taipei Story House under Zhongshan Viaduct), L-08 (entrance to Pavilion of Aroma of Flowers on Zhongshan N. Road, L-09 (Shuangcheng St. entrance)

Xinsheng Park Area(3): L-10 (Xinsheng entrance), L10-1 (Water Company entrance), L11 (Binjiant St. entrance)

Dajia Riverside Park Area(2): L-12 (Water Gate 9), L-12-1 (embankment road on the northeast side of Dajia Riverside Park Area).

11

Locations were Operation Headquarters Office in Yuanshan, Children's Recreation Center Ticketing Booth, First Ticketing Booth in Yuanshan, Second Ticketing Booth in Yuanshan, entrance/exit of Yuanshan Park Area, Yuanshan Foreign Exchange, machine room on 2nd floor of Zhongshan Soccer Stadium, Yuanshan Medical Center, Fine Arts Museum Ticketing Booth, Fine Arts Park Area Ticketing Booth, Fine Arts Foreign Exchange, Xincheng Park Area Ticketing Booth, Xincheng Park Area entrance/exit, Xincheng Medical Center, Dajia Riverside Park Area Ticketing Booth (1), Dajia Riverside Park Area Ticketing Booth (2), Dajia Riverside Park Area Ticketing Booth (3), Dajia Riverside Park Area Ticketing Booth (4), Pier Dajia Ticketing Booth, Pier Dajia, Xikou Ticketing Booth, machine cabinet inside Xikou embankment, Meiti Ticketing Booth, machine cabinet inside Meiti embankment.

12

### TIFE text messages were sent to both visitors and internal higher-ranking officials.

Regular recipients included heads of various departments and offices of the Taipei City Government (Mayor, Deputy Mayor, Secretary-General, Deputy Secretary-General, Commissioners and primary secretaries), the general producer at the Operation Headquarters, and 8 CEOs (around 37 in total). Most text messages were sent periodically and at integral hours. Between 9:00 to 22:00 each day, the headcount of visitors was texted to higher-ranking officers for their reference when making related decisions. In addition, when the headcount broke each million threshold, besides periodical recipients, directors and deputy directors at individual centers under the Operation Headquarters as well as related million-threshold staff would receive text messages, too (around 180 higher-ranking officials and colleagues).

Year/month	Total number of messages	Note
2010/10	435	Test plan
2010/11	19,648	
2010/12	16,761	
2011/01	17,338	
2011/02	15,514	
2011/03	16,898	
2011/04	15,469	As of 2011/05/01
Subtotal	102,008	

13

When visitors borrowed any item, they had to return the borrowed item to the original lender if they used their ID as collateral (one ID for one item). If they used the deposit of NT\$500 instead, they could return the item to the information desk in any park area and have their money back. All borrowed items could only be used in the park areas. The lending and borrowing hours were 9:00 to 22:00. Those who had not returned borrowed items by the given deadline would be reminded by phone. When borrowed items were not returned within 3 days, the deposit or ID would be confiscated directly.

Statistics of baby strollers lending/borrowing status (Unit: set)														
Park Area	2010/11		2010/12		2011/01		2011/02		2011/03		2011/04		Total	
	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average
Yuanshan	5,297	211	8,195	264	4,988	163	8,315	297	9,680	312	21,157	682	57,632	326
Fine Arts	846	34	1,153	37	718	23	1,632	58	1,602	52	3,512	113	9,463	53

Statistics of baby strollers lending/borrowing status (Unit: set)														
Xinsheng	3,339	134	4,686	151	2,673	85	4,014	143	4,451	144	7,021	226	26,184	148
Dajia (East)	1,600	64	2,452	79	1,625	52	2,653	95	2,698	87	5,127	165	16,155	91
Dajia (West)	165	7	171	6	67	2	305	11	165	5	336	11	1,209	7
Total	11,247	450	16,657	537	10,071	325	16,919	604	18,596	600	37,153	1,197	110,643	625
Note	1. 400 sets on 2010/10/02. 2. 400 sets were added on Nov. 18, 2010, bringing the total to 800. 3. 200 sets were added on 01/11, 2011, bringing the total to 1000. 4. The statistics of April/2011 encompass the user headcount from April 26 to May 1 (TIFE Week of Gratitude). 5. Less than 10 special baby strollers were borrowed as of May 1, 2011.													

Statistics of wheelchairs lending status (Unit: set)															
Park Area	Quantity	2010/11		2010/12		2011/01		2011/02		2011/03		2011/04		Total	
		Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average
Yuanshan		2,113	85	3,555	115	1,358	44	3,536	126	3,874	125	8,702	281	23,138	131
Fine Arts		404	16	772	25	328	11	792	28	729	24	1,914	62	4,939	28
Xinsheng		1,275	51	2,079	67	882	28	1,902	68	1,923	62	3,629	117	11,690	66
Dajia (East)		400	16	658	21	331	11	622	22	503	16	970	31	3,484	20
Dajia (West)		75	3	91	3	21	1	66	2	45	1	103	3	401	2
Total		4,267	171	7,155	231	2,920	95	6,918	247	7,074	228	15,318	494	43,646	247
Note	1. 156 wheelchairs were borrowed on Nov. 6, 2010. 2. 126 sets were added on Dec. 11, 2010, bringing the total to 282. 3. 100 sets were added on Jan 30, 2011, bringing the total to 382. 4. 110 sets were added on Jan. 31, 2011, bringing the total to 492. 5. 290 sets were added on Feb. 17, 2011, bringing the total to 782. 6. 50 sets were added on Feb. 24, 2011, bringing the total to 832. 7. The statistics of April/2011 encompass the user headcount from April 26 to May 1 (TIFE Week of Gratitude).														

Statistics of guided tour handheld phones lending/borrowing status (Unit: set)															
Park Area	Quantity	2010/11		2010/12		2011/01		2011/02		2011/03		2011/04		Total	
		Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average
Yuanshan		125	4	170	6	79	3	128	5	134	4	100	3	636	22
Fine Arts		28	1	19	1	6	0.2	26	1	5	0.2	12	0.1	84	3.4
Xinsheng		104	3	112	4	75	3	110	4	52	2	74	2	453	16
Dajia (East)		13	0.4	10	0.3	3	0.1	8	0.3	20	1	8	0.3	54	2.1
Dajia (West)		1	0.1	5	0.2	0	0	0	0	0	0	0	0	6	0.3
Total		271	9	316	11	163	5	272	9	211	1	194	6	1,427	47
Note	The statistics of April/2011 encompass the user headcount from April 26 to May 1 (TIFE Week of Gratitude).														

Statistics of Minibonds lending/borrowing status (Unit: set)															
Park Area	Quantity	2010/11		2010/12		2011/01		2011/02		2011/03		2011/04		Total	
		Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average	Borrower count	Daily borrower count on average
Yuanshan		20	0.6	33	1	11	0.4	14	0.5	7	0.1	43	1	85	2.6
Fine Arts		2	0.1	0	0	0	0	0	0	0	0	1	0.1	2	0.1
Xinsheng		15	0.5	15	0.5	0	0	7	0.3	1	0.1	1	0.1	38	1.4
Dajia (East)		14	0.5	13	0.4	6	0.2	3	0.1	21	0.1	6	0.2	57	1.3
Dajia (West)		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total		51	2	61	2	17	0.5	104	4	29	1	51	2	262	9.5
Note	The statistics of April/2011 encompass the user headcount from April 26 to May 1 (TIFE Week of Gratitude).														

14

A total of 200 headcount of cleaning staff was devoted a day (100 for the morning shift and 100 for the evening shift). The cleaning staff started to clean park areas at 7:00 everyday and had to complete all cleaning tasks, finish transport of all waste and recyclables, and maintain the intra-park environment free of trash, water puddles, and foreign odor 30 minutes before operations began.

Contractors had to clean toilets, defecation devices, sinks, trash cans, floors, and tanks in restrooms once every 15 minutes and had to keep the environment clean, free of foreign odor, and free of water puddles. In addition, they had to check and supply consumables like the toilet paper and hand wash solution immediately. They had to adequately clean manure in mobile restrooms and prevent it from overflowing, too.

In terms of equipment and facilities, including desks, chairs, sign boards, land lamps, stairways, walkways, and non-soil pavements, and landscaping equipment, cleaning was required at least twice a day as well.

For cleaning of trash cans, it had to be done at least once an hour. The trash load in the cans shall not exceed 75% of the total capacity. The trash cans and their surroundings had to be kept neat and tidy. General waste and recyclables (including leftover food), had to be transported to their respective outside processing plants. Daily trash and recyclable transport shall not accumulate to over 1 transport round, either. During the operation period, nearly 10 tons of trash was produced on a daily basis.



① Guided Tour Information Desk in Yuanshan Park Area ② Medical Service Station in Dajia Riverside Park Area ③ Post Office in Xinsheng Park Area ④ Wheelchair and baby stroller rentals at the barrier-free information desk ⑤ Nursing Room ⑥ Lockers in Xinsheng Park Area





“2010 Taipei International Flora Exposition”

Will show you flora and fauna, doors and pathways,

Will take you through gardens and pavilions showcasing a variety of performances,

Will make you marvel at Taiwan’s top notch horticultural skills and technology, and make you care about Taiwan’s ecological environment,

Will host a world class flora exposition, and use the “power of beauty” to capture the eyes of all flower lovers.

## Exhibitions

4



Photovoltaic panels on the roof of Pavilion of Dreams in Xinsheng Park Area

“The 2010 Taipei International Flora Exposition” (TIFE) includes the Yuanshan Park Area, Fine Arts Park Area, Xinsheng Park Area and Dajia Riverside Park Area.

In order to attract visitors from Taiwan and abroad, Flora Expo brought in talents from different fields in Taiwan to build an extra large stage that combines depth, breath, sense and sensibility. The result is an exposition that showcases the architectural features of 14 pavilions, landscaping with different themes, diverse displays and performances, showing Taiwan’s top notch technology and respect for the environment.

## Eight main park areas

The four main park areas cover a wide area filled with attractions. In order to lead visitors with ease to the pavilions, each garden area and venue for performances and events, in addition to clear markings of current area, competing areas, floral areas, and entertainment areas. The Fine Arts Park Area is divided into garden areas, with Xinsheng Park Area divided into a Pavilion of Dreams, Palace of Flora Teas, and Dajia Riverside Park divided into water areas, with eight main themed areas.

Floral Boulevard helps visitors discover the beauty of flowers. After entering from the Yuanshan entrance, visitors can visit the Yuanshan Park Area, or walk towards the Fine Arts Park Area via the pedestrian overpass.

Competition Area focuses mainly on competitions, using competitions and themed exhibits in the EXPO Dome to express the imagery and meaning of flowers competing in bloom. The Shanghai Charm and Xi’an’s Courtyard were invited to participate and showcase special horticultural scenery. Pavilion of Fashion (FE EcoARK) performed events like “New Floral Fashion Show” that exhibit a variety of exciting pieces with flowers as a theme.

Melody of Flowers primarily showcases Taiwan’s landscaping and horticultural techniques in the form of EXPO Orchard, Flower Landscape, Flower Wall, Special Exhibition Area and other types of flora, fruit and trees, create a beautiful, colorful, diver and ever changing world of plants. Celebrity’s House in this area uses fine arts and technology to express another form of flowers.

Adventure Land uses the renovated Pavilion of Culture and EXPO Theater in the Children’s Recreation Center Garden to create many multimedia and cultural experiences that are educational, environmental and entertaining.

Courtyard of Blooms uses bamboo art and aboriginal art and symbols to emphasize Taiwan’s local color, and uses the Bamboo Garden’s international gardens to reflect the diverse aspects of the gardens of the world.

Dream World uses Taiwan’s top interactive technology to create Pavilion of Dreams from the gardens in artist Jimmy’s books. An artist’s creativity and dedication are needed to operate Pavilion of Angel Life. Experts in horticulture, landscaping and agriculture are invited to help with the Pavilion of Future’s exhibits. The Pavilion of Regimen’s exhibits combine natural and cultured beauty in potted plants, and together create a scene full of dreams and future.

Floral Tea Court includes the beautiful and traditional architecture of Place of Flora Teas and Fujian Style Garden, creating an area where visitors can enjoy tea, flowers and treats to go with tea and understand the art of floral tea.

Aqua World allows visitors to admire a variety of flora and fauna and a range of artistic events before the beautiful scenery of mountain and river, and ride the “Blue Highway,” enjoying the regulation on Danshui and Keelung River under a light breeze.

## Yuanshan Park Area

**Exhibition Halls:** EXPO Dome, Pavilion of New Fashion (FE EcoARK), Celebrity's House, EXPO Theater, Pavilion of Culture

**Landscape and Horticulture:** Vertical Plant Wall, Flora Rainbows, Flower Wall, Flower Landscape, Rare Flowers and Plants, EXPO Orchard, Special Exhibition Area, Shanghai Charm, Xi'an's Courtyard

**Exhibitions:** took place in the 5 exhibit halls, in the event plaza of the EXPO Dome and Arts and Crafts Classroom

**Outdoor Performances:** Folk Arts Plaza

The Yuanshan Park Area is close to the Yuanshan MRT station, to the far west of the TIFE plaza, with a total area of about 20.8 hectares, second largest of the four main park areas. Entrance G1 of Yuanshan, entrance G2 Child Education, pedestrian underpass or overpass can be used to reach the Fine Arts Park Area.

The design of the pedestrian overpass takes into consideration the urban scenery, using light metal structures to incorporate the image of TIFE, creating an appearance like that of two red petals floating above both sides of Zhongshan North Road, the most obvious connecting path between Yuanshan Park Area and Fine Arts Park Area.

The plaza includes 5 pavilions, including EXPO Dome where competitions and special exhibitions are held, Pavilion of New Fashion (FE EcoARK) that focuses on environmental fashion, Celebrity's House is known for Teresa Teng, Pavilion of Culture that focuses on traditional arts and EXPO Theater where the 3D film *Face the Reality of Taiwan* was played.

Flora Rainbows



## EXPO Dome

Theme Slogan: The Art of Flower Contest  
 Exhibition Hall Type: Flower Landscape Technique  
 Design Team: Resources Engineering Services, Inc.  
 Construction: Deng Shan Building Co. Ltd.  
 Visual Design: AGUA Design  
 Exhibition Arrangement and Operation Management:  
 Taiwan Floriculture Development Association

In order to welcome TIFE, The Taipei City Government chose the Yuanshan area's Zhong Shan Stadium as the main grounds in March 2007, and after the Construction team's careful planning, the Stadium's original facilities and space were transformed using environmental and high tech concepts. After the new package, it became an eye-catching building within a building officially named EXPO Dome. Besides being a themed pavilion in TIFE, it is also the TIFE Operation Headquarters.

This pavilion is close to the Yuanshan exit, one of the main entrances to TIFE. During the exhibition, many international floral competitions and floral exhibitions take place here, attracting many foreign visitors every day. In addition to being pleasant to look at, the exhibit also helps viewers understand the applied techniques and artistry connected to flowers, and the garden landscaping of different countries. Hopefully this will influence visitors to understand the importance of flowers, grass, and trees to beautifying the environment, and apply environmentalism to daily life.

### Elegant and Colorful Architecture

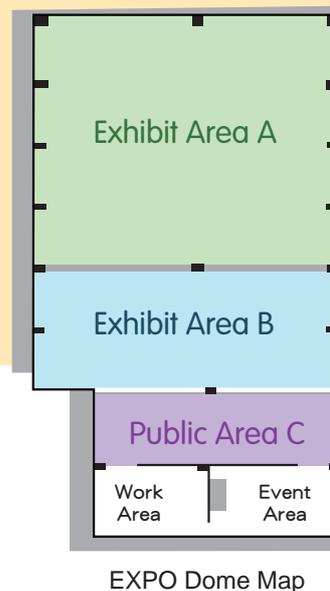
This building's overall visual effect<sup>(1)</sup> is based around flowers, with a colorful outer wall, cute drawings of flowers, birds, insects and fish, the entrance to the exhibition is based on a simple white design, with awnings like flower pedals and paths half outdoors, with very clean lines, modern and reminiscent of Eastern origami. The business of the exterior wall and the simplicity of the entrance not only do not contradict each other, but accentuate each other, melding together into a surprising, elegant and exciting pavilion.

EXPO Dome is not just aesthetically pleasing but also environmental: the hardware used during construction, facilities and display tools are all recyclable material; the 6.5meter tall pavilion can allow sunlight to enter during the day to save energy, and at night, lamp lights shining through display a different atmosphere. These designs all correspond with the sustainable and environmental demands of TIFE.

### An Exhibition that Combines Tradition, Flowers and Beauty

This exhibition is focused on The Art of Flower Contest, the largest and most surprising pavilion in TIFE. It covers a large area with 7 themed competitions and 10 themed special exhibitions, 17 in total.<sup>(2)</sup> Competitions and exhibits feature internationalism, innovation, four seasons, festivity and LOHAS. These 5 main themes comprehensively showcase Taiwan's competitive ability in horticulture, gardening, landscaping, biotechnology, and flora cultivation, also combining the tradition and modern with creativity and diversity.

The pavilion is divided into three indoor exhibition and event areas, A, B, and C. Areas A and B are



EXPO Dome Map

mainly used for competitions and themed exhibitions. Taiwanese and international horticultural experts were invited to compete in the same arena and display their unique creativity and ability in horticulture and landscape design. Area C is a public area for organizations from Taiwan and abroad to table, and the event area is reserved for events related to horticulture and gardening.

## 7 Exciting and Multifaceted Competitions

### ① Taiwan Cup Flower Design Competition Final

Time: Oct.9, 2010 - Oct.13, 2010

Exhibition Area: A

The competition is divided into three stages, with the first Taiwan Cup Flower Design Competition taking place on May 16, 2010 with the theme of Flower Dream. The goal is to create a floriculture creation that is 60cm long, 40cm deep and 100cm tall. Over 100 visitors took part. Participants included past floriculture winners, commercial actor “Grandma Kai Xi” and a young man of only 19. The top 20 winners took part in the Taiwan Cup Flower Design Competition Final on October 9—13, 2010. Competitors had the themes of “Banquet of Flower Dance” and “The Power of Beauty” to be expressed in table settings, bridal bouquets, and self—selected projects to display the competitor’s ability to improvise. This is not a public competition, and only the media was allowed to cover it. The first three runners up<sup>(3)</sup> will have the honor of representing Taiwan internationally in the 2011 Asian Grand Prix Competition.

### ② Creative Garden Atmospheres—Ornamental Plants Competition

Time: Oct. 19, 2010-Oct. 28, 2010

Exhibition Area: A

With “Autumn” as a creative theme and emphasis on “innovation”, 20 floricultural experts took part in a competition, using trees and flowers as the main elements together with other decorative plants to create large exhibits so that visitors can experience the space like taking a walk in an autumn forest, admiring innovative floriculture designs along the way, enjoying the sentiment of Fall.<sup>(4, List of Award Winners)</sup>

### ③ Global Floral Banquet—International Indoor Floriculture Exhibition and Competition

Time: Nov. 6, 2010-Nov. 28, 2010

Exhibition Area: A, B

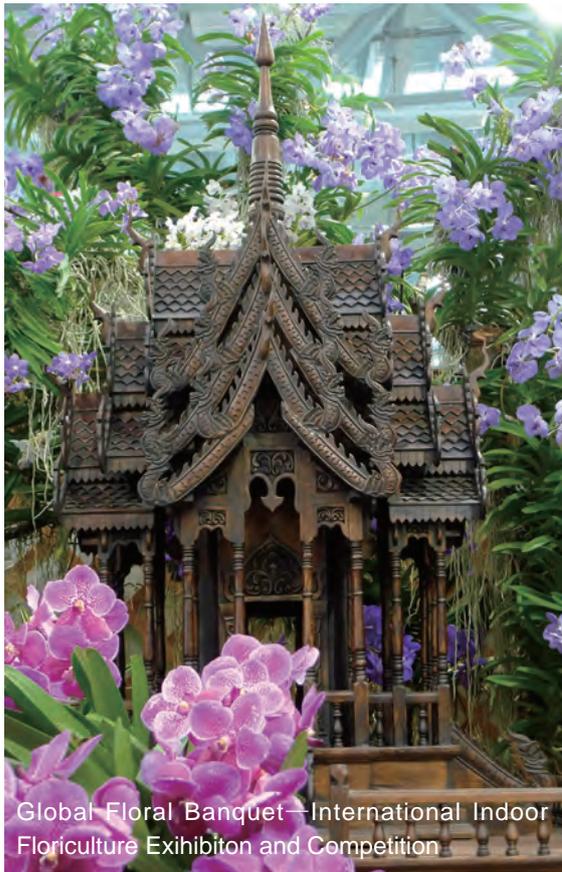
The International Association of Horticultural Producers (AIPH) approved and certified the International Indoor Floriculture Exhibition and Competition, an important international competition in the floricultural field. 70 exhibitors came from 23 countries and 41 cities. Area A had 59 exhibition units, and area B had 30 units. Experts in landscaping and floriculture from all over the world used flowers to compete with each other in beauty and creativity, hoping to surprise and receive acclaim in the contest, a veritable banquet of flowers.<sup>(5, List of Award Winners)</sup>

### ④ Sustainable Gardening—Foliage Garden Competition

Time: Dec. 4, 2010-Dec. 19, 2010

Exhibition Area: B

25 groups participated in the competition with the theme of “Inheritance, Sustainability,” using ornamental leaf plants to coordinate with trees, grass, and flowers in a garden. The plants full of life express Taiwan’s rich cultural background, and the area is divided into landscape design competition and themed potted plant competition areas. In order to provide some visual variation at the entrance, flowing water, red bricks, and cut—out windows in the stone wall all display the variety of Fujian style gardens, and adds some quant, traditional appeal.<sup>(6, List of Award Winners)</sup>



Global Floral Banquet—International Indoor Floriculture Exhibition and Competition



Intercontinental Cup Flower Design Competition, 2011



Taipei International Orchid Show, 2011 (I)  
Hundred Flowers Competing, "Orchid Banquet"



Colorful Flowers Autumn Sentiment -Garden Landscape Material Exhibition

### ⑤ Christmas Fairy Tale—Christmas Floral Decoration Competition

Time: Dec. 11, 2010-Dec. 26, 2010

Exhibition Area: A

26 groups participated, in the exhibit with the theme of “Christmas Party in a Castle”, using leaves, grass, flowers, and potted flowers as materials for a romantic “Modern Fairytale” concept. The warmth of the new Christmas spirit is most notable in the Christmas tree resembling Taipei 101 made out of bamboo leaves, and tens of thousands of poinsettias form floral balls. Snowmen and poinsettias reflect one another’s beauty, and when snowflakes fly from the air, the deer—drawn sleigh full of presents is like silver Christmas party about to begin. Many diverse floral design creations create holiday fun and tell stories. <sup>(7, List of Award Winners)</sup> At the same time the “2010 High Quality Poinsettia Evaluation” managed by Taoyuan District Agricultural Research and Extension Station, Taipei Division, where 34 winning creations were chosen.

### ⑥ Intercontinental Cup Flower Design Competition 2011

Time: Mar. 19, 2011-Mar. 27, 2011

Exhibition Area: A

One of the three largest and most prestigious competitions in the floral design world, Intercontinental Cup Flower Design Competition, invites 25 top international floriculture experts from 15 countries/regions in Europe, Asia, Americas and Oceania. The top three runners up from Taiwan Cup Flower Design Competition Final represented Taiwan during March 19-27, 2011 at Intercontinental Cup Flower Design Competition, competing with top floriculture experts from across the world for the top prize of 100,000 NT. <sup>(8, List of Award Winners)</sup> All the competitors received a “Mystery Box” full of unknown materials on models in a competition of “Human Body Floriculture Decoration” competition. They relied on their improvisational abilities and technical skills on the spot to interpret the theme of “The Winner’s Bouquet” using Mystery Box contents.

### ⑦ Taipei International Orchid Show 2011 (1) Hundred Flowers Competing, “Orchid Banquet”

Time: Feb. 26, 2011-Mar. 7, 2011; Mar. 11, 2011-Mar. 20, 2011

Exhibition Area: B

Two back to back orchid competitions have invited orchid growers from all over Taiwan to provide excellent specimens of orchids for the competition. Visitors can see exclusive orchids in Taiwan and get to know their characteristics, qualities and the best way to cultivate them. Explanation of characteristics and professional commentary will help visitors understand the surprising and competitive ability, results and industry of Taiwanese technology in the world.

Competitions were divided into Individual Flower Competition, Combination Potted Flower Competition, Rare Orchid Competition, a total of 6 areas. Orchid experts served as judges. The competition result selected the largest flower present, and individual orchids were divided into 4 groups, Cattleya Orchid (Group A), Lady’s Slipper Orchid (Group B), Butterfly Orchid (Group C) and Other (Group D); rare orchid competitions chose the largest plant, the most flowers, the smallest flowers, and the largest flowers as winners. <sup>(9, List of Award Winners)</sup>

## 10 Enriched and Variegated Themed Exhibits

### ① Colorful Flowers Autumn Sentiment -Garden Landscape Material Exhibition

Time: Oct. 9, 2010-Oct. 28, 2010

Exhibition Area: B

The exhibition area is divided into east and west styles, with “Autumn” as the creative theme, using

different scenes to complement the architectural styles from all over the world, for instance the mountains of Taiwan, British Victorian influence, France's baroque style, Mediterranean, Chinese gardens, Japanese gardens, and Bali style gardens. Of these, Taiwan's native species of ferns were featured, fully expressing the beauty of Taiwan's ecology alongside international fall gardens, a beautiful opening to the EXPO Dome's testing design.

#### ② Waltz of Flowers -Flowering Plants Exhibition

Time: Nov. 27, 2010-Dec. 5, 2010

Exhibition Area: A

In the early 19th century, famous musician Tchaikovsky wrote flowers into music for the famous ballet *The Nutcracker* in the movement that has been passed down for centuries, "Waltz of Flowers." The story describes a flower fairy giving humans the gift of a music box, and after it was opened, a chain of surprises emerged. In order to create an atmosphere that makes visitors feel like they are in the fantasy, the exhibition integrates sound and changing visual effects on a rotating stage to interpret the gift from the flower fairy to humans. The flowers express the instruments and dance, letting visitors experience an alternatively virtual and realistic scene.

#### ③ Exhibition of Agricultural Science &Technology

Time: Dec. 25, 2010-Jan. 30, 2011

Exhibition Area: A, B

"The Pride of Agricultural Technology" was the main axis of the exhibit, with the best new technology in Taiwan's agricultural technology, new varieties and new products as foci to showcase Taiwan's superb agricultural biotechnology and research results in the arena of international biotechnology to broaden the horizons of visitors. The exhibit is divided into five themes, "International Agricultural Fame," "Ten Thousand Forest Images," "Fishing Magic," "Prepared to Relaunch," and "Sailing Into the Future."

#### ④ Slow Life , Quality Living - Exhibition on microclimate Studies

Time: Jan. 29, 2011-Feb. 20, 2011

Exhibition Area: B

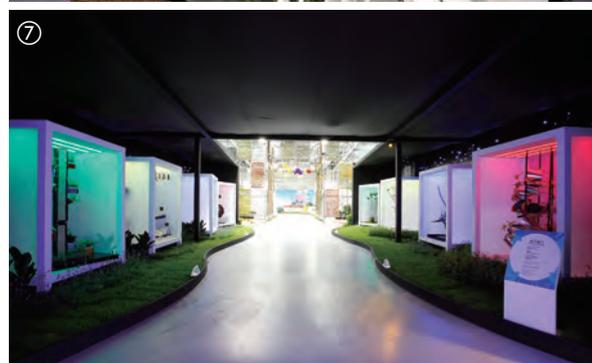
With "Slow Life , Quality Living" as a theme, the scene takes a home as the blueprint and divides it into garden, entrance, parlor, living room, kitchen, bedroom, study, balcony areas, using creative metaphysics, plants and flowers to express how plants can beautify the home as well as purify the air. The taichi concept at the entrance area represented the mutual relationship between humans and their environment.

#### ⑤ Lunar New Year Celebration -Chinese New Year Exhibition

Time: Feb. 6, 2011-Feb. 13, 2011

Exhibition Area: A

The exhibition coincides with the Lunar New Year holiday, so the exhibition's main design features 4 bat shapes, expressing the four themes of "Celebrating New Spring," "The Phoenix Returns," "The God of Wealth Arrives," and "Celebrating the Lantern Festival." The bat images on the ceiling signify "The Five Fortunes At the Door." The exhibition design included lucky animals such as the dragon, lion, tiger, stork, monkey, and sheep for good luck, accompanied by carefully designed cut flower and pine, bamboo, plum, orchid, yin liu and other plants, creating a cheerful and elegant look.



① Waltz of Flowers -Flowering Plants Exhibition ② Exhibition of Agricultural Science &Technology ③ Lunar New Year Celebration -Chinese New Year Exhibition ④ Slow Life , Quality Living - Exhibition on microclimate Studies ⑤ Slow Life , Quality Living - Exhibition on microclimate Studies ⑥ Taipei International Orchid Show, 2011 ( II) -A Hundred Years of Beauty "Orchid Travels" ⑦ The Future of Horticulture- Exhibition on Horticultural Development and the Application of new Technology.

⑥ Japan Ikenobo Judaged Flora Art Competition

Time: Feb. 19, 2011-Feb. 27, 2011

Exhibition Area: A

Japan's Ikenobo has over 550 years of history, and can be called the root of Japanese Ikebana. While maintaining tradition, it changes according to the needs of the time, making floral arrangement valuable and full of life. The exhibit invited over 300 ikenobo members from various big cities in Japan, and members from everywhere in the world gathered in Taiwan, to showcase their skills and compete in the exciting art of floral arrangement at its highest intensity.

⑦ Taipei International Orchid Show, 2011 (II) -A Hundred Years of Beauty "Orchid Travels"

Time: Mar. 5, 2011-Mar. 14, 2011

Exhibition Area: A

Taipei International Orchid Show 2011 used "A Hundred Years of Beauty" as a theme and invited exhibits from all around the world, including Japan, Singapore, and America to display the many beautiful manifestations of orchids. Here visitors can see rare and special orchids, the internationally famous Butterfly Orchid and special species "Taiwan Grandma" in addition to the cultivation efforts of skilled orchid growers, whose efforts begin with planting the seedling, keeping pests away, monitoring production and other accomplishments.

⑧ The Future of Horticulture- Exhibition on Horticultural Development and the Application of New Technology

Time: Mar. 26, 2011-Apr. 5, 2011

Exhibition Area: B

A dream factory is where dreams and the future are created. The Future of Horticulture is divided into 3 main areas, using technology, future, facilities and light concepts and elements to introduce Taiwan's amazing horticultural potential and techniques. The feature standing out the most is the use of prisms and diamond designs, ever changing like a kaleidoscope, creating a futuristic space that looks surreal, making visitors feel like they have taken a dream train into a futuristic world of plants.

⑨ Floral Creation –Showcase on Future Floral Stars

Time: Apr. 2, 2011-Apr. 10, 2011

Exhibition Area: A

12 representative new floral species were the focus: lilies, vanilla plants, thick rib grass, amaryllis, oncidium, eustoma, sea lavender, spend chrysanthemum, gerbera, anthurium, butterfly orchids and lady's slipper orchids. Also included in the exhibition were cultivation methods, growth models, production systems and the development of applied techniques. Taiwan's new floral species and floricultural artistic creations showcased Taiwan's three main strengths in floral cultivation: creativity, vivacity and competitiveness, shaping the future stars of Taiwan's floriculture industry.

⑩ 2011 Taiwan Flower Show

Time: Apr. 11, 2011-Apr. 25, 2011

Exhibition Area: A and B

Using three dimensional cultivation spaces, penetrating magical light and shadow, combining horticultural intent, technological skill and environmental material, a surprisingly beautiful floricultural scene is created, and its goal is to inspire viewers to practice a green and eco lifestyle.

## **Pavilion of New Fashion (FE EcoARK)**

Theme Slogan: New Floral Fashion

Exhibition Hall Type: Artistic cultural characteristics

Design Team: Xiao Zhi Research and Development Co., Ltd.

Exhibition Arrangement and Operation Management: MOXIE Design Co., Ltd.

**P**avilion of New Fashion (FE EcoARK) is the only corporation sponsored and built themed pavilion in the 14 themed pavilions of TIFE, and it is also the only pavilion in the Yuanshan Park Area built from scratch.

The cost of building Pavilion of New Fashion (FE EcoARK) was NT\$300 million. In accordance with the design spirit of “green energy, new life,” its outstanding characteristic is the 1.52 million plastic bottles recycled and made into Polli-Brick (PET brick for short, see note 10) that make up the building’s exterior wall. Also integrating solar power and wind power facilities, a pavilion that combines fashion, environmentalism, and green building, a light structure built “from rubbish to architecture” measuring 130 meters in length, 9 stories in height, nearly 600 ping is born.

### **Utilize Sunlight, Air and Water**

Pavilion of New Fashion (FE EcoARK) aims to “lower carbon emission, reduce energy usage,” and designers considered how to use the sunlight, air and rain from nature during early planning stages.

**Sunlight:** Polli—Brick is very transparent and can allow enough sunlight in during the day that no additional lighting is needed, so that during the day, the space indoors is lit and energy conserved. In addition, the roof of the building has solar panels which transform sunlight into electricity and stores the energy, first to provide power for the facilities in the building, second to provide light at night, because each plastic bottle is filled with environmental LED lights; at night, the lights are lit at 18:30, with about 300,000 LED lights illuminating the building in the night, looking like a dreamy crystal castle from the distance.

**Air:** Because the Polli—Brick is filled with air, 260 liters per square meter, and air has good insulation effects, hot air can be blocked from entering, and since during building the direction of the wind was taken into consideration, so that the winds can enter where the base of the building is supported to be taller, leaving an entrance for the northeast winds. In this half open space, air can flow naturally without additional central air systems, and visitors will feel cool inside.

**Rain:** At the base of the wind—facing side of the building, a pond that collects rain water passes through the “Water Cleansing Walkway,” where aquatic plants purify and filter the rain into clean water which can be used to water plants or used in the 27.5 meter tall water curtain, where the water flows down a whole wall of Polli—Brick. Because water can help lower temperatures, it can lower the temperature inside the building, so that even during the exhibition with crowds entering, the pavilion can still remain cool, thereby conserving energy spent on air conditioning, an environmental and electricity—saving move.

### **Many Records Made**

The building of the Pavilion of New Fashion (FE EcoARK) received a great deal of affirmation and praise. The National Geographic Channel filmed the building and made a documentary called “Megastructures: Eco Ark in Taiwan” which will be broadcast in 34 different languages in 168 countries all over the world beginning March 2011, so that the audience from across the globe will witness the accomplishments of this building and understand Taiwan’s concern and developments in environmental, ecological conservation.



Dream Boat



Flower Power featured Japanese photographer Mika Ninagawa's works



The Spring Movement Fashion Show by Jia-Xiang Huang



Flora Drawn Fashion Show by Zi-Jing F Shu-Ling Ke

## Passive and Active Exhibits in the Pavilion

Visitors to the pavilion follow a tour guide system. While waiting to enter, visitors can watch the “EcoARK” documentary, <sup>(11)</sup> and then when it is their turn they can follow the trained tour guide wearing a sailor’s outfit.

The first stop is the water walkway on the first floor, where one can see a water curtain that is activated at different points, and also find out firsthand how aquatic plants purify rain water.

The second stop is the central plaza of the first floor, called Trendy Deck, where a nearly 180 ping display and performance area contains passive exhibitions <sup>(12)</sup> and performances including environmental plays, dances, bands, and other well known arts groups from Taiwan and abroad. <sup>(13)</sup> The Far Eastern Group, The Taipei City Government (executed by He Zhan Multimedia Co., Ltd.), and the Industrial Development Bureau, Ministry of Economic Affairs (executed by Taiwan Textile Federation) planned fashion shows with the theme of “Trends.” Exciting performances took place every week.

The third stop on the second floor is the Viewing Platform, which overlooks the entire indoor space of Pavilion of New Fashion (FE EcoARK), including the Polli—Brick cloud—shaped hanging lamps from the roof, the scaffolding on the four walls which are like woven bamboo imagery, and the central plaza on the first floor; behind these there is an indoor pavilion built of Polli—Brick, the only “house within a house” that used air conditioning in the hall, named “Dream Boat.” Here, 10 installations reminiscent of childhood allow visitors to interact with multimedia, such as writing one’s hopes and dreams and expectations for Taiwan’s environmental and ecological future on a piece of paper, opening the cap of the plastic bottle, and putting the letter inside the bottle before recapping it. <sup>(14)</sup> Each letter in a bottle is like a thought and some care and power gathered from a group of people, all wishing for a better society.

In Far Eastern Group’s theme show <sup>(15)</sup>, first to take the stage was Vogue magazine’s “Floral Fashion,” and until late March, National Geographic Channel’s “Green Movement” is featured, an exciting show combining fashion and creativity.

The Taipei City Government’s theme (executed by the Hochan Entertainment Co., Ltd.) was “New Floral Fashion Show”<sup>(16)</sup>, with 8 main shows, inviting famous Taiwanese designers Kang Yan Ling , Lin Guo Ji , and Yu Ze’s creative group, Huang Jia Xiang and new designers Xu Yu Zhu , Zhang You Hao, and Xie Yun Ting, boundary crossing designers Fu Zi Jing and artist Ke Shu Ling worked with professional floriculturist Huang Su Nan to create an exquisite green bridal show, the student design competition for trendy American brand 55DSL, combining Taiwan’s creations and fashion, letting the audience experience the new vibes of beautiful fashion.

For the Industrial Development Bureau, Ministry of Economic Affairs, the Taiwan Textile Federation’s theme was “Eco Ark Green Fashion Show” <sup>(17)</sup>, combining flowers, green, environmentalism and fashion, inviting campuses, manufacturers and designers to actively interpret the spirit of “green environmentalism” through creative commercial products, clothing, factory brand products in the show.



## Celebrity's House

Theme Slogan: Celebrity Floriculture

Exhibition Hall Type: Artistic cultural characteristics

Construction: Tang Yi Building Co., Ltd.

Exhibition Arrangement and Operation Management: MOXIE Design Co., Ltd

Celebrity's House comprises 3 Japanese style buildings close to one another as the visual focus, connected by wooden hallways to 1) provide a continuous movement line for visitors and 2) extend the penetration of the space to include outdoor flowers, grass, trees, <sup>(18)</sup> natural light and shadow, the wooden boardwalk, white cobblestone and other such Japanese zen-style garden imagery. Together they form a complete and retro Japanese community scenery.

### Pilgrimage for Teresa Teng Fans

The three elegant and quiet Japanese style buildings were originally the office of the Taipei Children's Recreation Center, and after renovations and rebuilding, <sup>(19)</sup> became an exhibition room for artifacts related to Teresa Teng. Here, the musical fairy who enjoyed fame on both sides of the Taiwan strait, Japan, and Southeast Asia is reincarnated as a floral fairy, spreading her charm all across Taiwan, and Deng's fans from across the world will come visit on a pilgrimage.

### Celebrity's House divided into 3 main areas

Celebrity's House is divided into "Hall of Flora Melody," "Hall of Fame," and "Star Hall," designed by different artists in memory of Teresa Teng. Breaking free of the angle of nostalgic memorial, they used various techniques to revision the cultural impression left by Teresa Teng, interpreting multiple facets of her legendary life.

The visual imagery inside Hall of Flora Melody combines 3 elements: Teresa Teng, her voice, and her favorite roses in the limited space, expressed through interactive technology for visitors to experience as a novel and interesting exhibit.

Walking into Hall of Flora Melody, the first thing one sees is an interactive high tech wall, where digital roses that are projected bloom as visitors pass by, changing into different floral shapes. Meanwhile, the beautiful singing voice of Teresa Teng surrounds the visitors, so that one feels as if one has entered a time machine walkway, recalling stories about her, and while one is immersed in nostalgia, one arrives at the "Mirror of Floral Memories" exhibit. Here, teacher Hui-Li Lin uses non-withering eternal roses symbolizing forever remembering the singer's beautiful memories. <sup>(20)</sup> In this floricultural piece, 101 eternal roses are used, tied into bouquets symbolizing true love. She also selected the most beautiful and similar petals (only 7, 8 petals per rose) of the 520 roses to decorate the flora sea tunnel, and also used two walls of mirrors to reflect flowers and create an interactive, dream like atmosphere.

In the last exhibition room in this hall, the first thing that catches one's eyes is "Traveling with the Diva," showcasing 4 animated videos of Teresa Teng from Taiwan, to Hong Kong, Southeast Asia, Japan, and then going international at different stages of her career. Visitors can stand in front of the multi touch large screen and interface with her closely, using touch—control to request a desired theme to watch, while listening to Teresa Teng sing in Mandarin, Taiwanese, Cantonese, English, and Japanese and getting to know her contributions and accomplishments in Chinese popular music. In another part of the exhibit, artists Ni Zai Qin and Yao Yu's interactive technology piece, "falling flowers" where visitors can reach out

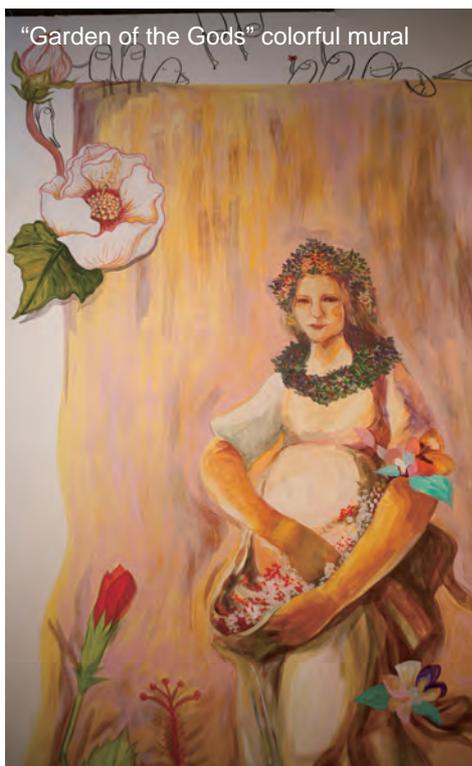
and scoop up digital roses with their hands, toss them out, and these roses will dance in the air until its petals overlap and form Teresa Deng’s much—missed face.

The Hall of Fame features Teresa Teng’s artifacts, including over 40 of Teresa Teng’s cultural items, including two real performance outfits from her first “The One and Only” Japanese NHK concert and 15th anniversary performance. Also included were awards including three years in a row of winning Japan’s cable prize including Grand Prize, Newcomer’s Award, and Taiwan Gold Record. Additionally her private items such as LV luggage, small chinaware, engraved paper relics such as notes, manuscripts, classic records, and 40 photographs from her personal collection, valuable concert snapshots, sweet and adorable Teresa Teng dolls, a full range of beautiful display items that fill one’s eyes.

The hall also includes a specially designed little stage, where visitors can stand with a true-to-scale Teresa Teng standing figure and take pictures with their idol. If taking pictures is not enough, visitors can also head to “Cover People” snapshot area, where visitors can take pictures on the spot and upload it to a website digitally to create a virtual Famous Magazine’s cover person, and 100th visitor can be on the cover with Teresa Teng. <sup>(21)</sup>

Star Hall features a colorful mural painted by Lu Ming Shi called “Garden of the Gods,” and to the right is a Wall of Fame, where famous people from different fields of Taiwan each dedicate a flower as a witness to the beautiful event of Flora Expo.

Past these two walls is the main hall, where the documentary “Time, Memory, Unforgettable Teresa Teng” is playing. It comprises many precious scenes of Teresa Teng’s hosting, concerts, allowing visitors to remember her forever in a brief 38 minutes. Weekend lectures by famous people also take place during the weekend here, including events and DIY classes, but because seats are limited at each class, only 30 visitors can sign up to attend each. <sup>(22)</sup>



## EXPO Theater

Theme Slogan: *Face the Reality of Taiwan*

Exhibition Hall Type: Environmental Ecological Concern

Construction: Tang Yi Building Co., Ltd.

Exhibition Arrangement and Operation Management: Digimax Co., Ltd.

Environmental and ecological concerns are not just the most important subjects in TIFE, but a focus of the whole world. Hence, the biggest goal in establishing the EXPO Theater is to let visitors see two angles: “Facing Environmental Truth,” and “How to Solve Problems,” so that they can understand in depth and consider and care about our land, globe, and ecological environment.

The EXPO Theater renovated from the Taipei Children’s Recreation Center’s original magical 3D theater, <sup>(23)</sup> with new designs such as flower petals added to the entrance area, folded leaves covering, with documentary *Dealing with the Truth of Taiwan* playing indoors. The film is about 15 minutes long, playing every day in the 6-story-tall theater 24 times a day. Visitors put on 3D glasses and experience the shattering and exciting scene as if they were there in person. Besides helping visitor understand the dangers facing Taiwan’s ecology, and to inspire people to think whether strong wind, landslides and other disasters are the result of nature’s heartlessness or human oversight.

*Face the Reality of Taiwan* was produced by Digimax technology and famous Hollywood animation producer Richard Kidds (representative work *Transformers*, *Spiderman 3*) and Karen Goulekas (representative work *Titanic*, *The Day After Tomorrow*) in conjunction, taking nearly 1 year to complete. After the film was completed, Vivitek and Delta Electronics spent 10 million NT sponsoring the Full HD projector facilities and 3D broadcasting system.

The story in the documentary is based on a real event that happened August 8, 2009, when typhoon Morakot caused Xiao Lin Village to be destroyed in one night. The documentary shows only 4 minutes of the landslide yet was the production team’s greatest challenge. It took great perseverance and persistence to overcome the difficulties in simulating water, soil, and mud sliding down, creating the world’s first landslide special effect 3D animation. The plot focuses on a grandmother and her grandson, taking visitors into the local flavor of a Taiwanese village. <sup>(24)</sup> On the one hand one can admire the beautiful country scenery and pure and simple local culture, and also experience realistic 3D technological effects and experience almost being buried by the landslide like the villagers and feel the fear of running for one’s life. After watching the film, viewers should care even more about the earth we grew up on.

### Passive Exhibitions

The passive exhibitions take place in the ring-shaped area outside the theater. Despite the limited space, the use of a great number of mirrors, and varied light sources create a pleasant visual effect. The exhibition area is divided into 4 themes.

**Beauty and Sadness.** From the point of view of Earth Science, due to geographical structure, tectonic plates and active orogeny, earthquakes are frequent. In addition, Taiwan is on the path of West Pacific typhoons, and the climate with many typhoons also makes erosion of hills and mountains happen more quickly, leading to floods, landslides, mudslides and other natural disasters. The beautiful country scenery and cultural events were a starting point, bringing viewers into the issue of how Taiwan’s geology was weakened by human activity, indirectly pointing out the truth behind the frequency of geological disasters. The viewers can follow the movement of the cycle and carefully examine the photos, walking into a beautiful and pure agricultural village, fishing village scene, walking into a terrifying wind disaster,

flood, earthquake and landslide disasters, using the development of plot to help viewers understand the beauty and sadness of Taiwan.

**Reality Images.** Using real records to display how mud and water wreaked havoc during typhoon Morakot, how the sky, earth, and beautiful home became a shocking scene over night, and the moving stories of disaster area residents' resilience and efforts at fighting disaster. In addition, through the satellite image provided by the Center for Space and Remote Sensing Research visitors can see the deep scars left behind by typhoon Morakot.

**Reality Academy.** Using the interactive explanations of the touch screen, visitors can see the recent losses that Taiwan has suffered. How do landslides form? What are some of the characteristics? What kind of geography is prone to landslides? How can we prevent them from happening? In addition, a series of lectures were also organized <sup>(25)</sup> with experts and scholars talking to visitors face to face with in—depth explanations and vivid illustrations, letting viewers understand the truth behind Taiwan's ecological environment. Each lecture is 40 minutes, located inside the theater, open to 50 people to sign up on location.

**The World Behind 3D Animation.** Here the story is broken into frames, script, character and scenery design, models, materials, structure, animation, lighting and synthesis explained so that the viewers can understand the creation of 3D animation.



## **Pavilion of Culture**

Theme Slogan: Traditional Arts

Exhibition Hall Type: Artistic cultural characteristics

Construction: Tang Yi Building Co., Ltd.

Exhibition Arrangement and Operation Management: Jia Yu International Audio Image Co., Ltd.

The Pavilion of Culture, a first rank historic relic “Yuanshan site” was where elephant Lin Wang lived, and is also a corner of the Taipei Children’s Recreation Center where childhood memories abound. <sup>(26)</sup> Walking in the classical and elegant garden, it seems one can still hear the graves under the earth whispering, grandfather Lin Wang bellowing, and the laughter from the old days. Time seems to have left its mark here, but the establishment of TIFE left some modern influence on the traditional buildings, adding some business to the long—quiet area, especially areas A & B’s passive exhibitions, in addition to the Folk Arts Plaza where the “Artistic Feast of the Pear Garden” would be performed. <sup>(27)</sup> It is the only comprehensive folk art exhibition arena in TIFE, where daily life of regular people, crafts, literature, fine arts, flora and fauna and other materials and traditional performance arts interact closely with one another, bringing visitors from Taiwan and abroad the surprise of local culture experience, a great way to market Taiwan.

The most moving thing about folk art is encountering the artists that regardless of changing times, insist on carrying on their craft and see that as a goal. An element of surprise also comes from the things that at first glance seem common and unremarkable, such as a bowl or a spoon, where the artisans of the past carefully drew elegant floral and grass designs. One may also be affected by viewing different exhibits and performances, where in a quiet corner one sees a beautiful fruit carving, or one sees the novelty the curiosity and interest in the faces of young people and children when watching traditional song and music with loud drums.

### **Pavilion of Culture Exhibits**

Indoor exhibitions in this hall are divided into three waves with different themes of fruit and vegetable sculpting, miniature carving, and other traditional folk art items.

The first wave is “Floral Feast,” from Sep.9, 2010-Oct.14, 2010, Oct.25, 2010-Oct.28, 2010 and Nov.6, 2010-Dec.13, 2010, with the exhibition themes of “Fruit Sculpting Garden,” “Miniature Carving Exhibition,” “Creative Vegetable and Flower Banquet,” “Grandma and Grandpa’s China,” and “Banquet Hall,” with a goal of using traditional skills, tools and lifestyle to help visitors understand the life and attitude of the ancestors, reminding people to take it slow and enjoy the pleasures of a leisurely and slow life.

The Fruit Sculpting Garden mainly displays Liao Qing Chi , Ke Ming Zong , Huang Ming Po , Wang Dong Qing’s incredible fruit sculpture artistic creations, including demonstrations on the spot. Fruit sculptures have been passed down through the generations through folk artisans, and using their skilled hands and careful thought, the fruits from daily life transform into blooming flowers and lifelike Buddha statues, combining nature and creativity perfectly.



Grandpa and grandma's floral dishes



Fruit Sculpting Garden



Floral Whispers Calligraphy Exhibit



Palace of Flora Goddess

The Miniature Carving Exhibition displays 20 miniature sculptures by Chen Feng Xian based on characters, poetry and literature, and scenery, carving white rice, sesame seed, and melon seeds. This artwork is so miniscule that the human eye cannot see it clearly, and a magnifying glass is required to admire its beauty and the amazing skill involved makes one utterly amazed, seeing a diverse world from a tiny spot.

The Creative Vegetable and Flower Banquet displays Li Long Quan's brilliant creations using daily items such as gourd vines, seeds, dead wood, branches, and even handmade noodles, longan honey, black beans soaked in water, soy milk, milk, brown sugar and other food ingredients, creating them into a variety of lamp designs, clocks, decorations, and other installations.

The Grandma and Grandpa's China exhibition displayed plates and bowls with flower, bird and butterfly designs on them collected by Chen De Qing, grandpa and grandma's floral china, and china with decorations of fish, shrimp, and crab. These plates and bowls that are over half a century old, only have some drawings of flowers and grass drawn on them, and they are beautiful, simple and gentle, making viewers nostalgic about the past.

The Banquet Hall displays Chen Shan Shan's series of dyed fabrics using readily available plants as dyes, made into table cloths, ceiling decorations, cloth lanterns, and round tables, flower bowls and other items, creating a banquet hall with a baroque atmosphere.

The second wave is "Destiny of Rebirth", from Dec. 14, 2010-Feb. 18, 2011, displaying a "Papercraft Exhibition", "Handmade Paper Exhibit," and "Incense Art Exhibit."

In the Papercraft Exhibition, new paper crafters Wang Yu Hui, Lin Wen Zhen, and Liu Yun Zhu used discarded bamboo shoot shells and banana leaves to create environmental paper, creating a variety of paper sculpture artwork. Wang Yu Hui uses a time and shadow light as an expression of the gray area between death and resurrection, with flowers blooming everywhere full of new life, using a sea of flowers as a metaphor for the theme; the words and images on the wall recall a time when flowers existed. Lin Wen Zhen uses paper sculptures to bring back childhood images of flowers and grass in her old home, using imagination to create yesterday, today, and tomorrow simultaneously. Liu Yun Zhu's papercraft creations are "The Secret Life of Flowers," "Joy of Life," "Beauty of Life," and "Garden of Life." Because of their creativity, traditional papercrafting skills became a fashionable, modern decoration, and because of their efforts, tradition and plant life is continued, allowing life to transform without limitations.

The Handmade Paper Exhibit displayed paper made from local Taiwanese plants by Guang Xing Paper Company of Nan Tou Bu Li such as: Mikania micrantha paper, edible chili paper, and seed paper that will sprout after being watered. Here, visitors can watch a master draw beautiful flowers and grass designs on paper lanterns. Additionally, rooftop flowers made from grilles still leave a lot of empty space so interested visitors can pick up a piece of paper and scissors and create a unique grille to display for future visitors to see.

The Incense Art Exhibit is hosted by Singang Incense Artistic Culture, and features large incense lights, aromatic Chinese medicine store, olfactory room, aromatherapy room, incense making room, incense sunning area, small incense lights, and plants used to create incense to build a space dedicated to the art of incense. A variety of sculptures made of incense sticks that Taiwanese use to worship gods interpret the use of scent as a medium.

The third wave is "Floral Dreams", taking place Feb.19, 2011-Apr.25, 2011, displaying "Black and White Movement Photography Exhibit," "Lin Yi Fen Drawing Exhibit," and "Floral Whispers Calligraphy Exhibit," depicting human imagination inspired by flowers, grass, and trees through literature, art, and photography.

The Black and White Movement Photography Exhibit displays Ji Guo Zhang's black and white photography of withered lotus along with music, lighting, and projections, creating a magical space with three dimensional elements, letting visitors easily walk into the dream world of the artist.

The Yi-Fen Lin Drawing Exhibit displays Yi-Fen Lin's brand new work on the theme of "Floral Dreams" expressed through especially large and especially small artwork.

The Floral Whispers Calligraphy Exhibit, planned by He Chuang Shi Foundation and Chinese Floral Arts Foundation, with "Floral Poetry Floral Words" as a theme, combining flowers and calligraphy.

## **Landscape and Horticulture**

In the Yuanshan Park Area, not only are the displays in the exhibition halls breathtaking, the outdoor landscape gardening is also impressive. For example, Flower Wall and Vertical Plant Wall that used vertical greening technology, Flora Rainbows and Flower Landscape constructed from many plants; the Special Exhibition Area, EXPO Orchard and Rare Flowers and Plants that displayed Taiwan's techniques in cultivated flowers and fruit, and Chinese garden landscape—Shanghai Charm and Xi'an's Courtyard. Each had unique characteristics and colorful diversity.

### **Vertical Plant Wall**

A 6 meter independent standing three dimensional planted flower wall is full of flowers and ornamental leaf plants as well as LED lights in different designs. In the daytime one can see the flying flags and vivid floral and grass patterns, and at night the wall puts on a vibrant and changing light show, a visually enticing display.

### **Flower Wall**

The 2 to 3 meter tall three dimensional plant labyrinth is wave-shaped, rare in the world. Both sides are ornamental flowering plants according to flowering time and seasons. The design on the walls go through five periods of changes, using various plant wall professional techniques to express and reinterpret flowers and ornamental leaf plants as landscape art.

### **Flora Rainbows**

In the stand area of the Zhongshan Stadium, using the original height difference between steps, zinnias, mealy sage, globe amaranths, coleus and other plants are diverse in color and texture, comprising different species of flowers blooming at the same time or the same species in different colors, creating the scene of a rainbow.

### **Flower Landscape**

Occupying 11,846.7 square meters, the mounded slope design is covered with a large area of flowers with simple design and simple groups of colors. The flora sea alternates between flowers and grass, featuring different colors in the same landscape, with colors of blue and purple, red and orange, yellow and brown; a simple flora seascape.



① Flower Wall ② Flower Landscape ③ Rare Flowers and Plants ④ Flora Rainbows ⑤ Shanghai Charm  
⑥ Tulips in Special Exhibition Area ⑦ EXPO Orchard ⑧ Xi'an's Courtyard

## EXPO Orchard

Taiwan has always been called the Kingdom of Fruit, but many people only enjoy eating fruit, but never try to understand how these fruit were grown or saw the trees they came from or their blossoms. Hence, Flora Expo worked with Executive Yuan Council of Agriculture's Agricultural Research Institute, to create the EXPO Orchard of 1,579. 2 square meters, letting visitors get to know Taiwan's representative and landmark fruit trees such as grafting pears, grape, papaya, dragon fruit, Indian jujube, wax apple and other fruit trees, from blossoming, pollination to fruition. In addition, this also showcases Taiwan's highly developed agricultural techniques, such as grafting techniques that can allow large fruit trees to grow several different varieties of fruit, or adjust the shapes of squash and fruit, letting visitors see the different sides of Taiwanese fruit trees. This is not only educational but also creates the image of auspicious fruit and plentiful harvest.

## Rare Flowers and Plants

Comprising 1,746.1 square meters, diversity of different varieties of the same species displayed during different periods express the strength of Taiwan's horticultural ability, for instance around Christmas there are over 30 cultivars of poinsettias, the first complete poinsettia collection displayed in Taiwan.

## Special Exhibition Area

Between Xi'an's Courtyard and Food Court, this area collects and displays the less commonly seen or rare temperate flora species, such as: the fairy primrose that likes coolness, rare temperate flanders poppy flowers, and a special exhibition of tulips. Over 20 species of plants will be featured in five stages.

## Two Main Gardens : Shanghai Charm and Xi'an's Courtyard

Shanghai Charm and Xi'an's Courtyard occupied 2,500 square meters, the area planted with rockii peonies, Chongming narcissus, camellia and other rare original species from China. These carefully planned areas were not open until TIFE officially began.

### Shanghai Charm

With "Sea Rhyme" as a theme, a small bridge over flowing water, flowering trees casting shadows create a beautiful visual scene. The entrance imitates the old Shanghai Dam li, and walking into the alley entrance made of three dimensional flower wall one can see an old well surrounded by vintage blue bricks with 50 years history made into a bomb path. There is also a maple bridge that imitates Su Zhou Yuan Lin, so that visitors in Shanghai Charm seem to have arrived in Jiang Nan, full of antique sights and smells.

### Xi'an's Courtyard

Xi'an's ancient name is Chang An, and Xi'an's Courtyard's design concept uses three walls to record different eras from the same city's memories, reflecting the elegance of ancient Chang An and modern Xi'an. The "Wall of History" has a crenel low wall from which one can shoot arrows and keep watch. Carved on the wall is Ban Gu of the Han Dynasty's "Xi Dou Fu." Standing at the wall and admiring poetry makes one think of old days and feel nostalgic. The "Wall of Culture" references the Tang Dynasty famous scenery spot Qu Jiang Chi in Chang An, with hibiscus in the pond and Song Dynasty Liu You's poem carved on the pond walls, "Beautiful Fall, climbing Gao Xing Pavilion to gaze at Chang An South Mountain on July 16." The largest ecological wall in the park area uses a whole wall planted full of flowers and grass to signify modern Xi'an's green economy and beautiful ecology.

During the opening days of TIFE, 6 Xi'an "floor calligraphy" lovers formed a "Write and Sketch Lightly" calligraphy group, doing calligraphy on the ground so that visitors can see the cultural atmosphere of Xi'an, a great way to communicate culture between two sides of the Taiwan strait.

Floor calligraphy refers to writing with a large calligraphy brush made of sponge filled with clear water on the ground, creating watermark calligraphy. It will gradually fade and disappear. This method fulfills people's need to write and does not exhaust paper or ruin the environment, and can be called the greenest calligraphy format, which can be seen in many Chinese cities.

## Exhibitions and Outdoor Performances

Exhibitions take place in the 5 pavilions, according to different themes, expressing the special characteristics of each. Other exhibitions include indoors in Area C of the EXPO Dome, Activity Area, Arts and Crafts Classroom, Fine Arts Exhibition Room, and the outdoor Folk Arts Plaza.

1. Area C of the EXPO Dome had 50 public PR spots to provide participating organizations in EXPO Dome and Bamboo Garden to use, so that they can advertise industries relevant to floricultural arts, and in the event area, over 400 floriculture-themed events will provide a platform for new floriculture knowledge. <sup>(28)</sup>

2. Besides the store street is the Arts and Crafts Classroom with its variety of design classes, any DIY activity, for instance, pressed flowers, dried flowers, wool felt, handmade soap, and other handcrafts. Each class is 1 to 1.5 hours long, and visitors can choose according to their own preference and enjoy a good time. <sup>(29)</sup>

3. The Fine Arts Exhibition Room is an indoor display area for all sorts of wood sculptures, pressed floral artwork. The area is open daily 9:00~22:00.

4. Folk Arts Plaza holds 4 performances a day (usually performed 10:30-11:00, 11:00-11:30, 15:00-15:30, 15:30-16:00), including traditional theater and song, music, dance, troupes, acrobatics, and martial arts. From November 18-22, 2010, April 8-10, 2011 and the last day of TIFE the expo the "Floral God Ceremony" is held in the morning. Performers were trained and invited by Ming Hwa Yuan Arts and Cultural Group, primarily focusing on traditional folk troupes, interpreting the theme of inspiration in a modern and creative way, bringing a surprising energy to tradition. From April 8-10, 2011 "Peony God" will be performed in the afternoon. It is a new work by the Ming Hwa Yuan Arts and Cultural Group, played by the famous Sun Cui Feng, expressing the beauty of the Peony God interpreted by the Ming Hwa Yuan Arts by letting traditional divine theater meet modern declaration of green living in revising the moving story of loving and cherishing flowers.



Arts and Crafts Classroom



"Peony God" by Ming Hwa Yuan Arts and Cultural Group



Fruit Carving Show



Performance on the Folk Arts Plaza

## Fine Arts Park Area

**Exhibition Halls:** EXPO Hall, Pavilion of Aroma of Flowers, Taipei Fine Arts Museum, Taipei Story House

**Landscape and Horticulture:** Global Garden Area

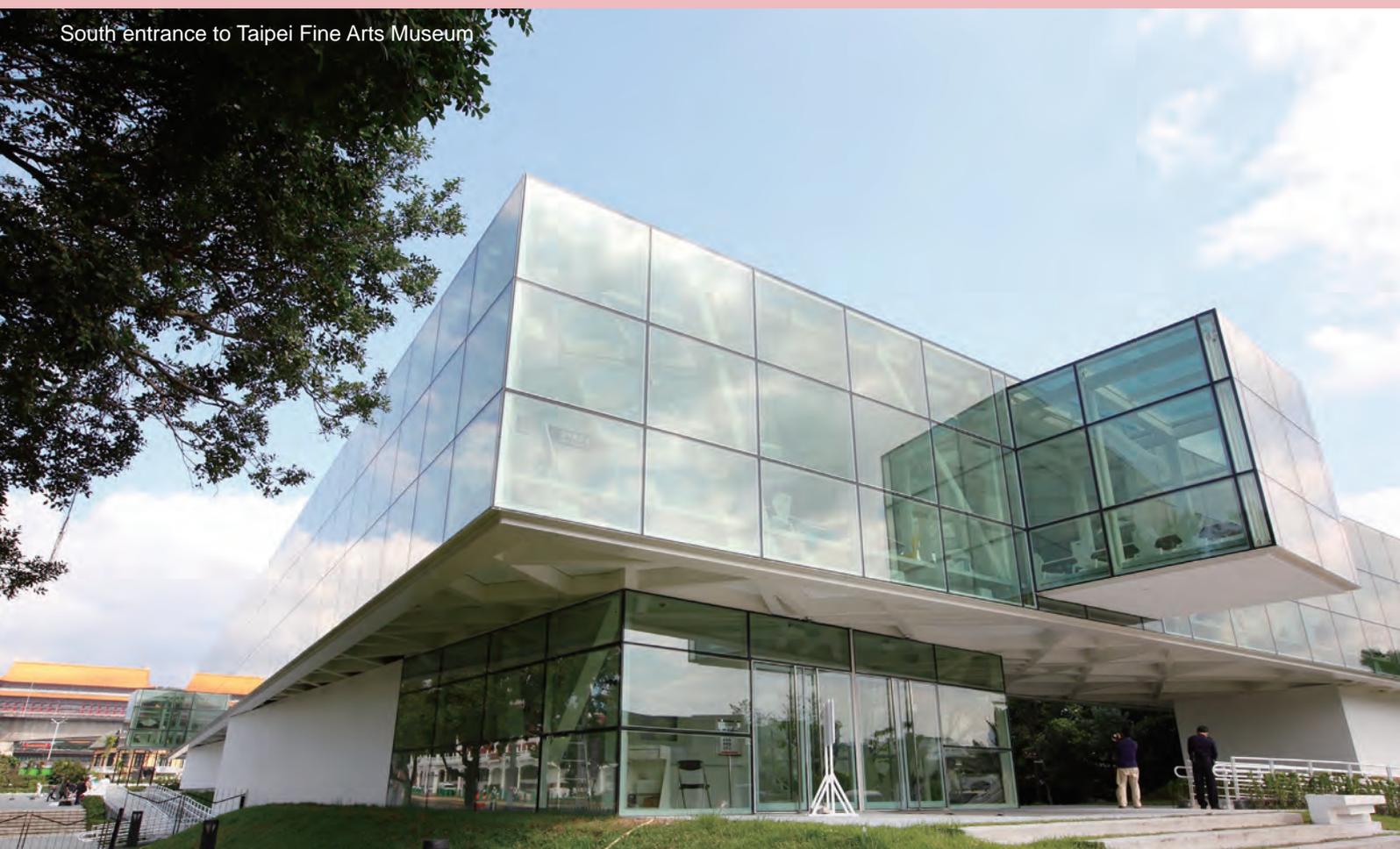
**Exhibitions:** took place at the above 4 pavilions and the B2 Audio-Visual Classroom of Taipei Fine Arts Museum

**Outdoor Performances:** took place on the Greeting Plaza and Fine Arts Plaza

The Fine Arts Park Area is nearly 7.9 hectares, originally Taipei Artistic Park, was renovated into Taipei Fine Arts Museum and Taipei Story House, hoping that TIFE's artistic cultural elements will be an added attraction for visitors.

This area has 4 pavilions, everyone is familiar with Taipei Story House, where one can see Tudor architecture like in a fairytale, poetic English gardens, and the special exhibitions in Taipei Fine Arts Museum, helping visitors understand and benefit from literary work and art related to flowers and plants. Another two newly built pavilions, the Pavilion of Aroma of Flowers that sells the exclusive limited edition TIFE souvenirs and a variety of themed products and the EXPO Hall built on the theme of beautiful butterfly cocoons. Other areas are organized into the Global Garden Area with gardens with exotic styles designed by each country's organization, bringing visitors an exquisite visual experience. The Greeting Plaza and the Fine Arts Plaza are designated as outdoor areas for artistic performances.

South entrance to Taipei Fine Arts Museum



## EXPO Hall

Theme Slogan: Flowers Dance, Butterflies Fly, Green Life

Exhibition Hall Type: Artistic cultural characteristics

Design Team: King Shih Architects

Construction: San Xing Construction Co., Ltd.

The EXPO Hall shaped like a butterfly cocoon has the theme of “Flowers Dance, Butterflies Fly, Green Life.” The architects, inspired by woven bamboo, wove many hexagonal and trigonometric shapes on the outside of the building, and embedded milk white and gray PC boards<sup>(30)</sup>, so that with the reflection of the sun, it gave the illusion of a group of butterflies fluttering.

There are 1,201 stairway seats in the EXPO Hall the first hall to be completed in the Fine Arts Park Area, and the important location of the closing ceremony.

In response to the theme of environmental conservation of energy of TIFE, when architects were designing this half open space, recyclable steel structures were used, with the angle and length calculated precisely so that they form a natural curve that can allow air to pass through naturally so that it will not be stuffy and hot inside without air conditioning. A highly transparent ceiling of almost 3,520 square meters is made of white PC clear board with a transparency level of 36% and gray PC clear board with a transparency level of 25%, which can allow light to enter as well as block most UV light and heat, effectively lowering the cost of illuminating a space and preventing harm to the environment.

### Fine Arts Groups Performances

Performances in the EXPO Hall were mainly planned by the Taipei Department of Cultural Affairs, inviting professional teams from Taiwan to perform, so that every day in addition to the “V-Baby Special Show,” there are three exciting fixed shows.<sup>(31)</sup> The first show is Indigenous Dancers and Ping Fong Acting Troupe collaborating on “Lily Love,” followed by Diabolo Dance Theater’s “A Flower Blooms in Secret” directed by Ying-Juan Wei. The finale was U-Theatre’s performance “Flower Petals on the Water”; three shows take place daily.

**Play: V-Baby Special Show**

**Performance: PMC**

**Time: Nov.6, 2010-Apr.25, 2011 performed daily at 11: 00, 12: 30, 20 minutes a show**

**Note: Jan.5, 2011-Jan.6, Mar.19, 2011-Mar.20, due to changes no performance**

TIFE’s specially designed robot V-Baby looks like a young seedling, with two cute leaves on its head and a touch screen on its chest that allows visitors to touch and select interactive options, and it also can gesture and dance with agility, a cute and entertaining creation. The V-Baby Special Show in the EXPO Hall tells the story of how V-Baby traveled here on an adventure from Planet Jia Si Gu Gu in order to save his home which is being destroyed by long term pollution. Planet Jia Si Gu Gu’s energy comes from colors, but because of the pollution, color disappeared, and the kingdom became black and white, in desperate need of purifying in order to continue the lives of species on the planet. V-Baby and his tribespeople have to leave their home and look for flowers growing throughout the universe and bring the seeds home, so that a variety of flowers can bloom on their land and nourish Planet Jia Si Gu Gu. V-Baby came to planet earth hoping for the help of friendly humans to help him on his journey in search of flowers.

**Play: Lily Love****Performance: Ping Fong Acting Troupe & Indigenous Dancers****Time: Nov.6, 2010-Jan.4, 2011, 14: 30, 16: 30, 19: 00 daily performance, 40 minutes a show, 196 shows in total****Note : Jan.5, 2011-Jan.6, 14: 30, 16: 30, 19: 00 daily in the plaza before EXPO Hall, directed behind the scenes.**

Ping Fong Acting Troupe, established in 1986 and led by troupe leader and artistic director Li Guo Xiu, insists on performing original works from Taiwanese artists, and so far has performed 39 pieces from small experimental theaters to large theaters, with diverse performances including comedy and tragedy, often relevant to the society. TIFE invited the Indigenous Dancers established in 1991, an artistic team most representative of aboriginal Taiwanese art, interpreting the story of “Lily Love.” It was adapted from the Rukai myth “Balenge ka abulru,” a romantic love story about a human and serpent. After the princess said to the serpent king, “Not only are you a snake that can wrap yourself around my emotions, I am ultimately a human—how can I help but weep for you? After you marry me, the flowers and leaves by Ghost Lake will bloom, and when each one of them have bloomed, we will be in love for more than a thousand years, as pure as a lily again.” This song and dance show is presented by Ping Fong Acting Troupe and Indigenous Dancers. Together they create a song and dance theater full of Taiwan’s original magic, and during the performance a giant hydraulic stage was Ghost Lake, a traditional Rukai wedding ceremony reenacted with a lofty swinging, and the beautiful scene of a thousand lilies opening at the same moment.

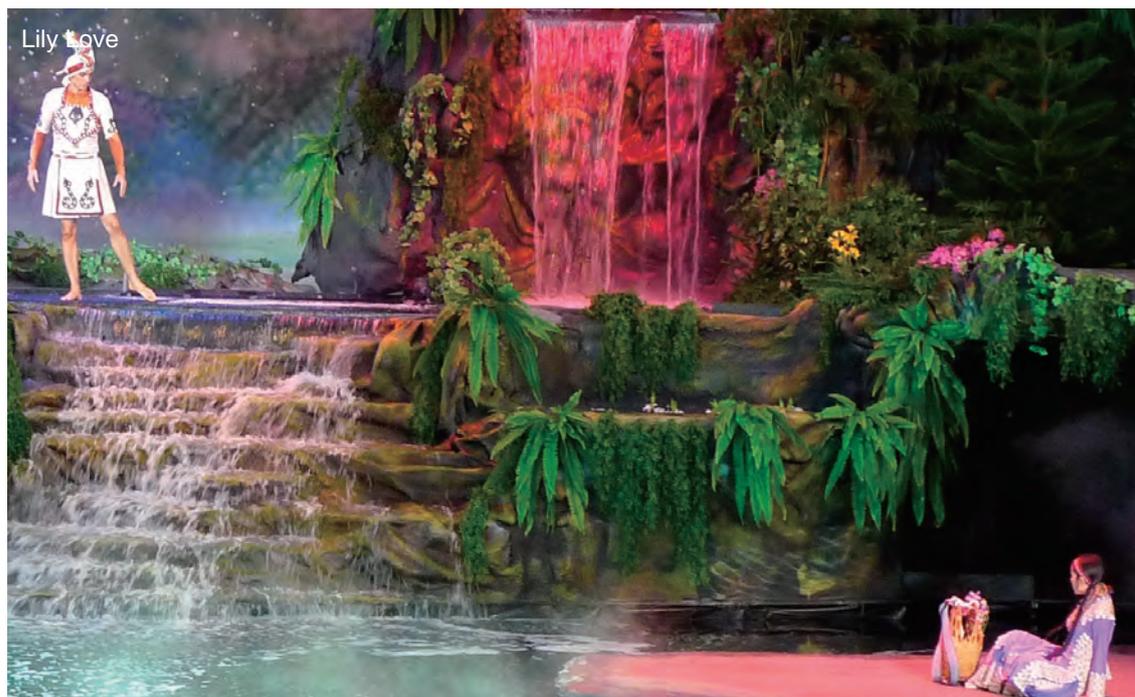
**Play: A Flower Blooms in Secret****Performance: Diabolo Dance Theater + Jimmy****Time: Jan.7, 2011~Mar.18, 2011, 14: 30, 16: 30, 19: 00 daily performances, 40 minutes a show, 213 shows in total**

A script adapted from an art book by Jimmy. The story describes a rabbit who dreamt that she turned into a little girl, and then the girl had a dream that she had become a rabbit, and when the rabbit woke up from the dream, she found that she was still in a dream and had entered a forest. This drama is directed by famous Taiwanese theater director Wei Ying Juan, reinterpreting the youthful innocence of artist Jimmy’s work alongside musician Chen Jian Qi’s musical creations, Huang Wen Ying’s artistic design, and the Diabolo Dance Theater that was founded in 1986, exploring brand new visual and artistic performances using diabolos in their work. Together these groups created a magical and entertaining visual piece in the 2010 TIFE, which will inspire people’s hearts and minds and make them believe in magic, the purity and innocence of life, and believe that they can find happiness and their own golden apple.

**Play: Flower Petals on the Water****Performance: U-Theater****Time: Mar.21, 2011 – Apr.25, 2011, 14: 30, 16: 30, 19: 00 daily, 30 minutes a show, 106 shows in total**

U-Theater has represented Taiwan many times and received international acclaim, combining drumming and martial arts into theatrical performance in a unique style. “Flower Petals on the Water” was especially made for TIFE by artistic director Re-Yu Liu and music director Zhi-Qun Huang, with drums taking the place of firecrackers and dance in place of worship to express human beings’ praise of nature. The story in the drama is, “an exhausted traveler stays in a temple on a mountain at night, and when he left in a hurry in the morning, he saw a little flower under the fence, blooming to face the sun and then could

not help crying out loud.” When the traveler was tired from travel he did not notice the flower, but after getting a good night’s sleep he felt quiet and clear and noticed this little wildflower welcoming the sun with its natural beauty. The story hopes for all viewers to have the epiphany that, “There are many things in life that have a beautiful life, like a little flower. Even if violent winds come and flowers fall in the wind and rain, the flower accepts it, because its seed has already found its way into the soil, and this is the zen of natural law.”





A Flower Blooms in Secret



Flower Petals on the Water



Flower Petals on the Water



Flower Petals on the Water



## Pavilion of Aroma of Flowers

Theme Slogan: Castle of Flora Fairies

Exhibition Hall Type: Artistic cultural characteristics

Design Team: King Shih Architects

Construction: San Xing Construction Co., Ltd.

In the center of the Fine Arts Park Area, is a pavilion-shaped building called the Pavilion of Aroma of Flowers with titanium zinc on the roof <sup>(32)</sup>, making use of its malleability, durability, beauty, creating 6 hexagons with 9 meter long sides, and under each of the hexagons is a pipe for support to form a column. From the side it looks like an umbrella-like structure or 6 flowers opening at once. Architects not only used bamboo basket weaving as a concept but also used woven bamboo as screens for separation and decoration, while at the same time allowing for air to pass through and for some visibility. Considering rainy day weather, there is a glass curtain on the outside that does not affect visibility or overall visual impression, combining traditional and modern aesthetic styles.

The first floor of the Pavilion of Aroma of Flowers is the TIFE Souvenir Shop which sells souvenirs related to flora fairies or TIFE. During TIFE, based on seasons and holidays, limited edition products will be available, such as collectible dolls and seasonal products that have collectible value. The second floor uses a vantage point as a light eating area, where visitors can rest, eat, and admire the exotic Global Garden Area.



## Taipei Fine Arts Museum

Theme Slogan: Beauty and Inspiration

Exhibition Hall Type: Artistic cultural characteristics

Design Team: CHIEN Architects & Associates

Construction: Jia Shun Construction Ltd.

TIFE included Taipei Fine Arts Museum in the park area, hoping that art can be part of the event. For the occasion, Taipei Fine Arts Museum's south entrance was renovated, and a new dining and rest area was built for visitors.

Taipei Fine Arts Museum officially opened December 24, 1983, standing in the Fine Arts Park, surrounded by beautiful scenery of Ji Long River and Yuan Shan, the building has suspended hallways in the shape of “#”. The building lobby is about 9 meters high, the main surfaces constructed from whole pieces of glass, so the lobby can receive natural light. As for other floors, in order to protect artwork, only one French window facing outward exists, and other walls are solid without windows.

The unique and impressive Taipei Fine Arts Museum has been one of the architectural landmarks of Taipei city since it opened, and the construction team that worked on the south entrance had a big challenge: how to add modern architecture without destroying the original aesthetic. After much thought, they decided to continue the original structure of the building, using white as the main color, and then instead of using mostly walls on the exterior, they used mostly windows along the indoor hallway.

The south entrance looks like a long glass display window, and looking out from the inside, the sky, light, tree, and shadows look like a giant drawing, and with the changing seasonal scenery, and when the sunlight penetrates the white hallway, it casts irregular shadows due to the different supports along the glass wall, and the movement of light and darkness change, forming what looks like always-changing water and ink painting.

### Exhibition of Beauty and Inspiration

In support of the TIFE theme, Taipei Fine Arts Museum had a “Beauty and Inspiration” exhibit, including well-known shows of impressionists Monet and Gauguin, so that after visitors have admired the flower seas, they can also admire how artists transform their love for gardens and flowers into exciting and colorful artwork. In addition, the museum planned a series of “Nature and Flower” exhibits and competitions, inviting artists and schools from Taiwan and abroad to participate.

#### **Exhibition: Time Unfrozen—From Liu Kuo-Sung to New Media Art**

**Time: Oct. 16, 2010-Jan.2, 2011**

Using new media, diverse manifestations of the spirit of the times, and the water and ink revolutionary spirit of Mr. Liu Guo-Sung, “Time Unfrozen” showcases over 20 pieces from China and Taiwan, using light, sound, new technology, images, installations and other techniques together to delve into the central aesthetic topic of the East—the relationship between man and nature.

**Exhibition: Shinoyama Kishin · Shinorama Tokyo**

**Time: Oct.16, 2010-Jan.2, 2011**

Shinoyama Kishin is a famous Japanese photographer best known for his portraits of people and objects. This exhibit is focused on “Classic, Innovation, New View,” with 70 classic pieces depicting the artistic beauty of people, objects, light and shadow to go with the 2010 TIFE, and promote cultural exchange between Taiwan and Japan.

**Exhibition: Elsewhere - Paul Gauguin**

**Time: Nov.27, 2010-Feb.20, 2011**

Gauguin’s legendary life is in response to a call from afar, he spent all he had to travel to other lands, attempting to walk away from the limitations of Western art, and was considered one of the forefathers of modern art. Gauguin’s paintings are filled with strong colors, full of unlimited poeticism and sadness ahead of his time. This is the first one-person show of Gauguin’s work in Taiwan, with artwork borrowed from over 10 museums in Europe and America, an opportunity not to be missed, although visitors have to purchase their own tickets.

**Exhibition: From Heroic Expression to Resplendent Color - Walasse Ting Retrospective Exhibition**

**Time: Nov.27, 2010-Feb.13, 2011**

In the early 50s, Asian painter Ding Xiong Quan was active in the American and European art scenes as part of the CoBra Group artist P. Alechinsky, A. Jorn and others, influencing each other in their wild, bold abstract expressionism. In 1960 he moved to New York during the “Pop Art” movement, when art gradually moved to a cross between abstract and concrete, specializing in depicting women and flowers so that he received the moniker of “Flower-Picking Thief.” This exhibit looks back on the life work of Ding Xiong Quan.

**Exhibition: 2010 Taipei Arts Awards**

**Time: Dec.11, 2010-Feb.27, 2011**

Taipei Arts Awards encourages contemporary artistic spirit and unique personal spirit through competition, allowing the new generation of artists to showcase their talent. The 2010 Taipei Arts Award went beyond past years in scope and quality, selecting 5 to 6 outstanding artists to take part in a small exhibition, giving the artists a great showcase and to display Taiwan’s creative contemporary art.

**Exhibition: Aria of Life - The Art of Liu Keng-I & Heart and Hand - The Paintings of Shi Song**

**Time: Jan.22, 2011-Apr.5, 2011**

Liu Keng-I and Shi Song were both born in educated households, and each had their own philosophy of life. Liu Keng-I’s paintings and Shi Song’s drawings both came from the quiet, reserved, content Chinese sentiments. The exhibition hall arranged both artists to be featured at the same time, so that the two exhibits could speak to each other.

**Exhibition: Monet Garden**

**Time: Mar.5, 2011-Jun.6, 2011**

This exhibit was held in conjunction with Musée Marmottan of France, borrowing 32 pieces of art from famous museums from across the world, collecting Monet’s most important water lily paintings in one exhibit. Visitors had to purchase separate tickets for the exhibit.

**Exhibition: Retracing Our Steps - A Photo Journey through 100 Years of the R.O.C.**

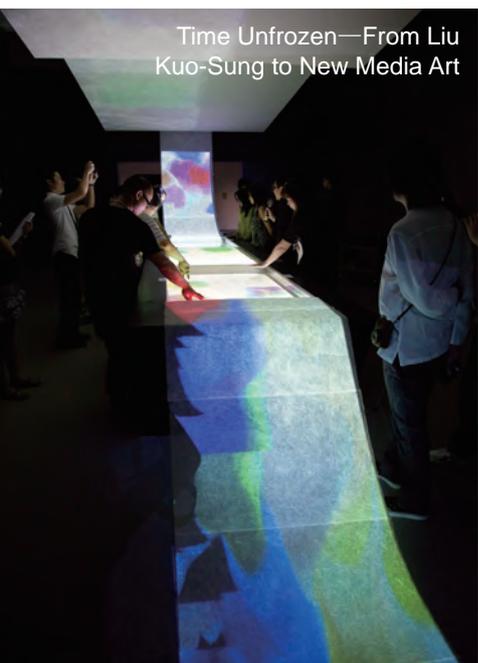
**Time: Mar.5, 2011-Jun.5, 2011**

It happens to be year 100 of the R.O.C., and this exhibit featuring early images of Taiwan helps visitors understand the development of Taiwanese photography. The exhibit features different stages of development: early black and white photography, traditional photography, digital photography, and new media art.

**Exhibition: Glenn Murcutt - Architecture for Place –Thinking Drawing/Working Drawing**

**Time: Mar. 19, 2011-Jun. 12, 2011**

Australian architect Glenn Murcutt received the highest honor in architecture, the Pritzker Architecture Prize in 2002 for his green building designs. A nature lover, he designed architecture that melded with the environment, emphasizing the sustainability and locality of materials.



Time Unfrozen—From Liu Kuo-Sung to New Media Art



Shinoyama Kishin · Shinorama Tokyo



Elsewhere: Paul Gauguin



From Heroic Expression to Resplendent Color: Walasse Ting Retrospective Exhibition



Aria of Life: The Art of Liu Keng-I & Heart and Hand: The Paintings of Shi Song



Monet Garden

## Taipei Story House

Theme Slogan: Imaginary World

Exhibition Hall Type: Artistic cultural characteristics

Exhibition Arrangement and Operation Management: Old Stories Inc.

In 1914, in order to honor their guests, Da Dao Cheng tea dealer in Taipei, Chen Chao Jun built a British Tudor style building in Yuan Shan by Jilong River. 70 years later, in 1998, it was designated a historical site by Taipei City Department of Cultural Affairs. In 2003, the Department of Cultural Affairs reused the historical site by making it into Taipei Story House, and invited Ms. Chen Guo Ci of Lao Gu Shi Shang Hao to manage it. During the 2010 TIFE, the building became an exciting exhibition hall for “Fashionable Life in Taiwan 100 Years Ago,” using a real scene and over 700 antique furniture and art to restore the home life of the Taiwanese upper class from 100 years ago, combining Chinese, Western, and Japanese styles.

This exhibition, was planned by Chen Guo Ci, Zhang Shen Zhe, and Chen Yan Ning, and invited Lin Dong Yang , Huang Shi Juan , She Yan Dou , Chen Yong Cheng as consultants. With advice from the experts and scholars, the concept of “taking a time machine to floral fashion from a hundred years ago” extends from the garden to the building itself and every space, each piece of decoration, all carefully planned. When one walks into Taipei Story House, one sees not just an exhibition hall, but a time traveling tunnel, where each vivid scene tells the story of a past life, each object tells its story, so that each step one takes is full of surprise.

In the garden, visitors can admire a beautiful little English country garden. While it is not large, the garden comprises over 10,000 Taiwanese local plants and flowers from over 100 species, with the pond full emergent, submerged, floating leaf and other plants, such as water lilies, water cabbage, umbrella grass and whorled umbrella Plant, etc., filling the garden with green. Also, maintenance methods are zero pollution, and organic fertilizer is used, attracting frogs, dragonflies, butterflies and birds to live here, a small ecological system rarely seen in a city.

At the entryway, one can see Tudor period red carpet with rose designs, and to the left in the drawing room there is a display area for famous teas from a hundred years ago as well as old Taiwanese tea jars, tea boxes and more. On the fireplace there are “New Art” style embossed tiles, copper sculpted flowers and grass in the ceiling, classical British style hanging lamps, a Yamaha upright piano from 1915, red Tian Jin rugs with woven chrysanthemum designs, hundred year old French sofa with green peony woven fabric, an old British HMV gramophone, Tiffany color glass desk lamp, British antique cupboards and more. In the dining area, there is antique Royal Doulton china, pure silver silverware with bamboo design; in the afternoon tea area on the balcony, there is a discontinued classic Charnwood tea set from Wedgwood.

On the second floor, in the Japanese style living room, where there is Japanese style floriculture from famous artists in the style in Taiwan; at the second floor entrance and hallway, there are exquisite soviet-style armchairs from the Lin’s Family Resident at Panchiao, Cantonese style armchair set from Lu Gang Gu clan, from the five large clans of Taiwan; in the study are French Rococo style desks from Lu Gang 100 years ago to go with British King George style bookcase and a Victorian royal chair; in the bedroom are old Tian Jin rugs with plum flower designs, copper beds of the old rich, ebony dressing table with inlaid shells, and large wardrobe inlaid with shells provided by Kaoshiung’s Chen Zhong Han clan from the five large clans of Taiwan.

Powered mainly by M-Field Energy Ltd., Taipei Story House used clean and environmentally-friendly hydrogen energy and fuel cells, accomplishing the goal of zero emission while adding new style to the hundred-year-old historical site with the latest environmental protection technology.

## Indoor Exhibit Area

With the theme of “flowers,” over 20 museums and private collectors in Taiwan provided over 700 precious antiques to recreate the residential area of the rich to show the economic ability and culture of a hundred years ago.

## First Floor Exhibition Items

**“Plum blossom design” flower stand:** A flower stand with plum blossom drawings on it, originally furniture inside the Taipei Story House historical site (provided by Chen Chao Jun descendents)

**Early packaging of the tea:** uses tissue paper inside and out, wrapped into a square package printed with the store’s name, hence it is called “Bao Zhong.” (provided by Taipei Tea Merchants Association)

**A tea poster from the 30s:** Original Formosa oolong tea and black tea promotional poster.

**Green sofa:** Hundred year old Victorian style sofa with exquisite sculpting with an eye-catching green peony cloth cover.

**Mahogany half table inlaid with shells:** Beautifully designed table made of quality material and exquisite carving and a traditional Chinese folk art called shell embedding.

**Yamaha piano:** This upright Yamaha piano was built around 1915, collected by Yamaha Company in Taiwan, usually displayed in the Yamaha Tao Yuan Long Tan Factory. In 2010 former Yamaha chairman donated it to Taipei Story House (provided by Taiwan Yamaha).

**Japanese Yamashita Ichizo Goddess of Mercy Statue:** Yamashita Ichizo china’s primary characteristic is the brilliant color, first using blue to draw the basic outlines, and then using five kutani colors (green, yellow, red, purple, blue green) of Japanese paint to color and burn.

**Royal Doulton antique china:** Royal Doulton is the largest china manufacturer in Britain, established in 1815, used as the royal china in 1901 by Edward VII, hence earning the right to use the word “Royal” and continuing for many years to be the British royal china factory, named “the most beautiful china manufacturer in the world” by Queen Victoria.

**Handmade silverware:** handmade by Hong Kong artisans, precious and unique.

**Li Mei Shu’s oil painting “Guan Yin Mountain,”** provided by Li Mei Shu Memorial Gallery, Li Mei Shu (1902~1982) drawing style stood out in Taiwan’s 20th century artistic development in his realistic depictions of Taiwanese landscape, people, and culture, leaving many representative pieces of Taiwan.

**Pu Tian Sheng’s sculpture “Day of Spring”:** provided by Pu Tian Sheng’s former estate. Pu Tian Sheng (1912~1996) studied sculpting at Musashino Art University with famous Japanese sculptor Asakura Fumio. Upon returning to Taiwan, his sculptures of people became famous, and he was one of the finalists for the first Japanese Exhibit.

**Wedgwood antique afternoon tea set:** With 200 years of history, Wedgwood became the leading brand of global household boutique ware; seeing this antique tea set is like witnessing the entire evolution of china craft.

## Second Floor Exhibition Items

**Ikenobo:** one of the oldest floral arrangement styles in Japan, later commonly called Japanese floral arrangement. Taipei Story House contains Ikenobo style floral arrangements, with flowers arranged perpendicularly in narrow, tall vases or slender and tall vases.

**Lin's Family Resident at Panchiao Armchairs:** Provided by Hua Kang Museum, these soviet-style armchairs, rare in style, originally belonged to one of the five largest clans in Taiwan, Lin's Family Resident at Panchiao.

**Da-Cheng Wu calligraphy:** Da-Cheng Wu (1835~1903) was a famous Qing dynasty painter, skilled at Zhuan style of photography. His Zhuan style calligraphy is neat and straight, learning from Han Bei, combining Xiao Zhuan and Jin Wen into his own style.

**You-Wei Kang calligraphy:** You-Wei Kang learned Confucian philosophy since a young age, and was influenced by Western culture beginning 1879, widely advocating the beauty of Wei Bei style calligraphy, which he was loyal to.

**Mei-Shu Li's oil painting "Taipei Hospital Garden":** Provided by Mei-Shu Li Memorial Gallery, speaks to the theme of flowers and plants, expressing early Taipei's simple appearance and the cultural imagery of Taipei Story House.

**Copper bed:** Western style old copper bed like the early red bed, a rare antique in Taiwan.

**Dressing table inlaid with shells:** From Kaoshiung's Chen Zhong Han clan from the five large clans of Taiwan. This shell-inlaid dressing table showcases the beautiful shell embedding craft from Guang Dong.



Calligraphy on the wall from You-Wei Kang



Yamaha Piano



French floral cloth sofa



Xi Xi Furniture



Royal Doulton antique dishes

## **Landscape and Horticulture**

### **Global Garden Area**

Taking up 1.2 hectares, this area has 35 units each about 300 square meters, the most important outdoor exhibit area that receives the most attention because it is the biggest arena for foreign organizations to display their garden and hold cultural events, and also for horticultural competition.<sup>(33)</sup>

### **Introduction to Foreign Gardens**

#### **Indian Garden**

Title: India Spiritual Garden of Life

Exhibit Unit No.: 1

Name of Exhibitor: Indian Association for Gardening & Landscaping

Construction: Meng Deco Landscape and Design Co.

Coming from an ancient kingdom, the Indian garden uses the five elements of the universe as a design concept, so that earth, water, wind, fire and air manifest themselves as flowers and plants, allowing visitors to appreciate the natural beauty and understand ancient Indian wisdom.

#### **Thai Garden (2)**

Title: Thai Style SPA Recreation Garden

Exhibit Unit No.: 2

Name of Exhibitor: BIZ International Trading Co., Ltd.

Design: Meng Deco Landscape and Design Co.

Construction: Tree Garden Corp.

Water lilies and other fascinating tropical flowers and plants, together with an elegant royal Thai pavilion together create a comfortable, harmonious, quiet and calm garden style. During the Flora Expo, a variety of brilliant flowers are blooming, creating a carnival like a tropical rainforest.

Title: Serenity in the Amazing Thai Garden

Exhibit Unit No.: 25, 26

Name of Exhibitor: The Horticultural Science Society of Thailand

Construction: Space Culture Co., Ltd.

The center of the exhibition area is 6 meters tall, with 50,000 plants made into a large green sculpture of Buddha to go with a mini version of the royal Golden Phoenix Imperial Dragon Boat and elephant with water lilies, and orchids, creating the feeling of Thailand.

#### **Filipino Garden**

Title: Walled City of Manila - Intramuros

Exhibit Unit No.: 3

Name of Exhibitor: Philippine Orchid Society

Construction: Philippine Orchid Society

Under 300 years of Spanish colonization, the Philippines developed today's mainstream of Catholicism, architecture, and art. A corner of an old city wall is displayed in this exhibition, with ornamental pineapple and other tropical plants decoration different corners, providing a content and passionate exotic sensation.

Global Garden Area Index			
No.	Country	No.	Country
1	India	18	Netherlands
2	Thailand	19	
3	Philippines	20	Spain
4	Malaysia	21	
5	Singapore	22	Oman
6	Hungary	23	Canada
7	Palau	24	Vietnam
8	Hong Kong	25	Thailand
9	Singapore	26	
10	United States	27	Indonesia
11	Republic of China	28	United States
12		29	
13	Greece	30	Japan
14		31	Bhutan
15	South Korea	32	Chile
16	United Kingdom	33	Japan
17	Netherlands	34	Japan

① India Spiritual Garden of Life



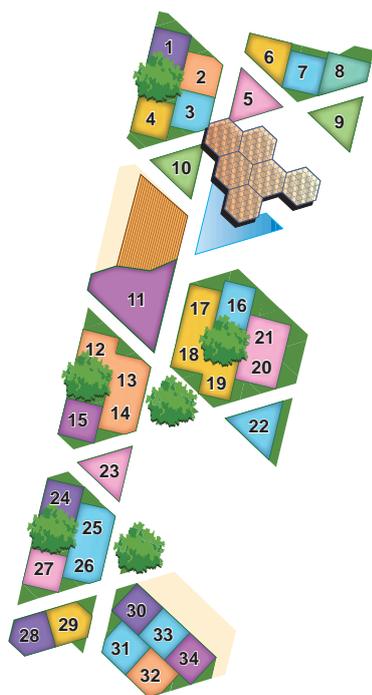
② Thai SPA Recreation Garden



②⑤ ②⑥ Serenity in the Amazing Thai Garden



Layout of exhibits in Global Garden Area



③ Walled City of Manila—Intramuros



## Malaysian Garden

Title: Malaysian Style Living Garden

Exhibit Unit No.: 4

Name of Exhibitor: Kejuruteraan Kesenian Hua May Sdn Bhd

Design & Construction: Meng Deco Landscape and Design Co.

Malaysia is in the tropics, hot and humid in all seasons, so bowers are common in places where residents hide from the heat or conduct leisurely activities. This exhibit is focused on pavilions with sharp roofs, along with Malaysian flowers and grass to express their atmosphere.

## Singaporean Garden (2)

Title: Steel Cities Move Gracefully to New Horizons

Exhibit Unit No.: 5

Name of Exhibitor: Singapore Florist Association

Design: Charlie Evans (Urbaneco Australia)

Construction: Prince's Landscape and Construction Pte Ltd, Singapore, Exin Landscape and Interior Design Ltd, Taipei Taiwa

The organization hopes to use the image of exquisite plants surrounding a steel city to symbolize the symbiotic relationship between a city and a forest.

Title: Tropic-Garden

Exhibit Unit No.: 9

Name of Exhibitor: Floriculture Association Singapore

Construction: Jing Dian Landscape Architecture Co., Ltd

Layered, thick plants of a tropical rainforest show the climate of Singapore and contrast with the garden city's scenery.

## Hungarian Garden

Title: Hungarian garden - the garden of tradition

Exhibit Unit No.: 6

Name of Exhibitor: Hungarian Ornamental Plant Association

Construction: Green House Enterprise Co., Ltd.

Pusztá plains is an unique natural scenery in Hungary, hence the garden design is inspired by this dry grassy imagery. 3D planting and sculpting techniques depict traditional shepherd and sheep statues, creating a beautiful, unique, and simple farmland scene.

## Palau Garden

Title: Coral Garden

Exhibit Unit No.: 7

Name of Exhibitor: National Economic Advisor Mr. Alex Lei's Office in Taipei ,Republic of Palau

Design: Mr. Lamech

In order to express the passion of a nation by the sea, Palau's garden includes white sand, blue lagoon and bright green coconut groves, with a rainbow installed, hoping for all the flowers, plants, fountains, and sand to express the romantic style of a tropical island.

## Hong Kong Garden

Title: Hong Kong - Asia's World City

Exhibit Unit No.: 8

Name of Exhibitor: Hong Kong Leisure and Cultural Services Department

Design: Hong Kong Leisure and Cultural Services Department

Construction: Guangzhou Landscape (Hong Kong) Limited

Hong Kong is full of tall buildings and the garden scenery uses green sculptures on either side of Victoria Harbor complementing the green sculpture of a Chinese white dolphin living in the waters close to Hong Kong to emphasize the urban image of this pearl of the East.

## American Garden (2)

Title: Hawaiian Tropical Paradise

Exhibit Unit No.: 10

Name of Exhibitor: State of Hawaii U.S.A. Office in Taipei

Design: Mr. Lamech

Construction: To Lei Mountain Stone Wood Co., Ltd.

Collecting palm trees from other tropical islands such as foxtail palms from Queensland, Australia; Madagascar' silver palm; tufted fishtail palm from Sri Lanka, and some unique local plants such as "Ti leaf", the leaves used to weave Hawaiian hula skirts, "laua'e," a local Hawaiian fern. All of these combine to create a unique "Botanical Garden."

Title: A Lifestyle in Harmony with Nature

Exhibit Unit No.: 28, 29

Name of Exhibitor: ASOA-American State Offices Association in Taipei, The Agricultural Trade Office of the American Institute in Taiwan.

Design: Yang's Design & Planning Co., Ltd.

America's forward-thinking ways of connecting nature and life expresses a hope to lower the impact of human beings on the natural world. The display that looks like an ark expresses the American life, and in the pond there are carved wooden deer, along with rosaceae, cactus, coniferous trees and other plants, filled with a sense of the wild plains.

## R.O.C Garden

Title: Taiwan Garden

Exhibit Unit No.: 11

Name of Exhibitor: Taiwan Floriculture Development Association

Design and Construction: Old Farmer Landscape Architecture Co.

In an area surrounded by bamboo forests, tuby black tea, Jin Xuan tea, and tall betel nut trees shine in each other's presence, a representative of Taiwan's tea area scenery. In addition, along the narrow bamboo woven path is a large warehouse with a round hole looking up so that one feels as if one is in a temple of a ten thousand gods, feeling respect for the sky and the earth, and walking out the path one sees a pond, the sky, clouds, the reflection of the bamboo-woven warehouse, and feels an affinity for the countryside.

## Greek Garden

Title: Greece The Authentic Garden: A Flowering River to the New Horizon

Exhibit Unit No.: 12, 13, 14

Name of Exhibitor: City of Mytilene

Construction: Baichuien Construction

The Greek Garden is a small version of the Acropolis, with a Mediterranean style blue and white church door, Olympic rings and La Victoire de Samothrace sculpture, eye-catching from a distance, moving everyone to plant flowers and plants and save the earth's environment.

## South Korean Garden

Title: Jangkeumi Garden

Exhibit Unit No.: 15

Name of Exhibitor: Korea Flower Production Farming Association

Design & Construction: ESPACE Landscape Architecture

After passing through the gates of the South Korean Garden, one sees two figurines dressed in traditional Korean costumes, standing beside the grass hut to welcome all the visitors. The garden scenery combines all four seasons of nature to go with the grass pavilion, turbine room, pickling tub and other village facilities that express the Korean daily life.

## English Garden

Title: The RHS British Garden

Exhibit Unit No.: 16

Name of Exhibitor: Royal Horticultural Society

Construction: Gardener Landscape Design & Construction Co., Ltd.

The English garden planted plum trees and tamarind, as well as camellias, osmanthus, mussaenda, azaleas, penoies and other shrubs to go with African lilies, canna, day lilies, russelia, lemon grass and other commonly seen special plants in Britain, and then carefully selecting Taiwan's subtropical plants to surround the green English fence.

## Dutch Garden

Title: Holland Garden: Green City, Quality of Life

Exhibit Unit No.: 17, 18, 19

Name of Exhibitor: The Netherlands Ministry of Agriculture, Nature and Food Quality, and The Promotion Councils of International Flower Bulb Centre, Flower Council of Holland, and Plant Publicity Holland.

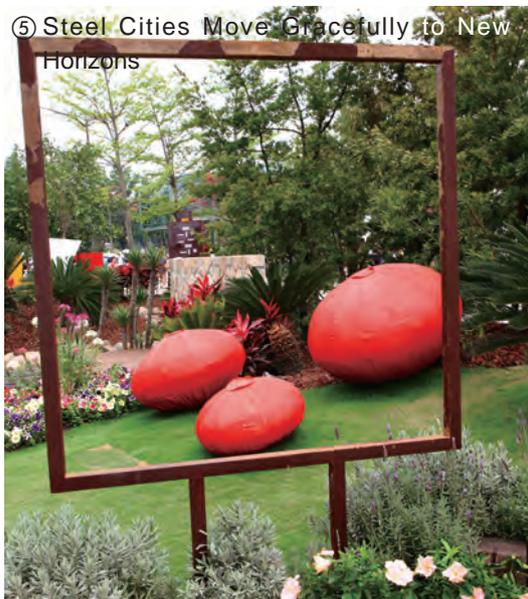
Construction: Tai Gen Landscape & Interior Plan, Design Co., Ltd.

The Dutch garden is primarily surrounded by a green wall to show Holland's determination in advocating green energy. Outside the wall there are pictures of flora seas to go with the tulips shipped by air from Holland, creating an impressive sea of flowers. Before the flowers there is a large pair of wooden clogs where visitors and take pictures.

④ Malaysian Style Living Garden



⑤ Steel Cities Move Gracefully to New Horizons



⑥ Tropic-Garden



⑦ Hungarian garden – the garden of tradition

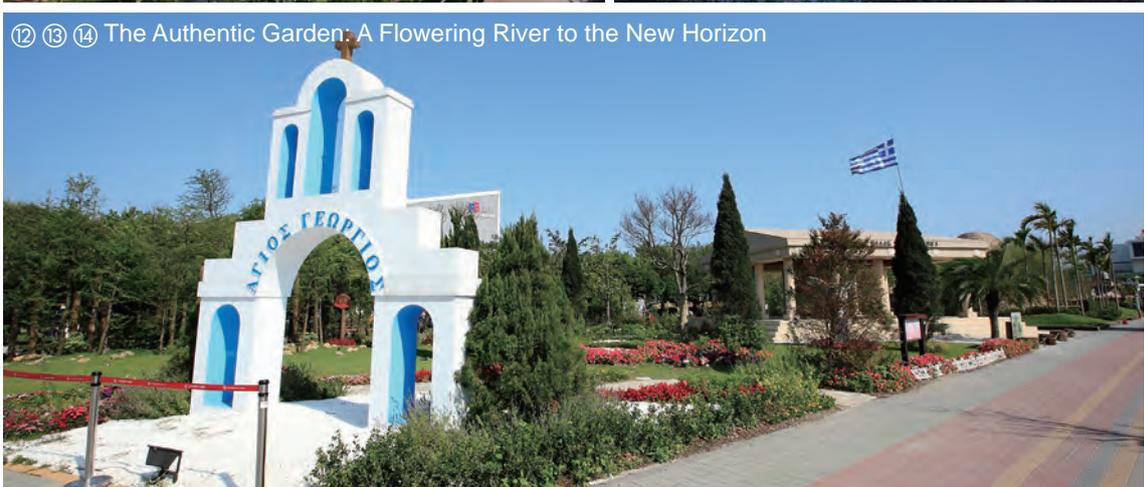


⑧ Coral Garden



⑧ Hong Kong—Asia's World City







⑰ ⑱ ⑲ Holland Garden : Green City, Quality of Life



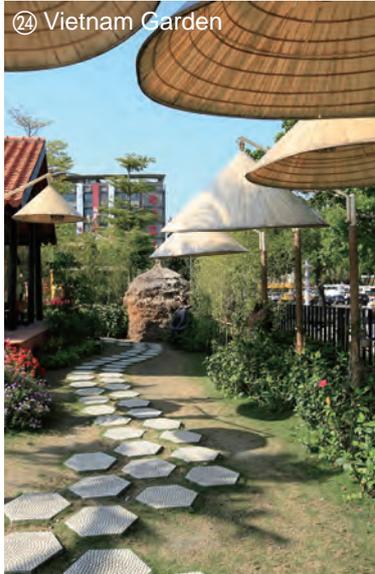
⑳ ㉑ Captured Nymph



㉒ The Historically Gorgeous Oman



㉓ EXPONICS – The Art and Science of Exponential Gardening to Save the Urban Jungle



㉔ Vietnam Garden



㉗ Eco Balinese Style Garden



⑳ Garden of Enshu - White Sand, Green Pines



㉓ Garden Of Dragon – Succeed the Past



㉔ A Garden Blessed by the Luxurious Four Seasons

## Spanish Garden

**Title:** Captured Nymph

**Exhibit Unit No.:** 20, 21

**Name of Exhibitor:** Studio. Patricia Menese

**Construction:** Gardener Landscape Design & Construction Co. Ltd.

On the grounds covered with white gravel of the Spanish Garden, there is a hollow ball structure symbolizing a cocoon attached to a branch with silk. The simple designs allow visitors to appreciate the changing of light, wind, and sound, making them consider the relationship between humans and nature.

## Oman Garden

**Title:** The Historically Gorgeous Oman

**Exhibit Unit No.:** 22

**Name of Exhibitor:** Commercial Office of the Sultanate of Oman-Taiwan

**Design and Construction:** Meng Deco Landscape and Design Co.

The Sultanate of Oman has 5,000 years of history and is a rich site of world culture. Middle Eastern date palms and roses are planted in the front part of the garden, and along with a bunker built of mud brick, this becomes a miniature version of the Sultanate of Oman's historical site, Bahla Fort.

## Canadian Garden

**Title:** EXPONICS – The Art and Science of Exponential Gardening to Save the Urban Jungle

**Exhibit Unit No.:** 23

**Name of Exhibitor:** Mainly Publications Inc.

**Construction:** K' action Design Co.

In the Canadian garden there are two brilliant salmon installations decorated with hydroponic plants and impressing visitors with hydroponic skills and concepts. The theme, "The Art and Science of Exponential Gardening to Save the Urban Jungle" makes visitors reconsider the harm human civilization has brought to the land.

## Vietnamese Garden

**Title:** Vietnam Garden

**Exhibit Unit No:** 24

**Name of Exhibitor:** Ho Chi Minh City Greenery Parks Company Limited (HGPA CO. LTD.)

**Construction:** Lyu-Di Landscape Limited Company

Earthenware bricks form the path in the Vietnamese garden, where traditional Vietnamese woven hats and clothing (Ao Dai) as displayed in the Ba Gian house, displaying the local color of Vietnam. The outdoor garden also includes bamboos, bananas, lotus and other tropical plants, including mini orchids, a rare guest found in the tropical forest.

## Indonesian Garden

Title: Eco Balinese Style Garden

Exhibit Unit No.: 27

Name of Exhibitor: Indonesian Flower Association (ASBINDO)

Design and Construction: Meng Deco Landscape and Design Co.

The Bali-island style architecture shows the connection between Indonesians' daily life and spiritual philosophy. Decorative umbrellas from beside Indonesian temples are displayed on either side, emphasizing the Indonesian belief in the balance between the blessings from the creator and life, hoping visitors will feel peace in this scene.

## Japanese Garden (3)

Title: Garden of Enshu - White Sand, Green Pines

Exhibit Unit No.: 30

Name of Exhibitor: City of Hamamatsu, Japan

Design: Japan Landscape Contractors Association, Shizuoka Prefecture Branch

Construction: Excellence Landscape Architecture Co., Ltd.

The Design concept mainly comes from the black pine wind breaking forest on the Enshu coast, with a model of the beautiful scenery before Ryoanji, creating a traditional Japanese landscape garden.

Title: Garden Of Dragon – Succeed the Past

Exhibit Unit No.: 33

Name of Exhibitor: Ryuji Ando & Green NPO, create Association of Regional Environment

Design: Ryuji Ando

Construction: Ryuji Ando / Taiwan CHI LEE Garden Enterprise Co., Ltd.

The inspiration for the design came from the flood on August 8 in Taiwan. In the front of the garden, there is a wooden sculpture of the Goddess of Mercy. Behind it is a large hole full of rocks of various sizes from the scene of the disaster, and on the side if is a miniature waterfall cliff, and in the rushing waters one can se a wooden carp trying to swim upstream, a metaphor for the victims of the flood hoping for the Goddess's mercy, hoping to swim uphill from the mudslide like the Koi fish jumping over the dragon gate in search of a way to new life.

Title: A Garden Blessed by the Luxurious Four Seasons

Exhibit Unit No.: 34

Name of Exhibitor: Far East Cultural Exchange Center of Japan

Construction: Taiwan CHI LEE Garden Enterprise Co., Ltd.

With “Gardening Well Being” as a theme, and “Wisdom Enriches Life” as a concept, the multi-faceted garden includes facilities for recycling rain water, barrier-free space, allowing visitors to feel the beauty of nature and appreciate the message of cherishing our changing seasons and the green culture.

## Bhutan Garden

Title: HAPPIEST FLORA - BHUTAN

Exhibit Unit No.: 31

Name of Exhibitor: Royal Government of Bhutan & Sunya International Special-Culture Interchange Association

Design: Sunya International Special-Culture Interchange Association

Construction: TOPLAN Consultant Inc.

The Medicine Buddha sacred altar in the Bhutan garden, has a golden roof, wooden bridge, and six large prayer wheels and Buddha statues embedded on the stone wall, handcrafted by Bhutan artisans. On the Buddhist Temple there are lotus designs, Sanskrit handwritten by monks and lamas. Fennel, madder, plantago and other herbs are planted in the garden, making it a “Kingdom of Happiness” that cures the heart and spirit.

## Chilean Garden

Title: Chilean FANTASY

Exhibit Unit No.: 32

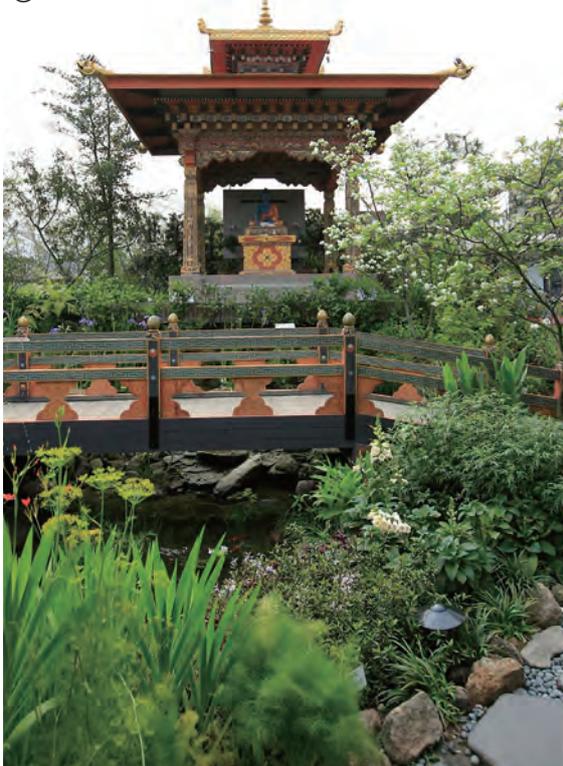
Name of Exhibitor: Paisajismo Magia Del Sur Andino Limitada

Design: Excellence Landscape Architecture Co. Ltd.

Construction: Excellence Landscape Architecture Co., Ltd.

The overall planning of the Chilean garden depicts the majestic Atacama Desert and brilliant lakes and rivers decorated by the beautiful flowers of Taiwan integrated in a rich landscape, with the bamboo structure symbolizing a volcano with plants surrounding the exotic South American Scenery.

③1 HAPPIEST FLORA - BHUTAN



③2 Chilean FANTASY





## Exhibitions and Outdoor Performances

The exhibits and performances in this area take place in the 4 pavilions and Taipei Fine Arts Museum B2 Audio Visual Classroom; outdoor performances take place in the Fine Arts Plaza and Greeting Plaza.

1. Taipei Fine Arts Museum B2 Audio Visual Classroom regular performance times are 15:30, 16:00, 16:30, 17:00, 18:00 daily, mainly performed by schools or community groups, with each performance lasting 20 minutes.<sup>(34)</sup> Performances include Hakka songs, Hakka drum and dance, Hakka drama, Hakka folk song and puppetry, octave groups, spoken-word art, dance, choir, band, strings, percussion group, etc.

2. Fine Arts Plaza<sup>(35)</sup> invites schools, communities, and professional cultural groups to perform. Performance times are generally 11:30, 16:00, 20:00, daily, 30 minutes long, with performances including harmonica, band, strings, country music and other music types, as well as line dancing, ballroom dancing, rhythm dance, belly dance, modern dance and other dances, as well as Flower Drum array, opera, special, variety, puppet shows, sign language songs, co-airway, lion dance and more.

3. Greeting Plaza<sup>(36)</sup> performance times are generally 11:30, 16:00, 20:00, daily, 30 minutes long, inviting excellent cultural groups, students and clubs to greet visitors with their talent. Performances include popular music, traditional music, dance, folk art, concerts, etc., many diverse forms of performances that let visitors admire the energy of Taiwanese performance groups that interpret tradition and modern beauty.



## Xinsheng Park Area

**Exhibition Halls:** Pavilion of Future, Pavilion of Angel Life, Pavilion of Dreams, Pavilion of Regimen, Palace of Flora Teas

**Landscape and Horticulture:** Fujian Style Garden, Flower Base under Trees, Serenity Garden, Garden Maze, Floral Tunnel

**Exhibitions:** took place inside the aforementioned five pavilions

**Outdoor performances:** took place on the Dream of Flower Plaza and at the Garden of Dreams

The Xinsheng Park Area, featuring “flowers and technology” and covering 17.4 hectares in area, had five major pavilions. They were the Pavilion of Future, Pavilion of Angel Life, Pavilion of Dreams, Pavilion of Regimen, and Palace of Flora Teas. The Pavilion of Dreams, Pavilion of Future, and Pavilion of Angel Life were not rigidly-shaped architectures but of organic designs that reflected the uneven terrains. Themes of the exhibitions held in the pavilions included advanced edge-cutting technologies, botanical greenhouses that relocated nature indoors, and aesthetic spatial exhibits. The other two pavilions were the Pavilion of Regimen which was a brand new renovation of the old “Little White House” in the Xinsheng Park and housed many rare and valuable artistic pot plants, and the Palace of Flora Teas which was reputed as the classic reproduction of the architecture of a Fujian style garden.

### Green Building

The Pavilion of Future, Pavilion of Angel Life, and Pavilion of Dreams were collectively called the three pavilions in Xinsheng Park. The architecture fully reflected the train of thought in the new era, energy-saving and carbon reduction. The roof of the greenhouse was made of energy-saving and heat-insulating materials such as ETFE and low-E glass to ensure natural illumination and to block radiate heat so that the indoors could remain cool and thermo-static. Roofs of the other pavilions, on the other hand, were installed with large-area solar panels. In addition, the Xinsheng Park Area was designed with the aquatic plant purification channel. All of these made the three pavilions in Xinsheng Park one of the “greenest” buildings in Taipei City.

The aquatic plant purification channel first introduced water from Liu-Gong River. The water went through the channel to the eco-pond along with the rain water collected in the courtyard surrounded by the three pavilions in Xinsheng Park. (Under the lawn in the courtyard were highly water permeable bricks so the rain water could be collected through the recycling system.) After purification by aquatic plants in the pond, the clean water then returned to Keelung River. All the water was utilized repeatedly through this circulation process. The largest contributors in the process were actually some local edible aquatic plants like paddy, water convolvulus, ginger lily flowers, rice paddy herbs, among others. Purified by these plants, river water could magically turn into clean water.

### Rooftop

The roofs of the three pavilions in Xinsheng Park were designed into large-area streamlined hilly slopes. Except for the solar panels, the remainder of the area was covered with plants that helped reduce the room temperature. Looked from afar, it was like a large piece of green lawn on a hill. To be more interactive for the visitors and weather permitting, the roofs of the Pavilion of Angel Life and Pavilion of Future were open to the public and visitors could climb onto it to have an overview of the panorama of Xinsheng Park and watch Taipei 101 and Grand Hotel in the distance. Visitors could also experience the excitement with an airplane flying closely overhead.

## Pavilion of Future

Theme Slogan: Future of Nature

Exhibition Hall Type: Floricultural Power

Design Team: Bioarchitecture Formosana

Construction: Fortune Construction Co., Ltd.

Exhibition Arrangement and Operation Management: Taiwan Floriculture Development Association

The Pavilion of Future showcased various plants, provided ecology education, and exercised the recreational function. In addition, it had the topnotch energy-saving devices combining natural illumination and floor cooling system with solar power. It also applied multiple high technologies to create a future setting and concept where humans and plants could coexist peacefully. The Pavilion housed 1,700 species and a total of 30,000 plants. Ninety percent of them were native plants of Taiwan. The hope was that TIFE could present to the world the characteristic plants in Taiwan that grow at different altitudes and in different ecological settings.

The Pavilion of Future got its name based on the belief that peaceful coexistence of humans and plants is the future and the future cannot happen without flowers and trees. Technology was applied to create an environment and technology was hidden in the environment. The display of diversified plants communicated the peaceful coexistence between Taiwan's technological developments and the natural environment, Taiwan's respect toward lives of different species, and its ability to create an environment for plants to live in so that plants and the natural environment could be closer to the life of humans in the future.

At the entrance to the Pavilion of Future one could see FUTURE, the English word formed with acrylic tubes on the theme wall. The graphics of leaves presented at each single point were symbolic of the fact that the Pavilion of Future housed over 1,700 species of diversified and unique plants. One could see the future in a "nutshell", rediscover and reflect on the new relationship between plants and humans.

Over the Information Desk at the entrance were 15 pictures. They were logos combining characteristics of different plants and designed for the 15 sections in the Pavilion of Future to help visitors easily locate where they were on the sitemap.

Over the glass door at the entrance, the fan used to regulate room temperature in the green building skillfully combined the different theme logos of the Pavilion of Future. While the fan was rotating to the right or to the left, the logos on the surface of the fan created different visual effects rhythmically, answering to the changeability of the housed plants at different stages.

### A Walk in Nature of Taiwan

Walking on the trail was like walking from the plains to the mountains. One was able to visit different theme zones for different plants in Taiwan, i.e. the zones for tropical plants, subtropical plants, temperate plants, and mountain plants and the shared habitats of orchids and ferns. It was like walking through nature in Taiwan. The diversified plants were trans-latitudinal and trans-topographic. In addition, the smart temperature control system in the Pavilion responded to the ambient temperature, humidity, and lighting intensity and regulated the temperature inside the Pavilion through natural ventilation, mechanical ventilation, or air-conditioning assisted with the floor cooling, spraying, and skylight system. Plants in each growth area would feel as if they were in a natural setting. All flowers, grass, and trees looked flourishing.

## Permanent exhibitions and special exhibitions

Exhibitions inside the Pavilion were divided into permanent and special ones.

Permanent exhibitions were the Rare Plants, Tropical Plants, Subtropical Plants, Immortal Flowers Sections on the first floor; the Succulent Plants, Temperate Plants, and Mountain Plants Sections between the first and second floors; and the Future Garden Section and Orchid and Fern Symbiosis Display Area on the second floor.

Special exhibitions were Agricultural Life, Special Exhibition, and Floral Theme Sections. Different plants were at display throughout TIFE based on their growth cycles and seasons, festivity occasions, or specific topics.

### Rare Plants

Taiwan, for its geographical location, weather condition, mountainous and varied terrains, all the favorable ecological conditions, is home to many unique species.

In order for visitors to be familiar with the properties of the plants, the Pavilion of Future housed “Rare Plants” and displayed exclusive and rare plants of Taiwan, particularly the valuable primitive plants that were once extinct but eventually survived the several hundreds of thousands years of geographical and climate changes, such as Taiwan Cow-tail Fir, Taitung cycad, Formosan Amentotaxus, and Taiwan Date Palm, and enabled people nowadays to appreciate the living fossils left behind from the Ice Age.

### Tropical Plants

Taiwan, for its location across the Tropic of Cancer, has a diversified natural ecology of both tropical and sub-tropical plants. As such, the Pavilion of Future had fake mountains, water falls, and running water in its Tropical Plant Greenhouse that resembled natural landscapes with a tropical air. The constant dynamic water fall pond, in particular, made one feel like being in a real tropical forest.

The biggest must-see in this area was the Tree of Life. This tree was originally growing in an old house in Changhua. Because they wanted to tear down the house, the tree was facing a life-or-death moment. Out of the respect for living things, environmental protectionists relocated the old tree and saved its life. Under attentive care, the old tree has not only survived but also demonstrates its resilient life and continues to grow stronger. Through the glass of the display cabinet, one could see how the tree grew by observing its roots and imagine how vigorous the tree was to proactively start over in a constant changing environment. It was touching and made one reflect on the link between the future of people’s life and the botanical world. This was also the purpose of the Pavilion of Future.

Another must-see spot in the greenhouse was the flower wall that spanned 52 square meters in area. A total of 3,306 plants were used to form the Logo of TIFE. The density of the flowers made the wall an artistic work and created a powerful visual effect with the most greenery and flowers.

### Sub-Tropical Plants

Living on the beautiful island of diversified natural ecology, Taiwanese people can be said to be the most familiar with and feel the most closeness to tropical plants. In order to create the unique air of a subtropical area, this section displayed many local plants of Taiwan, including Taiwan Zelkova, Flamegold tree, Chinese tallow-tree, Whole-leaf hawthorn, Formosanum Elderberry, Farfugium, the unique variegated leaf foliage black bamboo, the stylish Malabar chestnut, the interesting Nandina, and Aglaonema Silver King and Silver Queen, Cape jasmine, Canna, Camellia, Crape jasmine, Sweet osmanthus, and Taiwan Maesa, giving a complete picture of the abundant and rich botanical ecology in the subtropical area.

## Immortal Flowers

This section showcased the immortal flowers developed by domestic manufacturers with edge-cutting technology in the world.<sup>(37)</sup> The immortal flowers made with a technology more advanced than its Japanese counterpart without requiring re-dyeing looked like real flowers in both color and texture. Their biggest difference from dried flowers is that they do not fade and the petals don't break easily. The flowers will not wither within 2 or 3 years. Carefully preserved, they can even last over 10 years. Roses and lily flowers can become immortal as such. However, prices of immortal flowers are 3 to 5 times higher than normal flowers. In addition, the national flowers of countries involved in the Global Garden Area were at display here. With the immortal flower technology, the national flowers did not wither with time and appeared to be flourishing throughout TIFE. This was the welcome and blessing that the TIFE demonstrated to the different countries.

## Succulent Plants

Many people like to have a couple of cactus plants in their homes or offices. These people would be very satisfied if they had come to the succulent plants section in the Pavilion of Future because a variety of such plants available in Taiwan were gathered here, including Cactaceae, Euphorbiaceae, Crassulaceae, Agavaceae, and Asclepiadaceae plants. The whole pavilion, in particular, centered on the concept of Taiwan being an oceanic country and combined the romantic Twin Hearts Stone Tidal Weir of Penghu. The resultant dreamlike visual landscape seemed to symbolize the fact that succulent plants develop their water storage structures in order to accustom themselves to the xeric environment, adding tender and charm to the strong-looking plants.

## Temperate Plants

Temperate regions are home to particularly colorful flowers because of their ideal weathers and the desired temperature differences. Bulb flowers are the most symbolic. The higher temperature in Taiwan affects the blossoming period of bulb flowers. As a result, it is not easy to see many bulb flowers blossoming at the same time. However, in the temperate plants section, temperature was controlled manually so that visitors needed not travel all the way to the Netherlands and could still enjoy the garden of bulb flowers that is otherwise only available in Europe.

The whole section featured primarily coniferous trees (Snow Pine, Kashmir Cypress, Silver Dragon Juniper) and temperate deciduous trees (horse chestnut, maple, and ginkgo) with interlacing temperate year-round flowers and grass, vanilla, bulb flowers, and temperate fruit trees like cherry trees, presenting characteristic temperate plants and colorful temperate regions.

One part of the section was devoted to the diversified native and exclusive plants at middle to high altitudes of Taiwan. Taiwan red cypress, Taiwan Yew, and Taiwan reddening maple along with ferns, Taiwan Pleione, Lady's Slipper Orchid, Taiwan Iris, and Begonia chitoensis, the native special flowers, were at display in combination of withered wood and fallen leaves in the background to feature temperate plants exclusively from the middle to high altitudes of Taiwan.



① ③ Future Garden ② Immortal Flowers ④ Mountain Plants ⑤ Succulent Plants ⑥ Rare Plants -Taitung cycad ⑦ Temperate Plants



① ④ Special Exhibitions ② ⑥ Orchid and Fern Symbiosis Display Area ③ ⑤ Agricultural Life

## Mountain Plants

This section was mainly about primitive mountain plants of Taiwan. Along with mountain primrose, the section displayed the resilient life demonstrated by mountain plants. Taiwan's native mountain plants were used to create three major ecological settings, the mountain forest, grass-covered land, and rock cliff of Taiwan. The plantation featured primarily Taiwan White Fir and the bushes were Yushan Cane, Red-hairy Azalea, and Taiwan Barberry. Along with other mountain wild flowers (Yushan Dianthus, Taiwan Gentian, Yushan Pearleverlasting, Yushan Sedum), the section showcased the diversified and characteristic mountain plants of Taiwan.

## Future Garden

People nowadays are occupied at work and their living space is limited. As a result, they do not have extra time and effort to grow plants in their homes. Thanks to advanced technology, growing vegetables at home is no longer a dream. Plants rely on three primary elements for them to grow, sun, air, and water. The invention of LED lights enables plants to enjoy the needed sunlight even if they are grown in sun-deprived cement forests and bushes. With assistance of the automatic watering system, one can easily grow vegetables at home and enjoy the freshest vegetables every day.

The garden centered on the idea of home and created an aura of a future home. LED lights provide plants with the light they needed to grow so that green plants could grow naturally and purify the indoor air. The LED plant growing cabinet offered 3D cultivation with water and became part of the furniture. Along with the automatic watering system, home production would become the hottest trend in the future. Busy people can eat freshly picked vegetables every day. The natural light conductivity system saves on household electricity expenditure and reduces waste of resources.

The main concept of the future garden is life and an integrated attitude. In the past we separated life from greenery (plants and nature). In the future our life will be closely related to nature, including indoor and outdoor furniture, which should have much to do with nature. Furniture itself is part of a green life. It can be used to grow plants and protect the environment. It can even be self-sufficient. This is the ultimate concept of the Pavilion of Future, coexistence between humans and plants.

## Orchid and Fern Symbiosis Display Area

Taiwan, located in the subtropical region, has unique terrains and a pleasant climate. This gives rise to the diversified ecology of ferns and orchids. Taiwan is home to over 600 species of ferns and the native orchid of Taiwan, Gramma Orchid, in particular, is known to the world. From Gramma Orchid, many new breeds have been developed, which contributes to the orchid industry in Taiwan. Orchids and ferns have similar growing habits. The simulated ecology of ferns and orchids in the mountain forest signifies the rich natural resources Taiwan has in its mountains.

The Orchid and Fern Symbiosis Display Area displayed different genera of orchids, including Phalaenopsis, Dendrobium, Cattleya, Cymbidium, Cycnodes, and Oncidium by their growth habits. Besides fully demonstrating the characteristics of local flowers in Taiwan, the Area combined ferns, the plant treasured by the whole world, and showcased bulky fern plants like the Bird's Nest Fern, Vessel fern, tree fern, or the common tree fern to recover the primitive environment where orchids grow.

## Agricultural Life

This section emphasized development, innovation, utilization, and sustainability. It aimed to primarily present the power and accomplishments of Taiwan in agricultural technology. Besides to provide related accomplishments of agricultural and horticultural studies in Taiwan to related industries, businesses, and research institutions for their reference, the section hoped also to extend the agricultural and horticultural industry to the general public through the display and combine industrial research and development energies to contribute to a quality development environment for the floral industry in Taiwan.

Throughout TIFE, paddy rice, fruits, flowers, health-preserving plants, and teas, the most indicative and significant crops of Taiwan<sup>(38)</sup> were at display with guided explanations so that visitors could have an in-depth understanding of the outstanding advancement of Taiwan in both the quality and technology of paddy rice, the nation's staple or fruit and flower products.

## Flowers Theme Park

This section presented with the bulkiest and the most popular flowers grown in Taiwan or flowers that celebrated the Chinese New Year during TIFE. With floricultural arrangements, it showed the characteristics and diversity of flowers in Taiwan. Flowers at display throughout the exhibition included Golden spider lily, Tuberose, Oncidium, Flaming lily, Christmas flower, firecracker flower, pot mums, Gladiolus, Cat-tail willow, Calla lily, Laurustinus, cyclamen, Rieger Begonia, lilies, roses, tulip gentian, braided Malabar chestnut, and Rodealin.<sup>(39)</sup>

Statistics of the Council of Agriculture show that the flower production area throughout Taiwan in 2008 was 13.109 hectares with an annual production value of approximately NT\$11.8 billion. Among the grown flowers, the dancing-doll orchid, flaming lily, tulip gentian, and Malabar chestnut are considered to be the most competitive export-oriented ones.

## Special exhibitions

This section showcased primarily bulb flowers, Peony and begonia elephant ear that are grown in similar temperatures. Many rare species were at display to signify the diversity of peony and begonia species. The exhibitions were divided into three periods.<sup>(40)</sup> Bulb flowers came in European style vases. A variety of bulb flowers were gathered in the European style garden. Peony originated in Mainland China. As such, the different species of peony were presented in Chinese style bamboo vases to add to their nobility. Begonia species were diversified and many of them were from different countries. They were presented in boxes. Different families of begonia were at display in groups, which made the rich species more pronounced.

## **Pavilion of Angel Life**

Theme Slogan: Colorful flower, flowing water, green life

Exhibition Hall Type: Culture and Art

Design Team: Bioarchitecture Formosana

Construction: Fortune Construction Co., Ltd.

Exhibition Arrangement and Operation Management: Angel Art Gallery

This pavilion was planned and run by the Angel Art Gallery and a consolidation of life aesthetics. Featuring primarily “art in life”, the pavilion utilized interactive audio-visual technology in combination of green building to present the mountains, rivers, and diversified flowers of Taiwan in life and communicate the idea of art in life to the visitors. Arts and aesthetics were integrated in various aspects of life through creative ideas that combined flowers, technology, and humanity. This was the essence of the operations in the Pavilion of Angel Life.

The Pavilion of Angel life used technology to combine food, clothing, housing, transportation, education, and entertainment in people’s lives. The Pavilion housed various characteristic performance arenas and exercised diversified functions. It aimed to demonstrate life aesthetics featuring Taiwan, communicate local and international marketing, and bridge arts and life. It gathered edge-cutting designers, craftsmen and exquisite designers, and showcased domestic well-known household furniture creative works and exquisites in Taiwan. It also provided domestic industry marketing brands with a versatile platform.

### **Simplicity, carbon reduction, frugality**

The Pavilion of Angel Life was a green building and digital pavilion that featured natural lighting, natural ventilation, and natural energies such as solar power, the rainwater recycling system, the energy-saving, floor-cooling, and air-conditioning system, and water-saving facilities, etc. The interior running water and flower landscapes combined the state-of-the-art energy-saving digital technology and enabled the visitors to enjoy the innovative digital green life of the sub-generation. An attitude about sustainable development and green energy-saving was the best evidence of the theme of the Pavilion of Angel Life, simplicity, carbon reduction, and frugality.

In order for TIFE to reach the heart of its visitors, the Pavilion of Angel Life emphasized life aesthetics and hoped to impress the visitors with its care for the nature through lots of interactive technological and audio-visual performances. As such, the Pavilion of Angel Life housed the artistic lobby, audio-visual theater, smart life center, and artistic life center, among other different exhibits to facilitate exchange between and release of creative floral brands from Taiwan and performances presented by domestic and international groups. The aim was to express people's additional expectations for a beautiful life in the future that come to life through digital technology and experiences. Visitors could put on some air of arts while appreciating the various types of flowers and plants.

### **Artistic Lobby: Chronology of Times**

An arena for holding art exhibitions, the lobby enabled artists to organize their exhibitions or housed local cultural theme exhibits. The artistic lobby with elevated green building to show spatial layers was an excellent place for international visual art performances and exchange. The technological, artistic, and trendy art decorations led you into a science fiction setting.



## Smart Life Center

The combination of greenery, arts, and life aesthetics through digital technology turned into a smart idea. Besides performances, special exhibitions, and fashion shows, the simple yet well-thought-out life and environment in a quality Taiwanese house were presented in front of the visitors.

## Audio-Visual Theater

This section presented the diversified beauty of Formosa through high-quality audio-visual contents of the ecology, landscape, flowers, and rich primary cultivation technology and oceanic resources of Taiwan. It was the best audio-visual place to get an impression of Taiwan. The virtual presentation and the idea to inspire tourism combined characteristics of different places, from mountains, lakes, to oceans through virtual integration. Digital multiple audio-visual techniques were applied to present the beautiful landscapes of Taiwan. Throughout TIFE, the “Floral Formosa” series of films was played on a weekly basis.



## **Pavilion of Dreams**

Theme Slogan: Hope, dream, new horizon

Exhibition Hall Type: Advanced technology achievement

Design Team: Bioarchitecture Formosana

Construction: Fortune Construction Co., Ltd.

Exhibition Arrangement and Operation Management: Industrial Technology Research Institute

The exhibition arrangement for the Pavilion of Dreams focused on the belief “combining technology and creativity for a common dream” and centered on the harmonious relationship between the nature and human beings. The Industrial Technology Research Institute (ITRI) offered its latest prioritized advanced technology and domestic artists contributed with their creativity. The two joined hands to educate the public through entertainment with assistance of interactive technology and re-inspire the respect and desire for the nature in the hearts of the visitors.

In the lobby of the Pavilion of Dreams stood the theme “Preclude”, meaning the beginning of a journey. Each visitor would receive an RFID smart wristband and be guided through one exhibit after another. The magic wristband was capable of alternative detection and would record the footprints that the visitor set in the pavilion. In other words, once a visitor completed the fourth lobby “Love and Dream” of the whole journey, all he or she had to do was place the wristband on the cohabitation machine and the RFID device would read messages in the wristband and “summon” an exclusive technological flower for the visitor according to his/her visiting pattern. At the end of the journey, a one and only floral dream card would be produced to be the evidence that the visitor had gone on this science fiction-like journey and would be kept in the Pavilion of Dreams, creating a dreamy sea of flowers unforeseen for everyone.

The Pavilion of Dreams did not feature real flowers, grass, and trees but enabled visitors to experience in person the special environment where people and nature were reciprocal, co-existing, and integrating with each other through edge-cutting technology.

### **Lobby**

The lobby housed the “blossoming” gigantic powered mechanical flower about six meters in width and a forest tunnel that was formed with series of 150 flexible soft amplifiers as thin as paper. Under different colors of light and scenarios, one only saw the slowly blossoming gigantic mechanical flowers and heard the voice of the motherland from the layers of leaves that sounded like a natural chorus as a result of the breezes going through trees. Both visual and audio impressions were powerful.

In order for technology and nature to form the most creative combination, the design team also made the extra-thin flexible amplifiers into leaves. The “paper horns” as thin as paper could create sound effects non-inferior to traditional horns at all. Besides, it was environmentally-friendly and energy-saving. The amplifiers were winners of the Technology Innovation Award of Wall Street Journal 2009.

### **Lobby 1**

The theme was “diversity.” The “multi-view naked eye 3D display” technology of ITRI and 3D films were used to present the unique species of Taiwan and symbolic flowers, e.g. Asiatic buttonbush, lotus, and Nepal Pearleverlasting. Visitors only had to stand in front of the uniquely designed 65” naked eye 3D display screen and could see the realistic 3D images as if they were part of the images without wearing special glasses. They could also interact in real time with various plants on the screen directly. All they had to do was stand in the green fluorescent light halo on the ground facing the screen. The red germ on the ground would detect and glow. After that, flowers in the screen would interact with visitors. It was like

they had been put a spell. They would interact with visitors by releasing seeds, blossoming, and singing. It was surprising and amazing.

## Lobby 2

The theme was “reciprocity”. The design team turned visitors into insects through interactive technology who traveled in the petal maze. As soon as they entered the stamen channel, they had to gently pat the sensor on the 3D stamen with their hands. The fluorescent spots transformed through projection on the screen were then used to represent pollen sprayed on everyone’s body. After that, visitors traveled to the stamen embryo sphere. With a touch by hand, the 18-piece large curvy liquid crystal glass showed a large flower sea, symbolizing completion of the pollination and turning the life on. In Lobby 2, visitors experienced not only life-nurturing process in person but also the reciprocal and interdependent relationship between insects and flowers.

## Lobby 3

The topic was “integration”. The 360° complete seamless interactive circular theater and the “non-touch ultra-wideband physical signal detection technology” (UWB) developed by ITRI were combined to present omnipresent six images with assistance of 11 projectors working at the same time in a fast pass-through shift method. At one point of time, a person was seating in a boat in a lotus pond. At another point of time, he or she flied to the cloud sea and quickly entered the suburb area of Taipei City until the flower fairy showed up. Then the sensor would detect the human image and release gorgeous fireworks. Throughout the whole film-watching process, each single second was full of impacts as one could feel the approaching images at all times.

After the film was over, visitors could stand in the green light halo on the ground and took consecutive deep breaths. The sensor would detect the consecutive movements of the visitors taking deep breaths and the small trees on the screen would slowly grow up. When there were butterfly pupa on the trees, visitors could place their hands gently on the pupa. The UWB equipment would detect the heart beats of the visitors and butterflies would come out of the pupa. This interactive process aimed to convey the meaning that all living things in the universe could communicate energy of life to each other and promote the idea of coexistence between humans and nature.

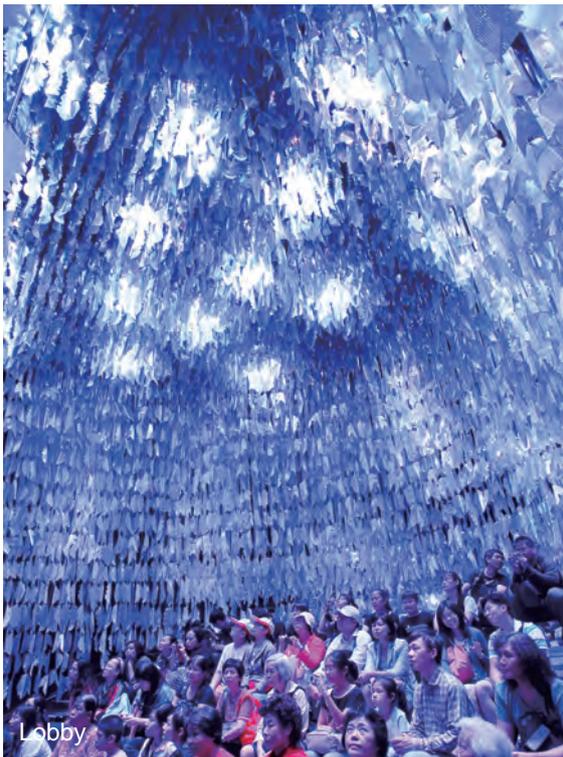
## Lobby 4

One would arrive at the Florabot section first. The design team successfully bestowed 438 florabots with the “living thing-like” patterns so that they were capable of sensing, communicating, and interacting. Each florabot could spontaneously collect the audience’s status and answer to each other to generate real-time and consistent light shadow and physical changes. They also danced to music and form a variety of eye-catching and unique flower sea scenes. “Florabot” expected to demonstrate the infinite possibilities for combining and integrating technology and humanity, responding to the emphasis “combining technology and creativity for a common dream.”

At the end of the journey, one entered the “love and dream” section. The RFID smart wristband that each visitor wore had completed the whole calculation and gave rise to an exclusive flower for the specific visitor. The flower would be grown in the “City Garden” and become part of beautiful memory for visitors having gone on the journey of dreams. Before leaving the Pavilion of Dreams, each visitor would receive a one and only floral dream card as souvenir.

## Dream Theater

The animated film adapted from Jimmy’s famous picture story “To Own a Corner of Your Own” and the dynamic device was being played. Along with glass space design, one after another wonder-land-like yet highly contagious screens were created, enabling viewers to feel for themselves the dream world created by Jimmy.



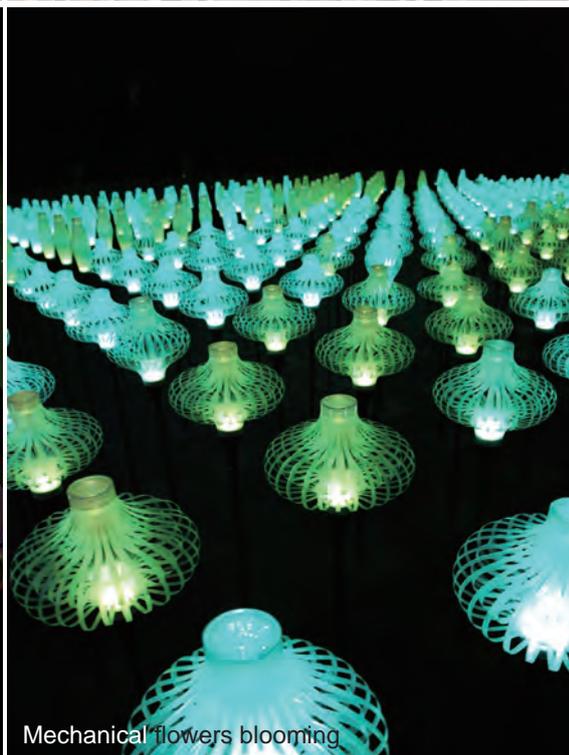
Lobby



Paper Horn



3D stamen sensor



Mechanical flowers blooming

## Pavilion of Regimen

Theme Slogan: Health-Preserving and Oxygen-Generating – Hundred-Year-Old Flowers

Exhibition Hall Type: Floricultural Power

Construction: Jian Hong Construction Co., Ltd.

Exhibition Arrangement and Operation Management: Craftsmen International Design Company

The Pavilion of Regimen was a renovation of an existing building in Xinsheng Park. Different from other pavilions that mostly featured beautiful and colorful flowers and grass, this pavilion featured “health preservation and oxygenic life” and “hundred-year-old flowers.” Rare, old, or unique-style pot landscapes and perfume and herbal plants were at display. The preparations took over a year. The organizer visited over 300 collectors throughout Taiwan to borrow their collections. Over 350 precious pot landscapes were collected eventually. Most of them came from northern, central, southern, and eastern parts of Taiwan, a total of 15 counties and cities (31 institutions). 20% of them were over a hundred years old, 50% were 99 to 60 years old, and 30% were 59 and 50 years old. The pot landscapes were at display during five exhibition periods by themes of hundred-year-old flowers, beauty of arts, autumn and fall landscapes, spring greetings, and blessings. Most of them were showcased inside the pavilion and in the outdoor regimen garden.

Inside the pavilion, 20 pot landscapes were at display during each exhibition period along with proper antique furniture that went with the theme to create a setting where scholars were tasting tea, painting, and appreciating pot landscapes. The outlying regimen garden, on the other hand, followed the five elements of Fengshui and was divided into 95 Taiwan, Smooth and Fair Three Talents, Five Blessings at Door, Seven Star Matrix and pot landscapes that answered to the characteristics of each section were placed. Each exhibition period saw approximately 80 pot landscapes in total.

There were other related events on site, e.g. pot landscape maintenance lessons, creativity lessons, pot plant trimming lessons, introduction to herbal plants, autumn lung and liver nourishing teas promotion, and applied perfume plant desserts, etc.

### Breathtaking Pot Landscapes

Breathtaking pot landscapes were only available for collectors to see in the past. However, TIFE presented pot landscapes in front of the general public and provided expert-guided tours, enabling the general public to learn how to appreciate the topnotch planting arts.<sup>(41)</sup> Natural trees and views in a nutshell or mature and sophisticated pot landscapes, they show the grower’s devotion and the uniqueness and rareness of pot landscaping arts.

### Outdoor Regimen Garden

The Pavilion of Regimen was planned with the outdoor regimen garden. Mimicking a Japanese style garden, it was divided into four sections. On the right was “95 Taiwan” that showed landscapes of a garden in the mountains. The garden was in the shape of a Taiwan map. Small mountains, stones, trees, and flowers were used to simulate a natural garden in Taiwan. Nine pot landscapes were at display here. The unique careful thoughts were beyond one’s eyes to catch.

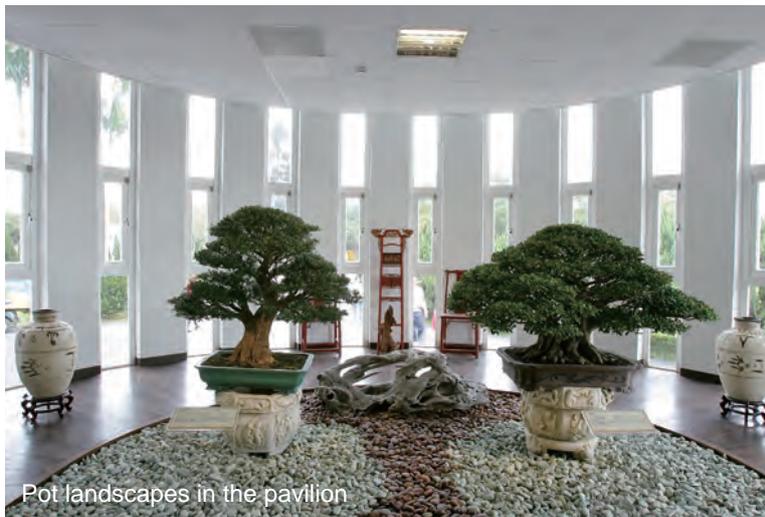
The “Seven Star Matrix” withered mountain garden, on the other hand, was an abstract presentation. Stones, gravels or sand were used to create a natural landscape. The seven white jade antiques were used as the pot mounts to present the beauty of pot landscapes. This style was strongly influenced by Zen Buddhism with an inherited tranquil aura.

To go with the tree shapes of pot landscapes, several natural animal sculptures were set up. The vivid animals made one feel as if he or she were in a natural garden. There were the natural sculpture in the shape of a crane and the head high horse created by a 1:1 ratio with tree trunks, the masterpiece of a wood-carving master in early times of Taiwan. All of them were impressive.

## Date with Herbs

Besides the pot landscape special theme exhibitions, the Pavilion of Regimen also joined efforts with herbs associations in multiple counties and cities to present various native herbs in Taiwan, approximately 24 species of perfume plants and herbs during each exhibition period, some rare herbs of Taiwan, e.g. Magnoliopsida with unique efficacy, small-flowered camphor trees that have been classified as Taiwan's state tree, hairy uraria that is known to every household, and the indigenous cinnamon tree that is considered high-end in Shennong's Herbal Classic.

The Pavilion of Regimen did not only have pot landscapes and herbal plant special exhibitions but also various workshops that went with concurrent Taiwanese festivities to combine both traditional and trendy cultures so that visitors could experience the recreation and arts of ancient scholars and learned people while enjoying the scents, tasting the tea, and appreciating the paintings and pot landscapes.



Pot landscapes in the pavilion



Pot landscapes in the Regimen Garden



Regimen Garden

## Palace of Flora Teas

Theme Slogan: Flora Teas and Delicacies

Exhibition Hall Type: Floricultural Power

Design Team: Hsu-Yu Chien Architecture Firm

Construction: Qing Lin Construction Co., Ltd.

The Lin An-tai Historic House was renovated and became the Pavilion of Flora Teas in the Xinsheng Park Area. The original plain looks were kept. Visitors could take a break at the Fujian Style Garden with the water pond next to the main building after they finished visiting and tasting flora teas and desserts. Sitting by the pavilion next to the small bridge and running water, one could easily be mistaken that he/she had traveled through the time tunnel and returned to the Qing Dynasty. Why not rid the secular worries and noises accordingly and simply imagine what a Qing Dynasty living environment and prosperous life would look like? When breezes slowly passed by, time turned its wheel at ease. One would feel the pleasure of being able to take a break for even just half a day. It was a rare experience to recall the ancient times in the noisy and colorful TIFE.

The Palace of Flora Teas was renovated from the 200-year-old Lin An-tai Historic House. A traditional Chinese Fujian style, the Home features a rigid layout and elegant sculpture. It is the best preserved ancient building in Taipei City.<sup>(42)</sup> To answer to the whole ancient, simple, and tranquil essence, “Exhibition of Local Traditional Relics and Tea Restaurants” became the theme of the pavilion throughout TIFE and flora teas and delicacies were offered. Tea arts experts were invited to explain the art of flora teas on site, enriching the knowledge of visitors particularly interested in natural health preservation. One could not only appreciate the best preserved old house of Taipei City but also enjoy the delicious flora tea cuisine with poems and prose being recited in the background for a purified mind and body and experience the humanity air of a Fujian style garden from the Qing Dynasty.

What came in sight as soon as one stepped into the Palace of Flora Teas was the authentic Fujian style architecture and the carefully created Fujian-style garden and bamboo path. One got the opportunity to experience abundant essence and intelligence associated with traditional architecture and culture and had a glimpse of what it would be like in the ancient times.

### Representative work of Fujian style architecture

The Lin An-tai Historic House looks plain from the outside but the layout is rigid and encompassing. The primary and secondary parts are distinct with complete equipment. It is a courtyard binary hard mountain-style traditional piece of architecture. In the center is the main hall where the family worshiped their ancestors. On the left are the bedrooms of the first wife and third wife and on the right are the bedrooms of the second wife and fourth wife. The right and left are symmetrical with the main hall as the central axis. In the front is the flower pendant hall commonly known as the front gate. Outside the hall is the courtyard paved with red stones transported from mainland China. In front of the courtyard is the oval pond with internal and external fences on the right and the left. The patio is in the center. Floors inside and outside the house are made of igneous rocks. Between internal and external fences are corridors for water to travel through. The corridors are spacious, bright, ventilated, and airy.

Compared to a Chinese style roof which features changing shapes, the roof ridge of the Lin An-tai Historic House adopts the simple one-tunnel design with the center comprising two-piece carefully-made window sills. The tiles on the roof are of the Fujian style. The base tiles are tailored leather tiles. The roof ridge has a swallow-tail-like curve and the leather line of a water dragon, adding to the natural and soothing outlook of the house.

In order to present the Fujian style architecture as a whole, the architect added the half moon pond in front of the house, a common practice among architects in the old times. The pond was used actually to keep fish, for defense, firefighting, water-supply, and temperature reducing purposes. In Chinese Fengshui, it reflects the concept of “qi stops at water” so that the dragon offspring qi can remain in the house. It also implies collection and preservation of treasure. Therefore, some people call it a Fengshui pond or front pond.

The Palace of Flora Teas only had worn tiles replaced during renovation. The remaining building materials such as ballast and Guanyin stones as well as the China fir are mostly original and hence the pavilion is still historically significant. The surfaces that were covered in dust and moss lichen were carefully washed and cleaned with water through a low-pressure air compressor or soft brushes. The materials, grains, color, dimension, shape, and make of imitated and newly made tiles, bricks, eaves tiles, driplines, and stones are all identical to the old architecture.

### Exhibition of relics and artistic activities

Inside the Palace of Flora Teas were primarily stationary exhibitions of traditional relics that introduced the origin of the Lin An-tai Historic House and its architecture design. It kept the exhibition of the traditional ancestor worshipping custom, e.g. the ancestral tablets, ancestral portraits, tables and chairs used in worship, models of offered items and other custom supplies in worship because they are important evidence for local education or for ancestors’ developments in Taipei.

In addition, traditional performances, periodical poem and prose recitations, tea arts, among other artistic and cultural events were organized. With the tea tree pot landscapes to set the tone, the old house turned into a place full of greenery, flowers, and trees where people could take a break at, visit, and enrich their body and mind.



## Landscape and Horticulture

### Fujian style garden

The Fujian Style Garden combined false mountains, water falls, tea trees, aquatic plants, ferns, orchids, bamboo grove, and seasonal perfume plants to present the unique Fujian-style classical and elegant beauty and re-present the garden space image symbolic of the local culture. In addition, there were over 2000 pots of Moso bamboo, Makino bamboo, Pachi bamboo, Hedge bamboo, and Chinese cane, among other bamboo species. With bamboo as the theme element in combination with different intensities of light and frames, the charm of exclusive bamboo species of Taiwan was presented so that visitors could be integrated and experience the beauty of a Fujian style garden.

In the Fujian Style garden one could experience the different looks of four seasons and apply poetic atmospheres in the landscapes. One could climb up the pavilion stairs and oversee the views. One could also taste tea in the old house and the garden while experiencing the leisure and ease of a traditional life.

### Flower Base under Trees

With the rhythmic waves as the topic and the spring of life-water as the symbol, the landscape flower sea was pictured in the midst of waves and round ripples. Flowers were alternated to show the diversity and busy characteristic. In addition, by changing the oceanic waves, the natural floral landscape was created. The stereoscopic landscape comprising plants of different heights expressed the vigor and atmosphere of TIFE. In addition, composite directory flower beds were set up along main lines in each section to diversify visual experiences. Meanwhile, there were three green whale sculptures (The highest one is 6.4 meters), answering to the emphasis of natural ecology conservation.

### Serenity Garden

The serenity garden is one of the few symmetric geometric gardens in Taiwan. It was designed along both sides of the Pavilion of Regimen. On both sides of the garden was a sharp-shaped array of small persimmons. The oriental culture was introduced in the garden to enhance the aura of a European garden. In addition, the floral beds were made with oriental prints such as Formosan spiraea, Buddha's Hand Citron, and Jade Ruyi. Different colors and flower species were at display to reflect different seasons with different auras.

There were one round spring fountain on the right and one the left of the lawn, respectively, to interact with the surrounding flowers. The water fountain was planned with a square large platform and offered the optimal view for visitors to appreciate the flowers. In the midst of the large lawn were three sculptures symbolizing solidarity, hope, and spring trends, creating a sense of extensiveness and spaciousness and serving as the best place for visitors to take a break and rest before going to the next sightseeing spot at TIFE.

### Garden Maze

Between the serenity garden and the greeting corridor was the garden maze comprising various plants. The green fence bushes and stereoscopic green fences blocked the view. Diversified travel lines were designed. One, standing in the middle and surrounded by tree fences, could not easily find his/her way out. Therefore, it was suitable place for family members or couples to play hide and seek.



① Serenity Garden ③ ④ Fujian Style Garden ② ⑥ Flower Base under Trees ⑤ Garden Maze



## Floral Tunnel

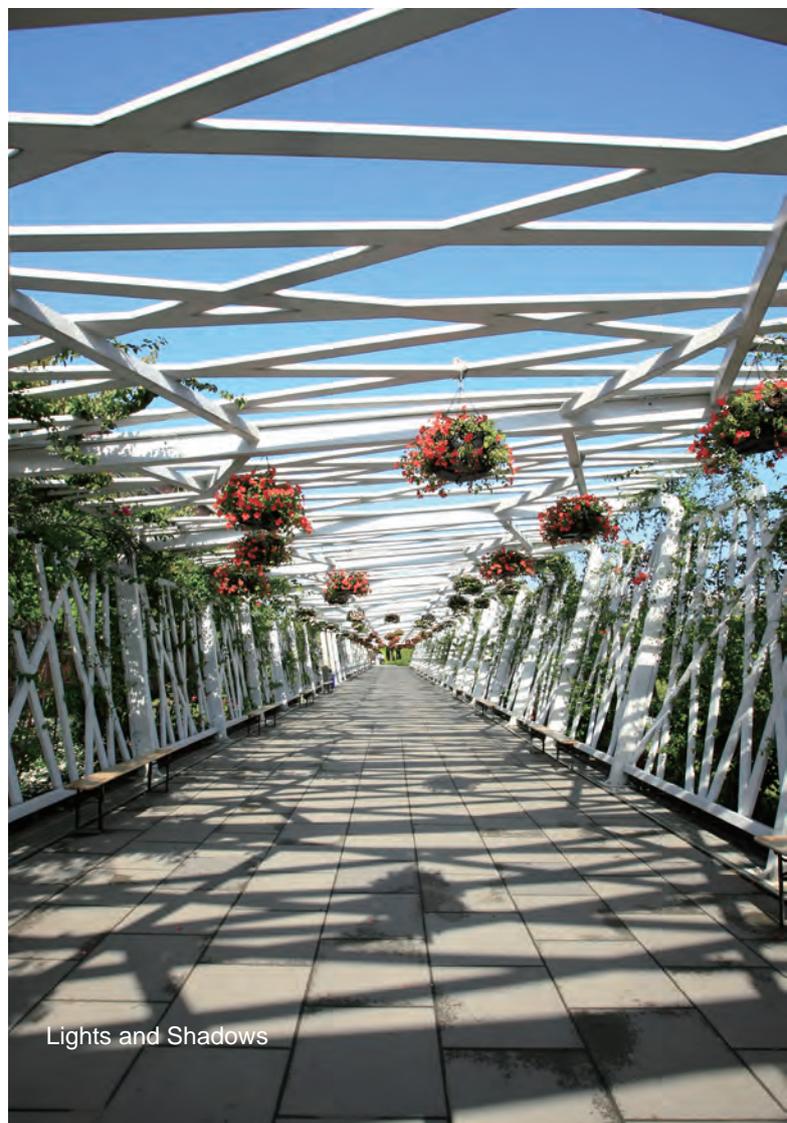
There were two floral tunnels in Xinsheng Park. With Xinsheng Park as the mid-station, there were the Lights and Shadows connecting the Fine Arts Park Area and the Bamboo Veranda connecting the Dajia Riverside Park Area. Together, the two Floral Tunnels connect three major park areas and symbolize connection, demonstration, and recreation. They are the demonstrations of the structure of “strength and beauty.”

Lights and Shadows were made of tree structures and connected Fine Arts and Xinsheng Park Areas. The non-horizontal and vertical lines created a new floral corridor. The tree structure implied walking in a forest. Sunlight that came through from different angles contributed to different light shadow changes and added to the fun of experiencing how it felt like walking in a forest.

The Bamboo Veranda used the bamboo section as a unit and constructed a green corridor in a multi-layer space. One walked along the corridor and would feel like as if he or she had entered a green corridor made of a series of garden exhibits as the plantation on both sides changed constantly. The multi-layer presentation of plants added to the visual diversity. The modular units used materials that could be assembled repeatedly, adding to the possibility of reutilization in the future.



Bamboo Veranda



Lights and Shadows

## Exhibitions and Outdoor Performances

Exhibitions took place inside the five pavilions while outdoor performances took place in the garden of dreams and the Dream of Flower Plaza. <sup>(43)</sup>

1. Performances in the garden of dreams were generally scheduled daily at 11:00, 14:00, and 16:00, with each performance lasting for 30 minutes. The performers were domestic and international groups and street performers, including Corpus from Canada, French pianists, and Tabla Waka & Sitar Yo. There were various types of musical performances including harmonica, jazz, traditional Chinese music, indoor music, wind orchestra, chorus, African drumming, mime, Chinese puppet show, action drama, acrobatics, circus, and children play.

2. Performances on the Dream of Flower Plaza were generally scheduled daily at 13:00 and 13:30, with each performance lasting for 30 minutes. The performers were primarily student clubs and community groups. There were various types of musical performances including music played with flute, wind orchestra, traditional Chinese music, string orchestra, moon guitar, jazz, string music, and drumming, dances like Flamenco, street dance, and hot dance, and performances involving cheerleading, honor guards, Chinese yo yo, lion dance, Taiwanese opera, and puppet shows.



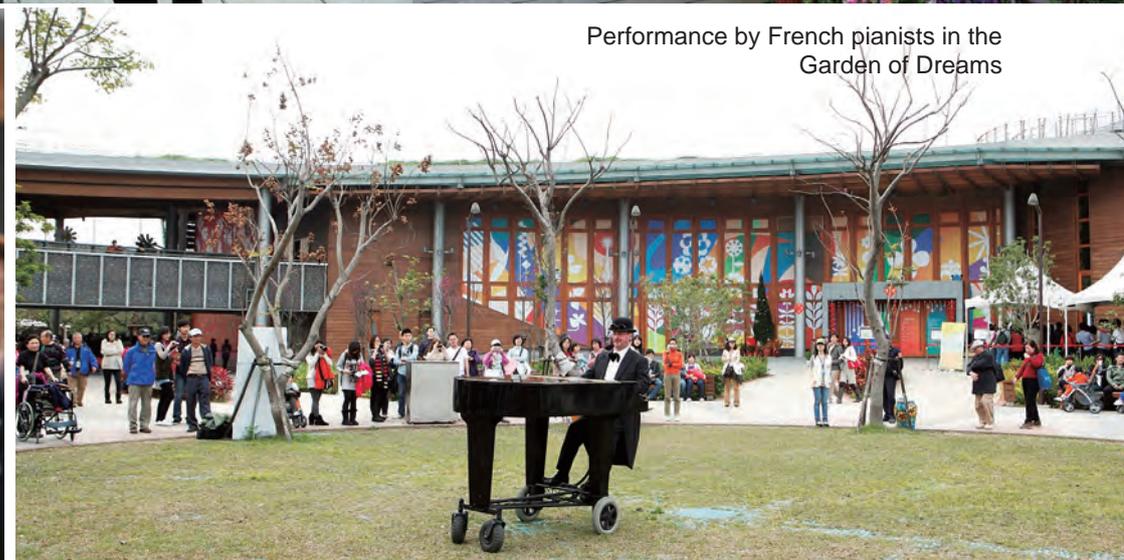
“Lamb Show” by Canada CORPU



Entrance to the Dream of Flower Plaza



Performance by French pianists in the Garden of Dreams



Performance by French pianists in the Garden of Dreams

## Dajia Riverside Park Area

Exhibition Halls: None

Characteristic facility: EXPO Arena, Eco Theater, Blue Highway, Pier Dajia

Landscape and Horticulture: Sea of Flowers, Taiwan Botanical Diversity, Edibles Garden, Family Area, Children's World, Gardening Competition Area, Movable Forest

Exhibitions: took place inside the EXPO Arena

Outdoor Performances: took place in the Eco Theater and on the Carnival Boulevard

The Dajia Riverside Park Area was 48 hectares in area and was the largest of the park areas of TIFE. Because it was deployed along Keelung River and was the first riverside entrance in the world for world-class expositions, enabling visitors to enter and leave the park area through the Dajia entrance/exit and to visit TIFE through Pier Dajia via the Blue Highway, it was another sensational experience not to be missed for TIFE.

Entering the Dajia Riverside Park through the Dajia entrance/exit, one would find that after it was re-planned, a lot of facilities were added to the green land that was originally used by the people of Taipei City for exercise and taking a rest. The entrance/exit that looked like a flower, the EXPO Arena that looked like a giant insect, the Eco Theater where the Wish Fountain was located, the Carnival Boulevard where the caterpillar had a parade on, and horticultural establishments like the Sea of Flowers, Floral Landscapes, Movable Forest, Gardening Competition Area all contributed to the colorfulness of this flat green land.

In order for children to enjoy TIFE, the Children's World and Family Area were particularly added as places for children to learn in a joyful setting and were suitable for the whole families to go on an outdoor learning tour. In addition, the renovated Pier Dajia by Keelung River was designed with light sculpture. On the surface of the river near the pier, floating lights resembling water lilies were deployed. River embankments across the river and the nearby Dazhi Bridge were painted with fluorescent dyes and decorated with patches or water screen projection, among other creative techniques, so that the Dajia Riverside Park Area could be glamorous and bright in the daytime and offer the beautiful twilights of Taipei along the Blue Highway at night. The park area was entertaining every single second and minute from morning to night.



## Special Facilities

### EXPO Arena

The most eye-catching pavilion throughout the Dajia Riverside Park Area was the EXPO Arena. The gigantic arc tent well designed to look like a huge insect with a long body, the nose, the tentacles, and a pair of wings was 70 meters in length, 30 meters in width, and 16 meters in height and visible as soon as one reached the Dajia entrance/exit. In addition, it required only minimal power supply for operations inside the arena, greatly answering to the energy-saving idea emphasized by TIFE.

During TIFE, the EXPO Arena was accommodating various performances by the “weekly topic”. Talented people in various performance arts, traditional and modern, Taiwanese opera to pop music, and rock and roll to classic music, were invited to perform here. The performances encompassed pluralistic styles with diversified presentations. There were around 100 groups performing in this arena during the 171 days of TIFE with over 300 programs. The first was the “Popular TIFE Music Festival” featuring robust Chinese pop singers. It lasted for a month, with 26 groups of singers, including Jam Hsiao, Jun-Jie Lin, Crowd Lu, Della, Mei-Kei Chiang, Xiao-Hu Huang, Huang-Qi Xiao, Champion Band and Fuwang Band. The wonderful performances excited the audience.

Performances in the EXPO Arena generally occurred at 14:00 and 19:00 and each performance lasted for 30 to 40 minutes.<sup>(44)</sup>

### Eco Theater

With the Wish Fountain as the hinterland, the Eco Theater with a diameter of 200 meters was created. It was a circular open performance venue in the shape of a horse shoe. The venue could accommodate 3,000 standing viewers where the park closing show “Memory of Water” was played every day at 20:30 from January 15 to April 25, 2011.

The Memory of Water was presented jointly by Ilotopie, the French group that has been engaged in aquatic performances for 30 years and performed in 55 countries and Taiwanese performers.<sup>(45)</sup> The topic was about Taiwan at three different points of time. Actors did not have to memorize lines. Music like “Sweet Honey” and symbols of the different points of time, e.g. the straw rain cape, steel bars, and mouse used for computers were the only tools used to present the contemporary lives in Taiwan during the 1940’s and 1980’s. Multiple symbolic and resonant visual impressions, such as Taiwan-made canned pineapple and baseballs, were designed to go with the story. They were made into huge aquatic floaters that carried the actors. In addition, for powerful visual sensations and to be humorous with the fun gray area between reality and fairytales, the tools and some actors’ costumes were purposefully disproportional. These direct and powerful, interesting and humorous visual symbols let the audience realize on their own the significance the play was going to convey.

Water in the Eco Theater was neither impetuous nor rapid. It was seemingly stationary but in fact was flowing slowly as if it were symbolizing the movement of time. The performance with the running water at the turn of the mill in the large pond was like pages of real life storybooks. The actors, upon the time current, recalled and dealt with the lives we had in the past and have now.



① Rainbow Bridge ② Pier Dajia ③ Pier Meiti ④ Pier Xikou ⑤ Water lily lanterns at Pier Dajia ⑥ Dazhi Bridge digital water curtain ⑦ Light sculpture on the embankment wall

## Blue Highway

It was estimated that TIFE would see up to 8 million headcount of visitors. Besides the convenient land shuttle bus lines that connected the four park areas, a waterfront route, the Blue Highway<sup>(46)</sup> was planned. There were 3 piers from the upstream to the downstream of Keelung River, Xikou, Meiti, and Dajia. Along with the original sightseeing piers, Dadaocheng and Guandu, along the Blue Highway, visitors could go on a sightseeing tour and explore the beautiful views along Keelung River after they finished various events and watched plants and flowers at TIFE.

## Pier Dajia

To welcome visitors that came through the Blue Highway, Pier Dajia was also renovated with new visual effects. At the riverside pier, a series of LED lights that looked like water lilies was deployed. When the night came, one could take the boat or the intra-park shuttle bus to Pier Dajia that was even more beautiful after it got dark to witness the illumination of the water lily lights and the great views along with the “digital water screen” and “light sculptures on river embankments” at the Grand Hotel and Dazhi Bridge. One could also appreciate the light sculptures under Shuiguan Bridge by the Children’s Recreation Center. Every time a MRT train passed by, the 71 sets of full-color LED lights configured on the bridge would run along with the train, creating aesthetic light-chasing scenes.

Light sculptures on river embankments used the riverbank as their stage and the embankment wall of Keelung River as their coloring cloth. Images of paulownia flowers and black-faced spoonbills were painted with fluorescent dyes on the wall that extended up to 1,250 meters. During the day, it looked like a large horizontal piece of wall painting. When the night was approaching and the lights were dimming out, the flowers and birds would glow in different colors and presented another piece of wall painting. After it turned totally dark, the flowers and birds also disappeared in the dark. This was when films like “Enchanted Forest” and “Dancing Fireflies” were played. The films were not for the audience to watch only. Viewers could also stand in the interactive sensing zone right across from the center of the embankment wall and wave or run to have their images projected in the films being played on the embankment wall across the river and experience the dreamlike scenario.

The digital water screen at Dazhi Bridge is the largest outdoor one in Asia. The water screen performance that lasted for approximately 5 minutes each time started at sharp hours from 6:00pm to 9:00pm. The computer-controlled light and water changes created various images on the screen. Visitors could see on the water screen that was about 36 meters long and 15 meters tall Chinese and English words like Taipei, Flora Expo, and Welcome and various graphics like the shape of a heart. They appeared and disappeared in front of the viewers as if they were animations.



## Landscape and Horticulture

### Sea of Flowers

In the 4 park areas, one could see surprising seas of flowers except for the Fine Arts Park Area. In the Dajia Riverside Park Area, there was also the infinite Sea of Flowers adjacent to the Eco Theater, greeting visitors with equal passion. The Sea of Flowers was about 1.7 hectares in area and appeared to be wavy as it was on an uneven ground. With various grass and flowers, bright colors were put together. The “Flowers Band” formed by TIFE mascots would become the theme for this Sea of Flowers, too. Flowers of different colors were presented to reflect the special festivity and seasonal division points of the month on a quarterly basis, contributing to diversified garden looks.

### Children’s World

In order to be entertaining for all ages, the Dajia Riverside Park Area was designed with the Children’s World where children could absolutely have fun experiencing various types of plants from actually touching them, smelling them, to seeing flowers and plants, and learn about nature. There were plants with hairy roots, stems, and leaves, such as the Chinese wormwood, humble plant, rosemary, and Lemmon’s marigold for children to touch and feel by themselves. The cute large caterpillar image with a formed by the perfume plant lavender with a caterpillar-like texture and a head made of FRP glass fiber was realistic and funny. Children were exposed to nature while making fun of the caterpillar’s appearance in the midst of pleasant fragrance. In addition, there was a variety of other plants with fragrances, including lemon grass, spearmint, orange mint, rosemary, apple mint, pineapple sage, and Mexican bush sage. Children could learn more about plants by smelling them. In addition, the flower field in the shape of a butterfly had flowers renewed for different periods. The flowers were butterflies’ favorite for taking a rest or extracting honey, including the scarlet sage, mealy sage, rainbow pink. They attracted dancing butterflies and surely made the children very happy.

### Family Area

For parents visiting TIFE with their kids, there was the Family Area. This area was both educational and entertaining. Parents and their children could learn quite a few plants while they were taking a rest or simply playing with one another. The planning included the family walking area surrounded by bushes like Fujian tea bush, sweet osmanthus, stunted she-oak, pepper trees, good luck plant and snow bush. Separation of spaces was done with green fences so that families or school groups could have their uninterrupted resting areas. There was also the small maze configured with the whole-leave hawthorn and suitable for small kids. Both the height and travel flows were designed specifically for small kids so that they could feel the friendliness of the plants in the midst of games. In addition, there was the rest area in the shade of the holly tree, also a perfect family corner to enjoy nature.

### Edibles Garden

In the overall planning of TIFE, flowers and plants were not only to be watched but also to reflect the creative cuisine that Taiwan has developed by combining flowers in food, including the raw food diet, health-preserving diet, royal diet, and various recipes, among other diversified dining patterns that are attractive to international people. Therefore, the Dajia Riverside Park Area was designed with the Edibles Garden where fruits used in food and oriental seasonings were at display through artistic landscape design so that visitors could enjoy the countryside scenery.

Chinese seasoning plant exhibits were divided into the Chinese seasoning plant viewing area

surrounded in pebbles applying the volume reduction concept. In the area lemon balm, sweet fennel, celeries, green onions, coriander, chili pepper, pepper trees, and ornamental pepper were planted to unveil the various seasonings that are commonly used on the dining table. In addition, granary, bamboo-made water channels and common plants in agricultural villages in Taiwan, such as indigenous cinnamon trees, cinnamon, clammy cherry, red bayberry, guava, mulberry, coffee and lemon, were available to enable visitors to know the agricultural life in Taiwan. Meanwhile, there was a special section dedicated to sweet potatoes, one of the important economic crops of Taiwan, that introduced the antioxidant compounds and high phenolic content that make sweet potatoes both a staple and a fodder crop and into multiple foods. There was the gourd rack exhibit, reminding one of the racks used in traditional agricultural villages for gourds to grow on and keep people away from the sun with the shade they formed. Common edible fruit plants such as the Buddha's hand citron, snap bean, pea, Duffin bean, and passion fruit were at display, too. There were also exhibits like vegetable and flower gardens, indicating the LOHAS trends in the metropolitan area where people like to have a small vegetable garden on the roof or on their balconies.

## Taiwan Botanical Diversity

One of the purposes of TIFE was to promote native flowers and plants of Taiwan and help visitors from different countries to know Taiwan's characteristic flowers and plants. The establishment of Taiwan Botanical Diversity was exactly to further educate domestic and international visitors on the history and culture of Taiwan's flowers and plants.

This section introduced the history of plants introduced to Taiwan from the botanical perspective. The exhibition arrangements were divided by different historical points and aimed to introduce the most symbolic plants at various times, including the diversified native plants, pre-Dutch colonization edible crops, plants in the botanical literature during Dutch colonization, economic crops during the Cheng regime, ornamental plants during the Qing Dynasty, plants during Japanese colonization, plants of the Republic of China regime, including native plants such as the screw pine, shell flower, and mesona or sugar cane that has been extensively grown in Taiwan since the Dutch regime and economic crops of Taiwan such as sisal hemp, tobacco leaf, and tea. Plants grown at different times had their different stories to help visitors have a better understanding of botanical history of Taiwan.

## Gardening Competition Area

Besides the exhibitions in the EXPO Dome of the Yuanshan Park Area and the various flower landscape arrangement competitions organized in the Global Garden Area in the Fine Arts Park, the Dajia Riverside Park Area also had the Gardening Competition Area where winners from various nationwide competitions in Taiwan, county and city governments, related departments and groups of landscape horticulture throughout Taiwan, professional landscaping arts groups, and charity and environmental protection groups could compete with one another in terms of creativity.<sup>(47)</sup> Therefore, coming here was like coming to the backyard of Taiwan where one could see characteristic flowers and creative landscapes from different counties and cities.

The whole Gardening Competition Area was divided into three sections. Section A was for display of landscape works from creative design groups with nine exhibitors (50m<sup>2</sup>/ exhibitor). Section B was for display of exhibits from various county and city governments, with 12 exhibitors (100m<sup>2</sup>/exhibitor). Section C was for nationwide landscape competition, for which three periods were assigned. Each period included 15 exhibitors (50m<sup>2</sup>/ exhibitor). Applicants included domestic professional landscaping arts groups, domestic charity and environmental protection enterprises or societies, and domestic agricultural vocational schools and landscaping/horticulture-related departments of colleges and universities.



① Taiwan Botanical Diversity ② Movable Forest ③ Gardening Competition Area (B – New Taipei City Government) ④ Sea of Flowers ⑤ Children's World ⑥ Edibles Garden

## Movable Forest

In order to amaze visitors one way or another, the edge-cutting root-control fast seedling growing technology<sup>(48)</sup> was applied on the west side of the Dajia Riverside Park Area and by the Xinsheng Shuttle Bus stop to transform the riverside of Keelung River from a lawn to a beautiful forest with over 300 plants of green maple and red bark oak and over 1,500 plants of bush. In addition, in order for the general public to understand the concept of a moveable forest, large, medium, and small seedling containers with trees were placed in the experience zone where visitors could move or push the trees according to their fitness status and freely combine trees in the arrangement to experience the fun associated with moving a big tree in person.

## Exhibitions and Outdoor Performances

Exhibitions took place in the EXPO Arena while outdoor performances were held in the Eco Theater and on the Carnival Boulevard.

The Paper Windmill Arts and Educational Foundation designed two caterpillars particularly for TIFE, the rainbow caterpillar and the wonder caterpillar. The rainbow caterpillar served mainly as the lead wagon in the carnival parade and featured interactive arts and culture. Painted by artists, the caterpillar carried rainbow-colored Azalea, chrysanthemum, bromeliad flower, daylily, bamboo-leaved oak and bamboo, sword orchid, hydrangea, and camellia. The wonder caterpillar, on the other hand, parked in the EXPO Arena and was in charge of ecological education. It was painted with oceanic views. Works collected in the window combined theories of toys and machinery and included interactive digital arts. Paintings would turn three dimensional. Taking a picture in front of Painting Mona Lisa, the person's face would become that of Mona Lisa. Both had a cute head and a 7-segment body. They looked like a caterpillar painting train in appearance. Both were made with stainless steel frameworks covered by honey comb, Kraft paper, and cloth and powered by electricity.

## Carnival Boulevard

10 meters to 15 meters wide and about 1 kilometer long, the boulevard was used for performances by honor guards, in dragon or lion dance, and in parades. Besides getting in the greenery, families could come here also for fun.

The "Happy Travels of a Caterpillar Parade"<sup>(49)</sup> organized by the Paper Windmill Arts and Educational Foundation was on at 11:00 and 15:00 every day. One could see many interesting fairytale characters in the parade, such as a lady bug-turned lead wagon, the flower fairy, stylish stilt walkers, etc. Mascots of TIFE, the floral elves would appear to interact with the audience, too.



## Chapter 4 Notes

**1** The visual design of the outside wall of the Zhong Shan Stadium was managed by Agua Design, with “Flowers in the House” as a theme. The signs and directions outside the stadium were made out of simple designs so that sunlight exposure won’t make it fade. The “House” refers to a “Home,” considering the relationship between people, and their homes, and people and flowers. Taipei is a modernized city full of skyscrapers and reinforced concrete lacking the decoration of flowers and greenness. TIFE hopes to reconnect humans with nature.

**2** The schedule of EXPO Dome includes 7 themed competitions and 10 themed special exhibits. The “2011 Taipei International Orchid Show” is divided into the theme competition, “Hundred Flowers Competing—Orchid Banquet” and the theme exhibit “Hundred Years of Beauty—Orchid Travels.”

**3** The winners of the National Horticulture Competition: Miao Li County’s Zhou Meng Mao received the Gold Medal, Tai Zhong City’s Lai Jia Hao and Taipei’s Ou Yi Ling together received the Silver Medal, Kaohsiung City’s Sun Shang Yang, Taipei City’s Sun Man and Kaohsiung City’s Lin Pei Yi together received the Bronze Medal. The Gold Medal winner receives NT\$50,000, the Silver Medal winner receives NT\$20,000, and the Bronze Medal winner receives NT\$10,000.

**4** Innovative Floriculture-Flowering Tree Design Competition gave out 6 medals: 1 Gold Medal, 2 Silver Medals, and 3 Bronze Medals. They were won by Liz Kelly Co., Ltd.’s work “Fly, Autumn” which received the Gold Medal and NT\$100,000 cash prize. Liu Xin Wei’s work “Bird Nest” and “Tian Yuan Landscape Gardening Society’s work “Leaves Fall in Spiral; Fall is Here” received the Silver Medal. Li Jing Landscaping Design Co., Ltd.’s work “Beginning of Autumn,” “Beauty of Flowers; Flowers, Art, Court”; Xue Hui Lian’s work “Deep in Autumn” and China Floral Art Foundation’s work “Sound of Fall” together received the Bronze Medal.

**5** Global Banquet of Flowers-International Indoor Floriculture Competition Awards, Award Amounts, and List of Award Winners

Honor	Prize
2010 TIFE Grand Prize	Medal, US\$30,000
2010 TIFE Special Honor Award	Medal, US\$5,000
2010 TIFE Gold Medal	Medal, US\$500
2010 TIFE Silver Medal	Medal, US\$300
2010 TIFE Bronze Medal	Medal, US\$200
2010 TIFE Honorable Mention	Medal

Note: Award amount will be wired to the specified account after being taxed 20% according to R.O.C. tax laws.

In overall design, the Grand Prize was received by the State of Hawaii Office in Taipei; Gold Medal was received by China Floral Art Foundation’s; Silver Medal was received by Horticulture Science Society of Thailand; Bronze Medal was received by the Taipei Orchid Society; Honorable Mention was given to the Taipei City Gardening Floriculture Career Industry Union.

In orchids, Special Honor Award was CLONE International Biotech. Co. Ltd.; the Gold Medal was received by the Taipei Orchid Society; the Silver Medal was received by the Horticulture Science Society of Thailand; the Bronze Medal was received by Ya Xin Biotech Co., Ltd.; Honorable Mention was received by Orchis Floriculturing Inc.

In cut flowers, the Gold Medal was received by Rijn Plant Breeding B.V.; the Silver Medal was received by State of Hawaii Office in Taipei; the Bronze Medal was received by Botflowerbubls; Honorable Mention was received by Cocoa Orchid Farm.

In potted flowers, Gold and Silver Medals were not chosen; Bronze Medal was received by Rijn Plant Breeding B.V.; Honorable Mention was Taiwan Orchid Breeders Society.

In plant combinations, the Gold Medal winner was State of Hawaii Office in Taipei; Silver Medal winner was Kudos Orchids; Bronze Medal winner was CLONE International Biotech. Co. Ltd.; Honorable Mention was Shinkong Synthetic

Fibers Corporation.

In floriculture, the Gold Medal winner was the State of Hawaii Office in Taipei; Silver Medal winner was Chinese Flower Design Association; Bronze Medal winner was the Economic Advisor Mr. Alex Leis Office in Taipei, Republic of Palu; the Honorable Mention was Hong Kong Professor Association of the Floral Art School.

6

Sustainable Garden-The list of award winners of ornamental leaf plant gardens is as follows. The Gold Medal was won by Qian Zhi Gardening's Guo Su Yun's work "Green Energy, Innovative Vitality"; two Silver Medals were received by Lu Di Scenery Co., Ltd.'s work "New Discovery" and Pan Pei Hua's work "All is Carefree"; 3 Bronze Medals were received by Wu Mei Yao's work "Bloom! Taiwan's Energy," Liu Xin Wei's work "Boundless Beauty-Formosa" and Chen Shi Ming's work "Under the Banyan Tree."

7

Christmas Floral Banquet-Floral decorative design based on a Christmas theme. 6 medals were awarded: 1 Gold Medal, 2 Silver Medals, and 3 Bronze Medals. Guan Yin Xiang Floriculture Production and Marketing Class, Class #3's work "Colorful, Brilliant, Crazy Taipei" received the Gold Medal, the Silver Medal was shared between Ceng Su Fen's work "Night of Dreamweaving," China Floral Art Foundation's work "Floral Banquet Sleigh," the Bronze Medal was received by "Dazzling," "Magic Labyrinth Party," and Wu Mei Yao's "Dreams Come True."

8

2011 Intercontinental Cup (Flower Design Competition) first place winner was Australian representative Bart Joseph Hassam who prepared 4 years for the competition and received 100,000 NT. Other winners are Taipei's Ou Yi Ling (Second Place), Zhou Meng Mao from Miao Li (Third Place), Zhong Shan Jia Si from Ri Ben (Third Place), Yoshimi Nakayama from Japan (Runner-Up) and Xin Jing Guang Shi from Japan.

9

Taipei International Orchid Show Competition-a hundred flowers competing, "Orchid Banquet" List of Award Winners Largest of the show prize went to: Angcm. Crestwood "Tomorrow Star", and Trt. teres "Show" (Stick Leaf Oncidium) Tie Li Shi.

Individual Flower Competition grand prize winner was Ctt. Varut Startrack's "Chen Sun" (Cattleya Orchid), Paph. Memoria Joe Koss "Kuo Jang" (Lady's Slipper Orchid), Phal. Sogo Yukidian "V3-Frc1" V3 Large White Flower (Butterfly Orchid), and Den.sanderæ x Den.schaetzei (Dendrobium) Sang De Shu Zi (other).

Plant Combination Competition winner was "Wu Zhu Lin Men Bu Bu Gao Sheng".

Rare Orchid Competition winner was divided into four categories: largest plant, longest leaves was Trt. teres "Show"(Stick Leaf Oncidium) Tie Li Shi; the most flowers was Dendrochilum cobbianum "Jin Guan No1" Kirby Yellow Orchid; the smallest flowers was Oberonia setigera "Galaxy Star"(Curcuma Prynne) Star of Milky Way; the largest flower was "RLC. Taichung Beauty Fen Yuan" (Jia De Li Ya Orchid).

10

Polli-Brick, PET brick in short, comes from the plastic bottle commonly used in daily life, recycled and created into a semi-clear product which can withstand pressure, wind, sun, rain, and can be quickly assembled. For example, this pavilion's construction period was only 4 months.

Designer Huang Qian Zhi said that Taiwan produces 60 hundred millions plastic bottles (PET) as trash, and more are being used. They will not break down, so if they are buried as trash, this will cause a great harm to the ecological environment, though they are also one of the few types of plastic that do not produce dioxin after being burned, hence it was used as a building material.

Pavilion of New Fashion (FE EcoARK) was built with PET brick exterior walls. With honeycomb and LEGO building blocks as the design concepts, the two-step bottle blowing method was adopted along with patented technology to render honeycomb-like hexagon PET bricks. Every 65 PET bricks were prefabricated into a module about 100 cm wide and 200 cm long in the factory, whose front and end portions were covered with highly transparent scratch-resistant and waterproof pads and heat-soak galvanized wires and fastened with HDPE caps to form a successful hexagon cylinder framework about 30 cm in height and with a diagonal length of around 17 to 18 cm. After that, PET bricks were latched to one another and stacked up just like LEGO building blocks. Every 3 modules became a mold and every 6 modules combined into a tightly-bound structure. PET bottles contain a lot of air (around 260 liters per square meter), which accordingly makes

them the most environmentally-friendly, poison-free, and lightest heat insulation materials.

The Pavilion of New Fashion (FE EcoARK), has become the first building in the world utilizing PET bricks reprocessed from 100% discarded and recycled PET bottles and also the lightest structure in the world with minimum carbon emissions.

11

Pavilion of New Fashion (FE EcoARK) documentary-“Taiwan’s Grain of Wheat” was produced by a recipient of the highest honor in international documentaries, the Silver Chris Award, Director Wang Yuan Tong. The film depicted how plastic bottle that were considered trash were recycled and made into environmental construction materiel, built into a green building. The lesson from the story is that with the thoughts and efforts of human beings, these plastic bottles can be born and reborn like a grain of wheat, live forever and be sustainable.

12

### ▶ Passive Exhibits

Exhibit/Designer	Time
<p><b>Dream Boat</b></p> <p>This exhibit is on the 2nd floor, and the designer of the hall, Huang Qian Zhi led a group of designers and young artists from Taiwan as well as famous Taiwanese water and ink artist Qi Wei Yi, to work together and build a labyrinth that combined the five senses of sight, sound, smell, touch, and taste to interpret the Far Eastern Group’s blueprint of the “Future Life of Low Carbon,” and also acquainting visitors with the Far Eastern Group’s 10 largest businesses.</p>	Regular Exhibition
<p><b>Flower Power</b></p> <p>Displaying famous Japanese photographer Mika Ninagawa’s work in intense color and with a winning mystical style. Flowers bloom in unique colors under her lens and surprise everyone.</p>	Nov.12, 2010-Dec.15, 2010
<p><b>Flowers Discover You</b></p> <p>The exhibit was located on the walls behind the fashion deck. The Flamma Flower Essences of Taiwan provided 12 Taiwan floral messages for visitors to find flowers that best suit their characteristics according to their preferences and drew a floral message card of their own.</p>	Dec.16, 2010-Feb.15, 2011
<p><b>Flower Time</b></p> <p>This exhibit is located in the Zen Room on the second floor, displaying Yan-Ling Kang’s creative work.</p>	Regular Exhibition
<p><b>New Floral Fashion Show -Flowers Discover Taiwan Passive Exhibit</b></p> <p>50 dolls provided by Meining Workshop, with “Taiwan Clothing Flora Expo Sentiment” as the theme received clothing representative of Taiwan made by well known designers: Liu Mei Fen , Lin Guo Ji , Wu Luo Lin , Huang Jia Xiang , Xu Qiu Yi.</p>	Dec.16,2010-Feb.15, 2011
<p><b>Polli—Brick Ark—ForEver Exhibit</b></p> <p>National Geographic Channel and the Far Eastern Group and designer of the ECO Ark Xiao Zhi research and development team worked together to create Taiwan’s first environmentally powered ark made of Polli-Brick at 7 meters long, 6 meters wide, 10 meters tall, named ForEver.</p>	Mar. 31, 2011-Apr. 25, 2011

13

► **Ark Expo Fine Arts Exhibits and Performances each 30-40minutes, mainly at 19:30**

Planning Team	Performance	Time
Dark Eyes Gypsy Jazz Band	Song and Dance of Life, Brilliant Gypsies	Nov. 12-Nov. 13, 2010
Pezen & Black Rubber Sensations Band	Flower Petals Flying in the City	Nov. 19-Nov. 20, 2010
Body E.D.T	The Blooming Age	Nov. 26-Nov. 27, 2010
Horse Dance Theater	Intermission	Dec. 3-Dec. 4, 2010
Miao Ji Music	Love and Hope	Dec. 10-Dec. 11, 2010
Taipei Jazz Dance Troupe	Heart, Soul and Fashion	Mar. 25- Mar. 26, 2011
8213 Physical Dance Theater	Digital Swimming	Apr.1-Apr. 2, 2011
Against Again Troupe	Surround Sound Travel	Apr. 8-Apr. 9, 2011
A—Cross Creative Performance	Cycle Theater—Light in the Water	Apr. 15-Apr. 16, 2011
Geng Theater	Flora Expo Award Ceremony Party	Apr.22-Apr. 23, 2011

14

The letters in the bottles collected during the exhibition will be opened by influential people in society and leaders before Flora Expo closed, to symbolize all the hopes, dreams and care spreading to every corner of society.

15

► **Themed Shows Planned by the Far Eastern Group 1 Hour per Show.**

Floral Fashion		
Planning Organization	Exhibition/Show	Time
Vogue Magazine	2011 S/S Leonard Fashion Show	Nov. 13, 2010
	V-Wedding Fashion Show	Nov. 14, 2010
Family Shoes	Wind, Fire, Lightening Fashion Show	Nov. 20, 2010
Shih Chien University School of Fashion Design	New Generation Floral Design Exhibition	Nov. 21, 2010
Far Eastern Department Store	Floral Fashion Designer 2010 Joint Fashion Show	Nov. 27, 2010
	J&NINA 2010 Fall and Winter Fashion Show	Nov. 27, 2010
	Bon Chic 2011 Early Spring Fashion Show	Nov. 28, 2010
LinLi	LinLi Flowers Hear Clothing Bridal Show	Dec. 4-Dec. 5, 2010
Vogue Magazine	VOGUE Hundred Year Classic Revisited	Dec. 11, 2010
	EROS Hair Show	Dec. 12, 2010

Green Movement		
SOGO Department Store	New Life in a Small World Fashion Show Slow Fashion, Better Life	Mar. 26, 2011
		Mar. 27, 2011
Shih Chien University School of Fashion Design		Apr. 2-Apr. 3, 2011
Far Eastern Department Store		Apr. 9-Apr. 10, 2011
A Mart	World of Ten Thousand Flowers	Apr. 16-Apr. 17, 2011
Family Shoes		Apr. 23-Apr. 24, 2011

16

► **New Floral Fashion Show Organized by the Taipei City Government 2 Shows a Day, 3 Shows During the Weekend.**

Show/Designer	Show Time
<p><b>Magic Fashion Show</b>            Displaying “Women’s Flora Series” designed by Yan-Ling Kang, including 12 outfits. Her work is filled with dream-like dramatic tension, created with exquisite techniques, best expressing the imagery of “women like flowers, flowers like dreams.”</p>	Dec. 16-Dec. 26, 2010 27 Shows
<p><b>Luxurious Fashion Show</b>            Displaying Guo-Ji Lin’s 24 designs based on the theme of “Flora Outfit” use flowers as the main subject, seamlessly integrating them into clothing, creating beautiful designs.</p>	Dec. 27, 2010 -Jan. 2, 2011 17 Shows
<p><b>Floriculture Fashion Show</b>            Su-Nan Huang’s bridal creations and makeup with the theme of “Floriculture Bridal Makeup Show,” where floriculturists and international cosmetic and hair styling teams meet and collaborate on an unique, fun, beautiful and fashionable project.</p>	Jan. 3-Jan. 9, 2011 16 Shows
<p><b>Original Life Fashion Show</b>            Su-Zhen He’s designs surrounding “An Interpretation of Nature,” interpreting each blade of grass and tree in the work, connecting the relationship between nature and humans.</p>	Jan.10-Jan. 19, 2011 22 shows
<p><b>Super Designer Fashion Show</b>            Design Theme: Fresh New Show            Exciting work by 5-10 top students from Shih Chien University School of Fashion Design.</p>	Jan. 20-Jan. 26, 2011 16 shows
<p><b>Brand Name Fashion Show</b>            With the theme of “Discovering Fashion T-shirts,” well known fashion brand 55DSL worked with Museum of Contemporary Art, Taipei and held a flora-themed T-shirt designing competition, letting young people’s creativity express their love for fashionable T-shirts through modern artistic techniques.</p>	Jan. 27-Feb. 2, 2011 16 shows
<p><b>Flora Drawn Fashion Show</b>            Designer Zi-Jing Fu designer and artist Shu-Ling ke collaborated on “flower drawn fashion” as a theme, using floral imagery expressed through splashed ink art in fashion design, creating unique artwork.</p>	Feb. 3-Feb. 8, 2011 18 shows
<p><b>The Spring Movement Fashion Show</b>            Jia-Xiang Huang’s 24 fashion designs with the theme “LOHAS Spring Wave,” an exciting dialogue between flowers and fashion, a romantic spring banquet.</p>	Feb. 9–Feb. 15, 2011 16 shows

17

Industrial Technology Research Institute, Taiwan Textile Research Institute, Taiwan Textile Federation, Footwear & Recreation Technology Research Institute collaborated on “ECO Ark Green Fashion Show” divided into campus-wide creativity exhibition “New Fashion Power” and industry exhibition “Brand Name Heart Trends” and “2011 Spring FUSE Textile Fashion Week,” with afternoon shows 15:00-16:00 and evening shows 19:00-20:00.

New Fashion Power	
Exhibition/Designer	Time
<b>Unfastening Clothing, Floral Whispers</b> 30 student designs from Asia University Department of Fashion Design.	Feb. 16, 2011
<b>Sky and Earth</b> 30 designs by students from STU Department of Fashion Design.	Feb. 17, 2011
<b>South Pingtung Flower City Fashion</b> 70—90 student design from National Pingtung University of Science and Technology Department of Fashion Design and Management.	Feb. 18, 2011
<b>Bloom of Youth 1. Dance to the Oriental Rhythm</b> 30 designs by Mingdao University Department of Fashion Imaging.	Feb. 19, 2011
<b>Bloom of Youth 2. Colorful Flowers, Rainbow Clothes</b> 30 designs by students of Chienkuo Technology University Department of Beauty Science.	Feb. 20, 2011
<b>Bloom of Youth 3. Flowers Enjoy Floral Thoughts</b> 30 designs by Transworld University Department of Styling and Technology.	Feb. 21, 2011
<b>New Generation Design Exhibition 1. Flowers, Rebirth, New Vision</b> 40—60 designs by students from Shih Chien University School of Fashion Design.	Feb. 22, 2011
<b>New Generation Design Exhibition 2. The Age of Flora</b> 40—60 designs by students from Shih Chien University School of Fashion Design and Management, Kaohsiung campus.	Feb. 23, 2011
<b>New Generation Design Exhibition 3. Dreamweaving Flower Garden</b> 40—60 designs by students of Fu Jen Catholic University College of Textile Fashion.	Feb. 24, 2011
<b>Crazy Flowers, Dancing Butterfly</b> 30 designs by students from Asia University’s Creative Product Design Department.	Feb. 25, 2011
<b>Seeking—Moving—Sustainable Formosa</b> 118 designs by students from Taichung Home Economics and Commercial High School.	Feb. 26, 2011
<b>Happy Flower Dance Banquet</b> 30 designs by students from Tainan University of Technology Department of Fashion Design Management.	Feb. 27, 2011
Brands Heart Trends	
Exhibit/Company, Designer	Time
<b>LISEPO Outdoor Performance Wear Fashion Show</b> 40 designs provided by Tai Yu International Development Co., Ltd.	Feb. 28, 2011, Afternoon Show
<b>Bright Eyes 100</b> 40 designs provided by Eclat Textile Co., Ltd.	Feb. 28, 2011, Evening Show
<b>Bloom of Youth</b> 40 designs provided by Fu Er Mei International Development Co., Ltd.	Mar. 1, 2011, Afternoon Show
<b>Floral Dance Butterfly Love</b> 40 designs provided by Fu Chu Knitting Co., Ltd.	Mar. 1, 2011, Evening Show
<b>Functional and Environmental Coffee Changing Fashion Show</b> 40 designs provided by Singtex Industrial Co., Ltd.	Mar. 2, 2011, Afternoon Show

<p style="text-align: center;"><b>Dancing Flora Expo Charm 100</b></p> <p>30 designs by Cheng Ming Industrial Co., Ltd., 30 designs by Yang Rong Technology Co., Ltd., 20 designs by Pu Ji Industry Co., Ltd.</p>	<p style="text-align: center;">Mar. 2, 2011, Evening Showv</p>
<p style="text-align: center;"><b>Emanating Energy and Healthy Life</b></p> <p>30 designs provided by Antibacteria International Co., Ltd, 30 designs by Sheng Hung Industrial Co., Ltd.</p>	<p style="text-align: center;">Mar. 3, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>A Meeting Between Power and Beauty</b></p> <p>40 designs by Ming Da Precision Co., Ltd., 5 products by Aloe Home Biotech Co., Ltd., 20 designs provided by Traveler Co., Ltd..</p>	<p style="text-align: center;">Mar. 3, 2011, Evening Show</p>
<p style="text-align: center;"><b>Floral Series 1. Water in the Home</b></p> <p>36 designs by Jun He Industry Co., Ltd. and Song Beam Bedding Co., Ltd.</p>	<p style="text-align: center;">Mar. 4, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Floral Series 2. New Fashion—Art</b></p> <p>30—40 designs provided by Taiwan Textile Research Institute, Cannes Wedding Photography Company, Mr. Huang Jing Zhen (International Kite Master).</p>	<p style="text-align: center;">Mar. 4, 2011, Evening Show</p>
<p style="text-align: center;"><b>Floral Series 3. LOHAS Fashion—Fun</b></p> <p>30—40 designs provided by Taiwan Textile Research Institute, Mr. Huang Jing Zhen (International Kite Master), and Dan Lu International Co., Ltd</p>	<p style="text-align: center;">Mar. 5, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Floral Series 4. Technology Fashion—Magic</b></p> <p>30—40 designs provided by Taiwan Textile Research Institute, Cannes Wedding Photography Company, Fang Qing Manufacturing Co., Ltd., Guan De Co., Ltd.</p>	<p style="text-align: center;">Mar. 5, 2011, Evening Show</p>
<p style="text-align: center;"><b>Floral Series 5. Natural, Healthy, Beautiful Minutes and Seconds</b></p> <p>36 designs provided by Jie Fan International Co., Ltd.</p>	<p style="text-align: center;">Mar. 6, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Floral Series 6. Love Yourself</b></p> <p>36 designs provided by Textile Institute and Merryson Manufacturing Co., Ltd.</p>	<p style="text-align: center;">Mar. 6, 2011, Evening Show</p>
<p style="text-align: center;"><b>Floral Series 7. Exquisite Fashion—Bright</b></p> <p>30—40 designs by Mr. Huang Jing Zhen (International Kite Master), Denro International Co., Ltd.</p>	<p style="text-align: center;">Mar. 7, 2011, Afternoon Show &amp; Evening Show</p>
<p style="text-align: center;"><b>Floral Series 8. Modern Fashion—Cute</b></p> <p>30—40 designs by Taiwan Textile Research Institute, Fang Qing Manufacturing Co., Ltd., Guan De Hong Co., Ltd., Mr. Huang Jing Zhen (International Kite Master).</p>	<p style="text-align: center;">Mar. 7, 2011, Evening Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 1.</b></p> <p>30 designs by Jia-Wei Kang (pitotpaak).</p>	<p style="text-align: center;">Mar. 8, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 2</b></p> <p>30 designs by Pei Lee(Dleet).</p>	<p style="text-align: center;">Mar. 8, 2011, Evening Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 3</b></p> <p>30 designs by Every Planet.</p>	<p style="text-align: center;">Mar. 9, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 4</b></p> <p>Featuring 30 designs by Yun-Ze Cai , Zhi-Duan Ceng, and Ruo-Qi Huang (Yid3 Design).</p>	<p style="text-align: center;">Mar. 9, 2011, Evening Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 5</b></p> <p>Featuring 30 designs by Jia-Hong Zheng and Zhi-Mei Wang (RE Studio).</p>	<p style="text-align: center;">Mar. 10, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 6</b></p> <p>Featuring 30 designs by Li-Ling Wang (IYO Design)</p>	<p style="text-align: center;">Mar. 10, 2011, Evening Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 7</b></p> <p>Featuring 30 designs by Xing-Guang Chen (Drinkin Taipei Design Studio).</p>	<p style="text-align: center;">Mar. 11, 2011, Afternoon Show</p>
<p style="text-align: center;"><b>Dazzling Taipei Fashion 8</b></p> <p>Featuring 30 designs by Xue-Zheng Lu (Shi Shang Zheng He).</p>	<p style="text-align: center;">Mar. 11, 2011, Evening Show</p>

<b>Shoe Concerto-Joint Fashion Show of Shoes</b> Xin He Shen, Tai Shang Zi Yuan, Biao Hu, Yi Quan, Jin Lu Bao, Yuan Yi, Yi Xing provided 110 shoes per show.	Mar. 12, 2011, Afternoon Show& Evening Show
<b>Flower Buds Opening-Joint Exhibition of Bags and Luggage Brands</b> Hua Xin , Ying Zhun , Li Hong provided 90 bags and boxes per show	Mar. 13, 2011, Afternoon Show& Evening Show
<b>Cinderella-Joint Exhibition of Fashion Shoes</b> Xin He Shen, Tai Shang Zi Yuan, Biao Hu, Yi Quan, Jin Lu Bao, Yuan Yi, Yi Xing provided 110 shoes per show.	Mar. 14, 2011, Afternoon Show& Evening Show
<b>Budding Bags-Creative Bag and Luggage Joint Exhibit</b> FRT self-made brand, 80 bags and luggage provided by Li Hong, Jin Da, and Lian Ye.	Mar. 15, 2011, Afternoon Show& Evening Show
<b>2011 Spring FUSE Textile Fashion Week "ECO Ark Green Fashion"</b>	
<b>Show/Company, designer</b>	<b>Time</b>
<b>Green Fashion</b> 80 designs by Jia-Wei Kang, Yu-Lun Lin, Alice Fine, Camilla Norrrback.	Mar. 18, 2011, Evening Show
<b>Green Casual</b> 80 designs by Sheng Shou , Mei Li Da , Fu Run , Yi Quan , Biao Hu.	Mar. 19, 2011, Afternoon Show
<b>Green Function</b> 140 designs by Far Eastern, Fu Mao , Hua Ju , Hui Xin , San Yang , Xu Kuan , Da Ai Technology Co., Ltd.	Mar. 19, 2011, Evening Show
<b>Green Creativity</b> 72 designs per show by Yong-Qi Cai, Jia-Ling Xu, Yu-Lin Shi, Jia-Ling Wu, Wei-Ting Zhang, and Ting-Yu Wang (2010 Fashion Design Competition Winning Designers).	Mar. 20, 2011, Afternoon Show
<b>Green Crossover</b> 60 designs by Yi-Mei Wang and National Taiwan University Drama Department student Bi-Yu Shi and Ethan Chen Production House members.	Mar. 20, 2011, Evening Show

18

During TIFE, 50 Japanese Cherry Blossom tree seedlings were planted, to provide a Japanese style for the garden in the future, and to also leave a mark in history as a reminder of sustainability and environmental protection.

19

Renovating construction, including replacing rain boards outside, Japanese roof tiles, and interior wooden structures, etc.

20

Eternal Flower, bright red rose from Columbia, shipped by air to Japan, desiccated through a special method, the water replaced by preserving liquids. Because it is made of real flowers, although it is lighter, it is lifelike in appearance and soft to the touch and bright in color. Under room temperature, it can be kept 3 to 5 years without fading

21

After the cover person is digitally created and uploaded, it is only available for 7 days so visitors should visit the official website of Celebrity's House: <http://celebrity.2010taipeiexpo.tw>, and download the cover images.

► Events held in Celebrity's House

Classic Runway	
Event Content	Event Date
At the opening ceremony, Wang Jing, who is also nicknamed “Little Teresa Teng” sang famous songs by Teresa Teng, and it was like Teresa Teng’s beautiful voice and figure were there. Also present was famous Erhu performer He Yun, two—year Grammy Award winner Jamii Z., making the atmosphere hot, memorializing Teresa Teng’s eternal brilliance.	Nov. 18, 2010
Starlight Rollcall/Teresa Teng Music Composition Singing Competition	
<p>The competition is based on 50 classic Teresa Teng songs. Competing teams will use their creativity to rewrite Teresa Teng songs. The competition is divided into 3 stages, initial competition, semi-finals, and final competition. Competitors must enter personal information on the Celebrity’s House official website and send in materials before the postmark deadline. For the semi—finals, internal judges will select 20 semi—finalists (notified a week before the competition), themed competition will take place in Celebrity’s House, and the top 10 (notified a week before the competition) will be part of the final competition, and on the day of the competition finalists will sing one required song and one self-selected song. Finally, after final scoring by judges, a Grand Prize, Second Place and Third Place will be selected.</p> <p>The judging standards: originally (creativity) 30%, tone and tune 30%, appearance and costume 20%, dance and stage presence 20%. Prizes for finals: Grand Prize 20,000 NT, Second Place 15,000 NT, Third Place 10,000 NT, and they will be performers in the pavilion’s Closing Starlit Concert.</p> <p>The winners of the finals: Grand Prize winners were a duo that rewrote “How Do You Say,” Shen Yi and Tony, Second Place was Zhang Jing Yun who surprised the audience by looking like Teresa Teng, and Third Place was KUSO style duo Wei Fan and Huang Jian Dong</p>	<p>Registration: Dec. 1, 2010-Feb. 18, 2011 Feb.28, 2011 Submission of Music Files Semi-finals: Mar. 12, 2011 Final match: Mar. 26, 2011 Contest Location: Celebrity’s House outdoor plaza</p>
Closing Starlit Concert	
Event Content	Time/Location
The last weekend evening, Teresa Teng Foundation and fans shared stories about Teresa Teng beneath the stars, and a classic concert was held to remember Taiwan’s eternal songstress.	April 16, 2011 Celebrity’s House outdoor plaza
Creative Playful Garden	
<p>Lively, fun and practical DIY experiences allow visitors to participate in floricultural creation, irregularly inviting celebrities and ambassadors to meet the crowd and there are also other activities announced on the Celebrity’s House website.</p> <p>DIY classes including pressed flower bookmarks, pressed flower candles, colorful magnets, clear keychains, clear decorations, all free of cost, but visitors have to buy a ticket to TIFE in order to enter the park area, and they can register online or fill out an application form at the registration desk. Visitors need to check in 20 minutes before the event begins, and if they are not there, visitors from the wait—list can take their shots.</p>	<p>Pressed flower candles and pressed flower bookmarks are from Nov. 2010 to Apr. 2011, every Saturday from 11:00-12:00, once a day. Colorful magnets, clear keychains and clear decorations are 2 classes a day, 14:00-15:00 and 16:00-17:00.</p> <p>From January, Tuesday classes take place in the morning, please check website for specific times.</p>

23

Renovation of EXPO Theater includes strengthening visual imagery in appearance, waterproofing on the roof, and space, material changes and new paint, etc.

24

All the objects, materials and events in the film were researched, including village streets and structures, the shape of banyan tree, cash crop betel nuts, village mayor, kites made out of blue and white slippers and red and white plastic bags, and other plot points and details realistically depict the local color of the village, letting those who lived there nostalgic, and broadening the horizons of people who have not been in the countryside. All viewers will be able to emphasize and feel sympathy for the disaster.

25

**► Truth Classroom lecture, 14:10-14:40 Unveiling the Mystery of 3D Animation/Digimax Team**

Lecture	Speaker	Time
Natural Disasters Facing Taiwan	Center for Space and Remote Sensing Research Assistant Professor Zhang Zhong Bai	Dec. 18, 2010
Unveiling the Mystery of 3D Animation	Digimax Team	Jan. 15, 2011
The Beauty and Sorrow of Taiwan's Natural Habitat (Stories from the Disaster Area)	Eco writer Liu Ke Xiang	Feb. 19, 2011
Landslides and mudslides	National Taiwan University Department of Civil Engineering, Professor Chen Rong He	Mar. 26, 2011
Low Carbon Green Life Movement (Climate Change and Response)	National Central University Assistant Professor Lu Li De	Apr. 23, 2011

26

Pavilion of Culture uses the original Taipei Children's Recreation Center's Folk Arts World, which has Southern Fujian and Guangdong style architecture renovated so that visitors can freely visit beautiful gardens in the park, admire floral art and decorations and watch exciting performances

27

Artistic Feast of the Pear Garden comes from the nickname for ancient actors, children of the Pear Garden, because the beautiful pear garden where flower petals drift become an inspiration for art, from exciting performances to diverse exhibits where arts can showcase their art.

28

EXPO Dome's activity areas are divided into 3 main areas: "10 Themed Multimedia Passive Exhibits," "Dr. Flora Interaction Area," "Single Theme In-Depth Experimental Exhibit Area." The experimental exhibits are divided into 10 periods, changing once every three weeks.

Schedule		Time
1	1: Five Lights and Ten Colors-LED lights strengthen the functions of Anoectochilus.	Oct. 9-Nov. 14, 2010
2	2: Magical glasses (using advanced glasses to penetrate and see the growth of plants.)	Nov. 15-Dec. 5, 2010
3	3: Fluorescent tomatoes-creating tools that transplant viruses in plants.	Dec. 6-Dec. 26, 2010
4	Stay fresh and not get old-techniques in preserving cut flowers.	Dec. 27, 2010-Jan. 16, 2011

Schedule		Time
5	Flowers and the moon bloom in color-biotechnology in cultivating off-season flowers.	Jan. 17-Feb. 6, 2011
6	How to keep a flower beautiful longer-adjusting floral growth	Feb. 7- Feb. 27, 2011
7-1	Is the floral tea you're drinking safe? Advanced tracing techniques of flowers.	Feb. 28-Mar. 20, 2011
7-2	Floral imaging science-thirsty plants and observing lights and images.	Feb. 28-Mar. 20, 2011
8	Real or Fake-Discerning real or fake traditional Chinese medicine- Huoshan Dendrobium	Mar. 21-Apr. 10, 2011
9	Bring Your Relatives and Story-Tracing the ancestry of Taiwan's unique rhododendrons and leeks	Apr. 11-Apr. 25, 2011

### Arts and Crafts Classroom Courses & The Fine Arts Exhibition Room

#### ©Arts and Crafts Classroom Courses

Teachers and groups teaching classes in the Arts and Crafts Classroom (in alphabetical order):

3DMS, 1064 Workshop, Bear Mama DIY, Chen Ling Workshop, Chun Zai Hua + Mi Ha La Xi Craft Workshop, Cirque du Soleil, Clay Art Organization, Da An Society Big Incense Flora Herbal Candle DIY, Da An Society Big Pencil Drawing the world, Evergreen cultural and Education Foundation, Fan Xiang Ling Pressed Floral Art DIY, Fang Ning Society Development Association, Fen Xiang Art Workshop, Floriculture teacher Wei Yu Zhen, Holland Paper Lace School + Zhang Xiu Ju Workshop, Incredible Pressed Flowers Club, Ji Yan She Qu Chang Qing School, Jiang Hui, MinWorkshop, Jing Hang Society Development Association, Jun Qi Art, L'ecrin Workshop, Lao Wan Tong Artistic Design Balloon Workshop and Tao Tao Bu Dolls, Light clay sculpture teacher Li Bi Rong, Lin Wen Hui Leather Craft, LOHAS DIY Handmade Soap, Mao Mi Zou Lu Classic Handcrafted Soap Workshop, Miao Miao Bear and Kou Kou Cat Mao Gen Handmade, Moral Revival Association, Nan Chang Hang Craft DIY Workshop, Paper Factory Society Building Workshop, Papercraft teacher He Qi Quan, Pressed Flower Club, Puppetry Art Center of Taipei, Pure Silver Clay, Pure@Handmade House, R.O.C. Calligraphy Society, Ren De Li Handmade Soap Class instructor Lin Shu Mei, Rong Yi Horticultural Art Workshop, Rui Yi Handcraft Co., Ltd., Sagia Soap Dream Time Handmade Soap, Shen Yi She Da Paper Crafting Art Society, Shun Zhen Co., Ltd., Spring Pressed Flower Workshop, Taipei Confucius Temple Calligraphy Workshop, Taipei Da An Community College Floral Arrangement, Taipei Diverse Artistic Space teacher Guo Shu Hua, Taipei Diverse Artistic Space teacher Huang Yu Fen, Taipei Diverse Artistic Space teacher Lin Yi Fang, Taipei Diverse Artistic Space teacher Liu Mei Zhu, Taipei Diverse Artistic Space teacher Sun Wen Xiong, Taipei Diverse Artistic Space teacher Xie A Shan, Taipei Diverse Artistic Space Youth Association, Taipei Garden Mall, Taipei Song Shan Community College, Teacher Lin Pei Jin, Tim Workshop, Toy Soldier Workshop, Wa Kao Nie Su Yi Chuang, Yang Wan Yi Handmade Workshop, Yang Yi Clay Instruction, Yi Lan County He Luo Industry and Cultural Development Association, You Li Mao Wa Zi Wa Wa, Yu Xing Bamboo and Wood Workshop, Zhen Shen Fine Arts Workshop, Zhishan Cultural and Ecological Garden, Zhongzheng Community College, Zhang Xiu Ju Workshop, Zhu Yuan Yi Fang, Zi Zai Xin Ling Shui Mo Ban

#### ► Exhibitions in the Fine Arts Exhibition Room

Organizer/Teacher	Course Title/Content
Yulon Motor Co., Ltd.	Yulon Wood Carving Innovative Award Winning Works Exhibition
United Pressed Flower Art Society	World of Flowers and Grass
Amas Creative Pressed Flower Studio	Charismatic Orchid

PC board is Polycarbonate board. The PC boards used were manufactured in Holland, excellent for shade and UV protection.

31

Fixed performances are the same performances that take place in the same location , so that even if they are executed by different performing groups, the spirit is continuous, lasting and accessible.

32

Titanium zinc has corrosion resistance, flexibility, scalability and durable characteristics. The exhibition uses environmental building material which will continuously shield itself from oxidization, so that surface scratches and flaws can be autonomously repaired, and the materials are 100% recyclable.

33

TIFE thanks these countries for participating, and according to AIPH, below is a chart of prizes and cash awards.

Prize	Item	Award	Winners	
Grand Prize	1	Medal, US\$60,000		1
Special Honor Award	1	Medal, US\$35,000		1
Gold Medal	1	Medal, US\$15,000		1
	2-7 (Not available)	Medal, US\$5,000	1 for each item	6
Silver Medal	1	Medal, US\$5,000		2
	2-7 (Not available)	Medal, US\$2,000	2 for each item	12
Bronze Medal	1	Medal, US\$1,500		2
	2-7 (Not available)	Medal, US\$1,000	2 for each item	12
Honorable Mention	1	Medal, US\$800		5
	2-7 (Not available)	Medal, US\$500	5 for each item	30
AIPH Award		Medal, EURO\$7,500	1 selected from all	1

※ Note: Award amount will be wired to the specified account after being taxed 20% according to R.O.C. tax laws.

### ► 2010 TIFE Global Garden Area Winners

Prize	Country	Garden	Organization
2010 TIFE Grand Prize	R.O.C.	Knowing Bamboo is Happiness – Taiwan Garden	Taiwan Floriculture Development Association
2010 TIFE Special Honor Award	Thailand	Thai Garden, Calm in Brilliance	The Horticultural Science Society of Thailand
AIPH Award for 2010 TIFE	R.O.C.	Knowing Bamboo is Happiness – Taiwan Garden	Taiwan Floriculture Development Association
2010 TIFE: Gold Medal	Holland	Dutch Garden: Green City, Quality Life	Holland Ministry of Agriculture, Nature and Food Quality, Flower Council of Holland, International Flower Bulb Center, and Royal Dutch Trade Association for Bulbs and Nursery stock

Prize	Country	Garden	Organization
2010 TIFE: Silver Medal	Japan	Jumping Over the Dragon Gate– Koi Fish	Ryuji Ando & NPO Association for Regional Environment and Green Living
	Singapore	Steel City To New World	Singapore Florist Association
2010 TIFE: Bronze Medal	Japan	The Garden Blessed by the Luxurious Four Seasons	Far East Cultural Exchange Center
	Hungary	Hungarian Traditional Garden	EXHORTO Ltd.(in the name of Hungarian Ornamental Plant Association)
2010 TIFE: Honorable Mention	Japan	Enshu Garden– White Sand Pine	Hamamatsu, Japan
	America	Merging Nature and Human Life	American State Offices Association, Agricultural Trade Office, The Engineered Wood Association
	Bhutan	Bhutan's Floral Kingdom of Happiness	Kingdom of Bhutan and Zhong Hua Shan Yue International Cultural Interchange Association
	Chile	Chilean Rhapsody	Paisajismo Magia Del Sur Andino Limitada
	Britain	The Royal Horticultural Society Garden	The Royal Horticultural Society
2010 TIFE: Global Garden Popularity Award 1st Place	R.O.C.	Knowing Bamboo is Happiness– Taiwan Garden	Taiwan Floriculture Development Association
2010 TIFE: Global Garden Popularity Award 2 <sup>nd</sup> Place	Japan	Jumping Over the Dragon Gate– Koi Fish	Jumping Over the Dragon Gate– Koi Fish
2010 TIFE: Global Garden Popularity Award 3rd Place	Thailand	Thai Garden, Calm in Brilliance	The Horticultural Science Society of Thailand

### Groups and individuals performing in the Taipei Fine Arts Museum B2 Audio Visual Classroom (in alphabetical order)

Affiliated Experimental Elementary School of Taipei Municipal University of Education Hakka Choir, Da An Hakka Song Class, Da Jia Elementary School Song and Drama Class, Fu You Dance Class, Fude Elementary School Hakka Percussion Band, Guan Ling Zhi , I Jiang Hakka Song Class, Jia Yin Folk Drum Class, Jian An Elementary School Hakka Folk Dance Troupe, Jian An Elementary School Orchestra, Jian Yuan Hakka Song Class, Lang Zu Yun, Luo Si Rong and Gu Mao Tou Band. , Miao Li Folk Dance Class, Miao Li Village Dance Class, Ming Chuan Band. Shuang Lian Elementary School Hakka Puppet Song Troupe, Ming De Hakka Song Class, Mu Zha Hakka Song Class, Nan Zhuang Lion Dance and Drums, Qi Li An Folk Song String Class, San Xing Elementary School San Xing Hakka Drum Society, Shan Lin Xiang Yang Spoken Word and Singing Arts, Shui Yuan Hakka Song Class, Shui Yuan Hakka Song Class, Affiliated Experimental Elementary School of Taipei Municipal University of Education Hakka Drama, Song Shan Hakka Song Class, The Man from Pingtung, Tian Wu Ba Yin Group. Bai Ling Elementary School Hakka Music Percussion Band, Trance for Dance Company, Wan Fang Hakka Song Class, Wen Jin Long and Mo Ke Band, Xiang Yin Traditional Chinese Orchestra, Xiu

De Elementary School Yang Jie Sha Hakka Performance Class, Zhong Qin Hakka Song Class, Zhong Shan Hakka Song Class, Zhong Shan String and Percussion Class, Zhong Yi Hakka Song Class

### Groups and individuals performing in the Fine Arts Plaza (in alphabetical order)

Aborigine Black Forest Percussion Band, Aborigine Bu Nong Cultural Arts Troupe, An Kan Neighborhood Lily Dance Club, Angel Music Dance Theater, Asia String Quartet, Asmah Dance Troupe, Ba Ya Trio, Bei Tou Agricultural Society Tradition String Orchestra, Bei Tou Community College—Folk Dance, Bei Tou Community College—Indian Dance, Bo Ling Taiko Group, Cai Tuan Fa Ren Mu Zha Zhong Shun temple, Cao Shan Gan Zai Percussion Band, Cao Shan Yue Fan, Chai She Troupe, Cheng De Elementary School Drum Percussion Society, Chi Ba Yong Ba Zhou Song Cun, Chin Yun Choir, Ching An Neighborhood Puppet Troupe, Chuan Tong Yu Zhi Yin Choir, Clown Magic Trick Group, Clown Mime Troupe, Contemporary Dance Troupe, Corner Music, Da An Area Yi village Lion Dance, Da Kuo Hua Drums, Da Kuo Hua Drums, Da Tong Community College Flute Class, Da Tong Community College YOYO Sign Language Class, Dan Jiang Choir, Dan Zhi Gu Gu Dance Troupe, Dance Space Dance Troupe, Dao Yuan Yang Sheng Quan She, Ding Yi Wen and Ding Ying Wen Music Band, Diva Middle Eastern Belly Dance Troupe, Dong Fang Zhi Yi Composition Workshop, Dong Mei Educational Institute—Dong Mei Kindergarten, Dou Dian Chuang Yi Troupe, Eden Praise Duo, Eurasian Symphony Chun Nuan Hua Kai, Fu Hua Shi Jie, Gu Wu Fine Arts Performance Company, Gu Yue Percussion Band, Guai Bo Shi Band, Ha Lei Band, Hakka Song Class, Han Lin Folk Speaking and Singing Troupe, Harmonia Heaven, Hawaiian Volcano Flower Workshop, He Cheng Cheng Yin Tuan, He La Hu Yi Music Dance Art Troupe, Hong Cai Le Ji, Hong De Xing Shi Chuan Yi Fang, Hua Duo Er Zheng Band, Hua Lian Xian Aborigine Chao Yang Cultural Arts Troupe, Hua Shan Japanese Wu Yon Dieh Ming Association, Hua Shan Neighborhood Harmonica Band, Huang Zi Ming Er Hu Workshop, Hui An Sign Language Song Class, Hui Xiang Traditional Chinese Orchestra, Huo Yan Chong Hakka Acting Speech Group, International Line Dancing Association, Ji Ji Si Zhu Zheng Band, Ji Qing Chang Qing Music Class, Ji Wu Martial Arts Group, Jiayi Zheng Ming Long Station, Jie Da Elementary School, Jie Xiao Jing Chamber Music, Jin Shen Traditional Chinese Orchestra, Jin Xiu Ming Zhu Qu Yi Tuan, Jing Song Brass Band, Jiu Ge Children's Troupe, Kaohsiung City Hong Tao Shui Chang Art Group, Kaohsiung City Liang Guang Long Shi Zhan Gu Group, Kaohsiung Medical School World Dance Society, KONEKO, Lai Bao Li Min Su Speaking and Singing Class, Lan Zhou Junior High School Band. , Li Wan Ru Middle Eastern Belly Dance, Lillian Dance Troupe, Ling Old Friends Traditional Chinese Orchestra, Little Frog Troupe, Little Giant Band, Liu Li Li Dance Troupe, Long Shan He Qi Dao Chang, Long Wan Ran Puppet Troupe, Lu Di Chamber Music and Orchestra, Merry Belly Cultural Arts Troupe, Metropolis Center for Promotion of Line Dancing, Mi Huo Flamenco Dance Workshop, Mi Ya Dance Troupe, Min Quan Elementary School Band, Ming Jia Cello Orchestra, Mirage Flamenco Group, Mobius Strip Theatre, MV Popular Dance Class's Hua Qi Zhao Zhan, Na Cha Zhen Tou Theater, Nan Tian Men Si Zhu Chamber Music, Nang Kan Elementary School Dance Troupe and Lion Dance, Nei Hu Community College Ballroom Dance, Nei Hu Community College Flue, Nei Hu Community College Harmonica, Nei Hu Community College Lily Dance, Nei Hu Community College Samba Drum, Nei Hu Folk Dance Committee, NTU Xing Yun Choir, Onyx Jazz Band, Paper Factory Neighborhood Workshop, Pi Pi Children's Art Performance Group, Ping Guo Troupe, Qi Li An Puppetry, Quarter Harmonica Band, R.O.C. Metropolis Line Dance Association—Da An Forest Moonlight Team, Rong De Li Combination Dance Class, Rubato Ocarina Music Arts Band, Rubato Ocarina Music Arts Band, San Min Elementary School Taiko Team, Saxophone Music, She Qu Ai Le Chamber Music, She Qu Ai Le Chamber Music and Orchestra, She Tuan Fa Ren Taipei Gong Le Xuan Min Yi Cultural Association, Shi Gu Ji Band Taipei Band, Shi Ji Contemporary Dance Troupe, Shi Jie Zhi Yin Choir, Shi Lin Area Women's Work Committee, Shi Lin Community College Traditional Chinese Orchestra, Shun Wu Tang Martial Arts Acrobatics Group, Si Xiang Zheng Band, Sing Yi Community College Middle Eastern Belly Dance Club, Song Shan Area Fu Shen Li Tai Ji Quan Society, Song Shan Community College Hua Shan Liu Die Zhu Hui, Sound of Spring Orchestra, Sun Dance, Sun Lord Band, Swing Dance Troupe. Yi Xin Theater, Tai Nan County Xin Ying City Tu Ku Zhu Ma Group, Tai Ping Elementary School Lion Dancers, Tai Shan Drum Dance Troupe, Tai Ya Feng Qing Dance Troupe, Tai Yuan Puppet Troupe, Taipei Bei Tou Yue Ling Learning Resource Center, Taipei County Aborigine Cultural Arts Troupe, Taipei County Folk Art Development Association Harvest Er Hu Class, Taipei County Symphony, Taipei County Wen Shan Junior High String Orchestra, Taipei First Girls' Street Dancing Club, Taipei Fu De Percussion Band, Taipei Guan Du Choir, Taipei Hakka Zi Jiang Hui Wu Xing Ge Yao Ban, Taipei He Ming Nan Le Society, Taipei Hu Qin Band, Taipei Hua Sheng Nan Band, Taipei International Line Dancing Association Zhong Zheng Division, Taipei Jazz Band, Taipei Kun Qu Study Society, Taipei Min Sheng Community Development Association, Taipei Ocarina Band, Taipei Percussion Band, Taipei Private Xiao Xing Kindergarten, Taipei Rong Guan Arts Promotion Association, Taipei Song Group, Taipei Sports Line Dance Association, Taipei Tai Ji Quan Health Association, Taipei World Folk Dance Association Guang Hua Class, Taipei Xin Chuan Zheng

Zi Tai Ji Association, Taipei Yang Family Tai Ji Quan Association, Taipei Yuan Ji Dance Association, Taipei Yue Fu Yue Chi Arts Company, Taipei Zhong Shan Area Ji Ling Neighborhood Development Association, Taipei Zhong Shan Area Sports Folk Dance Committee, Taipei Zhong Yuan Hakka Chong Zheng Hui Da An Song Class, Taipei Zhong Zheng Area Mei Zi Dance Team, Taiwan Band, Taiwan Drama and Music College Arts Group, Taiwan Lion Head Troupe, Taiwan Magic Development Workshop, Taiwan Nien Ge Group, Tao Xing Ge Puppet Troupe, Taoyuan County Ping Zhen Yi Ming Neighborhood Development Association, Taoyuan County Xin Wu Xiang Xin Sheng Neighborhood Development Association, Taoyuan County Yang Mei Zhen Philanthropic Association, Teacher Shu Da Tong Community College Traditional Chinese Orchestra, Tian Hua Yin Ti Gu Dance Troupe, Traditional Folk Song Band, Wan Hua Chang Qing Dance Class, Wan Hua Community College Dance Show, Wan Jia Bu Luo, Wei Ao Consort, Wei Yi Xin Min Yue, Wen Shan Community College Write Your Own Song, Wen Zi Yi Yi Sa Tribal Fusion Belly Dance Troupe, Wu Zhou Yi Hua Yuan Puppet Theater, Wu Zhou Yuan Jin Ri Puppet Troupe, Wu Zhou Yuan Puppet Troupe, Xi Tian She Puppet Theater Foundation, Xian Qin Zheng Yun Band, Xian Se Gong Adolescent Traditional Chinese Orchestra, Xiao Jiang Shui Xiao Dou Chang Performance Group, Xiao Mi Dance Workshop, Xiao Xi Yuan Puppet Troupe, Xiao Zhi Chuan Zheng Band, Xin Kuai Le Puppet Troupe, Xin Lian Fo Dance Troupe, Xin Xi Yuan Puppet Troupe, Xin Yue Dance Troupe, Xin Yue Traditional Chinese Orchestra, Xin Zhu Xian Xin Wa Wu Hua Gu Team, Xing Yun Cao Ou Troupe, Ya Fen Music Adolescent Orchestra, Yi Er San Theater, Yi Wu Dance Troupe, Yuan Jing Cheng Zhen Wen Hua Chuang Yi Tuan, Yuan Shen Hakka Traditional Chinese Orchestra, Yue Sian Chamber Band, Yue Xing Zhi Shi Orchestra – Yue Xin Youth Symphony, Yun Qing Yue Dance Company, Zhan Yi Choir, Zhe Shi Nei Le Ji, Zhen Kuai Le Puppet Troupe, Zhi Rou Tai Ji Health Society, Zhong De Traditional Chinese Orchestra, Zhong He Li Nan Hu Class, Zhong Hua Classical Cultural Education Association, Zhong Hua Cultural Health Movement Association, Zhong Hua Tai Ji Bang C Chi Gong Association, Zhong Hua Traditional Chinese Orchestra, Zhong Shan Community College Japanese Dance Company, Zhong Shan Community College – Middle Eastern Culture and Belly Dance Class, Zhong Shan Line Dancing Committee, Zhong Yuan Li Aerobics Class, Zhu Luo Shan Puppet Troupe, Zhu Yuan Yi Fang

### Individuals and groups that performed in the Greeting Plaza (In alphabetical order)

A La Si Band, A Mi Nong Cultural Arts Troupe, A.PEU Cultural Sound Group, Aboriginal Art Group, Aboriginal Friendship Society, Aboriginal Jazz Band, Aborigine Bu Nong Cultural Arts Troupe, Ai Xi Si Dance Troupe, Allison Dance Troupe, An Guo Dance Troupe, Aurora Dance Troupe, Ba Nai Ya Cultural Arts Troupe, Ba Yen Cultural Arts Troupe, Bei Tou Area Women's Club, Bei Tou Community College – Folk Dance, Black Kids Band, Bo Ling Taiko, Cai Tuan Fa Ren Jia Yin Radio Station—Jia Yin Children's Choir, Cai Tuan Fa Ren Mu Zha Zhong Shun Temple, Cai Xuan Arts Group, Cai Xue Hui Dance World Xue Jing Adolescent Dance Troupe, Cai Yun Fei Dance Workshop, Candy Group, Cao Shan Yue Fang, Cemelesai, Chai She Troupe, Chen Lin Dance Troupe, Chen Tai Ji Quan, Chi Yi Niao Music Classroom Joint Teacher Student Band, Ching An Society Development Association Mei Zi Dance Class, Ci Bei Xiang Han, Ci Hui Ai Xin Group, Classic Fo Wu Dance Troupe, Clown Mime Troupe, Cu Jin Wen Jiao Fu Li Jiu Ye An Quan Mu Yang Association, Cultural Dance Troupe, Cultural Dance Troupe, Da An Community College Jin Ou Campus – Dun Huang Dance Class, Da An Community College Zheng Band, Da An Forest Moonlight Team, Da Fan Ge Troupe, Da Tong Area EZ Pop Dance Team, Da Tong Area Min Quan Li Extreme Dance Committee, Da Tong Area Min Quan Sign Language Class, Dan Jiang University String Orchestra and Dance Study Society, Dan Shui River Community Development Association, Dan Yi Li Percussion Band, De Yi Children's Dance Troupe, Di Mo Er Gu Xin Wu Ji, Diva Middle Eastern Belly Dance Troupe, Dong Fang Art Group, Dong Fang Zhi Yi Composition Workshop, Dun Huang Classic Dance, Duo Yuan Cultural Arts Troupe, Eden Praise Duo, Eden Xi En Choir, Fa Fu Ge Lu Aboriginal Song and Dance, Fei Hong Band, Fei Shu Cultural Arts Troupe, Fei Wu Shu Dance Troupe, First Girls Successful Alumni Traditional Chinese Orchestra, Flamenco Clan, Fu Fu Li Calisthenics Class, Fu Hua Bao Lai Wu, Fu Lin Qiao Popular Dance Performance Team, Fu Ming Community Development Association, GAGA Cultural Arts Troupe, Gentleman's Association, Gu Hun Taiko Group, Guai Bo Shi Band, Hai Ma Band, Han Lin Folk Song Troupe, Happiness Natasha, Harmonica Heaven (Professional Community College Instructor Harmonica Class), Hawaiian Volcano Flower Workshop, He La Hu Yi Music Dance Art Troupe, Hei Men Shan Shang De Troupe, Hong Cai Yue Ji, Hong Pei Yu Dance Troupe, Hong Sheng Song Troupe, Hong Wan Ran Classical Puppet Theater, Hua Duo Er Zheng Band, Hua Lien County Hai Xing Middle School, Hua Lien County Ji An Village Ami Affairs Association, Hua Lien County Ma Ke Ren Cultural Dance Association, Hua Lien County Siou-Lin Township Tai Ge Tribe Cultural Promotion Association, Hua Shan Japanese Dance Company, Hua Zhong Li Dance Class, Huan Xi Ban Theatrical Troupe, Hui Er Dance Troupe, Hui Qun Dance, Huo Yan Chong Hakka Talk and Performance Group, Ji Qing Community Choir, Jiayi Zheng Ming Long Station, Jin Fei Puppet Theater Group, Jin Hong Ci Hui Tang Xing Shi Tuan, Jin Hua Elementary School Zheng Band, Jin Qi Acting Troupe, Jing Song Brass Band, Joy Belly Bellydancing, Jun Han Music Workshop, Ka La Lu Ran, Kai Di Latin Line Dance Troupe, Kai Di Si Middle Eastern Belly

Dance Troupe, Kaohsiung City Taiwan Drama Performance Troupe, Kaohsiung County Ren Wu Min Xuan Cultural Arts Troupe. Wei Yi Xin Min Le, Lai Bao Li Min Su Speaking and Singing Class, Lan Xin Cultural Arts Troupe, Le Tao Tao Youth Le Fang, Left Bank Arts Group, Li Shuang Qin Dance Company, Li Wan Ru Middle Eastern Belly Dance, Lillian Dance Troupe, Ling Long Dance Troupe. , Ling Old Friends Traditional Chinese Orchestra, Little Giant Music Band, Liu Li Li Dance Troupe, Lu Bei Dou Lan Tribal Cultural Arts Troupe, Lujing Zi, Lu Ying Chen Guang Dance Society, Ma Hui Mei Professional Singing, Ma Ka Ba Hai , Ma Lan A Mei Shan Hai Yuan Yin Cultural Arts Troupe, Ma Li Ba Li Cultural Arts Troupe, Ma Li Bo Sha Le Dance Workshop, Martial Arts Group, Mary Creation Dance Troupe, Mei Li Si She Dance Troupe, Mei Tian Ying Sheng Yan Ge Tuan, Mi Huo Flamenco Dance Workshop, Miao Li County Formosa Wilderness Conservation Association, Miao Li County Sai Sia Culture Promotion Association, Miao Li County Tribal Culture Industry Development Association, Miao Yin Yue Ji Traditional Chinese Orchestra, Min Quan Elementary School Band, Min Quan Elementary School Choir, Min Quan Elementary School String Orchestra, Min Quan Elementary School Traditional Chinese Orchestra, Mirage Flamenco Dance Troupe, Mojim Band, Na Cha Zhen Tou Theater, Nan Ao Community Development Association, Nan Gang Gentleman's Association, Nan Tian Men Chamber Music, National She Tuan Fa Ren Taiwan Aborigine, Nei Hu Area Folk Dance Committee, Nei Hu Community College Flamenco Guitar, Nei Hu Community College Flute, Nei Hu Community College Folk Dance, Nei Hu Community College Harmonica, Nei Hu Community College Lily Dance, NTNU Harmonica Club, Onyx Jazz Band, Overtone, Panay Indigenous Culture and Arts Group, Peng Ying Qu Ji, Pi Pi Children's Art Performance Group, POWERFOUR, Qian Shou Qi Li An Choir, R.O.C. Children Tea Ceremony Promotional Association, R.O.C. Indonesian Chinese Association, R.O.C. Metropolis Line Dancing Association, Red Guitar Trio, Romany Ala, Rong Xin Choir, Rosa Flamenco Troupe, Rose Singers, San Lu Yue Fang, Saxophone Music, Scarecrow Contemporary Dance Troupe, She Qu Ai Le Chamber Music, She Qu Ai Le Chamber Music and Orchestra, Shi Ge Le Wu Chuang Yi Troupe, Shi Gu Ji Band—Taipei Group, Shi Ji Dang Dai Dance Troupe, Shi Keng Xiang Villagers. Penguin Square Dance Society, Shi Lin Area Community Choir, Shi Lin Area Women's Club Choir, Shi Lin Community College Belly Dance Club, Shuan Yuan Yuan Ji Dance, Shui Mo Qu Ji Kun Troupe, Si Zhu Jing Kun Troupe, Sia Ka Ti Dance Troupe, Song Dance Performance Class, Song Shan Area Fu Cheng Li Tai Ji Quan Society, Song Shan Community College Dun Huang Energy Health Dance Class, Sugar Baby Garden. Jiu Ge Children's Troupe, Sun Dance, Tai Ya Style Dance Troupe, Tai Ya Xin Chuan Troupe, Tai Yang—Da Tao Cultural Arts Troupe, Taidong City Si Wei Community Development Association, Taidong County Chi Chai Cultural Arts Troupe, Taidong County Qi Cai Cultural Arts Troupe, Taidong Vocational High School, Tainan County Xin Ying City Tu Ku Zhu Ma Tuan, Taipei Adolescent Orchestra, Taipei Bei Tou Elementary School New Resident Energy Seed Class, Taipei Bread of Life Christian Church Harvest Holy Band, Taipei Chang Guang Village Committee, Taipei Confucius Temple Ya Yue Dance Troupe, Taipei County Aborigine Cultural Arts Troupe, Taipei County San Xia Zhen Aborigine Development Committee, Taipei County San Xia Zhen Aborigine Development Committee, Taipei County San Xia Zhen Aborigine Women's Club, Taipei Da He Song Culture Promotion Association, Taipei Da Tong Area Sports Popular World Dance Committee, Taipei Fu De Percussion Band, Taipei Hakka Society Zhen Hua Li Shi Pai Singing Class, Taipei International Line Dancing Association Bei Tou Area Division, Taipei International Line Dancing Association Da Tong Area Line Dance, Taipei Jazz Band, Taipei Jie Shou Middle School Band, Taipei Min Sheng Community Development Association MV Popular Dance Class Hua Qi Zhao Zhan, Taipei Mountain Dance Troupe, Taipei Movement Dance Promotion Association, Taipei Nan Kan Area Hao Cuo Bian Community Development Association, Taipei Percussion Band, Taipei Qu Yi Tuan, Taipei Tai Lu Ge Lu Bei Village Committee, Taipei World Folk Dance Association Guang Hua Class, Taipei Xi Kou Cultural Exchange Friendship Society, Taipei Xing Yi Area Wu Xin Elementary School Diabolo Team, Taipei Xing Yi Area Wu Xin Elementary School Harmonica Team, Taipei Yue Yin Chamber Music, Taipei Zhong Shan Area Ji Ling Community Development Association, Taipei Zhong Shan Area Sport Folk Dance, Taipei Zhong Zheng Area Mei Zi Dance Team, Taipei Zhong Zheng Area Sport Folk Dance Committee, Taiwan Lion Dance Troupe, Taiwan Mountain Dance Cultural Arts Service Group, Taiwan New Japanese Dance Company, Taiwan Nian Ge Tuan, Taiwan Presbyterian Church, Taiwan Ying She Poetry Society, Taiwan's Original Children's Choir, Taiwanese Aborigine Culture Industry Development Association, Taiwanese Aborigine Culture and Education Friendship Association, Tajen University Aborigine Youth Service Society, Teacher Shu Da Tong Community College Traditional Chinese Orchestra, Teacher Yang Mei Li Class 5419 , Teacher Zhou Song Cun, The International Nature Loving Association, Tien Bang Xin Guan Line Dance Team, Tien Mu Energy Milf Competitive Dance Team, Tomorrow's Star Dance Troupe, Tou Jiao Aborigine Cultural Arts Troupe, Tribal Culture Group, Tu Ten Band, Wan Chen Martial Arts Troupe, Wan Xin Traditional Theater and Music Troupe, We Yen Band, Wen Shan Area Chen Rong Ballroom Class, Wen Shan Community College Flamenco Class B, Wen Shan Community College Write Your Own Song, World Dance Troupe, Xi Rao Ge Ren Wen Hua Workshop, Xian Se Gong Adolescent Traditional Chinese Orchestra, Xiang Feng Ji Gu, Xiao Jiang Shui Xiao Dou Chang Performance Arts Troupe, Xiao Mi Cultural Arts Troupe, Xiao Rukai, Xiao Xiang Gu Zheng Band, Xiao Yao Choir, Xie Xing Song Troupe, Xin Guang Cheng De Choir, Xin Guang Li Zao Jiao Hui, Xin Kuai Le Puppet Troupe, Xin Shi Ji Cultural Arts Troupe, Xin Tang Ren Qi Gu Dui, Xin Wu Ying Wu Ji, Xin Yi Ming Dance Performance Workshop, Xin Yue Dance Troupe, Xin Yue Wu Dance Troupe, Xin Zhu Dream Dance, Xin Zhu Hua

Yon Dance Workshop, Xin Zhuang City Aborigine Development Association, Xin Zhuang City Development Association, Xing Yi Area Line Dance Promotional Center, Xing Yi Community College Flamenco Dance Troupe, Xing Yi Community College Middle Eastern Belly Dance Society, Ya Fen Music Adolescent Orchestra, Ya Yi Dance Troupe, Yi Er San Theater, Yi Lan County Aborigine Cultural Promotion Association Dance Class, Yi Lan County Ma Ga Ba Hai Aborigine Culture Study Society, Yi Lan County Nan Shan Cultural Arts Troupe, Yi Na Arts Troupe, Yi Si Ang Aborigine Cultural Arts Troupe, Yong Feng Theater, Youth Chamber Music, Yu Zheng Music Workshop, Yue Yi Cello Band, Yun Ya Dance Center, Yun Ya Dance Troupe, Zhen Kuai Le Puppet Troupe, Zhi Rou Tai Ji Health Society, Zhi Ti Yin Fu Dance Troupe, Zhong Hua Cultural Health Movement Association, Zhong Hua Dance Troupe, Zhong Hua Tai Ji Bang Movement Chi Gong Association, Zhong Shan Area Line Dance Sport Committee, Zhong Shan Community College Ballroom Dance, Zhong Shan Community College Ballroom Dance, Zhong Shan Community College Japanese Dance Class, Zhong Shan Community College—Middle Eastern Culture and Belly Dance Class, Zhong Yuan Li Aerobics Class, Zhong Zheng Community College Japanese Dance Company, Zhu Luo Shan Puppet Troupe, Zhuang Jing Ballroom Dance Team

37

Immortal flowers are produced as follows:

1. Medicine spraying: A special agent is sprayed on the flower.
2. Water extraction: The flower is placed in a vacuum extraction instrument that quickly vacuums away air and water in the flower.
3. Oil instilling: A special kind of oil is instilled into the container so that the flower can stay as it is and does not wither.
4. Air dry: The flower goes through the air dry process.

38

Exhibition periods in the Agricultural Life section

paddy rice (Oct.9, 2010~Dec.4, 2010), fruits (Dec.5, 2010~Jan.2, 2011)  
 flowers (Jan.3, 2011~Jan.30, 2011),  
 health-preserving plants(Jan.31, 2011~Feb.27, 2011),  
 fruits (Feb.28, 2011 ~ Mar.27, 2011), tea (Mar.28/2011~Apr.25, 2011).

39

Exhibition periods in the Flower Theme section

Golden spider lily and tuberose (Oct.9, 2010~Oct.28, 2010), Oncidium and Flamming lily (Nov.6, 2010~Nov.27, 2010), Christmas flower (Nov.28, 2010~Dec.25, 2010), firecracker flower(Dec.12, 2010~Jan.2, 2011), pot mums, Gladiolus, and Cat-tail willow (Dec.26, 2010~Jan.23, 2011), Calla lily (Jan.24, 2011~Feb.13, 2011), Laurustinus, cyclamen, and Rieger Begonia (Feb.14, 2011~Mar.6, 2011), lilies, roses, and tulip gentian (Mar,7, 2011~Mar.27, 2011), braided Malabar chestnut and Rodealin (Mar.28, 2011~Apr.25, 2011).

40

Exhibition periods in the Special Exhibition section

Bulb flowers (Nov.6, 2010~Jan.26, 2011), peony (Jan.27, 2011~Feb.10, 2011), begonia (Feb.11, 2011~Apr.25, 2011).

41

How to appreciate pot landscapes

Natural trunk trees that stand powerfully, have natural branches, show harmony, appear to be like an old and large tree early, have harmonious branches, have active and overall artistic shapes can be referred to as natural and native trees. Strong and authoritarian are the characteristics of the trees. There are dense branches and flourishing leaves.

The landscapes come with stones. Their roots surround the stones. The trees appear to be extending along cliffs. The powerful roots are holding onto rocks. Threads of the main trunk are in harmony and mutually reflective of the stones and as a whole they appear to be resilient and elegant.

In a windy and quiet valley, there is powerful wind that forces the trees to tilt and form an acute angle with the surface of the ground. The traces of natural mountain settings will be encompassed in the landscapes. The floating elegant branches float with the wind. The powerful roots hold firmly to the ground so that the tilted trunk can continue to grow vigorously. It is a true elegant masterpiece.

Double-trunk shapes feature harmony between the trunks. The trunks are interdependent to each other and combine into one to become a natural interesting creation. The main and secondary trunks of the whole tree are reflective of one

another. The branches and leaves are wonderfully integrated. Proper and smooth branches add to the nature of the whole creation and release an air of ancestry and simplicity.

Trees on cliffs will grow from cliffs and lie like a pendant. The green leaves imply the extending power between mountains and turns of wilderness. The pendant branches reaching the bottom of the cliff appear to be elegant, floating, and extraordinary. There are highs and lows throughout our life. When we are going down the hill we must look up to the sun to get its mercy and with the mercy we can start over again.

Trees that look like men of letters shall have the elegance and easiness like men of letters. The branches are tender and smooth and present with smartly and extraordinary characters. The elegant and easy elongated trunk and the fresh looking branches that leave the hierarchic spatial beauty enable the appreciators with attractive imaginations. The pot that goes with the streamline the flexible trunk and appears to be small yet elegant and wild is a more vivid expression of the creator's state of mind.

Sophisticated trunks, godly works, alternating and interlacing like flying dragon and dancing phoenix, the moving lines demonstrate vigor after numerous challenges. The wonderful appearance leaves much for imagination. The air of a changing environment makes one feel as if the tree is surrounded in fog and sunset glow after having glazed for a long time. The white cloud covers the top and trunk is curvy and turning. The strange shape shows rhythm and is particular precious and rare. It is like cursive calligraphy. The density of the flowing trunk is rhythmic is like a song rhythm that is sometimes fast and sometimes slow. The beauty of scenario is presented in the power of the main trunk of the living plant that continues to live after hundred and thousand years of harsh windy, snowy, and frosty weather conditions.

42

**Profile of the Lin An-tai Historic House:** Qin-Ming Lin and his whole family relocated from Anhui Fujian to Taiwan. His fourth son, Zhi-Neng Lin opened Rongtai Company in Mengjia (now Wanhua) that dealt with wholesales and groceries for import-export trading. The business was prosperous. After many years in business, he saved a lot of money. In 1822, he built the house at No. 142 Siwi Road Taipei City. He gave the house a name, the "An-Tai House", with "An" representing Anxi County in Quanzhou and "Tai" representing the Rongtai Company. In the 1970's, the government dismantled the old house of Lin's for expansion of Dunhua S. Road. Lin's offspring Mr. Sixun Lin gave the building materials to the government without condition. In 1984, the original building materials were used to rebuild the house in Bing Jiang Park.

43

### ©Groups or individuals performing in garden of dreams (in alphabetical order)

Absence Dance Crew, Acrodynamic, and Philharmonic Moment Musical, Children King Troupe, Chinese Taipei Street Dance Association, Ching Fei-Fong Marionette Theatre Troupe, Chin-Huan Traditional Chinese Music, Clown Mime Group, Corpus from Canada, Cup Theater, Dance Works, Dancecology, Drama Ideas Studio, Dream Work Clown Theatre Group, ENSEMBLE BARIOLAGE (Jin-Sheng Yang), French pianists, Greenwave, Harmonica Paradise, Hula, Hyper Kids, Jia-Ping Huang, Jin-Ing-Ger Puppet Troupe, JIWW Gongfu Arts, Judy's Harmonica Ensemble, Kiss Me, Meiling Holistic Music, MingShen Ku Dancing Group, New Image Creative Troupe, Pei-Lun Qiu Coolest Dancer's Group, Rongfen Li, Sea Journey Jazz, Sibongie Manding Drumming and Dancing Crew, Singer-Songwriter Si-Han, Sun Son Theatre – Wushuobuji, Tabla Waka & Sitar Yo, Taipei Philharmonic Youth Orchestra, Taiwan Wind Ensemble, Xiaoxiyuan Palm Puppets Group, Yin Ta, Yiwanran Palm Puppet Groups, Yi-Xin Zhang, Yuan-Qing Yang – WHO Extreme Vaudeville Performance Team, Zhanyi Chorus, Zhi-Min Duan

### ©Groups performing on the Dream of Flower Square (in alphabetical order)

9 Redtop Performers, Bafangwei Band, Bagumawang Dance Club, Bantianniao Choir, Beimuyozuo Drama Troupe, Beitou Community University String Instrument Club, Caotun Township Fuliiao Community Development Association, Changhua Teenagers Wind Orchestra, Charcoal Choir, Cheerleading Squad, Chendi Jazz Band, Chenggong Dance Club, Chiayi Joint Wind Orchestra, Cishen Modern Dance Group, City Folk Songs, Daan Community University, Daan Vocational High School, Daojiang Senior High School of Nursing and Home Economics Chorus, Daojiang Senior High School of Nursing and Home Economics Department of Cosmetics Performance, Dazhi Dancing Club, Denggong Elementary Rhythmic Team, Zhumengwuji, Dianbian Association Singing Team, Donghu Elementary School Lion Dance Club, Doraemon Robot Teaching Performance, Dunan Elementary School Dance Club, Dunching Dance Group, Dunxu High School of Industry and Commerce Dance Club, Extremity Wheel Dance, Fanghu Chinese Traditional Music Group, Fangxiang Dance Group, Feichang Philharmonic Band, Feiyang Dance Troupe, Flora Brass Quintet, Fude Elementary School Drum Team, Fude Elementary School Percussion Group, Gengliao Elementary School Traditional Chinese Music Club, give me five, Golden Melody Award Hakka Singer – Yajun Zeng, Golden Melody Hakka Singer – Yu-Wei Hsieh, Guanghua Junior

High School Wind Orchestra, Guangwu Junior High School Traditional Chinese Wind Orchestra, Guanlingzhi, Guting Elementary School Haka Dance Club, Guting Elementary School Haka Drum Beating Dance Club, Haohao Magic Show, Happy Children Dance Group, Heinu Naluwan Band, Hongcai Music Troupe, Hongdao Junior High School Orchestra Club, Hsinchu City Cross-Talk Group, Hsinchu City Hybrid Choir, Hsinchu City Teenagers Wind Orchestra, Hsinchu City Wind Orchestra, Hsinchu County Teachers' Harmonica Ensemble, Hsinchu County Traditional Chinese Music Band, Hsinchu Hakka Dance Group, Hsinchu Symphony Orchestra, Hu Shih Elementary School String Music Club, Huajiang Chinese Yo Yo Team, Huayuandi Saxophone Group, Huazhouyuan Shadow Puppet Theater, Hudaiming, Huifeng Dance Studio, Jack's Band, Jiangcui Elementary School, Jijisi Zhuzheng Ensemble, Jinchengge Gaojia South Band, Jinfeifeng Puppet Troupe, Jingwen Senior High School Dance Club, Jingwen Senior High School, Jingxin Elementary School Chorus, Jingxin Elementary School String Orchestra, Jinhe Elementary School Flute Club, Jinhe Elementary School Ocarina Club, Jinhua Elementary School Orchestra Club, Jinsong Brass Band, Jiushi Flute Indoor Band, Jiren High School Orchestra Club, Jouge Folk Wind & String Orchestra, Kainan High School of Commerce and Industry Cheerleading Squad, Kainan High School of Commerce and Industry Music Squad, KFC Crew, Lichunyan Beiguan Band, Liusan Kindergarten, Logo Band, Lucky Plant Puppet Troupe, Lugang Juyingshe Nanguan Band, Luzhou Elementary School String Orchestra, Meihua Elementary School Top Team + Wujianwu Top, Miaoli Chen's Beiguan, Miaoli County Wind Orchestra, Miaoquan Dance Group, Midou Portrait Comics, Minghu Junior High School Orchestra Club, Minglun Drum Team, Missouri Shengpo Inddor Band, Mountain Dance Troupe, Myth Magic Show, Nangang Elementary School National Dance Club and Lion Dance Club, Nanhu Senior High School Dance Club, Nantou City Jiahe Community Development Association, Nantou City Jiahe Elementary School Diabolo Team, Nantou County Aboriginal Philharmonic Development Association, Nantou Hezuo Elementary Samba Drum Team, Nantou National Dance Troupe, National Chiayi University Jazz Club, National Hua-Nan Commercial High School Wind Orchestra, National Tsing Hua University Music Performance, New Taipei City Jianguo Elementary School Jazz Club, New Taipei City Wenshan Junior High School Wind and String Orchestra, New Taipei City Zhongyi Elementary School String Music Club, New Taipei City Zhongyi Elementary School Wind Orchestra, Nugeyuanse Band, Pop Music Club of Daan Vocational High School, Private Jingxin Junior and Elementary High School, Puppet Show Troupe, Rongxing Hakka Tea-Picking Show, Sanchong Elementary School Orchestra, Sanmin Junior High School Wind Orchestra, Sanyu Flute Troupe, Shanshan Dance Studio, Shihlin Community University Flamenco Class, Shijian Junior High School Folklore Team, Shipai Elementary School String Music Club, Shuiyingwuji Dance Group, Sijian Teenager Aboriginal Dance Group, Songs sang by Qian-Shu Pan + Qian-Fei Pan + Yin-Xing Pan, Songshan High School of Agriculture and Industry, Songxing Play, Soochow University Goodwill National Jazz Dance Club, Star Dance Group, Street Dance Club, Taibe Music Squad, Taichung Sheng-Wu-Zhou Puppet Troupe, Tainan City National Wind and String Orchestra, Taipei City Da-An Elementary School Wind Orchestra, Taipei City Minquan Elementary Wind Orchestra, Taipei City Minsheng Junior High School Wind Orchestra, Taipei Mandarin Experimental Elementary School String Music Club, Taipei Mandarin Experimental Elementary School Traditional Chinese Music Club, Taipei Mandarin Experimental Elementary School, Taipei Municipal Chengde Junior High School, Taipei Municipal Huajiang Senior High School Wind Orchestra, Taipei Municipal Jiankang Elementary School Wind Orchestra, Taipei Municipal Minquan Elementary School String Orchestra, Taipei Municipal Minquan Elementary School Traditional Chinese Music Club, Taipei Municipal Minquan Elementary School Wind Orchestra, Taipei Municipal Minsheng Junior High School Wind Orchestra, Taipei Municipal Neihu District Tanmei Elementary School, Taipei Municipal Shihlin District Fulin Elementary School Flute Club, Taipei Municipal Songshan High School of Commerce and Home Economics Symphony Team, Taipei Municipal Wenshan District Xikou Elementary School National Dance Club, Taipei Municipal Xinyi District Boai Elementary School String Music Team, Taipei Municipal Xinyi District Yongchun Elementary School, Taipei Municipal Xinyi Elementary School Chinese Yo Yo Team, Taipei Municipal Zhongshan Elementary School Harmonica Club, Taipei Municipal Zhongzheng Junior High School String Music Club, Taiwu Elementary School Traditional Songs Singing Team, Taoyuan Symphony Orchestra, The Wind Clarinet Quartet under Hsinchu Symphony Orchestra, Tian's Beiguan, Tianhongyuan Puppet Troupe, Wenshan School of Special Education Cheerleading Club, Woodpecker Choir, Wuhan Elementary School Aerobic Artistic Gymnastics Team, Wuyi 1st Group, Wuyi Street Dance, Xiangsong Indoor Band, Xilieke Dance Troupe, Xingan Elementary School String Music Club, Xingan Elementary School, Xinhe Elementary School Drum Club and Chinese Yo Yo Team, Xinwawu Variety Drum Team, Xinyi Community University, Xinyi Junior High School Girls Choir, Xinzhuang Elementary School String Orchestra, Xinzhuang Elementary School Wind Orchestra, Xiulang Elementary School Taiwanese Opera Club, Yajun Dance Arts Group, Yangming Senior High School Dance Club, Yi Xian Elementary School Samba Drum Dance Team, Yi-Fan Zhang, Yingjingchangliu Hakka Band, Yongle Elementary School Taiwanese Opera Club, Yuanlin Hanxin Dance Group, Yuanyuan Dance Group, Yuefu Band, Yunlin County Tuku Township Xinzhuang Community Development Association – Huajinhua Drum Array, Zhangshu Elementary School Aboriginal Chorus, Zhonglun Senior High School, Zhongshan Community University, Zhongshan Junior High School Traditional Chinese Music Club, Zhongzheng Community University Moon Instrument Club, Zhongzheng Junior High School, Zhufengwuji, Zhunan Township Wind Orchestra

**Groups or individuals performing in the EXPO Arena (in numerical and alphabetical orders)**

26 groups of Chinese singers performance relay, 88 balaz, A Good Day Records, AcroDynamic, Amis Amis Kakeng Musical Group, Arts Promotion Association for the Disabled, Bac Dance Studio, Bixia Hakka Folk Music Troupe, Centrao Flamenco Taiwan, Chai Found Music Workshop, Chalaw Passiwali, Chien-Kuo Senior High School Alumni Wind Ensemble, Chinese Taipei Cheerleading Association, Chinese Taipei Street Dance Association, Chin-Yuan Traditional Chinese Music, Chun-Mei Taiwanese Opera Troupe, Coach Music Group, Dance Forum, Dance Works, Focus Dance Company, Genio Dance, Golden Bough Theatre, Hongshi Lion Dance Theater, Hunzhang Variety Show Group, If Kids Theater Company, Japanese Dance Studio, Jonny C.J (Old Mao, Bokawei International Co., Ltd.), Ju Percussion Group, Kaohsiung City Ballet, Kaohsiung City Symphony Orchestra, Kupa Orchestra, La Petite Nurse, Lien Percussion, Linglong Group, Little Giant Chinese Chamber Orchestra, LOLOKO Youth Chorus, Masha Lu Band, Meimen Gongfu Art House, Mobius Strip Theatre, Music Lover Theatre, National Taiwan College of Performing Arts, New Image Creative Troupe, Pearl Girls' Opera Troupe, Puppet & Its Double, Rice & Love, Rich Huang Pop Jazz Music Group, Semiscon Vocal Band, Sho Gen Taiwanese Opera Group, Shuimo Kun Opera Troupe, Silent Toads, Skaraoke Band, Song Song Song Children's & Puppet Theatre, Song-Kun Lion Dance Group, Succession Percussion Group, Sun Son Theatre – Wow Beat, Sun-Shier Dance Theatre, Taipei Capital Ballet, Taipei Century Choir, Taipei Civic Symphonic Band, Taipei Folk Dance Theatre, Taipei Male Choir, Taipei Percussion, Taipei Philharmonic Chamber and Orchestra, Taipei Philharmonic Choir, Taiwan Folk Jazz Band, Taiwan Kunqu Opera Theatre, Taiwan Wind Ensemble, Tang Mei Yun Taiwanese Opera Company, Ten Drum Art Percussion Group, The Blog of Cloud Gate 2, The Forum Auditorium, The Hanlin Folk Arts Story-Telling Troupe, The Hohak Band, The Muddy Basin Ramblers, The National Kuo-Kuang Chinese Opera Company, The New Taipei Choral Foundation, The Public Bath House Vocal Group, Thirteen Band, Tizzy Bac, Tom & Huck (Malasun Band), Violet Lee Arabesque Belly Dance Troupe, Wangfu Band, Water Reflection Dance Ensemble, Ying-Ying Shih and her Jazz friends, Yu Flute Choir, Yugufun, Zhuang Nu and Gao Yuan

Ke-Hua Ling was the art director for “Memory of Water.” The 39 performers were also the best of the best selected throughout Taiwan. The collaboration with Ilotopie from France was mainly in the area of performing skills.

Ilotopie was founded in Camargue, France, a small island in Rhone River. It is a team of performers, sculptors, dancers, musicians, and researchers. Works of the group often reflect the challenges individuals and society face.

The origin of the Blue Highway: Danshui River, Keelung River, Xindian River, and Jingmei River are the four main rivers in Taipei City. In the early days riverside piers were mostly built by local residents for parking their fishing boats or pulling boats. As the economy advanced, the number of boats traveling was no longer and the piers were losing their significance day by day.

In 2003, to diversify utilization of rivers, the Taipei City Government not only proactively restored the rivers and built riverside parks but also was engaged in the development of the Blue Highway that traveled along Danshui River and Keelung River. Sightseeing and recreational piers were built one after another and regional pier facility improvement works were embarked on.

For the Keelung River line, four piers, Guandu, Yuanshan, Dajia, and Meiti were built in the early days. The construction of the new Pier Xikou in the downstream of Rainbow Bridge and peripheral embankment improvements were completed on December 15, 2009. Later, to accommodate TIFE and facilitate promotion of the Blue Highway, the Hydraulic Engineering Office again outsourced the project of expanding Pier Dajia and Pier Meiti to prolong and extend the range of existing floating docks at the piers. A total of 3 parking spaces were added (one for Pier Meiti and 2 for Pier Dajia). The constructions were completed on August 15, 2010. The new piers were commissioned officially during the opening ceremony of TIFE on November 06, 2010. The floating dock at Pier Dajia is currently 72 meters long and 6 meters wide; that at Pier Meiti is 48 meters long and 9 meters wide; and that at Pier Xikou is 20 meters long and 6 meters wide.

The Gardening Competition Area was primarily divided into three sections, A, B, and C. Section A was meant for award winners from past nationwide competitions. Section B was meant for county and city governments and various farmers' associations in Taipei City. Section C was meant for various landscaping and gardening companies, domestic

charity and environmental protection groups and domestic agricultural vocational schools, college and university groups.

Exhibitions in Sections A and B lasted from October 21, 2010 to April 25, 2011 and one “Internet Most Popular Award” winner was selected with combined votes cast online and on site and one “Most Popular Award” winner was elected by onsite visitors. Winners for the Gardening Competition Area were A6 “Listen - Fairy Movement” and B9-11 “Oceanic Heaven, Blissful Fortune & Tung-Blossom Resource” from Miaoli County. As for Section C, three exhibition periods were scheduled and the raters also gave scores according to the rating criteria established by the organizers of the 2010 TIFE and selected top three places and three Honorable Mention. Winners received NT\$300,000, NT\$200,000, NT\$100,000, and NT\$50,000, respectively, as their rewards.

### ► Exhibitors in Section A

No.	Title	Exhibitor	Construction
A1	Geometry Fusion and Conflict	Mao-Cheng Chen Bing-Hua Zhang	Mao-Cheng Chen Bing-Hua Zhang
A3	Environmental Protection, Ecology, Serenity	Jian-Cai Wu Yu-Ru Chen	Jian-Cai Wu Yu-Ru Chen
A4	Leisure Taipei Green Life	Ming-Li Cao Wen-Can Xu	Ming-Li Cao Wen-Can Xu
A5	Primordial Summons	Hai-Ping Lin Ting-Jun Shen	Hai-Ping Lin Ting-Jun Shen
A6	Listen - Fairy Movement	Fang-Sheng Lu Qi-Yuan Li	Fang-Sheng Lu Qi-Yuan Li
A7	Heart Garden	Fang-Yun Lu Guo-Rong Zhong	Fang-Yun Lu Guo-Rong Zhong
A8	New Vision	Zhao-Wei Liao Zhao-Ru Chen	Zhao-Wei Liao Zhao-Ru Chen
A9	Wall of the Natural Landscape Vegetation	Zhong-Kai Liu Ming-Zong Lai	Zhong-Kao Liu Ming-Zong Lai
A10	To Admire with Your Heart	Qin-Rong Guo Rong Li	Qin-Rong Guo Rong Li

### ► Exhibitors in Section B

No.	Title	Exhibitor	Construction
B1	Observe YunLin	Yunlin County	The Gleaner Design
B2-B3	The Flora of Changhua County	Changhua County	Qiao-Ting Landscape Project Company Limited
B4	Taoyuan Taking Off	Taoyuan County	Xuan-Zhu Horticulture Project Company Limited
B8	Beautiful Mountains / Beautiful Streams Beautiful Lanyang	Yilan County	Tai-Ya Construction Company Limited
B9-11	Oceanic Heaven, Blissful Fortune & Tung- Blossom Resource	Miaoli County	Chuang-Sen Environmental Space Design
B12	Matsu Flower Feast	Lienchiang County	Modern Horticulture Company Limited

No.	Title	Exhibitor	Construction
B13-14	Sunrise HisnChu - Flowers and More!	Hsinchu City	Cheng-Ye Construction Company Limited
B15	Green Building Aesthetics in Daily Life	Nantou County	Taiwan First Seeding Co., Ltd.
B16	Time Capsule	Penghu County	Lin Xian-Rui Architecture Firm
B17	Good Choice Park the Days belong to Mountains	Shilin District Farmers Association	Shilin District Farmers Association
B18	Rural Scenery	Taipei Farmers' Association	Taipei Farmers' Association
B19-24	The Ship of Garden City Is Sailing Forward	New Taipei City	Jinlan Horticulture

**► Exhibitors for Period 1 in Section C**

No.	Title	Exhibitor	Construction
C1	A Beautiful Time Around Running Water and Bamboo Shadows	Li-Jing Landscaping and Gardening Ltd.	Li-Jing Landscaping and Gardening Ltd.
C2	Japanese-Style Garden Participation	Lu-Yi Landscaping Company Limited	Lu-Yi Landscaping Company Limited
C3	The Bamboo Palisade	ENI Enterprise Co., Ltd.	ENI Enterprise Co., Ltd.
C4	Heart Arc of Visibility Concept Garden	Xin-Xin Gardening Company Limited	Xin-Xin Gardening Company Limited
C5	The Taichi Evolution	The Landscape Engineering Association of R.O.C	The Landscape Engineering Association of R.O.C
C6	Square Courtyard	Taichung Gardening Commercial Association	Taichung Gardening Commercial Association
C7	View the Infinites	Lucky Agricultural Product Company Limited	Lucky Agricultural Product Company Limited
C8	Dance of Vine	Fuli Gardening Company Limited	Fuli Gardening Company Limited
C9	Mountains and Oceans in Hua-Lien	Dakuan Company Limited	Dakuan Company Limited
C10	Lovely Water Garden	Dazhan Horticulture	Dazhan Horticulture
C11	Sunshine, Green Water, Native Soil Attachment	Badun Company Limited	Badun Company Limited
C12	An Artistic Conception of Taiwan's Traditional Gardens	Yi-Yuan Environmental Planning Company Limited	Yi-Yuan Environmental Planning Company Limited
C13	The Dream Garden	Tang-Ya Company Limited	Tang-Ya Company Limited
C14	Be a Happy Farmer in the City	Yiu Tsau Co., Ltd.	Yiu Tsau Co., Ltd.
C15	New Urban Farming Gardens	Hsi Liu Environmental Greening Foundation	Hsi Liu Environmental Greening Foundation

► Award-winning domestic professional landscaping art groups for Period 1 in Section C

Place	Title	Exhibitor
First	A Beautiful Time Around Running Water and Bamboo Shadows	Li-Jing Landscaping and Gardening Ltd.
Second	Lovely Water Garden	Dazhan Horticulture
Third	View the Infinites	Lucky Agricultural Product Company Limited
Honorable Mention	Square Courtyard	Taichung Gardening Commercial Association
Honorable Mention	Mountains and Oceans in Hua-Lien	Dakuan Company Limited
Honorable Mention	An Artistic Conception of Taiwan's Traditional Gardens	Yi-Yuan Environmental Planning Company Limited

► Award-winning domestic charity and environmental protection groups for Period 2 in Section C

Place	Title	Exhibitor
First	When Drinking Water Think of Its Source	Chi-Hsin Agricultural Development Foundation
Second	The New Developed and Colorful Village	Known You Foundation
Third	The Forgotten Beauty	Chi-Hsin Environmental Greening Foundation
Honorable Mention	Harmonious Family & Quiet Garden	The Chinese Evergreen Association
Honorable Mention	The Garden of Hope	The Garden of Hope Foundation
Honorable Mention	Re-Exploration of Camellia Garden	The Camellia Association of R.O.C.

► Award-winning domestic agricultural vocational schools, college and university groups for Period 3 in Section C

Place	Title	Exhibitor
First	Waiting	Department of Horticultural Science, National Chiayi University
Second	Original Flow Green Garden	Department of Forestry, National Taichung Agricultural Senior High School
Third	Restoring Agricultural Value	Department of Horticulture, National Chung Hsing University
Honorable Mention	In Love with Chiayi; in Celebration of Taipei International Flora Exposition	Department of Horticulture, National MinShyong Senior Vocational of Agriculture & Industry
Honorable Mention	The Creation of the World	Department of Landscape Architecture, Fu Jen Catholic University

Place	Title	Exhibitor
Honorable Mention	Sediment ◦ Solutions ◦ Plant	Graduate Institute of Landscape Architecture, Fu Jen Catholic University
Characteristic Award (One Certificate)	Dream-Guiding Loops	Department of Horticulture, National Taoyuan Agricultural & Industrial Vocational High School
Characteristic Award (One Certificate)	Behold the Colorful Flowering Sight and Viewing the New Vision From the Books	Department of Landscape and Urban Design, Chaoyang University of Technology
Characteristic Award (One Certificate)	DREAM COME TURE-TAIPEI	Department of Horticulture, National Taichung Agricultural Senior High School

48

The root-control fast seedling growing technology utilizes air-pruning to stop the main root of a plant from growing upon exposure to air through the special-structured containers with mesh bottoms and induces proliferation of the side roots and fibrous roots. When a plant's side roots and fibrous roots grow extensively, the absorption of nutrients and water will be rapid, too, which accordingly enhances the growth rate and survival rate of the plant. Simply put, trees grown in the special containers cannot only grow quickly but also be freely relocated to any desired sites to create a beautiful forest in an otherwise barren area within a short period of time.

49

The Paper Windmill Arts and Educational Foundation designed two caterpillars particularly for the TIFE, the rainbow caterpillar and the wonder caterpillar. The rainbow caterpillar served mainly as the lead wagon in the carnival parade and featured interactive arts and culture. Painted by artists, the caterpillar carried rainbow-colored Azalea, chrysanthemum, bromeliad flower, daylily, bamboo-leaved oak and bamboo, sword orchid, hydrangea, and camellia. The wonder caterpillar, on the other hand, parked in EXPO Arena and was in charge of ecological education. It was painted with oceanic views. Works collected in the window combined theories of toys and machinery and included interactive digital arts. Paintings would turn three dimensional. Taking a picture in front of Painting Mona Lisa, the person's face would become that of Mona Lisa. Both had a cute head and a 7-segment body. They looked like a caterpillar painting train in appearance. Both were made with stainless steel frameworks covered by honey comb, Kraft paper, and cloth and powered by electricity.



The main purpose of the 2010 TIFE was to promote Taiwan to the world and to introduce the country's horticultural technology, characteristic plants and flowers at an international level. Therefore, while attracted to the big sea of flowers and amazed by the diversity of the stereoscopic plantation wall, one must understand the challenges behind them and give all participating flower growers a round of applause. Thanks to the hard work of TIFE constructors, inspectors, managers, maintainers and professional horticultural teams with their all-out devotion for creating the power of beauty demonstrated by TIFE!

## Plants

# 5



Flower Base under Trees in Xinsheng Park Area

To make good use of the horticultural and plantation budget, all agencies under Taipei City Government, horticultural experts and scholars, and various designers convened 13 times between September 19, 2008 and January 19, 2009 to discuss the overall planning for the 2010 TIFE. <sup>(1)</sup>

## **Indoor exhibitions on horticulture and plants**

### **EXPO Dome in the Yuanshan Park Area**

With floral competition as the topic, 7 competitions and 10 special exhibitions, a total of 17 rounds, were at display. Elite competitors from different countries showcased their creative floriculture and landscape design capabilities.

### **Pavilion of Future and Pavilion of Regimen in the Xinsheng Park Area**

The Pavilion of Future mainly displayed characteristic plants from different altitudes and in different ecological environments while the Pavilion of Regimen mainly showcased Taiwan's capabilities in pot landscape arts.

## **Outdoor exhibition floors for demonstration of diversified horticultural landscapes**

### **Outdoor exhibition floor in the Yuanshan Park Area**

Included Vertical Plant Wall, Flora Rainbows, Flower Wall, Flower Landscape, Rare Flowers and Plants, EXPO Orchard, Special Exhibitions Area, and Shanghai Charm, Xi'an's Courtyard

### **Outdoor exhibition floor in the Fine Arts Park Area**

Mainly included the Global Garden Area that showcased characteristic horticultural landscapes from different countries

### **Outdoor exhibition floor in the Xinsheng Park Area**

Including Flower Base under Trees, Serenity Garden, Garden Maze, Fujian Style Garden, and two Floral Tunnels, Lights and Shadows that connected the Fine Arts Park Area and Bamboo Veranda that connected the Dajia Riverside Park Area

### **Outdoor exhibition floor in the Dajia Riverside Park Area**

Including Sea of Flowers, Gardening Competition Area, Movable Forest, and floral landscape decoration area (Children's World, Family Area, Edibles Garden, and Taiwan Botanical Diversity)

## **Overall planning**

To demonstrate the diversity of plants, TIFE used around 2,700 species and 4,500 cultivars (varieties), 24 million plants in the 4 park areas combined. Everyone loves to watch beautiful flowers and trees. Nevertheless, they are living things, with their life spans and different characteristics. To showcase different plants on different outdoor floors and let people see the most beautiful and diversified TIFE during the 6 months and let all flowers and plants show their best sides and shapes in front of the visitors, advance overall planning was necessary. The planning included teamwork and manpower planning, the plants production and growing management system, and the plants maintenance system to let related teams work more efficiently and quickly control and handle emergency conditions through quick response and recovery!

## **Teamwork and manpower**

Various tender winners were the main parties in charge of their respective plantation projects, including planning, supervision over the construction, plantation, replacement of plants, etc., and maintenance and management after the plantation project was completed.

Related departments under the Taipei City Government signed contracts with respective contractors. The Department of Rapid Transit Systems, Park and Street Lights office, New Construction Office, Hydraulic Engineering Office, and Sewage Systems Office were in charge of the plantation project. In addition, the Department of Economic Development was the chief department, under which was the Horticultural Service Center at the TIFE Operation Headquarters to take charge of compiling and managing horticulture-related affairs.

In other words, individual departments and offices were in charge of their respective areas and were the direct parties that individual contractors reported to. They were primarily responsible for supervising the contractors so that they honored contract terms and conditions. The Horticultural Service Center, on the other hand, was the direct subordinate under the TIFE Operation Headquarters. It had to report to the Headquarters at all times on related information on the horticultural and plantation operations in the park areas and keep in close contact with individual responsible departments and offices in order to keep track of plantation projects and affairs and help report related problems on plantation projects.

## **Plants Production and Growing Management System**

By system, it means that it is not only about the plantation project but a series of action items that expand upstream to cover plants production, allocation, and preparations, including contracts (indirect contracts, the heterogenic minimum tenders and price setting, county/city ratios), contractor site inspections, trial plantation plans, prevention and control plans (against red imported fire ants and brown root rot disease), imported plantation and customs quarantine, and related plantation plans, temporary site exit flow planning, goods acceptance plans, construction acceptance plans, and plantation plans, among others.

### **Contract plans (Flower production and supply)**

To maintain steady supply of plants to various exhibition areas throughout TIFE and fulfill the purpose and promise of taking care of flower growers throughout the nation in a comprehensive way, individual responsible units under the City Government asked horticultural landscaping constructors to direct sign collaboration contracts with the flower growers (hereafter the project contract, <sup>2</sup>) and ensure smooth supply of flowers and plants throughout TIFE in the indirect project contract collaborative mode.

Flowers and plants are natural living things with their life spans. Also in light of the varied expertise and characteristics of individual counties and cities in the production of flowers, to be comprehensive, it was not the responsible units under the City Government but individual horticultural and landscaping tender winners to directly sign collaboration contracts with the flower growers. In other words, the tender winners directly reached agreements with the growers and plants intended parties on the procurement contents. This is the definition of an indirect project contract.

To select contractors that were familiar with domestic flowers growing and production lines so that they could be more professional and diversified in choosing the parties they would like to work with, Mayor Hau instructed on October 17, 2008 in the meeting with his staff that the plantation contracts for individual sections in the TIFE should be separated from the construction project and the tender participants had to be horticulture and plants growers and flora groups. On October 14, 2008, Secretary-General Si-An Yang presided over the meeting on “Tender Decision Methods for TIFE Projects” and it was decided that related project tenders would follow the base price announcing method as indicated in Article 34 of the Government Procurement Law and the tenders would be decided by the “tender bidding price with addition or deletion of the contract implementation terms to the minimum tender” and “heterogeneous procurement minimum tender.”

## Plant unit price setting

The demand for flowers and plants was huge. However, flower prices would vary with time, specifications, and types. To be consistent and have criteria for related handling departments to follow, the representatives from the Council of Agriculture, the Landscape Engineering Association of Taipei, the Department of Rapid Transit Systems, Public Works Department, and four professors from the Department of Horticulture from National Taiwan University were invited to form an expert team and convene <sup>(3)</sup> to jointly discuss a solution following reference to the “2008 Greening Project Plant Profile of Parks and Street Lights Office,” “2006 Public Works Common Plants Manual published by the Taiwan Construction Research Institute”, “Kaohsiung County Government Website Announced Plant Unit Price”, “Environment Greening and Beautification Materials Reference Price published by the Central Office of the Council of Agriculture”, “The Landscape Engineering Association of ROC Data”, and “the Market Price Survey by the Parks and Street Lights Office” from October to November 2008. It was determined that for plants with higher demand, reference unit prices would be established. For other less used plants, unit prices included in the Parks and Street Lights Office’s plant profile would be referred to.

## Trial Growing Plan

Flowers and plants are prone to environmental, weather, and soil conditions. To enhance success rates and blossoming rates during official operations, individual tender winners were asked to practice growing plants on site between May 2009 and April 2010 and record various data regarding the growth of the plants for assessment prior to official exhibitions.

### Trial growing site

Site	Tender	Area (m <sup>2</sup> )	Plant	Duration
Dajia Riverside Park Area	Dajia Riverside Park Flowers and Sea of Flowers Greening Project	625	Common zinnia	May 2, 2009 – Jul.15, 2009
		625	Common cosmos	Jul.20, 2009 – Oct.15, 2009
		1,250	Bush, flowers, and herbs, 14 kinds in total	Oct.25, 2009 – Jan. 31, 2010
		1,250	6 kinds of flowers	Dec.18, 2009 – Jan.31, 2010
	Dajia Riverside Park Exhibition Floor Plantation Project	38,750	Ground cover plants	
		37,780	Ground cover plants	
Yuanshan Park Area	CZ202 – Pavilion facilities projects at EXPO Theater, Pavilion of Culture, Celebrity’s House, and other pavilions in the Yuanshan Park Area (2nd Tender)	16,884	Green manure crops	
Xinsheng Park Area	Flower Base Under Trees Greening and Beautification Project	30	Lily (11 cultivars)	Nov.5, 2009 – Nov.30, 2009
		30	Tulip (21 cultivars)	Feb.1, 2010 – Feb.20, 2010
			Common hyacinth (2 cultivars)	Feb.1, 2010 – Feb.22, 2010
		30	Barbados lily (23 cultivars)	Apr.1, 2010 – Apr.30, 2010

## Phellinus naxius control and prevention

To show the utmost beauty of flowers and plants to visitors, the most important task was prevention against *Phellinus naxius*. Believing prevention can do more than treatment, the TIFE organizer invited Dr. Chun-Hsu Fu from the Taiwan Forestry Research Institute to assist in the examination of a total of 127 plants throughout the park areas at the end of 2009. On March 30, 2010, with company of the Parks and Street Lights Office and the Department of Rapid Transit Systems, he went to the site and did another inspection and confirmed that 157 trees were infected with the disease (83 on the exhibition floor and 74 outside the exhibition floor). The trees were excavated, removed, and relocated according to the severity of their conditions.

### Division of labor in the prevention and control of trees infected with the disease

Location	Outsourcer	Number of trees affected	Excavation	Relocation	Number of trees removed	Date of completion
Yuanshan Park Area	North District Project Office Department of Rapid Transit Systems	42	42	27	15	Jun.27, 2010
Yuanshan Park Area	Parks and Street Lights Office	2	2		2	Sep.19, 2010
Fine Arts Park Area	Parks and Street Lights Office	15	15		15	Jul.27, 2010
Xinsheng Park Area	Parks and Street Lights Office	18	18		18	Jul.19, 2010
Dajia Riverside Park Area	Public Works Department Hydraulic Engineering Office	6	6		6	Jul.26, 2010
Children's Recreation Center (Non-exhibition floor)	Children's Recreation Center	74	74		74	Jun.26, 2010

*Phellinus naxius* was handled in accordance with the "Taipei City Tree Pests Prevention and Control Plan." The prevention and control operations were done through standard operating procedures on the basis of the Taipei City Parks and Street Lights Office "Phellinus naxius Prevention and Control Project Specific Regulations." Pharmaceutical fumigation proven by the Taiwan Forestry Research Institute to be the most effective was the primary method used. The removed sick plants were handled in accordance with the "Factory Acceptance Mechanism of Waste like Sick Branches from Pests Prevention and Control Projects" established by the Department of Environmental Protection and DEP had to be notified before the sick trees were sent to factories for processing. After the prevention and control project was completed, related specimens had to be sent to the Forestry Research Institute. The location had to be confirmed to be clear of *Phellinus naxius* pathogens through laboratory tests before new bushes and trees could be planted.

## Imported plants and customs quarantine

For the outdoor exhibition floor greening and beautification projects in the 4 park areas, only seed balls of Common hyacinth, tulip, lily, Barbados lily, Mini Gladiolus, and Poppy anemone for the Flower Base Under Trees Greening and Beautification Project and the Yuanshan Park Flowers and Exhibition Replacement Maintenance Project – CZ204 Construction Tender needed to be imported from overseas. After the seed balls were imported, domestic growers had to start subsequent plantation and management tasks. After they became seedlings, they would be delivered to and planted by the constructors. As soon as exhibitions were completed, they were recycled by related contractors.

Among the park areas, those needing imported flowers were mainly the Global Garden Area that showcased landscapes and horticulture from different countries and the EXPO Dome where the international floricultural competition was held.

In June 2009 to help international exhibitors at the Global Garden Area and participants in the International Indoor Floriculture Exhibition and Competition at the EXPO Dome import their plants and materials by expediting the custom quarantine process flow and simplifying the operating procedures, the Bureau of Animal and Plant Health Inspection and Quarantine (BAPHIQ) and the organizers jointly established the “2010 TIFE Quarantine Task Force” to take charge of expediting imports of international exhibits and risk management. In addition, the 2010 TIFE Exhibit Plants and their Products Importation and Quarantine Requirements and the Plant Disease Inspection, Reporting, and Management Mechanism were established to be the criteria.

Then, the initial importation and quarantine requirements inquiry services were available for international exhibit plants. When the exhibits arrived in Taiwan, related documents had to be presented to the Bureau for review and approval in order to expedite the quarantine process. The service flow is shown in Figure 1. In addition, for plant products imported for a certain project, TIFE also submitted applications with authorities concerned according to law and helped international exhibitors with importation customs quarantine and risk management during exhibition after the Import Permit was received. The application process for projects is shown in Figure 2.

As of April 25, 2011, there were 6 exhibitors that used imported plants, and 12 used imported materials in the Global Garden Area. There were 3 exhibitors from Shanghai, Xi'an and Luoyang who imported plants and materials following the same model for the Global Garden Area. In the International Indoor Floriculture Exhibition and Competition at the EXPO Dome, 14 participants used imported plants and 4 participants used imported materials. Among them, plants imported through application for projects were pineapple plants from the Philippines and ivy plants from the Netherlands in the Global Garden Area, camellia, camellia azalea, and peony in Shanghai Charm, Rockii peony in the Xi'an's Courtyard, Beijing chrysanthemum and Flamming lily from the Netherlands in the International Indoor Floriculture Exhibition and Competition at the EXPO Dome, and peony in the Luoyang City Special Exhibition.

After they completed custom quarantine, plants and materials from various countries were released into Taiwan. Before they entered park areas and exhibition arrangements were completed successfully, they also needed a temporary place to stay <sup>(4)</sup> and this was arranged, too.

Figure 1  
“2010 TIFE” Foreign Exhibit Customs Quarantine Service Flowchart

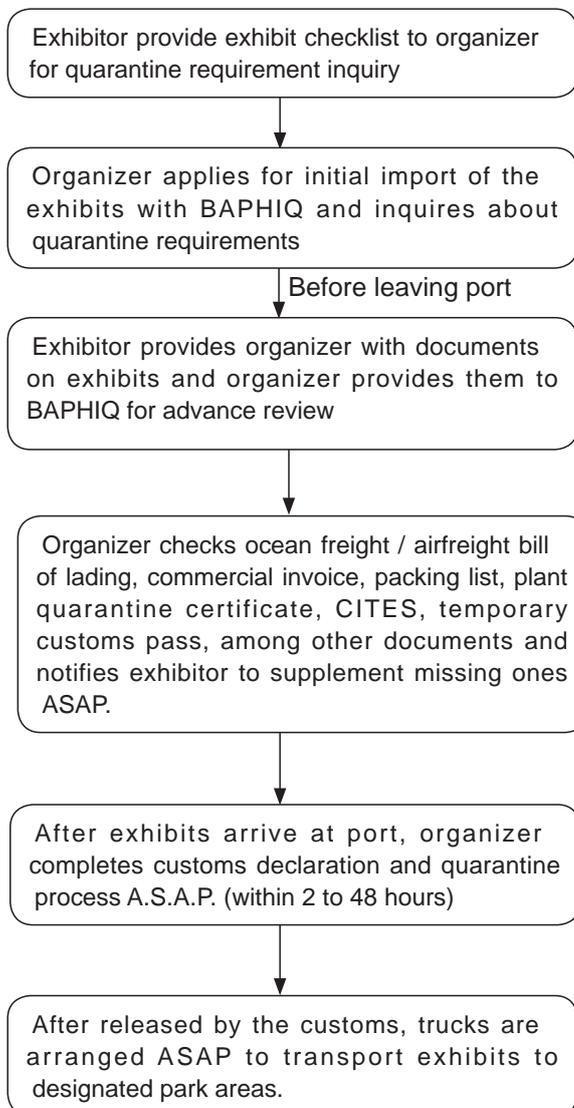
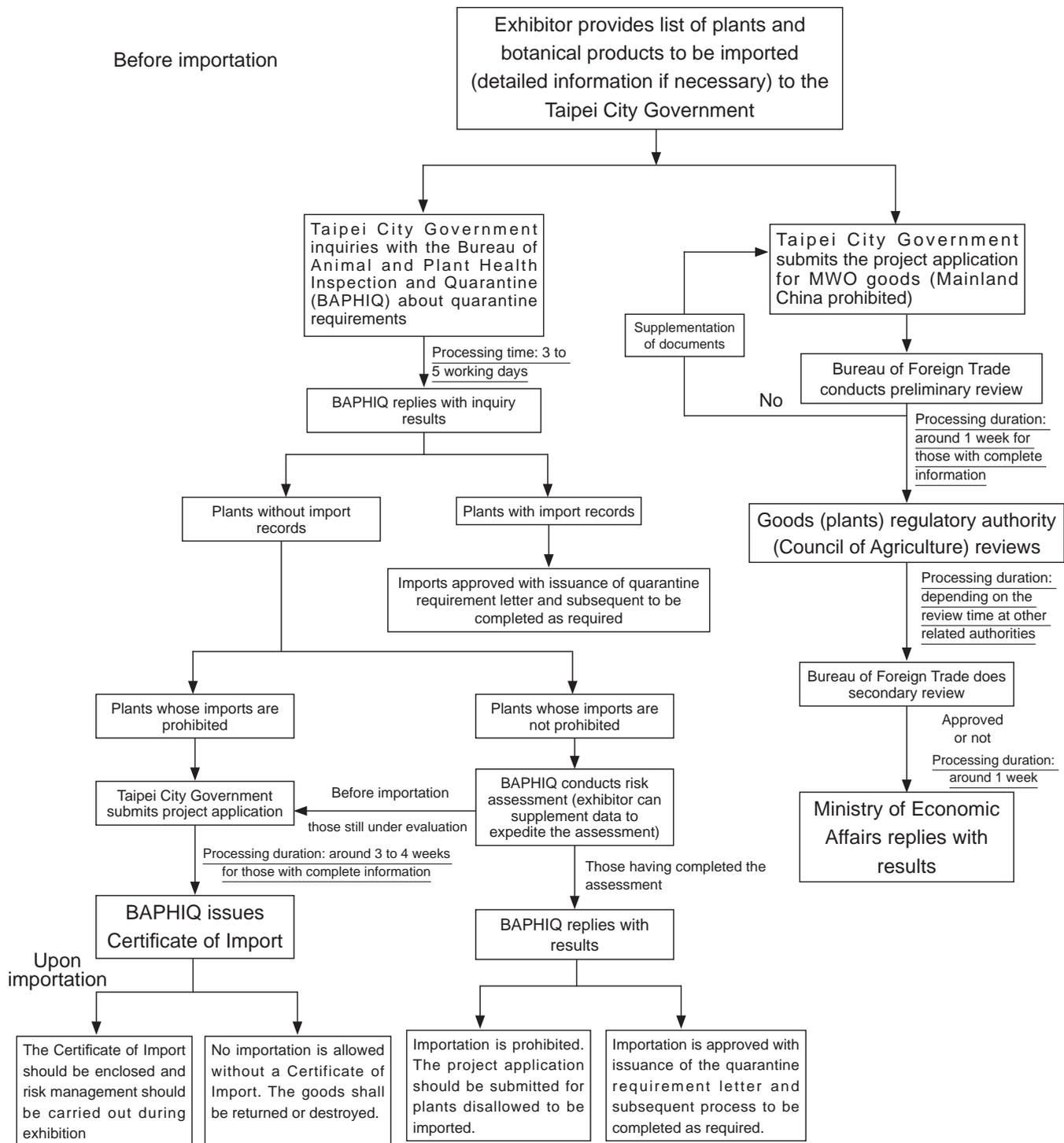


Figure 2  
Application Flowchart for Imports of Plants and Botanical Products for 2010 TIFE



## Red imported fire ant prevention and control

The prevention and control plan primarily focused on preliminary containment against invasion, reinforced site inspections, invasion control and treatment, and prevention education and promotion.

### I. Preliminary containment against invasion

1. Under the master principle that prevention is more important than treatment, the prevention against red imported fire ants focused on the origin control. According to the Red Imported Fire Ant Prevention and Control Operation Plan, tender winners for TIFE had to submit a roster of their downstream suppliers to facilitate audits by the Agriculture and Food Agency, which would also send representatives to perform onsite inspections. The BAPHIQ would conduct separate supervision and audits.

2. During TIFE, to control and prevent against invasion by and expansion of red imported fire ants, flower growers had to present the “Red Imported Fire Ant Inspection Qualification Certificate” issued by the local county/city government if their area was affected by the disease. For contractors from non-affected areas or when the county/city government was unable to issue the Certificate, the contractors had to complete the “Spontaneous Inspection Form” and the “Affidavit on Non-invasion by Red Imported Fire Ants” instead.

### II. Reinforced onsite inspection

1. Regular and occasional inspection: The horticulture maintenance contractors, volunteers, and related authorities were in charge of the inspections. The supervisory units (Public Works Department and Department of Rapid Transit Systems) had to supervise inspection operations throughout the park areas.

2. Professional monitoring: The BAPHIQ was in charge of supervising the monitoring operations. Professor Ji-Sen Huang from National Taipei University of Education was authorized to deploy detection tubes in park areas once a month for sampling with lures.

3. Detection dogs: To enhance monitoring precision and reduce expenditures by cutting down on the area of pest control, detection dogs were introduced to perform a 64-hour detection of red imported fire ants starting in January 2011.

### III. Pest invasion management

1. Reporting and verification: In the event that construction contractors, horticulture maintenance contractors and volunteers discovered suspicious invasion by red imported fire ants, they had to report to their supervisors and the Operation Headquarters immediately. After the Headquarters compiled all information, it would then report to the BAPHIQ and Taipei City Animal Protection Office, which would carry out onsite verification.

2. Extermination: After verification of a reported situation, the Taipei City Government would activate the “Red Imported Fire Ant Invasion Response Mechanism”. The Taipei City Animal Protection Office was in charge of keeping track of the situation.

3. Medical aid: The Department of Health under Taipei City Government was in charge of providing medical care and drug information upon fire ant bites. Medical stations would then prepare treatment drugs. In the event that visitors were bitten by the fire ants, they could seek treatment and care at the stations.

#### IV. Education and Promotion

1. Education: The Operation Headquarters was in charge of organizing prevention and control workshops for supervisory units, outsourcers, maintenance contractors, and personnel at individual centers under the Operation Headquarters as well as volunteers. The BAPHIQ authorized Professor Ji-Sen Huang from the National Taipei University of Education to be the instructor who taught them on the habits and appearance of red imported fire ants and common knowledge on their prevention and control.

2. Workshops and training: It was originally planned to have two workshops. However, a lot of volunteers registered for the workshops, additional 6 workshops were added, bringing the total number of workshops to 8 and that of students to 2,094.

3. Promotion: The BAPHIQ provided related promoting materials on the prevention and control against the fire ants and the fire ant model while the National Red Imported Fire Ant Control Center provided promotional fold-outs and manuals.

#### V. Status of Red Imported Fire Ant Inspections in Park Areas and Management

1. The supervisory units (Department of Rapid Transit Systems and Public Works Department) supervised their outsourcers and contractors to perform regular and occasional inspections in park areas in accordance with the 2010 TIFE Red Imported Fire Ant Invasion Control Plan. The Operation Headquarters also sent inspectors to perform synchronized inspections in different park areas from June 1, 2010 on. A total of 1,606 lure stations were set up with engagement of a headcount of 2,275 people. Eight ant nests were found.

2. On November 3, 2010 four immature ant nests were found in the Serenity Garden. After intensive prevention and control on November 3, November 10, November 11, and December 1, no further traces of red imported fire ants were found again.

3. One tropical red imported fire ant nest was found on the Spanish stone steps in the Global Garden Area on December 3, 2010. After immediate handling by related units, no further traces of red imported fire ants were found again.

4. Sporadic tropic red imported fire ants were spotted in the Canada section of the Global Garden Area on March 3, 2011. Prevention and control through drug administration was completed on March 4 and April 13.

5. Starting from January 2011, the Academia Sinica Red Imported Fire Ant Detection Dogs joined in the detection operations and detected sporadic activities of the fire ants on the Greeting Plaza on March 21 and ant hills were located in the surroundings by the National Red Imported Fire Ant Control Center on March 24. After intensive prevention and control on March 23, 24, 28 and 30, no further traces of red imported fire ants were found again.

Overview of prevention and control against invasion by red imported fire ants in park areas of TIFE							
Date	Area	Number	Type	Prevention and control authority	Head-count	Volume of drug administered	
						Liquid (l)	Lure (kg)
Nov.3. 2010	Serenity Garden in Xinsheng Park Area	3	Red imported fire ants	Animal Protection Office, Department of Environmental Protection, Parks and Street Lights Office, Operation Headquarters, BAPHIQ, NRIFACC	11	2	90.8

Overview of prevention and control against invasion by red imported fire ants in park areas of TIFE							
Date	Area	Number	Type	Prevention and control authority	Head-count	Volume of drug administered	
						Liquid (l)	Lure (kg)
Nov.10, 2010	Serenity Garden in Xinsheng Park Area	1	Red imported fire ants	PSLO, OH	2	0.3	0.3
Nov.11, 2010	Serenity Garden in Xinsheng Park Area	1	Red imported fire ants	PSLO, NRIFACC	4	1	5
Dec.1, 2010	Serenity Garden in Xinsheng Park Area	Ditto	Red imported fire ants	APO, DEP, PSLO, OH, BAPHIQ, NRIFACC	9	3	10
Dec.3, 2010	Spanish stone steps in Global Garden Area	1	Tropical fire ants	APO, DEP, OH, BAPHIQ, NRIFACC	9	5	20
Mar.3, 2011	Canada, Greece, Vietnam, Korea, Thailand, Indonesia, and Taiwan sections in Global Garden Area	1	Tropical fire ants	APO, DEP, OH,	5	4	20
Mar.23, 2011	Greeting Plaza, Eco Pond, Pavilion of Aroma of Flowers	1	Red imported fire ants	APO, DEP, OH,	8	0	35
Mar.24, 2011	Greeting Plaza	Ditto	Red imported fire ants	NRIFACC, APO, OH, NCO	15	0	2
Mar.28, 2011	Greeting Plaza	Ditto	Red imported fire ants	NRIFACC, OH	3	100	0
Mar.30, 2011	Lawn by the Greeting Plaza	Ditto	Red imported fire ants	NRIFACC, OH, APO	3	10	2

Overview of prevention and control against invasion by red imported fire ants in park areas of TIFE							
Date	Area	Number	Type	Prevention and control authority	Head-count	Volume of drug administered	
						Liquid (l)	Lure (kg)
Apr.13, 2011	Canada section in Global Garden Area	Same as 03/03	Tropical fire ants	APO, OH	5	0	12
Apr.19, 2011	Greeting Plaza	Same as 03/23	Red imported Fire ants	NCO	2	0	0.03
<b>Total</b>		<b>8</b>			76	125.3	197.13

## Seedling nursery inspection

Within two weeks before plants entered park areas and planted for each exhibition period on the outdoor exhibition floor, the responsible units for their respective tenders had to inspect on site at the contract seedling nurseries the specifications, quality, type, and quantity of the plants along with the tender winners and the design and surveillance units to make sure that they met contract requirements and asked contractors to maintain the nurseries properly so that all plants could meet the requirements of TIFE when they entered park areas to be planted.

## Goods and construction acceptance plans

To make sure that the density, type, quantity, specifications, and quality of plants deployed throughout park areas met related requirements, the 5th coordination meeting of the 2010 TIFE on the overall horticultural and plant planned throughout park areas was held on November 7, 2008. Resolutions of the meeting included that the principles established by the PSLO shall be based with regard to the regulations governing plant acceptance and the acceptance procedures. Responsible units for respective tenders should ask contractors to provide plants, new, supplemented, or replaced, according to the contract terms and conditions.

Before construction, the design and surveillance should verify the type, specifications and quantity of the plants stated in the contract. In case of any discrepancy, the competent authority should be notified immediately. Construction could begin after the plants were qualified. They also had to complete plantation and replacement of plants in time according to the different intervals between exhibitions in individual areas to completely and accurately display design results.

Quality inspection items upon acceptance included pests, integrity of appearance and shape, root system, aging of seedlings, completion of growth regulation. For specifications, items checked included the size of pot, the height and leaf width of the plant, and number of seedlings.

## Renewal of plants

The plan for renewal of plants included the plantation plan prior to the opening day and that for different periods and different sections after the opening day.

### 1. The plantation plan prior to the opening day

To make sure that various plants, trees (including any plant of the family Palmae), bushes, ivy, ground cover (grass), and aquatic plants, could be properly planted in their respective areas based on horticultural expertise, techniques, and approaches, maintain their survival and subsequent management and maintenance, and present the horticultural and landscape beauty as the designers originally depicted, various plantation plans began before the opening day.

Contractors had to perform various constructions according to the contract drawings and construction plans with reference to Chapters 02920, 02931, and 02933 of the Construction Guidelines of the PSLO. In case that it was necessary to improve soil quality during construction, (All organic soil and organic fertilizers transported to the park areas had to have the eligibility certificate as announced by the Agriculture and Food Agency and related requirements of the Fertilizers Management Law. All alien earth or fertile soil transported to park areas also had to come with a factory release certificate and the factory release quantity slip.), the soil used should be water permeable and should not contain gravels, clay blocks, weed roots, and other poisonous, pest-laden, or growth-undermining foreign substance and shall only enter park areas after it was approved by the construction surveillance unit in order to effectively guard against invasion by pests.

Improvement of soil for the Yuanshan Park Flowers and Exhibition Replacement Maintenance Project – CZ204 Construction Tender mainly comprised peat soil and coco fiber at a 1:1 volume ratio to improve up to 5,259.2 m<sup>3</sup> of soil. Improvement of soil for the Dajia Riverside Park Flowers and Sea of Flowers Greening Project encompassed peat soil, coco fiber, and coarse sand at a 1:1:1 volume ratio to improve up to 3,567 m<sup>3</sup> of soil. Improvement of soil for the Dajia Riverside Park Exhibition Plantation Project comprised riverside soil, coco fiber, coarse sand, perlite, and vermiculite at a 1:5:1:1:0.5 volume ratio to improve up 40,950 m<sup>3</sup> of soil. This project also encompassed improvement of primrose media. The volume ratio was 2:3.5:3.5:1 for vermiculite, perlite, peat soil, and organic fertilizer to improve 17,953.2 m<sup>3</sup>.

### 2. Plantation plan for different periods and different sections

Plantation on outdoor exhibition floors was mainly fixed. However, some theme seas of flowers and sub-sections had renewed flowers because some flowers had shorter blossoming periods. <sup>(5)</sup> The renewal was meant to maintain the optimal exhibition quality. For each sub-section, plants were designed for 4 to 6 periods. The renewal operation time was about 10 days for each sub-section and each period. It usually occurred from 11:30pm to 7:30am the next morning, i.e. while the park areas were closed, to avoid causing inconvenience for the visitors and undermining the beauty of the landscape. Under vary rare circumstances, such as lag in the renewal operation and climate conditions, the renewal operation would take place in the day.

## Plants maintenance and management system

To precisely implement maintenance and management of plants, the management system and manpower, inspection and management operations, maintenance management operations and emergency operation system were established.

## Manpower inspection and management operation

Different shifts were scheduled to effectively utilize human resources based on the operational status from 9:00am to 10:00pm. Those working on different shifts mainly included inspectors from the Horticulture Service Center, volunteers, and contractors' maintenance personnel, who had their respective duties.

**Daily 3 shifts:** There were usually two shifts, the morning and afternoon shifts. However, during renewal operations or as a typhoon response measure, manpower would be allocated from individual sections under the Center for the 3rd shift (evening shift) in order to keep track of the renewal and typhoon status.

◎**Inspection items before park areas were opened included** 1.type and quantity of plants, pests, missing plants or lodging, cleanness, and growth status, 2.adequately trimmed trees, bushes, land cover, and lawn, 3.functionality of the watering system, and 4. adequate humidity of soil and pests like red imported fire ants.

◎**Inspection items before park areas were closed included** 1.damage to the plants such as bending, stampede, traces of someone climbing on them, lodging, trash, and pollution and pests, 2.complete supplementation of missing plants, 3.adequately trimmed plants, 4.adequate humidity of soil and pests like red imported fire ants, 5.functionality of the watering system, and 6.clearing of withered branches, fallen leaves and fruits, and waste and trash.

◎**Inspection items upon renewal of plants included** 1.removal or arrangement of old plants and soil and transport part of it away, 2.soil supplementation or addition of fertilizers, and 3.entry of new plants and unloading.

◎**Inspection items upon acceptance included** 1.correctness of renewed type and quantity of plants, 2.functionality of the watering system, 3.finished cleaning of the environment, and 4..successful clearing of discarded plants, vehicles, construction staff and machine tools.

## Maintenance and management operation

Plants are living things and require proper management and maintenance in order to exercise their expected functions and show their best sides. In light of this, plants at display during TIFE were adequately trimmed and given nutrients according to the type of the plant and the weather condition so that they could appear to be flourishing and blossoming at all times.

After plants were accepted, the "survival maintenance period" began. Contractors were in charge of maintaining and managing the plants after construction was completed until the next plant renewal, including trimming, watering, and clearing of foreign substances for the plants. In the event of any withered or disqualified plant during the survival maintenance period, contractors should supplement or replace the plant immediately. Individual responsible units for respective sections, on the other hand, were in charge of supervising various maintenance operations and had to perform inspections on plants within their sections on a daily basis. In case of any demand for supplementation or renewal, the contractor for the specific section had to be informed right way for the required maintenance.

**General rules for maintenance and management:** including watering, fertilization, flower inspection (trimming of withered flowers and leaves), branch trimming, pest prevention and control, flower and tree supplementation, and cleaning, among others. In addition, attention should be paid to the robust growth of the plants and their natural and elegant appearance.

**Watering:** Watering took place throughout park areas before 8:00am and after 10:00pm according to the weather condition and the demand for water of different plants. When the weather was dry or water supply was in shortage, additional watering could take place at the required time slots to reflect the condition of different plants.

**Flower inspection (trimming of withered flowers and leaves):** Flowers were inspected for their appearance and growth status. Any bent branches, withered or sick leaves, flowers, or branches had to be removed immediately.

**Trimming:** Stylish bushes and green sculptures had to be trimmed once a month. Trimming of blossoming bushes and roses had to be done by professionals. In case of improper trimming that resulted in growth regression or undermined beauty, the contractor should renew the plants unconditionally.

**Seasonal, perennial, and tuber primrose:** Renewal should take place according to the flower growing plan for each area. Support racks should be set up for certain types of flowers to avoid their stalks from collapsing.

**Land cover:** Trimming took place once a month.

**Primrose rotation:** Seasonal, perennial, and tuber primrose had to be renewed according to the flower plantation plan for each area. Rotation and renewal should be done within 7 to 10 working days according to the area of plantation during the final week of each exhibition period.

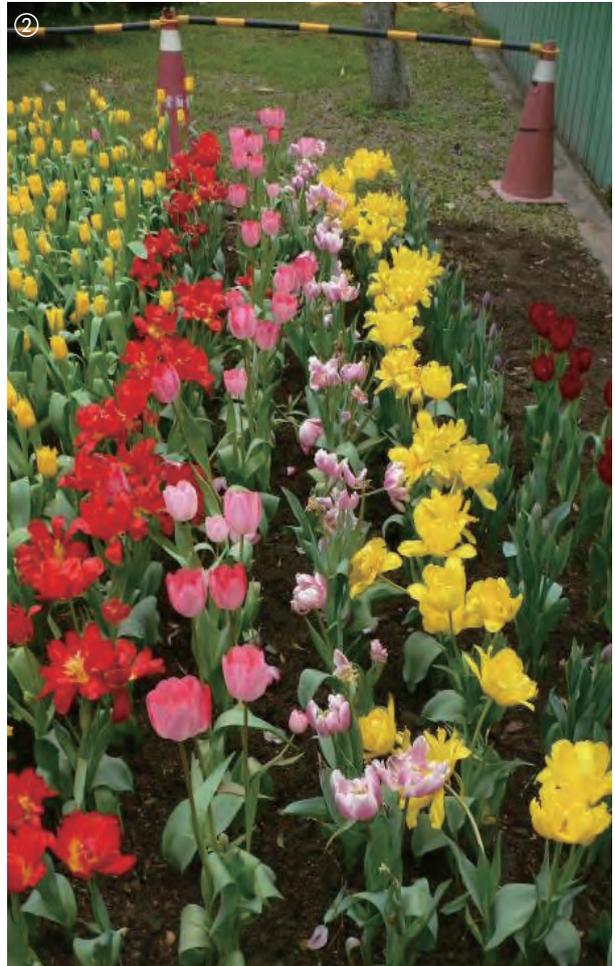
**Supplementation of plants:** For flowers and trees with weak stems and affected by pests, efforts should be made to prevent the hazard from spreading and seek immediate improvements. Contractors should adequately supplement plants when flowers or trees withered as a result of manned factors or improper management.

**Fertilization:** Upon land readjustment, organic fertilizers should be used as the base fertilizer. Additional fertilizers were required upon rotation and renewal. In case of insufficient nutrition that led to discoloration of flowers, branches, and leaves, to maintain landscape quality, immediate fertilization was required for improvement.

**Pests:** Before flowers, trees, and lawns entered the park areas, they should be inspected for red imported fire ants or other pests. Daily inspections should be carried out after they were planted. As soon as pests and disease were discovered, response measures should be taken immediately to prevent the hazard from spreading.

**Lawn:** Mowing was based on the height of grass. It usually took place on a monthly basis. Around 3 to 6cm of grass was mowed each time. Trimming should take place as soon as the grass had grown by 1/3 of the original height upon plantation. Supplementation or fertilization should be done to correct damages attributable to dissatisfactory management or other manned factors. When the temperature is high during the growth period, watering should enable penetration of the water given to over 10cm of the soil layer.

**Other:** Support racks must be in place to prepare for strong winds and storms and facilitate maintenance and management.



① Contracts and seedling nursery inspection ② Trial plantation plan ③ Phellinus naxius control and prevention ④ C2 style explanation board ⑤ D style warning and prohibition explanation board

## Integration and Application of the Plant Database

### Outdoor exhibition floor horticultural and plant voice guide

To help visitors have a better understanding of the characteristics of the different plants at display and accordingly increase their interest and enjoy the advanced sightseeing experience, the database with brief introductions to 500 kinds of flowers was planned since 2008. The energetic, life-oriented, and colloquial introductions were dubbed by professionals in Chinese, English, and Japanese. The database also collected photos of various plants (including whole view, close-ups, and feature photos).

### Explanation boards

The original plan encompassed around 1,600 kinds of plants in the park areas. Therefore, explanation boards were set up based on this plan. As such, the database for 500 plants completed during the 1st stage had addition of over 1,100 kinds of plants in 2010. Meanwhile, major contents at display outdoors and guided tour resources integrated. The horticulture guided tour signs and plant explanation boards were planned and produced in order to provide interactive and self-directed explanation and environmental education ideas and help visitors know plants at display in the park areas.

There were large, medium, small explanation boards and warning/prohibition signs. <sup>(6)</sup> The explanation boards were generally designed in compliance with related CIS regulations (e.g. the Yuanshan, Fine Arts, Xinsheng, and Dajia Riverside Park Areas featured, respectively, yellow, red, green, and blue) and in response to the indicator system designed for public services. Explained contents were lively in Chinese, English, and Japanese. The boards were mainly made of climate-tolerant stainless steel with embedded printing on aluminum color sheets, which helped reduce subsequent maintenance cost. The boards could also be recycled at 100% after TIFE, which fell in line with the 3R principle of the exposition.

Different explanation boards had their different functions and positions. Through the mobile phone guided tour provided by Chung Hwa Telecom, visitors could also listen to the voice tour by dialing the hotline (e.g. for mobile phone users of Chung Hwa Telecom dial 52288) or visitors could use the QRcode function and NFC (Near Field Communication) sensor on their mobile phones to connect to the mobile webpage and easily browse the pictures and information and enjoy more convenient guided tour services.

The explanation boards had to be replaced for different exhibition periods and for different renewed plants. A total of 2,629 explanation boards in different sizes were set up throughout TIFE (including replacement of medium and large sizes). To facilitate setup of explanation boards and their maintenance and management and to enhance completion of information provided on the boards, each board had their region, model number, and code indicated on the rack and was shown on the construction sitemap. All TIFE staff inspected, cleaned, and maintained explanation boards on site throughout the exposition to keep them neat and tidy.

## A variety of plant information on the "Florapedia"

Florapedia on the official website of TIFE mainly provides related information on plants. People could download the presentation on the characteristics of outdoor horticulture and plants at display to understand characteristics of horticulture and landscapes in individual sections and the flowers selected for different exhibition periods. There is also information on the flower evolution, flowers & Chinese zodiacs, flowers & constellations, flower etiquettes, flower special coverage, etc. In addition, the plant database registers nearly 1,600 pieces of plant information for people to search with keywords. People could also download pictures or voice files (available in Chinese, English, Japanese, Taiwanese and Children's versions).

Large-quantity or special flowers were selected according to individual greening and beautification projects for outdoor exhibitions and flower calendars were produced each month and posted on the official website so that people would know the information disclosed and it helped attract people to visit the Flora Expo.

## Horticulture and plant special edition

The City Government compiled the book "2010 TIFE Horticulture and Plant Collection – Witness of the Power of Beauty" in order to have complete coverage on various horticultural landscapes and diversified plants at display in TIFE.



## Chapter 5 Notes

1

### Meeting contents and principles

The meeting was about review, negotiation, and integration of the planning status and progress for horticulture and plants in individual park areas, the selection and suitability of plants, construction tendering methods, plant unit price setting, imported plant quarantine and demand for the temporary storage area, visits to individual county and city governments, and intended collaboration between local flower growers and industries. Basic principles for horticulture and plant planning throughout park areas and important conclusions were drawn.

2

### Contract gardening profile

#### NO.1

Tender title : Greening and Beautification Project For Flower Base under Trees of 2010 Taipei Int'l Flora Expo

Location : Xinsheng Park Area

Responsible authority : Parks and Street Lights Office, Public Works Department

Tender winner : Hai-Tang Horticulture Company

Contractor : 1. Mr. Bo-Wei Lin / 2. Fu-Bu Company Person-in-charge: Mr. Ming-Liang Wu / 3. Xindayuan Horticulture

Person-in-charge: Mr. Shi-Hao Wu / 4. Ivy Rose Horticulture Enterprise Person-in-charge: Ms. Jie-Mei Lin-Song

Contract gardening profile		Note ( Flowers & Plants: type/quantity )
Category	Place of origin and total cultivation area	
Grass and flowers Bush Land cover Ornamental foliage	Place of origin: Tian-Wei Township of Changhua County and Puli Township of Nantou County Total cultivation area: Approx. 31.86 hectares	Grass and flowers 72,980 Bush 12,060 Landcover 40,641 Ornamental foliage 43,694
Grass and flowers	Place of origin: Puli Township of Nantou County <b>Total cultivation area: Approx. 1.7 hectares</b>	Grass and flowers 37,689
Grass and flowers Bush Land cover	Place of origin: Dayuan Township of Taoyuan County <b>Total cultivation area: 2.3 hectares</b>	Grass and flowers 729,349 Bush 11,424 Landcover 3,600
Bush	Place of origin: Taitung City and Beinan Township of Taitung County <b>Total cultivation area: Approx. 2 hectares</b>	Bush 4,412

#### NO2

Tender title : Greening Project for Floral and Flower Sea in Dajia Riverside Park Area of 2010 Taipei Int'l Flora Expo

Location : Dajia Riverside Park Area

Responsible authority : Parks and Street Lights Office, Public Works Department

Tender winner : Tai-Feng Agriculture Company Limited

Contractor : Floriculture Production and Marketing Group 2, Guanyin Township, Taoyuan County / Mr. Sheng-Yu Huang

Contract gardening profile		Note ( Flowers & Plants: type/quantity )
Category	Place of origin and total cultivation area	
Grass and flowers	Place of origin: Guanyin Township of Taoyuan County <b>Total cultivation area: 3.81 hectares</b> The Green and Beautification Project for Pavilion of Regimen Garden in Xinsheng Park Area of 2010 Taipei Int'l Flora Expo and Greening Project for Floral and Flower Sea in Dajia Riverside Park Area of 2010 Taipei Int'l Flora Expo were combined in one contract.	<b>Grass and flowers 1,172,649</b>
Vegetables	Place of origin: Xichou Township of Changhua County <b>Total cultivation area: 1.2 hectares</b>	<b>Vegetables 30,762</b>

### N03

Tender title : Plantation Project for Exhibits in Dajia Riverside Park Area  
 Location : Xinsheng Park Area  
 Responsible authority : Parks and Street Lights Office, Public Works Department  
 Tender winner : Tai-Feng Agriculture Company Limited  
 Contractor : Floriculture Production and Marketing Group 2, Guanyin Township, Taoyuan County

Contract gardening profile		Note ( Flowers & Plants: type/quantity )
Category	Place of origin and total cultivation area	
Grass and flowers Bush Land cover Ornamental foliage	Place of origin: Guanyin Township of Taoyuan County <b>Total cultivation area: Approx. 3.81 hectares</b> The Green and Beautification Project for Pavilion of Regimen Garden in Xinsheng Park Area of 2010 Taipei Int'l Flora Expo and Greening Project for Floral and Flower Sea in Dajia Riverside Park Area of 2010 Taipei Int'l Flora Expo were combined in one contract.	<b>Grass and flowers 152,848</b> <b>Bush 6,392</b> <b>Landcover 750</b> <b>Ornamental foliage 600</b>

### N04

Tender title : Plantation Project for Exhibits in Dajia Riverside Park Area  
 Location : Dajia Riverside Park Area  
 Responsible authority : Hydraulic Engineering Office, Public Works Department  
 Tender winner : Shan-Shui Landscape Engineering Company Limited  
 Contractor : 1.Floriculture Production and Marketing Group 2, Guanyin Township, Taoyuan County / 2. Chengheji Horticulture

Contract gardening profile		Note ( Flowers & Plants: type/quantity )
Category	Place of origin and total cultivation area	
Grass and flowers Bush	Place of origin: Guanyin Township of Taoyuan County <b>Total cultivation area: 1.8 hectares</b>	<b>Grass and flowers 104,191</b> <b>Bush 103,955</b>
Bush	lace of origin: Tian-Wei Township of Changhua County <b>Total cultivation area: Approx. 10 hectares</b>	<b>Bush 14,618</b>

**NO5**

Tender title : Construction Project for Floral Tunnels of 2010 Taipei Int'l Flora Expo

Location : Xinsheng Park Area

Responsible authority : Parks and Street Lights Office, Public Works Department

Tender winner : Yu-Cheng Construction

Contractor : Mr. Long-Qian Wei

Contract gardening profile		Note ( Flowers & Plants: type/quantity )
Category	Place of origin and total cultivation area	
Trees Bush Grass and flowers Vegetables	Place of origin: Gaoshu Township of Pingtung County <b>Total cultivation area: Approx. 5 hectares</b>	<b>Trees 440</b> <b>Bush 8,991</b> <b>Grass and flowers 195,420</b> <b>Vegetables 312</b>

**NO6**

Tender title : Plantation Project in Yuanshan Park Area

Location : Yuanshan Park Area

Responsible authority : North District Project Office, Department of Rapid Transit System

Tender winner : Shan-Shui Landscape Engineering Company Limited

Contractor : 1. Fu-Bu Company / 2. Mr. Xiu-Gui Xiao (Representative) / 3. Mr. Qing-Liang Lin / 4. Mr. Yong-Shan Lin / 5. Mr. You-Huang Zhong

Contract gardening profile		Note ( Flowers & Plants: type/quantity )
Category	Place of origin and total cultivation area	
Grass and flowers	Place of origin: Puli Township of Nantou County	<b>Grass and flowers 295,127</b>
Grass and flowers	Place of origin: Luzhu Township of Taoyuan County, Guanyin Township of Taoyuan County, Taoyuan City, Nanzhuang Township of Miaoli County. Total cultivation area: Approx. 19 hectares.	<b>Grass and flowers 4,011,841</b>
Grass and flowers	Place of origin: Tian-Wei Township of Changhua County	<b>Grass and flowers 269,716</b>
Grass and flowers	Place of origin: Puli Township of Nantou County	<b>Grass and flowers 264,804</b>
Grass and flowers	Place of origin: Puli Township of Nantou County	<b>Grass and flowers 50,826</b>

**3****Related meetings on plant pricing**

The 1<sup>st</sup> coordination meeting on the overall planning of horticulture and plants throughout park areas of the 2010 TIFE was held on September 19, 2008. The Parks and Street Lights Office indicated that existing specifications, plant unit prices, and plant quality were low and could not satisfy the quality demand for the TIFE.

The 3<sup>rd</sup> coordination meeting on the overall planning of horticulture and plants throughout park areas of the 2010 TIFE was held on October 3, 2008. The TIFE Operation Headquarters established principles for plant unit price and quality adjustment.

The 5<sup>th</sup> coordination meeting on the overall planning of horticulture and plants throughout park areas of the 2010 TIFE was held on November 07, 2008. The TIFE Operation Headquarters and the Parks and Street Lights Office jointly set common grass and flower specifications and unit prices.

4

The temporary storage yard was to facilitate temporary placement of materials needed by individual contractors during construction or horticulture materials for sudden utilization of exhibitors during exhibitions.

◎Minzu Nursery

Location: Xinsheng N. Road Sec. 3, Zhongshan District, Taipei City

Area: 5,437 m<sup>2</sup>

Facility: Greenhouse, outdoor fields

Manager: Parks and Street Lights Office

Land owner: Parks and Street Lights Office

◎Nangang Temporary Storage Yard

Location: Lane 39, Chongyang Rd. Nangang District, Taipei City (No. 19, 19-3, and 28 of Xiangyang Rd.)

Area: 9013.14 m<sup>2</sup>

Facility: Outdoor fields, simple greenhouse (330 m<sup>2</sup>)

Manager: Chinese Floricultural Foundation

Land owner: Department of Land

◎Wugu Temporary Storage Yard

Location: No. 5-9, Lane 52, Minyi Rd. Sec. 2, Wugu Township, Taipei County

Area: 360 m<sup>2</sup>

Facility: Indoor storage space

Manager: Chinese Floricultural Foundation

Land owner: Private storage area of the Jianguo Flower Market runner

5

► Schedule of Designed Renewals of Plants for Exhibitions in Different Outdoor Horticulture and Landscape Sections

Yanshan Park	Responsible unit: Department of Rapid Transit Systems		
	Flower Landscape		Rare Flowers and Plants
	Period 1	2010/09/20~2010/10/31	Period 1 2010/09/20~2010/10/31
	Period 2	2010/11/01~2010/12/05	Period 2 2010/11/01~2010/11/30
	Period 3	2010/12/06~2011/01/09	Period 3 2010/12/01~2011/01/25
	Period 4	2011/01/10~2011/02/15	Period 4 2011/01/26~2011/02/15
	Period 5	2011/02/16~2011/03/24	Period 5 2011/02/16~2011/03/24
	Period 6	2011/03/25~2011/04/25	Period 6 2011/03/25~2011/04/25
	Special Exhibitions Area		Flower Wall
	Period 1	2010/10/25~2010/12/05	Period 1 2010/09/20~2010/10/31
	Period 2	2010/12/06~2011/01/09	Period 2 2010/11/01~2010/12/05
	Period 3	2011/01/10~2011/02/15	Period 3 2010/12/06~2011/01/09
Period 4	2011/02/16~2011/03/24	Period 4 2011/03/13~2011/03/23	
		Period 5 2011/03/25~2011/04/24	
		EXPO Orchard	
Period 1	2010/09/20~2010/11/06	Period 1 2010/09/20~2010/12/05	
Period 2	2010/11/07~2011/01/06	Period 2 2010/12/06~2011/02/15	
Period 3	2011/01/07~2011/03/04	Period 3 2011/02/16~2011/04/25	
Period 4	2011/03/05~2011/04/25		

Xinsheng Park	Responsible unit: Parks and Street Lights Office			
	Flower Base under Trees		Flower Base under Trees · Greeting Boulevard Flower Bed	
	Period 1	2010/09/25~2010/10/25	Period 1 2010/09/25~2010/11/04	
	Period 2	2010/10/26~2010/11/30	Period 2 2010/11/05~2010/11/30	
	Period 3	2010/12/01~2010/12/30	Period 3 2010/12/01~2010/12/30	
	Period 4	2010/12/31~2011/01/31 2011/02/01~2011/02/11	Period 4 2010/12/31~2011/01/31	
	Period 5	2011/02/12~2011/03/25	Period 5 2011/02/01~2011/02/28	
	Period 6	2011/03/26~2011/04/25	Period 6 2011/03/01~2011/03/31	
			Period 7 2011/04/01~2011/04/25	
	Serenity Garden			
	Period 1	2010/09/02~2010/10/01		
	Period 2	2010/10/02~2010/11/01		
Period 3	2010/11/02~2010/12/01			
Period 4	2010/12/02~2011/02/01			
Period 5	2011/02/02~2011/03/01			
Period 6	2011/03/02~2011/04/25			
Fujian Style Garden		Floral Tunnel(Bamboo Veranda)		
Period 1	2010/09/07~2010/11/06	Period 1 2010/08/26~2010/11/05		
Period 2	2010/11/07~2011/01/06	Period 2 2010/11/06~2011/01/05		
Period 3	2011/01/07~2011/03/06	Period 3 2011/01/06~2011/03/05		
Period 4	2011/03/07~2011/04/25	Period 4 2011/03/06~2011/04/25		
		Floral Tunnel(Lights and Shadows)		
Period 1	2010/08/26~2010/10/01			
Period 2	2010/10/02~2010/11/01			
Period 3	2010/11/02~2010/12/01			
Period 4	2010/12/02~2011/01/01			
Period 5	2011/01/02~2011/02/01			
Period 6	2011/02/02~2011/03/01			
Period 7	2011/03/02~2011/04/01			
Period 8	2011/04/02~2011/04/30			
Dajia Riverside Park	Responsible unit: Parks and Street Lights Office			
	Sea of Flowers		Green Sculpture	
	Period 1	2010/10/21~2010/12/18	Period 1 2010/10/21~2010/12/19	
	Period 2	2010/12/19~2011/02/09	Period 2 2010/12/20~2011/02/10	
	Period 3	2011/02/10~2011/03/29	Period 3 2011/02/11~2011/03/29	
	Period 4	2011/03/30~2011/04/25	Period 4 2011/03/30~2011/04/25	
	Children's World		Taiwan Botanical Diversity	
	Period 1	2010/10/21~2010/12/18	Period 1 2010/09/01~2010/10/31	
	Period 2	2010/12/19~2011/02/03	Period 2 2010/11/01~2010/12/31	
	Period 3	2011/02/04~2011/03/29	Period 3 2011/01/01~2011/02/28	
	Period 4	2011/03/30~2011/04/25	Period 4 2011/03/01~2011/04/25	
			Edibles Garden	
Period 1	2010/10/21~2010/12/31			
Period 2	2010/01/01~2011/01/23			
Period 3	2011/01/24~2011/02/28			
Period 4	2011/03/01~2011/04/25			
		Family Area		
Period	2010/10/21~2011/04/25			
Responsible unit: Hydraulic Engineering Office				
Dajia Riverside Park exhibition plantation engineering      Period: 2010/11/06~2011/04/25				
Responsible unit: Department of Economic Development				
Gardening Competition Area	Exhibits and Topics	Period	Section C Different periods (Nationwide gardening and landscape competition)	
	Section A (Display of gardening and landscape works from creative design groups)	2010/10/21~2011/04/25	Arts groups	2010/10/21~2011/01/02
			Societies	2011/01/20~2011/02/28
	Section B (Exhibits from individual county and city governments)	2010/10/21~2011/04/25	Horticulture-related departments	2011/03/18~2011/04/25
Movable Forest		Period: 2011/01/11~2011/04/25		

► Explanation boards and QRcode illustration in the park areas

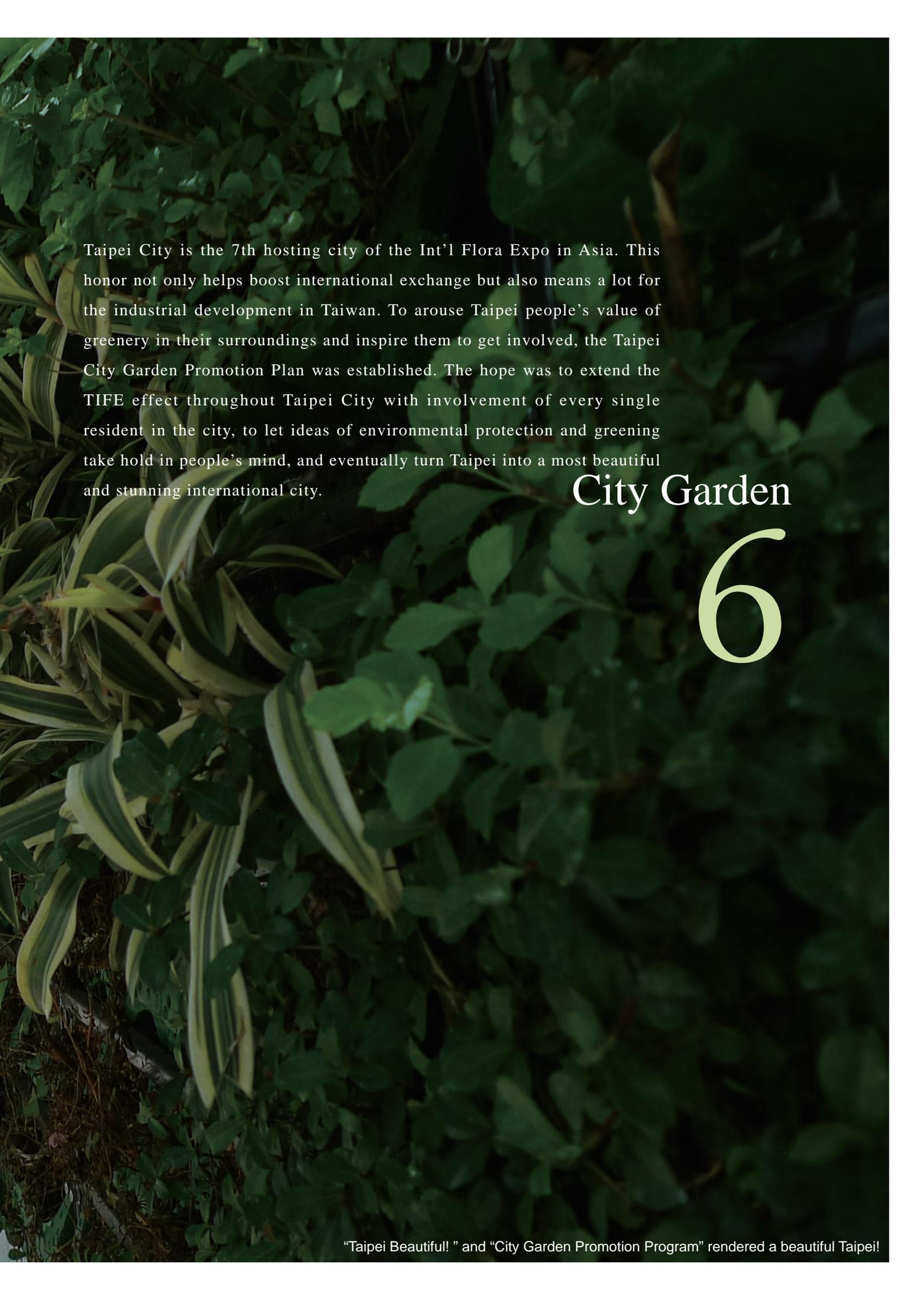
Item of regulation							
Type	A-2	A-3	B-1	B-2	C-1	C-2	D
Type	Sitemaps	Theme-based general botanical explanation boards,	Plant explanation boards,	Rotary-type interactive explanation boards,	Stand-alone plant name plates,	Hanging plant name plates,	Warning signs
Provided by: QRcode							



Flower Base under Trees







Taipei City is the 7th hosting city of the Int'l Flora Expo in Asia. This honor not only helps boost international exchange but also means a lot for the industrial development in Taiwan. To arouse Taipei people's value of greenery in their surroundings and inspire them to get involved, the Taipei City Garden Promotion Plan was established. The hope was to extend the TIFE effect throughout Taipei City with involvement of every single resident in the city, to let ideas of environmental protection and greening take hold in people's mind, and eventually turn Taipei into a most beautiful and stunning international city.

## City Garden 6

Taipei is the capital of Taiwan, with a population of over 2 million people and the busiest city in Taiwan. However, economic prosperity is not the paramount indicator for a city's development status. It is the degree and quality of environmental greening and beautification that determine if a city is habitable. They are also important indicators for whether a society is mature and developed.

Nearly all advanced countries have included greening and beautification as their essential infrastructure. People are also accustomed to growing and taking advantage of plants in their daily lives. Although Taiwan is no longer emphasizing only constructions and ignoring the environment and the phenomenon of economic development better than everything else has changed, the general public's ideas of environmental greening and beautification still leave room to be desired. Therefore, how to let the value of greening and beautification take hold through promotion and education and reach aspects in life is a direction that requires long-term efforts.

## Origin of Promotion

In April 2006, Taipei City Government got the official hosting right of the International Flora Exposition. Therefore, it started to think about the large visitor crowd and enormous business opportunities that the 2010 Taipei International Flora Expo (TIFE) would bring and that TIFE gave Taipei the stage to show off in front of the whole world. However, how should the city present itself to the world? A city garden with greenery and beauty, a colorful, artistic, and flourishing Taipei City! That was how the city should show itself.

Therefore, starting in 2008, Taipei City Government mobilized the public and private sectors to jointly implement the "Taipei City Garden Promotion Plan". The near-term purpose of the plan was to warm up for the TIFE and its ultimate purpose was to awaken the care for a green environment in the hearts of its people so that "Beautify Taipei, My Home" became a common consensus and that each resident in Taipei could contribute to a beautiful city and build Taipei into an international city garden hands in hands.

Simply put, the city garden plan aimed to accomplish the following goals:

1. To build green and beautiful landscapes and sustainably manage Taipei City
2. To build a quality beautiful city with greenery through collaboration and reciprocity between public and private sectors
3. To jointly manage city landscapes by helping Taipei people form good habits
4. To enhance city quality of life and competitiveness and bring urban development to new heights
5. To demonstrate a good look of the city in preparation for the 2010 TIFE

## Onset of events

### Gradual expansion from hot zones to the whole Taipei City

As planned by the Taipei City Government, the Department of Economic Development was in charge of the Taipei City Garden Promotion Plan. The plan began with the hot zones<sup>(1)</sup> near park areas and gradually expanded out to reach the whole city. The public sector proactively invited related non-governmental organizations<sup>(2)</sup> to get involved in the plan. On the one hand, environmental greening and beautification was done in five major categories of spaces<sup>(3)</sup> and important roads and parks in Taipei City.<sup>(4)</sup> Through the created exemplary greening and beautification scenarios, the greening and beautification fad could reach to every corner of the city. After that, communities and public and private institutions, among other organizations, were encouraged to submit applications spontaneously.<sup>(5)</sup> On the other hand, professional service teams were established to assist Taipei residents in various greening and transformation efforts. Greening and beautification volunteers were recruited. They received related training on greening and horticultural knowledge and skills. The ultimate hope was that they could improve and maintain a beautiful environment in their neighborhood for a long term by themselves in order to maximize greening implementation efficacy.

## Getting to know greening and beautification

Green roofs are greenery on rooftops. Greenery on rooftops contributes to heat insulation and temperature reduction of buildings and has other strengths like purifying air in the city, carbon reduction, and energy-saving. It is beautiful, a mini horticultural garden, and recreational.

Vertical Plant Wall can effectively cover buildings for energy-saving and carbon reduction. It is particularly suitable in a crowded city. With proper selected plants in suitable colors, the overall landscape can put on a brand new look, easy on the eyes and pleasant. It is a greening technique widely promoted in the recent years.

Green sculptures take advantage of the texture and colors of different plants and are artistic works that combine creativity, techniques, and aesthetics in one, suitable for diversified greening applications.

Flower columns apply single color or multiple-color flowers and show different graphics. The colorful flower installation arts are often used on plazas and in linear spaces to reinforce visual guidance effects.

## Greening and beautification programs

To enhance Taipei City people's cognition and willingness to cooperate in greening and beautifying city landscapes, Taipei City Government proactively invited their involvement and promoted the greening and transformation counseling program, greening volunteer development, the household greening affiliation program, greening and beautification competition, and related promotional events to communicate the concept of greening.

## Greening and transformation counseling program

This program was tried starting with the TIFE hot zone in 2008. In the beginning, the city outlook greening movement focused on model greening spots. A total of 75 sites completed the greening process.

In 2009 and 2010, the program extended to the whole Taipei area. NGOs and the public sector were encouraged to apply for greening assistance in their public open spaces. The number of institutions receiving greening assistance multiplied on a yearly basis. A total of 149 spots completed the greening process in 2009 and 329 sites in 2010.

Statistics show that from 2008 to 2010, a cumulative number of 553 greening and beautification sites spanning 12 administrative districts and 240 small areas applied for greening assistance and completed greening and beautification of important locations to facilitate organization of TIFE.

## Volunteer greening development

To enable applicants for the greening and transformation counseling program with their spontaneous greenery maintenance, the Department authorized the Chi-Hsin Environmental Greening to hold training courses for greening volunteers. Besides knowledge and maintenance of common plants used in urban greening, there were hands-on courses so that students could learn simple horticultural skills. Greening consultation was also available for the volunteers to help address related problems. The lecturers instructed volunteers on site in various communities and provided them with related professional advice while they did not have classes.

From 2008 to 2009, 250 rounds of greening volunteers were developed. In 2010, 290 rounds of greening volunteers were developed. There were a total of 540 rounds of greening volunteers developed from 2008 to 2010.

Before

After



① ② Idle land in Xingye Li ③ ④ Idle land next to No. 1, Lane 13, Linyi Street, Xingshi Li. ⑤ ⑥ Shude Park in Siwen Li ⑦ ⑧ Idle land at No. 4, 6, 8, Lane 409, Zhonghua Road Sec. 2.

## Household greening affiliation program

Under this program, Taipei City Government provided households with plants so that they could plant them and green their houses. The hope was to encourage Taipei City people's involvement and create an air of greening and beautification in preparation for the 2010 TIFE.

The trial encompassed 10 thousand households in 2008. In 2009, it was open for collective applications from communities. Plant sponsorship activities were organized in Da An Forest Park and Wholesale Plant Market. The plan reached to 70,000 households. Meanwhile, there was the "Small Gardener Campaign" to encourage sponsorship of plants among 50,000 elementary students in Taipei City. In 2010, the plant sponsorship campaign extended to private and public elementary students throughout Taipei City and attracted participation from 150,000 students. The plant sponsorship among communities also reached over 220,000 households and 380 small areas, accounting for 84% of the total of 449 areas in Taipei. After people claimed pot plants, some communities placed the plants on the balcony of each household while some hung them on the door. Still some placed pot plants together in the courtyard of the community. Some area heads asked households to place the pot plants in front of their doors and beautify their street landscape for overall greening effect.

## Community greening and beautification competition

To encourage public participation and create a greening and beautification fad, this program also encompassed greening and beautification competitions in 2009 and 2010. Communities and neighborhoods receiving greening and transformation assistance were invited to take part in the competitions and win honor for their communities and neighborhoods. The community greening and beautification competitions were divided into four types according to the size or nature of the communities. Each competing community went all out and mobilized its residents to show the most beautiful side of their living environment. After ratings by experts or online voting results became available, to chose best greening and beautiful communities and the Taipei City Government recognized these communities.<sup>(6)</sup>

## Corporate greening and beautification competition

Corporate participation is also a powerful force. The Taipei Neihu Technology Park Environmental Greening Competition at the end of 2009 had participation from 17 corporations. After rating results became available, 11 corporations received the "Green Energy Award" for their careful environmental greening and beautification efforts. The competition not only enhances corporate images through outstanding competition results but also signifies corporate citizenship.<sup>(7)</sup>

## Taipei gas station greening and beautification competition

In 2010, the "Taipei Gas Station with Flowers" environmental greening and beautification competition was held. Eleven gas stations with significant greening and beautification results received the "Greening and Beautification Excellence Award". The competition was an effort to encourage gas station runners along with their employees to devote themselves to environmental greening and beautification, starting with public spaces, and use the power of beauty to decorate their stations. With combination of their employees, gas stations were given new looks and impressed Taipei City residents and tourists who stopped for gas with the city of gardens.<sup>(8)</sup>

## Communication on greening and beautification information

For the Taipei City Garden Promotion Plan, workshops were held in various administrative districts starting in 2008. Meanwhile, there were 5 major greening and beautification promotional events. In addition, to facilitate announcement of information and interaction, the “Beautiful Taipei” website was established while the program implementation just began. Besides related event information, there was a blog for people to provide feedback on greening and beautification and share photos. Greening and beautification consultations were also available for the general public. It helped effectively promote people’s care for environmental greening and beautification and involvement.

## Greening and beautification results

Taipei City Government combined public resources and private efforts to consolidate city greening and beautification by involving area offices, institutions, communities, and people. Greening and transformation counseling was completed for 553 sites, bringing about amazing greening and beautification results in every corner of Taipei City. It not only comprehensively enhanced urban greenery but also turned greening and beautification a national movement for a pleasant and beautiful city.

## Greening and beautification programs of other departments and offices

In addition, to integrate related greening resources, Taipei City Government promoted the “Taipei Beautiful” series of programs, which included 8 series programs and 3 integrative programs (8+3). It primarily encompassed letting Taipei look better through various collaborative mechanisms among private and public sectors. Series 6 of the programs “Utilization of Open Land in the City and Greening of Idle Land” mainly targeted deserted, ugly, or idle spaces with few visitors or without management. These places were cleaned with simple greening and beautification and turned into brand new recreational plazas for local residents. The Taipei City Garden Promotion Plan and the Taipei Looks Great series of programs helped gradually root ideas of greening and beautification in the hearts of Taipei people and inspire national involvement and passion about greening and beautification. Taipei City became a beautiful city with greenery everywhere.



① Champion in community street greening and beautification – Zhishanyan Community Development Association  
 ② Champion in community roof greening and beautification – Jiantan Li Office  
 ③ Champion in community entrance greening and beautification – Zaixing Spring Building Community  
 ④ Champion in community park greening and beautification – College Community Development Association

## Chapter 6 Notes

1

### TIFE hot zones

One district: hot zones adjacent to TIFE park areas

Two axes: Zhongshan N. and S. Rd and Minzu E. and W. Rd.

Three lines: Chengde Rd. (Entrance to TIFE), Jianguo N. Rd. (Freeway), Minquan E. and W. Rd. (Airport)

Four points: Sightseeing and tourism, commercial and shopping, main MRT stations, and traffic pivots

2

### Related NGO targets

1. Community residents, school teachers and students, shopping mall stores, market vendors, and office workers for forming greening volunteer teams
2. Scholars and experts for forming professional greening consultation groups.
3. Landscape and horticulture businesses.

3

### Transformation of five categories of spaces

Community: Greening assistance for a total of 449 areas in 12 administrative districts throughout the city

School: Greening assistance for a total of 142 public elementary schools throughout the city

Shopping mall: Greening assistance for a total of 48 shopping malls and streets throughout the city

Market: Assistance for a total of 141 city-owned and private markets throughout the city

Office building: Around 100 commercial buildings throughout the city.

4

### Important roads and parks

Important roads: Five important roads on two axes and three lines of TIFE.

Park: 90 area parks and 47 large parks in the surroundings of TIFE.

5

### Application eligibility and requirements included

Greening and transformation counseling: Communities, public and private sectors should submit group applications. Solutions were provided with regard to peripheral environment cleanness in order to create a living environment with greenery.

Household greening affiliation: Households (over 50) in the same building, community, or on the same street should collectively apply with the Department of Economic Development to become greening affiliation households and Taipei City Government would provide pots, plants, and soil and help the households with environmental greening.

6

### Winners of 2009 Community Greening and Beautification Competition

Small greening and beautification community: The first place was Dahan Shuangcheng Community. The second place was the Management Committee of Zhuoyue Shuangxing Building. The third place was the Chengkong Area Office.

Medium greening and beautification community: The first place was the Management Committee for Building A of Sanpu Xinmingrenxiang. The second place was the Vietnamese Association of the Republic of China. The third place was the Dian-an Community Development Association.

Large greening and beautification community: The first place was the Zongji Area Office in Zhongshan District. The second place was the Management Committee of Dazhi Downing Street. The third place was the Management Committee of Wanfang Building.

Extra large greening and beautification community: The first place was the Jiqing Community Development Association. The second place was the Management Committee Section A of Zhengyi Public Housing. The third place was the Nanchang Furniture Street Development Association.

### Winners of 2010 Community Greening and Beautification Competition

Community entrance greening and beautification: The first place was Zaixing Spring Building. The second place was Xixia House. The third place was the Management Committee of Dahu Fubon Binhu Special District. Good work was the Management Committee of Fulejia Building.

Community roof greening and beautification: The first place was Jiantan Area Office. The second place was

Zhenjindian Community. The third place was the Management Committee of Datong World Elite.

Community park greening and beautification: The first place was the University Community Development Association. The second place was the Jindong Area Office. The third place was Dunhuang Area Office.

Community street greening and beautification: The first place was the Zhishanyen Community Development Association. The second place was the Fuxing Area Office. The third place was Kangle Area Office. Good work was Xingshi Community Development Association and Rongguang Area Office.

7

### Winners of Taipei NeiHu Technology Park Environmental Greening Competition

Corporation: The Gold Medal went to New Century InfoComm Tech. Co., Ltd. The Silver Medal went to Elgin Corporation. The Bronze Medal went to Lyon Technology Center. Good work was Compal Electronics, Inc.

Architecture: The Gold Medal went to Industrial Bank of Taiwan. The Silver Medal went to Gala Television Corporation. The Bronze Medal went to Dadiguo Technology. Honorable Mention were Pilotdent Enterprise Co., Ltd., Delta Electronics, Inc., Compal Electronics, Inc., CFP Technology Corp, and Far Eastone Telecommunications Co., Ltd

8

### Winners of Taipei Gas Stations with Flowers Greening and Beautification Excellence Award

The first place was CPC Xinsheng S. Rd Station. The second place was CPC Zhongxiao E. Rd Gas Station. The third place was Smile NeiHu Station. Good works were Formosa Songshan Airport Station, CPC Wenlin Rd. Station, CPC Fulin Rd. Station, CPC Xinsheng N. Rd Station, NPC Wende Station, CPC Binjiang Dazhi Bridge Station, CPC Jianguo N. Rd. Station and NPC Taipei Exchange Station.







2010 TIFE is a benchmark event. During the 171 days, Taipei was the focus of the world's attention, and people from all home and abroad were invited to participate in it and share this historical moment. Everyone was full of expectations toward this international event even before it began. More of us remembered TIFE after visiting it, forming a TIFE fad. From the successful application for TIFE to its opening and closing, a series of domestic and international promotional and marketing campaigns were planned and carried out during different stages. All were meant to keep the visitors' interest and attention for them to not only participate but witness the "Honor of Taiwan and Pride of Taipei!"

## Marketing

# 7



FE 遠東  
EcoARK 環生方舟

The 2010 TIFE created a super attention-focusing stage where related world-class businesses and talented people in Taiwan were introduced to the international community. It also demonstrated the solid foundation and soft capabilities of Taiwan in various specialized areas. To attract domestic and international visitors to participate in TIFE, various promotion and marketing campaigns began domestically and internationally in 2008. Later, through successful promotion and the good reputation created by TIFE, the preliminary goal of an estimate of 8 million visitors was easily achieved. TIFE had a record-setting record of 8,963,666 visitors in total.

### Different appeals for different stages

Since its successful application, various constructions had begun in various park areas. Promotion and marketing primarily started in 2008. Different promotional focuses were planned for different stages.

2008 was the pre-stage, during which efforts were made to communicate the “Flora Expo in Taipei” message and enhance the publicity of TIFE.

2009 was the warm-up period, which featured primarily domestic promotion and secondarily international promotion in order to increase the domestic and international publicity of TIFE, introduce the TIFE timeframe, and disclose information on the four park areas. Another focus during this period was to sell advance tickets.

2010 was the preparation period for the opening of TIFE and the official operation period. The preparation period focused on promoting related tickets for the event (including the different types, prices, and distribution channels of tickets and the sale of advance tickets), features of different pavilions, the test period, the official opening day, traffic, and travel routes. During the official operation period, international promotion primarily focused on the metropolitan image of Taipei City and domestic promotion aimed at arousing the public’s passion for TIFE so that they would visit the park areas once, again, and many times. Besides lasting and advanced introduction to the characteristics of individual park areas, holiday celebrations (e.g. Christmas, Chinese New Year, Valentine’s Day, etc.) and major events and topics (e.g. when the visiting crowd exceeded each million threshold) were combined in various promotion efforts to keep the public interested in TIFE.

2011 was the official operation period and post-TIFE period. The official operation period ended on April 25. Various activities were held during that period and constantly brought the passion about the TIFE to new heights. The post-TIFE period began on April 25. With the help of media, voices were made to promote the quality green-energy life and environment following upgrade of Taipei, the City.

Different topics with different promotion and marketing approaches			
Media marketing	Event marketing	Internet marketing	Integrated marketing
Radio marketing TV marketing Advertisement marketing Printed marketing Publication marketing Outdoor bulletin board marketing News topic marketing Theme music marketing	Exhibition marketing Interactive marketing Academic marketing Policy promotion and marketing	Official website marketing Blog marketing E-news marketing Keyword marketing Banner marketing Placement marketing	International marketing Ticket affairs marketing Word-of-mouth marketing Talking point marketing Gift marketing Business topic marketing Vending channel marketing Cross-industrial collaboration marketing Domestic travel marketing Overseas travel marketing

## Different marketing approaches for different appeals

Regardless of the stage, major promotional means included various media, campaigns, the Internet, publications, and endorsement by celebrities. Based on the planned topics and contents, sometimes only one method was used to focus efforts on the promotion. Sometimes multiple methods were adopted to appeal to different people through multiple channels. All were meant to accomplish optimal promotional outcome.

Media marketing primarily featured those the general public could see and hear, including radio, outdoor (plasma TV PDP advertisements, outdoor bulletin boards, advertisement posters), printed (newspapers and magazines), or electronic (Cable TV, wireless TV). The various types of media played crucial roles in carrying out related promotions and marketing tasks. Any content, theme campaign, important information released through press conferences and any wonderful and touching commercial and film needed a platform for their exposure so that the general public can see, pay attention to, and respond to them.

Constant marketing through events on various promoting topics directly appeal to intended populations with different promotional emphases, to zero in preferences of a specific population, signify the focus and topic of the promotion, and reinforce visitors' impression and liking.

Internet marketing is not restricted by time and borders and can freely and thoroughly communicate the theme of TIFE, quickly correct mistakes, and release the latest news. It is also a way to work with media friends on various contents to be covered in news and an important bridge for interaction with the vast Internet community.

Printed marketing can provide complete information services for TIFE in a more integrated and precise way according to official publications released during different periods and by different topics planned. In addition, it combines in-depth keynote coverage from famous newspapers and magazines and official publications of the City Government (e.g. U-paper and Taipei Painting Journal) for joint promotion. Therefore, it becomes an optimal promotional tool to help visitors have further knowledge of TIFE.

Celebrity endorsement takes advantage of the high publicity of celebrities. Besides attracting media coverage accordingly to increase the exposure of TIFE, it can help create talking points in the celebrities' fan groups so that more people get to know and expect to participate in TIFE.

## Division of labor with City Government to implement promotional tasks

Teams in charge of the promotion and marketing task in the Taipei City Government were mainly the Department of Economic Development and the Department of Information and Tourism (DIT). The former was responsible for inviting international exhibitors, ticket operations and marketing, fund-raising, small promotions, outdoor bulletin boards and promoting materials while the latter primarily took charge of production of various commercials for the media, large event promotions, and international marketing.

However, promotional operations for TIFE were also combined in existing annual events organized by individual departments and offices of the City Government to boost the promoting strength for and exposure of TIFE. Some departments and offices even developed various activities and promotional methods so that TIFE promotion could reach every corner of Taipei City. For example, the Department of Civil Affairs organized the good will ambassador election and district flower Internet voting campaigns. The Public Works Department helped provide individual construction units with the TIFE construction fences drawing files for printing and posting. The Taipei Rapid Transit Corporation utilized its PDP on its platforms at different stations to play TIFE-related films and information and added TIFE traffic information to the Map of MRT routes. The Department of Transportation helped expose the Flora Expo

news on many of transportation tools and at traffic points.

## International promotion

An international event needs to be supported by international participants. In light of this, before it was opened, TIFE set its “international promotion and world marketing” strategies which were carried out mainly through the International Marketing Triad of the Taipei City Government, including the 2009 Deaflympics that invited participation from disabled players from different countries and gained maximum exposure of Taipei internationally, the Taipei Pavilion at Shanghai World Expo 2010 that marketed Taipei and communicated related information on the 2010 TIFE while the world’s attention was focused on Shanghai, and then the 2010 TIFE, to gradually push Taipei to the international stage and let the world see the charm and advancement of Taipei.

In addition, the “2011 Xi’an International Horticulture Exposition” organized in China was combined in the promotion. Through the emphasis of “Two Cities, Two Expos” in both Taipei and Xi’an and a marketing strategy to create a Win-Win situation for both cities, the 2010 TIFE was promoted to attract more Chinese visitors and international people to Taiwan for TIFE.

Priorities in the international promotion also included “production of promotional films to be played by media in different countries”. However, in light of the infinite nature of global marketing and the easily overwhelming budget associated with media promotion even if targeting only main customer sources in the peripheral countries and regions, the international visitor mobilizing strategy primarily focused on alliance with related sightseeing and tourism industries. Their resources were utilized to help with marketing. Through preferred ticket prices, airfares, accommodations and dining services or tour packages, the visitor mobilizing benefits were created.

### (I) Spreading the news through international events

Exposure of TIFE was maximized through presence in major international events, including large festivities in various overseas cities, international expositions or meetings, cities where internationals gather, places with the largest crowd, public relations activities, advertisements and promotions, distribution of various promoting materials.

Collaboration with related sightseeing and tourism industries	
2009 Suzhou Color Boat Travel Festival	One color boat with TIFE as the theme participated in the Suzhou Color Boat Travel Festival in April 2009. Stands were set up on the event site, Guanqian Street in Suzhou. TIFE handy supplies and Taipei sightseeing maps in simplified Chinese were distributed to promote tourism in Taiwan.
Fortune-Setting Tour to Taipei	The “Japan-Taipei Airline Company Sightseeing Strategic Partnership” with the “Fortune-Setting Tour to Taipei” package was established with Eva Airways for the Japan market. The offer was effective from June 15 to October 31, 2009.
Public relations campaign in Tokyo	Promotional campaigns were held in Tokyo Midtown on September 15, 2009. To attract attention, young popular stars from Taiwan and Japan, Lun-Mei Guey and Akina Minami, were invited to communicate news about TIFE to young women aged 20 to 30 in Japan directly and invite Japanese people to visit Taiwan. Related advertisements on TIFE were available in Japan trains, magazines, Internet, and “Shining Bus” starting in September 2009, too.
Public relations campaign in Shanghai	Public relations campaigns were held on the Zhengda Square in Pudong, Shanghai from 10/29/2009 to 11/01/2009 where the seed theme expo mascot Yabe for TIFE and Haibao, the World Expo mascot happily met with each other and promoted the 2010 TIFE.

International Pharmaceutical Federation World Congress	September 4-7, 2009 in Istanbul, Turkey
The 12 <sup>th</sup> Congress of the International Generic Pharmaceutical Alliance	October 1-2, 2009 in Montreal, Canada
China (Beijing) International Cultural & Creative Industry Expo	November 26-29, 2009. The TIFE zone was established for exhibits and promotion
China (Shanghai) Wedding Show Expo	December 19-20, 2009. Wedding businesses from Taipei were involved during the exposition to promote TIFE

## ( II ) Marketing TIFE through domestic and international travel fairs

To market the 2010 TIFE, DIT participated in 12 domestic and international travel fairs in 2009, 21 in 2010, and 2 domestic travel fairs in 2011, 35 in total. At travel fairs, the Taipei Pavilion was designed to communicate specific visual images of TIFE. The reference panel comprising travel agencies was formed. Travel agencies were asked to design tour packages including TIFE. In addition, the display area for TIFE souvenirs was set up in the Pavilion. Representatives were handing out promoting materials, addressing inquiries, and giving away gifts to people who answered questions about TIFE. The Flora Expo mascot was invited to interact with the crowd and promote TIFE. Major international travel fairs emphasizing the TIFE included:

- ◎ Tokyo Travel Fair: September 15-21, 2009
- ◎ Kunming Travel Fair: November 19-23, 2009

## ( III ) Seeking and integrating Central Government resources to market Taipei

DIT integrated the significant external resources and channels of the Ministry of Foreign Affairs, Government Information Office, Tourism Bureau, Overseas Compatriot Affairs Commission, Ministry of Economic Affairs, among others by collaboration with these authorities in its marketing and promotion operations.

◎With assistance from the Government Information Office, TIFE advertisements were put up at the John F. Kennedy International Airport in New York, U.S.A, Long Heathrow Airport in the U.K, and Frankfurt Airport in Germany. International promotion benefits were maximized through various media, including publication of over 70 articles in newspapers like Lowell Sun in the U.S.A, Tokyo Evening News, and Korea Times. The visit by the International Delegation of Journalists to TIFE was arranged in November 2010. After that, through spontaneous approaches by Taiwan's overseas government offices, related news on TIFE was released in the Financial Times of U.K., covered by the American Broadcasting Company (ABC), and published in the Province of Canada with over 190 articles. Government publications, e.g. Taiwan Today, Taiwan Review, and Taiwan Panorama Magazine, were produced in different languages and various keynote coverage was planned. In 2011, promotional campaigns for TIFE were further organized at San Francisco Public Library and Berkeley Public Library. The various promotional campaigns mentioned above not only helped the international community to have more information on TIFE but also boosted the publicity of Taipei and Taiwan.

Central Government	Affiliate	Assistance Provided
Ministry of Finance	State-owned enterprises under the Ministry	<ol style="list-style-type: none"> <li>1. Taiwan Tobacco &amp; Liquor Corporation provided wine gift boxes and assisted with advertising and promotion within its network.</li> <li>2. Chang Hwa Commercial Bank, Taiwan Business Bank, Hua Nan Financial Holdings, Taiwan Financial Holdings, Land Bank of Taiwan, Taiwan Cooperative Bank, First Bank, Mega International Commercial Bank, among other state-owned enterprises participated in the TIFE foldout printing and joined hands in promoting TIFE</li> </ol>
Ministry of Transportation and Communications	Tourism Bureau	The Bureau included TIFE as a priority in its annual promotions and assisted with related international promotions.
	Civil Aeronautics Administration	<ol style="list-style-type: none"> <li>1. Flight lines safety instruction</li> <li>2. Transportation foldout promotion</li> <li>3. Deployment of TIFE-related images in Taoyuan National Airport, Sonshan Airport, and Kaohsiung International Airport.</li> </ol>
	Taiwan Area National Freeway Bureau	<ol style="list-style-type: none"> <li>1. Maintenance of freeway safety and smooth operations during firework shows for TIFE</li> <li>2. Greening and beautification from Taoyuan International Airport to park areas of TIFE</li> <li>3. Assistance with establishment of direction signs for TIFE parking lots</li> </ol>
	Bureau of High Speed Rail	Beautification of construction fences along main roads of Taoyuan International Airport.
Executive Yuan	Government Information Office	<ol style="list-style-type: none"> <li>1. International promotion: invitation to international media for news coverage, assistance from 55 overseas institutions with distribution of promotional videos, inclusion of TIFE in its 2010 administrative priorities, placement of TIFE promoting materials at related news service centers, release of news on TIFE through international light boxes, related event news links on Government portals.</li> <li>2. Domestic promotion: playing of TIFE promotional videos, sponsorship for light-box advertisements at domestic airports, provision of room in external publications for advertisements and promotional news.</li> <li>3. Provision of videos promoting Taiwan's orchid industry.</li> <li>4. Assistance with the arrangement of visits by international VIPs to TIFE.</li> </ol>

#### (IV) Coverage in international Chinese and foreign language publications

Main visual advertisements and various keynote coverage contents were available in various language publications. Meanwhile, the TIFE calendar and various foldout maps were printed to help readers keep track of TIFE-related news.

◎English/Japanese bi-monthly journal “Discover Taipei”: Around 26 articles on park area introduction, architect interviews, TIFE chronicle, peripheral commodities, and transportation, among others, were planned and published in the 74th issue (November/December 2009) to the 83rd issue (May/June 2011) of the Journal.

◎“Wonderful Taipei” sightseeing map foldout (Chinese/English/Japanese): Visual advertisements, introduction to TIFE park areas, arts and cultural highlights and travel routes were published from the August 2010 issue to the April 2011 issue of the map to provide domestic and international visitors with diversified information.

## (V) Invitation to international exhibitors

To have more world-famous floral, botanical, and gardening experts participate in TIFE, the Taiwan External Trade Development Council was authorized to carry out related operations. Its affiliates engaged themselves in various promotional and marketing campaigns, primarily featuring advertisements in foreign magazines and news coverage on foreign media. In addition, domestic and international workshops on participation in TIFE were organized. Two international workshops, i.e. at the international flora exposition on Anmyeondo Island, Korea, and another in Nantes, France and 5 domestic workshops were held.

Guests invited to participate in TIFE included member states of AIPH, government and city representatives from different countries, Taipei's Sister City, international enterprises, and world-famous gardens. A total of 130 institutions from 90 cities and 45 countries were successfully invited with submission of written applications for participation <sup>(1)</sup>. 15 countries were placed on the waiting list or could not participate in the exhibitions for one reason or another. Therefore, the final number of countries approved in the secondary review came to 30. They officially participated in the organization of exhibitions for TIFE.

Asia	14 countries	Thailand, Philippines, Singapore, China, Vietnam, South Korea, Japan, Indonesia, Oman, Bhutan, Jordan, Malaysia, India, Republic of China
Europe	8 countries	Greece, United Kingdom, Netherlands, Spain, Italy, Hungary, Germany, Belgium
America	5 countries	Canada, Chile, United States, Ecuador, Dominican Republic
Africa	1 countries	Kenya
Oceania	2 countries	Palau, Australia

## Domestic Promotion

Domestic promotions began in 2008. At the end of 2008, only 40% of Taipei residents were aware of TIFE. After implementation of the extensive involvement plan during the warm-up period, the awareness reached 70% as of April 2009. With multiple creative and diversified promoting campaigns during the preparation period for the opening of TIFE, the awareness increased to over 95% in early 2010.

Right before the opening, during the test period, the official operation period, and the post-TIFE period in 2011, the City Government implemented various domestic marketing strategies with the park areas as the center to target Taipei and the whole Taiwan for organized promotions.

## I. Maximized public involvement in implementation of plans

### (I) Event promotion

Various marketing strategies were implemented before the opening and during the test and official operation periods.

The pre-opening period strategies featured enhanced awareness and willingness to visit with a purchased ticket. Promotions were made through "Organization of related campaigns on specific topics to increase people's willingness to purchase tickets and visit park areas", "exchange with other counties/cities to maximize the willingness of people around Taiwan to participate in TIFE", and "major promotional and marketing campaigns" targeting people all over Taiwan. The awareness of the TIFE was gradually enhanced in all aspects. As the opening day was approaching, the promotions became diversified, more intense and more creative.

During the test period, pavilion-focused press conferences and word-of-mouth benefits were utilized to accomplish intensive and positive promotion results.

During the operation period, important strategies included word-of-mouth, talking points, and event marketing to continue to heat up the passion and attract more people to visit the park areas. There were promotional campaigns at individual pavilions, festivities and related major events, the “Million People Celebrate TIFE” campaign, and preferred discount activities to increase the number of visitors to the park areas, enhance public participation, and boost the sense of attachment to TIFE.

### 1. Pre-opening campaigns to increase public awareness

#### (1) Proactive involvement in various events during the warm-up period from 2008 to 2010

Primarily Taipei and secondarily other counties and cities, places with the largest crowds had TIFE stands set up for proactive promotions. Such places included Chinese New Year Supplies Street, Zhuzihu Calla Lily Festival, Dragon Boat Festival Boat-Rowing Contests, Taipei Car-Free Day, Taiwan Dream Carnival, Taipei Int’l Bird Watch Expo, Taipei Flower Show, Pong Feng Festival in Taoyuan County, announcement of TIFE-Far Eastern Group collaborative Pavilion of New Fashion (FE EcoARK), “Floral Taipei – 2010 TIFE Information Station” in Taipei Arena, ground-breaking ceremony for the three pavilions in Xincheng Park Area, closing ceremony for the Taipei Deaflympics, 27th Anniversary of Jianguo Flower Market, New Year’s Day flag-hoisting ceremony, Green Energy Forum, job fairs, “Taipei Beautiful” campaign series, Taipei Lantern Festival, opening ceremonies for the 14 sports centers in Taipei City, the 60th anniversary celebrations for Songshan Airport, among others. As the opening day was approaching, public awareness of the event increased significantly and onsite feedback was heating up.

Organization of public relations campaigns with integration of related topics asking the public to act and purchase tickets to visit the park areas		
NBA Game in Taipei	10/08/2009	In response to the NBA Game in Taipei, a street party was organized with direct broadcasting of the game. Nearly 3,000 people attended the party. Mayor Hau showed up with the TIFE Mascot to celebrate with the crowd.
2010 New Year Countdown Parade and Carnival	12/26/2009	The TIFE Mascot and large balloon puppets participated in the carnival bandwagon parade as part of New Year celebrations. Nearly 760 thousand people watched the parade.
2010 Taipei High New Year Countdown Evening Party	From the afternoon of 12/31/2009 to dawn of 01/01/2010	Taking place on the plaza in front of the City Hall, design of the whole campaign included the stage, production of promoting materials, playing of short films, and handheld objects, all designed with images of TIFE. The Mascot danced with the hosts and joined the crowd in the countdown toward 2010.
MLB Dodgers Press Conference and Warm-up game and 2nd Game in Taipei	03/13-14/2010	Los Angeles Dodgers of Major League Baseball (MLB) had a warm-up game in Taiwan. In the press conference for Dodgers after they arrived in Taiwan, TIFE had a floriculture fashion show where 6 models dressed up like flower fairies and successfully focused limelight. In addition, when the Dodgers games took place in the Tianmu Diamond on March 13, and Cheng Ching Lake Diamond on March 14, TIFE set up outdoor stands and its mascot entered the diamonds to cheer with the cheerleading squad, successfully attracting the audience’s attention.

## **(2)Exchange with other counties and cities to maximize willingness of people around Taiwan to visit TIFE**

The 2010 TIFE is not only the pride of Taipei but also the honor of the whole Taiwan. To maximize national participation, exchange, and interaction while at the same time promoting tourism in counties and cities throughout Taiwan and development of characteristic industries, Taipei City Government planned 7 major exchange cooperative plans <sup>(2)</sup>. From May 10, 2009, 24 counties and cities were invited to participate in collaborative and exchange events organized by TIFE. On November 2, the 2010 TIFE county/city collaboration memorandum of intention signing ceremony was held. Mayor Hau elaborated on the significance of TIFE for Taipei and the whole Taiwan and expressed his expectations that all counties and cities could join efforts by demonstrating their local characteristics to communicate the beauty of Taiwan to the whole world through TIFE.

\*In 2009, to reinforce exchange between Taipei City and other counties and cities in Taiwan so that every citizen was aware of TIFE and to maximize their willingness to visit the park areas, TIFE stands were set up at venues of the Xinyue Beach Music Carnival, the traditional market accomplishment show on the First Square in Taichung City, the Nantou Flower Carnival to engage in face-to-face interactions. The Expo Mascot interacted with the audience and distributed promoting materials communicating related information on TIFE.

\*Changhua County/City: On the morning of 03/20/2010, Mayor Hau showed up with the TIFE exploratory delegation on the Yixin Garden plaza in Changhua Tianwei Highway Garden and rode bicycles with Magistrate Bo-Yuan Chuo to have a tour around the sea of flowers. Mayor Hau expressed his gratitude for the flower growers in Changhua County for their full support for TIFE.

\*Nantou County/City: On the afternoon of 03/20/2010, it was announced that TIFE would arrange a “Nantou Week” in the workshop that took place in the flower logistics center in Puli, Nantou. Nantou was invited to showcase its flowers, agricultural products, and special flora recipes in TIFE and let the world see.

\*Taoyuan County/City: On 03/27/2010, Mayor Hau along with his TIFE exploratory delegation showed up on the plaza at the Cultural Resort of the Chiangs in Taoyuan County to thank the local floral industry for their support. Magistrate Chih-Yang Yang received the delegation in Hakka cotton prints outfits. Mayor Hau and Magistrate Yang presented flowers to the statues of the Chiangs.

\*Taichung City/County: On 04/11/2010 Mayor Hau with his TIFE exploratory delegation showed up at Zhenlan Temple in Dajia Taichung and invited local people to visit TIFE and give their blessings for TIFE. Mayor Hau and the delegation also visited the environmental “Houli Huatian Green Corridor” in Taichung County. Along with Mayor Hu and Magistrate Huang, he called for energy-saving, carbon reduction, and environmental protection, the power of beauty.

\*2010 Changhua Princess Grape Nationwide Selection – second round: The selection on 06/13/2010 featured a topic “To Taipei for TIFE and to Changhua for Grapes.”

\*Nationwide: The broadcasting car <sup>(3)</sup> was officially commissioned on 08/08/2010 and traveled to Taipei City (National Dr.Sun Yat-Sen Memorial Hall), Kenting Street in Pingtung County (Xiaowan Beach Parking Lot), Kaohsiung City (Far Eastern Department Store Plaza), Nantou County (Puli Flower Logistics Center), Changhua City (Yuanlin Train Station), Hualien City (Nanbin Night Market Parking Lot), and Taitung County (Taitung City Nanjing Road Plaza) for various exchange campaigns or workshops. The nationwide visits paid by the TIFE touring car impressed people around Taiwan with TIFE to increase their willingness to visit TIFE and accordingly maximize the number of visitors.

\* Marketing and promotion in Changhua County Tianwei Highway Garden: From Aug. 14, 2010 to April 24, 2011 in the Highway Garden in Tianwei Township, Changhua County, the main place of origin for flowers in Taiwan, marketing and promotion campaigns for TIFE were carried out for substantial benefits associated with the integrated marketing and promotion that combined county/city cooperation/exchange and the place of origin for flowers. Changhua County Government was authorized to organize the marketing and promotion campaign. Six greening marketing sites were set up in the Highway Garden. Combining local agricultural and floral product markets, flower-cutting arts and the chrysanthemum show, among other plans, a series of marketing and promotional campaigns were organized to not only increase the publicity of Tianwei as the hometown to flowers but also reinforce communications for the 2010 TIFE.

\* Schools: To maximize school involvement, a series of workshops were held at different schools from 05/17/2010-06/08/2010. First, one university or college was selected from northern, central, southern, and eastern parts of Taiwan, respectively, i.e. Tamkang University in Taipei, Feng Chia University in Taichung, National Cheng Kung University in Tainan, and National Dong Hwa University in Hualien. Then, “Queen”, the famous blog writer in Taiwan, toured to the universities to communicate related news on TIFE along with General Producer See-You Ting, who acted as the campaign host.

### **(3) Major promotion and marketing campaigns**

Various promotional and marketing campaigns were organized for different populations and with different themes from 2008 to the operation period. Press conferences were also held to communicate related information. In addition, there were other campaigns with direct interactions with the audience as part of the effort to heat up the passion for TIFE so that the public could focus their attention on this Olympics-grade flora exposition.

\* 2009 AIPH Spring Meeting and Taipei Flower Show: While the AIPH Spring Meeting was taking place in Taipei, Taipei City Government organized for the first time the Taipei Flower Show from March 11 to 15, 2009 in Taipei Arena. The Flower Show was positioned as part of the prelude events to TIFE. Promotions were made primarily through radio, TV, newspaper, among other media, and bus advertisements. Besides accomplishing the goal of advertising the Taipei Flower Show and TIFE, the promotions also brought a record-setting crowd of 120 thousand people for the Taipei Flower Show, indicating the optimal benefits.<sup>(4)</sup>

\* TIFE Information Year: From March to December 2009, kindergartens and elementary schools in Taipei City and Taipei County were invited to visit the Taipei Information Station in Taipei Arena. The TIFE Mascot was on site to dance, sing along, and play with the audience and ask and answer questions. Peripheral sightseeing spots in Taipei City were combined, too, for related extracurricular tours, including the introduction to the park areas, watching the 3D simulated pavilion films, action songs with the TIFE Mascot, painting time for young children (on topic: TIFE of My Dream”, Q&A, and finally gifts to visiting students, and a photo with the Mascot.<sup>(5)</sup>

\* Mascot naming and Internet voting: From 09/17/2009~10/21/2009, 21 names were selected for Stage 1 and the Internet voting for Stage 2 began. Yabe was the winning name with the most votes and hence the name of the Mascot for TIFE. Mayor Hau announced the voting result during the press conference on October 28 and symbolically registered Yabe in the Household Certificate for TIFE, indicating that Yabe was member of the big family and was given the mission to communicate the power of beauty to the whole world. Then, prize winners for this campaign were drawn<sup>(6)</sup>.

\* “Sing the Flowers”: In September 2009, to encourage young people to express the power of beauty, the theme of TIFE, through songs, the singing competition was organized. Through careful screening by

the professional rating panel, 10 outstanding works were selected among 123 domestic and international candidates in the preliminary contest. The final match took place at Vie Show Cinemas Plaza in Xinyi District on October 30. Finally, Top 3 places were determined and the winners were Cool Silly “I Fly” (First Place), Guang-Ping Zuo (Floral Wishes) (Second Place), and Meng-Han Jiang (Keep the Soul) (Third Place). Besides rewards of NT\$200 thousand in total, the winners were invited to perform on various occasions including the Dadaocheng Fireworks Show on November 7 and sing the “Power of Beauty” of TIFE.

\*“Fun with Flowers”: From 10/07/2009 on, to encourage talented designers to participate in the souvenir design competition on the theme of “Floriculture, Technology, and Environmental Protection”, TIFE offered attractive rewards, NT\$100 thousand for the First Place, NT\$50 thousand for the Second Place, and NT\$30 thousand for the Third Place as the incentives.<sup>(7)</sup>

\*Countdown of 365 days to TIFE: On 11/06/2009, there were officially 365 days remaining to the opening of TIFE. Good Will Ambassador Chi-Ling Lin appeared with Mayor Hau as a flower fairy for the promotional campaign. During the press conference, they officially started the 365-day countdown at the newly completed EXPO Hall and announced a series of celebrations on November 7, including the fireworks show at Pier Dadaocheng.

\*Hundred green energy youths met with Friedman: On 01/06/2010, a hundred teenagers selected from individual senior high schools by the Department of Education of Taipei City Government gathered in one auditorium and discussed and analyzed future environmental issues based on the Famous Book “Hot, Flat, and Crowded” by Friedman. At the end of the event, Mayor Hau and Professor Xi-Jun Gao, Founder of Commonwealth Publishing, presented the Certificate of Successful Completion to each of the students and selected 10 of them as the environmental protection ambassadors who went to the Shanghai World Expo to promote environmental protection accomplishments of Taipei.

\*“Green Energy Forum”: On 01/12/2010, Mayor Hau and Thomas L. Friedman had talks with a hundred green energy teenagers from Taipei City. During the Forum, Mayor Hau emphasized that environmental protection is an attitude about life, also a hereditary mission. The Forum was meant to develop these 100 students who received the Green Teenager Certificate into environmental protection seeds who would exercise their influence on their family members and friends and spread environmental protection awareness so that Taipei City would become a role model for environmental protection.

\*“Flowers in Good Taipei – Online Flower Competition”: From 04/21/2010~05/20/2010, to demonstrate the charm of individual districts in Taipei City and also to warm up for TIFE, the City Government organized this online campaign voting for representative flowers of the 7 administrative districts that had not decided their own flowers and the 5 districts that already had flowers, prizes were given to those who answered correctly to related questions. Within a month, the number of voters and people answering questions online reached 150 thousand headcount. Finally, at 10:30 on the morning of 05/24/2010, the voting result press conference was organized in the Shen Pao Chen Hall on the first floor of Taipei City Hall. The newly elected flowers for the 7 administrative districts and existing flowers for the other 5 districts were announced and winners of cars and LCD TV sets were drawn on site.<sup>(8)</sup>

\*“Creative Sign for TIFE”: Good Will Ambassador Wubai was the spokesperson for this campaign. He called upon the vast online community to upload photos of their creative hand gestures from 05/19/2010 to the noon of 06/21/2010 to the website and indicate their name, phone number, and e-mail, along with brief descriptions of the significance of their design. Online voting took place from 06/21/2010~07/05/2010. The one with the most votes<sup>(9)</sup> won and the winning gesture would be used by volunteers in park areas to greet visitors and the world.

\*“Numerous Flowers in Taipei” Press Conference: On 07/04/2010, Mayor Hau and AIPH President Doeke Faber, along with representatives from Taiwan offices of 7 countries, i.e. the Netherlands, Oman, Palau, the Philippines, Thailand, United States, and India, jointly declared that 91 institutions from 59 cities and 30 countries officially participated in TIFE to symbolize that TIFE shortened the distance among countries and was a nutshell of wonderful horticultural landscapes from different countries to attract coverage by the media.

\*“Poetry and Floriculture” competitions, exhibitions, and performances: From 07/17/2010 to the end of TIFE, the public was invited to express their appreciation of the beauty of flowers in words, poetry, songs, and music and show off their talent for rewards totaling NT\$3 million. It was the largest and the longest (with 6 themes) event with the most diversified contents in the history of flora expositions. Besides 299 prizes and the rewards amounting to NT\$3 million, winners had the opportunity to show off their talent at TIFE. For Stage 1 campaigns, performing groups, street performers, students, societies, and individuals throughout Taiwan were invited to create suitable performance topics for TIFE from 08/23/2010~09/17/2010. The created topics were open to public screening through 2 rounds of onsite selection. A total of 80 performing groups were eventually selected to perform at fixed locations during TIFE in order to add to the variety of this international event and offer the performing groups with an opportunity to connect with the world. Stage 2 lasted from 12/22/2010~12/27/2010. Secondary screening and the final match were organized. There were many participants and their relatives and friends to cheer for them on site. The subsequent “Flower Paintings for TIFE” theme competition after the “Poetry and Floriculture” series of campaigns took place from 03/10/2011~03/30/2011. Through creative photographs, short videos, paintings, stylish T-shirts, passion of the public for TIFE lasted through the end.

\*100-day countdown to TIFE: On 08/03/2010, Mayor Hau and Good Will Ambassadors S.H.E led a hundred big and small kids danced the “TIFE Dance” and celebrated for the 100 days remaining before opening of TIFE. The music for the “TIFE Dance” was an edited version from S.H.E’s SHERO. The dance was designed by Sheng-Feng Chang, the known Master of pop dance. The light rhythm and easy dance were highly suitable for all ages.

\*TIFE tickets press conference: On 09/10/2010, Mayor Hau introduced the five different types of tickets for TIFE, including adult tickets, afternoon tickets, evening tickets, three-day passes, and TIFE passes. With a TIFE pass, one could visit park areas at any time and it could be tailored for individual visitors. It was also announced in the press conference that as of 08/31/2010, nearly 3.5 million advance tickets were sold (3,491,437).

## **2. Promotion of highlights of individual pavilions during the test period**

### **(1) Word-of-mouth to turn around the negative image of TIFE**

The 20-day test plan began on 10/09/2010 and lasted until 10/28/2010. It comprised four stages. Volunteers, unpaid helpers, horticulture and floriculture groups as well as people who volunteered to participate in the test and the media were invited to take part and jointly examine various operation items of TIFE for insufficiency or loopholes, if any, in order to complete improvements before the official opening on November 6.

During the test period, negative news about TIFE shifted to the operation, i.e. peripheral traffic, surge in the visiting crowd, insufficient hardware facilities (e.g. the number of signboards, chairs, and desks), unclear travel flows in the pavilions, loose control in park areas, free access to the park areas during the test period compromising the rights of people who had purchased advance tickets, etc. became the focus of coverage by the media every day. For this, the City Government teams demonstrated amazing efficiency by improving all loopholes within the shortest period of time possible. Volunteers who participated in the

test later could significantly feel the improvements made in the overall park area planning and were getting more and more satisfied. With the word of mouth plus referrals from all aspects, this good-reputation fad contributed to the good performance during the operation period and turned around the negative image of TIFE successfully.

## **(2) Press conferences on pavilions**

The unique and attractive exhibitions, new environmental protection and life technology appeal, famous performing groups and their wonderful performances at the 14 theme pavilions were the promotion highlights during various press conferences. The media presented features of various pavilions ahead of time to the general public to accordingly increase the publicity and attention focused on TIFE and the willingness of visitors to visit the park areas during the official operation period.

\* EXPO Theater Premiere: The film “Dealing with the Truth of Taiwan” was presented with intriguing 3D animation, the most vivid and powerful effects, visual shock, and the best food for thought.

\* Taipei Story House: Over 700 antiques collected in the House were the focus of the promotion to attract visitors to appreciate the beauty of this recovered residence of a rich man a hundred years ago.

\* Celebrity’s House: Highlights of the opening press conference were floral messages and stars. The house presented the life of legendary Teresa Teng in full.

\* Pavilion of Future: The exposure press conference featured the 3-hundre-year-old Tree of Life. Visitors were asked to join the tour from the past to the future.

\* Pavilion of Dreams: The opening press conference highlighted the Digital Interaction Hall combining top technologies of Taiwan. All participants were amazed by the wonderful sensory journey.

During the test period, costumes and rehearsals for theme-setting plays were particularly arranged for photo-taking and coverage by the media. The plays included “Lily Love,” jointly presented by the indigenous dancers and Ping-Fong Acting Troupe, “A Flower Blooms in Secret” by Diabolo Dance Theatre, and “Flower Petals on the Water” by U-Theatre. In addition, starting from November 01, TIFE activated its 33 information service stations outside park areas<sup>(10)</sup>. For this, a press conference was held to provide domestic and international visitors with the simplest and clearest park touring information and friendly and convenient consultation services.

## **3. Combination of festivity and million-threshold celebrations to keep hot topics going throughout the operation period**

In order for people yet to visit TIFE to look forward to it, visitors to come again and again, and keep up the fad after it was grandly opened on 11/06/2010, besides the various effective marketing strategies before the opening, the word-of-mouth, talking points, and event marketing approaches were added during the operation period and related news was released through various media. Besides continuing to promote characteristic contents, various public relations campaigns, including the visiting headcount record, were organized to keep the heat for TIFE and divert the crowd on holidays through various weekday activities.

### **(1) Promotion campaigns at pavilions**

Individual pavilions introduced their own celebrations for each record-breaking crowd size.

\* EXPO Dome: The frist million visitor was received at noon on 12/10/2010 and an EVA Air ticket to any destination in Asia was given away. The visitor also received an exclusive EXPO Dome pass and could access the EXPO Dome at any time during the operation period without having to wait in lines. The 100 lucky visitors who entered before and after the millionth visitor also received related gifts from the EXPO Dome.

\* Pavilion of Culture: The “Celebrity-Brewed Osmanthus Wine for Best Wishes” campaign was held on 12/28/2010. Mayor Hau, Famous Taiwanese Opera Actor Tsui-Feng Sun, Leading Actress Hsiao-Fen Lu, among celebrities from all walks of life, organized the unique osmanthus wine brewing campaign and the prepared wine was kept in the osmanthus cellar in the Pavilion, which would be opened on the day TIFE was closed in April 2011 when the wine was ready to serve and treat visitors who visited TIFE on that day. Meanwhile, a group of orphans from Malawi was invited to perform Taiwanese opera and Shaolin Kungfu and feel the hospitality of Taiwan. Mayor Hau gave these young friends red envelopes, too, and indicated that the osmanthus wine would be used for charity sale and help raise funds to help these children.

\* Pavilion of Dreams: Celebrations were held on 01/01/2011. Through secret “drinking” game, the 200 thousandth lucky visitor to the Pavilion of Dreams was determined. The person received a digital frame that recorded his complete tour in the Pavilion. Lucky visitors in his group also received the exquisite file folder from the Pavilion.

\* Pavilion of Future: At 2:10pm on 01/26/2011, the pavilion visiting headcount broke 1 million. The Pavilion prepared one Taipei-Hong Kong airticket and the New Year Orchid Set for the lucky visitor.

\* Celebrity’s House: The “Teresa Teng’s Songs Rewriting and Singing Contest” was held on 03/26/2011. Among the 159 groups who signed up online, 10 groups entered the final match. All contestants were carefully dressed and had various musical instruments ready. They sang the love they had toward Teresa Teng in the original melody, rock and roll, or rap. Winners of the contest included the duo Yi Shen and Tony, Jing-Yun Zhang, and the duo Wei-Fan Pan and Jian-Dong Huang, who received rewards in the value of NT\$20 thousand, NT\$15 thousand, and NT\$10 thousand, respectively, and were invited to perform in the evening closing concerts at the Celebrity’s House.

## **(2) Festivities and related major campaigns**

During the operation period, there were events introduced to reflect different holiday seasons, i.e. Christmas, Chinese New Year, Valentine’s Day, Children’s Day, among others, so that visitors could feel holiday delight in the park areas.

\* Pavilion of Dreams: From 12/23/2010~12/31/2010, 2,000 Wish Cards for the Pavilion were distributed by the Jimmy Painting Wall to all visitors. Visitors could write down their wishes and hang the cards on the “Dreams Come True” Wall. At 11:11am on 01/01/2011, the Dreams Come True lot drawing for prize was organized.

\* Christmas Celebration took place on the plaza in front of the Pavilion of New Fashion (FE EcoARK) on 12/24/2010. Mayor Hau wore special Christmas outfits to share happiness with the crowd. Visitors were invited to exercise their creativity and dress themselves up to be Santa or the Raindeer in KUSO outfits. As long as they dared, they would be eligible to win the First Prize of NT\$5,000. There were also “18 great gifts to give away”. Visitors had to kiss their significant half, express their love for someone they had a crush on, dance crazy dance, or do the cat walk in different outfits and could be the winners of great Christmas gifts. There were Santas giving away candy in the four park areas, free coffee at the event stage in Yuanshan Park Area, limited cool cards, and Christmas stickers, among others, to be given away, too. Visitors had a joyful and unforgettable silent night.

\* Hon Hai Precision Ind. Co., Ltd. jointly organized the “TIFE Charity Carnival” with TIFE on 01/30/2011. One hundred and four charity groups were gathered in the charity fair. Many theme activities were introduced and people were invited to make donations. For example, there were the “Parent-Child Story Island”, health-preserving “Yonglin Organic Farm Environmental Protection Paradise”, musical “Riverbank Romantic Concert”, joyful “Jia-Jia Square”, and the amazing mobile street performances. At

9:30pm on the main stage in Dajia Riverside Park, there were wonderful performances presented by charity groups, entertainers Xiao-Hu Huang, Guo-Lun Huang, and Nai-Xing Kou, and Hon Hai employees to turn TIFE into a large amusement park, where visitors could eat, play, drink, and have fun, while at the same time contributing to charity.

\* Chinese New Year events: During the Chinese New Year vacation, because of the favorable weather, many visitors came to TIFE early on 02/03/2011. The daily visiting headcount broke 90 thousand and the accumulated headcount officially broke the 4-million threshold. To celebrate and spread the delight of Chinese New Year, the Electronic Music Nezha danced “Bo Bee” at various exhibition sites and there were the God of Wealth to give away red envelopes and Chinese New Year special exhibitions, among other special events. Mayor Hau particularly dressed up as the God of Wealth to wish visitors a Happy New Year in the park areas. Of course, the highly popular flower fairy also put on a bright red outfit and gave away candy and 1,000 red envelopes in the park areas. Many big and small kids were getting a red envelop symbolizing good luck and took a picture with the flower fairy in the brand new outfit.

\* 33-day countdown to the closing day! Many rewarding activities were organized to recover unused advance tickets. There were 10 rounds such activities starting on 03/23/2011 in order to attract people with remaining advance tickets to visit the TIFE while it still lasted. For example, the flower fairy visited busy areas like the Taipei Railway Station and Ximending and sightseeing spots like Jioufen and Danshui for final promotions. In addition, to warm up for the Children’s Day, “Floral Party for Children” and “Come and Get Limited Gifts” were planned in the park areas so that people would grasp the final opportunity to visit the TIFE for the great gifts. At two fixed time slots on March 29 and 30 with a total of 4 rounds in the Yuanshan Park Area, up to 4,000 Hello Kitty pocket tissue and two bottles of black wheat juice/person were being given away to visitors. For Top 10 visitors, there were also wonderful souvenirs “Ark Brick LED Light” available.

### **(3)“Million People Celebrate TIFE” series**

For historical moments like the headcount reached each of the million thresholds, a series of celebrations would be organized on the day<sup>(11)</sup>. Various attractive prizes and celebrations were available on site to let visitors feel the hospitality of TIFE. For example, the golden player in Asian Games when the first million threshold was broken and Environmental Protection Ambassador Wubai when the fifth million threshold was broken performed on site. On the day each million threshold was broken, different theme celebrations were held to create a joyful atmosphere. Onsite staff would wear celebration head bands and stickers. TV screens in individual pavilions would have related congratulating words. The million-threshold souvenir stamps were designed and visitors could have a seal for souvenir. Limited million-threshold souvenir cool cards, desserts, and drinks would be given away (with the souvenir seal for the breaking of the million threshold) to heat up the atmosphere. All of the million threshold celebrations were well reputed. Visitors left the park areas with a big smile on their face.

### **(4)Attraction of crowd through preferred events or discounts**

\* County/city weeks and Taipei administrative district weeks: To return to residents in the hot zone of TIFE and to attract residents in other parts of Taipei or counties/cities, and extracurricular groups, TIFE designed the hot zone week, Taipei resident weeks, county/city weeks, extracurricular weeks<sup>(12)</sup>. Visitors who entered the park areas during their given weeks could enjoy ticket prices at 50% off (excluding the TIFE pass, group ticket, three-day pass, and souvenir ticket) but each visitor could only purchase one ticket. This could increase the number of visitors and divert the crowd, with multiple benefits.



① One million threshold event ② Two million threshold event ③ Five million threshold event ④ Three million threshold event ⑤ Seven million threshold event ⑥ Six million threshold event ⑦ Eight million threshold event



① TIFE Celebrates Lantern Festival ② TIFE Celebrates Spring Festival ③ New Year Countdown at TIFE ④ TIFE Celebrates Christmas ⑤ Taiwan Flower Show Press Conference

\* Related preferred discounts for the TIFE passport: This passport was particularly designed to offer visitors diversified sightseeing and consumption information. Passport holders could enjoy preferred discounts at 500 partner stores and for tickets to certain arts and cultural establishments in Taipei City or dining, commodities, and DIY activities. The number on the back cover of the passport also gave the holder a chance to win BikeRewine patented two-way bicycles or Grand Formosa Regent Taipei lodging tickets, evening buffet tickets or afternoon tea tickets, among other great gifts.

\* “TIFE Partner Store Point Collection Foldout”: For every NT\$100 spent at TIFE partner stores, visitors could get 1 point. Visitors could choose their preferred stage to collect points. However, points collected during different stages could not be combined. In addition, by going to the Partner Store Information Station, they needed not spend a dime and could accumulate 3 points on a usual day and 2 points on a holiday directly for expedited point collection. As soon as the required points were collected, people could mail them out or put them in the draw lot boxes at the information stations and be eligible for draw lots for all three stages (winners were drawn on 12/19/2010, 02/27/2011, and 04/17/2011, respectively). The largest prizes included Presidential Suite Tickets from a high-end hotel (The Capital Hotel), Nano Bed Sets (from Jizuan Life House), and cars (from Yulon Tobe Motor Co.), etc.

\* “Taipei Gift Coupons”: To call for energy-saving and carbon reduction, visitors from other counties and cities were eligible for one Chia Te Bakery 200g original nougat coupon, one Master Hong beef noodle soup coupon, and one NT\$200 coupon for any Orange Group restaurant as long as they could show the TIFE ticket and public transportation tool ticket receipts (of trains, freeway buses, High-Speed Rail or airplanes) within 3 days of the travel day whose starting points were places outside Taipei City, New Taipei City, and Keelung City and destinations were Taipei) to the partner store information station in the Yuanshan Park Area. Those using an EasyCard or Taiwan Pass could print out the travel record in substitution for the ticket or simply provide service representatives at the Information Station with their card number to let the latter verify related information and could enjoy the same benefits.

## **(II) Invitation to good will ambassadors and celebrities for a visit to attract public attention**

### **1. Good will ambassador**

On 03/08/2010, good will ambassadors S.H.E released the designated song “SHERO” for the first time. They sang and danced to communicate the passionate nature of TIFE and the charm of the City.

Environmental protection ambassador Wubai attended the “Creative Sign for TIFE” recruiting press conference on 05/19/2010 and sang the designated song “You are My Flower” to express his passion for environmental protection and TIFE.

During the “TIFE Vanilla Baby Robot” debut press conference on 06/09/2010, the “Long Time No See” MV of leading Asian singer Jay Chou promoting TIFE and the beauty of Taipei City was released. The Vanilla Baby Robot also made its first official appearance in the public.

On 06/23/2010, “When I was Getting Married” from leading Taiwanese singer Hui Jiang became the promoting song for TIFE. The lyrics emphasized that flowers should be valued for the beauty while they were blossoming despite the short blossoming period. Through her beautiful voice, the love for Taipei and Taiwan, and the happiness of local people were communicated.

During the “100-Day Countdown to TIFE” press conference on 07/29/2010, good will ambassadors S.H.E’s “SHERO” was edited to a dynamic song with simple and easy-to-learn dance steps that could inspire all Taiwanese people to look forward to TIFE in 100 days.

During the “Come and Help in TIFE to Impress the World” press conference on 10/04/2010, it was

announced that Mayday would be good will ambassadors for TIFE. The brand new “2010 Off Surface of the Earth – Flora Carnival Edition” for TIFE was released. The public was called upon to join and help so that the world could see the beauty and passion of Taipei City.

During the “Beautiful Power and Test Plan” press conference on 10/08/2010, good will ambassador Chi-Ling Lin successfully attracted media attention and coverage.

All of the good will ambassadors had their promotional photos taken and joined in TV commercial without caring for the rewards. TIFE’s image advertisements were on charity promotion channels like MRT station light boxes, buses, and outdoor media and TVs to accomplish the goal of promoting and marketing TIFE.

## **2. Celebrity visit**

For the success of TIFE that ended on a good note on April 25, Taipei City Government is particularly indebted to domestic and international people and representatives from all aspects for their enthusiastic participation. The endorsement from celebrities helped TIFE win passionate applause and successfully attracted international attention. There were countless celebrities visiting TIFE and all of them unanimously praised for its success. With assistance from celebrities with their high publicity, which could not only attract media coverage to increase exposure of TIFE but also create talking points in the celebrities’ fan groups, more people were able to have more knowledge of and looking forward to participating in TIFE.

## **( III ) Electronic media**

### **1. Advertisement and short promoting films**

Promoting films mainly came in Chinese, English and Japanese. For different stages, themes, and appeals, films of different styles were produced. Played through media like TV stations and the Internet, the news of Taipei City holding an international flora exposition was communicated to the whole world to attract visitors. During the pre-stage promotion period, to enhance public awareness and understanding of the characteristics of TIFE, promotional films were planned and produced to facilitate broadcasting.

© 2008~2010

\* Flowers in Taipei Blossom to the World

\* Pride of Taiwan - 2010 TIFE

\* 2010 TIFE Films – People, Plants (Caucus, Tulip, Dandelion), Roles, Characteristics, Garden in the Sky, Trees, Balls, Theme, Industry, Flower Growers, among others.

\* 3D films for pavilions, e.g. Pavilion of Dreams, Pavilion of New Fashion (FE EcoArk), EXPO Theater, Taipei Fine Arts Museum, and EXPO Dome

\* 3D animation films for the 2010 TIFE

At the later stage, to facilitate ticket operations and remind the public to hold onto the final chance to visit TIFE, 15-second advertisements were being played on TVBS and CTI for a total of 239 time slots.

### **2. Keynote coverage**

Through TV news, SNG connections, running texts, PROMO films, morning newspapers, texts played at the end of TV news, interviews, among other channels, topics for different stages were communicated, e.g. the triad, AIPH Spring Meeting, the Taipei Flower Show, and international marketing or combined in TIFE lunch boxes in exhibition areas for enhanced exposure. (Related information and data need to be supplemented later)

### 3. Integration in TV programs

TIFE was promoted through media channels of different natures in Taiwan and other countries (e.g. Discovery, Japan [LaLaTV], Thailand TV stations, ETTV, FTV [Variety Camp], PTS [Taiwan Touches Your Heart], GTV [Absolute Variety], TVBS [Food Expert], Qiaolianzhi, TTV [Super Designer], etc), with exposure in over 80 programs or pieces of news coverage.

## (IV) Broadcasting

### 1. TIFE news inserts and advertisements

A total of more than 32,688 time slots were used from 2008 to 2010 for TIFE news inserts. Radio advertisements were produced and played at Taipei, UFO, Police, Philharmonic, Asia Radio Stations, and Radio Taiwan International. Contents included 2010 TIFE Mayor news inserts, transportation promotion, TIFE closing countdown, special art and cultural exhibitions and performances, which were done as news coverage, a slogan, verbal broadcasting, placement advertisements, or advertisement units, etc. In addition, for ticket operations, there were separate inserts comprising around 130 time slots.

### 2. Keynote program coverage

DIT started to plan group discount tickets, shuttle buses, volunteer testimonials in February 2010 and produced programs like “You Are the Boss” and “Flower Taipei” which were played in the Taipei Radio Station for around 352 times.

“TIFE Newsflash” was played during the operation period from 10/01/2010 to 04/18/2011. The newsflash included the visitor headcount in park areas, county/city weeks, performances in pavilions, and reminders. Each piece lasted 2 to 3 minutes. A total of 19,467 pieces were played.

Sixteen episodes of “2010 TIFE – Blossoming Flowers Beautify Taipei City” were produced and played at Radio Taiwan International to maximize the sightseeing benefits of TIFE and successfully market Taipei and Taiwan experiences. They introduced the charm of Taipei City and communicated that Taipei is an international city for business, travel, and shopping.

Twenty episodes of “Powerful Taipei” were produced and hosted by famous Zi-Qiang Zhao on News98. Besides important TIFE policies, contents of the program also included call-in for Q&A with and feedback from residents in Taipei City.

### 3. TIFE closing programs

At 14:00 to 17:00 on 04/25/2011, reporters covered in individual park areas for news. At 17:00 to 20:00, the mobile broadcasting room was opened in the Dajia Riverside Park Area to air the closing ceremony in real time.

## (V) Outdoor media advertisements and promotion

### 1. Outdoor bulletin board

A total of 30 exterior walls were utilized in public buildings as of 09/30/2010 for advertisements. Banners were produced and used on the exterior walls of Songshan Cigarette Factory. The Department of Economic Development also used charity bulletins in counties and cities as outdoor bulletin boards for TIFE. A total of 16 farmers associations and 5 institutions helped for 26 such bulletins.

### 2. Outdoor LED

To communicate related news on ticket operations, LED TV walls, where the crowd often gather, in

Taipei Wellcome Shopping Mall, A-Mart on Zhonggang Road in Taichung, and Sanduo Shopping Mall in Kaohsiung were utilized in March 2010 to spread the news that sales of advance tickets for Stage 1 would soon be over. In March 2011 related county/city week news were played in A-Mart Taichung and the shopping mall by Tainan Train Station. A total of over 5,000 time slots for such advertisements were used.

### 3. MRT related promoting tools

During the operation period, light boxes, PDPs and running texts at various MRT stations were utilized to play transportation information for TIFE and its promoting films, real-time visitor headcount, and other information.

### 4. Street-light flags

Between October 2010 and April 2011, 3,000 sets of street-light flags featuring TIFE were hung in important sections of Taipei City, e.g. Chengde Road, Zhongshan S. and N. Roads, Minzhu E. and W. Roads (near park areas), Renai Road (City Hall and Presidential Office), Dunhua S. and N. Roads (Songshan Airport). Besides displaying the beautiful city image of Taipei and creating expectations in the public for TIFE, they were meant to signify the vigor, life, openness, and encompassing power demonstrated by Taipei City in the organization of TIFE.

## (VI) Printed media

### 1. Newspaper

On 08/31/2010 the deadline for sales of advance tickets during Stage 2 was communicated. During the operation period, by different exhibition topics, county/week event information, and countdown to the closing of TIFE, among others, at different stages, newspapers in Taiwan, e.g. Apple, Liberty, China Times, United, U-paper, and Sharp were utilized to communicate related TIFE news.

With U-paper, 2010 TIFE-related keynote coverage started on 07/01/2008 and the contents included Flowers, Pavilions, Events, Experience, Greening, Traffic, Celebrities, etc. A total of 241 articles were published by 04/25/2011.

From June 2009 to 12/31/2010, editions on newspapers like China Times, Liberty, United, and Apple were used to publish a total of 34 pieces of news about commissioning of the “Taipei Painting Journal” and introduce wonderful contents, too.

### 2. Magazine

TIFE advertisements, over 60 articles in total, were published in a variety of magazines in Taiwan and other countries, e.g. Commonwealth Magazine, Business Week, Today, Financial Forum, Food Expert, LOHAS, Studio Classroom, among others, 40 in total to target different populations.

## (VII) Government publications

◎The “TIFE Journal” was printed – 600,000 copies in total.

◎ The “Taipei Painting Journal” was in operation from August 2009 to May 2011 – Over 40 articles with related coverage.

◎TIFE keynote coverage was published in LOHAS periodical of the Department of Civil Servant Development from September 2009 to June 2011 – around 20 articles over 8 issues.

◎Publications in Chinese and other languages

\*“Wonderful Taipei” sightseeing map foldout (Chinese/English/Japanese): Visual advertisements, introduction to TIFE park areas, arts and cultural highlights and travel routes were published from the

August 2010 issue to the April 2011 issue of the map to provide domestic and international visitors with diversified information.

\* TIFE calendars in early 2010 – 10,000 copies.

\* Printing of 2010 TIFE guide foldouts started in October 2010. By April 2011, a total 8,215,000 copies were printed (7,159,000 in Traditional Chinese, 330,000 in Simplified Chinese, 400,000 in English, and 320,000 in Japanese).

\* Printing of 2010 TIFE concise map foldouts (190,000 copies) and large map foldouts (30,000 copies) was done in December 2010 (20,000 in English and 10,000 in Japanese).

\* TIFE related information was promoted in Taipei City sightseeing introduction foldouts, 2010 Taipei resident's handbook, 2010 desktop calendar, and 2011 City administration calendar.

\* TIFE Chinese New Year special edition was printed in December 2010 – 50,000 copies.

## ( VIII ) Internet marketing

On the Internet, besides important information on the TIFE official website, keyword, Facebook, and Internet games, among other tools, were used for marketing to target different populations.

### ◎Keyword marketing

Google keyword advertising was utilized for marketing in Europe and America.

### ◎Garden of Happiness

Commissioned in October 2010, the Garden was both ornamental and personalized. People could enjoy the fun similar to Restaurant City and exchange seeds with friends for rare flowers that they would grow. Through the Facebook community, they could invite more friends to create a virtual TIFE. The Garden combined games and promotion in one. Through interactive games, more people were attracted to pay attention to TIFE.

### ◎Facebook

The “2010 TIFE Fan Group” was formed on 04/06/2010. As of 04/26/2011, there were 33,816 members in the Fan Group. Facebook communicated real-time and unique information. It was supported by a vast group of Internet lovers. There were 30,000 people on average reading each piece of information posted each day. It was also a good platform for Taipei City residents to get answers to their questions. There were 100 messages posted to answer questions on average each day. It helped shorten public distance and enhance interaction.

### ◎Webpage banners

Banners were produced and played by rotation on the Internet like Yahoo, United Daily News, domestic community websites, famous international portals, domestic and international web pages, among others.

## ( IX ) TIFE Information Station

Thirty-three information stations were established outside park areas, including those at Taipei Arena, Taipei City Hall, 12 administrative centers in Taipei City, 12 visitor centers under DIT and later expansions at important traffic points, e.g. MRT Taipei Railway Station, City Hall Transfer Station, Taipei Transfer Station, MRT Minquan W. Road Station, MRT City Hall Station and Taipei Astronomical Museum to provide domestic and international visitors with convenient travel information. The information stations provided primarily information such as TIFE transportation, delicacies and 14 pavilions so that people

visiting TIFE could carefully plan their visit routes and enjoy easy tours around TIFE through tour guide foldouts and personal services.

#### ◎Creation, promotion, and marketing of TIFE image

To go with marketing and promotion for TIFE, various promoting materials were produced and output, display boards, or desktop signs were set up in individual information stations and successfully promoted TIFE.

#### ◎Travel service representative training

To enhance the attainments of representatives providing services at visitor centers, Department of Information and Tourism provided related training courses from 09/08/2010~09/09/2010. A total of 71 representatives participated in the training. The training featured introduction to various park areas, common questions, cultural exhibitions and performances, traffic guide, travel plans, and English conversation in order to provide domestic and international visitors with more professional services.

#### ◎TIFE souvenirs

To combine with marketing and promotion of TIFE, Department of Information and Tourism also designed 12 types of souvenir stamps, 48,000 tattoo stickers, and 15,600 copies of pins, which were available at various visitor centers for people to pick up or receive for souvenir purposes.

### **( X ) Ticketing network**

Supermarkets, convenient and consumer-oriented, were utilized for related promotion and discount highlights on TIFE tickets, including posters outside supermarkets, advertisements on cashier's machine screens, advertisements on cashier's countertops, and exposure in supermarket catalogs, etc. Thanks to the enthusiasm of the public, nearly 3.5 million TIFE advance tickets were sold during Stage 1 and Stage 2, accounting for 44% of the total number of tickets sold and setting the highest advance ticket record in a single event in the history of Taiwan. Group purchasers were the biggest contributors. Through Internet group purchase, the more number of people would help save more money. Each ticket was NT\$160 when 10 thousand tickets were purchased at the same time and NT\$140 when 20 thousand tickets were purchased at the same time. For over 30 thousand tickets, each would only cost NT\$120. Therefore, quite a few people were motivated to purchase the tickets as a group. It hence became the most popular movement in the summer of that year.

### **( XI ) Provision of travel information**

To extend the passion for TIFE to other counties/cities and countries and accordingly contribute to the overall tourism business in Taiwan and also to accommodate the large crowd's lodging needs during the operation period, TIFE partnered with travel agencies, airline companies, and hotels by introducing various travel packages. Related businesses could also apply for a license to use the flower fairy, mascot, and logo of TIFE in their advertisement and included the visit to the exposition in their itineraries. There was also the "partner hotel" mechanism to attract international visitors with quality lodging services and preferred solutions so that they came to Taipei not just for TIFE but also for tours to other parts of Taiwan. Multiple theme packages and sightseeing spot information were posted on the TIFE's official website for visitors' reference.

#### ◎TIFE travel routes

To be more considerate, the Department of Information and Tourism designed "22 routes for touring through TIFE" with reference to the 22 travel routes planned by the Council of Agriculture, the travel

route edition established by the Operation Headquarters, related contents of the Taipei Painting Journal and recommendations by domestic and international travel agencies. With careful decoration and promotion, such information was also available on the website of DIT and Taipei Travel Net for reference. Based on the above information, the website of TIFE had recommendations about theme travel routes and sightseeing spots in cities and counties throughout Taiwan, extending the sightseeing heat to the entire country.

#### ◎Travel agency test group for TIFE

Department of Information and Tourism partnered with the Travel Agent Association of R.O.C. and invited travel agencies to participate in the test of TIFE so that they could know operations at TIFE and the information could be their reference on a later date. Organized from 10/25/2010~10/28/2010, a total of 46 groups signed up and around 78 rounds of guided tours were given. The headcount of people participated in the test totaled around 5,295.

#### ◎Visits by travel agencies, media, and VIPs

To achieve the goal of maximizing promotion for TIFE, DIT assisted domestic and international travel agencies, media, and important VIPs in their visits to the exposition. A total of 197 delegations and 5,643 people were received in this regard.

#### ◎TIFE promoting materials to travel agencies

To facilitate travel agencies to provide domestic and international visitors with detailed information on the park areas, DIT provided various types of promoting materials, e.g. handbooks, foldouts, intra-park foldouts, posters, and promoting CDs in Traditional Chinese, Simplified Chinese, English, Japanese, Korean, Spanish, French, and German. A total of 213,255 copies were provided.

#### ◎Partner hotel emergency contact window and text message broadcasting system

To keep track of and handle emergency situations that occurred during the operation period in the first place, the partner hotel real-time text message and broadcasting system was established. DIT asked partner hotels in Taipei City and other counties and cities to provide contact information of their supervisors and high-ranking staff and their agents and compiled the information in the “2010 TIFE Partner Hotel Supervisor Emergency Contacts and Characteristic Dining Overview” for emergency contact.

## ( XII ) Transportation Information

To minimize the impact of TIFE traffic control in the hot zone on local residents, before it was opened and during the operation period, promotion emphasized enhanced understanding of the general public on transportation and extensive exposure of free extra-park shuttle bus information and travel routes and transportation for visitors from other counties, cities, and other countries.

## II. Maximized business participation in the promotional plan

An international event, TIFE required not only enormous capital for hardware but also extensive supplies and engagement of professional talent in various fields. To invite participation from enterprises and not violate the Ordinance Governing Open Fund Raising of Public Institutions, Taipei City Government planned diversified participation methods in 2008. Besides workshops and press conferences<sup>(13)</sup>, there were three stages and processes for businesses to participate that reflected the growth in TIFE’s organization and commercial settings at different stages. A total of 75 famous enterprises participated in the event. They contributed over NT\$1.41 billion to the overall investment.<sup>(14)</sup>

### **1. Stage 1: Article 21 of City Property Management Ordinance**

In the early stage, TIFE did not have high publicity so it was difficult to find willing enterprises. Plus the financial storm at that time, many enterprises could not see the significance of the event. Commissioner of the Department of Economic Development and the head of the Taipei City Office of Commerce visited various potential collaborative enterprises to seek their involvement in the construction and operation of pavilions. The operations followed Article 21 of the City Property Management Ordinance. Major members on the Review Committee included the Secretary-General of Taipei City Government and heads of various departments and offices. Famous domestic business groups selected included Far Eastern, Delta Electronics, Yulon, Chung-Hwa Telecom, and Motion Art Gallery.

### **2. Stage 2: Government Procurement Law**

In the early stage of promotion, to inspire more proactive participation from enterprises, the TIFE Operation Headquarters Promotion and Marketing Center held multiple workshops to boost exchange with the industry and academia and achieve the purpose of promotion and benefit of having more enterprise participation. As the publicity of the Flora Expo gradually increased, for fairness, Paragraphs 1 and 9 of Article 22 of the Government Procurement Law was followed in terms of restrictive tenders for multiple services. The announcement and screening procedures also followed the Government Procurement Law. Service contents were proposed by enterprises participating in the advertisement and promotion network. Those elected included Eva Airways, President Venders, President Starbucks Coffee, Taipei Fubon Bank, and Taiwan Tobacco & Liquor Corporation.

### **3. Stage 3: Donation and Sponsorship Guidelines and Free Rental Contract**

The first half of 2010 was the later stage of the promotion period. In light of the approaching opening day, government procurement procedures were followed for business participation, which obviously could not meet the urgent demand. Plus limited public budget, there were many visitor service equipment and office facilities in shortage.

To open successfully, high-ranking officials of the City Government were mobilized to visit central government agencies to seek support from state-owned enterprises. The Promotion and Marketing Center of the TIFE Operation Headquarters also negotiated related laws and regulations with the regulatory team of the City Government at the same time. The Donation and Sponsorship Guidelines and Free Rental Contract were accordingly stipulated with more simplified participation procedures for enterprises and successfully recruited participation from enterprises. From 04/15/2010 to March 2011, 8 announcements about donation and sponsorship demand were made and enterprises donated a lot of equipment, e.g. baby strollers, wheelchairs, drinking fountains, park area guide foldouts, gifts, tables and chairs, patrol electric vehicles, radio walkie-talkies, etc., so that TIFE could operate successfully.

## **(I) Pavilion construction and operation**

The Far Eastern Group sponsored the construction of and operations at the Pavilion of New Fashion (FE EcoARK). Construction of the Pavilion primarily featured PET bottle bricks with processed PET bottles as the building materials. Exhibitions and performances inside the Pavilion included the “Flora Fashion Show” that combined floricultural industry and fashion.

## ( II ) Pavilion operation

Angel Net Universal sponsored the exhibition arrangement and operation at the Pavilion of Angel Life. With art in life as the focus, a series of stationary and dynamic audiovisual exhibitions and performances combining ecology, technology, arts, and culture were planned.

## ( III ) Pavilion equipment

◎Chung-Hwa Telecom sponsored Internet infrastructure and wireless service as well as multiple services that facilitated visits by visitors, including the planning, establishment, and operation of Wi-Fi wireless service, Kiosk, mobile phone portal platforms, pavilion route GPS for Chung-Hwa Telecom users only, NFC+ QRcode+RFID, 200 CHT8000 guided tour handheld phones, and 220 smart sensors.

### ◎Yulon Group's LUXGEN

sponsored shuttle services in the park areas during the operation period for both the visitors and VIPs.

### ◎Vivitek Corporation

sponsored 3D animation playing equipment and maintenance service for the EXPO Theater, including 2 projectors, 3,000 pairs of 3D glasses, and the broadcasting system.

## ( IV ) Promotion service

To market Taipei and Taiwan, proactive efforts were made to seek sponsorship from business groups for promotion of TIFE with their enormous marketing resources and strengths for reinforced international promotion, ticket operations, event marketing, and volunteer recruitment.

### ◎Partner airline company – EVA Airways

Four international airplanes were designed with concepts of TIFE, including supplies and food, to impress passengers. Meanwhile, the company utilized its group promotional resources to market TIFE, e.g. boarding passes, luggage tags, and airport counters around the world with the image of TIFE Mascot. Meanwhile, preferred airfares were provided to visitors on travel packages, exhibitors, and on the delivery of flower materials.

### ◎Partner water and beverage company – President Venders

150,000 free bottled waters were provided to volunteers, visitors, and events in the park areas. On many of the company's bottles of beverages, trucks, distribution channels throughout Taiwan, and through the company's other promotional resources were images of TIFE. There were also 70 vending machines with the image of the Mascot in the park areas where visitors could go for water supply.

### ◎Coffee and light food – Starbucks Coffee

The 225 stores of the company throughout Taiwan supported TIFE by providing special offers to promote ticket operations. Those who purchased TIFE tickets could enjoy the benefit of buy one and get one free for Starbucks drinks and free coffee was available for visitors in the park areas on important occasions. There were also stores in the Xinsheng and Yuanshan Park Areas so that visitors could enjoy services provided by this international chain store.

### ◎Banking – Taipei Fubon Bank

There were ATMs and foreign exchange services in the park areas to serve domestic and international visitors. Related information on TIFE was also available in different branches and on ATM commercials throughout Taiwan.

### ◎Light alcoholic drinks – Taiwan Tobacco & Liquor

There were shops in the park areas. The Corporation also introduced custom TIFE commodities so that domestic and international visitors could experience local Taiwan Beer and innovative health-preserving delicacies. In addition, its retail stores, distribution vehicles, TV commercials and printed advertisements throughout Taiwan helped with TIFE marketing and promotion.

### ◎Volunteer groups – Rotary Club

The same as the Deaflympics Taipei 2009, to make millions of domestic and international visitors feel at home, TIFE gathered members of the Rotary Club to be its volunteers. The members spread the news by word of mouth and supported TIFE in action.

### ◎Donation – State-owned enterprise

To celebrate the meaningful centennial anniversary of the Republic of China, nine state-owned enterprises, namely, Taiwan Fertilizer, Chang Hwa Commercial Bank, Taiwan Business Bank, Hua Nan Financial Holdings, Taiwan Financial Holdings, Land Bank of Taiwan, Taiwan Cooperative Bank, First Bank, and Mega International Commercial Bank, helped print the TIFE's guided tour promoting materials for visitors' reference.

## ( V ) Visitor service and facilities

### ◎Donation, sponsorship, and free supplies

To enhance visit quality and care for the minorities, e.g. babies and infants, women, and the disabled, enterprises provided multiple convenient services and equipment, including baby strollers, wheelchairs, recreational chairs, and toilet paper, etc. <sup>(15)</sup>

## ( VI ) Partner hotel

To provide visitors with quality lodging services at preferred costs, the partner hotel cooperative plan was initiated in July 2009 for cross-industrial collaboration. The hospitality business press conference was held in May 2010 to announce partnership with hotels. 185 hotels were successfully recruited <sup>(16)</sup>. The hotels were located in 20 counties and cities, including five-star hotels like the Grand Hotel, Grand Formosa Regent Taipei, Grand Hyatt Taipei, Howard, Far Eastern Plaza, The Lalu, Evergreen, and Ambassador and bargain hotels. Besides various preferred services, related information on TIFE was provided in Chinese, English, and Japanese. In addition, chefs in certain hotels introduced creative flora menus to enable people to feel the charm of flowers at any time anywhere from food to lodging.

## ( VII ) TIFE affiliates

Various smooth promotions and ticket operations relied on the support from nationwide networks. From 2009 to August 2010, we proactively approached various large distributors and recruited all walks of life to devote themselves as TIFE's affiliates who devoted part of retail shops to the promotion of TIFE, including manuals and DMs in Traditional and Simplified Chinese, English, Japanese, and Korean so that people throughout Taiwan and visitors from around the world could have access to related information right away. The affiliates ranged from recreational and sightseeing, dining and hospitality, department stores and retail shops, transportation and telecommunications, fashion and cosmetics, banking, culture and technology, and charity groups, a total of 201 enterprises and 6,085 sites <sup>(17)</sup>.



① “TIFE affiliate” set-off press conference ② Uni-President Enterprise press conference ③ Partner hotel press conference ④ EVA Airways TIFE conceptual cabins release conference ⑤ Floriculture fashion show to welcome MLB Dodgers ⑥ Peony Special Exhibition press conference at Pavilion of Future ⑦ Mechanical Flowers Blooming press conference at Pavilion of Dreams



① Guo-Lun Huang and Nai-Xin Kou took wedding pictures in Xinsheng Park Area to increase TIFE's publicity ② S.H.E. were TIFE's good will ambassadors. ③ Jia-Li Bai was TIFE's global good will ambassador. ④ Wu Bai was TIFE's good will ambassador. ⑤ Chi-Ling Lin was TIFE's good will ambassador and featured in the "Power of Beauty" MV.

## **( VIII ) Partner store**

To promote the economic benefits for industries in Taipei City and stimulate peripheral businesses as well as to provide visitors with quality preferred shopping settings, we recruited 500 stores in July 2010<sup>(18)</sup> in Taipei City. The stores became TIFE's partners who provided services like dining and beverages, retails, recreation, entertainment, garments, accessories, and hairstyling, among others, at various discounts and preferred rates during the operation period. Meanwhile, there were multiple rounds of lot drawing for prizes in order to vitalize shopping malls and interaction with the public for more effective marketing and to let domestic and international visitors feel the passion and hospitality of Taipei City.

## **III. From Taipei to all over Taiwan**

The "2010 TIFE – Operation Period Satisfaction Survey" outsourced to Trendgo showed that visitors got news on TIFE mainly through electronic media (e.g. TV, radio, outdoor bulletin boards, etc.). In addition, the Internet (e.g. the official website, FB Fan Group) and printed media (newspapers and magazines) exercised an effect over time and contributed to the publicity of TIFE.

The City Government promoted TIFE successfully through diversified and creative channels and created maximum discussions and attention. A total of over 8,963,000 headcount of people visited TIFE during the operation period, among them 585,000 were from overseas, accounting for 6.53% of the total number of visitors. Plus the 450,000 headcount of people who assisted during the test period, the total headcount of visitors was over 9 million. Together, they participated in and witnessed this important historical moment.

The large crowd meant an optimal opportunity to market Taipei and create business opportunities for stores throughout Taiwan. Therefore, besides the Taipei City Recreation and Shopping Promotion Plan and Taipei Business Theme Marketing Promotion Plan, the City Government also planned diversified tour packages to different parts of Taiwan. It started to recruit partner hotels and partner stores in 2010 to provide visitors with more thoughtful commercial services and to extend the TIFE heat throughout the nation so that stores all over Taiwan could share the economic benefits created by TIFE.

### **( I ) Taipei City Recreation and Shopping Promotion Plan**

With "Action Taipei and New Commercial Lines" as the concept, new commercial lines in Taipei were created, which featured primarily longitudinal lines from Sections 1 to 7 of Zhongshan N. Road. Meanwhile, commercial visual effects of a Garden City were created with natural resources, history, humanities, and shopping districts like Maokong, Beitou Hot Spring, Dadaocheng, and the European Street through story marketing, street beautification, and festival decorations.

### **( II ) Taipei Business Theme Marketing Promotion Plan**

First, the "Taipei Shopping and Delicacy Festival" was planned. Featuring shopping and delicacies, it helped present the City as the capital for international shopping and great foods and introduce the rich and diversified shopping and delicacy characteristics of Taipei City.

### **( III ) Diversified tour packages**

With joint efforts from travel agencies and hotels, diversified tour packages were planned to extend the length of stay by visitors. Centering primarily the TIFE park areas, characteristic sites like Maokong, Yangmingshan, Beitou, Dadaocheng, and the National Palace Museum were combined and 1 to 3-day Taipei tours were planned for visitors' reference. Meanwhile, travel routes extended to other counties and cities. According to their distance, different Taiwan tours with varied numbers of days were planned in order to boost the tourism industry and the development of overall industries in Taiwan.

## Chapter 7 Notes

1

### ► List of countries with written applications

Continent	Number of countries	Names of countries
Asia	20	Korea, Singapore, Vietnam, India, Nepal, Thailand, Malaysia, Indonesia, Oman, Pakistan, Japan, Yemen, Bangladesh, the Philippines, Mainland China, Bhutan, Jordan, Brunei, Republic of China
Europe	9	France, the Netherlands, Greece, United Kingdom, Italy, Spain, Hungary, Germany, Belgium
America	12	United States, Canada, Bolivia, Chile, Ecuador, Dominican Republic, Belize, Guatemala, El Salvador, Honduras, Nicaragua, Panama
Africa	2	Tunisia, Kenya
Oceania	2	Palau, Australia
Total		45

2

### ► Seven Solutions for County/City Exchange

Participating counties/cities	Week	Preferred ticket price	Extracurricular tour	Dining Agricultural products Flowers	Plantation cooperation	Sightseeing cooperation	Promotion cooperation
Taipei County, Taoyuan County, Miaoli County, Nantou County, Changhua County, Hsinchu City, Lienchiang County (7 in total)				All			
Taichung County	•	•	•	•	/	•	•
Taichung City	•	•	•	•	/	•	•
Pingtung County	•	•	•	•	/	•	•
Keelung City	•	•	•	•	/	•	•
Taitung County	•	•	•	•	/	•	/
Chiayi City	•	•	•	•	/	•	•
Hualien County	•	•	•	•	/	•	/
Hsinchu County	•	•	•	•	/	•	•
Tainan City	•	•	•	•	/	•	/
Kaohsiung County	•	•	•	/	/	/	/

Participating counties/cities	Week	Preferred ticket price	Extracurricular tour	Dining Agricultural products Flowers	Plantation cooperation	Sightseeing cooperation	Promotion cooperation
Kinmen County	•	•	•	•		•	•
Yunlin County	•	•	•	•	•		
Penghu County	•	•	•	•	•	•	
Yilan County	•	•	•	•	•	•	

3

The touring car was remodeled along the concept of a “transformer stage car” (including painted interiors and exteriors, wooden work, lighting, wiring, carpets, LCD TV, TV wall hanger, other related audio-visual machines, interior decorations, periodical modifications, whole-car painting stickers, and recovery). The car looked just like an ordinary truck from outside. However, it could fold out into a large stage with stereos, lights, and other equipment. At the back of the stage was a large background bulletin board that had Taipei 101 and floral patterns, to express multiple diversified images of TIFE. In the center of the stage was a large LCD screen that played the latest news on TIFE intensively.

4

#### Promotion campaign implementation records for TIFE

Various types of media were primarily in charge of releasing event information. A total of 9,389 time slots in Taipei, UFO, Police, Philharmonic, and Asia Radio Stations and Radio Taiwan International were utilized for exposure. There were 33 pieces of coverage on TV, mainly USTV, FTV, ETTV, CTV, and SET, on topics like AIPH Spring Meeting (presentation, contract signing), Taipei Flower Show (opening, design, new species), Flora Expo in Taipei (innovative Taipei, City Garden, TIFE Charm and sightseeing, International Triad). Two editors’ notes, 2 articles on commercial information, 11 advertisements (1/4, 1/2, full edition), and 34 pieces of news coverage were published in newspapers, primarily Liberty Time, China Times, Taiwan News and United Daily News, including single articles and columns on topics like signing a contract with AIPH, interview with AIPH President, interview with Taipei City Mayor, application for TIFE, Taipei Flower Show, Innovative Taipei, City Garden, Children’s Recreation Center, Xincheng Viaduct, International Triad, etc.

5

Schools visiting TIFE information stations included kindergartens such as Qidou, Renhe, Qingqing, Sude, Shude, Hanjia, Youxin, Quanneng, Renmai, Deming, and Sigao, and Dunhua Elementary School.

6

The largest prize was “Taipei – Amsterdam round-trip tickets for two”, won by Ms. Lin from Tucheng, Taipei.

7

List of Winners: 1st Place: None; 2nd Place: Yi-Jun Zeng with “Floral Butterfly, Floral Saucer” for dip; 3rd Place: Yi-Nong Zhou with “Floral Heart”, and 10 best works, which were “Memorial Grass” by Guan-Yuan Wang, “Seed-Cube” by Kai-An Li, “Water and Bottle” by Guan-Sheng Wu, “Blossom” by Wei-Qing Lin, “Flower and Box” by Yong-Jing Chen, “Tasting Floral Wine” by Yuan-Kai Chen and Chao-Ting Hong, “Smart Ceramic Flower Pot” by Tian-Yin Zhan, “TIFE Cup/Spoon Set” by Buo-Hua Zhang, “Dandelion Clipping Reading Lamp” by Cheng-Hao Zhang, and “Floral Flip-flops – Flip-flops that could write” by Xiao-Ping Zeng.

8

Premiere (Japan-made Nissan TIIDA): You-Rui from Changhua County; Special Prize (Panasonic 32” HDMI TV): Wen-Sen Li et al (a total of 12 winners); General Prize (Canon IXUS 200IS Digital Camera × 10, Merida FB-200 folding bicycle × 30, and TIFE souvenir Polo shirts, souvenir mugs, and Butter Lion crayons, etc.). There were a total of 500

prizes available.

Newly-elected district flowers: Chinese hibiscus for Songshan with 12,320 votes, symbolizing “resilient life”, Commen Bomhax Flower for Zhongzheng with 10,976 votes, symbolizing “passion”, Camellia for Datong with 13,808 votes, symbolizing “virtue and modesty”, White Peony for Wanhua with 8,724 votes, symbolizing “young girl’s sentiment”, Rose for Shilin with 10,631 votes, symbolizing “romance, love, and beauty”, Cherry blossom for Beitou with 11,216 votes, symbolizing “smile, kindness, and beautiful spirit”, and Apricot for Wenshan with 12,030 votes, symbolizing “beauty of spring.”

Existing district flowers: Orchid for Zhongshan with 15,375 questions and answers, symbolizing “approaching happiness”, Wild Peony for Xinyi with 15,269 questions and answers, symbolizing “bravery”, Cosmos for Da-an with 15,233 questions and answers, symbolizing “robustness”, Osmanthus for Nangang with 15,099 questions and answers, symbolizing “luck”, and Paper Flower for Neihsu with 15,244 questions and answers, symbolizing “passion.”

9

The voting premiere winner was Jia-Yen Li.

10

**There were 33 information stations outside the park areas.**

©Taipei Arena, Shen Pao Chen Hall on the first floor of Taipei City Hall

©Joint service counters in District Offices in Beitou, Shilin, Datong, Zhongshan, Neihsu, Zhongzheng, Wanhua, Xinyi, Da-an, Songshan, Wenshan, and Nangang.

©Taipei Railway Station, Eastern District Underground Shopping Street, MRT Beitou, Jiantan, Ximen, Yuanshan stations, Miramar, Yangming Park, Cable car Taipei Zoo and Maokong stations, and Visitor centers in Plum Garden and Gongguan.

©MRT Taipei Station 1, MRT Taipei Station 2 (by Eslite), MRT City Hall, MRT Minquan W. Road, Taipei Transfer Station, City Hall Transfer Station, Taipei Astronomical Museum

11

**► Million-threshold Celebrations**

Theme	Date	Premiere Award	Sponsor
1 million people 18 Tricks	Nov.26, 2010	No lot drawing for prizes For the first million threshold broken, celebrations took place for three consecutive days. To impress visitors with a different air, there were 18 events. The park areas were decorated to be as noisy and fun as a carnival. Ten players who won in Asian Games were particularly invited on the first day to break the icy brick together and open champagne that activated the series of celebrations	None
2 million people Smiling 24	Dec.15, 2010	Air tickets to any destination in Asia for two and TIFE passes with unlimited access to five pavilions – Pavilion of Dreams, EXPO Theater, Pavilion of Regimen, Taipei Story House, and Celebrity’s House	EVA Airways
3 million people 36 Great Gifts	Jan.5, 2011	One lodging ticket for Fleur De Chine Hotel and for the Palais de Chine Hotel for two	L’Hotel de Chine Group

Theme	Date	Premiere Award	Sponsor
4 million people Chinese New Year Celebrations	Feb.3, 2011	No lot drawing for prizes To celebrate Chinese New Year, a hundred rounds of wonderful celebrations were available from January 22 to February 15, including the Mayor distributing red envelopes on the first day of the New Year, the flower fairy autograph with "Rabbit Cotton Candy" on the second day, flower fairy dice throwing competition for great gifts on the third day. There were also charity events such as donation of invoices in exchange for a reservation ticket to the Pavilion of Dreams. On January 30, Yonglin Foundation held "Love in TIFE – Charity Carnival" and invited visitors to begin a new year with love. The total visitors to the park areas officially broke the 4th million threshold on the first day of the Chinese New Year, too.	None
5 million people Colorful 5	Feb.25, 2011	E-moving car + bicycle	CMC Motor
6 million people Rock and Roll 600	Mar.15, 2011	NT\$100 thousand department store coupon	China Steel
7 million people Magic 7	Apr.3, 2011	Farglory Hotel Hualien Presidential Suite Lodging Ticket for three days and two nights + Farglory Ocean Park one-day dolphin trainer for two	Farglory group
8 million people The ultimate 8 million of TIFE	Apr.17, 2011	Presidential suite lodging ticket for Grand Formosa Regent Taipei for three days and two nights	Grand Formosa Regent Taipei

### ► County/City Week and Taipei Administrative District Week

Year/date	County/city Week	Taipei City District Week	Additional discount duration for the hot zone	Preferred deals for extra-curricular learning tours
Nov.6 – Nov.7, 2010	Taipei County Week			
Nov.8 – Nov.14, 2010	Taipei County Week	Wanhua	Zhongshan	Wanhua Datong
Nov.15 – Nov.21, 2010	Taoyuan County Week	Wanhua	Datong	Wanhua
Nov.22 – Nov.28, 2010	Kaohsiung County Week	Neihu	Songshan	Neihu
Nov.29 – Dec.5, 2010	Taitung County Week	Nangang		Nangang
Dec.6 – Dec.12, 2010	Penghu County Week	Da-an		Da-an
Dec.13 – Dec.19, 2010	Chiayi City Week	Zhongshan		Zhongshan Wenshan
Dec.20 – Dec.26, 2010	Keelung City Week	Beitou	Zhongshan	Beitou Xinyi
Dec.27, 2010 – Jan.2, 2011		Zhongzheng		Zhongzheng

Year/date	County/city Week	Taipei City District Week	Additional discount duration for the hot zone	Preferred deals for extra-curricular learning tours
Jan.3 – Jan.9, 2011	Miaoli County Week	Beitou		Beitou
Jan.10 – Jan.16, 2011		Shilin		Shilin
Jan.17 – Jan.23, 2011	Nantou County Week	Datong	Shilin	
Jan.24 – Jan.30, 2011	Kinmen County Week	Wenshan	Datong Beitou	
Jan.31 – Feb.6, 2011	Lienchiang County Week	Shilin		
Feb.7 – Feb.13, 2011		Xinyi	Shilin	
Feb.14 – Feb.20, 2011	Changhua County Week	Nangang	Beitou	Nangang
Feb.21 – Feb.27, 2011	Hsinchu City Week	Datong		Datong
Feb.28 – Mar.6, 2011	Pingtung County Week	Xinyi		Xinyi
Mar.7 – Mar.13, 2011	Taichung Week	Neihu		Neihu
Mar.14 – Mar.20, 2011		Songshan		Songshan
Mar.21 – Mar.27, 2011	Tainan Week	Zhongzheng	Songshan	Zhongzheng Shilin
Mar.28 – Apr.3, 2011	Hualien County Week	Songshan		Songshan
Apr.4 – Apr.10, 2011	Hsinchu County Week	Da-an		Da-an
Apr.11 – Apr.17, 2011	Yunlin County Week	Wenshan		Wenshan
Apr.18 – Apr.24, 2011	Yilan County Week	Zhongshan		Zhongshan
Apr.25, 2011	Closing day			

Note: All visitors to be eligible for related plans must show their ID or student ID. In addition, when schools from other counties and cities visited TIFE on extra-curricular tours during their County/City Week, they could enjoy the benefit of additional 60% off the group ticket value of NT\$180. In addition, in response to the mergers of five counties/cities effective on 12/25/2010, the TIFE Operation Headquarters adjusted related county/city weeks. Taichung County Week and Taichung City Week were combined as the Taichung Week and beneficiaries of Tainan Week were residents of Tainan County and Tainan City.

### ► Events or Press Conferences Participated in by Enterprises

Jun.9, 2009	<b>122<sup>nd</sup> Anniversary Railway Festival –</b> Taiwan Railway Go, TIFE Takes Off
Oct.23, 2009	<b>Flowers in Taipei Blossom to the World</b> In Rongyong Room at the Evergreen Maritime Museum. It was announced that EVA Airways became the official partner of 2010 TIFE. The Evergreen Symphony started the ceremony. Vice President Lin of Evergreen Group and Mayor Hau said a few words and then together they presided over the activation ceremony for the TIFE conceptual airplanes.

Nov.10, 2009	<p><b>“Getting to know TIFE” workshop</b></p> <p>For the cross-industry promotion campaign, NGOs were invited to know more about TIFE and become partners of it. First, General Producer See-You Ting of the Operation Headquarters explained the economic benefits that TIFE would bring for Taiwan. After that, Director Yi-Ping Song briefed to enterprises overall contents of TIFE and areas that enterprises could get involved in order to attract participation from the enterprises.</p>
Nov.25, 2009	<p><b>Pavilion of Angel Life collaboration commissioning ceremony</b></p> <p>Mayor Hau and head of the Pavilion of Angel Life Li-Chun Lai jointly cut the 3D cake of the TIFE Mascot “Lan Er” to symbolize activation of the collaboration.</p>
Dec.21, 2009	<p><b>Chung Hwa Telecom collaboration commissioning press conference</b></p> <p>Chung Hwa Telecom became the official partner of the 2010 TIFE and presented the NFC handheld phone that could provide related explanations on flowers at display.</p>
Dec.30, 2009	<p><b>EXPO Theater collaboration press conference</b></p> <p>The conference marked the beginning of official cooperation between TIFE and Digimax and Vivitek. The Theater played 3D film “Truth being Avoided” produced by Digimax and emphasized environmental protection issues facing Taiwan to arouse people’s environmental protection awareness.</p>
Feb.4, 2010	<p><b>EVA Airways TIFE conceptual cabins release conference</b></p> <p>The conference was held on the apron at Taoyuan International Airport. The TIFE conceptual cabins (color-painted airplanes) were open to the public for the first time. Mayor Hau, VIPs and reporters were invited to the cabins and enjoyed the TIFE meals.</p>
Feb.7, 2010	<p><b>Happiness and Wellbeing Charity Carnival</b></p> <p>This event was organized by Hon Hai on the Citizen Plaza in front of Taipei City Hall and gathered around 30,000 people. The flower fairy started the carnival with Mayor Hau and President of the company, presented the TIFE dance, and took photos with the audience.</p>
Apr.8, 2010	<p><b>“TIFE affiliate” set-off press conference</b></p> <p>The conference was held at Shin Yeh Restaurant in Shin Kong Mitsukoshi Department Store A9. Mayor Hau was the presenter during the conference and invited different businesses to become affiliates of the TIFE to not only help boost the international image of Taiwan but also enjoy great business opportunities and boost their own images with the related commodities introduced for the TIFE. It was also announced on site that 41 businesses with over 1400 operation sites already became affiliates, including Shin Yeh Restaurant, Din Tai Fung Dumpling House, AZABUSABO, Sanshangqiaofu, Movenpick, TKEC, Grace Optical, A.S.O, Yung-Ching Real Estate, Mercuries Life Insurance, G-Music, etc. Shin Yeh introduced a new dish by the name of Fried Pork Spare Rib with Osmanthus Orange Sauce in particular and provided information on TIFE in its restaurants in Japan and Beijing China. On the other hand, Din Tai Fung introduced the “Flora Eight Grain Rice”.</p>
Apr.19, 2010	<p><b>Uni-President Enterprise press conference</b></p> <p>The conference took place at EXPO Hall. The flower fairy and Mascot OPEN of the Company sand and danced together on the stage to mark the beginning of the pleasant collaboration with President Venders and Starbucks coffee shops. Then Mayor Hau and President Lin of the company spoke a few words and turned on the glass bricks filed with 200 PET bottles, indicating the official start of the 200-day countdown to TIFE.</p>

Apr.20, 2010	<p><b>Internet business workshop</b></p> <p>During the workshop, cooperative patterns between TIFE and enterprises were briefly introduced and it was explained that the cooperation would help enhance enterprise images, increase their brand publicity, mobilize industrial development, and boost international exchange, creating a Win-Win situation for the government and the enterprises.</p>
May 26, 2010	<p><b>Partner hotel press conference</b></p> <p>This conference was held at the Liu Ming Chuan Hall on the 12th floor of Taipei City Hall. The collaborative proposal for partner hotels, including five-star hotels like the Grand Hotel, Grand Formosa Regent Taipei, Grand Hyatt Taipei, Howard, Far Eastern Plaza Hotel, and the Lalu and some bargain hotels. Effective 07/01/2010, with a show of a ticket to the TIFE, visitors could enjoy discount room rates from 20% to 60% off. The hotels would provide related information on the TIFE in Chinese, English, and Japanese, too. In addition, chefs at certain hotels would show off their skills and serve various flora recipes.</p>
Jun.6, 2010	<p><b>Rotary Club Collaboration Contract and Collaboration</b></p> <p>Memorandum signing ceremonies marked the beginning of the official partnership between TIFE and 7 branches of the Rotary Club throughout Taiwan.</p>
Jul.3, 2010	<p><b>The “Stores and TIFE” declaration and 2010 TIFE external wall advertisement release conference</b></p> <p>The Main Office Building of Sinyi Real Estate put up the gigantic “2010 TIFE” image advertisement on its external wall and invited its 366 branches in Taiwan and other countries to do the same. The company even called upon its chain stores throughout Taiwan for their participation. The company hoped to convey the message of “Welcome to Taiwan for the TIFE” through its “Stores and TIFE” campaign and “market Flora Expo, Taipei, and Taiwan” together with Taipei City Government. By combining each single store and branch, the company wished to maximize the effects.</p>
Jul.9, 2010	<p><b>Enterprise donation and sponsorship workshop</b></p> <p>It was meant to utilize social resources to provide visitor services or sponsor campaigns and warm up for the TIFE. First, General Producer See-You Ting of the Operation Headquarters explained the economic benefits that TIFE would bring for Taiwan. After that, Director Yi-Ping Sung briefed to enterprises overall contents of TIFE and details about enterprise donation and sponsorship to attract participation from the enterprises.</p>
Aug.21, 2010	<p><b>TIFE affiliate party</b></p> <p>The party on the Time Square of Dream Mall in Kaohsiung combined stage performances and fair. Thanks to the 20-second advertisement on Kiss Radio (60 time slots), promotion through China Times and Liberty Times (1 big advertisement, respectively), and the official webpage for TIFE affiliates, there were up to 1,000 participants and 1,000 promoting materials were distributed to successfully accomplish the promotion goal.</p>
Sep.3, 2010	<p><b>Fubon Bank press conference.</b></p> <p>The joint conference held by Fubon Bank and TIFE took place in the Shen Pao Chen Hall of the Taipei City Hall released the information that there would be 8 ATMs and 2 foreign exchange centers in the park areas to provide visitors with related services throughout the exposition.</p>

Oct.5, 2010	<p><b>“TIFE affiliates: Lucky to Have You” press conference</b></p> <p>To thank the more than 200 enterprises for their support and passion, the TIFE held the conference to announce that there were a total 201 enterprises with 6,085 operation sites in the recreation and sightseeing, dining and hospitality, and department store retails industries to provide Flora Expo-related information on dining, clothing, lodging, transportation, and entertainment and to let individual enterprises present the various creative floral commodities and foods they had tailored for TIFE.</p>
Oct.26, 2010	<p><b>Partner store press conference</b></p> <p>The preferred offers and point collection campaign started. Famous stores were invited to set up stands to promote their preferred commodities and present the Top 3 prizes for the point collection campaign (including one car, the presidential suite lodging ticket, and the high-end nano bed set). The 500 partner shops included Mr. Onion, Tripodking, Master Hong Noodles, etc.</p>

### ► Enterprise Participation Types and Contents

No	Type	Enterprise	Content
1	Pavilion construction and operation	Far Eastern group	Construction and operation of the Pavilion of New Fashion (FE EcoARK)
2	Pavilion operation	Angel Net Universal Co., Ltd.	Operation of the Pavilion of Angel Life
3	Pavilion equipment	Chung Hwa Telecom	Internet infrastructure and wireless service
4		LUXGEN	Intra-park electric car shuttle service
5		Vivitek Corporation	Projector equipment and playing system at EXPO Theater
6	Designated airline	EVA Airways	TIFE conceptual cabins, International marketing and promotion, preferred airfares and gifts
7	Water and drinks	President Venders	Free 150,000 bottled waters, advertisement promotion and product discounts
8	Coffee and light food	President Starbucks Coffee	Drink discounts with a show of TIFE ticket, gifts, and nationwide distribution network
9	Financial service	Taipei Fubon Bank	ATMs and nationwide network promotion
10	Light alcoholic drinks	Taiwan Tobacco & Liquor Corporation	Wine gift boxes, advertising, and network promotion
11	Volunteer and promotion	Rotary Club	Volunteer recruiting and member word-of-mouth promotion

No	Type	Enterprise	Content
12	Free rental	Wintec Wireless Electronics	Staff communications tools and communication platforms
13		SECOM Co., Ltd.	Free rental of locating equipment for lost children
14		Advantech Foundation	Electronic bulletin boards, information broadcasting system and interactive games for visitors to get access to park area information
15		Formolight Technologies Inc.	Large LED bulletin boards and broadcasting system
16		Ruentek	Binjiang Street Dining Area food stand hardware and TIFE directions
17	Fund Donation	9 banks	Provides park area free guide foldouts for visitors
18	Donation and sponsorship of supplies	50 enterprises in total (See table below)	Software/hardware equipment, services or gifts and promoting materials for visitors, volunteers, medial, VIPs, and staff
		Total	NT\$1.41 billion

15

► A total of 50 enterprises donated or sponsored supplies

No	Company	Item	Purpose
1	Wonderland	Baby stroller × 1,600, high chair × 50, disabled carriage × 40, breastfeeding room game bed x 10 (including manual maintenance)	Free rentals
2	Cheng Long Corp.	Dandelion environmentally-friendly tissue (large roll × 1,602 boxes, small roll × 5,550 boxes, 3-fold hand wiper × 1,177 boxes)	Available in restroom throughout park areas for people to use
3	White Flower International Co. Ltd.	200 canopies (including service and removal manpower)	To accommodate visitors waiting for shuttle buses and taking rest
4	Panasonic Taiwan	500,000 copies of park guide foldouts (Chinese)	Park guide foldouts
		5 small refrigerators	Visitor Information Center
5	Taipei Fubon Bank	600,000 copies of park guide foldouts (Chinese)	Park guide foldouts

No	Company	Item	Purpose
6	Union Mfg. Co., Ltd	6 drinking fountains and 25 desktop water dispensers (including filter replacement and aintenance service)	For visitors to drink water
7	Diva Life Chocolatier	1,200 boxes of chocolate	Gifts
8	Taiyen Co. Inc.	100 wheelchairs	Free for the disabled
		LED advertisements in downtown Tainan City	Free advertisement
9	Makalot Foundation	Design and production of volunteer vest × 3,000	Identification outfit
10	YANTOUCH	Ornamental lights	VIP rooms and conference rooms
11	Kimberly-Clark Taiwan	Wet tissue × 30 boxes, diaper × 75 boxes	Visitor Information Center
12	Guangyuanliang Enterprise	Gift × 50	Gifts
13	China Motor Corporation	Electric scooter × 20	Security guard and police patrol
14	OHYA Boutique Motel Co. Ltd	Park area guide foldout × 500,000 lodging ticket × 20	Park guide foldouts and gifts
		Umbrella × 3,500	Guide service, reception, and operational consumables
15	Taipei Financial Center Corporation	Advertising: Exposure coverage in the November issue of the Taipei 101 shopping magazine Film playing on the 4F TV wall; Light box above 4F Page one; Observatory + shopping mall information desks promoting materials for TIFE × 3,000	Free advertisement
16	Test Rite Group	Wooden table × 330 and wooden chair × 1000; Aluminum table × 80 and aluminum chair × 300	For the dining area
		VIP room decoration, design & furniture	VIP Reception Room
17	Green Life International	Mosquito photocatalyst killer (2nd Generation) × 250, mosquito solution	For mosquito prevention and as gifts
18	Paolyta Co, Ltd.	Bicycle × 900	For rentals by visitors
		Green sculpture plantation wooden wall in front of EXPO Theater	Beautifying establishment
		Beer table and fiberglass umbrella × 80	For the dining area
19	Hwa Hsia Institute of Technology	Makeup course for 100 people	For receptionists and tour guides
20	Imaginex Group	10 sets of uniforms for VIP receptionists	Receptionist outfit
21	KAISON Enterprise Co.,Ltd.	Long-sleeve T-shirt (uniform for Pavilion of Dreams) × 300	Duty outfit

No	Company	Item	Purpose
22	SAMPO Corporation	63" 3D Thin Plasma × 1; 58" 3D Thin Plasma × 1; 40" Thin Display × 1; Large Heater × 20	Information display
		55" LED Thin Display x 1	Gifts
		Coffee maker × 2, microwave x 1, electric fan × 2	Media room equipment
23	W&W Appliances Inc.	55" Thin LED × 1	Gifts
24	A.S.O	Leather shoes for men × 15 pairs Leather shoes for women × 35 pairs	Receptionist outfit accessories
25	Tongchuang Construction and Development	Volunteer hat x 10,000	Volunteer outfit accessories
26	World Trend Security Co., Ltd.	Volunteer hat x 10,000	Volunteer outfit accessories
27	Jianzhong Construction Company	Color painting for some floors in Xinsheng Park	Floor beautifying color painting
28	Taipei Agricultural Products Marketing Company	Volunteer waist bag × 1,000 Volunteer water bottle × 300	Volunteer outfit accessories
29	SCA HYGIENE PRODUCTS CO., LTD	Adult diaper × 800	Visitor Information Center
30	Uni-President Enterprises Corporation	Drink x 1,010 boxes	Gifts
31	Carrefour Cultural and Educational Foundation	Wheelchair × 50	Free rentals for people with disability
32	Wen's Phoenix Corporation	Folding chair × 200	For volunteers to take a rest in
33	Hon Hai Precision Ind. Co., Ltd.	Wheelchair × 500	Free rentals for people with disability
34	Mio Technology Coporation	Mio GPS × 6	Prizes for the 5 <sup>th</sup> and 8 <sup>th</sup> million threshold breaking celebrations
35	China Steel	Department store gift certificate of 100,000 dollars	1 <sup>st</sup> prize for the 6 <sup>th</sup> million threshold breaking celebrations
36	Grand Formosa Regent Taipei	Lodging ticket for presidential suite for 2 nights	1 <sup>st</sup> prize for the 8th million threshold breaking celebrations
37	Hualien Farglory Hotel	Lodging ticket for presidential suite for 2 nights	1st prize for the 7th million threshold breaking celebrations
38	Farglory Ocean Park	1-day dolphin trainer	
39	Delta Electronics	3D films and HD copyright for TIFE	To be played after TIFE at EXPO Theater
40	M.D. Firework Co., Ltd.	3-minute fireworks show	Closing event

No	Company	Item	Purpose
41	Chia Te Bakery Co.,	TIFE passport × 300,000	Containing preferred offers for travel and shopping services in Taipei City
42	Chuanlien Enterprises Company	TIFE passport × 200,000	
43	Vigor Kobo	TIFE passport × 200,000	
44	CanonMarketing Taiwan Co., Ltd	TIFE passport × 300,000	Containing preferred offers for travel and shopping services in Taipei City
45	Taiwan Power Corporation	Photovoltaic panels	Power facility for the three pavilions in Xinsheng Park Area
46	M-Field Energy Ltd.	30kW stationary fuel cell power generation system	Power supply for Taipei Story House
47	Taipei Fuhsing Private School	Small VIP room powder painting and decoration	
48	Global Mobile Corp.	WiMAX	20 accounts for free Internet service
49	Shachihata Company	Pavilion and TIFE souvenir stamps	For visitors' collection as souvenir
50	Shiatzy Chen	Fashion Shows	Opening catwalk

**A total of 185 partner hotels were recruited.**

Partner hotel (County – Class– In Alphabetical Order)  
 Taipei City

◎ International visitor hotel: Ambassador Hotel Taipei, Brother Hotel, Caesar Park Hotel, Gloria Prince Hotel, Golden China Hotel, Grand Hyatt Taipei, Hotel RIVERVIEW TAIPEI, Hotel Royal Taipei, Imperial Hotel Taipei, Landis Resort, Miramar Garden Hotel, Santos Hotel, San Want Hotel, Shangri-La's Far Eastern Plaza Hotel Taipei, Sheraton Taipei Hotel, Sunworld Dynasty Hotel, The Grand Hotel, The Howard Plaza Hotel Taipei, The Landis Taipei Hotel, The Regent Taipei, The Sherwood Taipei, The Westin Taipei, United Hotel

◎ General visitor hotel: Astar Hotel, Capital Hotel Taipei, Cosmos Hotel, First Hotel, Fullon Hotel (Taipei), Leofoo Hotel, PALAIS DE CHINE Hotel, Taipei Gala Hotel, Taipei Garden Hotel, Riviera Taipei Hotel.

◎ Other: Agora Garden, Atami Hotel Taipei, Beautique Hotel, Beauty Hotels- Roumei Boutique, Beauty Hotels-Starbeauty Resort, Beauty Hotels, Chyuan Du Spring Resort, City Lake Hotel, City Suites (Taipei), Dandy Hotel (Da-an Forest Park, Tianjin), DONG FANG DIH Hotel, Dong Wu Hotel, Evergreen Laurel Hotel, Forte Orange Business Hotel (Linsen, Kaifeng, Guanqian), Forward Hotel, Friends Hotel Yoxing Regency, Friends Hotel, Friends Hotel-Yo Tai Regency, Friends Hotel-Yo Tong Regency, Friends Spring Hotel, Fu Hau Hotel, Golden Palace Hotel, Grand Victoria Hotel, Grandee Taipei Hotel, Green Peak Hotel, Hotel B, Hotel Eclat, Hotel Eight Zone, Hotel Quote, Hotel Sense, Just Sleep Hotel (Ximending, Linsen), KDM Hotel, King of France Palace Hotel, Kyoto Hotel, Les Suites Taipei (Da-an, Qingcheng), Li Yuan Hotel, Longbon Resort, OneStar Hotel (Zhonghua, Ximen, Songshan), Pacific Wellness Spa & Club, Park Taipei Hotel, Rido Hotel Waikoloa, Royal Biz Taipei, Royal Seasons Hotel, Sant Want Hotel, SayLove Hotel, Shan-Shui-Yue Resort, Spring City Resort, SweetMe Hotspring Resort, Taipei International Hotel, Taipei Lotty Hotel, Taipei Sunroute Hotel, Tango Hotel (Linsen, Xinyi), The Longstay Hotel, The Metro Hotel, The Moon Hotel, The Pacific Business Center Taipei, The Taipei Fullerton Hotel (Fuxing N. Road, Fuxing S. Road), Tokyo International Hotel, Warm Life Hotel, Welcome Hotel, Wing Hotel, Yoyo Regency Hotel, Zimei Hotel

### New Taipei City

- ◎ General visitor hotel: Chateau de Chine Hotel Xinzhuang, Grand Forward Hotel, Pause Landis, The Beautiful Hotel
- ◎ Other: Amain Boutique Motel (Toucheng, Danshui), Asia Pacific Hotel, City Royal Hotel, Fulong Bellevue Hotel, Holiday Inn East Taipei, Howard Beach Resort Green Bay, Jin Yong Quan Spa Hotspring Resort, Ohya Chain Boutique Hotel (Linkou), Pacific Hot Spring & Beach Resort-Green Bay, Park City Hotel, RegaLees Hotel, The Fisher Hotel, Tien Lai Spring Resort Hotel, U-Com Motel, Liti Motel, Yun Hsien Hotel

### Keelung City

- ◎ General visitor hotel: Evergreen Laurel Hotel
- ◎ Other: Fuchia Hotel, Harbor View Hotel

### Taoyuan City and Taoyuan County

- ◎ International visitor hotel: Monarch Skyline Hotel, Novotel Taipei Taoyuan International Airport, South Garden Hotels and Resorts
- ◎ General visitor hotel: Fullon Hotel (Linkou, Taoyuan, Zhongli), Hotel Kuva Chateau, Monarch Plaza Hotel
- ◎ Other: Chinatrust Landmark Hotel, City Suites Gateway Hotel, Harazuru Hotel, Highness Hotel, Holiday Inn Express Taoyuan, Howard Hotels Resorts Suites (Shimen Reservoir), Jungli Chinatrust Hotel, Ohya Chain Boutique Hotel (Taoyuan, Zhongli)

### Hsinchu City

- ◎ International visitor hotel: Ambassador Hotel Hsinchu
- ◎ Other: Carlton Hotel (Zhonghua, Beida), The Howard Plaza Hotel Hsinchu

### Greater Taichung

- ◎ International visitor hotel: Evergreen Laurel Hotel, Hotel National, Plaza International Hotel, The Howard Plaza Hotel Taichung
- ◎ Other: Freshfields Resort & Conference, Maison De Chine Hotel, Ohya Chain Boutique Hotel (Taichung)

### Nantou County

- ◎ International visitor hotel: Fleur De Chine Hotel Sun Moon Lake, The Lalu
- ◎ Other: Leader Hotel, Le Midi Hotel Chitou, Ohya Chain Boutique Hotel (Zhushan)

### Yunlin County

- ◎ Other: Moon Area Business Leisure Motel

### Changhua County

- ◎ Other: Grand View Hotel, Ohya Chain Boutique Hotel (Changhua)

### Chiayi City and Chiayi County

- ◎ General visitor hotel: Alishan Hotel
- ◎ Other: Chiayi Maison de Chine Hotel, Ohya Chain Boutique Hotel (Chiayi)

### Greater Tainan

- ◎ International visitor hotel: Evergreen Plaza Hotel
- ◎ Other: Ohya Chain Boutique Hotel (Xinying, Yongkang)

### Greater Kaohsiung

- ◎ International visitor hotel: Ambassador Hotel Kaohsiung, The Howard Plaza Hotel Kaohsiung
- ◎ Other: Chinatrust Hotel Kaohsiung, Ohya Chain Boutique Hotel (Kaohsiung)

### Pingtung City and Pingtung County

- ◎ International visitor hotel: Howard Beach Resort Kenting
- ◎ Other: Kenting China Trust Hotel, Ohya Chain Boutique Hotel (Pingtung)

### Yilan County

- ◎ International visitor hotel: Evergreen Resort Hotel, Silks Place Yilan Hotel

#### Hualien County

- ◎ International visitor hotel: Chateau de Chine Hotel
- ◎ Other: Leader Village Taroko Hotel

#### Taitung City and Taitung County

- ◎ International visitor hotel: Formosan Naruwan Hotel & Resort
- ◎ Other: Rainbow Resort

#### Penghu County

- ◎ General visitor hotel: Bowa Hotel

17

### TIFE affiliates – 201 enterprises

#### I. Chain stores

- ◎ Sightseeing: Orange Country Museum of Preserved Fruits (4), Qiu's Mochi (4), Zeng's Mochi (20)
  
- ◎ Dining: Amo (4), Chun Shui Tang (26), Coco (OCOCO International Co., Ltd., 150), Comebuy (95), Creation Food (1), Dahesong Salico (14), Din Tai Fung (4), Doctor – Tea (4), Ikari Coffee (67), Ji Ma - King of Oyster Noodles (4), Jiuru Enterprise (Shanghai Jiangzhe Cuisine, 4), KFC (40), KONIG (14), Moss Burger (166), Movenpick (12), Mr.Brown (36), Noble Family (135), Pop Smile (6), Pre-Hospitality (8), Sanshangqiaofu + Napoli
  
- ◎ Tokatsu (50), Shin Yeh (14), St. Mary (23), Sushi Express (20), Tain Siang Huei Wei Hot pot (4), Ten Ren Tea Co., Ltd. (43), Uni-President Oven Bakery (BVI) Corp. (18), Yenoh (15), Zoe International Co., Ltd. (Azabusabo, Great Praise, Daikanyama, 43 in total)
  
- ◎ Retail: Caesar Sanitar (50), Carrefour (15), Chean-Chi Sports Center (9), Chuanlien Enterprises (524), Cotton Field (15), Famous Jewelry Stone (20), Fifth Street (107), Global Mall (4), g-music limited (Rose & Tachung Records, 20), Grace Optical (93), I-Mei Foods Co.,Ltd (60), J.C. Optical Inc. (293), King Stone (74), Kodak (Sino Promise Group, 250), Mirada (11), NOVA (5), Ribbi Family (50), Senteur d'OC (4), Shin Kong Mitsukoshi (Taipei New Palace, Nanxi), Taipei City Flower Green Small Station (50), TKEC (300), TMS (15), Uni-President Life COSMED (315), Wellcome (165), Working House (78), YES Drugstore (60)
  
- ◎ Transportation: Aloha Bus (15), Ho-Hsin Bus (24), TransAsia Airways (1)
  
- ◎ Telecommunication: Asia Pacific Telecom Co. (25)
  
- ◎ Fashion: A.S.O (221), Atunas (19), Birkenstock (5), City Oasis (8), Easy Shop (21), Extreme Fashion (5), Gongmeng Clothes Materials (5), Hang Ten (220), If Pacific Corp (4), Jans-Sport (4), Les Enphants (140), Let's Casse (38), Londee (27), Momentum (32), Olida (6), Pau Yuen Trading Co. (74), Santana (saiana, 16), Shing-Long Textile Factory (10), Traveler (17)
  
- ◎ Cosmetics: Aifya Corporation Ltd. (5), Happy Hair (49), L'erbolario (47), L'occitane (9), Niuer Beauty Co. (1), Pak Fah Yeow (4), Yuan Soaps (5), Smarter (24)
  
- ◎ Banking: Bank of Taiwan (157), Land Bank of Taiwan (149), Mercuries Life Insurance (220), South China Insurance Co., Ltd. (37), Taichung Bank (79)
  
- ◎ Recreation & Leisure: Asia 1 (65), Crayon House (6), California Fitness (5), Lots Home Entertainment Co., Ltd. (85)
  
- ◎ Culture: Owl Publishing House Chengbang Bookstore (5)
  
- ◎ Charity: Chinese Floricultural Foundation (13)
  
- ◎ Service: SECOM (87), Sinyi Real Estate (250), Yung-Ching Real Estate (50)

© Travel: Ez Travel (9), Far Step Travel Service (4)

## II. Single stores or institutions

© Sightseeing factory: Chihsing Tan Katsuo Museum, Fu-Lu-Shou Wine Museum, Guang-Hong-Xing Co., Ltd., Jin Liang Shing Brick Cultural House, Kuo Tai Glass Park, Kuo Yuan Ye Museum of Cake & Pastry, Li Kang Biotechnical, Puli Paper Factory, Teng-Feng Fishball Museum, The Chang Lien-Cheng Saxophone Hall, Tittot Glass Art Museum

© Sightseeing: Crystal's Paradise, Cjwine Wine Village, Farglory Ocean Park, Giant Ü-bike, Cyclepal (Tmax Strategy & Marketing), Leofoo Village Theme Park, Lin Liu-Hsin Puppet Theatre Museum, Rice Castle, Shin Kong Chao Feng Ranch and Resort, Taipei Flying Sky Cultural Park, Taiwan Storyland, Wubin Eryu Café Tea

© Dining: Akuma Caca, Bee Coffee Co., Ltd., Bolero Restaurant, Chuyinyi, Coeur, Dianhua Engagement Resources Integration, Formosa Restaurant, Geo Café, Huiliu Tea Arts Vegetarian Restaurant, Imutian Tea Company, Jeanlook Coffee, King Crab Restaurant, Legend of Playa, Liyan Banquet Hall, Papa Chou's Cake Shop, Pisa Pizza, PLUS CAFÉ, Rong Rong Yuan Restaurant, Shabu-sen, Shujing Enterprise Iweite Ice Cream, Sunparis Foods Store, Wendel's German Bakery & Bistro

© Retail: B&Q, Bear-Garden, Chiang's Talk Gift Shop, Dayeh Takashimaya, Ever Rich, Grand Jewelry, Ivy Florist, Jing Yeh Landscaping Co., Ltd., Jing-Jan Retail, MagV Co., Ltd., Miramar Entertainment Park, Ovation Flowers & Design, Sing For Far (Ladybug), Taihort Horticulture, TaiMall Shopping Center, Tasa Meng, Tase-hua-dah-daw Florist, Uni-President Yi-Lan Art and Culture Corp

© Transportation: Yating International

© Cosmetics: Chengcing Hostel, Hanyayuan

© Recreation & Leisure: Aquakid, Baby Boss City, Spring Cinema Galaxy, Story House – Da-an

© Public institution: Taipei Public Library - Lixing

© Charity: Taiwan Florists' Transworld Delivery Association, Taiwan Folk Arts Museum, Taiwan Handicraft Promotion Center, Tajen University, Spot-Taipei, Lishin Charity Foundation, Suho Memorial Paper Museum, Wanhua Community College

© Culture: Defense Technology, Jeff Hsu's Art, PsyGarden Publishing Company

© Education: Chung Hsin High School, Dominican Kindergarten, High School of Commerce and Industry, KaiNan Zhong Zheng Community College, Taipei Municipal Bai Ling Elementary School Parent Association

© Technology: Accton Technology Corp.

© Service: PIJO Pets Salon

© Hotel: Ambience Hotel, CityInn Hotel (Taiwan Train Station), Dandy Hotel (Da-an Forest Park, Tianjin), Grand Hotel, Hotel 73, Taipei Garden Hotel, The Richforest Hotel

## A total of 500 partner stores (in alphabetical order)

### I. Gift box

#### (1) Chain stores

Baking Plaza (Minquan, Yitong, Dunbei), Baumkuchen Bakery (Xinsheng, Changchun), Bonjour (Anhe, Dunnan, Minsheng, Eslite), Bread First (Nanjing East, Haining, Chongqing, Tianyu, Songshan Train Station), Charlie Brown Bread (Minsheng Main Store, Fuxing), e.g sain (Zhongshan, Nanjing, Renai, Shipai, Bade), GinoPasco (Shin Kong Mitzukoshi Nanxi, Miramar, Takashimaya, Xinyi A11, VGH Taipei), Guanglian Pastry and Bakery (City Hall, Daan), Kaile Bakery

Company (Changan, Heping, Tonghua, Shilin), Kuo Yuan Yi (Shilin Main Store, Gongguan, Zhongshan, Nanjing, Zhongxiao), Shou Xin Fang (Taipei 101, Breeze Taipei Station, SOGO Tiammu and Zhongxiao Flagship), Shuncheng Cake (Nanmen, Zhongyi, Q Square, West Station, Zhonger), Sunmerry (Dongmen, Nanjing, Minsheng, 216 Alley, Chongqing), Taichung Guo's (Changan West Main Store, Miramar), Vigor Kobo (Chengde Flagship, Jiuquan, Daan, Shilin, Zhuangjing), Weifeng Pork Floss (Kunming, Zhongxiao), Xitang (Chengda, Muzha), Xizhifang Pastries and Bakery (Yenji, Guangfu), Yisheng European Bakery (Shipai, Cheng Hsin General Hospital), Yizhixuan Bakery (Shida Main Store, Gongguan, Heping, Xinglong, Nanxi)

#### (II) Single stores

4H House, Angolo Sweet House, Cherry Grandpa, Chia Te Bakery, Delice Bread Cake, Hsu Bakery, Hsujiaban Cake, JoJo Store, Ke Jih Pineapple Pastry Specialty Shop, Kelaoer Cake, Kuoshifu, Love Eggroll, S. Cake, Shanghai Laotienlu, Sin Sion Cake, Suntone Cake, T.S. Baking, Your Sun, Zhuang Zi Tea

### II. Delicacy

#### (I) Chain stores

Above Coffee (Shida, Yijiang Street, Guting), Baijiaban Shrimp Restaurant (Linsen, Songjiang), Caf'e Grazie (Xinxindazhong, Nanjin and Jianguo N., Roosevelt, Shilin Zhongzheng, Carrefour Guilin), Chatime (Miramar B1, Tonghua, Longjiang), Chef Hung Noodles House (Jianguo N., Kaifeng, Zhongxiao), Crystal Spoon (Taipei 101, SOGO Fuxing, Tianmu Takashimaya, Q Square), Diamond Tony's Bistro (Tianmu, Taipei 101-4F), Dian Shui Lou (Yating, Haining, Nanjing, SOGO, Dian Shui Xiaoxiao), Do Do Braised Pork Rice (Beitou, Hengyang), Eggplant & Curry (Zhongxiao, Gongguan, Zhanqian), Formosa Chang's Pork Gravy Rice (Delicacy House, Chongqing, Chengde, Neihu, Yongji), Fulli's Deli (Minsheng, Tianmu), Genki Sushi Shop (Ximen, Tianmu, Breeze Taipei Train Station, Dazhi Jiannan), Germany Town (Shida, Zhongxiao), Golden Coast Shrimp House (Keelung, Waishuanxi), Hengji Spicy Pot (Wellcome, Fuyuan, Tianmu, Pengxiaoxien Minsheng), Huyuan Shanghai Dumpling (Xinyi, Taipei Train Station, Taipei 101), Ireland's Potato (Warner, Taipei Zoo, ShinKong Mitsukoshi A8, Q Square), IS Coffee (Zhongxiao, Nanjing, Shimao, Jihe, Shin Kong Mistukoshi A11), Ji Guang Delicious Fried Chicken (Q Square, Tongling, Gongguan, Siping), Jiangzi B.B.Q. (Renai Main Store, Bade, Jingmei), Kirin Pasta (Zhongxiao, Nanjing), Lacuz (Shilin, Breeze Taipei), Leader Hotel (Café 83 at National Dr. Sun Yat-sen Memorial Hall and Leader Hotel – Taipei), Magic Curry (Kaosa, Ximen, Neihu), Mr. Brown (Nanjing 1, Nanjing 2, Zhongshan 1, Chengde, Minqu), Mr. Onion (Tianmu, Shilin), Muding Food Stand (Main Store, Kaifeng), Orange House (Naihu Main Store, Minsheng, Yongkang, Shida, Gongguan), Original Huatiao Chicken (Breeze, Shimin Main Store), Penxiaoxian (Minsheng), Richard Blanc (Xinyi Shin Kong Mistukoshi A8, Qingcheng), Saboten (Tianmu, Zhanqian, Guangfu, SOGO, Shin Kong Mitsukoshi Nanxi), Seven Dragon Grill (Linsen 1, Lisen 2 and 3, Ximen, Breeze, Zhongxiao), Skylark California Cuisine (Shilin Zhongshan N., Peace Park, Zhongxiao Mingyao, Zhongxiao Fuxing, Baoqing Yuanbai), Tafuling Noodles (Guangfu, Yongji), The Capital Hotel (Yuyuan Shanghai Dumpling, Capital Steak House), The Don Rice Hotel (Zhongxiao, Tongan), The Sweet Dynasty (Zhongxiao Flagship, Breeze, Dayeh Takashimaya), Tian Sian Steamboat (Nanjing Main Store, Zhongxiao Flagship), Xiaonan Cheng's Tainan Glutinous Rice (Xiyuan, Zhongzheng, Da-an, Changan W.), Yangming Spring (Yangmingshan, Zhongxiao, Zhonghua, The Cuisine of Art), Yiyuanhang (Guangfu Market), Zhengli Beef Noodle Soup (Heping W., Shilin, Da-an, Changan W.)

#### (II) Single stores

139 Japanese Cuisine, 5 Carat Spicy Hot Pot, 777 Café, Aaleja Pakistani & Indian Restaurant, Agora Garden, Agoragarden, Baochuan Japanese Restaurant, Blue House (Xinxindazhong), Bo Yeh Cuisine, Bruges Café, Café Bike Info, Cafe Hachioji, Cafe Mykonos, Chengjia House, Chicken House Important Base, Chili House, Chin-Chin Garden Restaurant, Cola Food (Xining), Cosmos Hotel – Dicuuyu Ice Cream, Couple Pasta, Dapeng Bay Restaurant, DOMO caff'e, Domo Coffee (Yongji), Emily Kitchen, FIFI, Fong Puu Tea Company, Four Season Japanese Cuisine, Frog.Cafe, Gingko Cuisine and Dessert, Gloucester Luk Kwok - Le Menu Restaurant, Grand Victoria Hotel, Green Leaf Chinese Restaurant, Green Onion Beef Noodle Soup, He Feng Restaurant, Herb Sky, Hokkaido Cake, Honomai, Hooters, Hotel Royal Taipei, Hu's Beef Noodle Soup, JB Burger, Jeanlook Coffee, Jingsheng Modern Tea, Kenting Tapioca and Milk Drink Shop, Lamb Restaurant, Le Tempsdes Cerises, Liangpin Beef Noodle Soup, Liudingshishi Japanese Restaurant, Long Time No See Restaurant, Mask Cat Café, Meditterance Sea, Mei &Mei Café Flagship, Mica Coffee, Moe Point Restaurant, Peking Garden, Pepper Lunch, CREMa Coffee, Quohai Spicy Crab, Round Table Teppanyaki, Shabu-sen, Shanghai Hexing Rice Cake, Shaoshaoke Restaurant, Smoothie Coffee Only (Xinsheng), Somebody Café, Sukiyaki Hot Pot, Sun Garden Vegetarian, Suntay Teppanyaki, Taipei Garden Hotel, Taiwan Formosa, Taiyi Milk King, Taste Delicious, Teacher Zuo's Coffee Teaching Center, The Riviera Hotel - The Prime Rib – Mediterranean, Top Chef, Tripodking, Trisum Specialty Coffee, Tu Hsiao Yueh Noodles (Zhongxiao), Valencia, Wan Chuang Soy Sauce Taipei Main Store, Yannick (Neihu), Yemen Ding Coffee, Yuan Wei Lu (brown sugar shave ice soy bean curd), Yuxulong B.B.Q.

### III. Garment & Accessories

#### (I) Chain stores

Chean-Chi Sports Center (Xining, NIKE Huahua, Adidas Ermei, Zonghua, Heguang), ChyhJiun (Wannian, Hanzhong, Dongnan, Shilin), DK (East District, Wellcome), George Shoes (Tianmu, Dayeh Takashimaya, Shin Kong Mitsukoshi Nanxi, Shin Kong Mitsukoshi Zhanqian, Shin Kong Mitsukoshi A8), Potonglantie Silver (Ximen Xining, Ximen Chengdu, Gongguan), Sanchuan (Main Store, Dachuan, Jinchuan, Shipai, Zhanqian, Shimin), Sweet Land (Taipei City Mall, East Metro Mall), Xuri Jewelry & Accessories, Yandou Garment (Taipei Flagship, Zhongxiao Fuxing, Taipei Zhanqian, 2nd Branch Office)

#### (II) Single stores

168 Watches, Bibitang (Shoe King), College Town, EASTREAM, FAVORITE, Her Lan Ltd., Jimmy Goh Creative Studio, Jingcheng Crystal 123, JunJun Trading Company, Le bubble, Lili Watches Wholesale, Mini lover, News All Size Fashion, picobaby, Primary Silver, Qianqian Accessories & Department Store, Sannianerzu + Monkey talks, Shenghuidache Electricity Company, Shunzhen Co., Ltd., Silk Cloth Shop, Silver Shop, Tianmei Leather, Tom Men's Tailor, Wei Wei Wholesale Group, Weijean Handmade Bags, Weizhou Ornaments, Xihuang Watches, Yvone Exquisite Products

### IV. Recreation & Leisure

#### (I) Chain stores

Comic King (Fuxing, Shimao, Ximen, Yijiang, Chengde), Out of Sight (Nanjing, Yenji, Zhongxiao), Pony Leasing and Rental Group (Taipei, Wenshan), Street Game Mall (Main Store, 2nd Store, Guanghua)

#### (II) Single stores

Chang Yi Fang, Tiantianyuan Tea House, Chef Yi's Teapot, China Style Ltd, Dragon Inn, Riddle House Puzzle, Eliza Lady Plaza, Garden Mall, Halar Cinemas, IDEA Rock Climbing, Junlin Florist, KinRaku Massage, Kuo Yuan Ye Museum of Cake & Pastry (Shilin), Landis Resort, Long Cabin Teahouse, Longya Garden Tea House, Mai Jia Tea Garden, Qingxin Tea House, Royal Bali Massage Center, Royal Paris Massage Center (Zhongxiao), Shuimingyang Thai SPA, Tea Pots Museum, The Red House Market For Artists & Designers, Thousand Miles Foot Massage, Yao Yue Tea House, YingYue Tea House, Zhizitian Teahouse

### V. Necessities & consumer products

#### (I) Chain stores

9 shoes (Tianmu, Neihu), Ag shoes (Tianmu, Neihu), Danee Silk (Chongqing, Zhongxiao, Tianmu, Dunhua, Fuxing), East Optical (Yongkang, Zhongxiao), EcLife (Guanghua, Guanqian, Shimin, EPSON Experience House), Franz (The Regent Taipei, Franz and Friends Restaurant, 4F of Dayeh Takashimaya, Miramar, Taipei 101), Haioumi (Guanghua, Zhongxiao), Hit Hair (Ximen, Tianmu, Xinyi), Jans-Sport (Minzu, Shilin, Tianmu), Joying Life (Zhongxiao Flagship, Xinyi), Mollie Used Books (Taida, Audio-Visual Building, Siyuan, Shida Dianguang, Huadian), PDA King (Guanghua SONY Concept Store, Guanghua Digital Experience House, Guanghua HTC Digital Mobile House, GPS, PDA KMALL, Zhanqian NOVA SONY Concept Store), Rainbow 3C (Bade, Zhanqian), Saiyukan (Nanxi, Zhongxiao, Xinyang, Shilin, Shida), ShowLin Beauty Salon (Main Store, Heping, Shilin, Xitianshi, Jinzhou), Xingejie Home Appliances (Main Store, SOGO Zhongxiao, SOGO Tianmu)

#### (II) Single Stores

AAAmgiis, Aura Shop, Banyan Furniture, Be.hair, City Salon, Dong Dong Toys, Erica&Grace Hair studio, FLY Hair Salon, Golden Egypt, Kila-Decoden, Kinsten Electronics, Kwoktaj Gift Company, Mini Park, PIJO Pets Salon, Qicai Grocery Store, Qingshang Optical, Red Sun Handicraft Co., Ltd., Shude Department Store, Soma, SP Hair Design, Wan Mei Hair Salon Flagship, Weiyang Hello Kitty Store, Xianshi Watch, Yima Accessories, Zhenqun International, LITCCI



To facilitate organization of the 2010 TIFE, the Department of Economic Development established the TIFE Operation Headquarters during the preparation period and mobilized full-time staff at individual departments and offices of the City Government to establish 14 centers. In addition, the departments and offices established their own supervision centers to supervise 5 independent systems, 21 operation systems, and 17 sub-divisions of TIFE. Next, to consolidate “division of power, accountability, and hierarchic guidance”, Emergency Operation Center was established. It was operated along with the Operation Headquarters by a two-track model to take charge of various operations in the park areas. Its main task was to keep track of, handle, and support various incidences that occurred during TIFE right away. The City Government-wide mobilizing supervisory mechanism and the Headquarters/ Emergency Operation Center two-track operations enabled a smooth and successful operation of the 6-month TIFE until the very last day.

## Operation and Management 8



Flower Landscape in Yuanshan Park Area

## Operational Plan

From 2006 to 2011, Taipei City Government had been constantly adjusting its manpower organization and framework to reflect different operational needs at different stages, i.e. the application, planning, preparation, test, and official operation periods, for the 2010 TIFE. During the application period, the preparation committee was formed mainly by the Construction Department staff to take charge of preparations for TIFE. During the planning period, the City Government established the “2010 TIFE Conducting Committee” and the “2010 TIFE Promotion Panel” (the “Promotion Panel”), of which the deputy mayor served as the convener and Commissioner Hsiung-Wen Chen of the Construction Department was the Director General, to govern the six sections under the Panel (Exhibition Construction, Traffic Planning, Promotion and Marketing, Operation and Management, Culture and Arts, Community Involvement). The name of the Construction Department was changed later to the Department of Economic Development (hereinafter referred to as the Department) with 14 centers established under its jurisdiction for TIFE Operaiton Headquarters. In addition, the Department was also in charge of planning the “City Government-wide mobilization” mechanism. Individual departments and offices at the City Government established their own supervision center and Emergency Operation Center. After the official operation period began, the Headquarters and Emergency Operation worked by a two-track model. General supervisors and executive officers in the 32 agencies under the City Government scrutinized individual action items to ensure smooth operations during TIFE and contributed to the successful completion of TIFE (See Page 66 of Chapter 2).

## Organization and manpower disposition at the TIFE Operation Headquarters

Since the preparation period in 2007, the Department has been part of the six sections under the Promotion Panel to take charge of TIFE-related administration and operations. Later, to reflect different needs at different stages, it constantly adjusted its manpower deployment. In March 2008, TIFE Project Office was established under the Department. In October 2008, it turned from an auxiliary coordinating department to an “administrative department.” In February 2009, it consolidated related operations and formed 12 centers. In August 2009, the Project Office turned into the TIFE Operation Headquarters. In February and August 2010, full-time staff from individual departments and offices started to report to the Headquarters. In September 2010, after all staff had reported to their new positions, the Headquarters increased the Customer Service Center and the Press and Media Center and brought the number of centers to 14. September 18 to 21, 2010 was the preparation period for the test. Overall examination of all park areas began (hands-on rehearsals). The four park areas were divided into 26 sections. Six people were assigned to each section. The basic manpower deployment for the section offices during the operation period began. Eight senior officials served as the executive officers to take charge of all operations in the four park areas (two executive officers for each park area). November 6, 2010 to April 25, 2011 was the operation period. The total manpower came to 1,457 people, including full-time staff × 297, contractors × 10, deployed people × 479, hope employment × 413, and temporary manpower × 258 (See Page 98 of Chapter 2).

◎Director General: Commissioner Hsiung-Wen Chen of the Department of Economic Development

◎General Producer: Consultant See-You Ting

◎Eight Executive Officers: Jia-Jun Liu, Head of Office of Commerce; Chang-Kai Yu, Vice Commissioner of Department of Economic Development; Wan-Fa Lin, Vice Commissioner of Department of Economic Development; Xin-Pei Wu, Specialist at Department of Economic Development; San-Zhong

Wang, Secretary-General of Department of Economic Development; Ruo-Ting Ding, Head of Market Administration Office; Liang-Hui Chen, Secretary-General of Department of Civil Servant Development, and Yu-Yi Lin, Head of Geotechnical Engineering Office

◎Fourteen centers: Administration, Exhibition Construction, Transportation Service, Business Service, Information Service, Promotion and Marketing, Exhibitor Service, Exchange Event, Pavilion Operation, Safety Management, Horticulture Service, City Garden, Press and Media, and Customer Service Centers.

◎Twenty-six sections in 4 park areas

Section	Name	Section	Name	Section	Name	Section	Name	Section	Name	Section	Name	Section	Name
A1	Yuanshan Entrance	A5	Children's Recreation Center Building 3	B9	EXPO Hall & Pavilion of Aroma of Flowers Service Area	C13	Xinsheng Service Area	C17	Palace of Flora Teas	D21	Eco Theater	D25	Dajia Entrance
A2	Jiuquan EXPO Dome	A6	Children's Recreation Center Non-Exhibition Area	C10	Floral Tunnel Dinning	C14	Xinsheng Entrance	D18	Flood control road	D22	Dajia Landscape	D26	Blue Highway
A3	New Fashion Plaza	B7	Taipei Fine Arts Museum/ Taipei Story House	C11	Pavilion of Regimen/ Serenity Garden	C15	Flower Base Under Trees	D19	Riverbank Park Area	D23	Pier Lightfood		
A4	Yuanshan Flower Landscape	B8	Global Garden Area	C12	Maze/ Greenery	C16	Xinsheng Park Three Pavilions	D20	Gardening Competition Area	D24	EXPO Arena/Sea of Flowers		

## 14 Centers under Operation Headquarters

◎Administration Center mainly comprised four sections – Financial Management, Volunteer Management, Personnel and General Affairs, and Research and Audit Control.

1. Financial Management Section: capital account (annual budget planning, appropriation, settlement, account control, talking points and information for the City Council, Secretary-General Budget Meeting) and the current account (annual budget planning, appropriation, settlement, account control, talking points and Council statistics, convening of meetings among revenue service offices to discuss taxation issues, entrustment and agency).

2. Vounteer Management Section: volunteer recruitment (recruiting, registration, screening, and assignment), training (course planning and volunteers training), management (management system, administration, volunteer equipment, and correspondence).

3. Personnel and General Affairs Section: personnel management (outsourcing, personnel recruiting, audit, management, new hire pre-service training), general affairs administration (office building space planning, procurement, and property management).

4. Research and Audit Control Section: comprehensive administration (central sponsorship, talking points for unfreezing cases at the Legislative Yuan, subsequent follow-up on assistance from individual central ministries and departments), Council administration (councilor access database, councilor inquiry simulated questions, tender management, Council talking points), routine meetings (TIFE Conducting

Committee, TIFE Project Pre-meeting, TIFE Promotion Panel Meeting, TIFE Project Meeting at the Council of Agriculture, TIFE Project Meeting, TIFE Coordination Meeting at Council of Agriculture), other authorized items (e.g. City Government-wide mobilization framework), and document management (TIFE official document registration desk).

◎**Exhibition Construction Center mainly comprised four sections – Exhibition Construction, Mechanical Engineering Maintenance, Environment Cleaning, and Ticketing System.**

1. Exhibition Construction Section: control over construction status of hardware projects in individual areas (construction, renovation, and remodeling in the four park areas), capital account budget settlement (construction fees appropriation), coordination of individual projects, organization of integrative meetings (weekly and bi-weekly routine meetings and irregular non-routine meetings), acceptance of pavilion and exhibition floor facilities (transfer checklist), transfer and receipt of properties (property checklist), application for licenses and utilities, integration and coordination of exhibition periods and construction interfaces, and subsequent maintenance in individual exhibition areas.

2. Mechanical Engineering Section: mechanical engineering maintenance control and lighting control.

3. Environment Cleaning Section: environment cleaning and maintenance and plans outsourced services. The Goyun Building Management Services Co., Ltd. was in charge of environment cleaning and maintenance and promoting energy-saving and carbon reduction plans.

4. Ticketing System Section: advance tickets, tickets during official operation, and souvenir tickets and visitor services at entrances and exits except for the group ticket gates and clarification and handling of various ticketing questions.

◎**Transportation Service Center mainly comprised three sections – Traffic Planning, Logistics Management, Administrative Management and Audit.**

1. Traffic Planning Section: traffic planning in the park areas (Shuttle Bus Stop 1 – Yuanshan Park Area, Shuttle Bus Stop 2 – Children’s Recreation Center, Shuttle Bus Stop 3 – Fine Arts Park Area, Shuttle Bus Stop 4 – Xinsheng Park Area, Shuttle Bus Stop 5 – Dajia Riverside Park Area West, and Shuttle Bus Stop 6 - Dajia Riverside Park Area East), transportation tools in the park areas (low-floor hybrid buses, cross-exhibition-area shuttle buses or VIP vehicles – Luxgen, Green Bus, and Blue Highway Boats – Dajia to Pier Xikou and Dajia to Pier Meiti and vice versa), crowd management, and logistics management (15 entrances and exits for exhibitors).

2. Logistics Management Section: pedestrian indicator systems, traffic volunteers, voluntary traffic officers, traffic emergency safety operation, and traffic maintenance on special holidays outside park areas.

3. Administrative Management and Audit Section: traffic administration, management, and audit, passenger bus reservation systems, traffic operating management systems, and official vehicles in the park areas.

◎**Business Service Center mainly comprised three sections – Commodity Service, Dining Service, and Tourism Service.**

1. Commodity Service Section: TIFE souvenirs (planning of theme commodities according to public consumption patterns and the different exhibitions and performances in the four park areas, and development of commodities with limited offer with design teams from the business community), theme shops (to diversify the exhibition floors by introducing unique or custom-made commodities that reflected theme events for the exposition and special festivities and holidays), floral and agricultural products (including flowers, e.g. plants, fresh cut flowers, seedlings, and special agricultural products, e.g.

unprocessed fresh fruits, processed flowers or fresh fruit products, local specialties), vending machines (to provide visitors with convenient services, including beverages and sanitary products for females throughout park areas), among other services.

2. Dining Service Section: dining planning (deployment of different dining services in the four park areas that featured delicacies from various counties and cities), hardware equipment configuration (Binjiang Street Food Court), operation and management of outsourced services (Yuanshan Park Area, Dajia Riverside Park Area, Palace of Flora Teas in Xinsheng Park Area, Binjiang Street Food Court, Recycling Station, Night Market Carnival, Xinsheng Transfer Station Dining Service), operation management (establishment of operation management regulations, personnel and logistics operation mechanisms, cleaning and maintenance, audit and inspection, issuance of uniform invoices and receipts, business revenue statistics, marketing and promotion, worksheet review), clearance operation (site mechanical engineering, building, and environment sign-off) besides planning of the deployment of individual shops or stands and supervision over and management of the park areas and operations.

3. Tourism Service Section: implementation of TIFE partner hotel collaboration plans and marketing proposals (tenders), TIFE partner shops recruitment and promotional and marketing proposals (tenders), planning and recommending sightseeing itineraries and sightseeing information (theme tours to TIFE, landscape theme tours to Taipei City, and theme tours to other counties and cities), travel agents' inquiries about TIFE operations and design of TIFE passport, enterprise donations printing and distribution.

**◎Information Service Center mainly comprised three sections – Website Management, Internet Service, and Information System.**

1. Website Management Section: management and maintenance of the official TIFE website (including review, maintenance, translation of contents, planning and production of theme webpages, Upaper drafts and publishing, website flow analysis, etc.), simulated collection of and update on TIFE information (including park areas introduction, features, entrance/exit introduction, and introduction to intra-section walkways), management and maintenance of TIFE Blog and responding to people's opinions, edit and distribution of e-news on TIFE, and website marketing on related events at TIFE.

2. Internet Service Section: the partnership project with Chunghwa Telecom (including Internet infrastructure, mobile phone guided tour, exhibition floor wireless application, voice mail and electronic label guided tour system, mobile portal information review and inspection, broadcasting system, LBS text message service, multi-media information station) and equipment management (computer surveillance center management and duty service, computer hardware and software equipment management and maintenance and the joint disk management, Internet facility operation maintenance, C201 Conference Room facility operation maintenance, International Media Center Internet facility operation maintenance), assistance to the Information Office in handling command control auxiliary system business and the information index station business, composition of the emergency operation plan/clearance of flood control operations at the Center, collaboration with the Promotion and Marketing Center in LCD configuration, assistance with establishment and operations of the Weather Station of the Central Weather Bureau.

3. Information System Section: planning and configuration of the operation management system with the Department of Information Technology (including single sign-in platform, decision-making support system, event reporting system, crowd statistics system, plantation and exhibition arrangement control system, reception system, resources management system, among others, and related customer service operations), staff operations for decision-making sheets and data processing, management and operation maintenance of TIFE internal systems (including internal documentation management system and

transportation service system), establishment and operation maintenance of the patrolling Google Earth operating platform for horticulture, and introduction of the common information system (e.g. property management system, electronic official system) and user management system from the City Government.

◎ **Promotion and Marketing Center mainly comprised three sections – Promotion and Marketing, Business Participation, and Promotion Administration.**

1. Promotion and Marketing Section: event marketing (setting records of a single promotion period that lasted 4 years with 400 rounds of events and at least 5 million headcount of participants. There were various press conferences, nationwide touring of TIFE promotional vehicles, and other promotions included in major events organized by individual departments and bureaus to increase interaction with the general public), publication marketing (newspapers, magazines, and other media were invited to have keynote coverage on TIFE to communicate the design ideas and contents of the exhibitions at TIFE. TIFE documentaries and official records and reports were compiled through videos and written words for complete important information on TIFE from pre-planning, the opening ceremony and throughout TIFE for experience relay and future reference), Internet marketing (“Love TIFE: the 2010 TIFE FB Fan Group” was established and 33 TIFE stations outside park areas were set up for promotion and marketing purpose), fixed-point marketing, e.g. extracurricular tours, and compilation and printing of the guided tour foldouts for the 2010 TIFE (in Traditional Chinese, Simplified Chinese, English and Japanese). To maximize the promotional effect, the Taiwan Railway Administration was entrusted to broadcast the remaining days to TIFE and the countdown timer was set up on Renai Road in Taipei City. Some authorities and events were sponsored to help promoting TIFE (e.g. events organized by the Taiwan Florists’ Transworld Delivery Association, Modern Women’s Foundation, and the Republic of China Suit Industry Union).

2. Business Participation Section: supply of diversified participation solutions to seek investment of social resources in TIFE, including sponsorship for the construction of pavilions, pavilion operations, pavilion equipment, promotional service, and donation and adoption guidelines. A total of 75 enterprises sponsored a combined value of NT\$1.41 billion. 201 TIFE associate affiliates enterprises were recruited to help with promotion through their 6,085 channels in Taiwan.

3. Promotional Administration Section: arrangement of daily greeting events and participation in various major events for the mascot – 810 rounds in total, control over promoting documents, and assistance in the arrangement of nearly 100 rounds of photo-taking events by various domestic and international programs, series, and films in the park areas to maximize publicity of TIFE.

After the event was opened, the operation shifted to maintenance, business customer service, and control over gift supplies. Details of the operation included daily exit satisfaction survey, daily mascot greeting events and attendance in various large events, execution management at TIFE Information Service Stations, maintenance of TIFE Fan Group information, mobile support in park areas when celebrations were organized during major holidays such as Christmas, Chinese New year, Valentine’s Day, Children’s Day, and on the day each million attendance threshold from 1 million to 8 million was reached, administration including acceptance procedures for various tenders, replies from the Mayor’s mail box, and provision of information upon request from councilors, etc.

◎ **Exhibitor Service Center mainly comprised three sections – Exhibitor Service, Hotline Consultation, and General Affairs.**

1. Exhibitor Service Section: invitation of international exhibitors for the Global Garden Area, the

International Indoor Floriculture Exhibition and Competition at the EXPO Dome, Shanghai Charm, and Xi'an's Courtyard.

2. Hotline Consultation Section: public inquiry service through the 1999 Citizen Hotline during TIFE (for general and informative inquiries), transfer service (transfer of calls to the handling department or representative), customer complaint service (handling of petitions, complaints, reporting, response, suggestions over the phone), task assignment (handling of application over the phone and entering into the event reporting system for assignment to individual windows).

3. General Affairs Section: A. Establishment of visitor centers in different park areas to reflect needs for the Customer Service Center, B. Purchases of columns with flexible bands, awning lights, portable amplifiers, among other equipment, C. establishment of sponsored facilities like awnings and drinking fountains, and D. Cooperation in the evacuation plans during flood-control periods.

**◎Exchange Event Center mainly comprised three sections – Social Exchange, Arts and Cultural Events, and Site Management.**

1. Social Exchange Section: exchange events among counties and cities (the exchange cooperation plan among seven counties and cities), educational exchange events (extracurricular tours), community exchange events (among 12 district offices and local groups in Taipei to promote tours to TIFE, morning exercise, and neighborhood discount programs), and test plans (invitation to volunteers for helping with the test and discover problems in the park areas).

2. Arts and Cultural Events Section: the opening and closing ceremonies combining flowers and characteristics of Taiwan for TIFE and planning of large poetic floricultural events to demonstrate cultural exchange between the East and the West. The Section planned over 8,000 arts and cultural events, exhibitions, and performances in the four park areas throughout TIFE.

3. Site Management Section: control over performance sites and sound effects in the four park areas.

**◎Pavilion Operation Center mainly comprised three sections – Pavilion Section 1, Pavilion Section 2, and Horticulture Exhibition.**

1. Administration and Pavilion Section 1: related administrative operations at pavilions, including planning and printing advance tickets to pavilions, planning routes for VIPs and priority passages at various pavilions, guided tour information at pavilions, information to councilors upon request, control over budget and progress of individual tenders of the Center, design of various forms and tables to be used during the operation period, compilation of the demand for supplies at individual pavilions, control over shift-scheduling and deployment of Center staff, and related affairs at the Pavilion of Culture, Taipei Story House, Taipei Fine Arts Museum, Pavilion of Angel Life, and the Green Trail.

2. Pavilion Section 2: implementation of tenders for the EXPO Theater, Celebrity's House, Pavilion of New Fashion (FE EcoARK), and the Pavilion of Dreams and related business.

3. Pavilion Section 3: implementation of tenders for the EXPO Dome, Pavilion of Future, and Pavilion of Regimen, among other horticulture tenders and related business like the planning and establishment of the operating procedure manual for participating in the International Indoor Floriculture Exhibition and Competition at the EXPO Dome and the Global Garden Area.

**◎Safety Management Center mainly comprised three sections – General Affairs, Access Management, and Safety Mechanism.**

1. General Affairs Section: medical care system, correspondence with Public Health Centers and handling and replies to medical care-related public opinion boxes, production center staff monthly shift

schedule and contact information update, publication panel meeting members, visitor information and pet access-related public opinion boxes and replies to 1999 Citizen Hotline, daily information verification and filing during the operation period and submission of hard copies to the General Producer and the Director General, control over budget for various tenders at individual centers, follow-up and data compilation control and audit, monthly update of FAQs and contents of operations at 1999 Citizen Hotline, general affairs, official document divergence, and administrative affairs management at centers, briefing panel members.

2. Access Management Section: scheduling and sign-off operations at Emergency Operation Center and the TIFE Operation Headquarters, emergency operation and evacuation-related affairs in the Dajia Riverside Park Area, emergency evacuation throughout the park areas, assistance to people applying for reimbursements through TIFE public liability insurance and related correspondences, stipulation of access management and identification card related operations and division of labor and planning of tasks, handling of sudden abnormal events at manufacturer entrances/exits, handling of assigned tasks, compilation of and control over identification card data, handling of park entry application forms, window between the TIFE Operation Headquarters and security guards, abnormal access and daily headcount of morning exercise groups, window for identification card issuance and statistics and assignment management, replies from the 1999 Mayor Box and public opinion boxes at individual departments, identification card tender (CZ307) and related correspondence.

3. Safety Mechanism Section: implementation of pavilion firefighting management items, correspondence with the Security Center on VIP safety, arrangement of staff to maintain safety at TIFE on important occasions (e.g. opening and closing fireworks), daily safety inspections and shift scheduling, supervision over security manpower and surveillance system professional services and operation management, maintenance and management of surveillance devices and emergency allocation of security manpower, broadcasting system tender and operation management, radio system tender and radio devices management and operation, storage of meeting minutes of Emergency Operation Center, management of volunteers and short-term employees.

**◎ Horticulture Service Center mainly comprised three sections – Horticulture Service, Horticulture Management, and Global Garden Area.**

1. Horticulture Service Section: composition and implementation of the outdoor horticulture operation and management plan, outdoor horticulture emergency operation plan, horticulture volunteer training and management plan, contractor establishment control, horticulture data integration (overall landscape and plant data and statistics, plant contract data and statistics, daily plant replacement report, TIFE monthly flower calendar production, composition and editing of special horticulture and plant edition), space interface greening, beautification, and maintenance (inspection of any unmaintained product interfacing areas in the park areas, maintenance of peripheral environmental quality during TIFE, greening, beautification, and maintenance of flat, stereoscopic or rooftop spaces), procurement of backup plants (to prepare for losses as a result of artificial or natural disasters, e.g. typhoons and floods and ensure normal operations of TIFE by procuring plants in advance), procurement of plants in EXPO Orchard (cooperation with individual Agricultural Research Institutes to show the plantation technology and cultivar diversity of fruit trees in Taiwan), Yuanshan Park Area tender construction progress control, and daily inspections.

2. Horticulture Management Section: establishment of plant explanation boards and voice guided-tours throughout the park areas (planning of locations of the plant explanation boards throughout the park areas, contents of the explanation boards, establishment of TIFE plant database, compilation of overall plant

guided-tour manuals, plant explanation and briefing database – with contents in Chinese, English, and Japanese and voice guided-tour files), movable forest project (building of the forest image in the flood land of the Dajia Riverside Park Area by overcoming the uneasy-to-move limit of the trees and creating diversified and transforming landscapes), promotion and marketing of TIFE image in Tianwei, Changhua (collaboration with the local Township Office to create Win-Win growth between TIFE and the flower industry), collaboration with the Central Weather Bureau in the place of origin and exhibition site weather monitoring plan, Xinsheng Park and Dajia Riverside Park tender construction status control and daily inspections.

3. Global Garden Area Section: Custom clearance and quarantine operations (to help exhibitors at the Global Garden Area and the International Indoor Floriculture Exhibition and Competition in the EXPO Dome with importation of plants and materials, imports custom clearance and quarantine and inland transportation), operation and management of the Global Garden Area (assistance to exhibitors in deploying and removing exhibitions in the Global Garden Area and international competition rating, composition of the special rules for the presentation of and review for prizes in the Global Garden Area, operation and management of the Gardening Competition Area in the Dajia Riverside Park Area (organization of domestic landscaping and gardening competition, county/city plantation collaboration and exchange, assistance to exhibitors in deploying and removing exhibitions and implementation of exhibition inviting operations, organization of competition rating and prize presenting details, composition of the implementation and award subsidization plan for the Gardening Competition Area, county/city exhibition manuals, signing of county/city outsourcing contract, etc.), comprehensive prevention and control of brown root rot disease (83 plants in the exhibition areas and 74 plants, a total of 157 plants, confirmed with the disease in March 2010 and completely treated), comprehensive imported red fire ant prevention and control and establishment of lure stations, daily inspections in the Fine Arts Park Area.

**◎City Garden Center mainly comprised four sections - City Landscape Renovation, Vertical Greening, General Administration, and Subsequent City Garden Maintenance.**

1. City Landscape Renovation Section: implementation of greening professional services (planning and design of the greening renovation project), greening renovation counseling (joint inspector, community coordination, supervision of greening operations, and acceptance)

2. Vertical Greening Section: stereoscopic plants in prioritized spots, installation arts (primarily at important landmarks in Taipei City and TIFE hot zone in order to reinforce promotion for the exposition), rooftop and tilted rooftop layer thinning (the greening and beautification of rooftops throughout Taipei City was expected to accomplish the goal of landscape renovation, beautified city outlook, and reduced temperature).

3. General Administration Section: implementation of the greening household support plan, reimbursement and subsidy plan (development of greening volunteers, community greening and beautification competitions, greening-related seminars and promotions, greening and beautification competitions (for enterprises and gas stations), marketing and promotion of the City Garden Plan, correspondence with the City Council (providing information to councilors upon request, councilor inquiry simulated questions, tender arrangement, talking points for the Council), among others.

4. Subsequent City Garden Maintenance Section: maintenance, repairs, and replacement of flowers, among other maintenance and management operations at places of the Taipei City Garden Promotion Plan that had completed greening renovation.

◎**Press and Media Center was mainly in charge of public relations, news release, press conferences, and establishing the International Press and Media Center before and after opening of TIFE. Its responsibilities included:**

(I) Communication of TIFE news

1. Daily filing in the news database (positive and negative news)/World Expo news database.
2. Organization of press conferences releasing important news on TIFE.
3. Organization and assistance with the organization of press conferences for TIFE.
4. Organization of press conferences before the number of visitors at TIFE broke one million and large events like the New Year's Eve countdown, Chinese New Year vacation, and closing ceremony for TIFE.
5. Organization of the opening international press conferences for TIFE.
6. Planning of topics, supply of scripts, and collection of photos for Upaper.
7. Organization of weekly press conferences "The Commissioner's Date with the Media" before opening of TIFE.
8. Supply of promotional information on TIFE to various TV programs, i.e. variety shows and political forums.
9. Revision and publication of promotional event news for individual centers and composition of (publishing and sending out) newsletters after TIFE.

(II) Design and planning of news topics

1. Organization of daily press conferences during the test period and early stages after opening of TIFE from October to November 2010.
2. Coordination, operation, design, and planning of various news topics for individual centers and outstanding selling points.
3. Response to negative news from Council inquiries, councilor press conferences, and impromptu events for crisis management.
4. Design of and coordination with radio stations on topics promoting TIFE (including the Police Radio Station, Radio Taiwan International, HiChannel, etc.)

(III) Media service

1. Receiving of high-ranking officials from the media/critics/reporters and arrangement of their visits to TIFE.
2. Supply of needed news to reporters for their coverage on TIFE.
3. Verification and authentication of media identification (including establishment of rules, registration, authentication, and issuance of permits).
4. Planning of parking for media and SNG vehicles (satellite connection) (for the opening ceremony, closing ceremony, and throughout TIFE).
5. Organization of the International Press and Media Center tender (including the media briefing room and construction supervision of the International Press and Media Center, decoration and design, media handbook, and control over press conference events).
6. Organization of media souvenir procurement.
7. Organization of luncheons with the media.
8. Establishment of media text message transmission services for sending the daily headcount visiting TIFE and real-time news on TIFE.
9. Compilation of the Chinese/English versions of the media handbook (including collection of information) and drafting of English news text message and newsletters during the opening period.

10.To help the media plan keynote promotional information on TIFE.

Organization status: There were 7,154 pieces of news from April 2010 to April 2011, <sup>(1)</sup> among which 5,393 were positive and 1,761 were negative.

**◎Customer Service Center mainly comprised six sections – Operation Planning, Operation Coordination, Logistics Management, Visitor Service, Volunteer Service, Reception and Guided Tours**

1.Customer services, including 5 visitor centers in the park areas; general services (lost and found, direction guidance, broadcasting service, rental, and guided tours), special service (for women and children, the elderly, overseas visitors, and the disabled), auxiliary tools service (baby strollers, special baby strollers, wheelchairs, Minibond, guided tour handheld phones, bands to prevent from getting lost, information consultation service equipment), visitor information service (four independent spaces in the Yuanshan Visitor Center, for Inquiries, Lost and Found, rental service, placement for the lost while the spaces were combined in one in all the other three park areas. The inquiries included transportation, briefing to the park areas, location of public facilities, various discount information, performance and event information, complaint and dining service, commodity service, and ticket purchasing service).

2.Reception and guided tour: guided tour training, guided tours for VIPs (including the Press and Media Center, Business Service, Exhibitor Service Center at the Headquarters, which were mainly in charge of receiving and provided guided tours to AIPH representatives, media and broadcasting representatives, travel agencies, domestic and international exhibitors), general guided tours (for the general public, social organizations, extracurricular learning groups (over 15 people and less than 40 people) through online reservation and walk-in reservation.

3.Operation coordination: Control over action items, such as compilation and statistics of inquiries, rental service, lost and found, complaints, and management of lost visitors, breastfeeding rooms, and storage cabinets, in cooperation with the Event Reporting System of the Information Service Center.

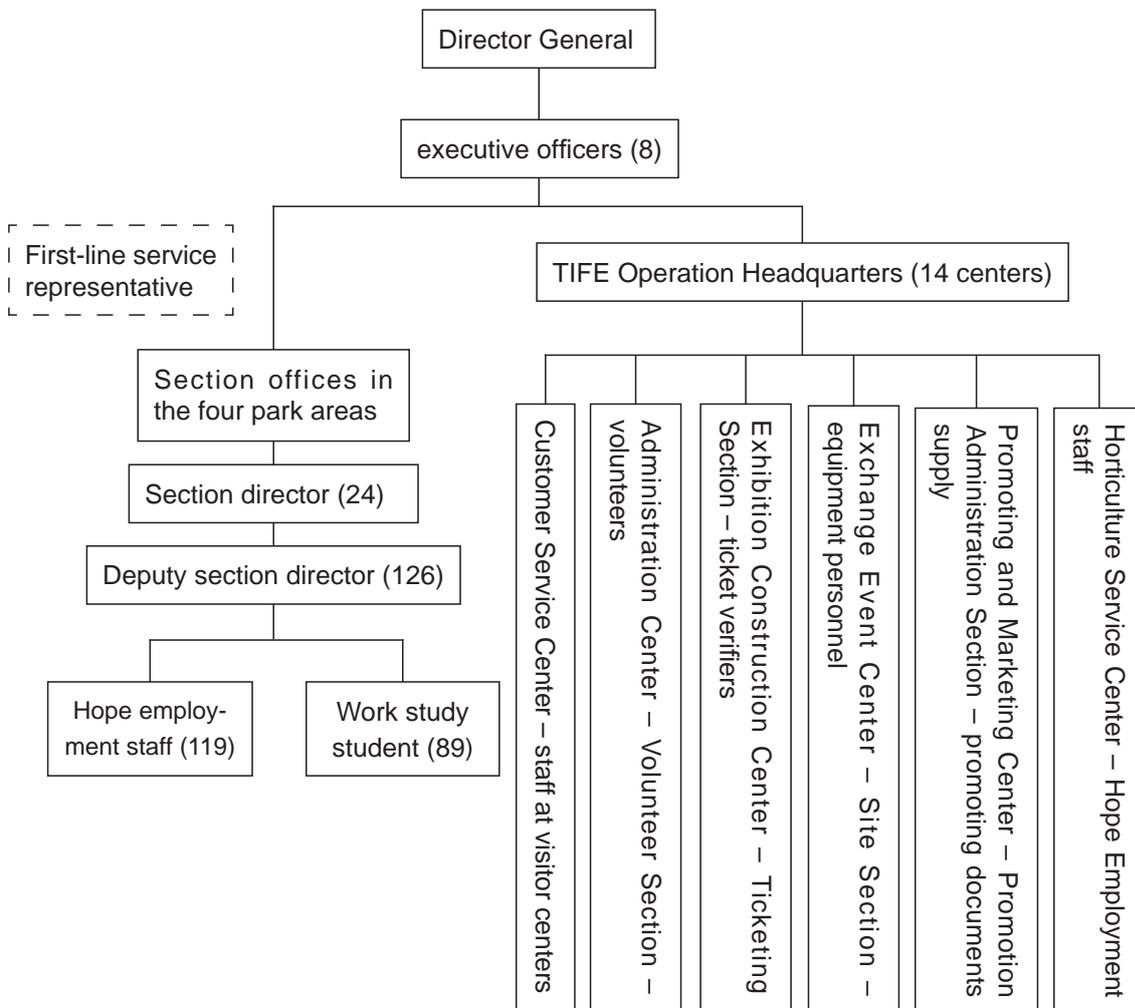


Lost visitors placement area

## Deployment of First-line Operation Manpower (at Section Offices) by TIFE Operation Headquarters

Among the 14 centers under the Operation Headquarters, the Customer Service Center (Visitor Centers in the park areas), Administration Center (Volunteer Section), Exhibition Construction Center (Ticketing Section, ticket verifiers), Exchange Event Center (Site Section, equipment personnel), Promotion and Marketing Center (Promotional Administration Section, promoting documents supply), and Horticulture Service Center (short-term employees) needed to deploy related staff on site according to their operational nature to help with various operations. Main staff to take charge of onsite operations was personnel from section offices in the four park areas. The basic operational manpower disposition included 8 executive officers, 24 sectional directors<sup>(2)</sup>, 126 deputy section directors, 119 short-term employees, and 89 work study students.

Site operation organization structure



## Manpower deployment at section offices (including assisting volunteers on site)

The section office manpower (sectional directors, deputy sectional directors, short-term employees, and work study students) was arranged according to the operating hours of the park areas, 09:00 to 22:00. There were two shifts, morning and night. In addition, volunteers were recruited to support the manpower. There were five shifts for volunteers to work.

Park area	Executive Officer	Project Office	Sectional Director	Deputy Sectional Director	Shortterm employee	Workstudy	Leader of volunteers and volunteers
Yuanshan	2	1	4	27	11	18	Around 80 people per shift (around 40 people per night shift)
Fine Arts	2	2	3	15	24	24	There were five shifts a day, around 60 people per shift (30 people per night shift)
Xinsheng	2	3	8	40	13	17	There were five shifts a day, around 100 people per shift (50 people per night shift)
Dajia Riverside Park Area	2	1	9	44	71	30	There were five shifts a day, around 60 people per shift (60 people per night shift)

## Responsibilities of staff at section offices

Responsibilities of staff at section offices during the operation period included daily routines and major or sudden events.

1. Daily routines included preparations before park areas were opened, inspections during operating hours, preparations before park areas were closed, and cleaning after the park areas were closed.

A. Preparations before park areas were opened

\* Inspections throughout park areas: Park area clearance, including morning exercise visitors, service and supply vehicles, contractor staff, etc, environment, equipment, and facility inspections, including drinking fountains, restrooms, vending machines, elevators, food courts, trash cans, emergency help buttons, street lights, roads, manhole covers, ground cleaning, fences, gardens, and greenery, etc., shift attendance inspection, including volunteers, ticketing personnel, staff at section offices, contractors in dining areas, staff at pavilions.

\* Maintenance of order at individual entrances and exits: Travel route guidance, visitor order maintenance, and inquiry assistance at entrances

\* Advance tickets for individual pavilions in park areas and travel routes for entering pavilions

B. Inspections during operating hours

\* Discovering and solving problems: park inspections, immediate reporting and management, proactive provision of services

\* Helping and supervising services provided by onsite volunteers

\* Maintaining and guiding travel routes and order to enter pavilions

C.Preparations before park areas were closed

- \* Inspections throughout park areas: environment, facilities, and equipment, and remaining visitors
- \* Individual visitor centers announced that park areas were to be closed 30 minutes prior to the park area closing time at 10:00pm every day.

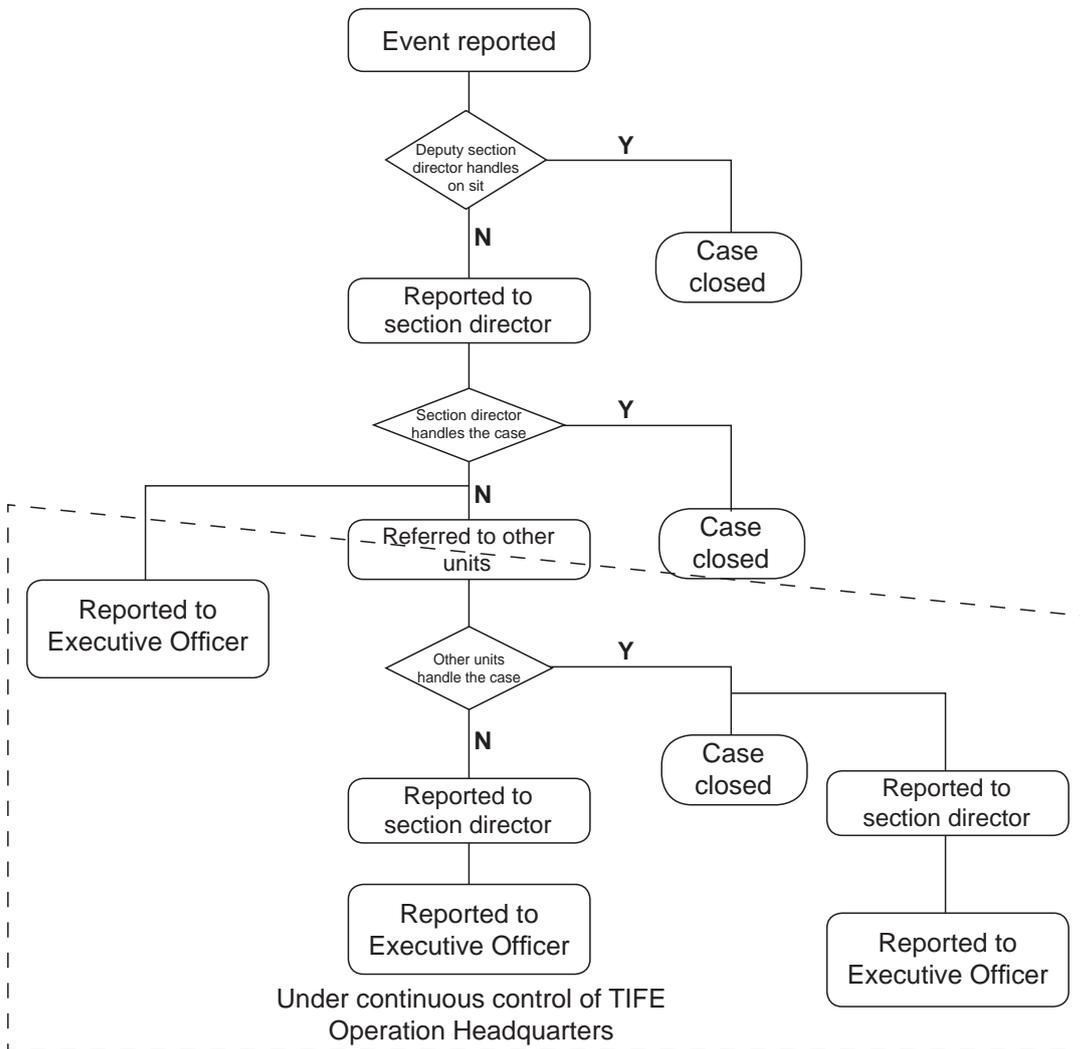
D.Cleaning after park areas were closed

- \* Primarily assisting and confirming clearance of visitors
- 2.Handling of major or sudden events, including crimes, location of lost people, lost and found, visitors suffering physical discomforts or accidental injuries, complaints or disputes.

### Incidence handling mechanism

Besides the aforementioned first-line service representatives, there were healthcare professionals, police and firefighters, security guards, pavilion general supervisors, and onsite staff of contractors (for dining, cleaning, hardware facilities, exhibition organizers, commodity selling, garden operation and management, ticketing, etc) in park areas, who would report any incident in the park areas right away through the reporting system to individual windows.

#### Event Reporting Procedure



## Organization and division of labor at supervision centers

Supervision centers were under charge of individual department and office heads, who served as the general supervisors. The centers were in charge of 3 major systems and 44 action items, including the “independent System” that encompassed 6 items about the security maintenance center, 21 items about the operation system, and 17 items about section adoption. By section adoption it refers to the 14 pavilions and EXPO Arena, Eco Theater, Global Garden Area, a total of 17 sections. When individual general supervisors discovered problems, they would let the window at the TIFE Operation Headquarters or the General Convener know immediately and discuss and find a solution with the Director General and General producer. If no decisions could be made, the decision-making panel meeting would be called for so that the Mayor could make a decision.

◎ General Convener: Secretary-General Yeong-Ren Chen

Overview of City Government-Wide Mobilization and Individual General Supervisory Authorities			
	Supervisory authority/Chief Supervisor	★ Security maintenance system + 5 independent systems / ☆ 21 operation systems / ◎ 17 section adoptions	TIFE Promotion Panel
1	Public Works Department Chief Supervisor: Commissioner Hsien-Heng Lee	☆ Civil and Mechanical Engineering Maintenance System ☆ Sewage Piping System (Sewerage Systems Office) ☆ Emergency Evacuation System (Hydraulic Engineering Office) ☆ Horticulture Plantation System	Exhibition Construction Section Executive Officer: Hsien-Heng Lee, Commissioner of Public Works Department Vice Executive Officer: Richard C. L. Chen, Commissioner of Department of Rapid Transit Systems
2	Department of Rapid Transit Systems Chief Supervisor: Commissioner Richard C. L. Chen	☆ Civil and Mechanical Engineering Maintenance System ☆ Horticulture Plantation System	Exhibition Construction Section Executive Officer: Hsien-Heng Lee, Commissioner of Public Works Department Vice Executive Officer: Richard C. L. Chen, Commissioner of Department of Rapid Transit Systems
3	Department of Transportation Chief Supervisor: Commissioner Shiao-Shyan Luo	☆ Traffic Planning System	Traffic Planning Section Executive Officer: Shiao-Shyan Luo, Commissioner of Department of Transportation
4	Department of Information and Tourism Chief Supervisor: Commissioner Chung-Hwa Tuo	☆ Tourism service system	Promotion and Marketing Section Executive Officer: Chung-Hwa Tuo, Commissioner of Department of Information and Tourism
5	Department of Civil Affairs Chief Supervisor: Commissioner Ching-Ju Huang-Lu	☆ Volunteer service system ☆ City Garden System (12 District Offices)	Social Participation Section Executive Officer: Ching-Ju Huang-Lu, Commissioner of Department of Civil Affairs
6	Department of Cultural Affairs Chief Supervisor: Commissioner Hsiao-Yun Hsieh	◎ Taipei Story House ◎ Pavilion of Culture ◎ Taipei Fine Arts Museum	Culture and Arts Section Executive Officer: Hsiao-Yun Hsieh, Commissioner of Department of Cultural Affairs

Overview of City Government-Wide Mobiliation and Individual General Supervisory Authorities			
	Supervisory authority/Chief Supervisor	★ Security maintenance system + 5 independent systems / ☆21 operation systems / ◎17 section adoptions	TIFE Promotion Panel
7	Department of Finance Chief Supervisor: Commissioner Da-Chan Chiu	☆ Busines Service System	
		◎Pavilion of Dreams	
8	Department of Education Chief Supervisor: Commissioner Tzong-Hu Kang	☆ Children's Recreation System (Children's Recreation Center)	
		☆Education System	
		☆Guided Tour and Explanation System	
		EXPO Theater	
9	Department of Urban Development Chief Supervisor: Commissioner Yuh-Chyurn Ding	☆Construction Management System	
		☆Illumination System	
		◎Celebrity's House	
10	Department of Labor Chief Supervisor: Commissioner Yeh-Shin Chen	◎Pavilion of Future	
11	Department of Social Welfare Chief Supervisor: Commissioner Yi-Wen Chiang	◎Pavilion of Angel Life	
12	Police Department Commander: Commissioner Sheng-Yung Huang	☆Security Maintenance System	
13	Department of Health Chief Supervisor: Commissioner Chi-Hung Lin	☆Health System	
14	Fire Department Chief Supervisor: Commissioner Ying-Wen Shiao	☆Firefighting System	
15	Department of Environmental Protection Chief Supervisor: Commissioner Sheng-Chung Wu	☆Environmental Protection System	
		☆Energy-Saving and Carbon Reduction System	
		◎Pavilion of Regimen	
16	Department of Land Chief Supervisor: Commissioner Shyi-Jen Chen	◎EXPO Dome	
17	Department of Compulsory Military Service Chief Supervisor: Commissioner Ya-Hu Chu	◎EXPO Arena	
18	Department of Personnel Chief Supervisor: Commissioner Yieng-Chen Han	☆ Reception Service System	

Overview of City Government-Wide Mobilization and Individual General Supervisory Authorities			
	Supervisory authority/Chief Supervisor	★ Security maintenance system + 5 independent systems / ☆21 operation systems / ◎17 section adoptions	TIFE Promotion Panel
19	Department of Government Ethics Chief Supervisor: Commissioner Shi-Jeng Yang	☆Government Ethics System	
20	Research Development and Evaluation Commission Chief Supervisor: Commissioner Kuo-Yen Wei	☆ Customer Service System	
21	Administrative Appeals Commission Chief Supervisor: Commissioner Li-Wen Tsai	◎Pavilion of New Fashion (FE EcoARK)	
22	Indigenous Peoples Commission Chief Supervisor: Commissioner Hsin-Yi Yang	◎Pavilion of Aroma of Flowers	
23	Taipei Hakka Affairs Commission Chief Supervisor: Commissioner Chih-Hsiung Liu	◎Palace of Flora Teas	
24	Taipei Feitsui Reservoir Administration Chief Supervisor: Commissioner Ming-Long Liou	◎Eco Theater	
25	Taipei Water Department Chief Supervisor: Commissioner Yang-Lung Wu	☆ Dining Service System	
26	Department of Civil Servant Development Chief Supervisor: Commissioner Fan-Ya Kung	☆Training System	
		◎EXPO Hall	
27	Department of Information Technology Chief Supervisor: Commissioner Chia-Sheng Chang	☆Information System	
28	Taipei Rapid Transit Corporation Chief Supervisor: Chairman Gwa-Guang Tan	☆Ticketing System	
29	Law and Regulation Commission Chief Supervisor: Chairperson Ching-Yuan Yeh	◎Global Garden Area	
30	International Affairs Division of Secretariat Chief Supervisor: Chairman Ching-Yuan Yeh	☆International Service System (International Affairs Division)	
31	Management Office of Secretariat Chief Supervisor: Director Ying-Xiong Xu	☆ Broadcasting and Phone System	

## Organization, framework, and division of labor at Emergency Operation Center

On January 28, 2010, to consolidate “division of power, accountability, and hierarchic guidance,” Secretary-General Chen instructed that the Department of Government Ethics should take charge of mobilizing related operational resources at the City Government and establish an emergency operation center.

Therefore, on September 1, 2010, the Emergency Operation Plan for all park areas was established to support any response in case of emergency. Emergency Operation Center was officially established during the test period in October 2010.

Emergency Operation Center was formed by 23 Class 1-related agencies of the City Government. The General Convener served as the General Commander to mobilize and apply all response manpower and resources available throughout the part areas. In addition, there were vice conveners and 15 operational sections which individual departments and offices of the City Government were in charge of. The coordination units were the 14 centers under the TIFE Operation Headquarters.

◎General Convener: Secretary-General Yeong-Ren Chen

◎Vice conveners: heng-Yung Huang, Commissioner of Police Department; Ying-Wen Hsiau, Commissioner of Fire Department; Fan-Ya Kung, Commissioner of Department of Civil Servant Development; Shi-Jeng Yang, Commissioner of Department of Government Ethics; Shyi-Jen Chen, Commissioner of Department of Land; Yieng-Chen Han, Commissioner of Department of Personnel, Kao-Tsan Chen, Commissioner of Department of Budget, Accounting and Statistics; Ya-Hu Chu, Commissioner of Department of Compulsory Military Service; Chih-Hsiung Liu, Chairperson of Taipei Hakka Affairs Commission; Yi-Wen Chiang, Commissioner of Department of Social Welfare; Da-Chan Chiu, Commissioner of Department of Finance; Yeh-Shin Chen, Commissioner of Department of Labor, Hsiao-Yun Hsieh, Commissioner of Department of Cultural Affairs; Tzong-Hu Kang, Commissioner of Department of Education; Sheng-Chung Wu, Commissioner of Department of Environmental Protection; Hsin-Yi Yang, Chairperson of Indigenous Peoples Commission; Yuh-Chyurn Ding, Commissioner of Department of Urban Development; Li-Wen Tsai, Chairperson of Administrative Appeals Commission, Ming-Long Liou, Commissioner of the Taipei Feitsui Reservoir Administration; Ching-Yuan. Chairperson of Law and Regulation Commission.

◎Emergency Operation Center was divided into 15 sections in total, namely, Disaster Rescue, Analysis, Investigation, and Determination, Medical Service, Repair, Transportation, Administration, Volunteer, Media and Public Relations, Security Maintenance, VIP Reception, Ticketing, Dining, Information, and Arts and Culture.

### 15 Sections for 15 Emergency Operation

#### ◎Disaster Rescue Section

Responsible authority: Fire Department

Instructing authority: : Executive Yuan Homeland Security Office and National Fire Agency

Partner: Police Department, Department of Health, Department of Environmental Protection, Department of Compulsory Military Service, and Department of Civil Servant Development

Coordinating Authority: Safety Management Center at the TIFE Operation Headquarters

Scope of Operation: 1. Coordination and correspondence regarding disaster rescue, 2. Deployment for life search and emergency rescue, 3. Assistance with implementation of disaster prevention and rescue

plans in individual pavilions, 4. Assistance in planning various emergency evacuation routes for individual pavilions, 5. Assistance in planning comprehensive disaster prevention and rescue drills, 6. Arson preventive measures, 7. Implementation of the Firefighting Safety Maintenance Plan of the Taipei City Fire Department for the 2010 TIFE.

**Operation status:** 5 trap incidences in elevators (3 in the Xinsheng Park Area in the elevators at the Jianguo Pumping Station and others in the elevators at the EXPO Dome, and Pavilion of Aroma of Flowers); 5 honeycomb incidences (at Yuanshan Light food area, 2 at the bell tower in the Pavilion of Culture, at the iron bridge by the Floral Tunnel in the Fine Arts Park Area, and at the Palace of Flora Goddess in the Pavilion of Culture), 2 snake catching missions (Dajia and Xi'An's Courtyard), firework setting security maintenance (55 fire engines, 17 ambulances, 13 ambulatory motorcycles, 8 boats, and 306 firefighters were dispatched during the New Year firework show at the Dajia Riverside Park Area and 17 fire engines, 5 ambulances, 6 ambulatory motorcycles, 4 boats, and 97 firefighters were dispatched during the closing firework show at the Dajia Riverside Park Area to help ensure safety), 2 firefighting incidences (false alarm with the white smoke in the Grand Hotel direction of the Dajia Riverside Park Area, burnt smell in the Celebrity's House as a result of Hu Kuo Temple burning miscellaneous objects, 2 patient incidences (One visitor felt discomfort while visiting the Celebrity's House and one visitor fainted in the Expo Theater", others, including verification of the power generation utilization status in the light food area of the Pavilion of Culture, assistance in the management of power failure in the Dajia Riverside Park Area, trapped cats (Xi'An's Courtyard), catching of birds (in the Floral Tunnel by the Palace of Flora Teas), handling of a stranded TIFE boat outside Pier Xikou (29 visitors were successfully picked up), handling of a broken key in door lock for the Fenhua Lobby in the Celebrity's House, and water supply to the EXPO Hall.

### ◎Analysis, Investigation, and Determination Section

**Responsible authority:** Disaster Prevention and Emergency Operation Center of the Taipei City Government

**Instructing authority:** Executive Yuan Office of Disaster Management, Central Weather Bureau, Water Resources Agency, Soil and Water Conservation Bureau

**Partner:** Public Works Department, Department of Economic Development, Fire Department

**Coordinating Authority:** Safety Management Center at the TIFE Operation Headquarters

**Scope of Operation:** 1. Analysis of and precaution on potential disasters, 2. Decision-making staff for disaster prevention and response

**Operation status:** 1. Daily weather and water information – Weather and water conditions were reported once a day; 2. Journal for the Analysis, Investigation, and Determination Section – Action items and precautions were documented once a day; 3. Typhoon information – There were a total of five typhoons with alarms issued and affecting Taipei City during 2010. The Section tallied and compiled investigation and determination data during the typhoon invasion period and documented a total of 5 typhoons with 28 files; 4. Typhoon Maggie attacked Taipei City (Oct. 13, 2010~Oct. 22, 2010). The Evacuation Panel of Emergency Operation Center evaluated the necessity of evacuating the Dajia Riverside Park Area. The Section provided a total of 13 report files on Typhoon Maggie to help with related investigation and determination.

◎Medical Service Section

Responsible authority: Department of Health

Instructing authority: Department of Health, Executive Yuan

Partner: Fire Department, Department of Environmental Protection

Coordinating Authority: Safety Management Center at the TIFE Operation Headquarters

Scope of Operation: 1. Stipulation of medical event management plans, 2. Stipulation of major emergency medical care solutions, 3. Planning of the injured transport plans, 4. Planning of establishment of medical service stations (with healthcare professionals, first aid equipment, pharmaceutical materials, and ambulances), 5. Management and handling of a large number of injured and sick patients, 6. Site contagious disease prevention and control and food sanitation, 7. Emergency medical plans/other emergency backup plans for the 2010 TIFE (planning for a large number of injured and sick patients), 8. Contagious Disease Prevention and Control Action Plan for the 2010 TIFE, and 9. Food, Health, and Safety Management Plan for the 2010 TIFE and the Department of Health Food Poisoning Reporting Procedures.

Operation status: (I) Emergency medical care: A total of 12,376 headcount of people utilized medical service stations and the medical service room at the Children's Recreation Center. The medical care utilization rate was 0.13%. By the department and headcount, it was 4,950 headcount (40%) for Internal Medicine and 7,426 headcount (60%) for surgery treatment. By the cause for injuries that required surgery treatment, there were 922 cases having to do with facilities in the park areas (12.4% of the total people receiving medical care). 479 patients were sent to hospitals (4% of the total people receiving medical care). 25 of them were hospitalized following emergency treatment. (II) Health and disease prevention: 1. To respond to the possible risk of contagious diseases during the exposition, disease preventive supplies were purchased and related equipment and supplies were made available in the park areas. 2. Up to 470 disease-carrying mosquito density surveys were carried out with proactive biological preventive and control measures. For example, mosquito fish and *Bacillus thuringiensis* (mosquito larvae growth regulators) were purchased to fight against disease-carrying organisms. 3. Staff from the Department of Health and the Public Health Center at the Zhongshan District formed the audit panel to inspect disease preventive measures taken by based staff from time to time.

A total of 43 inspections were carried out. The focus was on the attendance of temporary staff, inspection of hand wash equipment, and prevention and control over the density of disease-carrying mosquitos. 4. No local cases of Dengue fever were reported during TIFE. There were only 11 out-coming cases. Two food poisoning incidences were reported but both of them had negative test results. There were no cluster respiratory and gastrointestinal infection events, either. (III) Food health: Food health inspections during the exposition in the park areas targeted 26 pieces of dining ware. A total of 123 items and 18,432 shop count was tested. 348 of them were demanded improvement by a given deadline. (IV) Cigarette hazard control: Five smoking zones were established with 2 in the Yuanshan Park Area, which were used by 687,964 headcount of people. The one in the Fine Arts Park Area were used by 189,235 headcount of people and 2 in the Xinsheng Park Area were used by 489,695 headcount of people. A total of 1,396,892 headcount of people used the smoking facilities. 79 violations were reported throughout the exposition. (V) Establishment of breastfeeding rooms: Assistance was provided to the Operation Headquarters in the establishment of 19 breastfeeding rooms

### ◎Repair Section

**Responsible authority:** Public Works Department (all park areas, excluding Tender 201B and Tender 202A in the Yuanshan Park Area), Department of Rapid Transit Systems (in charge of mainly Tender 201B and Tender 202A in the Yuanshan Park Area)

**Partner:** Taipei Rapid Transit Corporation, Department of Urban Development, Department of Economic Development

**Coordinating Authority:** Exhibition Construction Center, Horticulture Service Center, City Garden Center under Operation Headquarters

**Scope of Operation:** 1. Clearance of disaster sites, 2. Facility repair and engineering machinery dispatching, 3. Organizing authentication of disaster-affected building safety, 4. Building damage survey.

**Public Works Department operation status:** Staff in the Repair Section reported 2,472 tasks. Except for few particular cases, a majority of them were able to be repaired within the required time. Reported cases included dysfunctional lights × 459, damaged facilities (light shields, jar covers, tables and chairs, yurts, hand rails, manual pumps, etc.) × 408, water seepage or accumulation × 209, damaged equipment (tissue racks, soap dispensers, door locks, indicator signs) × 178, failed toilets (clogged, did not flush, no water, etc) × 139, withered plants × 112, damaged outdoor floors (uneven) × 74, damaged indoor floors (uneven) × 64, failed sinks (faucets, etc.) × 57, failed elevators × 55, damaged plants (tramped, rolled over) × 52, increased facilities and equipment (flower bowls and labels) × 45, damaged watering equipment × 34, power trip × 27, slipping incidents (falls) × 21, emergency help bells × 15, river trash cleaning × 15, insufficient power × 10, failed venting fans in smoking booths × 13, other × 485.

**Department of Rapid Transit Systems Operation Status:** (I) Case regulation, including 1. 1,315 loophole improvement notifications (Nov. 8, 2010~May 1, 2011), 2. 303 action items to be implemented separately as instructed by Chairmen of meetings at Emergency Operation Center (Oct. 19, 2010~May 1, 2011), 3. 2,194 action items found through onsite manpower audits to be at fault (Nov. 26, 2010~April 30, 2011). (II) Serviced, repaired cases or system improvement cases: 1. Utility maintenance and service (lighting tools failure, restroom water seepage, accessory damage, etc.) × 773. 2. Land construction maintenance and service (outdoor floor damage, AC road pavement repairs, gutter cleaning, ground puddles, water leakage prevention) × 704. 3. Air-conditioning equipment maintenance and service × 45. 4. Equipment testing (air-conditioning facilities, drainage pumps, firefighting smoke evacuation automatic water spray, emergency power generators, etc) × 9. There were a total of 1,522 cases, including 1,280 cases (84.09%) that were repaired on the same day, 188 cases that were repaired within 3 days (12.36%), and the other 54 cases (3.55%).

### ◎Transportation Section

**Responsible authority:** Department of Transportation

**Partner:** Police Department

**Coordinating Authority:** Transportation Service Center at the TIFE Operation Headquarters

**Scope of Operation:** 1. Review of traffic maintenance plans, 2. Organization and mobilization for emergency traffic and transport events, 3. Emergency vehicle allocation and support, 4. Collection of real-time traffic information.

**Operation status:** 1. Peripheral traffic flow was smooth throughout the exposition due to the Section's assistance with Emergency Operation Center in handling related traffic matters and educating people to utilize public transportation wherever possible. Most of visitors and visitors also arrived at the park areas by public transportation. The utilization rate was over 70% (visitors from the Taipei metropolitan area

mostly took the MRT and those from other areas mainly came on tour buses). 60% of visitors were satisfied with the traffic conditions during the exposition. 33% were fairly satisfied with it and only 7% were dissatisfied. 2. During TIFE, there were 14,264,220 headcount of people that traveled in and out of the Yuanshan Station of MRT. 523,780 count of shuttle buses were in operation to transport a total of 2,350,129 headcount of people (209,546 count of buses in the park areas to transport 14,897,914 headcounts of people and 314,234 count of buses outside park areas to transport 8,602,215 headcount of people). 3. All parking facilities for TIFE were able to satisfy visitors' parking needs. The parking occupancy at peak hours for sedans was 76% (on February 27, 2011) and that for passenger buses was 61% (on December 18, 2010). The no-vacancy mechanism and backup parking spaces were planned, too, to accommodate the large visiting crowd.

#### ◎Cleaning Section

Responsible authority: Department of Environmental Protection

Instructing authority: Environmental Protection Administration

Partner: Taipei Water Department, Public Works Department, Northern Taiwan Toxic Disaster Response Team, Chemical Warfare Corps

Coordinating Authority: Exhibition Construction Center

Scope of Operation: 1. Supervision over park-wide cleanness, resources recycling, trash transport, among other environmental protection systems, 2. Maintenance and management of sewage pipes throughout park areas, 3. Deployment of military force for support (including chemical warfare corps, and 4. Support and rescue efforts from the Northern Taiwan Toxic Disaster Response Team of the Environmental Protection Administration.

Operation status: 1. Supervision over cleaning outside the park areas was mainly under charge of the Zhongshan District Cleaning Squad. For both usual days and holidays, there were two shifts comprising a total of 68 headcount of cleaners a day. The first shift worked from 07:00 ~ 15:00 and the second shift from 14:30~22:30. During the Chinese New Year vacation, manpower was added to bring the total headcount of cleaners to 80 a day. There was a headcount of 200 cleaners a day. Throughout TIFE, the total waste produced, including general trash, recyclable trash, and leftover food, totaled 2011.846 tons.<sup>(5)</sup>

#### ◎Administration Section

Responsible authority: Department of Government Ethics, Department of Budget, Accounting, and Statistics, Department of Civil Servant Development

Partner: Department of Economic Development, Fire Department, Police Department, Research Development and Evaluation Commission

Coordinating Authority: Administration Center and Safety Management Center at the TIFE Operation Headquarters

Scope of operation: 1. Supervision over pre-operation preparations by individual agencies, 2. Preparation for establishment of the Supervision (Emergency Operation) Center, meeting minutes, and case control and review, 3. Planning of park-wide emergency personnel evacuation and operation plans, 4. Planning of the emergency event reporting system, 5. Planning of disaster response troop rehearsals, 6. Collection and follow-up on precautionary security and safety information (including international information) and assessment of impact degree and risk, 7. Assistance in the handling and reporting of natural disasters or sudden events affecting TIFE's normal operations, and 8. Assistance in keeping track of the security maintenance for visiting high-ranking officials and foreign guests throughout the exposition.

Department of Government Ethics operation status: 1. Preparation and establishment of Emergency Operation Center with 27 computers, 1 internal regional network, 1 set of visual equipment, 2 LCD TV sets, 77 radio walkie-talkies, 36 flashlights, wired cable lines, 2 printers, and various stationary supplies, 2. Convening of Emergency Operation Center meetings – 275 rounds in total, 3. Emergency Operation Center meeting records – for 275 rounds in total, 4. Compilation of morning and evening meeting materials at Emergency Operation Center – for 275 rounds in total, 5. Regulation of 1,828 action items instructed (ruled) by chairmen of all meetings held at Emergency Operation Center, 6. Planning and implementation of disaster response troop rehearsals – 51 rounds in total, 7. Assistance in keeping track of the safety of visiting high-ranking officials and foreign guests – 28 rounds in total, 8. Establishment of Forward Headquarters in the Dajia Riverside Park Area for the new year countdown on December 31, 2010, January 30, 2011, and April 26, 2011- 3 times in total, 9. Assistance in handling petitions and complaints, finding lost elderly people or young children and settling disputes – 36 times in total, and 10. Organization of audit operations throughout the exposition – 138 times in total.

Research Development and Evaluation Commission operation status: (I) TIFE phone service results: A total of 274,386 phone calls (including dial-outs) were handled by the phone service representatives from Oct. 1, 2010 to May 01, 2011 (including TIFE Week of Gratitude, for a total of 213 days). 1,288 phone calls were handled a daily on average. The mean connection rate was 97.97% and mean hang-up rate was 1.14%. The mean connected time was 122.08 seconds and mean waiting time was 5.84 seconds. The overall service standard was 90.50% (KPI of 85%). All were above service indexes, indicating that that 1999 Citizen Hotline Call Center successfully completed its part-time mission to serve as the Customer Service Center for TIFE. In addition, further analysis showed that contents of services provided by the Call Center representatives were mostly about operation and ticketing, which accounted for 47.7%, followed by transportation (13.91%), arts and cultural events (6.86%), and park visitor services (6.68%) and others (4%). (II) Other results: 1. Inspections of hardware facilities: 42 inspections were carried out on site from October 9, 2010. 2. Inspection of software facilities: 12 preliminary (secondary) inspections were carried out between October 6 to October 25, 2010. 3. Weekly reporting and follow-up on the organization of TIFE-related meetings in the City Government administrative meetings: A total of 45 reports were made by May 03, 2011. 4. Weekly reporting of issues about TIFE indicated by people (through the Mayor's Mailbox and 1999 Citizen Hotline) in the City Government administrative meetings: A total of 20 reports were made by May 03, 2011. 5. Weekly reporting of TIFE official website inspection results in the City Government administrative meetings: A total of 10 reports were made by December 28, 2010.

### ◎Volunteer Section

Responsible authority: Department of Civil Affairs, Department of Education

Partner: Department of Economic Development

Coordinating Authority: Administration Center at the TIFE Operation Headquarters

Scope of operation: 1. Supervision over volunteer service systems like recruitment, development, utilization, audits, and certification of volunteers, 2. Assistance in extracurricular learning tours (senior high schools, junior high schools, elementary schools), student society performances, and education mobilizing systems under the Ministry of Education, and 3. Mobilization and utilization planning of volunteer services in an emergency

Operation status: (I) The 2010 TIFE Teaching Resources Network was established to help plan reference resources for extracurricular learning tours for schools in Taipei City and other counties and cities. Suggested routes, learning slips, and teachers' guide for extracurricular learning tours to TIFE for

various academic institutions (kindergartens, elementary schools, junior high schools, senior high schools, and vocational high schools) were completed. (II) The safety maintenance stop for extracurricular learning tour-exclusive buses was established at the Military Police Command Center to ensure the safety of students visiting TIFE. In addition, TIFE reservation system for extracurricular learning tours was set up. From November 8, 2010 to the closing ceremony of TIFE, there were 13,638 vehicles letting students off for and 12,641 vehicles picking students up from extracurricular learning tours at the Military Police Command Center. (III) TIFE reservation system for extracurricular learning tours for schools at all levels and kindergartens in Taipei City and other counties and cities. A total of 930,413 headcount of people signed up through the system and 445,389 headcount of people visiting TIFE from various schools in Taipei City (47.87%). 485,024 people visiting TIFE from schools in other counties and cities of Taiwan (52.13%). Except for ordinary schools, special efforts were made to serve students in remote areas. Those students accounted for 44.87% of all students in other counties and cities. There were 469,180 such students participating from New Taipei City and the number accounted up to 18.18% of all students in other counties and cities.

#### ◎Media and Public Relations Section

Responsible authority: Spokesperson's Office, Department of Information and Tourism

Partner: Department of Information and Tourism

Coordinating authority: Press and Media Center, Promotion and Marketing Center, Exchange Event Center under Operation Headquarters

Scope of operation: 1. Establishment of the Press and Media Center, 2. Consensus collection and public opinion reflection, 3. Policy promotion, event response, and release of newsletters, 4. Announcement of discontinued TIFE events, traffic control measures, required cooperation from the general public, and other news, and correspondence with the media for correction of wrongful news coverage.

Operation Status: 1. Negative consensus was submitted during daily morning and evening meetings to investigate, analyze the consensus and provide suggestions regarding the consensus for reference by the Operation Headquarters and related individual sections. Statistics show that there were 560 pieces of negative consensus handled throughout the exposition and 267 pieces were compiled and produced into reports. 2. The text message platform was used to provide information on the headcount of people entering park areas and serve as the basis for related decision-making by high-ranking officials of the City Governments and heads of individual departments and offices. Statistics show that 232 pieces of text messages on the headcount of people entering park areas were sent throughout the exposition. 3. The MMS platform was used to release important Emergency Operation Center meeting minutes in real time to high-ranking officials of the City Governments and heads of individual departments and offices and for real-time management and to serve as the reference during decision-making process. Statistics show that 336 pieces of meeting minutes were sent through MMS throughout the exposition. 4. Related assistance was provided to the Press and Media Center regarding press conference-related matters. Statistics show that assistance was provided to the Press and Media Center for press conferences 12 times. 5. Four pieces of news were published for Media and Public Relations Section or on behalf of others. 6. Information on traffic, arts and culture performances, group tickets, and county/city weeks was effectively communicated in real time through the running texts on electronic bulletin boards. Statistics show that a total of 31 such pieces of information were released throughout the exposition. 7. Various marketing and promotion

channels, including TV, newspapers, magazines and other media, Taipei Painting Journal, English bimonthly magazine Discover Taipei, Upaper, MRT car posters, MRT light boxes, and Pearl posters in TIFE park areas, were used to communicate information such as arts and cultural events and park area information. Statistics show that 76 articles were published in Upaper, 47 in the Taipei Painting Journal, and 4 in Discover Taipei and 12 times on TV coverage (keynote news), 21 articles in magazines (18 domestically and 3 internationally), 9 pieces of news in newspapers (8 domestically and 1 internationally), 14 outputs of large rundown tables of arts and cultural events in park areas, 200 posters in MRT cars, and 30 facets on MRT light boxes throughout the exposition for advertising purpose. 8. There were 20,239 pieces of hot news on TIFE broadcasted through the Taipei Radio Station. 9. Arts and cultural events – related information was provided to various media in real time to facilitate their coverage. 10. Negative consensus was followed through Cable TV news to facilitate immediate response and management.

### ◎Security Section

Responsible authority: Police Department

Instructing authority: Homeland Security Office, National Police Agency

Partner: Fire Department, Department of Government Ethics

Coordinating Authority: Safety Management Center at the TIFE Operation Headquarters

Scope of operation: 1. Establishment and implementation of safety maintenance plans, 2. Implementation of traffic flow and traffic control measures, 3. Reinforced anti-terrorism, anti-larceny, anti-theft, anti-arson, anti-explosion, and anti-illegality activities, 4. Handling of various crimes undermining public order, 5. Maintenance of public order upon setup of onsite guard lines following occurrence of disasters, 6. Correspondence with the supporting bomb squad and special police, and 7. Maintenance of the safety of foreign guests and various high-ranking officials during their visits.

Police force configuration: There were 35,506 headcount of permanent policemen, 9,561 headcount of supporting mobile policemen, P. 340 5,231 headcount of substitute military service policemen, 20,433 headcount of volunteer traffic police, adding to 70,731 headcount of police in total.

Operation status: Cases handled included petitions and complaints × 20, damaged goods × 8, dispute settlement × 55, medical treatment for the injured × 70, location of lost people × 109, lost and found × 3, 864 (ordinary × 496, simple × 3,368), ticket resale × 7, traffic accident × 22, and theft × 2. Meanwhile, special safety or traffic maintenance was exercised on important occasions, e.g. the opening ceremony, the 100 anniversary New Year countdown firework show, when Chairman of the Association for Relations Across the Taiwan Straits Mr. Chen visited the park areas, when 400 students from Shanghai visited the park areas, when the more than 50 thousand delegation from Hon Hai Precision Ind. Co., Ltd. attended the “Love for TIFE Charity Carnival” in the Dajia Riverside Park Area, and during the Chinese New Year vacation (February 2 to 7, 2011).

### ◎VIP Reception Section

Responsible authority: Department of Civil Servant Development, Department of Personnel, Secretariat (International Affairs Division)

Coordinating Authority: Customer Service Center at the TIFE Operation Headquarters

Scope of operation: 1. Receiving central and local government officials, public representatives, local celebrities, social elite, township and district chiefs, 2. Receiving foreign guests such as AIPH representatives, international exhibitors, foreign government officials, sister city representatives, and other foreign guests.

**Operation status:** A total of 2,217 domestic and international groups comprising 33,715 people were received. Among them were 1,455 domestic VIP groups comprising 21, 183 headcounts of people in total, including 143 central government agency groups (1,794 people), 108 groups from individual city and county governments (2,616 people), 670 public representative body groups (7,266 people), 199 business groups and organizations (including affiliates) (2,636 people), 247 social and educational institutional groups (society, schools, and religious groups, 4,847 people in total), 23 minority groups (1,047 people), 28 floral groups (510 people), 37 celebrity groups with promotional benefits (including those from the cultural, entertainment, sports, and performance circles, 467 people in total) and there were 762 foreign guest groups (including Mainland China), comprising 12,532 headcounts of people in total, including 372 groups of political figures from various countries (4,554 people), 271 international association, educational and academic groups (society, schools, and religious groups, 6,211 people in total), 2 international minority groups (182 people), 26 international floral groups (369 people), 47 international famous enterprises (487 people), and 44 international celebrity groups with promotional benefits (729 people)

### ◎Ticketing Section

**Responsible authority:** Taipei Rapid Transport Corporation, Department of Rapid Transit Systems

**Partner:** Department of Rapid Transit Systems

**Coordinating Authority:** Exhibition Construction Center and Safety Management Center at the TIFE Operation Headquarters

**Scope of operation:** Response to failure and resetting of the ticketing hardware project, software system, and ticketing systems for liquidation operation, maintenance and management.

**Operation status:** 1. Various improvement suggestions were brought forth regarding software design. 2. Guidance was provided regarding the repair of gates in order to enhance hardware equipment operational smoothness, 3. The suggestion that the ticket inquiry machine should be changed to a ticket verifying machine was brought forth to solve the problem that the handheld ticket verifying machine was uneasy to use. 4. The entrance order was maintained. Besides deployment of full-time colleagues with experience of serving visitors on site to provide services, manpower was added to reflect different conditions each day and help divert the queues before the park areas were opened. Different guidance methods were applied depending on the crowd characteristics during different periods. 5. As instructed by the Emergency Operation Center, promotional information on TIFE was communicated through the PIDS and EMDS at MRT stations. 6. During the system configuration stage, assistance was provided to plan account separation procedures. During the operation stage, the operational data were reviewed on a daily basis and TIFE statistics of tickets for different time slots were produced every day to be the reference for Emergency Operation Center during the decision-making process. 7. Assistance was provided in the design and production of TIFE indicators, including various safety signs and service facility guidance in park areas, and related guidance indicators at the Taiwan Railway Administration, Taiwan High-Speed Rail, and MRT stations. 8. In order to ensure electricity safety, images of the power switchboard infrared thermovision were produced on a monthly basis. For improvement on loopholes detected regarding electricity, secondary inspections were performed to verify improvements. 9. There were standby personnel deployed during long holidays to respond to any power failure and help restore power.

### ◎Dining Section

**Responsible authority:** Taipei Water Department

**Partner:** Department of Environmental Protection, Department of Health, Sewage Systems Office

**Coordinating Authority:** Business Service Center at the TIFE Operation Headquarters

**Scope of operation:** 1. Integration of dining service, environment cleaning, food sanitation, and TIFE lunch boxes, 2. Establishment of TIFE steady water supply panel to be in charge of the tap water volume, pressure, and quality assurance in TIFE hot zone, and 3. Recruitment of colleagues at the Taipei Water Department to be the water ambassadors who were to be based on site to supervise dining services and inspect water quality during the testing and operation stages.

**Operation status:** 1. From Oct. 1, 2010 to the conclusion of TIFE, 17 drinking fountain stands, 24 ordinary water fountains, and drinking fountain stands at 7 MRT stations in the peripherals of TIFE were tested for quality. A total of 523 counts of sites were tested by 66 headcounts of inspectors. The drinking fountain stand water quality report was updated in real time. Inspection results showed that all of them met the water quality requirements for drinking water. On June 3, 2010, a joint inspection with related agencies was performed throughout park areas to know the latest status of water supply. Substantial improvement plans were brought forth and related agencies were asked to make required improvements. 3. The fire hydrant water pressure in the peripherals of TIFE was measured at different time slots by Branch Offices in the eastern and northern districts from September 15, 2010 on in order to monitor nearby point water pressure and double verify the water pressure in the peripherals of TIFE. From October 1, 2010 on, the line pressure in the old downtown area of Datong was gradually increased from 1.3 kg/cm<sup>2</sup> to 2.1kg/cm<sup>2</sup>. Plus control over the opening degree of the regulator valve, normal water supply throughout the exposition could be accomplished. 4. From September 1, 2010 on, for ponds, drinking fountain stands, and water faucets in individual pavilions and drinking fountain stands at 7 MRT stations, a total of 64, the Water Safety Plan for TIFE was established. Related graphics were verified. Equipment was inspected. Educational training was provided. Water inspections continued. Assistance was provided to the drinking fountain stand management authority for autonomous maintenance. Results of inspections were filed and reported to facilitate regulation and follow-up. The drinking fountain stand water quality report was updated in real time, too. 5. Inspections of 602 check valves in the peripherals were completed prior to opening of the exposition to ensure normal functions. 6.  $\phi$ 100mm piping improvement in Dajia Riverside Park,  $\phi$ 200mm piping connection on Binjiang Street (Xinsheng Park),  $\phi$ 500mm main pipe connection at the intersection of Songjiang Road and Jianguo N. Road Sec. 3, and piping network improvement on Minzu E. Road were completed prior to opening of the exposition. A total of 594 meters of pipes were added to the peripherals of TIFE park areas. Meanwhile, to accommodate regional water demand for the Fire Department, 8 fire hydrants were added.

### ◎Information Section

**Responsible authority:** Department of Information Technology, Management Office of Secretariat

**Partner:** Management Office

**Coordinating Authority:** Information Service Center and Safety Management Center at the TIFE Operation Headquarters

**Scope of operation:** 1. Response to failure and resetting of the mobile guided tour system, computer surveillance center, communication network system, and websites, and 2. Response operations for broadcasting and phone systems needed in the four park areas and for administration and management.

**Management Office operation status:** 1. To facilitate supervision over broadcasting and phone systems, representatives were sent to attend five sessions of broadcasting system training, 2 sessions of self-organized broadcasting and phone system educational training. 2. Representatives were sent to participate in 15 rounds of joint review on the design of the broadcasting system, construction coordination, functional test, and system integration. 3. The 2010 TIFE operation fees appropriated by the Department of Economic Development were utilized between 2010 and 2011 for procurement and

installation of broadcasting system equipment to be used by onsite broadcasters at the Pavilions of Dreams and Future, the Yuanshan Information Desk and Xinsheng Transfer Station. 4. Shift staff proactively carried out system tests on a daily basis and took emergency measures upon receipt of abnormality reporting. There were a total of 24 cases of broadcasting system abnormality, 2 cases of power trip for the broadcasting system, and 13 cases of abnormality with the phone system throughout the exposition, plus 39 emergency broadcasting and correspondence among different sections under Emergency Operation Center.

Department of Information Technology operation status: 1. The real-time image network was established in the park areas. The video communication network was completed in three major areas and 18 pavilions starting from Oct. 1, 2010. 2. The official website for TIFE was operative on Aug. 16, 2010. 3. The online virtual website for TIFE was completed on Sept. 17, 2010. 4. The event reporting system integrative holonic information flow was provided to the 16 sections under Emergency Operation Center, 18 pavilions, and 1999 Citizen Hotline for reporting cases. 5. TIFE management system was officially operative on Nov. 1, 2010 to provide holonic resources integration services. 6. On the second and fourth weekends of each month, the “Digital Art” special exhibition was organized in TIFE operation service zone. Engraving and paper-cutting instructors were on site to join the crowd and spend a creative afternoon in engraving and paper cutting.

### ◎Arts and Culture Section

Responsible authority: Department of Education, Department of Cultural Affairs, Department of Civil Affairs, Taipei Hakka Affairs Commission, Indigenous People’s Commission

Partner: Exchange Event Center under the TIFE Operation Headquarters

Scope of operation: 1. Compilation of arts and cultural exhibitions and performances for the 20 pavilions in the four park areas to ensure smooth operations by schedule with desired quality. 2. Provision of detailed information on the arts and cultural performances and highlight programs to ensure that the official website announced correct information on the events (Before every Wednesday, highlight programs for the following week were collected from individual performers and exhibitors provided to the Department of Information and Tourism, Taipei Rapid Transit Corporation, TIFE’s Press and Media Center and Exchange Event Center to be used on LCD and advertisement bulletin boards for promotion and marketing purposes. The performances and highlight programs were collected from individual performers and exhibitors for the next day and provided to the Department of Information and Tourism, Emergency Operation Center’s Media and Public Relations Section, Spokesperson’s Office’s Media and Public Relations Section, and TIFE’s Press and Media Center and Exchange Center for promotion and marketing purposes. Individual performers and exhibitors were notified to follow the standard operating procedure for arts and cultural exhibitions and performances. The performance programs for the following month were verified with the information provided to the official website.) 3. Implementation of emergency operation measures at arts and cultural exhibitions and performances to ensure smooth and problem-free emergency operation mechanisms.

Operation status: 1. There were 8,380 rounds of arts and cultural exhibitions and performances in the 4 park areas, among which 1,302 were organized by the Department of Education (15.53%), 3,304 by the Department of Cultural Affairs (39.42%), 981 by the Department of Civil Affairs (11.7%), 216 by the Taipei Hakka Affairs Commission (2.57%), 675 by the Indigenous Peoples Commission (8.05%), and 1,902 by the Exchange Center at the Operation Headquarters (22.69%).

## Adjustment of the organization structure at Emergency Operation Center

After Dec. 4, 2010, to reflect operational needs, the organization structure was adjusted. Secretary-General Gwa-Guang Tan, Commissioner Hsiung-Wen Chen, Commissioner Fan-Ya Kung, and Commissioner Shi-Jeng Yang were the General Supervisors to take charge of and command individual sections under Emergency Operation Center and keep track of, manage, and support incidences that occurred throughout the exposition right away to facilitate smooth operations. Duty time for individual sections is shown in Table 1.

**Table 1: Operation Briefing on Emergency Operation Center**

Stage	Duration	Number of sections based	Duty hours	Commander
Stage 1 Test period	October 1, 2010~ October 28, 2010	15	08:00~20:00	◎ Before the three-in-one Mayor Election ◎4 Commissioners (Secretary-General Yong-Ren Chen, General Manager Gwa- Guang Tan, Commissioner Shih-Chin Yang, and Commissioner Fan-Ya Kung) and rotational Vice General Convener
Stage 2 Early Official Operation Period	November 6, 2010~ December 3, 2010	16 (Plus the Operation Headquarters)	08:00~23:00	
Stage 3 Mid-term to late-term Official Operation Period	December 4, 2010~ April 25, 2011	Morning 16 Evening 6	08:00~17:00 08:00~23:00	◎ After the Election ◎4 General Supervisors (Secretary-General Yong-Ren Chen, General Manager Gwa Guang Tan, Commissioner Shih-Chin Yang, and Commissioner Fan-Ya Kung) and 28 Commissioners

## Three-level operations at Emergency Operation Center

To respond to various conditions that occurred during the operation period, e.g. on a usual day or holiday, the status of crowd in the park areas would be assessed and the operating hours for the Response Center and its compositions were designed in three levels. The profile of based staff would be adjusted accordingly. See Table 2.

**Table 2: Operating Levels at Emergency Operation Center**

Operating Level	Timing / Crowd status	Disposition
3	* Timing: Monday through Friday during the operation period (excluding holidays and special important days) * Crowd status: 20 to 30 thousand headcounts on a usual day * Scope of incidence: within pavilions	Onsite operation managers or medical staff would handle situations like visitor falls, cuts, contusions, and heat strokes. ◎Commander level: Vice General Convener ◎Profile of based staff: Section staff and above

Operating Level	Timing / Crowd status	Disposition
2	<p>* Timing: Holidays (Saturdays and Sundays), when disasters occurring on event sites would undermine normal proceedings of the exhibition or performance and the consequences were likely to expand to lead to casualties.</p> <p>* Crowd status: Around 100 thousand headcounts on a usual day</p> <p>* Scope of incidence: Park areas or outside pavilions</p>	<p>Pavilions would not be able to handle the incidents right away. Administrative resources would need to be mobilized, e.g. major traffic accidents, large-scale collapse of pavilion equipment or small-scale fire hazards.</p> <p>◎Commander level: Vice General Convener</p> <p>◎Profile of based staff: Group leaders and above</p>
1	<p>* Timing: Special holidays, e.g. October 9, 2010 to November 28, 2010, Christmas, New Year, Chinese New Year, 228 Peace Memorial Day, Spring Break, opening day of TIFE, among other important memorial days and folklore holidays. Major natural disasters or manned damages occurred at event sites.</p> <p>* Crowd status: Around 140 to 160 thousand headcounts on a usual day</p> <p>* Scope of incidence: Major natural disasters or manned damages occurred at event sites to cause discontinuation of exhibitions or performances and likely to lead to personnel casualties and the disasters continued to expand and could not be controlled and solved shortly.</p>	<p>In cases of such disasters, City Government-wide mobilization would be urgently needed, including police force, rescue systems, medical systems, and firefighting systems, to provide timely rescue assistance.</p> <p>◎Commander level: General Convener</p> <p>◎Profile of based staff: Section heads and above</p>

## Emergency categorization

For categorization of emergency events, see Table 3 for details. In cases of emergency events, Emergency Operation Center would operate by the Level 1 criteria in order to precisely and rapidly manage the events.

**Table 3: Categorization of emergency events**

Type of event	Disaster
Damage to or altered pavilion settings	E.g. as a result of an earthquake, fire, flood, or explosion of building equipment, etc,
Damage to support systems at pavilions	E.g. power failure, discontinued water supply or freezes of information systems, etc.
Enhanced or altered rescue demand from pavilions	E.g. highly contagious disease, numerous injured people, major traffic accidents in the peripherals of park areas, etc.
Manned damaged to pavilions	E.g. damage to important facilities or undermined safety of high-ranking officials and VIPs, discovery of suspicious hazardous goods, etc.
Events prone to extensive media coverage	E.g. major petitions or operational disputes, etc.
Other major events undermining normal operations of pavilions and overall operations	

## Reporting system and procedures

Upon occurrence of events, onsite personnel had to abide by the “hierarchical accountability and reporting” principle of the reporting procedures immediately with their radio, mobile, and wired phones and report the events through mobile text messages.

### ( I ) Reporting system

1. Radio system: There were the radio and broadcasting systems in place at TIFE to boost emergency reporting operations.

2. Mobile and wired phone systems.

3. Mobile phone text message emergency reporting system: Mobile phones are popular and mobile text messages could be sent to individual selected phone numbers automatically by the group (Pavilion responsible person, Operation Headquarters, and Emergency Operation Center) for precise communication of emergency information and help supplement the insufficiency of other emergency reporting systems and support emergency reporting and correspondence during disasters.

4. The Department of Information Technology established the 2010 TIFE Event Reporting and Management System.

### ( II ) Reporting system and procedures

1. Seventeen zones: Upon emergency or operating events, the Reporting Section staff should report the events through the reporting system directly to Emergency Operation Center and Operation Headquarters to facilitate knowledge of the events and provide further assistance.

2. Common areas in the parks: Section directors in the 26 sections in the park areas were in charge of reporting to the executive officers for the park areas at TIFE Section Offices. The executive officers would then report to Emergency Operation Center and key in the event reporting operation system for related dispositions.

3. 1999 Citizen Hotline and Information Desk: Upon receipt of reporting from people, the information would be keyed in the event reporting system directly. For operational events, Emergency Operation Center Operation Headquarters should assign a responsible center to handle them and report to Emergency Operation Center. For emergency events, Emergency Operation Center should manage directly.

## TIFE standard emergency operating procedures

( I ) Upon emergency events, the park-wide Emergency Operation Center would exercise its reporting, correspondence, mobilization, deployment, coordination, and integration functions.

( II ) Upon emergency events, preliminary judgments should be made regarding if onsite personnel could control the events right away? If they could, they should handle the events immediately and report to the Pavilion General Supervisor after management. If onsite personnel were unable to control or had managed but could not resolve the events, the General Supervisor shall determine the level of the events (See Figure 1).

1. When it was determined to be a Level 3 event, the General Supervisor would instruct the pavilion emergency operation team for related dispositions.

2. When it was determined to be a Level 2 event, the General Supervisor would instruct the pavilion emergency operation team for preliminary dispositions and report to the Forward Headquarters in the park area immediately so that the latter could integrate firefighting, police, and medical service, among other resources in the park area for pre-stage management. When the event could not be handled immediately at

the pavilion or by the Forward Headquarters or administrative resources were needed, the Forward Emergency Operation Center should be notified.

3. When it was determined to be a Level 1 event, the reporting procedures should be followed to notify the TIFE Operation Headquarters and support from the City Government's Disaster Prevention and Emergency Operation Center should be sought.

## Event reflection and aftermath recovery

After the event condition was cleared, Emergency Operation Center would mobilize technicians immediately to inspect the facilities and keep track of the damage and plan aftermath recovery and restoration. Life-support pipes, daily necessity-related and public facilities should be repaired first to prevent against secondary disasters and help TIFE to restore operations.

Emergency Operation Center or Operation Headquarters should hold reflection meetings during the rescue process according to the cause of the event to establish responsibilities. In addition, it should prepare a disaster reflection report with information on various parameters and experiences in the event management (e.g. ways to improve the disaster prevention and response operations and related substantial suggestions) for statistics and future reference.

## Typhoon emergency operation plan

The emergency operation plan for a typhoon also comprised four stages based on progression of the typhoon.

**Stage 1** was the organization period: When the Central Weather Bureau released the news that a typhoon had been formed, all related personnel and machinery had to be in a standby position during the organization period.

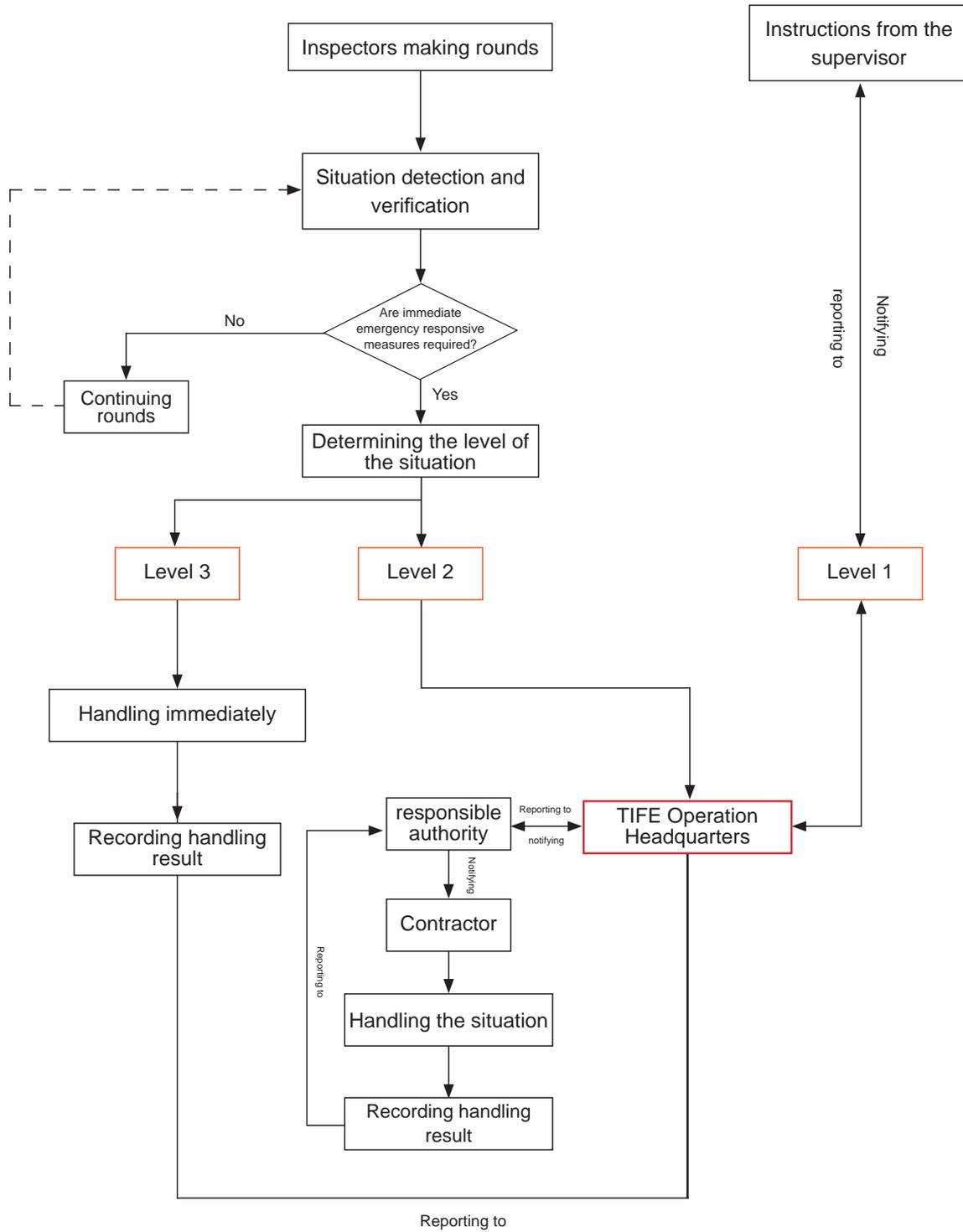
**Stage 2** was the preparation period: After land warnings were released, the City Government's Disaster Response Center would make a decision and TIFE Emergency Operation Center would send out orders to activate and implement response measures. After receiving the instructions, the park area Forward Headquarters would follow the reporting system to guide individual section units in the implementation of response operations and notify contractors within 4 hours to organize their machinery and be in a standby position for evacuation. Evacuation machinery should be standing by outside park areas within 2 hours prior to expected time for release of land warnings.

Before the park areas were closed, in case of any remaining visitor, the Forward Headquarters should instruct evacuation operations. After it was confirmed that all visitors were evacuated, it shall demand evacuation and prevention operations.

After the order for evacuation and protection operations was released, the mechanisms would be activated and implementation status was reported to Forward Headquarters in individual sections. In order to keep smooth flows for vehicles in the park areas, contractors shall enter site through the travel flow entrances/exits planned by the Transportation Service Center and report the operational status at all times. Patrol personnel should report status of the emergency operation in individual sections and check the drainage system in park areas to ensure smooth water drainage.

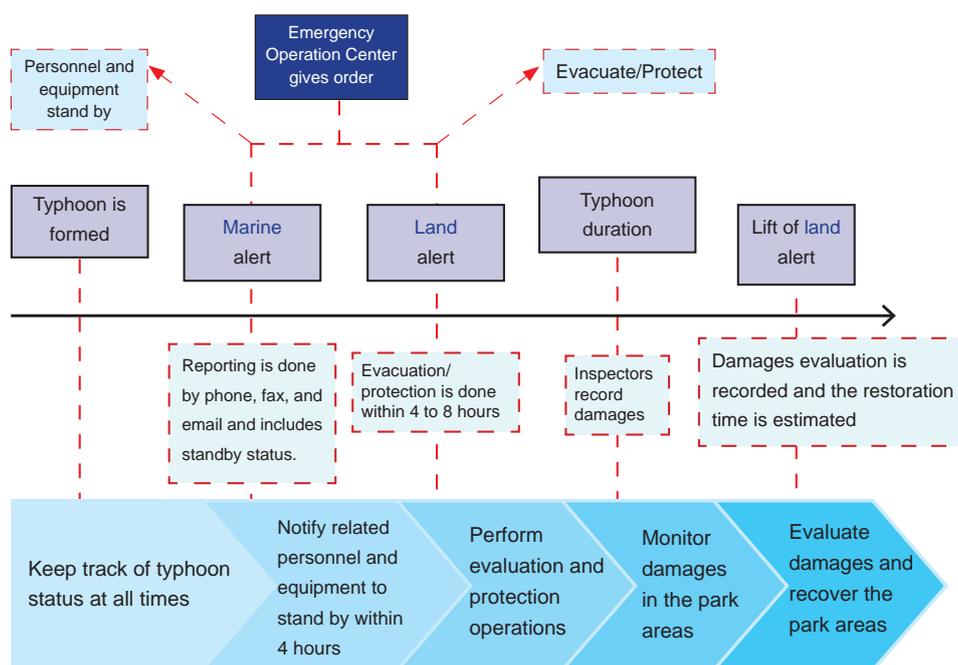
**Stage 3** was the response period: When all preventive and evacuation measures were directly challenged by the typhoon, patrol personnel had to constantly pay attention to the status of the typhoon and its attack, document, and monitor individual facility and plant damage. In case of drainage blockage or flood, immediate support should be requested to impose management and prevent excessive flooding from damaging the large area of plants.

Figure 1: Reporting procedures



**Stage 4** was the recovery period: Individual pavilions started restoration after the typhoon disaster. Right after the typhoon disaster hit, the TIFE Operation Headquarters and responsible units for individual sections must inspect park areas along with contractors, take photos to document damages suffered and then evaluate the time, capability, and budget needed for aftermath recovery before starting recovery operations.

Typhoon evacuation response timeframe



## TIFE negative news handling mechanism

During the 6-month exposition, to effectively communicate various information on TIFE and handle negative news right away, TIFE Press and Media Center was established early in the operation preparation period in April 2010. Right after it was established, it started to handle negative news released through media coverage, political critic programs, councilor inquiries, and press conferences.

**(I) Contents of negative news:** From the preparation period to the conclusion of TIFE, negative news could be mainly divided into three stages.

### 1. Preparation Period (April 2010 to October 2010)

From April to July 2010, negative news on TIFE mainly focused on pavilion constructions and related promotional and ticketing operations. Negative news included the compliance of the “Internet voting” initiated by the Department of Civil Affairs and the barrier-free design for TIFE, the brown root rot disease that broke out among trees in the park areas, compromised rights of temporary employees, the trigger of grocery store alarm system by the electronic ticket frequency, the complaints arising from the close-down of the Binjiang off-ramp for the Xinsheng Viaduct and Binjiang Street, the appropriation of the second reserves by the Taipei City Government for TIFE, and others.



① Medical Service Station in Dajia Riverside Park Area ② Thoughtful volunteer service ③ Various thoughtful services in the park areas ④ Daily greeting dances after park areas were open ⑤ Daily cleaning before park areas were closed ⑥ Surveillance centers in the park areas ⑦ 24-hour security measures in the park areas

In August 2010, the procurement price for flowers for the Xinsheng Viaduct beautifying plantation project was controversial. TIFE accordingly became another target of scrutiny by the general public. Various flowers and plants for the exposition (e.g. water spinach, water bamboo, sweet potato leaves, basil, and siam lily), pavilions, and all procurement tenders for pavilions as well as related construction projects were in the limelight on a daily basis and being scrutinized by councilors, media, and political programs. The public used “floral price storm” to indicated this period.

At that time, the five city mayor and councilor election was taking place at the end of the year. Therefore, negative news about TIFE was not only about related procurement tenders. TIFE Headquarters and related departments and offices of the Taipei City Government were busy clarifying issues challenged in news, from software/hardware construction to manpower, logistics, promotion, plants, and flowers, such as manpower deployment for TIFE, question about the souvenirs being manufactured in Mainland China, water seepage at construction sites for the pavilions, suspicious damage to the Yuanshan shell remains by the construction, TIFE budget, forced business sponsorship, lagging invitations to international VIPs, public servants being forced by the Taipei City Government to support TIFE, insufficient number of restrooms planned in the park areas, suspicious plagiarism of the promotional films, questioning from councilors about undefined rules for ticket refund, etc.

## **2. Test Period (Oct. 9, 2010 to Oct. 28, 2010)**

The 20-day test plan began on Oct. 9, 2010 and lasted until Oct. 28, 2010 and comprised four stages. Volunteers, unpaid helpers, horticulture and floriculture groups as well as people who volunteered to participate in the test were invited to take part and jointly examine various operation items of TIFE for insufficiency or loopholes, if any, in order to complete improvements before TIFE officially began on November 6. During the test period, negative news about TIFE shifted to the operation, i.e. peripheral traffic, surge in the visiting crowd, insufficient hardware facilities (e.g. the number of signboards, chairs, and desks), unclear travel flows in the pavilions, loose control in park areas, compromising of people who had purchased advance tickets for free access to the park areas during the test period. The long queues each day at the Pavilion of Dreams were causes of complaints and became the focus of coverage by the media every day.

## **3. Official Opening of TIFE (Nov. 6, 2010 to Apr. 25, 2011)**

Early after TIFE was opened, the negative news was focused on the issuance of advance tickets for pavilions, loopholes with operations inside pavilions, withered flowers, long waiting time for intra-park shuttle buses, intra-park dining sanitation, the issue about boat-taking only available during high tides due to tilt accumulation for the Blue Highway, visitors injured in park areas, unfavorable service attitudes of staff, insufficient number of wheelchairs in park areas, the surge in the crowd size during long holidays that undermined visit quality, among others. Most of the news came from spontaneous complaints made by visitors and media coverage.

Later during the operation period, as TIFE was concluding and the headcount of people entering park areas each day broke 90 thousand in April on average. The headcount of visitors on April 24, in particular, was up to 183,774, setting a single day record since the opening of TIFE. During that period, the surged crowd size, food demand, long waiting time to access pavilions, the language clashes between staff and visitors all became the focus of coverage by media.

In addition, among the 3.49 million advance tickets sold for TIFE, 2.24 million were not used after the

calculation on March 22. TIFE Headquarters hence proactively called for the ticket holders to visit TIFE by adding 10 rounds of promotional events. Nevertheless, voices called for the City Government to offer refund for unused advance tickets and follow the criteria established in the Charges and Fees Act and Consumer Protection Law. By the end of the closing ceremony of TIFE on April 25, there were outstanding 908,850 advance tickets.

**(II) Handling mechanism:** First, contents of the issues were examined. After that, responsible authorities at the Taipei City Government, TIFE spokesperson, or heads of responsible authorities, if necessary, responded to individual issues. Based on the degree of influence of the negative news, different management and response methods were taken. Besides issuance of newsletters through individual media, press conferences, or release of the latest information on TIFE official website, the official website for the Taipei City Government, running texts on electronic bulletin boards, and the running text system at MRT stations, clarifications were given during interviews by the media in order to reinforce the positive information on TIFE.

**(III) Handling process:** As instructed by the City Government, responsible authorities had to send related information to the spokesperson's office by 10:00am on the same day for any negative news disclosed by media on TIFE and the Chief Secretary or a higher-ranking official should provide clear response or the Press and Media Center should address public concerns immediately. When the TIFE Operation Headquarters was addressing negative news, they acted rapidly and precisely and proactively approached individual agencies in the first place for substantial information on the news to facilitate preparation of the clarifying newsletter right away. It also turned professional terminologies into easy-to-understand texts while responding to reporters' inquiries. Meanwhile, electronic files of the clarifying newsletters were quickly sent to related departments and offices so that they could help address public concerns about TIFE in the first place.

**(IV) Handling of major negative news:** In the case of the "Floral Storm", TIFE was involved for unjustified reasons after the plantation procurement disputes broke about on the Xinsheng Viaduct beautification project. Under the circumstance, TIFE dealt with the problem proactively and adequately utilized various communication media to provide required response. Measures adopted to address negative news include the following:

1. On August 24, 2010, clarifications were made to the public in the press conference after the Taipei City Government administrative meeting. The newsletter entitled "Spontaneous Announcement of Procurement Unit Price for Flowers at TIFE Mayor Hau Fearless of Challenges" was provided to individual media and posted on TIFE website for clarification.

2. On August 30, 2010, faced with the powerful attack from the general public on the unit price for TIFE's flower unit price and expensive construction costs, TIFE Headquarters again held the "Cheer for TIFE! Floriculture and Horticulture Representatives Went to Taipei to Show their Support" press conference. Related representatives from the floral and horticulture industry particularly went to Taipei to cheer for TIFE and demonstrate their support for TIFE and again clarified that the procurement price for flowers was definitely fair and just.

3. In the post-City Government administrative meeting press conference on August 31, 2010, TIFE Headquarters again released review results for the "TIFE Plantation Unit Purchase Price and Construction Costs" and emphasized that prices for most plants and constructions were meeting the criteria and that TIFE could absolutely take the challenge from the general public.

4. On September 13, 2010, Mayor Lung-Bin Hau invited Executive Officer Chin-Der Ou of Taiwan High Speed Rail Corporation, KMT Legislator Shih-Bao Lai, Art Director Sheng-Chuan Lai of Performance Workshop, Commissioner Chia-Ching Li of the Public Construction Commission at the Executive Yuan, Professor Hsien-Heng Lee of National Taiwan University of Science and Technology to form the “TIFE Examination Advisory Group” to examine item by item negative issues about TIFE. The Group was an independent body not affiliated with any authority and was responsible for providing improvement suggestions regarding various operations and constructions for TIFE.

5. On September 13, 2010, Mayor Lung-Bin Hau presented for the first time the Pavilion of Dreams featuring interactive MIT state-of-the-art technology. The Pavilion was greatly reputed by the attending media and demonstrated that TIFE was an international exposition that combined horticulture, technology, culture, and environmental protection in one.

6. On October 5, 2010, the Department of Government Ethics proactively released the “Project Survey Report on Plant Price for Four Park Areas of TIFE”. Among the 1,367 kinds of plants being investigated, only 36 had prices 30% higher than the reference prices. The Department of Government Ethics emphasized that the prices were affected by the plantation pattern, transport and production costs, maintenance costs (e.g. preservation, transplantation and periodical replacement), market supply and demand mechanism, and post-undertaking costs and damage risk. There were no waste or exaggerated prices whatsoever.

7. Director General Hsiung-Wen Chen and Spokesperson Qian-Hu Ma of TIFE accepted interviews with various TV news, printed media, and radio programs to address individual pieces of negative news. Meanwhile, comprehensive examination was performed on the 42 tenders for TIFE, including the unit flower price and the construction cost and reiterations were made to the public that procurements for TIFE did not involve any fraud.

## Competition and rating mechanism for the Global Garden Area

The Global Garden Area was the most important arena for international competitions during TIFE. Therefore, all participating countries or cities and the raters had to follow the “2010 TIFE Global Garden Area Competition Manual” requirements for (I) competition items: including descriptions and rating criteria for individual competition items, (II) competition rating operations: including the formation of the rating group and its responsibilities, the competition procedures, rating methods, rating rules, handling of disputes, precautions during the rating process, awards presentation and special requirements for the raters, etc., and (III) prizes and awards.<sup>(4)</sup>

## Operational Facilities

In order for domestic and international visitors to feel the devotion and efforts made for TIFE, the operational facilities provided did not only include hardware but also various thoughtful software services and facilities, not only the characteristic 14 pavilions but also the diversified landscape and horticultural displays, stationary exhibitions, dynamic performances, and commodities for sale. They were meant not only to demonstrate the capability of the Taipei City Government to hold large international events but also to create a stage that combined technology, environmental protection, culture, and arts in one. Therefore, in the four park areas that spanned 91.8 hectares in area, each single piece of land was carefully designed with operational facilities and carefully managed. Each single detail was the result of careful maintenance by the based staff. All efforts and devotion were meant to bring the most pleasant sensation for both domestic and international visitors.

All park areas were designed with entrances, exits, Visitors Centers, First-Aid stations/rooms, Smoking Areas, Nursing Rooms, Restrooms, Firefighting Equipments, and Drinking Fountains, ATMs, Lockers, coin/card Coin/Card Telephones, and Information and Communication Service, Rental Service (wheelchairs, baby strollers, crutches, multi-media guided tour handheld phones), and Guided Tour services. In addition, in Yuanshan Park there were the post office and foreign exchange desks. The Xinsheng Park had a post office, too, but it provided postal stamp services on national holidays and weekends only.

## Operational facilities in Yuanshan Park Area

◎Exhibition Halls: EXPO Dome, Pavilion of New Fashion (FE EcoARK), Celebrity's House, EXPO Theater, Pavilion of Culture

◎Landscape and Horticulture: Vertical Plant Wall, Flora Rainbows, Flower Wall, Flower Landscape, Rare Flowers and Plants, EXPO Orchard, Special Exhibition Area, and international exhibitions like Shanghai Charm and Xi'an's Courtyard.

◎ Dining Service: 2 dining locations, 26 dining stands, most of which on the food street behind the Folk Arts Plaza and by the EXPO Dome.

◎ Commercial service: 26 theme shops, most of which by the Folk Arts Plaza next to the Pavilion of Culture and the shopping street in the outlying area of EXPO Dome, 3 shops for floral and agricultural products, 3 outdoor stands for floral and agricultural products, most of which on the shopping street outside the EXPO Dome and on the plaza in front of the Celebrity's House, 2 souvenir shop and 2 souvenir carts. The souvenir shop was located on the shopping street outside the EXPO Dome.

## Operational facilities in Fine Arts Park Area

◎Exhibition Halls: EXPO Hall, Pavilion of Aroma of Flowers, Taipei Fine Arts Museum, Taipei Story House

◎ Landscape and horticulture: Global Garden Area

◎ Dining service: 4 dining locations, most of which were located on the south side of Taipei Story House next to the Taipei Fine Arts Square, B1 Dining Room in the Taipei Fine Arts Museum, at the Southern Entrance to the Taipei Fine Arts Museum, and 2nd Floor of the Pavilion of Aroma of Flowers.

◎ Commercial service: 1 souvenir shop on the 1st floor of the Pavilion of Aroma of Flowers, which was the flagship store for TIFE souvenirs, 2 souvenir carts mainly on the right side of the entrance to the Floral Tunnel and left side of Fine Arts G3.

## Operational facilities in Xinsheng Park Area

◎Exhibition Halls: Pavilion of Future, Pavilion of Angel Life, Pavilion of Dreams, Pavilion of Regimen, Palace of Flora Teas

◎Landscape and Horticulture: Fujian Style Garden, Flower Base Under Trees, Serenity Garden, Garden Maze, Floral Tunnel

◎ Dining service: 5 dining locations with 30 stands, most of which were located at the Palace of Flora Teas, Taiwan Delicacy Section, Pavilion of Future, Pavilion of Angel Life, and the northwest side of the Flower Base under Trees

◎ Commercial service: 5 sites for floral and agricultural products on the stage of the Dream of Flower Plaza, 2 souvenir shops, 2 souvenir carts, most of which were located at the entrance to the Floral Tunnel by the Palace of Flora Teas, inside the Pavilion of Regimen, and plazas outside pavilions and the Xinsheng Visitor center

## Operational facilities in Dajia Riverside Park Area

- ◎Exhibition Halls: None
- ◎ Characteristic facility: EXPO Arena, Eco Theater, Blue Highway, Dajia Pier
- ◎Landscape and Horticulture: Sea of Flowers, Taiwan Botanical Diversity, Children's World, Gardening Competition Area, Movable Forest
- ◎ Dining service: 3 dining locations with 17 stands, most of which were located on the east side of the Eco Theater, the dining area in the south and the the dining area to the west of the Gardening Competition Area
- ◎ Commercial service: 6 sites for floral and agricultural products at Dajia entrances/exits, 3 souvenir carts, most of which were located on the west side of the Gardening Competition Area, Dajia entrances/exits, and Dajia Pier

## Access to various pavilions

To ensure good visiting quality at individual pavilions and take care of visitors' rights, travel flows at pavilions had been optimized since the test period.<sup>(5)</sup> Based on the exhibition nature and characteristics, access to pavilions was done in three ways while the firefighting required capacity was met.

1. By shifts: EXPO Theater, Celebrity's House, Taipei Story House, Pavilion of Regimen, Pavilion of Dreams According to the exhibition sections inside individual pavilions and the limited rounds for film-playing theaters, reservations were made since the park opening time at 9:00 every day until all tickets were claimed. Visitors with reservation tickets could follow the assigned rounds and onsite staff's guidance into the pavilions. This measure facilitated management by onsite staff and saved visitors' trouble of getting in a queue for a second time and waiting for unknown secondary openings. The crowd was able to be diverted immediately to other pavilions. It enabled visitors to make the best use of their time. As for the issuance of reservation tickets, sufficient information was provided in advance on the official website, in promoting materials, and through related information communication systems so that visitors were educated and could get the first-hand information while they entered park areas (through the Internet, signboards, running texts, text messages and park-wide broadcasts) and carefully arrange their travel routes. It achieved the goal of crowd diversion. During holidays and weekends, many visitors came TIFE and everyone wanted reservation tickets to the pavilions, visiting quality could still be obtained through reinforced promotion and increased number of staff to maintain order on site.

2. Access through queues: Pavilion of Culture, Pavilion of New Fashion (FE EcoARK), EXPO Dome, EXPO Hall, Pavilion of Future, Pavilion of Angel Life, Dream Theater. A queuing zone was set up outside pavilions. People had to wait in queues in order to access the pavilions. Except for the Dream Theater and EXPO Hall with limited rounds and clearance, the cap control was exercised in all the other pavilions, i.e. EXPO Dome, Pavilion of New Fashion (FE EcoARK), Pavilion of Culture, Pavilion of Future, Pavilion of Angel Life, and the Green Trail where visitors had unlimited visit time and could adjust their own visit time according to their preferences.

3. Free access: For open spaces like the Palace of Flora Teas, Pavilion of Aroma of Flowers that was selling TIFE souvenirs, and Taipei Fine Arts Museum that had large indoor room to accommodate a large crowd, free unlimited access was available.

## Four park areas and 16 art performance spaces

In the four park areas, there were a total of 16 art performing quarters. 6,812 domestic and international arts performing groups were invited to take part. Statistics show that 8,380 rounds of performances with around 49 on average per day, 39,392 headcount of visitors on average per day, and approximately 6,735,983 people in total during the operation period.

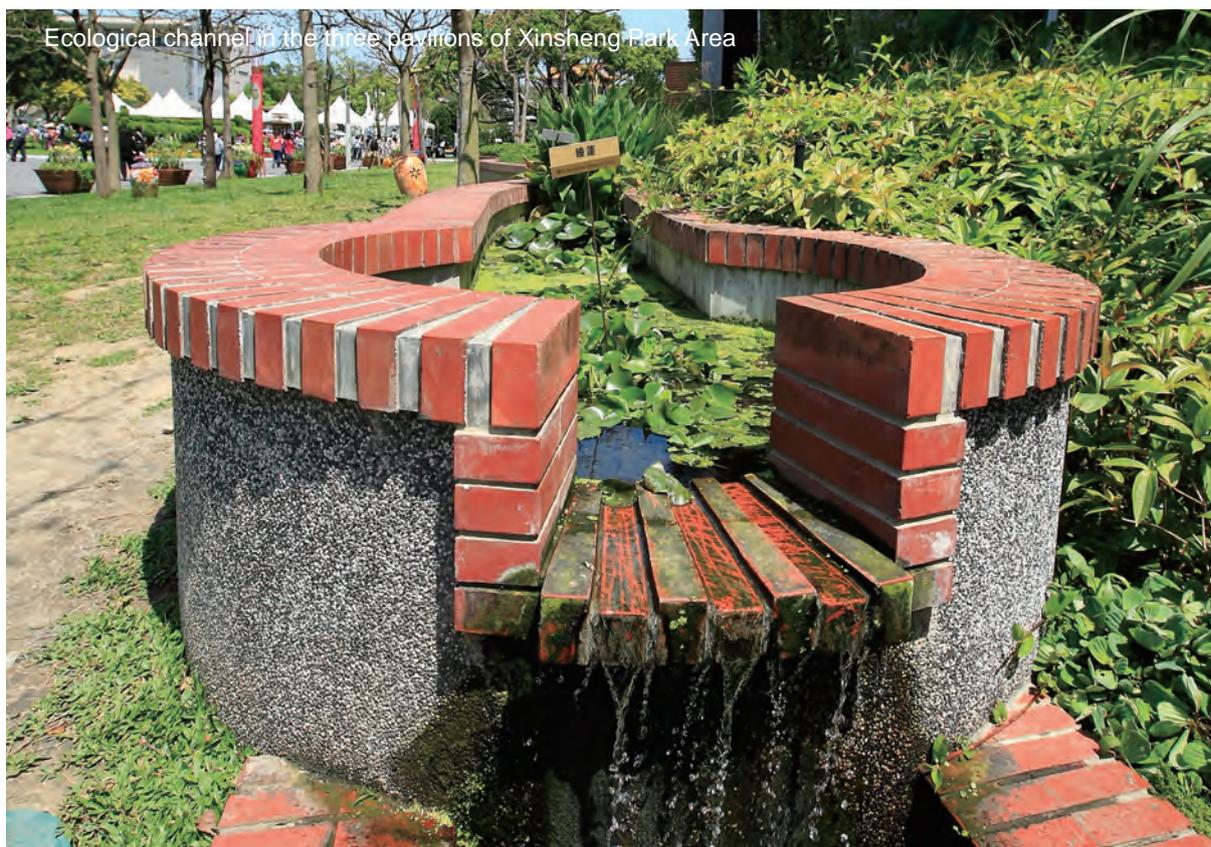
Exhibition Area	Item	Venue	Number of performance rounds	Mean number of visitors a day	Total headcount
Yuanshan Park Area	1	Yuanshan Square	173	179	30,680
	2	Handicraft Classroom in EXPO Dome	261	229	39,088
	3	Exhibition Room in EXPO Dome	159	773	132,183
	4	Pavilion of New Fashion (FE EcoARK)	1,165	11,511	1,968,438
	5	Folk Arts Plaza	665	1,678	286,932
Fine Arts Park Area	6	Taipei Fine Arts Square	879	598	102,312
	7	AV Room in B2 of Taipei Fine Arts Museum	421	191	32,712
	8	Greeting Plaza	1,233	2,287	391,060
	9	EXPO Hall	842	6,523	1,115,447
Xinsheng Park Area	10	Dream of Flower Plaza	669	606	103,630
	11	Dream Garden	496	772	132,020
Dajia Riverside Park Area	12	EXPO Arena (Exhibition Section)	171	4,774	816,302
	13	Carnival Boulevard (Happy Travels of the Caterpillar Parade)	363	3,834	655,574
	14	EXPO Arena (Performance Section)	338	3,267	558,649
	15	Jia-Jia Square	433	339	57,975
	16	Eco Theater	112	1,798	307,432
Total			8,380	39,392	6,735,983

## Major TIFE meetings

To proactively promote TIFE, Mayor Hau served as the Chairman of the Conducting Committee and held 2 meetings for the 2010 TIFE with industrial, academic, and central government involvement that made important decisions on the promotion of TIFE. In addition, in light of the fact that the exposition was the first large exposition Taiwan was granted the hosting right, Mayor Hau and individual departments and offices at the City Government had a total of 7 project meetings. Through cross-departmental and cross-office coordination and cooperation, the ultimate goal was to have a smooth and successful flora expo. Meanwhile, to keep track of hardware and software constructions for the exposition, Mayor Hau also met with his staff 38 times.

To effectively control the status of various constructions, the Director General held 1 to 2 status control meetings, small discussion meetings, a total of 168 of them, from Jul.2, 2007 to Jul.19, 2010. In February 2010, the City Government-wide mobilization mechanism was activated and 9 executive officers were gradually assigned with various supervision tasks. In order to have an understanding of the supervision individual executive officers exercised on related operations, the Director General held one executive officer operational meeting every one to two weeks. A total of 43 such meetings were held by the end of May 2011. During the same period, 2 extensive supervisor meetings and 5 project meetings were held, too. In February 2011, the operations for TIFE were stabilizing and the later closing stage was steadily approaching. In order to keep track of the implementation of contracts by individual centers under the Operation Headquarters, the budget implementation rate, and the property listing status, the Director General held administrative meetings. A total of 8 such meetings were held by the end of May 2011.

As of Oct. 27, 2010, General Producer See-You Ting held a total of 69 supervisor meetings and joint action item meetings with the various centers. For example, 7 meetings were held with the Exhibition Operation Center, 7 with the Safety Management Center, 6 with the Public Service Center, 7 with the Information Service Center, 7 with the Exchange Event Center, 5 with the Administration Center, 7 with the Business Service Center, 8 with the Horticulture Service Center, 3 with the Promotion and Marketing Center, 4 with the Transportation Service Center, and 8 with the Pavilion Operation Center.



## Chapter 8 Notes

1

### ► Statistics of positive and negative news on TIFE

Time	Positive news	Negative news	Total
April 2010	86	34	120
May 2010	182	64	246
June 2010	337	80	417
July 2010	232	152	384
August 2010	415	250	665
September 2010	767	463	1,230
October 2010	540	252	792
November 2010	778	174	952
December 2010	485	78	563
January 2011	339	57	396
February 2011	311	26	337
March 2011	331	24	355
April 2011	590	107	697
Total	5,393	1,761	7,154

2

### ► 24 sectional directors

26 Sections	Name of director	Department
Yuanshan 1	Mei-Hui Su	North District Project Office, Department of Rapid Transit Systems
Yuanshan 2	De-Sheng Sun	North District Project Office, Department of Rapid Transit Systems
Yuanshan 3	Jia-Ren Zhang	Department of Land
Yuanshan 4	Da-Ren Luo	Department of Finance
Fine Arts 7	Song-Hong Wang	Department of Economic Development
Fine Arts 8	Zi-Ting Huang	Guting Land Office
Fine Arts 9	Long-Hui Liu	Industrial Safety Division of Taipei Rapid Transit Corporation
Xinsheng 10	Yi-Ping Chen	Civil Engineering Section, Public Works Department
Xinsheng 11	You-Lin Meng	East District Project Office, Department of Rapid Transit Systems
Xinsheng 12	Yun-Qin Fan	Market Administration Office
Xinsheng 13	Fang-Lin Chen	East District Project Office, Department of Rapid Transit Systems
Xinsheng 14	Yen-Shu Ye	Department of Urban Development
Xinsheng 15	Miao-Ying Wang	Department of Labor

26 Sections	Name of director	Department
Xinsheng 16	Tai-Fang Wang	Department of Labor
Xinsheng 17	Wen-Yi Chen	Traffic Violation Arbitration Office
Dajia 18-20 and Subsection 18	Qing-Quan Yang	Taipei City Hospital
Dajia Subsection 19	Hui-Zhen Zhu	Jinhua Junior High School
Dajia Subsection 20	Jun-Min Chen	Taipei City Hospital
Dajia 21, 23, 26 and Subsection 21	Zhu-Ying Liu	Hydraulic Engineering Office, Public Works Department
Dajia Subsection 23	Rui-Hua Lin	New Construction Office
Dajia Subsection 26	Xiong-Zhi Chen	Taipei Water Department
Dajia 22, 24, 25 and Subsection 25	Yi-You Wang	Taipei Rapid Transit Corporation
Dajia Subsection 22	Shi-Bin Xu	Taipei Rapid Transit Corporation
Dajia Subsection 24	Yu-Ren Cai	Animal Protection Office

3

#### ► Summary of waste in park areas

Month/year	Waste		Mean daily per-capital volume (g)
	Type	Volume (kg)	
November 2010	General	272,850	235.86
	Recyclable	6,155	5.32
	Leftover food	22,990	19.87
	Total	301,995	261.05
December 2010	General	359,780	216.99
	Recyclable	10,429	6.29
	Leftover food	33,860	20.42
	Total	404,069	243.7
January 2011	General	239,890	236.82
	Recyclable	10,654	10.52
	Leftover food	34,880	34.43
	Total	285,424	281.77
February 2011	General	298,070	199.38
	Recyclable	10,972	7.34
	Leftover food	41,220	27.57
	Total	350,262	234.29
March 2011	General	293,430	205.52
	Recyclable	9,074	6.36
	Leftover food	39,270	27.51
	Total	341,774	239.19

Month/year	Waste		Mean daily per-capital volume (g)
	Type	Volume (kg)	
April 2011	General	280,020	128.44
	Recyclable	9,082	4.17
	Leftover food	39,220	17.99
	Total	328,322	150.6
Total		2011,846 kg (2011.846 tons)	

4

## Competition and rating mechanism for the Global Garden Area

### I. Competition item

#### (I) Competition items for the Global Garden Area

There were 7 competition items for the Global Garden Area. Willing exhibitors could choose their desired item to participate in. Item 1 was required for all prospective competitors.

Item	Category	Requirements
1	Landscape design	Area of per exhibition space
2	Ornamental annual/biennial plants in flower beds	3 kinds and above, 30 plants in total (10 plants for each kind)
3	Orchids	3 kinds and above, 1 plant for each kind (single species or single species in different colors)
4	Green plants (including decorative foliage plants)	3 kinds and above, 15 plants in total (5 plants for each kind)
5	Cacti and succulents	3 kinds and above, 15 plants in total (5 plants for each kind)
6	Pteridophyte	1 piece of work
7	Bulbous plants	3 kinds and above, 9 pots in total (3 pots for each kind)

Note: "Kind" refers to "species in Botany", "cultivar" or "single species with different colors."

#### (II) Description of competition items

A. All items applied for by individual participants in the exhibition or competition will be displayed in display spaces under individual authorities.

B. The following describes criteria for individual competition items to ensure fair and consistent rating bases.

1. Competition Items 2 to 7 included diversified single works or species. Therefore, rating criteria for these six competition items had to be universal and applicable for the different single works under individual items.

2. Single competing works as mentioned above should not be plants that grow in specific areas and raters had to be sufficiently capable of rating the plants. Meanwhile, each of the single works had to have at least five candidates signed up before entering the competition.

3. The competition item list detailed the minimum quantity for individual items. If the minimum quantity was not reached, the participants would be disqualified.

4. In principle, exhibits could participate in more than 1 competition items but when exhibits were of the same nature, they could not win multiple prizes at the same time. (For example, if a work under "4: Foliage plant" won a prize, any fern included in the work could not win the prize for "6: Fern" at the same time.)

(III) Rating criteria

Item	Category	Rating criteria
1	Landscape design	Theme expression 20% Overall effect 20% Construction stability 20% Appropriate selection of plants 20% Reference value for home horticulture or urban greening 20%
2	Ornamental annual/ biennial plants in flower beds	Overall appearance and coordination among the flower, stem, and leaf 20% Individual quality of flowers and leaves 30% Demonstration of species characteristics 10% Cultivation and management status (pests) 10% Agreement in plants at display 10% Popularity among consumers 20%
3	Orchids	Blossoming status (quality, shape, color, and petal) 10% Overall appearance and coordination among the flower, stem, and leaf 20% Quality of the flower, leaf, and other parts 30% Demonstration of species characteristics 10% Cultivation and management status (pests) 10% Uniqueness 20%
4	Green plants (including decorative foliage plants)	Overall appearance and coordination between the stem and leaf 20% Individual quality of leaves 30% Demonstration of species characteristics 10% Cultivation and management status (pests) 10% Agreement in plants at display 10% Popularity among consumers 20%
5	Cacti and succulents	Overall appearance and coordination between the stem and leaf 20% Individual quality of leaves 30% Demonstration of species characteristics 10% Cultivation and management status (pests) 10% Agreement in plants at display 10% Popularity among consumers 20%
6	Pteridophyte	Overall appearance and coordination between the stem and leaf 20% Individual quality of leaves 30% Demonstration of species characteristics 10% Cultivation and management status (pests) 10% Agreement in plants at display 10% Popularity among consumers 20%
7	Bulbous plants	Overall appearance and coordination between the stem and leaf 20% Individual quality of leaves 30% Demonstration of species characteristics 10% Cultivation and management status (pests) 10% Agreement in plants at display 10% Popularity among consumers 20%

## II. Rating Operations

### (I) Formation and responsibilities of the rating panel

For competitions in the Global Garden Area, the organizer followed the rating principles and meeting system suggested by AIPH. The rating tasks were performed by the Item Rating Panel and the Honorary Rating Panel, respectively.

#### A. Item Rating Panel

Each single competition item had to be rated by a rating panel comprising at least 3 members. The members had to be horticulture experts specializing in respective competition items. Because registrations for Competition Items 2 to 7 were determined to have failed to meet the requirement threshold during the preliminary review, they did not take place and no rating panels were established for these items.

### B. Honorary Rating Panel

1. Each honorary rating panel had 11 members. At least 6 of them were foreign raters (including the Chairman). The honorary rating panel had to have highly specialized horticulture expertise. However, participation in by outstanding candidates who were not horticulture scholars was acceptable, too.

2. Foreign members of the honorary rating panel for the Global Garden Area were nominated by AIPH and determined by the organizer while domestic members were determined by the "Domestic Rater Screening Committee" formed by the organizer.

Rating panel	Assigned by	Number of members	Prize to be rated on
Item Rating Panel	Organizer	3	Prizes to be rated on included: Gold, Silver and Bronze Medals, and Honorable Mention for Items 2 to 7
Honorary Rating Panel	Organizer	11: The Chairman and a majority of the members came from overseas	Prizes to be rated on included: (1) Grand Prize (2) AIPH Award (3) Special Honor Award (4) Gold, Silver and Bronze Medals, and Honorable Mention for Item 1

Note: The honorary rating panel would visit the Global Garden Area to rate all participants (in the Exhibition Garden) by the rating criteria for Item 1 and each of the results would account for 50% of the final score. All prizes for Item 1 were presented on April 25, 2011.

### (II) Competition procedure

Date	Procedure	Description
September 1, 2010	End of registration	Participants signed up for their desired competition items (Item 1 was required for all participants)
October 15, 2010	Preliminary review	Competition information submitted was reviewed. Because participants for Items 2 to 7 did not meet the minimum criteria, Items 2 to 7 were canceled.
November 3, 2010	Pre-meeting for Stage 1 competition rating	Members of the rating panel discussed competition rules and rating criteria.
November 4, 2010	End of exhibition arrangement for participants	By 5:00pm, all participants had to stop plantation maintenance operations in the Garden and leave the Global Garden Area. The organizer attached the competition label to each work.
November 5, 2010	Stage 1 competition rating operation	
April 21, 2011	Pre-meeting for Stage 2 competition rating	Members of the rating panel discussed competition rules and rating criteria.
April 22, 2011	Stage 2 competition rating operation	
April 25, 2011	Awards Presentation Ceremony	

### (III) Rating implementation method

A. The organizer would arrange time to hold a workshop for the rating panel members and distribute necessary working documents to the members on this occasion.

B. The rating criteria established by the organizer were to be followed. However, appropriate rating criteria could be added or deleted for Items 2 to 7.

C. Competing works had to be observed by the members in person. Members who were also participants were allowed to participate in the rating process but could not rate their own works. In the case that the participant was of the same nationality as a member, the score given by the member would not be considered.

D. There were rating assistants for individual rating panels to help members on the panel rate competing works and collect the scorecards from the members.

E. The rating range was from 0 to 100 with 1 as the rating unit. The rating assistant was in charge of documenting scores given by individual members to render specific rankings for individual items and determine the prizes.

F. In case that two works had the same score, the rating panel was entitled to reconsider the scores to resolve the issue.

G. The rating panel should determine on their own if they would give away existing prizes without causing controversies. If the rating panel believed that most of the works being rated did not meet the awards presentation criteria, they were entitled to leave any or some prizes not presented.

H. Upon completing the rating operation, the Chairman and members of the rating panel should sign off the scorecards together and include the information in the final scorecard to effectuate their scores.

I. Chairman of the honorary rating panel was in charge of handling disputes arising from the rating process or results.

J. All participants and members on the rating panel should respect the results of the rating panel's joint evaluation.

K. The organizer would present awards based on the rating results for individual types. The awards included the 2010 TIFE Grand Prize, the 2010 TIFE Special Honor Award, AIPH Award, Gold, Silver and Bronze Medals, Honorable Mention, and other awards specified by the organizer. Quantities for individual prizes were to be based on the quantities listed by the organizer. Except for the AIPH Award, winners for all the other prizes could not be repeated.

### III. Prize and reward

Award	Item	Awards	Openings	
Award Grand Prize	1	Award and US\$60,000		1
Special Honor Award	1	Award and US\$35,000		1
Gold Medal	1	Award and US\$15,000		1
	2-7	Award and US\$5,000	1 for each	6
Silver Medal	1	Award and US\$5,000		2
	2-7	Award and US\$2,000	2 for each	12
Bronze Medal	1	Award and US\$1,500		2
	2-7	Award and US\$1,000	2 for each	12
Honorable Mention	1	Award and US\$800		5
	2~7	Award and US\$500	5 for each	30
AIPH Award		Award and EURO\$5,000	1 out of all works	1

Note: The Special Honor for the Global Garden Area was provided by the Taipei City Government with separately established criteria (verified by the Chairman of the honorary rating panel) to be rated by the rating panel on and was meant to recognize those proactively participating in and organizing cultural exchange events and maintaining the Exhibition Garden. Scores were given for "Garden Maintenance" and "Exchange Activity." The Special Honor was rated by the City Government and the honorary rating panel. To be fair and objective, the City Government gave scores for "Garden Maintenance" (15%) and "Exchange Activity" (15%) according to related operation and management records throughout the exposition while the honorary rating panel rated on "Garden Maintenance" (70%) based on their onsite observation. The scores given by both parties were summed up during the rating meeting on April 22, 2011 and the honorary rating panel determined the award winner.

Rater	Item to be rated on	Detailed rating criteria	Score	Rating method
Organizer (Taipei City Government)	Garden maintenance 15%	Plant maintenance	5	The organizer gave scores based on participants' operation and management status throughout the exposition.
		Garden facility maintenance	5	
		Improvements made to accommodate a large visiting crowd	5	
	Exchange activity 15%	Number of activities organized	5	
		Overall uniqueness and international exchange nature of activities	10	
Honorary Rating Panel	Garden maintenance 70%	Plant maintenance	30	The honorary rating panel gave scores according to their onsite observation.
		Garden facility maintenance	30	
		Improvements made to accommodate a large visiting crowd	10	

## 5

Adjustment to pavilion access methods

### ► Stage 1: Access to pavilion determined by the nature and capacity of individual pavilions and their exhibitions

Area	Pavilion	Exhibition/performance	Maximum capacity (at the same time)	Pavilion analysis	Access method
Yuanshan Park Area	EXPO Dome	Floral, agricultural technology exhibitions or competitions	2,280	High capacity with professional guides at fixed points	Access through queues
	Pavilion of New Fashion (FE EcoARK)	Environmental protection appeal and fashion exhibition and performance	500	High capacity with professional guides	Access through queues
	Celebrity's House	Teresa Teng-related exhibitions/performances	50 (Flora Hall) 50 (Charm Hall) 50 (Star Corner)	Small room with professional guides	Access by shifts: 50 people each shift, an interval of 15 minutes between shifts, 45 shifts a day
	Pavilion of Culture	Contemporary arts exhibition	100 (Hall A) 100 (Hall B)	Small room with professional guides at fixed locations	Access through queues
	EXPO Theater	3D animation "Dealing with the Truth of Taiwan"	300 (Theater) 450 (Other)	Played in different rounds	Access by shifts: 300 people each shift, an interval of 30 minutes between shifts, 24 shifts a day

Area	Pavilion	Exhibition/performance	Maximum capacity (at the same time)	Pavilion analysis	Access method
Fine Arts Park Area	Taipei Story House	Exhibition of Lifestyles a Hundred Years Ago (Furniture)	30 (Historical Site)	Small room with restrictions to protect the historical site	Access by shifts: 30 people each shift, an interval of 30 minutes between shifts, 26 shifts a day
	Taipei Fine Arts Museum	Special exhibitions + routine art exhibitions	4,000	High capacity	Free access
	EXPO Hall	Theater performances	1,189	Limited seats, five rounds a day with each round of performance suitable for a different age group.	Access through queues
Xinsheng Park Area	Pavilion of Regimen	Pot landscaping art exhibitions	210	High capacity with professional guides at fixed points	Access by shifts: 210 people each shift, an interval of 15 minutes between shifts, 50 shifts a day
	Pavilion of Future	Rare flowers and grass, great nature preservation exhibitions	360	High capacity with professional guides at fixed points	Access through queues
	Pavilion of Angel Life	Stationary fixtures + audio/visual theater	525	High capacity with professional guides at fixed points	Access through queues
	Rooftop	The highest observatory site of the three Xinsheng pavilions	50	Service Trail	Access through queues
	Pavilion of Dreams	Interactive technology exhibitions and performances	343	Professional guides at fixed locations	Access by shifts: 35 people each shift, an interval of 7 minutes between shifts, 100 shifts a day
	Dream Theater	Animated films	30	Jimmy's Creative Plays	Access through queues
	Palace of Flora Teas	Architecture display	260	High capacity	Free access
	Pavilion of Aroma of Flowers	Flagship store for souvenirs	1,300	High capacity	Free access

## Stage 2: Reservation tickets for pavilions with access by shifts

Access to pavilions that had shifts was originally through queues. However, this approach resulted in the lengthy time visitors spent waiting in queues and the traffic jam at entrances to the pavilions. After careful assessment, the reservation ticket method was adopted. Meanwhile, to ensure fairness and just, it was regulated that each person could only have one reservation ticket and could not claim reservation tickets on behalf of others, even for groups. In addition, in light of the fact that distribution of the reservation tickets at the entrances/exits of the park areas was likely to result in uneven distribution and would affect visit time to the pavilions as well as cause chaos and congestion in the travel flows in the park areas, locations for people to claim reservation tickets were by entrances to individual pavilions. To take care of the rights of both visitors on afternoon tickets and evening tickets, the distribution of reservation tickets took place at different time slots. Besides distribution of reservation tickets, in light of the possibility that ticket holders would give up their rights to access the pavilions, which would lead to additional openings, it was allowed for people to access the pavilions through queues, too. The reservation tickets to be distributed were printed ahead of time.

During the section test period, the operating hours for the park areas were 9:00am to 6:00pm. The original arrangement for access to pavilions that had shifts was half/half for onsite queues/reservation tickets and the reservation tickets were given out twice a day (at 9:00 and 13:00). However, it happened that people continued to wait on site to claim reservation tickets for the afternoon rounds after tickets for morning rounds were given away, leading to the need for two hinter spaces at pavilions to accommodate those people. However, people who waited in queues could end up unable to access the pavilions after a long wait.

### **Stage 3: Only reservation tickets and distribution of the tickets at once at 9:00am every day for pavilions with access by shifts**

Based on the experience from the section test, pavilions with access by shifts exercised one-time distribution of reservation tickets during the park-wide test. All reservation tickets were given out at 9:00am after visitors entered park areas. The one-time distribution of reservation tickets simplified the queuing lines. Visitors were more able to plan their visit itineraries according to the visit time assigned on the reservation tickets they received.

With the complete reservation-ticket system, it was still possible that openings as a result of unused tickets would occur and could not be filled. Nevertheless, to avoid the chaos at entrances to the pavilions that might result from queues and the possibility of no access to the pavilions after a long wait, the onsite waiting-list mechanism was not added.

### **Stage 4: One-time distribution of reservation tickets through machines for pavilions with access by shifts**

After official opening of TIFE, pavilions with access by shifts had specific locations for visitors to claim reservation tickets after park areas were opened at 9:00am until the tickets were all distributed. In principle, each person could only claim one reservation ticket and could not claim it on behalf of another person, even for groups. Visitors who received reservation tickets had to arrive at pavilions 10 minutes earlier than the scheduled time on the reservation tickets, too.

During the test period, pre-printed reservation tickets were distributed. Despite the rapid distribution, under-the-table operations were likely, causing concerns for unfairness and lack of transparency. Therefore, after official opening of TIFE, all reservation tickets were dispensed by machines. In addition, the interval between shifts for the Dream Theater was too short. Therefore, it was determined that the Theater would be accessed through queues instead.

The one-time distribution of all reservation tickets led to an unfavorable recovery rate for evening reservation tickets. The number of people accessing the pavilions significantly dropped in the evening. However, there was not waiting-list mechanism available on site to let people without reservation tickets to access the pavilions. In addition, there were no arrangements made to facilitate prioritized and quick access to the pavilions by the elderly, disabled, young children, and pregnant women, etc. As a result, a lot of complaints flowed in. On the other hand, the wonderful displays at the Pavilion of Dreams attracted a large crowd, leading to the phenomenon that visitors had to race against one another as soon as they entered Xinsheng Park Area for a long distance just to get one reservation ticket to the Pavilion of Dreams, which became a cause for safety concern. All of the above issues surfaced after the official opening of TIFE. To solve the problems, the TIFE Operation Headquarters gathered exhibition organizers for individual pavilions and related departments and offices under the City Government in a meeting to discuss various improvement solutions.

### **Stage 5: Increased quantities of reservation tickets for evening shifts from November 23, 2010**

To resolve the unfavorable recovery rate of evening reservation tickets and follow the complete reservation-ticket system without onsite waiting-list mechanism available, increasing the quantities of reservation tickets for evening shifts became a feasible solution. As for the distribution of the increased quantities in the morning or in the evening or to keep the one-time distribution in the morning, discussions resulted in the decision of one-time distribution in the morning.

With the increased quantities of reservation tickets for evening shifts, the show-up rate for the evening shifts significantly improved. However, for the Pavilion of Regimen, the number of visitors at night was unsteady and continued to be low after increased quantities of reservation tickets distributed. Therefore, a new policy was made to distribute reservation tickets at 5:00pm for access to the Pavilion after 5:00pm.

### **Stage 6: Change of the distribution location for the Pavilion of Dreams reservation tickets to the Xinsheng Transfer Station effective on December 14, 2010 and access to the Pavilion with addition of priority reservation tickets and priority passages for visitors waiting in lines to enter the Pavilion**

Concerned about the safety of visitors who waited outside park areas early in the morning in order to get a reservation ticket after park areas opened at 9:00am and to prevent visitors from running in park areas and getting injured just to get a

reservation ticket early, the Headquarters relocated the waiting zone for the Pavilion of Dreams reservation tickets to the hinterland of the Xinsheng Transfer Station and two ticketing gates were added to the Station so that visitors could have a comfortable waiting environment and get a reservation ticket right after they swiped their card and enter the park area, reducing the possibility of racing the park area.

In addition, to care for the elderly and the minorities, the Department of Economic Development and Department of Social Welfare invited several social welfare groups for a meeting to discuss criteria for providing priority reservation tickets and passages. The discussed criteria were confirmed in the City Government administrative meeting to be the final governing regulations for

1. The elderly over 80 years old, inclusive, with a show of identification.
2. The disabled on walking aids and people with multiple disabilities (with a show of a valid disability handbook and presence of walking aids on site)
3. People with intellectual disorders, autism, visual disorders, and rare diseases (with a show of a valid disability handbook) °

### **Stage 7: The “Donation of invoices in exchange for a free visit to the Pavilion of Dreams” campaign starting on January 22, 2011 as part of the Pavilion’s efforts to support charity**

The Pavilion of Dreams had been well reputed by the public since its commissioning. The number of visitors wishing to visit the Pavilion increased day after day. Being able to visit the Pavilion was considered an invaluable opportunity. While thinking about a solution that enabled more people to visit the Pavilion, we also wished to make the increased opportunities more meaningful. Therefore, after the additional number of visitors that could be added to each shift, we collaborated with the Genesis Social Welfare Foundation and initiated the “Donation of invoices in exchange for a free visit to the Pavilion of Dreams” campaign. As long as visitors could collect 100 invoices, they could exchange the invoices for 2 reservation tickets to the Pavilion of Dreams. Additional 200 reservation tickets were provided each day for this purpose, i.e. 100 sets of the tickets were available. One person could only exchange their invoices for two tickets once. The increased opportunities for people to access the Pavilion were combined with charity efforts.

In addition, in light of the low recovery rate of afternoon reservation tickets for the Pavilion of Regimen and the high capacity of the Pavilion, reservation tickets were distributed before 1:00pm for access to the Pavilion after 1:00pm.



2010 TAIPEI INT'L FLORA EXPO

台灣製造  
◆PP材質◆冰熱兩用◆保冰耐熱  
◆960cc超大容量

建信宏利財源豐  
立德興展業鼎盛

There were 2 souvenir carts in the Xinseng Park Area



A ticket means a happy tour to the 4 park areas of TIFE; A ticket means a deep understanding of the most wonderful “horticulture, technology, environmental protection” capabilities of Taiwan; A ticket means to appreciate gardening and landscaping from different countries at a close distance; A ticket means personal attendance in the horticultural Olympics; A ticket lets us feel more attached to Taiwan and closer to the world!

# Ticketing

# 9



## Planning

The Department of Economic Development was in charge of the overall planning of ticketing operations for TIFE. To set a fair price in line with world standards and meeting visitors' demand, ticket price information and ticketing operation rules had been collected from domestic amusement parks and major international expositions since December 2007. Taipei City Government announced the "Ticketing Criteria for the 2010 TIFE" and the "Ticket Purchase Information for the 2010 TIFE" to be the bases for ticketing operations. As TIFE was held in Taipei City, to accommodate the consumption habits in the Greater Taipei area, the TIFE ticketing system was combined with the EasyCard system. The ticket range for TIFE was corresponding to the existing ticket types available for EasyCard and discounts were available for those who visited TIFE with their EasyCard and by public transportation tools.

The ticket was made of environmentally friendly and recyclable RFID (radio frequency identification) sensor PET (polyethylene terephthalate) with exquisite design to facilitate collection by ticket holders as souvenir. For ticket verification at entrances to the park areas, the latest gate equipment used at individual MRT stations was used. Park area access was done through the technological wireless sensor system instead of conventional ticket tearing and manual ticketing operations to showcase the outstanding technology level of Taiwan.

## Ticketing System Design and Test

The ticketing system design for TIFE primarily covered the price structure, number of ticketing windows, entrance gates, exit sensors, and park area access control. It was done in two directions. One was the "ticketing operations and ticket card system project". The Electrical and Mechanical Design Division and the System-wide Electrical & Mechanical Project Office under the Department of Rapid Transit Systems were in charge of designing the ticketing hardware project, software system, liquidation operation, maintenance, and management before outsourcing the implementation to Mercuries Data Systems Ltd. The action items included the design and printing of electronic cards for TIFE and implementation of the software and hardware detailed planning, design, construction, installation, and test for the ticketing system.<sup>(1)</sup> The other was the "ticket sale and marketing/promotion plan". It was outsourced to the United Daily News Co. Ltd., which was in charge of selling tickets, marketing, and promotion for TIFE.

### Price structure

Taking into consideration of the needs of different populations, TIFE planned 9 types of tickets. For those with good energy and wishing to finish seeing all four parks in one day, there was the day pass, which came in the full rate, student rate, and special rate. For those who did not like to get up early and get in the crowd, there were the afternoon tickets. For office workers who could only visit the park areas after they got off work, there were the evening tickets. For those who needed more days to have a satisfying tour around all four park areas, there was the three-day pass. For those who were fascinated by the wonders and diversity of TIFE and wished to be part of it on a daily basis, there was the Flora Expo pass. For those who liked to visit TIFE in groups, there were the group tickets. For those who liked to collect souvenirs, there was the 12-ticket pack. In addition, for children and minorities, volunteers, and teachers and guides who visited TIFE with their students and tourist groups, free access was available. The various ticket prices were in compliance with the "Ticketing Criteria for the 2010 TIFE."

**1. Adult ticket**

Price: NT\$300

Description: For the general public

**2. Student ticket**

Price: NT\$200

Description: For junior high school and above students, with a show of the student ID.

**3. Discounted ticket**

Price: NT\$150

Description: For elementary school students, elderly over 65 years of age, pregnant women, people with low income, and others meeting the special requirements established by the Taipei City Government, with a show of the related ID.

**4. Afternoon ticket**

Price: NT\$200

Description: For access after 1:00pm.

**5. Evening ticket**

Price: NT\$150

Description: For access after 5:00pm.

**6. Three-day pass**

Price: NT\$600

Description: Unlinked, the same card has to be used upon access. It was not necessary to renew the card and the card holder could access the park areas for 3 consecutive days.

**7. Flora Expo pass**

Price: NT\$2,500

Description: Linked, the electronic card enabled its holder with unlimited access to TIFE while it was on. There was no need to renew the card. The card could only be used by the card holder and shall not be resold or assigned to another person. The cardholder had to enter the park area through group gate. When purchasing the Flora Expo pass, the purchaser had to complete his/her personal information with a photo taken or bring his/her own passport photo (1.77 inches long × 1.38 inches wide) taken over the past 6 months for production of the card.

**8. Group ticket**

Price: NT\$180/person

Description: Description: For any group comprising over 10 people, inclusive, to access the park areas on the same day. The group ticket was not an electronic card but a paper receipt. Visitors could enter the group gate with a show of the receipt. The service representative shall count heads based on the receipt.

## 9. Commemorative tickets

Price: NT\$3,300

Description: The “TIFE Mascot Ticket Packs” were available for the general public. Ten thousand packs were available. The original price was NT\$3,600 but was sold at a special price of NT\$ 3,300. Each ticket pack contained 12 adult tickets on 6 topics, Chinese New Year, Children’s Day, Dragon Boat Festival, Chinese Valentine’s Day, Mid Autumn Festival, and Christmas. All of them were unlinked electronic cards. Therefore, they were used in the same way as an adult ticket only that they could be used by different people. Each ticket could only be used once and could be collected as a souvenir. In addition, each pack came with 2 additional special-format single-day adult ticket cards.

## 10. Free entry

The following visitors could have free entry

- (1) Children under six years old
- (2) Disabled visitors and their attendants (one per visitor; “Disabilities Handbook” required)
- (3) Bureau of Tourism-certified tour guides accompanied by tour groups (valid ID required)
- (4) Up to two teachers per school class (reservation required)
- (5) Taipei City “Volunteer Service Honor Card” and “Public Welfare Volunteer Card” holders (relevant documentation required)
- (6) 2009 Taipei Deaflympics opening or closing ceremony ticket holders (ticket stubs required) (One ticket stub could only be used once by one person. The original ticket stub holder had to enter park areas through the group gate so that the ticket could be torn by workers at the gate.)
- (7) Others that meet Taipei City Government free entry criteria

In order for people to understand related rules in the ticketing operations for TIFE, Taipei City Government particularly stipulated the “Ticket Purchase Information for the 2010 TIFE” which included information on the discounts, access to park areas, precautions for electronic cards, precautions for EasyCard holders, and ticket refunds, etc. The Information was announced and made known to the public. <sup>(2)</sup>

## Quantity of ticketing windows

In light of the extensive area of TIFE, to enable visitors to purchase tickets at all 4 park areas and adequately divert the crowd, visitor entrances/exits and ticketing windows were available at individual park areas. Nine ticket booths with a total of 79 windows were designed in the peripherals according to the ratio of crowd volume analyzed based on the number of pavilions, the size of the hinterland, and transportation accessibility, and the entrance/exit design of individual park areas. For individual park areas, the quantity of special ticketing windows was assigned according to their entrance/exit structure and demand (there were windows for ordinary ticketing, for group tickets, EasyCard value addition, Flora Expo pass, and foreign visitors) in order to divert the crowd at individual windows and expedite the ticketing process. <sup>(3)</sup>

## Entrance gate

To accommodate the large number of visitors to TIFE, there were entrance gates at individual park areas, including Gate 1 at Yuanshan, Gate 2 at the Children’s Recreation Center, Gate 3 at Fine Arts Qingguang, Taipei Fine Arts Museum, Gate 4 at Xinsheng, the exclusive entrance for reservation tickets for the Pavilion of Dreams at the Xinsheng Transfer Station <sup>(4)</sup>, Gate 5 at Dajia, Pier Meiti and Pier Xikou. Different ticket verification equipment was used according to the crowd volume and hinterland size of

each park area. Automatic gates were established at entrances with larger crowd volume and hinterland while portable verifying unit and fixed verifying unit were used at entrances whose hinterland was smaller.

Automatic gate equipment was used at Gate 1, Gate 2, Gate 4, and Gate 5. Taking into consideration access by the disabled and the elderly with moving difficulties, and groups, three types of such gates were designed, the general gate (triple gate) for the general public, the simplified gate for visitors with paper tickets or moving difficulties, and the group and barrier-free gate for group visitors or visitors who come in wheelchairs and elderly visitors.

Taipei Fine Arts Museum, Gate 3, Pier Meiti, Pier Xikou, and the exclusive entrance for reservation tickets for the Pavilion of Dreams at the Xinsheng Transfer Station used portable verifying unit and fixed and fixed verifying unit as the ticket verification equipment in light of the limited sites and the crowd volume. Throughout all park areas, there were a total of 45 triple gates, 15 group gates, and 14 simplified gates, with 6 fixed verifying unit, and 22 portable verifying unit to facilitate mobilization whenever necessary. <sup>(5)</sup>

## Exit sensor

Exits were designed as simplified and group gates adjacent to entrances. The exit paths came in two widths, 0.7 meters and 1.1 meters. The latter was mainly for those with moving difficulties. Visitors did not have to go through repeated ticket verification while leaving park areas. However, for safety concern and the necessity to control the number of visitors leaving park areas, there was the “exit headcount statistics management system” with infrared sensors on both sides of exit gates (with built-in analyzer and processors) to count the number of visitors leaving park areas and upload the statistics in real time. Limited by the hinterland, only Gate 1, Gate 4, and Gate 5 had sensor exit gates. The number of visitors leaving park areas through the other exits was counted manually.

## Park access control

To facilitate temporary exits from park areas and re-entry later by visitors, Taipei City Government had representatives deployed at exits of the 4 park areas to adequately affix the TIFE special stamp on the hands of visitors who had to exit the park areas temporarily and would enter the park areas again later to facilitate free access by the visitors. With a show of the stamp upon re-entry through group gates to the ticket verifiers, visitors could have unlimited access to the park areas on the same day. There were a total of 11 types of park stamps exclusively for TIFE. The stamps came in 3 colors and were renewed randomly each day.

To facilitate visitors to purchase tickets on site and access park areas in queues, ticket booths, red velvets and canopies at entrances, and ticketing signs were completed one after another a few days prior to the opening date. The queue lines for individual park areas were planned according to their crowd volume and hinterland size. The red velvets were arrayed in “—” or “弓” shapes. There were also indicator signs to properly guide visitors through the ticket-purchasing process before accessing the park areas. In crowd control, for visitor safety and to maintain the visit quality, when the crowd in park areas reached 120 thousand people, Taipei City Government would show the real-time number of visitors on the information bulletins at ticket booths or MRT stations and remind visitors of related measures. When the crowd in park areas reached 150 thousand people, the dynamic balance control measure was exercised and the crowd was controlled by the one hundred people out and one hundred people in approach. Individual park areas shall implement the measure based on the ratio of people let in and out of their park areas.

## Ticketing system test

To smooth ticketing operations after the TIFE officially opened, the Department of Economic Development tested the ticketing system at major entrances in Yuanshan Park Area, Xincheng Park Area, and Dajia Riverside Park Area during test period (October 9 to 28, 2010). Over one hundred volunteers were mobilized to simulate ticket purchase, entry, and exit travel flows and processing speeds. System parameters were modified through multiple tests and reflections to improve the stability and reliability of the system and ensure its normal operations throughout TIFE.

## Printing and Distribution of Tickets

To demonstrate our national technology level, add memorial value to TIFE, and impress visitors with the expedited access to park areas, Taipei City Government adopted the latest ticketing equipment and the RFID electronic cards as the park area passes to facilitate bookkeeping for the TIFE. The printing of the electronic cards was outsourced to Mercuries Data System Ltd. while ticket selling and marketing was done by the United Daily News Co., Ltd.

### Printing of electronic cards

Electronic cards for TIFE mainly comprised two kinds, the advance tickets and tickets sold during official operations.

**Advance tickets:** Advance tickets were sold during two stages. In addition, there were the commemorative tickets with additional 2 limited-offer adult tickets. A total of 15 formats were available.

**Tickets sold during official operations:** There were the adult, student, discounted, afternoon, and evening tickets, three-day passes, and Flora Expo passes. A total of 7 formats were available.<sup>(6)</sup>

In light of the diversified ticket types, with up to 22 kinds of different formats, printing of tickets was done by the stage for batch purchases in order to avoid inappropriate distribution of the different types of tickets that resulted in shortage or surplus in the supply. Through the inventory mechanism, contractor in charge of selling the tickets periodically reported the sales records and inventory. As soon as the remainder of the tickets reached a certain number, the contractor would advise on the additional quantities needed. The Department of Economic Development would then notify the ticketing system contractor to print more tickets. In light of the fact that printing of electronic cards needed to take into consideration the lead time from discussion, reporting, ordering of ticket quantities to preparation of materials, printing, and delivery of cards by the contractor and the production cost for the contractor, printing would only begin when the purchased number of tickets reached a certain requirement. Therefore, it was difficult to precisely estimate the accurate quantities of different types of tickets that needed to be printed. A total of 2.86 million advance tickets and 140 thousand tickets (including additional free tickets) for the ticket packs were printed during the 1st stage and 700 thousand advance tickets were printed during the 2nd stage for TIFE. The first batch of electronic cards during official operations totaled 1 million. Additional cards were printed 4 times throughout the operation, totaling 1.3 million. The accumulated number of electronic cards printed came to 6 million.

### Ticket-selling channels

Tickets for the TIFE were sold through electronic media, such as TV programs and radios, and printed media like the advertisement bulletins, MRT and convenience store posters. Besides ticket booths at park areas, people could purchase tickets ahead of time through the Era Ticketing System, convenience stores like FamilyMart (around 2,670 branches), Hi-Life (around 1,250 branches), OK · MART (around 850 branches), and the TIFE ticket selling network. In addition, ticketing services were available on the first

floor promotion area of the Taipei City Hall and TIFE offices of United Daily News. For the Era Ticketing System, people could purchase tickets on the Internet or through the ibon system at 7-11 stores throughout Taiwan (around 4,750 branches). In other words, there were up to 9,520 convenience stores throughout Taiwan providing ticket-selling services. People could purchase TIFE tickets easily at a convenient time wherever they were. <sup>(7)</sup>

## Advance ticket discounts and sales

To facilitate early purchase of advance tickets for TIFE, the early-bird plan began on October 1, 2009. Advance tickets were sold in two stages. People were encouraged to purchase tickets with the “more discounts for earlier purchase” and “bulky purchases with differential prices” approaches. <sup>(8)</sup>

For the first stage (October 1, 2009 to March 31, 2010), the promotion featured an adult ticket for NT\$200 and a ticket pack for NT\$3,300. The sales were not satisfactory in the beginning. However, through promotion, a lot of enterprises and people purchased tickets at a large volume. Therefore, the number of advance tickets sold during the 1st stage reached 2,817, 877 and the net profits came to NT\$342,640,490. The promotion for the 2nd stage (April 1, 2010 to August 31, 2010) featured an adult ticket for NT\$250. The sales came to 672,780 tickets and the net profits were NT\$104,503,955. The two stages brought a total of 3,490,657 tickets and net profits of NT\$447,144,445, most of which were bulky purchases by groups, which accounted for around 98% of the total number of advance tickets sold, setting the advance ticket sale records in Taiwan. The primary incentive, as indicated in the analysis, was the fare discount. The discounted prices enabled ticket purchasers to enjoy worthwhile services available at the TIFE and stimulated the growth in the sales.

## Sales during official operations

Sale of electronic cards during official operations began on September 1, 2010 and ended on April 25, 2011. A total of 2,158,291 electronic cards and 2,207,931 paper tickets were sold (including group tickets). In addition, 882,014 tickets were sold through deduction of value from the EasyCard (excluding over-charge with cash refunds). The net profits came to NT\$946,955,354. If the number of advance tickets sold is included, the total tickets sold for TIFE comes to 8,738,893 and the accumulated net income comes to NT\$1,394,099,799.

## Printing of Other Souvenir Cards and Coupons Issuance of souvenir EasyCards

In order for TIFE tickets to combine with the EasyCard system, the Department of Economic Development outsourced the EasyCard tickets on August 12, 2010 to the EasyCard Corporation so that Easy Card holders in the Greater Taipei area could directly use their Easy Cards to deduct the ticket value for TIFE at entrance gates of individual park areas and save the trouble of waiting in lines to purchase tickets. Addition, to encourage people to take public transportation, the EasyCard entry mechanism was especially planned with discounted prices so that people could easily access the park areas by bus and MRT. <sup>(9)</sup>

In addition, with the flower fairies for TIFE as the themes, the EasyCard Corporation issued 6 types of TIFE Souvenir EasyCards with limited offer. The first version – Flora EasyCard × 2,000, was issued in November 2010, the second version – Beautiful Planet EasyCard × 2,000, was issued in December 2010. Both versions were sold out. In 2011 the other four versions were issued, including the third version – City of Vigor EasyCard × 1,500, the fourth version – Beautiful Home Easy Card × 1,500, and the fifth version – Beautify City EasyCard × 1,500, respectively, and the sixth version – Grand Packs × 300 (6 cards in one pack). Because the cards would be eligible for 20% off the adult ticket price and they were printed

exquisitely with useful and collection values, sales were satisfying with a total of 10,300 cards sold of the 10,020 cards issued.

## Issuance of coupons

Because TIFE had performances, which qualified for the amusement tax, coupons had to be printed according to Article 15 of the Taipei City Ordinance for Collection of Amusement Tax. The quantity of coupons to be printed was controlled at 3% of the number of priced tickets sold. However, 5% was allowed for temporary charged entertainment. In addition, TIFE was temporary in nature so coupons could be printed by the 5% limit. Bookkeeping was required to facilitate audits.

To facilitate exchange among counties and cities throughout Taiwan, compensate residents in the peripherals of the park areas for the inconvenience they suffered, maximize promotion benefits, and thank sponsors for their enthusiastic support, VIP coupons were printed and distributed to the aforementioned parties since December 2009. To be prepared for the abnormality caused by improper preservation of tickets by some visitors and accidents not attributable to visitors and had to be handled on site in order to protect visitor rights and enhance service satisfaction, executive officers in individual park areas received several coupons so that they could handle complaints from visitors. A total of 320 thousand VIP coupons were printed throughout the TIFE with 152,238 tickets distributed.

To offer compensations upon accidents in the park areas that would lead to discontinuation of operations, limit time available for visitors to see the park areas or their visit scope and protect visitor rights, the “Compensation Rules for Discontinued Operations during the 2010 TIFE” were established. When certain park areas or pavilions were announced to halt operations due to accidents, each visitor affected would receive one coupon. Based on the principle, a total of 150 thousand afternoon coupons were printed for TIFE and were distributed when the Dajia Riverside Park Area was closed on December 31, 2010 for the New Year Countdown Event, early closure of park areas at 5:00pm on February 2, 2011, the Chinese New Year’s Eve, and for executive officers of individual park areas to give out to visitors as compensations for accidents that undermined park area operations or resulted in discontinued performances. A total of 55,624 were given out. Coupon holders could enter park areas through the group gate throughout the TIFE.

## Visitor Ticket Question Service

The advanced electronic equipment adopted by TIFE for its ticketing system made the operations of the system relatively complex. In addition, the non-touch sensor design of electronic cards made it difficult to see if they were used or not. Therefore, to serve visitors, the ticket inquiry machines and center of ticket services were available at individual park areas to address related problems.

## Ticket inquiry service

To facilitate visitors to make inquiries about the status of their electronic cards, Taipei City Government asked the Taipei Rapid Transit Corporation to set up free inquiry services for the status of their TIFE tickets at areas outside the pay zones of MRT stations, including the EasyCard inquiry machines at 93 MRT stations and 4 Maokong Cable Car stations or information desks at individual stations. In addition, there were a total of 8 Taipei Int’l Flora electronic cards inquiry machines in the peripherals of the park areas to people to make inquiries about the status of their TIFE electronic cards or Easy Cards (the latest 6 transactions).<sup>(10)</sup>

## Ticket abnormality

There were “center of ticket services” at individual park areas with special manpower comprising mostly support personnel from the Taipei Rapid Transit Corporation, based personnel from Mercuries Data Systems Ltd., and ticketing system staff from the exhibition construction center at the TIFE Operation Headquarters to help visitors handle abnormalities like bent or damaged tickets upon card swiping or failed detection and handle the situation through immediate analysis of the causes. For ticket problems not attributable to the visitors, the standard operating procedures were followed to allow the visitors to enter park areas (after they were asked to complete the ticket abnormality reporting sheet) to avoid onsite complaints and disputes.

## Visitor Headcount Statistics

The visitor headcounts during the test period and TIFE Week of Gratitude were mainly done manually while the headcount during official operations was recorded primarily through ticket verification equipment set up throughout park areas under the ticketing system and secondarily manually (e.g. for those who were given free entry) before the information was uploaded to the station processing system at individual park areas and then back to the Central Data Processing System at the TIFE Operation Headquarters for producing various statistic reports so that various analyses could be done.

## Test period

In order to understand if the various hardware and software facilities at park areas and pavilions were meeting visitor needs, the Department of Economic Development started to test the operations between October 9 and October 28, 2010 through various pressure tests and surveys so that weaknesses could be discovered early and improvements could be made accordingly and visitors could have optimal visit quality after TIFE was officially opened. Those invited to take part in the test were primarily specific groups. A total of 451,264 volunteers assisted with the test. Problems discovered included insufficient guided tours and signs, entry and queuing line planning, and shortage of resting and dining chairs in the park areas. All of them were improved right away.

## Official operation period

From November 6, 2010 to April 25, 2011, the total headcount of visitors to TIFE came to 8,963,666, with a daily headcount of 52,419 on average. The highest daily headcount, 183,774, was achieved on April 24, 2011.

In addition, to signify the efficacy of TIFE in terms of international participation, the headcount of international visitors was estimated in two ways, including by oral inquiries or visual inspection at entrance gates by gate ticket conductors (targeting mainly ordinary visitors, which accounted for around 0.65%) and inquiries by ticketing contractors at individual ticketing windows (targeting primarily group visitors, which accounted for around 5.88%). The total headcount of international visitors combined was around 585,327, accounting for around 6.53% of the total headcount. There was around a headcount of 8,378,339 domestic visitors.

TIFE was rich in contents with showcases of flowers and horticulture, culture and arts, environmental ecology, and topnotch technology, the four major characteristics of Taiwan. It was highly international and educational. Therefore, it became a primary destination for extra-curricular tours. During the exposition, a total of 117 universities and colleges, 194 senior high schools, 102 vocational high schools, 378 junior

high schools, 738 elementary schools, 469 kindergartens and 577 preschools, totaling a headcount of 723,873 people visited the park areas on their extra-curricular tours, accounting for 8.08% of the total headcount of visitors.

## **TIFE Week of Gratitude**

To thank staff at Taipei City Government, contract staff, service representatives from the exhibition arranger, volunteers, security guards, voluntary traffic directors, housekeeping personnel and dining staff for their support and the services they provided to visitors during the TIFE, TIFE Week of Gratitude, from April 26 to May 1, 2011 was particularly planned after the TIFE was concluded and the aforementioned parties received coupons and could visit the park areas during this week. The ticket verification manpower continued to provide ticket verification services. The visitor headcount during TIFE Week of Gratitude came to 188,719 (including children under 6 years of age who had free access).

## **Data Analysis**

### **A majority of electronic card holders among those who purchased tickets to visit the park areas**

The total visitor headcount during official operations of TIFE was 8,963,666, of which a majority were electronic cards holders, accounting for over half of the total number of people visiting the park areas (54.99%, followed by EasyCard holders (883,248), accounting for around 9.85%. The data were drastically different from the expected number of visitors. A possible reason inferred was that the electronic cards for TIFE were good souvenirs and were unique and various sponsors provided the ticket holders with various shopping benefits (e.g. Buy One Get One Free at Starbucks). As such, many visitors were willing to give up the 10% discount when visiting the park areas with their EasyCard. Instead, they chose electronic cards to access the park areas. There were 994,324 people given free entry to the park areas (around 11.09%). In terms of group tickets, the number of visitors totaled 2,157,152, including tourist groups and those on extra-curricular tours, accounting for around 24.07%. This means that TIFE was educationally significant and did contribute to the tourism industry so that it could attract over 2 million domestic and international visitors and schools at various levels for a visit. <sup>(11)</sup>

### **Free entry, mostly the disabled and their attendants**

To be consistent in its social welfare policies, care for the minorities, including children under 6 years of age, the disabled and their necessary attendants, and reward volunteers in the City and those with ticket stubs from the opening and closing ceremonies of the Deaflympics and in light of the fact that TIFE was conducive to expanding the scope of learning for students, diversifying and enriching their knowledge level, and broadening their international horizon, schools at various levels were encouraged to come to TIFE on their extra-curricular tours. Schools could enjoy discounted ticket fares through the “Extra-Curricular Tour Reservation System for TIFE and accomplish the goal of promoting TIFE and the tourism industry through visits by domestic and international tourist groups, teachers on extra-curricular tours, tour guides and leaders of sightseeing groups, and local opinions leaders were given free entry to the park areas. During official operations, a total of 994,324 headcount of people entered the park areas free of charge, accounting for 11.09% of the total visitor headcount, of which a majority were the disabled and their attendants, about 420 thousand people in total, accounting for around 42.9% of those with free entry, and around 4.76% of the total visitor headcount throughout the TIFE. <sup>(12)</sup>

## More visitors on weekends and holidays and least visitors on Tuesdays (on weekly basis)

Statistics show that the daily number of visitors to the park areas was 52,419 on average. The number of visitors on Monday, Tuesday, Wednesday, Thursday, or Friday was all lower than the average, among which Tuesday had the least people. The average number of visitors was 41,087 and gradually grew to reach peaks on weekends and holidays. The average number of visitors on Saturdays was 63,335 and that on Sundays was 70,202. Analysis shows that it was because most people had their days off on Saturdays and Sundays and hence it was more likely for these people to have the last working day or the first working day (Friday or Monday) off in order to have sufficient travel time. As a result, when it got closer to weekends, the number of visitors would increase. While the different ticket types were designed, TIFE also took into consideration the aforementioned trend and hence introduced the three-day pass in order to satisfy these visitors' needs. <sup>(13)</sup>

## Least visitors in January 2011 ( on monthly basis)

The official operations of TIFE spanned over a total of 171 days, including 115 weekdays (Monday through Friday), 44 holidays, and 12 special consecutive holidays.

In the beginning of TIFE, many people visited the park areas out of curiosity and the eager to see TIFE before everyone else and the weather then was pleasant and it seldom rained (It rained only 14 days and 6 days in November and December, respectively), which increased people's willingness to pay TIFE a visit. As such, the average number of visitors to the park areas in November and December was the highest besides April. The average number of visitors in January 2011 was 32,791, the least of all months while TIFE was on. A possible reason inferred could be the low temperature, which was only 13.7°C on average, lower than the historical average temperature of 16.1°C for January. A cold and wet weather would undermine people's willingness to go out. In addition, the month was when students were preparing for their final exam. As such, their chance to travel was relatively low. These may have been the reasons for the sudden decline in the number of visitors. <sup>(14)</sup>

The average number of visitors showed growth from January to April 2011. That in April nearly doubled. Possible reasons inferred could be the effortless promotion by the City Government and the steadily increasing temperature and reduced rainfall since January (the temperature was 21.7°C on average in April and the number of rainy days dropped to 7). Also thanks to consecutive days off due to the Chinese New Year vacation, the 228 Memorial Day, and Tomb Sweeping Day, when more people had more time to travel, people from outside the northern part of Taiwan, in particular, the average number of visitors came to 86,609. Therefore, the daily number of visitor headcount during each of consecutive holidays was always much higher than that on a weekday. <sup>(15)</sup>

## Highest single-day record achieved on April 24, 2011

The average daily number of visitors to the TIFE was 52,419 of which the highest number of visitors was reached April 24, 2011, with a total of 183,774 and the least number of visitors occurred on January 12, 2011, with only 12,129 people.

By the week, the lowest number of visitors occurred during the week of January 10 to 16, 2011, with only 19,633 visitors. Possible reasons inferred were that it was the final exam week for schools and that the weather was cold and wet so that people were less inclined to go out. On the other hand, the highest number was achieved during the week of April 18 to 25, 2011, with 115,348 visitors. It may have been because it was the final week before the closing date of TIFE and visitors who did not get a chance to visit it earlier or would like to visit it again flowed in at the last moment.

## 60% of visitors entered park areas by 11:00am and another peak was reached after 1:00pm every day

Over 60% of visitors chose to visit the park areas in the morning, among them a majority entered the park areas by 11:00am (accounting for over 40% of visitors each day). This may have been because most visitors wished to finish watching all exhibitions in one day, the park areas were huge in area, and some pavilions required reservation tickets that were only distributed in the morning (including the Pavilion of Dreams, Taipei Story House, the Celebrity's House, EXPO Theater, and Pavilion of Regimen). As such, people had to wait in lines for entering the park areas before they were opened at 9:00am. In addition, most tourist groups arranged visits to the park areas as soon as they were opened, which also contributed significantly to the surge in the number of visitors in the morning.

The number of visitors entering the park areas gradually declined by the time slot available each day. However, due to the fact that 1:00pm was the starting hour for the afternoon tickets, the average number of visitors entering the park areas during this time slot was slightly higher than that for the 12:00pm slot. It was inferred that people mostly entered the park areas by 11:00am or decided to have lunch first before they entered the park areas in the afternoon with discounted tickets. <sup>(16)</sup>

## Encourage nationwide participation with promotional week discounts

To promote county/city collaboration and exchange and encourage nationwide participation, the City Government particularly planned promotional weeks, including the district week exclusively tailored for residents in Taipei City and county/city weeks for residents from outside Taipei City. The weeks were determined by lot draws. Residents of a specific county or city could enjoy 50% off the adult, student, discounted, afternoon, or evening ticket price when they purchased the tickets and visited TIFE during their week.

The promotional weeks were designed primarily to divert the crowd to different times. The prior planning helped with effective relief of traffic load in the peripherals. Many people also chose to visit TIFE as such. This arrangement indeed effectively diverted the crowd and prevented overly concentration of crowd in the park areas and the peripherals on holidays which could result in a traffic jam and other safety issues. A total of 542,160 headcount of people visited TIFE during their weeks. <sup>(17)</sup>

## Visiting groups

There were ordinary groups and VIP groups. The former had to have 15 to 40 members and were subject to applications through the official website of the TIFE with the Operation Headquarters 3 days prior to their arrival. The guided tour for the groups lasted for 1 hour. They had to choose one of the guided tours, the floral route, the new horizon, or the river route. Guided tours for groups mainly took place outdoors because of the limited indoor room. VIP groups had had to apply with the VIP guided tour section 3 days ahead of time and their applications were subject to review and approval. On the day of their arrival, the VIPs were received according to their profile <sup>(18)</sup> with specialists assigned to provide guided tours on important facilities and within pavilions.

While the TIFE was on, a total of 1,455 groups with 21,183 domestic and international visitors were received, including 143 groups with 1,794 visitors from the central government agencies, 108 groups with 2,616 people from various county and city governments, 670 groups with 7,266 people from public representative authorities at various levels, 23 social welfare minority groups with 1,047 people, 28 floral groups with 510 people, 199 corporate groups (including TIFE partners) with 2,636 people, 247 social, academic, and religious groups (societies, schools, and religions) with 4,847 people, and 38 celebrity

groups with 467 people for promotional benefits (from the cultural, entertainment, sports, and performing industries).

A total of 762 groups with 12,532 international VIPs were received, including 372 groups with 4,554 political figures from different countries, 2 international social welfare minority groups with 182 people, 26 international floral groups with 369 people, 47 international famous enterprises with 487 people, 271 international social, academic, and religious groups (schools, societies, and religions) with 6,211 people, and 44 international celebrity groups with 729 people for promotional benefits (from the cultural, entertainment, sports, and performing industries).

## Chapter 9 Notes

1

The ticketing system software and hardware project included the Central Data Processing System, Station Processing System, Automatic Gate, exit headcount statistics management system, the visitor information bulletins, Passenger Agent machines, portable sale point system, electronic card printer, portable verifying unit. Besides integrating and implementing ticket operations and audits, supervision, control, management, and planning functions throughout park areas, the system could record complete information on all visitors entering and leaving park areas during TIFE and the types of tickets and their quantities used to facilitate related analyses.

2

### Ticket Purchase Information for the 2010 TIFE

#### I. Discounts

- (I) People should present their ID and while purchasing adult, student, discounted, afternoon, and evening tickets at 50% off during their week. Each person is limited to one ticket only and should use the ticket on the day it is purchased. Promotional week information.
- (II) Taipei City councilors and councilors from other counties and cities or township or city representatives, among other local opinion leaders, should apply with district offices in Taipei City if they are visiting TIFE on a delegation comprising over 20 members (including the local opinion leaders). They should purchase tickets with the approved and sealed certificate from the district offices at ticket booths and members on the delegation should be eligible to a 50% off discount. The local opinion leader in charge of the delegation or his/her designee can have free entry. The discount is applicable on a weekday, only, not national holidays or special holidays, and the tickets should be used on the day of purchase.
- (III) Schools on extra-curricular tours that apply through the TIFE reservation system (2010 TIFE Teaching Resources Network) will be qualifying their students for the 50% off the group ticket fare (or 60% off the group ticket fare during their weeks). Two teachers in charge of each class can have free entry. Those who come on the tour (including parents and volunteers), as long as they make reservations through the system as the group, enter at the original group price regardless the number. Students and their companions that are added on the day of visit need to purchase tickets at the announced price (e.g. the discounted fare if they come during their week, i.e. 50% off the adult, student, discounted, afternoon, and evening fares with a show of valid ID).
- (IV) People with low-income certification issued by the Taipei City Government can be given free entry.
- (V) People with a domestic or international tour leader certificate or the tour guide certificate issued by the Tourism Bureau can enter free of charge with their tourist groups. For each tourist group, only one tour guide and one leader can have free entry and the tour guide and leader need to enter through the same gate with their group.
  1. Proof of eligibility is required with a group of 10 people and above or with a show of the assignment sheet from the travel agency.
  2. For extra-curricular groups through the TIFE reservation system and entering under leadership of a travel agent, besides the original two teachers per class, a tour guide and a tour leader per group ticket with presentation of the travel agency assignment sheet are allowed to enter free of charge. (Individual schools shall determine on their own how to separate their groups. The minimal unit shall be a class.) The other tour guides or tour leaders have to purchase tickets to enter.
  3. Proof of eligibility is required for international tour leaders with their groups with a show of the assignment sheet from the travel agency.

4. To reserve group tickets, travel agencies are asked to contact United Daily News Co., Ltd's TIFE ticket office at (02)2585-5330~5332.

(VI) EasyCard discount:

1. Entrance

(1) EasyCard holders are entitled to 10% off their respective TIFE ticket fare (EasyCard credit cards are subject to a discount off the adult fare only).

(2) The TIFE commemorative EasyCard holders are entitled to 20% off the adult fare.

2. Public transportation

(1) Those who visit TIFE by public transportation using EasyCard (including the Blue Highway boat) are entitled to additional NT\$10 off the ticket fare.

(2) Those who visit TIFE by priority shuttle buses using EasyCard are entitled to additional NT\$20 off the ticket fare.

(3) The aforementioned discount is applicable to the EasyCard holder only and the holder shall not use EasyCard for other small-value consumptions before entering the park areas after the EasyCard is used for sensor payment deduction to prevent undermined reading of transactions (the inquiry machine can only read the most recent 6 transactions).

(VII) The discounts mentioned in individual items above shall not be combined.

## II. Entrance

(I) Visitors are free to enter all four expo areas after entry.

(II) The ticket price excludes the Blue Highway boat ticket, coin-operated facilities, admission to certain exhibitions and events, or personal expenses (i.e. food, souvenirs, etc.)

(III) If visitors wish to return later the same day, they shall have their hand stamped at the exit and re-enter through the group entrance.

(IV) Visitors should produce certification at the group entrance for free admission.

(V) Flora Expo pass holders should enter through the group entrance gate, where the attendant will check if the photo matches the pass holder. To protect the rights of all pass holders, if you are not the person in the photo, the gate attendant will hold onto the pass and notify the rightful owner to pick up the pass. Anyone other than the original pass holder must purchase another ticket to enter.

(VI) To enter, please pass your electronic card or EasyCard over the sensor at the entrance. To avoid double charges, do not slide your wallet over the sensor if you have both the electronic card and an EasyCard.

(VII) Free entry for one chaperone is required to assist a person with disability. For free entry, please follow the person with disability as you enter.

(VIII) People entitled to a discounted ticket (i.e. pregnant women) or a special discount (i.e. during activity week) should purchase an electronic card to enjoy the discount.

(IX) TIFE Voucher (paper ticket) purchased at convenient stores has "Date of Entrance 09:00:00 Nov. 6, 2010" printed on every ticket. The voucher however allows your entry on any given day. Just exchange your electronic card with the voucher at the ticket booth, or enter directly through the group entrance with your voucher punched at the gate. Please contact Flora Expo partner stores for special discounts by showing your ticket or voucher.

## III. Electronic card

(I) Electronic card are commemorative cards and will be returned to visitors after entry.

(II) Many stores are installed with checkpoint 8.2 MHz security system. Keeping more than one Electronic card together might trigger the alarm. This is not the malfunction of the ticket, but because the embedded antenna on the ticket will emit a certain frequency. Ticket holders should avoid carrying more than one Electronic card when entering stores with such security system.

## IV. EasyCard Entry

(I) EasyCard holders should pass their cards over fare gate sensors for entry. Each EasyCard allows only one entry a day.

(II) EasyCard purchases, returns, exchanges, and replacements will be processed in accordance with EasyCard Corporation terms.

## V. Ticket Returns and Refunds

(I) Deadline:

1. Returns for tickets purchased before the grand opening must be processed within 7 days after the opening.

2. Returns for tickets purchased after the opening day must be processed within 7 days of ticket pick-up date.

(II) Location:

Tickets can be returned at the TIFE ticket booths and specified locations. Those who have purchased their tickets through travel agencies or with credit cards should inquire about returns at the original point of purchase or operation center.

(III) Original tickets and receipts are required to process refunds. Those who have paid with credit cards only need

- to provide signed credit card slips. No refunds will be issued if they fail to produce proof of identification.
- (IV) Please handle your electronic card with care. No refunds will be issued for cards damaged after sales have been processed.
  - (V) With the exception of Flora Expo Passes, lost tickets will not be replaced. Please contact Expo ticket counter for ticket replacement, and expect a NT\$ 30 processing fee.
  - (VI) No refunds will be issued on one-day passes that have been used.
  - (VII) A NT\$ 30 processing fee will be charged on returns of one-day passes and commemorative tickets. NT\$ 300 will also be deducted for every day three-day passes and Expo passes were used before being returned. commemorative tickets can only be returned if they are in their original state and packaging (including 12 tickets and complementary tickets). No processing fee will be charged in the event of natural disasters, scheduled changes, or situations where the event organizers are at fault.
  - (VIII) No refunds will be issued for groups and other bulk ticket purchases in accordance with Expo terms.
  - (IX) EasyCard Refunds:
    1. For those who used EasyCard to enter but are entitled to a 50% discount due to activity week, EasyCard holders should processed a refund within 2 hours of entry at any ticket counter with showing ID and the EasyCard used for entry.
    2. If you were double charged at the fare gate sensor while holding the electronic card and EasyCard, please go to any ticket counter on the same day to process the refund by showing your electronic card and EasyCard.

## VI. Announcements

- (I) Please refer to the website below or the announcements at the TIFE for further information on tickets and discounts.
- (II) 2010 Taipei International Flora Expo: [www.2010taipeiexpo.tw](http://www.2010taipeiexpo.tw)
- (III) Ticket office opening hours: 08:30AM-08:30PM. Opening hours may be different on special holidays.  
Customer Service: (02)2720-8889, the 1999 Citizen Hotline. For further information on tickets, please contact the TIFE ticket office (02)2182-8886 ext 3.

3

### Overview of ticket windows distribution at TIFE

Quantity of ticket windows		General	Group	Unlimited pass	EasyCard value addition	Total
Yuanshan	North	13	3	1	1	18
	South	9	3	1	1	14
Xinsheng		12	1	1	1	15
Dajia		12	2	1	1	16
Children's Recreation Center		5	1	1	1	8
Fine Arts Qingguang		-	1	1		2
Taipei Fine Arts Museum*		-	1	1		2
Pier Meiti		-	1	1		2
Pier Xikou		-	1	1		2
Subtotal		51	14	9	5	79

\* Because of the special Monet and Gauguin exhibitions at the Fine Arts Museum, the Fine Arts Museum ticket booth was closed since November 27, 2010 to prevent the large crowd visiting the exhibitions and that visiting TIFE from overlapping and causing chaos. To purchase tickets, visitors had to go to the Fine Arts Qingguang ticket booth.

4

To accommodate issuance of reservation tickets for the Pavilion of Dreams, two exclusive gateways were set up at the Xinsheng Transfer Station and became operative on December 14, 2010. Around 4000 people were waited in lines to enter. For those over 80 years of age or with disability, there were exclusive priority passages to facilitate their entrance so that they did not have to wait in lines with ordinary visitors, causing unnecessary safety issues.

5

► Overview of ticket verification equipment at TIFE

Quantity of ticket verification equipment at individual entrances/exits	Automatic Gate			Fixed Verifying Unit	Total
	General (Triplet)gate	Simplified gate	Group Gate		
Gate 1 (Yuanshan)	22	4	3		29
Gate 2 (Children's Recreation Center)	0	2	5		7
Gate 3 (Fine Arts Qingguang)				2	2
Gate 4 (Xinsheng)	7	3	4		14
Exclusive entrance at Xinsheng Transfer Station for issuance of reservation tickets for the Pavilion of Dreams				4	4
Gate 5 (Dajia)	16	5	3		24
Subtotal	45	14	15	6	80

6

Formats of electronic cards for TIFE (actual dimension: 54mm × 85.6mm × 0.66mm)

◎ Advance tickets for the 1st stage



◎ Advance tickets for the 2nd stage



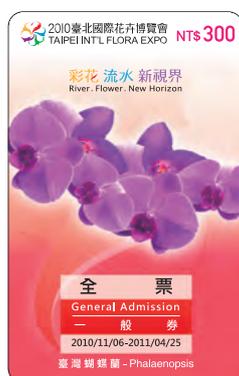
◎Commemorative ticket



◎Ticket pack complementary tickets



◎ Tickets sold during official operations



註7

Overview of ticket distribution channels for TIFE

- Indicates that electronic cards or group tickets are available.
- Indicates that vouchers (paper) are available.

	Era system		Convenience store			1F of Taipei City Hall	United Daily News ticket office	Ticket booth at TIFE
	Online	7-11	Family Mart	Hi-Life	OK MART			
Adult ticket	○	○	○	○	●	●	●	●
Student ticket	○	○	○	○	●	●	●	●
Discounted ticket	○	○	○	○	●	●	●	●
Afternoon ticket		○	○	○		●	●	●

	Era system		Convenience store			1F of Taipei City Hall	United Daily News ticket office	Ticket booth at TIFE
	Online	7-11	Family Mart	Hi-Life	OK MART			
Evening ticket		○	○	○		●	●	●
Three-day pass						●	●	●
Flora Expo pass						●	●	●
Group ticket							●*	●
Ticket pack				●		●	●	

\*The United Daily News ticket office only accepts purchase of advance group tickets by schools through the TIFE Extra-Curricular Tour Reservation System and travel agencies.

8

► Bulk ticket purchase discount for TIFE

Type of ticket	Accumulated quantity	Discount	Unit price
Advance adult tickets for the 1 <sup>st</sup> stage Oct. 1, 2009   Mar. 31, 2010 (Discount price: NT\$200)	100~1,000 tickets	15% off	NT\$170/ticket
	1,001~10,000 tickets	20% off	NT\$160/ticket
	10,001~20,000 tickets	25% off	NT\$150/ticket
	20,001~25,000 tickets	30% off	NT\$140/ticket
	25,001~30,000 tickets	35% off	NT\$130/ticket
	Over 30,001 tickets	40% off	NT\$120/ticket
Advance adult tickets for the 2 <sup>nd</sup> stage Apr.1/2010   Aug.31/2010 (Discount price: NT\$250)	100~1,000 tickets	16% off	NT\$210/ticket
	1,001~10,000 tickets	20% off	NT\$200/ticket
	10,001~20,000 tickets	26% off	NT\$185/ticket
	20,001~25,000 tickets	30% off	NT\$175/ticket
	25,001~30,000 tickets	36% off	NT\$160/ticket
	Over 30,001 tickets	40% off	NT\$150/ticket

註9

**EasyCard discount:**

1. Entrance

- (1) EasyCard holders are entitled to 10% off their respective TIFE ticket fare (EasyCard credit cards are subject to a discount off the adult fare only).
- (2) The TIFE commemorative EasyCard holders are entitled to 20% off the adult fare.

2. Public transportation

- (1) Those who visit the TIFE by public transportation using EasyCard (including the Blue Highway boat) are entitled to additional NT\$10 off the ticket fare.
- (2) Those who visit the TIFE by priority shuttle buses using EasyCard are entitled to additional NT\$20 off the ticket fare.
- (3) The aforementioned discount is applicable to the EasyCard holder only and the holder shall not use EasyCard for other small-value consumptions before entering the park areas after the EasyCard is used for sensor payment deduction to prevent undermined reading of transactions (the inquiry machine can only read the most recent 6 transactions).

10

There were 3 at the Yuanshan ticket booths, 1 at the Yuanshan entrance, 1 at the Children's Recreation Center ticket booth, 2 at the Xinsheng ticket booth, and 1 at the Dajia entrance.

註11

► Overview of number of TIFE visitors

Entrance by the month and the ticket type	November (13.23%)	December (18.50%)	January (11.34%)	February (16.68%)	March (15.93%)	April (24.32%)	Total
Electronic Cards (54.99%)	656,262	680,914	458,833	846,373	750,232	1,536,328	4,928,942
EasyCard (9.85%)	111,807	182,598	113,673	204,546	123,459	147,165	883,248
Group ticket (15.99%)	170,373	337,495	264,941	272,151	257,840	130,479	1,433,279
Extracurricular tour (8.08%)	120,677	260,892	92,792	39,194	138,392	71,926	723,873
Free entry (11.09%)	126,673	196,408	86,288	132,756	158,003	294,196	994,324
Total	1,185,792	1,658,307	1,016,527	1,495,020	1,427,926	2,180,094	8,963,666

12

► Overview of the number of visitors with free entry to the park areas

Status	%	Number of visitors
Children under six years old	18.13%	180,270
People with Disabilities	23.42%	232,847
Attendants for people with disabilities	19.48%	193,712
Tour guides and leaders	4.53%	45,019
Extracurricular tour teachers	2.60%	25,885
Taipei City Government voluntary service honor card and charity card	6.10%	60,618
People with Deaflympics ticket stubs	0.56%	5,526
Village heads	0.20%	1,963
Other (coupons and low-income people)	24.99%	248,484
Total	100%	994,324

13

► Overview of the number of visitors to TIFE by the month and the week

Mean daily number of visitors by the month and the week	November	December	January	February	March	April	Mean daily number of visitors
Monday	42,310	60,516	28,714	44,082	42,987	80,881	49,067
Tuesday	36,412	46,844	26,634	38,472	38,533	66,657	41,087
Wednesday	42,827	44,594	28,102	37,382	38,958	73,090	42,810
Thursday	41,069	50,028	30,667	52,475	40,321	80,126	47,829
Friday	48,688	50,137	32,660	57,178	41,554	78,686	51,544
Saturday	52,036	58,745	37,914	70,349	64,089	103,234	63,335

Mean daily number of visitors by the month and the week	November	December	January	February	March	April	Mean daily number of visitors
Sunday	66,250	67,519	42,225	73,815	61,084	117,315	70,202
Mean daily number of visitors	47,431	53,493	32,791	53,393	46,062	87,203	52,419

14

► Overview of the mean number of visitors to TIFE on a weekday and holiday by the month

Month	Mean daily number of visitors	Mean daily number of visitors on a holiday (including consecutive holidays)	Mean monthly number of visitors
November	41,920	59,143	47,431
December	50,141	63,132	53,493
January	29,325	40,069	32,791
February	37,912	74,035	53,393
March	40,314	62,586	46,062
April	78,650	100,033	87,203
Average	45,176	67,292	52,419

15

► Overview of the number of visitors to TIFE during consecutive holidays

	Usual day	General holidays	Consecutive holidays			Average of consecutive holidays	Average throughout TIFE
			1 Chinese New Year 2011/02/03~07	2 228 Memorial Day 2011/02/26~28	3 Tomb Sweeping Day 2011/04/02~05		
Mean number of visitors	45,176	62,023	86,425	103,893	73,878	86,609	52,419

16

► Overview of the number of visitors to TIFE by the time slot

Time slot	09:00~11:00	11:00~13:00	13:00~15:00	15:00~17:00	17:00~19:00	19:00~21:00	Total throughout TIFE
	Morning		Afternoon		Evening		
Number of visitors	3,923,835	1,858,820	1,449,081	1,097,639	385,213	249,078	8,963,666
Daily average	22,946	10,870	8,474	6,419	2,253	1,457	52,419
%	43.77%	20.74%	16.17%	12.25%	4.30%	2.78%	100.00%
Entrance after noon	5,782,655		2,546,720		634,291		8,963,666
Daily average	33,817		14,893		3,709		52,419
%	64.51%		28.41%		7.08%		100.00%

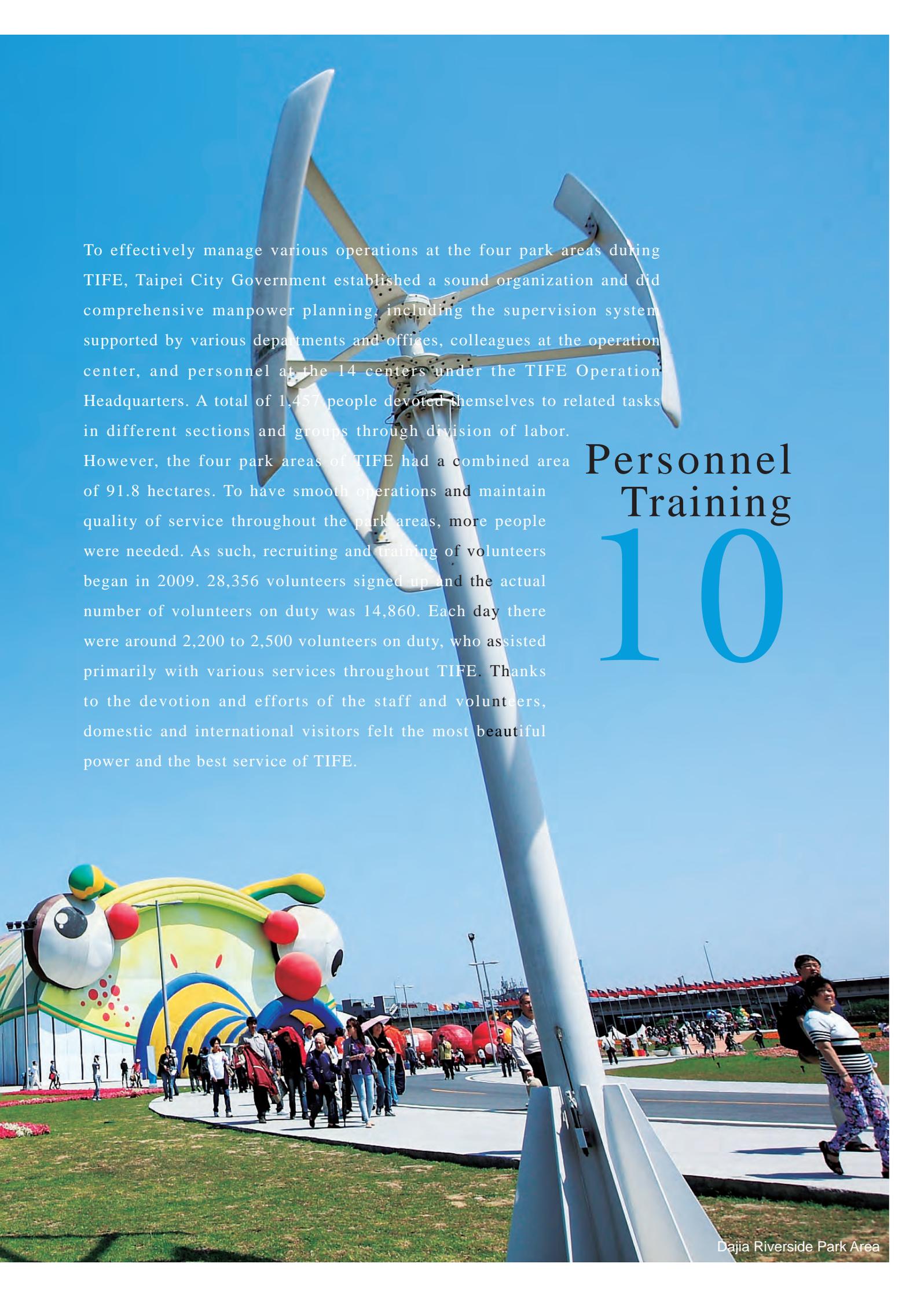
Overview of tickets sold during individual district and county/city weeks.

Taipei City			Other county/city		
Administrative district	Date	Number of tickets sold	County/city	Date	Number of tickets sold
Wanhua	2010/11/08~11/21	7,346	Taipei County	2010/11/06~11/14	104,735
Zhongshan	2010/11/08~11/14	21,312	Taoyuan County	2010/11/15~11/21	80,417
	2010/12/13~12/26		Kaohsiung County	2010/11/22~11/28	4,265
	2011/04/18~04/24		Taitung County	2010/11/29~12/05	2,036
Datong	2010/11/15~11/21	9,694	Penghu County	2010/12/06~12/12	1,567
	2011/01/17~01/30		Chiayi City	2010/12/13~12/19	4,957
	2011/02/21~02/27		Keelung City	2010/12/20~12/26	18,846
Neihu	2010/11/22~11/28	23,021	Miaoli County	2011/01/03~01/09	13,140
	2011/03/07~03/13		Nantou County	2011/01/17~01/23	6,806
Songshan	2010/11/22~11/28	18,446	Kinmen County	2011/01/24~01/30	1,007
	2011/03/14~04/03		Lienchiang County	2011/01/31~02/06	633
Nangang	2010/11/29~12/05	7,974	Changhua County	2011/02/14~02/20	13,434
	2011/02/14~02/20		Hsinchu City	2011/02/21~02/27	11,327
Da-an	2010/12/06~12/12	25,184	Pingtung County	2011/02/28~03/06	4,794
	2011/04/04~04/10		Greater Tai-chung	2011/03/07~03/20	57,892
Beitou	2010/12/20~12/26	19,681	Greater Tainan	2011/03/21~03/27	12,013
	2011/01/03~01/09		Hualien County	2011/03/28~04/03	3,079
	2011/01/24~01/30		Hsinchu County	2011/04/04~04/10	12,024
	2011/02/14~02/20		Yunlin County	2011/04/11~04/17	2,157
Zhong-zheng	2010/12/27~01/02	9,497	Yilan County	2011/04/18~04/24	2,779
	2011/03/21~03/27		/		
Shilin	2011/01/10~01/23	20,684			
	2011/01/31~02/13				
Wenshan	2011/01/24~01/30	11,561			
	2011/04/11~04/17				
Xinyi	2011/02/07~02/13	9,852			
Taipei City total		184,252	Other county/city total		357,908
Total		542,160			

Reception and Guided Tours was the main section in charge of guided tours for VIPs. Later, the Department of Economic Development, Taiwan External Trade Development Council, the International Affairs Division of the Secretariat, Personnel Office, the Mainland China Division of the Research Development and Evaluation Commission, and Department of Civil Servant Development were involved with related support manpower. A total of 243 people devoted themselves to the guided tours. Later, in light of the shortage in the full-time manpower, part-time manpower, hope employment and volunteers were included. The manpower came to nearly 2,000 people and was maintained at around 1,174 people until the closing day to serve customers.

Organization		Total number of people	Language	Number of people	Assignment
Department of Economic Development	Full-time staff at headquarters	32	Chinese	9	Domestic VIP reception
			English	3	International VIP reception
			Chinese	9	Domestic and international VIP reception and guided tours Site desks
			English	3	
			Japanese	3	Volunteer planning and management
				2	Administrative affairs and compilation
				1	Work-study personnel administrative affairs and management
	Work-study staff at headquarters	94	Chinese	69	Reserved guided tours Site desks
			English	14	
			Japanese	9	
			Spanish	2	
	Guided tour volunteers	837	Chinese	732	Desk guided tours Site desks
			English	88	
Japanese			17		
Assistance from external units	Taiwan External Trade Development Council	23	Chinese	15	Domestic and international VIP reception and guided tours
			English	5	
			Japanese	1	
			Spanish	2	
Assistance from City Government agencies	International Affairs Division of Secretariat	12	/	12	Correspondence with individual domestic agencies like the Ministry of Foreign Affairs
					Invitation of City Government officials for VIP reception
					VIP reception services
	Department of Personnel	168	/	168	Duty rounds at VIP Room
					VIP reception operations
Department of Civil Servant Development	5	/	5	Centralized control over VIP reception	
Total		1,174	/	1,174	





To effectively manage various operations at the four park areas during TIFE, Taipei City Government established a sound organization and did comprehensive manpower planning, including the supervision system supported by various departments and offices, colleagues at the operation center, and personnel at the 14 centers under the TIFE Operation Headquarters. A total of 1,457 people devoted themselves to related tasks in different sections and groups through division of labor. However, the four park areas of TIFE had a combined area of 91.8 hectares. To have smooth operations and maintain quality of service throughout the park areas, more people were needed. As such, recruiting and training of volunteers began in 2009. 28,356 volunteers signed up and the actual number of volunteers on duty was 14,860. Each day there were around 2,200 to 2,500 volunteers on duty, who assisted primarily with various services throughout TIFE. Thanks to the devotion and efforts of the staff and volunteers, domestic and international visitors felt the most beautiful power and the best service of TIFE.

## Personnel Training 10

## Personnel Training

The 2010 TIFE is the highest honor on Taiwan for it was the first advanced international professional exposition Taiwan is officially authorized to organize. The event has not only helped with tourism and the floral industry in Taiwan but also promoted international exchange and enhanced the international image of the Taiwanese Government, adding to Taiwan's publicity in the international society.

In light of the large number of domestic and international visitors that TIFE would bring and to have the most sufficient manpower available to be deployed for TIFE, Taipei City Government was on total mobilization in as early as the operation preparatory period (from January 2009 to September 2010) while planning for the manpower required during the operation period. It established the supervision system and operation center comprising colleagues from various departments and offices, 1,457 people in total, including personnel from the 14 centers under TIFE Operation Headquarters, up to the operation period. These people devoted themselves to TIFE-related affairs by division of labor in their respective fields and groups and worked hand in hand (See Page 98 of Chapter 2).

## Volunteer Recruiting and Training

To maximize national participation, to let people wishing to get involved in this event have the opportunity to share the glorious moment in history and people devoted themselves to volunteer work make the best of their skills on the international stage, promote and put their service spirit in action, and to enhance quality of service TIFE provides to its visitors and its image for effective combination of enthusiastic educational and social charity groups, volunteer recruiting started in 2009. The Department of Civil Affairs, Department of Education, and Department of Social Welfare were the main units in charge. Individual systems released their own information and did their own correspondences to invite different volunteer service groups to take part and the China Productivity Center was authorized through tender to help recruit, train, and manage the volunteers.

### Prospective candidates

Sources of volunteers for TIFE could generally be divided into groups and individual volunteers. The former were group volunteers already serving at public units like schools, hospitals, communities, and foundations while the latter were not limited. Anyone over 15 years of age, inclusive, highly enthusiastic in helping others could sign up.

1. General volunteers: People over 15 years of age, inclusive, with enthusiasm to serve others.
2. Group volunteers: Existing volunteer groups at various departments and offices of Taipei City Government and business and social groups.
3. Campus volunteers: Students of universities and colleges in Taipei City and Taipei County and then from other counties and cities.

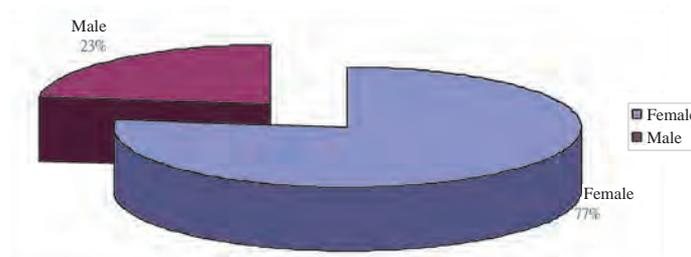
### Recruiting method

For individual volunteers, the focus was on intra-Taipei City Government retired public servants. Official letters were first sent to various departments and offices in the government to investigate the number of volunteers available and their utilization status and to related departments and institutions, including the Department of Social Welfare, Department of Civil Affairs, and the Taipei Fine Arts Museum, to ask for their experiences in utilizing volunteers. Official letters were sent in April 2009 to have authorities concerned help recruit and refer their affiliate volunteers to sign up for TIFE. In addition, the recruiting news was released on the official website in July 2009 and open recruiting was available on the website through online registration.

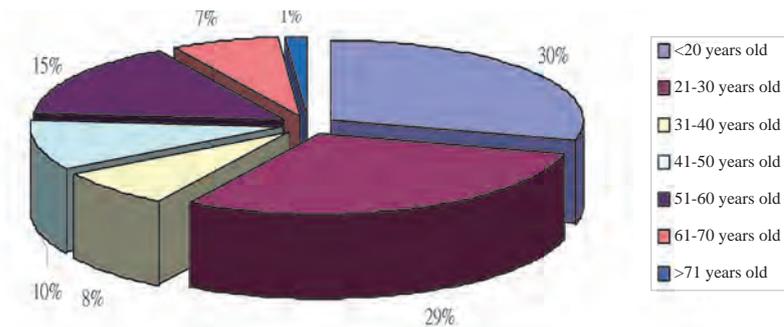
## Analysis of recruited volunteers

A total of 19,471 people signed up as general volunteers. A total of 8,885 people signed up as group volunteers.<sup>(1)</sup>

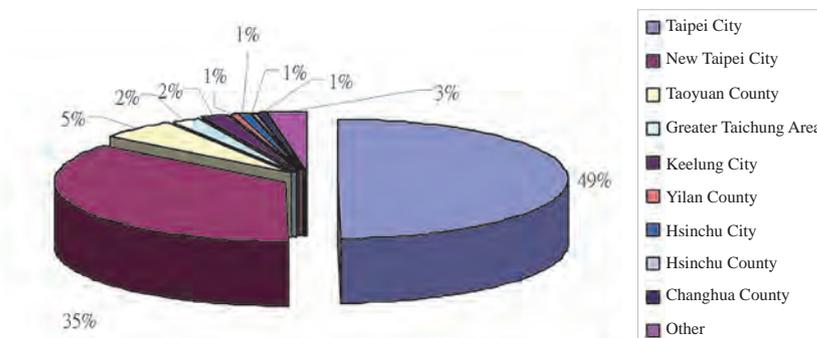
**Male-Female Ratio:** TIFE recruited a total of 28,356 volunteers, among which male volunteers accounted for 23% and female ones accounted for 77%.



**Age ratio:** Volunteers less than 20 years of age accounted for 30%; between 21 and 30 years of age 29%; between 31 and 40 years of age 8%; between 41 and 50 years of age 10%; between 51 and 60 years of age 15%; between 61 and 70 years of age 7%, and between 71 and 100 years of age 1%.



**Geographical location:** Most of the volunteers came from northern counties and cities, Taipei City and New Taipei City in particular, accounting for 49% and 35%, respectively, followed by Taoyuan County 5% and the others 11%.



## Training method

In order for volunteers wishing to participate in TIFE to learn correct volunteer service ideas and skills and understand the overall ideas and contents of TIFE, training courses for 2010 TIFE reserve volunteers were held. In light of the fact that the number of volunteers signed up for TIFE exceeded ten thousand, which would complicate the training operation, a tender was opened and decided with the contract signed in April 2010. China Productivity Center won the tender and would be in charge of the training operation. The training courses began in May with fundamental and standard sessions. After various operation mechanisms for the park areas took shape, professional training began in August of the same year. As the park areas were gradually in position, concurrent onsite rehearsals began in September of the same year. The number of people receiving the training exceeded 13,000.

In addition, for working volunteers or volunteers who were unable to attend classes in person, there was a learning interface set up on the Taipei e-Campus e-Learning Website through collaboration with the Department of Civil Servant Development. After volunteers signed up for free membership, they could hit “E-Training for Volunteers for TIFE” under “Popular Courses” and begin learning online.

## Courses

Training for volunteers could be divided into fundamental training and special training. Special training included three courses, standard, professional, and practical training courses. In terms of the training hours, it was 12 for the fundamental training and 4 for standard courses of special training. In addition, in response to onsite operations and arrangements in the park areas, among others, 4 hours of professional courses and 4 hours of practical training courses (onsite rehearsals) were planned for special training. The professional courses were divided into 6 categories according to the attributes of volunteer services in order to enhance the training efficiency while at the same time to facilitate centralized deployment of the volunteers in the future. There were a total of four stages of training courses and 49,135 people were trained.<sup>(2)</sup>

1. Twelve hours of fundamental educational training: The training encompassed knowledge of the Volunteer Service Act, understanding of volunteer service ethics, knowing oneself and recognizing oneself, contents and developmental trends of volunteer service, and sharing of volunteer service experiences to be comprehensive and let the learners have a better understanding of what volunteers should know and possess from diversified facets and perspectives.

2. Four hours of standard courses of special training: The courses included primarily two parts. The first part was the introduction to the preparations for the 2010 TIFE, from the preparation process to planning status, implementation progress, and total mobilization throughout Taipei City Government so that volunteers knew design concepts of and focus of exhibitions in pavilions in individual park areas. The second part was the introduction of volunteer service skills. The learners were given the opportunity to think over the behavior and attitude a volunteer should have and then advanced courses began, prioritizing volunteer service skills and knowledge of compassion. A lot of living examples were provided to impress the learners so that they could have further knowledge of the values, concepts, and attitudes associated with volunteer service.

3. Four hours of professional courses of special training: For various professional knowledge and skills needed by volunteers in order to provide various services, volunteer leadership management training, onsite training, foreign guest reception and international etiquettes, language training, and skill training were given. Professional courses included guided tour skills and reception services, pavilion services, core services, horticultural services, healthcare services, special professional courses, etc. to help learners understand the professional essence of volunteer service at TIFE.<sup>(3)</sup>

4. Four hours of practical training courses of special training: The courses focused on familiarity with service settings and contents inside and outside various pavilions at TIFE and standardization of volunteer service quality.

In addition, for the most predominant service volunteers and their tasks, the “core service courses” were particularly designed. The courses included customer service, administration, transportation, activities, environmental protection, and safety and were divided into three parts. The first part introduced code of conduct and service principles for volunteers of TIFE. The second part introduced the nature of service provided at TIFE, including ticketing information, sightseeing spots, and performances, traffic planning, and trash classification. The third part introduced the service process flow for volunteers at TIFE, including handling of lost and found items, handling of lost people, broadcasting and inquiry services, handling of complaints, etc.

## Volunteer Shift-scheduling and Management

The planning and modification of the management mechanism from pre-TIFE planning to application during TIFE could be generally divided into three stages:

(I) 2009 to March 2010 was the preliminary promotion stage where the fundamental framework was planned.

(II) April 2010 to September 2010 was the intermediate promotion stage, which was adjusted to reflect the organization and operation mechanism for TIFE.

(III) October 2010 to April 2011 was the late promotion stage where the management system and service regulations were being established and defined.

### (I) 2009 to March 2010: the preliminary promotion stage

At the preliminary promotion stage, because the park areas were under planning and various service sites were not ready yet, project planning staff in the “TIFE Project Office” had to refer to flora expositions held in Osaka and Hamanako, Japan and Deaflympics and World Games organized in Taiwan for their experiences with volunteers and the organizational structure before starting to plan the underlying framework. After that, recruiting targets, service targets, transportation and food allowances, training methods, recruiting objectives, and incentives and benefits, among other details were established.

1. Recruiting targets: people over 15 years of age.

2. Service shifts: Five shifts a day and 3 hours for each shift. The first shift was from 8:30 to 11:30. The second shift was from 11:00 to 14:00. The third shift was from 13:30 to 16:30. The fourth shift was from 16:00 to 19:00 and the fifth shift was from 18:30 to 21:30.

3. Transportation and food allowances: NT\$80 for food and NT\$30 for transportation totaling NT\$110 were planned for each person each shift and were given out through remittance on a monthly basis.

4. Training method: There were 12 hours of fundamental training, 4 hours of standard training, 4 hours of professional training, and 4 hours of onsite rehearsals.

5. Recruiting objectives: Sixteen action items were preliminarily planned for the volunteers. The headcount needed was 716 people on a usual day and 1,135 people on a holiday on average. It was estimated that 193,050 headcount of people was needed throughout TIFE. With at least 30 shifts to be served by each volunteer, a total of 6,435 people were needed. Plus the turnover rate, the preliminary recruiting goal was set at 10,000 people.

**6. Incentives and benefits:** The recognition mechanism was designed based on the accumulated hours of service. For volunteer officers with excellent performance, TIFE would present Volunteer Officer Certificates. Different classes of service certificates were given away based on the number of hours served. In addition, for all participating volunteers, related benefits were available, including two souvenir T-shirts of TIFE (one short-sleeve and one long-sleeve), insurance during their volunteer service, and volunteer networking activities that were held every now and then, among other incentives. In addition, some openings were reserved for volunteers for related events at TIFE if possible.

- ⊙ For general volunteers who served 99 hours and more, the Bronze Service Certificate was presented.
- ⊙ For general volunteers who served 180 hours and more, the Silver Service Certificate was presented.
- ⊙ For general volunteers who served 270 hours and more, the Gold Service Certificate was presented.
- ⊙ For general volunteers who served 450 hours and more, the Diamond Service Certificate was presented.

## **( II ) April 2010 to September 2010: the intermediate promotion stage**

As the preparations for TIFE became complex, the original “TIFE Project Office” was expanded to become the “TIFE Operation Headquarters” in April 2010 which comprised 14 centers to take charge of different tasks. The “Administration Center” was in charge of the overall human resources, financial affairs, assets, and research and development evaluation. To begin related operations for volunteers, the “Volunteer Recruiting Section” was added under the Administration Center and the planning team expanded from the original two project planners to comprise 10 members. Besides continued basic shift and hours scheduling for volunteers, detailed planning and modification of the volunteer operation mechanism was embarked on as park area constructions were nearing completion and the operations were gradually taking shape.

**1. Establishment of the volunteer shift scheduling system:** In light of the many volunteers and the complex of the shift scheduling operation, a separate volunteer service network was established and the volunteer shift scheduling system was planned in the outsourced volunteer project. Information was released on the website (events, courses, service...). Inquiries about the shift schedule and attendance, course management, online registration, service performance, database analysis, statistics and statements, shifts scheduled, attendance statistics and volunteer cost statistics could be made on the website.

**2. Consolidation of volunteer categories:** In light of the fact that the originally planned 16 volunteer categories were too detail-oriented and were partially overlapping, which made it uneasy to assign tasks, professional training and service sites, the 16 categories were consolidated to 11.

**3. Re-estimation of volunteer demand:** In order to reflect the situation on site and needs of individual centers, a survey was conducted during this period among individual centers of the TIFE Operation Headquarters to investigate their volunteer demand and re-estimate the needed number of volunteers. It was estimated that the average demand per day would increase to 2,892 people and a total of 19,730 volunteers would be needed throughout TIFE.<sup>(4)</sup>

**4. Planning of professional training contents:** On the basis of the 11 volunteer categories, contents of the professional training courses were adjusted to include five types, “guided tour skills and reception service”, “pavilion services”, “core services”, “horticultural services”, and “healthcare services” so that volunteers could familiarize themselves with the park areas more quickly.

**5. Planning of volunteer service sites:** On the basis of the 11 volunteer categories, the service sites were divided into 7 categories and a relative number of volunteers were configured for sites in each category. The preliminary planning encompassed 287 service sites.<sup>(5)</sup>

### ( III ) October 2010 to April 2011: Late promotion stage

1. Volunteer categories adjusted again during the test period: In order for the volunteers to familiarize themselves with their working environments early and discover issues with onsite deployment to facilitate pre-exposition improvements, onsite rehearsals began in September and the test period started in October. Volunteers began scheduling their shifts on line and serving their duties. During the process it was found that the 11 volunteer categories were still complicated. In light of the fact that the volunteer work focused on answering inquiries from visitors, the number of categories was further consolidated to 5, namely service volunteers, guided tour volunteers, visitors center volunteers, pavilion volunteers, and healthcare volunteers. The volunteers were based on related working sites that reflected the contents of their jobs<sup>(6)</sup>.

◎Service volunteers, including administration volunteers, who were in charge of helping with related administrative work concerning volunteer management; environmental protection volunteers, who were responsible for assisting in inspecting the park areas to ensure cleanness of the surroundings; horticulture volunteers, who were to help with maintenance of green fences, landscapes, yards, and fruit trees, among other simple plantations, in the park areas; events volunteers, who were in charge of arranging assistance at various event sites to reflect their actual needs; safety volunteers, who were responsible for helping maintain queues for ticket purchasing in front of ticketing booths or make sure that visitors swiped their tickets to enter the park areas at various gates; transportation volunteers, who were in charge of providing assistance to guide parking of related transportation tools inside and outside the park areas and maintaining tourist queues and safety; and general volunteers, who were responsible for answering visitors' inquiries and providing them with route guidance.

◎Guided tour volunteers were in charge of helping introduce the planning and design of park areas, pavilions and exhibits, plants, and related facilities.

◎Visitors center volunteers provided visitors with information on pavilions and services such as lost and found, emergency broadcasting and finding missing children, etc.

◎Pavilion volunteers were responsible for helping direct the crowd and answer visitors' inquiries in pavilions.

◎Healthcare volunteers were in charge of helping provide simple care and medical administration.

2. Establishment of the management system: In light of the large area of the park areas and the numerous volunteers required each day with rather complicated contents and to maintain the quality of services provided by the volunteers, a comprehensive management system was needed to involve the Department of Civil Affairs, which was in charge of the overall volunteer system operation and supervision, colleagues in the volunteer recruiting section at the Administration Center to take charge of logistics planning and management, and the onsite volunteer squad in charge of related volunteer affairs in the park areas each day<sup>(7)</sup>. In addition, to facilitate reporting to work and attendance by volunteers, three volunteer centers, the Yuanshan-Fine Arts (shared) Center, the Xinsheng Center, and Dajia Center, were established.

◎**Chief supervisors:** For a successful TIFE, various departments and offices of the Taipei City Government were relied on to help supervise various software and hardware systems at TIFE according to their scopes of responsibilities. Therefore, various authorities concerned in the Taipei City Government were mobilized. The general supervisory unit for the volunteer system was the Department of Civil Affairs, which was in charge of supervising the overall volunteer system operations and helping with communications with and coordination between various volunteer utilizing units on site.

◎TIFE Operation Headquarters: The Volunteer Recruiting Section under the Administration Center

was in charge of logistics planning, centralized organization, production of volunteer badges, cost approval, and distribution of supplies like volunteer uniforms and hats.

◎As far as the volunteer squad was concerned, the squad comprised 26 employees from various authorities under the City Government in mid September 2009 and one commander was assigned to handle general affairs throughout the park areas. A captain was assigned to each of the four park areas to handle general affairs in respective park areas. The four park areas were further divided into 25 sections, each of which had one section head to handle general affairs within his/her section. Each day the commander, captains, and section heads of the volunteer squad, together with volunteer officers, were based at the three volunteer centers and were in charge of helping volunteers for each shift and each section on each day report and attend to their jobs and supervising volunteer attendance and service statuses, among other administrative tasks.

3.Modification to the volunteer service regulations:As issues or suggestions surfaced after the volunteers were serving their duties in reality, the volunteer service regulations were gradually modified and adjusted, including that cross-area service and adjustment of work categories became available, volunteer leave regulations were established, and onsite manpower was flexibly adjusted.

◎Availability of cross-area service: In the beginning, each volunteer was assigned to an area (one of the four park areas) according to their will before they served and was not allowed to provide services in another area. However, some volunteers requested to serve in a different area and in light of the less manpower in the Dajia Riverside Park Area and the excessive manpower in the Yuanshan Park Area, which led to the situation that some volunteers could not get their shifts, it was later made available for volunteers to provide services in and support other areas so that the manpower could be utilized more flexibly.

◎Availability of adjustment of volunteer work categories: In the beginning, the job contents were assigned according to each volunteer's will and all volunteers were divided into five categories. However, the number of service volunteers to be scheduled a shift was relatively large, compared to the demand while that of healthcare volunteers was the opposite. In addition, it was found that pavilion volunteers were not proactive in getting a shift. As a result, some volunteers did not get a shift while others were highly wanted because of the manpower shortage. Therefore, it was also made available during TIFE that volunteers could adjust their own categories in order to make the best use of the available manpower.

◎ Establishment of volunteer leave regulations: Because it happened that some volunteers did not show up for their shifts or had frequent leaves by the mid-term of TIFE, which led to onsite manpower allocation difficulties, it was stipulated later that volunteers who did not show up for their shifts without asking for leave in advance for 3 consecutive times, the volunteers would be restricted from subsequent shift scheduling in order to consolidate the leave policy and absence audit. Meanwhile, education on quality of service was reinforced.

◎Flexible adjustment of manpower on site: As facilities in the park areas gradually took shape and various operational mechanisms were getting defined, the Operation Headquarters started to enhance its criteria for service quality and the optimal manpower deployment was planned for the four park areas<sup>(8)</sup> to guide their respective visitors, answer their inquiries, maintain safety and order, report events, and take charge of other visitor services. The total manpower deployed each day was 2,210 people on average. TIFE encountered the Chinese New Year, 228 Memorial Day, and Tomb Sweeping Day vacations when the number of visitors surged and it was necessary to flexibly adjust the onsite manpower to meet the actual demand. Therefore, the total manpower deployed each day was 2,200 to 2,500 people on average. The manpower deployed at the Yuanshan Park Area to serve Sections 1 to 4 in the Area was 1,172 people

on a usual day. That at the Fine Arts Park Area to serve Sections 7 to 9 in the Area was 336 people on a usual day. That at the Xinsheng Park Area to serve Sections 10 to 17 in the Area was 423 people on a usual day and that at the Dajia Riverside Park Area to serve Sections 18 to 26 in the Area was 279 people on a usual day.

◎Adjustment of the shift scheduling system: Because the enormous volunteers and the large service areas at TIFE complicated the shift scheduling and other related statistics operations, the Operation Headquarters established the online shift scheduling system for volunteers. The volunteer shift scheduling system was commissioned early during the trial period. The operation was generally smooth in the beginning. However, the system was adjusted, starting from March 2011, to reflect various situations, expedite the shift scheduling operation for volunteers, and best meet contemporary needs. The various situations encountered include the following:

- \* The actual number of volunteers on duty was nearly 14,860, significantly larger than the originally planned size.

- \* Cross-area shift scheduling was gradually made available and all volunteers could work in all four park areas after March.

- \* Volunteers were proactively scheduling shifts as TIFE was nearing the end in order to receive the Diamond, Gold, Silver, and Bronze Certificates for those having served 450, 270, 180, and 99 hours, respectively in recognition of the hard work the volunteers devoted themselves to.

- \* Volunteers were more proactively scheduling shifts in order to get the reservation ticket for the Pavilion of Dreams available for volunteers who had served 30 shifts (90 hours) in recognition of the hard work the volunteers devoted themselves to.

- \* After March 1, 2011, volunteers who did not have a shift scheduled before February 28 were no longer allowed to provide services. Therefore, volunteers who had yet to schedule a shift proactively participated in shift scheduling, which led to the system jam.

To handle the aforementioned situations, the shift scheduling system was being adjusted and improved so that volunteers could quickly get on line and have their shifts scheduled. It was more convenient and volunteers were no longer confused due to the system jam. The measures taken to improve the system include:

- \* Expansion of the hardware equipment so that the system load could increase to accommodate 4,000 people connecting online instead of the original 2,000 people.

- \* For optimal and the smoothest system operation, the system restricted concurrent logins to 1,500 so that volunteers could quickly schedule their shifts and log out.

- \* The system log-in regulations were modified to allow one account number to log on in a single place so as to relieve the system load.

The volunteer feedback channel was established. Besides the existing city hotline and mayor mailbox, the TIFE Operation Headquarters set up a blog on the official website, the volunteer mailbox on the volunteer service network, and the poll box on site at volunteer centers for volunteers to provide feedback on their daily tasks and other various issues (See below). The feedback would be classified before it was handled.

- \* Overall issues about park areas were reported to related centers at the TIFE Operation Headquarters.

- \* Issues on the volunteer mechanism were discussed at the Volunteer Recruiting Section under the Administration Center for solutions.

- \* Special cases were handled by specialists at the Volunteer Recruiting Section.

- \* Common promotion and education was under charge of the volunteer squad prior to service.

## Volunteer Service Statistics

TIFE ended on a beautiful note on April 25, 2011. Volunteer statistics were produced and analyzed after TIFE Week of Gratitude.

1. Service data statistics: The following results were obtained according to the monthly and usual-day and holiday total demand, shifts scheduled, and shift show-up rate <sup>(9)</sup> after official operations began.

◎ Total number of registrations: Over 28 thousand people signed up to be volunteers at TIFE and the actual number of volunteers providing services was 14,860.

◎ A total of 416,189 head count of volunteers provided services from the beginning of the test period to the end of TIFE Week of Gratitude on May 1<sup>st</sup>. Without taking into consideration test operations, the number was still 399,711.

◎ After official operations began, the average headcount of volunteers providing services was 2,158 on a usual day and 2,460 on a holiday and the shift show-up rate was 96.7% on a usually day and 95.6% on a holiday.

◎ During the recruiting period, it was established that the hours served had to be at least 90 but the actual hours served per volunteer according to the statistics were 84.

2. Service data statistics: In terms of the individual service hours, those with the most service hours throughout TIFE worked 1,101 hours. When tallied by the bracket, there were 10 volunteers who worked over 1,000 hours, 13 over 900 hours, and 11 over 800 hours <sup>(10)</sup>. There were 443 volunteers who received the Diamond Certificate (over 450 hours of service), 694 who received the Gold Certificate (over 270 hours of service), 886 who received the Silver Certificate (over 180 hours of service), and 2,922 who received the Bronze Certificate (over 99 hours of service). A total of 4,955 volunteers received a certificate presented by TIFE.

## Volunteer Participation

TIFE was the first world-class exposition that Taiwan was authorized to organize, with up to 8,963,666 headcount of visitors. The enthusiastic participation from the 14,860 volunteers who worked all out to provide the most appreciated services to the large crowd is the key to the good order in the pavilions, the great quality of service, and the smooth operations.

Unlike official workers, the TIFE Operation Headquarters could not exercise any binding power on the volunteers. The volunteers had intangible responsibilities. Also unlike other in-house volunteers who could stay indoors and sit at the information desk, a majority of volunteers at TIFE had to stay outdoors over a long period of time, for at least 3 hours for each shift. What is particularly uneasy is that volunteers in raincoats and wearing caps stood outdoors for 2 shifts and 6 hours during the autumn and winter seasons when low-temperature cold fronts and storms were common. If it were not for the regulation set by the TIFE Operation Headquarters in light of the hard work volunteers would be devoted to that each volunteer could not work more than 2 shifts a day, some volunteers even indicated that they were willing to work more shifts in order to share the manpower burden in the park areas.

## Stories from the volunteers

We were particularly touched that among the over 14,000 volunteers were 34 elderly people over 80 years of age. The most senior Mr. Meng-Ling Kang and Ms. Hui-Ru Cai were 86 years old and they worked 99 hours, exceeding the minimum 90-hour requirement set by the Headquarters. Mr. Yi-Xian Hao, Zhi-Hong Jin, and Jia-Shan Wu stood outdoors along with other volunteers to provide services and worked over 500 hours. Mr. Ming-De Zhang and Ming-Chang Cai scheduled shifts for each day and worked every day, rain or shine, without stop. Healthcare volunteers Mr. Hao-Xiang Ding, spontaneously transported various devices at the healthcare station as soon as he showed up for his shift and helped with cleaning until the parks were closed. Mr. Zhen-Hui Wang not only enthusiastically participated in the event himself but also had his family members along. All three members of the family worked for TIFE. Ms. Ai-Hua Yu worked as volunteer in Deaflympics before and continued her enthusiasm to serve others at TIFE. She worked over 900 hours. Every time she showed up for her shift, she could not care less about her hours and the reimbursement but proactively helped volunteers take care of remaining tasks. Mei-Feng Lin was once put in an ambulance by her partner and sent to the hospital because she got a cold and was running a fever without her knowing while she was on her shift at the elevators in the Yuanshan Park Area. Even at the hospital she was worried about the vacant position she left in the park and that no other volunteers were available for backup and kept asking the hospital to let her go back to work.

There are many other small stories of the volunteers that happened during TIFE and it is a pity that this book cannot record all of them. It was found through random interviews with the volunteers that each of them was proud of being able to take part in TIFE and each of them wanted to play his / her role of a host well by receiving domestic and international friends from the bottom of his / her heart. It is exactly because of so many volunteers who devoted themselves without complaints and regrets that add to the glory of TIFE, where visitors saw not only the beautiful power demonstrated through TIFE but also the “power of the volunteers!”





Yi-Long Wang, born in 1936 and a retiree from the Training Institute for Post Office Workers, indicated that he felt the happiest being able to work as a volunteer at TIFE because he could make new friends, start amicable relationships, and exchange feedback with foreign visitors on TIFE after a visit.



Ah-Hua Guo, born in 1940 and a retired elementary school teacher, said “it is an o n c e - i n - a - l i f e t i m e opportunity for our country to hold this event. Of course I want to be part of it.” Therefore, she put her originally scheduled Chinese Medicine and Yi Jing courses on hold and postponed her overseas travel plan to devote herself only to TIFE working as a volunteer. She wanted to serve visitors coming from different places and practice the people-to-people diplomacy.



Xiu-Feng Zhang, born in 1941 and a retiree from the banking industry, who remained in the Dajia Riverside Park Area throughout the exposition, indicated that she was thankful for being able to work as a volunteer at TIFE. She wanted to promote the pride of Taiwan and to establish amicable relationships with other people. Therefore, she was particularly patient when she was interacting with the visitors. A good observer, she would spontaneously greet tired visitors and invite them to sit down and take a rest. She would also spontaneously provide visitors with question marks shown on their faces with the needed information. Moreover, she often volunteered to be the guide of friends and relatives she knew or visitors she just met and even



the friends of the visitors at the end of her shift by showing them TIFE. She felt that “life is about coincidence and TIFE offers the stage for wonderful coincidences, enabling her to make more friends.”

Xian-Zong Cai, born in 1943 and a long-term volunteer at the Department of Information and Tourism, indicated that being a volunteer one must not be calculative, must open his/her mind, and forget his/her class but do well the task he/she is assigned with. The success of TIFE lies exactly in the belief of “putting the right person in the right position” and the fact that a majority of the participants were making their best to do a good job.



Pei-Xing Chen, born in 1947 and a volunteer at the Community University, indicated that not “every” volunteer was competent but generally speaking it was okay. What he learned from the Dajia Riverside Park Area serving experience was that the air and views were great and he felt great and happy, rain or shine, but he felt lost as soon as he thought of the fact that TIFE was coming to an end.



Yu-Hu Chen, who was born in 1959, said that although it was a bit tough standing outdoors for her shift when a cold front hit or it rained during a typhoon, as long as she had warm clothes and the raincoat on along with a mask, she felt that the flowing air outdoors was very refreshing. She not only never got a cold during her service but also had a particularly good mood each time she saw the beautiful flowers and grass.

Mei-Xiang Huang, born



in 1948 and a retired civil servant, said that she was actually very busy and tired while on duty but she felt fulfilled, which was particularly true for TIFE. Despite the persistent large crowd in the park areas, she felt relaxing and happy in the midst of it “I think, even if TIFE is not 100% perfect, it definitely is 90% great! I am very proud of having worked as a volunteer in it.”



Ming-Cong Huang, born in 1950 and a retired bank manager, indicated that being a volunteer enabled him to complete one after another tours of knowledge enrichment at TIFE because whenever he was caught by a question from a visitor, he would find the answer as soon as he got off his shift. At the end, he could answer whatever questions asked by visitors immediately and provide them with clear guidance or even suggest them to take which short cut, go to which restroom because it was the least crowded, and to visit which pavilion for which contents, etc.



Yi Xue, born in 1951, a graduate from the Department of Business Administration of National Chengchi University, and someone who opted to be a full-time housewife for the best interest of her children, said that she was originally attending classes in the Horticulture Classroom on the National Taiwan University farm. When all of her classmates were passionately signing up as volunteers for TIFE, she just went with them. However, it was to her surprise that she felt home as soon as she visited the park areas once every 3 days in the beginning, let alone showing



up every day later. She believed that it was not only because she is fond of flowers and grass but also the overall aura at TIFE, which made her feel attached. What is more important, “I think this is the final and the most important battle for me in my life!” Out of this sense of mission, she and her friends visited every corner of the park areas and researched each single flower and plant that would be available at TIFE because she wanted to be ready for any questions from the visitors.

Xin-Wang Lu, born in 1951, who was from Hong Kong and has lived in Taiwan ever since and was mainly responsible for controlling the number of people traveling in and out of the Pavilion of Dreams at the first line, indicated that most visitors were reasonable. When she had to deal with certain unreasonable visitors, though, she would put herself in their shoes and hold her temper and it helped avoid unnecessary conflicts. She also felt that TIFE was a great success and would proactively invite her friends in the U.S. and Hong Kong to visit it.



Wen-Mei Zhang, born in 1951 and a healthcare volunteer at the Pavilion of Culture, said that working as a volunteer at TIFE, she learned to listen to different voices and not to listen to voices but make correct judgments simply through observation. What is important, she learned to serve in a happy mood visitors with physical discomfort.

Yu-Ling Qi, born in 1952 and a first-time



volunteer, said that she wanted to be a volunteer at TIFE simply because she wanted to contribute to the event but the results were rewarding. For example, each time she entered the park areas, she felt particularly happy throughout day. In order to answer various inquiries from the visitors, she carefully did her research. She not only visited every single corner of the park areas but also knew well what exhibits were at display in which part of the park areas.



Chun-Fu Chen, born in 1952 and a retired supervisor from China Trust, said that he was teaching Taiji in the Dazhi community and park and often went abroad to expand his horizon. He visited sites hit by the 921 Earthquake in Taiwan, the South Asia Tsunami, and the big earthquake in Sichuan. The real experiences revolutionized his horizon and he started to think: Life is like a race against time. Therefore, people should be more proactive with what they want to do and what they should do. What is more important, they should know to do something for society whenever they can. Therefore, he decided to become a volunteer at TIFE.



Qiu-Yue Liao, born in 1953 and retired from the pharmaceutical industry, indicated that she was planning a long time ago to devote her post-retirement life to society and it so happened that the Republic of China organized this first international event in its history. Of course she would hold on to the great opportunity by working as a volunteer at TIFE. Although



questions asked by visitors were similar while she was on duty and she had to answer the same questions hundreds of times a day and similarly she would hear hundreds of heart-felt "thank yous" from the visitors every day, she only felt happier each time she heard it because what she did was meaningful!

Jia-Ying Zhan, born in 1955 and a classmate of Yi Xue's in the horticulture class they attended on the National Taiwan University farm, was in charge of controlling the capacity in the Pavilion of Dreams. She said that because the Pavilion of Dreams was too popular, disputes happened and the atmosphere on site became somewhat tense. For this, she often communicated with younger volunteers and told them "instead of taking on a hard attitude, it is better that we put ourselves in the shoes of the visitors. They are angry and unreasonable because they have waited for a long time. Do not take it personally. Try to deal with and manage the situation nicely. This will be better for the visitors, the matter, and for TIFE!"



Qiu-Yen Cai, born in 1955 and an officer at the Youth Corps Taipei, said that she always felt very delighted whenever she saw so many beautiful things while on duty at TIFE. Sometimes she even felt that she benefited from being a volunteer at TIFE because it offered such a great environment and because so many visitors were willing to accept the services she offered. All of these made her very proud.

Ling-Ling Yang, born in 1959 and works at a school,



said that nothing was more delightful than watching people, watching flowers, and seeing friends at TIFE. She even felt that she was under the spell of TIFE. As the closing date was approaching, she was worried: Where else could I find the same mutually contagious happiness of being a volunteer after TIFE ends?

the result of many people. Therefore, she learned: Not to criticize others easily. Think first what you have done.

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Wen-Yong Que, born in 1960 and works in the sales industry, indicated that he had always wanted to be a volunteer. He was not able to make it during the Deaflympics. Therefore, as soon as he knew that volunteers were wanted for TIFE, he felt that “TIFE may be the first international event that I would ever see in my life” and he grasped the opportunity by signing up as a volunteer. He did not think that working in the wind, rain, or under the big sun was hard at all. Instead, he was happy that he could stay outdoors and breathe fresh air. Here, he became friends with many interesting companion volunteers and he felt that he learned something every day because of the various questions asked by the visitors which inspired him to “do research” every day. He felt very proud.



Mei-Lan Zhan, born in 1962 and an elementary school volunteer, said that being a volunteer was all about clear conscience. A volunteer cannot be too calculating. All he / she has to do is do his / her job well. She witnessed the success of TIFE, which was actually

## Chapter 10 Notes

1

### ▶ Recruiting of general and group volunteers

	No.	Type	Organization	Number of people
General	1	General public	/	12,743
	2	Referrals through various departments and offices		2,764
	3	Students		3,767
	4	Retired teachers and civil servants		43
	5	Local residents		154
Subtotal				19,471
Group	6	Association	The General Association of the Scouts of China	447
			Lu La La Association of the R.O.C.	518
			Rotary Club	292
			Gentlemen Association Republic of China	327
			Concern & Care Society	130
			Buddhist Light International Association R.O.C	79
			Association Real Estate Attorney, Taiwan R.O.C.	185
	7	Enterprise	HSBC Bank	208
			Advantech	76
			Citi Bank	57
			IBM	24
	8	Academic institution	Technology and Science Institute of Northern Taiwan	143
			Tatung University	164
			Hwa Hsia Institute of Technology	679
			China University of Science and Technology	1,380
			Chihlee Institute of Technology	1,301
			Chung Hua University	167
			National Chengchi University	217
			Kang-Ning Junior College of Medical Care and Management	51
			National Taipei University	134
Chinese Culture University			62	
Shih Chien University			45	
Jinwen University of Science and Technology			367	
Taipei European School	50			
Tamkang University	92			

	No.	Type	Organization	Number of people	
Group	8	Academic institution	National Taipei College of Business	147	
			Ming Chuang University	Other departments	345
				Department of Safety Management	227
			Taipei College of Maritime Technology	91	
			Soochow University	122	
			Taipei Municipal University of Education	514	
			Taipei Medical University	45	
			Kang Chiao Bilingual School	199	
Subtotal			8,885		
Total headcount			28,356		

2

### ► The four-stage training courses helped develop 49,135 volunteers

Course		Hours	People	
Fundamental	Classroom	12	5,529	
	Taipei e-Campus	12	1,591	
Special	Professional	Standard	4	14,565
		Core service	4	6,638
		Guided tour skills and reception service	4	4,002
		Horticultural service	4	2,297
		Healthcare service	4	1,180
		Practical training	4	2,580
	Officers	3	10,153	
Total			49,135	

3

### ► Professional volunteer courses

Type	Hours	Applicable volunteer category	Professional courses		Onsite rehearsals (Corresponding area)	Note
			Content	Trainer		
A. Guided tour skills and reception service	4	Guided tour volunteers	Guided tour skills	Productivity Center	Fixed-point guided tour route	1. The Productivity Center held general guided tour and reception service courses. Related centers could plan their own training with advanced courses. 2. The onsite rehearsals were to be planned and executed by related centers.

Type	Hours	Applicable volunteer category	Professional courses		Onsite rehearsals (Corresponding area)	Note
			Content	Trainer		
B. Pavilion service	4	Pavilion volunteers	Introductions of various pavilions	Various curator units, pavilion operation center	Individual pavilions	It was suggested the professional courses take place along with onsite rehearsals.
C. Core service	4	Service volunteers Visitor Center volunteers	General service courses	Productivity Center	Individual sections after diversion	Assistance from related centers was required during onsite rehearsals.
D. Horticultural service	4	Service volunteers	1. Red imported fire ant prevention and control 2. Introduction to the horticulture throughout the park	Productivity Center Horticulture Center	Outdoor Horticulture Section	Assistance from related centers was required during onsite rehearsals.
E. Healthcare service	4	Healthcare volunteers	Simple medical care	Productivity Center Safety Management Center	Healthcare Center	
F. Special professional courses	4	Healthcare volunteers	CPR	Department of Health		Courses organized by individual departments and offices belong to this category

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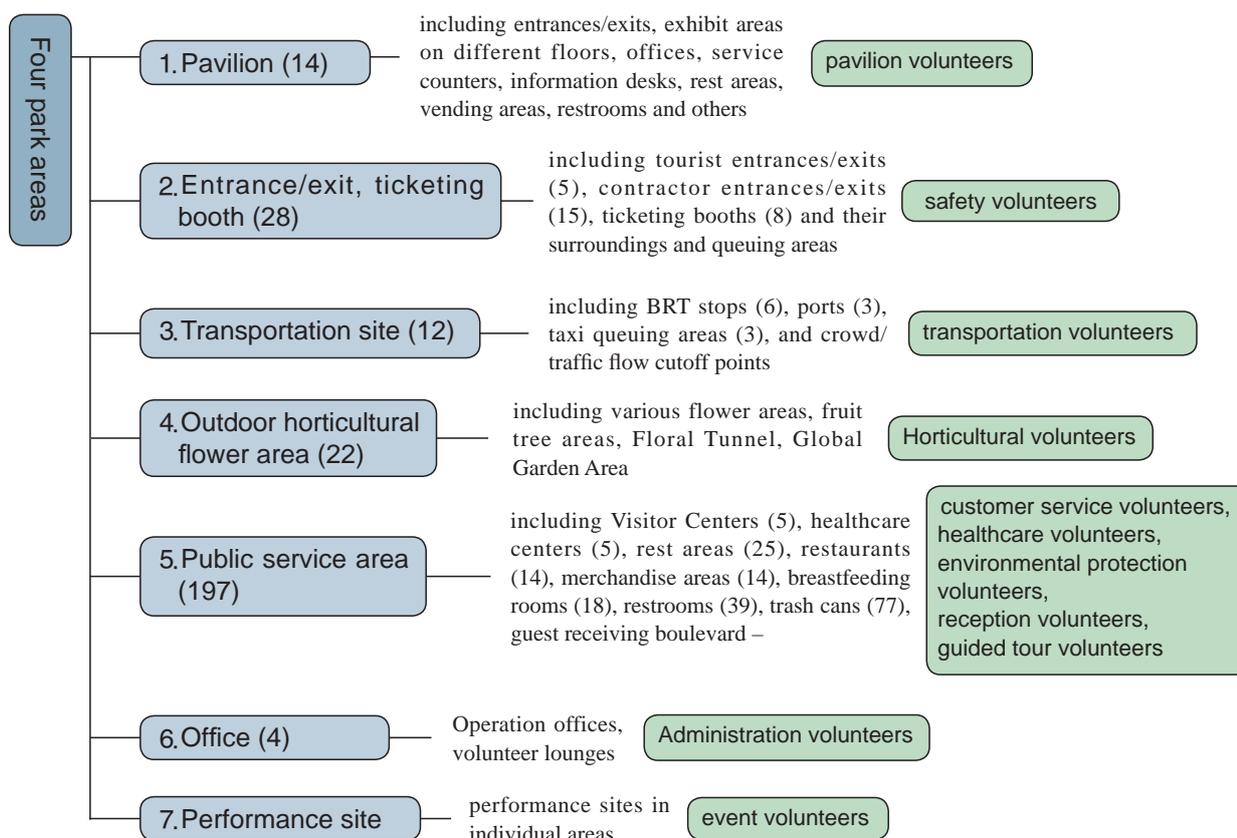
► 11 volunteer categories and demand estimates

Volunteer categorization	Demand		
	Per shift	Per day	Throughout the exposition (171 days)
Administrative volunteers	35	175	283
Guided tour volunteers	39	202	700
Customer service volunteers	81	405	6,737
Reception volunteers	To be deployed according to actual demand		
Environmental protection volunteers	50	250	835
Horticulture volunteers	40	200	2,154
Transportation volunteers	98	490	4,690
Safety volunteers	97	485	2,336
Healthcare volunteers	9	45	181
Event volunteers	44	220	779

Volunteer categorization	Demand		
	Per shift	Per day	Throughout the exposition (171 days)
Pavilion volunteers	84	420	1,035
Subtotal	577	2,892	19,730

5

Volunteer service sites were divided into 7 categories. 287 service sites were available.



6

► 5 categories of volunteers and their main working sites

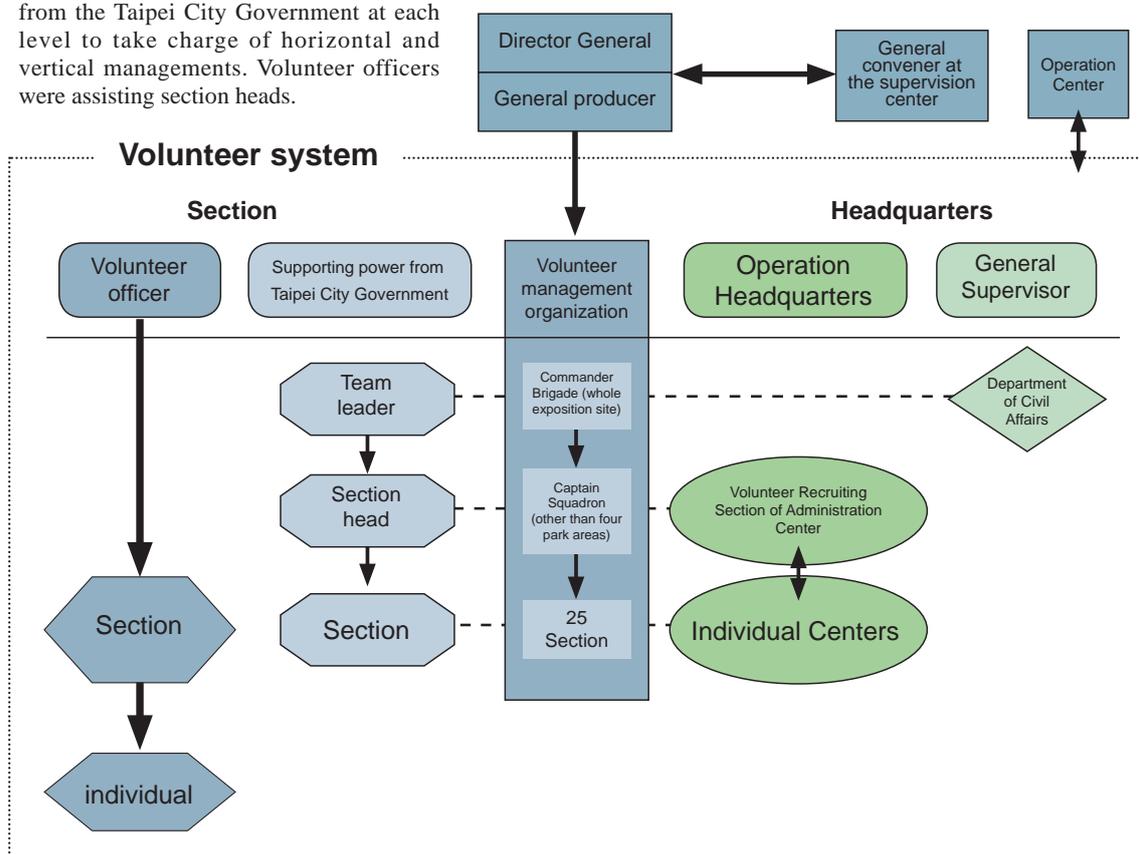
Volunteer categorization	Nature of work	Main working sites
1. Service volunteers	Adminis- tration	Volunteer check-in office, lounge, administrative offices, mobile working sites, etc.
	Environmental protection	Walkways, restrooms, trash cans, and drinking fountain stands in the park areas, etc.
	Horticulture	Outdoor gardens and green lands in park areas.
	Events	Performance sites, EXPO Hall, plazas.
	Safety	Entrances/exits, gates, ticketing booths
	Transportation	BRT stops, bus stations
	General	Rest areas, food and beverages (including Palace of Flora Teas), merchandise (including Pavilion of Aroma of Flowers), and public areas
2.Guided tour volunteers	Guided tour volunteers	Pavilions or outdoor areas

Volunteer categorization	Nature of work	Main working sites
3. Visitors Center volunteers	Customer service volunteers	Visitors Center
4. Pavilion volunteers	Pavilion volunteers	EXPO Dome, Celebrity's House, Pavilion of Culture, EXPO Theater, Pavilion of New Fashion (FE EcoARK), Pavilion of Angel Life, Pavilion of Dreams, Pavilion of Future, Pavilion of Regimen, Taipei Story House, and Fine Arts Museum, etc.
5. Healthcare volunteers	Healthcare volunteers	Individual First-aid Stations

7

**Volunteer management structure**

Volunteers were divided into large, middle, and small sub-groups to facilitate management. There was the headquarters and corresponding supporting manpower from the Taipei City Government at each level to take charge of horizontal and vertical managements. Volunteer officers were assisting section heads.



8

► **Volunteer manpower deployed by the TIFE Operation Headquarters in four park areas.**

Park area	Site and people	Total number of people	Daily required manpower	Average number of people per shift
Yuanshan Park Area	Yuanshan Park Area (Sections 1-4)	1,172	1,172	235
Fine Arts Park Area	Fine Arts Park Area (Sections 7-9)	336	336	67

Park area	Site and people	Total number of people	Daily required manpower	Average number of people per shift
Xinsheng Park Area	Xinsheng Park Area (Sections 11-17)	423	423	85
Dajia Riverside Park Area	Dajia Riverside Park Area (Sections 18-26)	279	279	56

Note: Calculated by the average number of shifts served by volunteers in the four park areas in January 2011.

### ► Manpower deployed by the TIFE Operation Headquarters in the 26 sections.

Park area	Mean daily number of volunteers	Park area	Mean daily number of volunteers	Park area	Mean daily number of volunteers	Park area	Mean daily number of volunteers
Yuanshan Section 1	293	Fine Arts Section 7	151	Xinsheng Section 10	35	Dajia Sections 18 and 20	40
Yuanshan Section 2	293	Fine Arts Section 8	135	Xinsheng Section 11	29	Dajia Section 19	79
Yuanshan Section 3	293	Fine Arts Section 9	50	Xinsheng Section 12	43	Dajia Sections 21 and 23	40
Yuanshan Section 4	293			Xinsheng Section 13	54	Dajia Sections 22 and 24	0
				Xinsheng Section 14	54	Dajia Section 25	40
				Xinsheng Section 15	54	Dajia Section 26	80
				Xinsheng Section 16	81		
				Xinsheng Section 17	73		
Subtotal	1,172	Subtotal	336	Subtotal	423	Subtotal	279
Total					2,210		

### ► Service data statistics

#### 1. Statistics of demand, number of shifts scheduled, and shift show-up rates throughout the exposition by the month (Unit: headcount)

Service demand (a)		Number of shifts scheduled (b)		Shift show-up rate (c)		Shift scheduling rate (b/a)	Attendance rate (c/b)	Full-shift rate (c/a)
October	75,300	October	17,340	October	16,478	23.0%	95.0%	21.9%
November	82,349	November	50,181	November	47,847	60.9%	95.3%	58.1%
December	83,366	December	75,484	December	71,889	90.5%	95.2%	86.2%

January	75,245	January	71,662	January	68,607	95.2%	95.7%	91.2%
February	68,781	February	65,781	February	63,841	95.6%	97.1%	92.8%
March	80,427	March	75,944	March	73,937	94.4%	97.4%	91.9%
April ~ May 1 <sup>st</sup>	86,780	April ~ May 1 <sup>st</sup>	76,004	April ~ May 1 <sup>st</sup>	73,590	87.6%	96.8%	84.8%
Total	552,248	Total	432,396	Total	416,189	78.3%	96.3%	75.4%
<b>2. Statistics of total demand, number of shifts scheduled, and shift show-up rates post beginning of official operations (Unit: headcount)</b>								
Total	476,948	Total	415,056	Total	399,711	87.0%	96.3%	83.8%
<b>3. Statistics of total demand, number of shifts scheduled, and shift show-up rates post beginning of official operations on a usual day and a holiday (Unit: headcount)</b>								
Usual day total	306,738	Usual day total	263,237	Usual day total	254,592			
Holiday total	170,210	Holiday total	151,819	Holiday total	145,119			
Usual day average	2,599	Usual day average	2,231	Usual day average	2,158	85.8%	96.7%	83.0%
Holiday average	2,885	Holiday average	2,573	Holiday average	2,460	89.2%	95.6%	85.3%

► **Statistics of service hours of individual volunteers**

Hours served	People	Percentage	Hours served	People	Percentage
Over 1,000	10	0.1%	90~99	818	5.5%
900~999	13	0.1%	80~89	128	0.9%
800~899	11	0.1%	70~79	170	1.1%
700~799	38	0.3%	60~69	382	2.6%
600~699	79	0.5%	50~59	292	2.0%
500~599	168	1.1%	40~49	405	2.7%
400~499	177	1.2%	30~39	767	5.2%
300~399	461	3.1%	20~29	946	6.4%
200~299	661	4.4%	10~19	2,654	17.9%
100~199	2,869	19.3%	3~9	3,811	25.6%
Total				14,860	100%



The actual number of volunteers on duty was 14,860

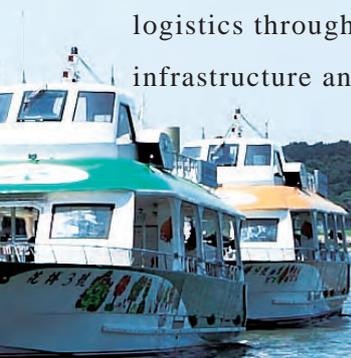


Taipei Mayor Lung-Bin Hau (in the middle) and TIFE volunteers



“2010 Taipei International Flora Exposition” has set world records by being the first international exposition held in downtown, parks and by the river with a riverside entrance. Unlike other large expositions in other countries that mostly take place in the suburb and require a lot of construction, TIFE was located in the core of Taipei City where the traffic is the busiest. Therefore, with limited roads and space, building transportation infrastructure that takes local residents and commuters into consideration while at the same time providing over 8 million TIFE visitors with best services became the sternest challenge to the traffic planning team. Results showed that prior planning and control contributed to the smooth operations in terms of traffic, crowd control and logistics throughout TIFE. It was also the most praised infrastructure and service of all for TIFE.

## Traffic and Transportation



## Overall Traffic Planning

When Taipei City was confirmed to have been given the right to hold the 2010 International Flora Exposition and the Yuanshan District in downtown Taipei was chosen to be park areas of TIFE, the Department of Transportation and the planning team at the TIFE Operation Headquarters had to overcome a lot of difficulties within a short period time. Roads within the radius of this district, Mingzu E. Road, Mingzu W. Road, Zhongshan N. Road, Binjiang Street, Songjiang Road, and Chengde Road, are not only the main arteries of traffic in Taipei City but also traffic pivots that many commuters have to travel through on a daily basis. The traffic is usually heavy.

The difficulties included how to satisfy the transportation needs of visitors to TIFE with the limited roads and space while at the same avoiding undermining the commutation quality of local people. Planning various logistic transport lines and headcount control measures in the four park areas was an important task.

In 2008, to accommodate the large visiting crowd during TIFE and reduce the impacts of TIFE on it surrounding traffic, the Department of Transportation authorized THI Consultants, Inc., a company experienced in planning traffic flows in Taiwan, to take on the “overall traffic planning and preliminary design for 2010 TIFE”. The company decided to prioritize public transportation and combine MRT and passenger buses, among other diversified public transportation systems to divert the crowd and accordingly reduce impacts on peripheral roads like Mingzu E. and W. Roads and Chengde Road and submitted traffic control and parking management packages to reduce the impacts of TIFE on the life of peripheral residents. Later, the “Overall Traffic Planning and Traffic Maintenance Plan for 2010 TIFE” began. The Department of Transportation, Public Transportation Office, Parking Management and Development Office, Traffic Engineering Office, and the Transportation Service Center at the TIFE Operation Headquarters jointly deliberated on the details and revised the implementation plan before they worked by principle of division of labor to implement various traffic measures.

## Three major diversion strategies

The overall traffic planning for TIFE mainly featured three major diversion strategies that involved space, transportation tools, and time and various auxiliary packages to effectively divert traffic and reduce possible impacts of TIFE on the traffic.

### (I) Space Diversion Strategy

The limited peripheral space around park areas made it impossible to follow practices adopted by large expositions in other countries that involve construction of parking lots. Meanwhile, to prevent an excessive number of vehicles from entering the peripherals of the park areas and overcrowding peripheral roads, diversion measures were planned with different transportation tools. Control areas in the peripherals of the park areas were planned at the same time in order to reduce possible impacts on the traffic to a minimum.

#### 1. Overall Traffic Planning

**Tour buses from central and southern Taiwan:** Fixed routes for tour buses were planned for the buses to enter through Gate 7 by Keelung River to the Dajia Riverside Park Area.

**Visitors on long-distance buses:** Some long-distance bus routes were adjusted in conjunction with the Taipei Intercity Bus Station so that visitors could enter the Yuanshan Park Area through the entrance at the intersection of Chengde Road and Jiuquan Street.

**Visitors from northern Taiwan (Taoyuan, Taipei, Keelung and Yilan):** In the beginning the intercity shuttle bus routes were planned to divert visitors who could enter the park areas from the intercity bus station in the southeast corner of the Xinsheng Park Area. However, the Yuanshan Traffic Plaza was built later on and the Department of Transportation decided to cancel the intercity shuttle bus routes after assessment, the intercity bus station was changed to two different parts of the park areas, one on east and the other on west, with the original routes of existing long-distance passenger buses.

**Visitors from the Taipei metropolitan area:** People were educated to take public transportation to TIFE and encouraged to take the Danshui Line, Xinzhuang Line, and Neihu Line of MRT and the free shuttle buses.

**Visitors from various large and small hotels:** Shuttle buses were available for visitors to enter through the Xinsheng Park Area or Yuanshan Park Area.

## 2. Road Traffic Control

In cooperation with the park area control and peripheral traffic lines and the need for public transportation facilities, related traffic control measures were imposed at the following road sections which encompassed prohibited roadside parking on main roads to reduce impacts of parking on the traffic flow and increase capacity of the roads.

◎**Yumen Street:** The section between Jiuquan Street and Kulun Street was closed to serve as the entrance plaza and ticketing area for the Yuanshan Park Area. Between the south of Jiuquan Street and Mingzu W. Road, four lanes and two ways were reserved for buses. The section is a cul-de-sac and does not connect with Jiuquan Street.

◎**Jiuquan Street:** The whole section between the 10th lane of Jiuquan Street (the west exit of Yuanshan Station of the MRT) and Zhongshan North Road was closed as the entrance plaza.

◎**Xinsheng North Road:** The whole plane lanes between Zhongshan N. Road and Mingzu E. Road were closed. Viaduct lanes were basically unregulated. The on-ramp for northbound Mingzu E. Road continued to function but the off-ramp for southbound Binjiang Street was closed because its distal end was within the pay zone.

◎**Binjiang Street:** The whole section between Xinsheng N. Road and Songjiang Road was closed because it was needed for decoration of the Floral Tunnel in the Xinsheng Park Area.

◎**Mingzu E. and W. Roads:** Holiday passenger bus lanes were set up on the westbound section between Yumen Street and Songjiang Road for specific time slots. At other times, the eastbound lane was still functional for ordinary vehicles.

## 3. Control Zone around Park Areas to Keep Automobiles out

◎**Parking control in the peripherals of the park areas:** Parking supply and demand were near saturation for peripheral parking facilities of the park areas. Therefore, no parking spaces were planned for individual exhibition areas. The control zone for parking was planned in the peripherals of the park areas and road-side parking rate was increased. Limited time was exercised for roadside parking on holidays in order to inhibit visitors coming on their automobiles, cars or motorcycles.

◎**Outlying parking lot and transfer shuttle bus:** Tourist bus parking lots were planned in outlying areas of the park areas, including Shilin, Dazhi, and Neihu Districts, with parking, transfer and shuttle bus services available. In addition, to go with the sightseeing planning for the Taipei metropolitan area, visitors were encouraged to use parking lots in other important sightseeing spots and take public transportation to TIFE to avoid through diversions of time, space, and transportation tools over-concentration of the crowd that led to enormous impacts on the peripheral traffic.

## ( II ) Transportation Tool Diversion Strategy

The main purpose was to encourage visitors to take advantage of the existing public transportation system to TIFE. In addition, free shuttle buses were available in the peripherals of the park areas to provide people with more convenient transportation services.

1. Long-distance visitors were encouraged to take the airplane, train, High-Speed Rail, and freeway passenger buses and transfer to the shuttle buses to arrive at the park areas.

2. Combining the shuttle bus system and public transportation system: Low-floor gas-electricity hybrid shuttle buses were running to transport visitors among the four park areas. Outside the parks were free shuttle buses to peripheral bus stations and outlying parking lots.

3. The blue highway for sightseeing boats traveling along Keelung River and to the park areas and peripheral sightseeing spots was planned. The boats stopped at Pier Dajia, Pier Meiti and Pier Xikou. Visitors were encouraged to visit the park areas by boat.

## ( III ) Time Diversion Strategy

Different tickets were planned, including afternoon tickets and evening tickets and information on various transportation tools was provided so that people could choose a best time for them to visit the parks.

1. The operating hours were extended from 9:00 to 22:00. Afternoon and twilight tickets were at discount rates in order to divert the visiting crowd.

2. Smart Transportation Management ITS: Related information on road conditions was provided to help visitors plan routes and guide them to proper parking areas.

3. Visitor guide and control: The changeable message system (CMS) established in the park areas precisely kept track of the headcount of visitors. Traffic diversion and direction outside the park areas began as soon as the number of visitors entering parks was exceeding the capacity limit.

## Prioritizing public transportation system

Simply put, the overall traffic planning for TIFE prioritized the public transportation system. Besides reinforced education, free shuttle buses outside and inside parks were introduced to attract visitors. The shuttle buses traveled to famous sightseeing spots in the peripherals of the park areas and parking lots in busy areas and were combined with the MRT and city buses to form an all-around network so that visitors from different areas could enter the park areas in the most convenient and fastest way.

In particular, all shuttle buses for TIFE were brand new, energy-saving, and carbon-reducing low-floor hybrid buses, making it easy for visitors to get on and off. Oil consumption smells were unlikely while the buses were running, making the journey more pleasant and honoring the underlying theme of TIFE, energy-saving and carbon reduction.

The strengths of the low-floor hybrid buses include that the braking power can be recycled and stored as electrical power. It is an advanced concept of environmental protection. While the buses are starting at a speed below 20 kilometers per hour, the previously stored electrical power will be used for activation. The diesel engine will only be activated when the speed reaches above 20 kilometers per hour. This design helps reduce 25% of oil consumption and 25% of carbon dioxide emissions. The buses are the latest environmentally-friendly buses.

## Traffic Flow Control

### Traffic planning outside the park areas

Over 8 million (8,963,666) headcount of people visited TIFE during the six months while it was on. The large crowd came from various countries in the world, different places in Taiwan, and the Taipei metropolitan area. Visitors came to the park areas from airports, different counties and cities in Taiwan, and various corners of Taipei. In light of this, different travel routes were planned to accommodate the different visitors and different transportation tools and the most complete information was provided to help everyone arrive at the park areas in the fastest manner and enjoy the tour of audio-visual effects and images.

#### (I) Visitors from Taipei metropolitan area

Visitors from the Taipei metropolitan area could take free shuttle buses outside the park areas or public transportation tools like the MRT and buses to TIFE.

The shuttle buses were running between 8:30 and 22:30 between Nov. 6, 2010 and May 1, 2011, for 177 days in total, including Expo Bus Lines 1, 2, 3, and 5, Fine Arts Museum Line, Chengde Bridge Parking Lot Line, Xinsheng Bus Station Line, and Children's Recreation Center Line. A total of 8 lines were available.

##### ◎Expo Bus Line 1

Route: Songshan Airport Station of MRT Wenhua Line (Exit 3, Booth 3) → Intersection of Minquan Road and Dunhua Road → Intersection of Minquan Road and Fuxing Road (Zhongshan Junior High School Station of MRT Wenhua Line) → Intersection of Minquan Road and Longjiang Road (Eastbound One-way station) → Rongxing Park → Xinsheng Park → Tatung University (Fine Arts Park) → Yuanshan Station of MRT Danshui Line (Straight from Exit 1 would be the Yuanshan Park Area).

Frequency: 3 to 5 minutes during peak hours on business days; 3 to 4 minutes during peak hours on holidays

Note: Close to Yuanshan, Fine Arts, and Xinsheng Park Areas.

##### ◎Expo Bus Line 2

Route: Jianmin Li (Shilin Parking 3) → Shilin Parking Lot 2 → Shilin Parking Lot 3 → Jiantan Station of MRT Danshui Line (Exit 1) → Minglun Senior High School → Yuanshan Station of MRT Danshui Line (Straight from Exit 1 would be the Yuanshan Park Area) → Minquan West Road Station of MRT Danshui Line (Across from Exit 1) → Intersection with Dalong Street → Intersection of Minzu Road and Chongqing Road → Yuanshan Transport Plaza (next to Yuanshan Station of MRT) → Employment Service Office.

Frequency: 3 to 5 minutes during peak hours on business days; 3 to 4 minutes during peak hours on holidays

Note: Close to the Yuanshan Park Area. Shilin Parking Lots 1, 2 and 3 were for TIFE visitors.

##### ◎Expo Bus Line 3

Route: Neihu Parking Lot 1 → Neihu Parking Lots 2 and 3 → Dajia Riverside Park Area

Frequency: 10 to 15 minutes during peak hours on business days; 3 to 5 minutes during peak hours on holidays

**Note:** Close to the Dajia Riverside Park Area. Neihu Parking Lots 1, 2, and 3 were parking lots planned by TIFE for visitors who drove.

#### ◎Expo Bus Line 5

**Route:** Dajia Riverside Park – Jiannan Road Station of MRT Wenhua Line (Exit 3)→Jingye 4th Road→Renbao Building →Pier Meiti→Meiti Riverside Park→Jiannan Road Station of MRT Wenhua Line (Exit 2)→Dazhi Station of MRT Wenhua Line (Exit 1)→Dajia Riverside Park

**Frequency:** 12 to 15 minutes during peak hours on business days; 4 to 6 minutes during peak hours on holidays

**Note:** Close to Dajia Riverside Park Area.

#### ◎Taipei Fine Arts Museum Shuttle Bus

**Route:** Yuanshan Station of MRT Danshui Line → Taipei Fine Arts Museum

**Frequency:** 8 to 10 minutes during peak hours on business days; 3 to 4 minutes during peak hours on holidays

**Note:** Close to the Fine Arts Park Area, the operation began on June 20, 2010.

#### ◎Chengde Bridge Parking Lot Line

**Route:** Chengde Bridge Parking Lot – Taipei School for the Hearing Impaired

**Frequency:** 10 to 15 minutes during peak hours on business days; 20 to 30 minutes during peak hours on holidays

**Note:** To primarily meet the needs of residents in the Yuanshan District for parking, this line was operated by Shin-Shin Bus with 2 buses.

#### ◎Xinsheng Bus Station Line

**Route:** Xinsheng Bus Station→Songjiang Road→Jianguo N. Road Sec. 3→Minquan E. Road Sec. 2→Songjiang Road→Xingtian Temple→Songjiang Road→Binjiang Street (detour in the culvert under the freeway)→Songjiang Road→Xinsheng Bus Station

**Note:** Close to the Xinsheng Park Area. Buses stop at the Xinsheng Bus Station and Xingtian Temple.

#### ◎Children's Recreation Center Line

**Route:** Yuanshan Transport Plaza → Children's Recreation Center

**Note:** Close to the Yuanshan Park Area.

### Mass Rapid Transit (MRT)

Visitors taking the Danshui Line of MRT could get off at the Yuanshan Station and enter the park areas through Yuanshan G1 or get off at the Jiantan Station or Minquan W. Road Station and take Expo Bus Line 2 to enter the park areas through Yuanshan G1.

Visitors taking the Wenhua Line of MRT could get off at the Songshan Airport Station or Zhongshan Junior High School Station and take Expo Bus Line 1 to enter the park areas through Yuanshan G1, Fine Arts G3, or Xinsheng G4.

Any bus in Taipei City that showed “Stop at 2010 TIFE” could take visitors to the peripherals of the park areas.<sup>(1)</sup>

## Driving

To avoid causing a traffic jam in the surroundings of TIFE, the park areas did not have a parking lot. Six temporary parking lots were set up in Shilin District and Neihu District and they could accommodate over 3,000 cars. Visitors driving their own cars could park their cars and take free shuttle buses to the Yuanshan Park Area or Dajia Riverside Park Area. The parking rate was NT\$180 each time and a show of the TIFE ticket would bring the rate down to NT\$50 each time.

◎**Shilin Parking Lots:** There were Shilin Parking Lot 1 (on the east side of the intersection of Chengde Road and Keelung Road, north side of National Taiwan Science Education Center), Shilin Parking 2 (on the west side of the intersection of Chengde Road and Keelung Road, north side of Shilin Motor Vehicles Station, Shilin Parking Lot 3 (on the east side of Chengde Road, near the mouth of Wenlin N. Road 53rd Land). Visitors could take Expo Bus TIFE Line 2 to the Yuanshan Park Area.

◎**Neihu parking lots:** There were Neihu Parking Lot 1 (on the east side of the intersection of Jiuzong Road and Xinhua 1st Road, on the diagonal corner opposite to the Neihu 1st Store of RT Mart) Neihu Parking Lot 2 (on the south side of Xingshan Road 383rd Lane and southwest side of the Neihu Interchange), Neihu Parking Lot 3 (on the east side of the mouth of Jinzhuang Road 91st Lane and southwest side of the Neihu Interchange. Visitors could take Expo Bus Line 3 to the Dajia Riverside Park Area.

## Taxi

Taxi stops were available at entrances and exits of the Yuanshan, Xinsheng, and Dajia Riverside Park Areas. Visitors could choose the most suitable park area to get in a taxi according to their location<sup>(1)</sup>.

◎Visitors from Shilin, Beitou, Zhongshan, and Zongzheng Districts were encouraged to get off a taxi at Yuanshan G1. Visitors in the Yuanshan Park Area could walk through Yuanshan G1 to the stop (about 3 to 4 minutes on foot) and get a taxi.

◎Visitors from Wanhua, Datong, Daan and Wenshan Districts were encouraged to get off the taxi at Xinsheng G1. Visitors in the Xinsheng Park Area could walk through Xinsheng G4 to the stop (about 4 to 5 minutes on foot) and get a taxi.

◎Visitors from Neihu, Songshan, Xinyi and Nangang Districts should get off the taxi at Dajia G5. Visitors in the Dajia Riverside Park Area could walk through Dajia G5 to the stop (about 1 minute on foot) and get a taxi.

**Note:** The compassion buses for the elderly were open for the general public, too. People could pay in cash or use the EasyCard. Visitors using the same EasyCard to purchase tickets for TIFE could enjoy a NT\$20 discount. Simply dial the local toll free direct line: 0800055850 and press 0 or the mobile direct line 55850 and press 0. For the sightseeing taxis, dial the local toll free direct line 0800055850 and press 2 or the mobile direct line 55850 and press 2.

## Motorcycles/ scooters

The parking spaces were only available on holidays (Saturdays, Sundays, and national holidays) at Minglun Senior High School (to enter the park areas from Child Recreation Center G2), Tatung University (to enter the park areas from Fine Arts G3), and under the Jianguo Viaduct (to enter the park areas from Xinsheng G4).

## Bicycles

Multiple bicycle parking lots were available at the park areas for bicyclists. The parking lots were at Yuanshan G1, Children's Recreation Center G2, Xinsheng G4, and Dajia G5.

## (II) Visitors from out of town

To serve visitors from out of town, TIFE planned various traffic routes in advance. Visitors wishing to visit TIFE could find a most suitable and fastest way to get to TIFE easily, by airplane, High-Speed Rail, train, freeway passenger bus, or car.

### Songshan Airport

Visitors could take a taxi to the different park areas of TIFE at the exit of the Songshan Airport or follow TIFE sign to Bus Waiting Booth 3 and take the shuttle bus Expo Bus Line 1 to Yuanshan G1, Fine Arts G3, or Xinsheng G4.

### Taipei Main Station

◎Visitors taking the MRT could follow TIFE sign at Car 9 on the High-Speed Rail platform or Car 11 on the Taiwan Railway platform to get on the MRT Danshui Line and get off at the Yuanshan Station to enter the park areas through Yuanshan G1.

◎Visitors taking the bus could follow TIFE sign outside the North G2 of the Taipei Railway Station to take Bus 260, Commuter Bus 260 and Route 220 or take Bus 247 and 287 at the South G2 on the first floor and get off at the Fine Arts Museum stop to enter the park areas through Yuanshan G1 or Fine Arts G3.

◎Visitors taking the taxi could get a taxi on the west side of the Taipei Railway Station on the first floor or the taxi queuing area at East G3 on the first floor and get off at Yuanshan G1, Xinsheng G4, or Dajia G5 to enter the park areas.

### Taipei Bus Station

◎Visitors taking the MRT could follow TIFE sign in Basement 1 of the Bus Station to get on the MRT Danshui Line and get off at the Yuanshan Station to enter the park areas through Yuanshan G1.

◎Visitors taking the bus could pass the gate of the Bus Station and follow TIFE sign to transfer to Bus 215 and Bus 304 and get off at the intersection with Kulun Street to enter the park areas through Yuanshan G1.

◎Visitors taking a taxi could get a taxi at the taxi queuing area in Basement 1 of Q Square and get off at Yuanshan G1, Xinsheng G4, or Dajia G5 to enter the park areas.

### Taipei City Hall Bus Station

◎Visitors taking the MRT could follow TIFE sign to get on the MRT Bannan Line to the Taipei Railway Station and transfer to the MRT Danshui Line and then get off at the Yuanshan Station to enter the park areas through Yuanshan G1.

◎Visitors taking the bus could follow TIFE sign to take Bus 266 and get off at the intersection with Kulun Street to enter the park areas through Yuanshan G1.

◎Visitors taking a taxi could get a taxi at the taxi queuing area on the south side in Basement 1 and get off at Yuanshan G1, Xinsheng G4, or Dajia G5 to enter the park areas.

## Zoo Bus Station

People could take the Wenhu Line of MRT and get off at the Songshan Airport Station and follow TIFE sign to take Expo Bus Line 1 to enter the park areas through Yuanshan G1, Fine Arts G3, or Xinsheng G4.

## Intercity Passenger Buses

Some intercity buses from different places in Taiwan would take passengers to the peripherals of TIFE while others would not. Visitors could choose the closest bus stations according to their locations and then walk or take free shuttle buses to arrive at the park areas.

◎Passenger buses from counties and cities in central and southern Taiwan, including those from Keelung, Taoyuan, Zhongli, Taichung, Yuanlin, Tainan, Kaohsiung and Pingtung, could drive to the Yuanshan Transport Plaza (on the west side of the Yuanshan Station of the MRT Danshui Line between Kulun Street and Jiuquan Street). Visitors only had to walk to the west toward Jiuquan Street after they got off the bus and could arrive at the Yuanshan Park Area in around 5 minutes.

◎Passenger buses from counties and cities in northern Taiwan, including those from Keelung, Taoyuan, Linkou and Hsinchu could drive to the Xinsheng Bus Station (on the northwestern corner at the intersection of Songjiang Road and Minzu East Road, the southeastern corner of the Xinsheng Park Area). Visitors only had to walk along Minzu E. Road after they get off the bus and could arrive at the Xinsheng Park Area in around 5 minutes.

## Tour Bus

To facilitate visitors on tour buses to choose their preferred gates to enter selected park areas, there were places planned on Chengde Road (at the intersection of Chengde Road and Kulun Street, Minglun Elementary School, and Employment Service Center), Minzu W. Road (Tatung University), Minzu E. Road (Xinsheng Park Area and mouth of Songjiang Road), and at the Dajia Riverside Park Area for passengers to get on and off buses with online reservations and applications available. For vehicles without reservations, the non-reserved parking spaces were available at the Dajia Riverside Park Area. People could visit the official website of TIFE (<http://2010taipeiexpo.tw>) to reserve a spot for getting on and off tour buses according to their planned travel routes by clicking “Transportation” → “Tour bus” → “Reservation”.<sup>(2)</sup>

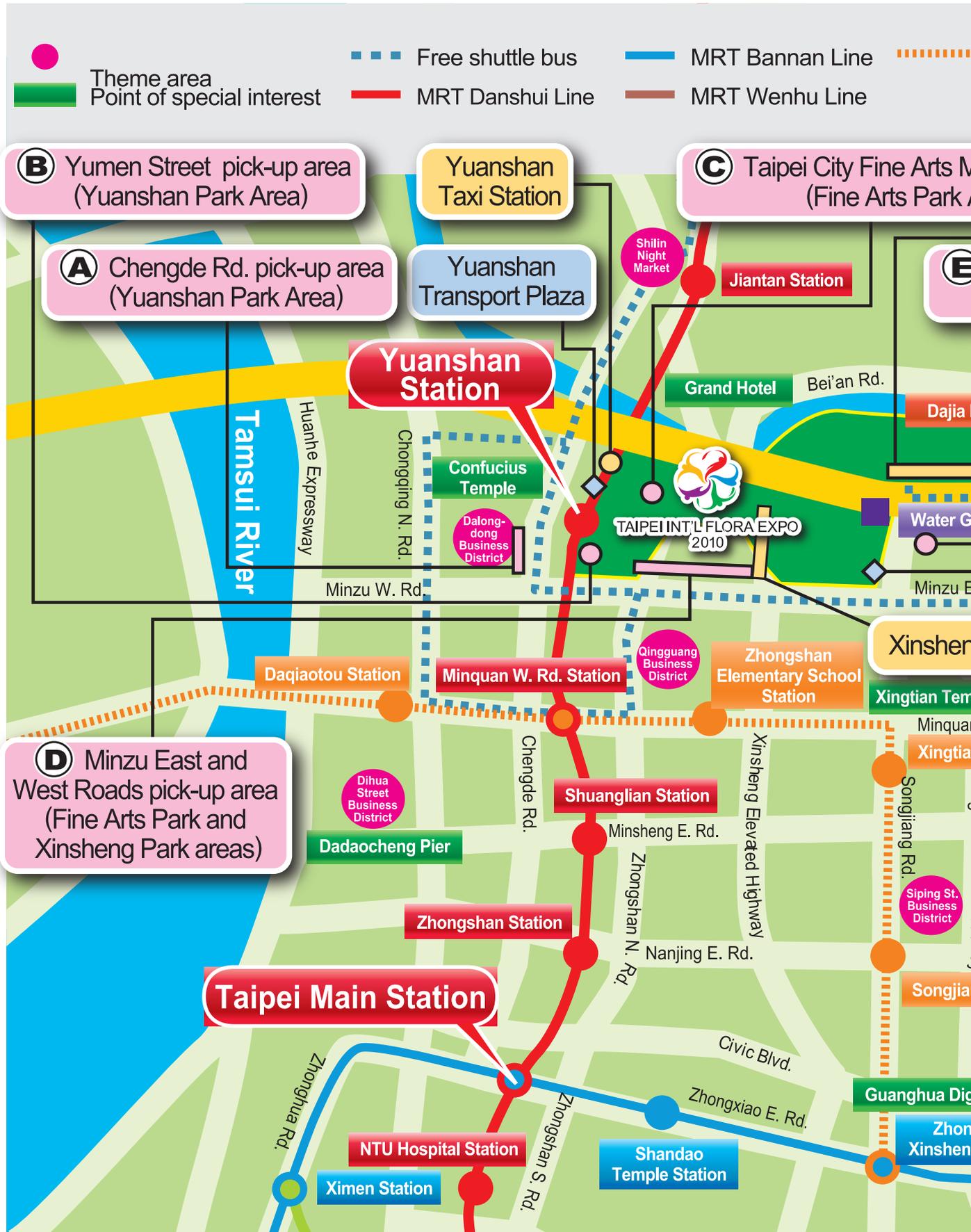
The tour bus online reservation system was the first of its kind among large events held in Taiwan. It was meant to help visitor groups keep track of the spaces available for tour buses to load and unload passengers. It also effectively diverted the traffic and crowd to various gates of individual park areas.

Extracurricular learning groups could visit the reservation system for extracurricular tours at “<http://2010taipeiexpo.tp.edu.tw>” and make reservations.

They could choose to get on or off passenger buses at the Dajia Riverside Park Area or the Military Police Command Center and the passenger buses could park in the parking lot of the Taipei Municipal University of Education.

◎Parking lots for passenger buses were available at the Dajia Riverside Park Area (168 spaces), Taipei Municipal University of Education (150 spaces), Binjiang Street (106 spaces for tourist buses), under the Zhoumei Bridge (70 spaces), and at the Navy General Headquarters (36 spaces).

# TIFE Traffic Guide





## Driving

Visitors from out of town by car could park their cars in parking lots planned for TIFE and then take free shuttle buses to the park areas or in planned parking lots by freeway interchanges in Shilin (reserve land for the Children New Paradise, Shibeike, and 193 Park), Dazhi (northern section of Dawan), Neihu (the 5th re-planning district), which combined had 3,482 parking spaces in total. They could also park at sightseeing spots, such as the Taipei Zoo in Muzha, Yangmingshan, Xinyi Commercial District, and National Palace Museum and take public transportation systems of Taipei City to the park areas.

◎National Highway No.1→Off at Taipei Interchange→Chongqing N. Road→Zhongzheng Road→Chengde Road→Jihe Road→Shilin Parking Lot: Expo Bus Line 2 to the Yuanshan Park Area.

◎National Highway No.1→Off at Neihu Interchange→Jiuzong Road→Xinhu 1st Road→Neihu Parking Lot.

◎Northbound National Highway No.3→ Off at Nangang Interchange→Huandong Boulevard→Nanjing E. Road→Jiuzong Road→Xinhu 1st Road→Neihu Parking Lot.

◎Northbound National Highway No.5→ Off at Nangang Interchange→Huandong Boulevard→Nanjing E. Road→Jiuzong Road→Xinhu 1st Road→Neihu Parking Lot.

After arriving at the Neihu Parking Lot, visitors could take Expo Bus Line 3 to the Dajia Riverside Park Area.

## ( III ) International visitors

### Taoyuan International Airport

International visitors could take highway passenger buses on the southwest sidewalk outside the arrival lobby of Terminal 1 or on the eastern sidewalk outside the arrival lobby of Terminal 2 and transfer to outlying free shuttle buses to various park areas of TIFE or take High-Speed Rail to the Taipei Railway Station and then transfer to the MRT Danshui Line to the Yuanshan Station and walk to the Yuanshan Park Area. Visitors could also take a tax directly to various park areas.

#### ◎To arrive at the park areas by highway passenger bus or free outlying shuttle bus

Route 1819 to arrive at the Kulun Street stop and walk to the park areas through Yuanshan G1.

Route 2060 to arrive at Xingtian Temple Stop and transfer to the Xinsheng shuttle bus to arrive at Xinsheng G4 of TIFE.

Route 2061 to arrive at Fine Arts Museum Stop and transfer to the Fine Arts Museum shuttle bus to arrive at Fine Arts G3 of TIFE.

Route 5203 to arrive at Xinsheng Bus Station and transfer to the Xinsheng shuttle bus to arrive at Xinsheng G4 of TIFE.

Route 5502 to arrive at Xingtian Temple Stop and transfer to the Xinsheng shuttle bus to arrive at Xinsheng G4 of TIFE.

Route 1840 to arrive at Xingtian Temple Stop and transfer to the Xinsheng shuttle bus to arrive at Xinsheng G4 of TIFE.

Route 1841 to arrive at Xingtian Temple Stop and transfer to the Xinsheng shuttle bus to arrive at Xinsheng G4 of TIFE.

### ◎Taxi information

Visitors could take a taxi on the east side of Terminal 1 or the south side of Terminal 2 to their desired park areas.

### Songshan Airport

Visitors could take a taxi at the exit of the Songshan Airport to various park areas of TIFE or follow TIFE sign to Bus Waiting Booth 3 and take the shuttle bus Expo Bus Line 1 to Yuanshan G1, Fine Arts G3, or Xinsheng G4.

### Kaohsiung International Airport

Visitors could take Kaohsiung MRT to Zuoying Station after they arrived at the Kaohsiung International Airport and transfer to High-Speed Rail that would take them to the Taipei Railway Station. Then, they could transfer to the MRT Danshui Line to the Yuanshan Station and enter the Yuanshan Park Area.

## (IV) Visitors with disabilities

To meet the needs of people with disabilities, 2 parking lots for the disabled and 3 passenger loading/unloading areas for rehab bus planned in the surroundings of the park areas were available between 08:00 and 23:00 for short-term parking up to 10 minutes only.

◎Two parking lots for the disabled were planned, including the one at the Children's Recreation Center (at the intersection of Yumen Road and Dunhuang Road, on the north side of Children's Recreation Center G2) and that on Binjiang Road (at Water Gate No. 8 and on the south side of Dajia G5).

◎Three passenger loading/unloading areas for rehab buses were available, including that at the Children's Recreation Center in the Yuanshan Park Area (on the south side of Dunhuang Road near Children's Recreation Center G2 and the Yuanshan Station of MRT), in the Xinsheng Park Area (on the north side of Minzu E. Road and near the west side of Xinsheng G4), and in the Dajia Riverside Park (on the south side of Water Gate No. 8 and east side of Dajia G5).

## Free shuttle buses inside the park areas

TIFE was extensive in area. To take care of weaker visitors, TIFE thoughtfully offered free shuttle buses inside park areas. The shuttle buses traveled among the four park areas so that visitors could go to the next park area more quickly and conveniently based on their own needs.

### Shuttle Bus

The line was operated by Capital Bus and the operating hours were 8:30 through 22:30. The buses ran at an interval of 5 minutes during peak hours on non-holidays. The frequency increased to one bus every 2 to 3 minutes during peak hours on holidays.

There were six stops for the shuttle bus line. They were the No.1 Shuttle Bus Stop (Yuanshan), No.2 Shuttle Bus Stop (Children's Recreation Center), No.3 Shuttle Bus Stop (Fine Arts Museum), No.4 Shuttle Bus Stop (Xinsheng), No.5 Shuttle Bus Stop (Dajia West) and No.6 Shuttle Bus Stop (Dajia East). The shuttle bus line connected the four park areas of TIFE and was the most important and convenient transportation tool within the park areas.

The shuttle bus line engaged brand new, energy-saving and carbon-reducing low-floor hybrid buses, making it convenient for people on wheelchairs and strollers to get on and off. It also met the core theme of TIFE, energy-saving and carbon reduction. In addition, while on the bus, visitors could take advantage

of the information provided by the driver through the in-bus broadcast system on services available at the park areas and the most heart-felt, friendly, and instantaneous transfer information.

## Luxgen Trial Ride and VIP Shuttle Services

Sponsored by Luxgen, this zero carbon emission intelligent electric vehicle was available within the park areas to give visitors a free trial ride. The car was running every 5 to 7 minutes and visitors could get off at any of the 6 stops of the shuttle bus line. However, in light of the transport demand for the shuttle bus service in the parks, visitors could only get in the car at Yuanshan and Diajia E. Stops. 20 Luxgen Electric vehicles were also provided shuttle services to VIPs of TIFE.

## Paid Transportation

There was the Blue Highway and 2 around-the-park electric van lines planned for the extensive Dajia Riverside Park Area. Both were running between 09:00 and 22:00.

### Blue Highway

In order for visitors to feel the charm of the Blue Highway, the contractor, Haloha Shipping Co., Ltd. particularly built 8 theme yachts for TIFE that cruised among Pier Dajia, Pier Meiti, and Pier Xikou so that visitors could not only appreciate the easy and relaxing riverside views in the daytime but also experience different looks of Taipei in the twilight at night.

Visitors could purchase tickets at Pier Meiti and Pier Xikou and then take the boat along Keelung River by the Dajia Riverside Park Area to enjoy the beautiful views. They could choose one-way or roundtrip tickets or get off at Pier Dajia and purchase TIFE ticket to have a tour in the Dajia Riverside Park Area. In addition, they could purchase the boat ticket and get on the boat at Pier Dajia or have a tour along the River at any single point or simply go to Pier Meiti and Pier Xikou and have a tour along the bank before taking the boat again back to the Dajia Riverside Park Area.

The Blue Highway carried around 308,796 headcount of people throughout TIFE with 1,816 headcount of people on average on each non-holiday and 2,561 headcount of people on average on each holiday. The highest record a day was 6, 138 headcount of people.

◎Dajia to Xikou: The whole trip took around 30 to 40 minutes. The boats ran every 30 minutes to 1 hour. The one-way ticket cost NT\$150, the discount ticket cost NT\$120, and the group ticket cost NT\$100 per person. The roundtrip ticket cost NT\$240, the discount ticket cost NT\$200, and the group ticket cost NT\$200 per person. In addition, the line combined light-food vendors at the Dajia exhibition area with NT\$50 coupons.

◎Dajia to Meiti: The whole trip took around 15 to 20 minutes. The boats ran every 30 to 40 minutes. The one-way ticket cost NT\$80, the discount ticket cost NT\$50, and the group ticket cost NT\$40 per person. The roundtrip ticket cost NT\$120, the discount ticket cost NT\$80, and the group ticket cost NT\$80 per person.

◎ Dajia River Tour: The whole trip took around 25 to 35 minutes. The boats ran every 30 to 40 minutes. The whole journey was about 5 kilometers long. The ticket cost NT\$120, the discount ticket cost NT\$100, and the group ticket cost NT\$80 per person.

Note: All of the above fares were in new Taiwan (NT) dollar. Visitors could use cash or the EasyCard to purchase tickets at the three piers and get on the boats. When the same EasyCard was used to purchase

tickets for the Dajia Riverside Park Area, a discount of NT\$10 was available.

People qualified for a discount ticket: Children below 6 years of age or 115cm (with company of their parents), disability manual holders and one of their companions, people over 65 years of age (with a show of their identification cards), students (with a show of the student card for junior high school students and above), pregnant women (with a show of the pregnant women's manual), people with low income (with the Low Income Household Certificate issued by the Taipei City Government), and other people meeting the requirements for having a discount. Group tickets were available for groups comprising over 10 members, inclusive, for use only on the day the tickets were issued. When ticket holders got on the boat, the service representative shall count heads based on the number of group ticket receipts collected.

## Green Bus

The Green Bus included one barrier-free bus. There were a total of 12 Green Bus. Each bus had 32 seats. The Green Bus primarily drove along the whole circular road in the Dajia Riverside Park Area clockwise and enabled visitors to see the whole park. The starting point was Dajia W. Stop. They would travel through Dajia W. Stop (for unloading passengers only) and then go to Xinsheng Stop. They would arrive at Hope Foundation Stop (for unloading passengers only). Visitors could purchase tickets and get on the buses easily go around the huge park area to enjoy the flowers, the water, and the crowd.

◎The buses ran every 15 minutes on non-holidays and 10 minutes on holidays. More buses would join in the service when there was a large crowd to keep the waiting time under 10 minutes on average.

◎The ticket cost NT\$49 and the discount ticket was NT\$30.

**Note:** Passengers could use the same ticket to get on and off the buses twice, respectively. Children shorter than 115cm could be brought along by adults with tickets (without occupying an additional seat and they shall be counted for the total capacity of each bus. Children over this height limit had to purchase special-price tickets).

## Overall Transportation Service Results

Through repeated education and explanations and under joint efforts from local visitors, travel agencies, tour bus companies, local residents and onsite and backstage staff, the traffic and transportation services provided at TIFE not only were successful but also created the orderly traffic miracle over the 171 days of TIFE.

Results of random questionnaires and surveys among visitors in the park areas showed that visitors from the Taipei metropolitan area mainly used the MRT as their transportation tool, followed by buses on holidays and cars, motorcycles and scooters on non-holidays<sup>(3)</sup> and visitors from out of town were mainly groups on tour buses, followed by highway passenger buses on holidays and cars on non-holidays<sup>(4)</sup>.

In addition, the many shuttle buses planned inside and outside the park areas of TIFE exercised maximum service efficacy. Over the 171 days of TIFE, the accumulated transport capacity of all shuttle buses reached 23,500,129 headcount of people, accounting for 262% of the total headcount of people entering park areas, 8,963,666. All of these impressive traffic flow service results indicate that TIFE has accomplished its goal of "prioritizing public transportation systems."



① ② ③ ⑥ MRT painting ④ MRT Yuanshan Station ⑤ Expo Bus Line 5



① Green Bus ② Low-floor buses to facilitate visitors getting on and off ③ Pier Xikou  
④ Thoughtful Expo shuttle buses ⑤ Shuttle bus stop directive ⑥ Luxgen electric vehicle ⑦ Xinsheng Transfer Station

## Crowd Control

The various pavilions, performances, and service facilities carefully designed for TIFE were all meant to offer visitors best physical and mental experiences. Therefore, to maintain optimal visit quality and service standards and also for the safety of the visitors, the capacities of individual park areas were planned in advance. Responsive measures for different stages were also important tasks. Only preparations in advance by good crowd control, precise announcement of full-capacity information, and diversion and control over the headcount, among other measures, could provide visitors entering the park areas with the optimal “Customer is King” experiences.

In order to do a good job in terms of crowd control, TIFE authorized THI Consultants, Inc. with the “overall traffic planning and preliminary design for 2010 TIFE”. The company calculated the numbers of people entering individual exhibition areas, among other parameters and used the parameters as the criteria to plan the capacity control mechanism comprising three stages with reference to prior experiences of Taipei in holding information technology exhibitions. Besides volunteers to take various responsive measures on site, related authorities fulfilled their respective responsibilities and carried out various tasks. As soon as the total number remaining in park areas approached 150 thousand headcount, it would mean the full capacity was being reached. At this time, various control measures had to be implemented in order to reduce the capacity on site and prevent any possible unfavorable conditions from happening.

### Parameters for numbers of people entering park areas

◎Estimated distribution ratios of visitors entering individual park areas

Yuanshan Park Area: Fine Arts Park Area: Xinsheng Park Area: Dajia Riverside Park Area  
 =53%: 10%: 20%: 17%

◎Capacity ratios of individual park areas with an estimated number of around 22 thousand headcount of people on a non-holiday.

Yuanshan Park Area: Fine Arts Park Area: Xinsheng Park Area: Dajia Riverside Park Area  
 =11,600: 2,200: 4,400: 3,740

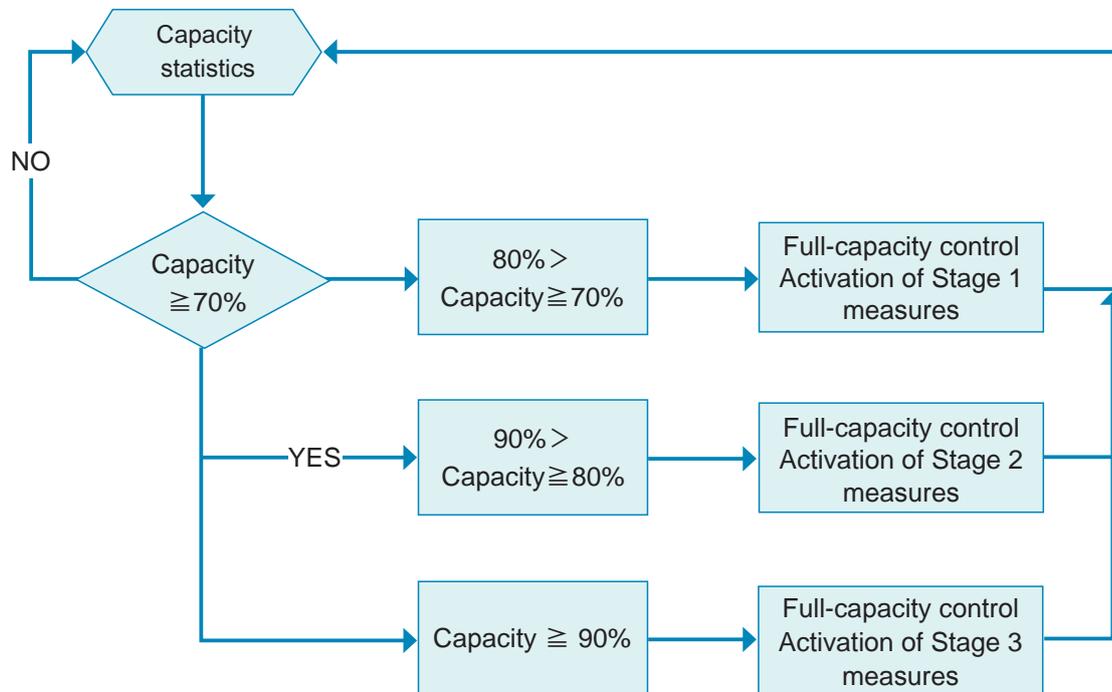
◎Capacity ratios of individual park areas with an estimated number of around 107 thousand headcount of people on the weekend or a holiday.

Yuanshan Park Area: Fine Arts Park Area: Xinsheng Park Area: Dajia Riverside Park Area  
 =56,710: 10,700: 21,400: 18,190

### Basic capacity analysis of the number of people entering park areas

Service standards	Yuanshan Park Area	Fine Arts Park Area	Xinsheng Park Area	Dajia Riverside Park Area	Total for all park areas
Total capacity at park areas	31,810	31,630	30,780	84,040	178,260
Stage 1 (70%)	22,270	22,140	21,550	58,830	124,790
Stage 2 (80%)	25,450	25,300	24,620	67,230	142,600
Stage 3 (90%)	28,630	28,470	27,700	75,640	160,440

## Capacity control chart for park areas (with reference to prior information technology exhibitions, the 3-stage capacity control mechanism was planned)



### Division of Labor for the Capacity Control Mechanism

To effectively control first-hand information and respond right away for effective dispositions, work was divided among related centers of the TIFE Operation Headquarters according to their responsibilities so that they could take care of their respective tasks.

◎Information Service Center: Establishment of the crowd estimation facilities and capacity information announcement operating mechanism

◎Transportation Service Center: Implementation of capacity control measures.

◎Exhibition Construction Center: Announcement of capacity information through the information desk and handling of ticket refunds

◎Safety Management Center: Assistance in maintaining order on site

◎Administration Center: Deployment of volunteers

◎Press and Media Center: Release of news on control measures

### Stage 1

When the number of visitors entering park areas was approaching 70% of the capacity, responsive measures inside and outside park areas were activated. The full-capacity information was released through various media and volunteers started to divert the crowd.

### Overview of measures taken when the capacity reached 70%

Measure	Area	Target	Purpose	Media
Disclosure of information	Outside park areas	Visitors yet to enter the entrance plaza	Pre-warning on full-capacity of the park area to divert the crowd to other areas.	CMS, radio stations, MRT broadcast, Bus broadcast (LED), Internet, mobile phones
		Visitors already in the entrance plaza	Pre-warning on full-capacity of the park area to move the visitors to other areas first.	1.Electronic bulletin boards at park area gates. 2.Broadcast on the entrance plaza.
	Inside park areas	Passengers on intra-park shuttle buses	Pre-warning on full-capacity of the park area to divert the crowd to other areas.	1.Broadcast on shuttle buses 2.Signs at shuttle bus stops
Diversion by volunteers	Inside park areas	Park area gates, main pathway gates, intra-park shuttle bus stops	Preparation for control operations	Based volunteers

### Stage 2

When the number of people entering park areas was approaching 80% of the capacity of the park areas, the full-capacity information was released through various media and different measures were taken, including allotment of intra-park shuttle buses for enhanced transport capacity, assistance from volunteers in diverting the crowd and initiating control over the number of people entering the park areas.

### Stage 3

When the number of people entering park areas was approaching 90% of the capacity of the park areas, the full-capacity information was released through various media and different measures were taken to primarily control the number of people by only letting people out and disallowing people to enter the park areas.

### Overview of measures taken when the capacity reached 80% and 90%

Measure	Area	Target	Purpose	Media
Disclosure of information	Outside park areas	Visitors yet to enter the entrance plaza	Continuous communication to visitors that they can go to other park areas to divert the crowd.	CMS, radio stations, MRT broadcast, Bus broadcast (LED), Internet, mobile phones
		Visitors already in the entrance plaza	1.Continuous communications to divert the crowd 2.To reduce the visitors' displeasure because of waiting	1. Electronic bulletin boards at park area gates. 2.Broadcast on the entrance plaza
	Inside park areas	Passengers on intra-park shuttle buses	Continuous communications to divert the crowd to other exhibition areas.	1.Broadcast on shuttle buses 2.Signs at shuttle bus stops
		Visitors inside full-capacity exhibition areas	Continuous communications to divert the crowd	1.Broadcast on site 2.Electronic bulletin boards at various pavilions.

Measure	Area	Target	Purpose	Media
Carrier adjustment	Inside park areas	Intra-park shuttle buses (BRT)	1.To enhance the transport capacity. 2.Implementation of skip-stop operations for the third stage to relieve the capacity stress	Operators of shuttle buses
Diversion by volunteers	Outside park areas	Visitors already in the entrance plaza	1.Continuous communications to divert the crowd 2.Control over the number of people entering park areas to relieve the capacity stress	1.Based volunteers 2.Gates
	Inside park areas	Park area gates, intra-park shuttle bus stops (BRT)	1.Continuous communications to divert the crowd 2.Control over the number of people entering park areas to relieve the capacity stress	1.Based volunteers 2.On-duty volunteers

## Full capacities in four park areas

When the numbers of people allowed to remain in the four park areas were approaching the 150 thousand headcount, the news on the initiation of control over the number of people would be released through various media. In addition, volunteers would continue to communicate to the visitors in order to divert the crowd and reduce their displeasure as a result of long waits.

### Overview of measures taken upon full capacities in four park areas

Measure	Area	Target	Purpose	Media
Disclosure of information	Outside park areas	Visitors yet to enter the entrance plaza	The park areas control news is released and visitors yet to arrive are suggested to see other areas of the city first in order to divert the crowd.	CMS, radio stations, MRT broadcast, Bus broadcast (LED), Internet, mobile phones
		Visitors already in the entrance plaza	1.Continuous communications to divert the crowd 2.To reduce the visitors' displeasure because of waiting	1.Electronic bulletin boards at park area gates. 2.Broadcast on the entrance plaza
Diversion by volunteers	Outside park areas	Visitors already in the entrance plaza	1.Continuous communications to divert the crowd 2.Initiation of control to relieve the capacity stress	1.Based volunteers 2.Gates

## Logistics control

There were quite a few contractors and stores at the park areas. In order to prevent them from undermining the travel flows of visitors during park operating hours, different time slots were planned for the contractors to replenish their supplies according to their priorities to facilitate operations of the contractors while at the same time protecting the sightseeing rights of visitors.

Facility	Performance site	Horticulture	Food Court	Beverage Vending Machine	Shops	Souvenirs	Specialty Gifts	Foreign Exchange	First-Aid	Tickets	ATM	Post Office
Yuanshan	2	6	2	14	2	3	2	1	1	3	3	1
Fine Arts	4	4	4	6	0	3	0	1	1	0	1	0
Xinsheng	1	7	5	7	0	4	1	0	1	1	1	1
Dajia	2	8	3	8	0	3	1	0	2	2	0	0

## Delivery planning for contractors at park areas

According to the nature of individual contractors, general replenishment and special replenishment time slots were planned. All happened primarily when the park areas were closed and secondarily when the park areas were in operation. However, for abnormality or failures associated with mechanical and electrical facilities that were sufficient to undermine normal operations in the park areas, emergency replenishments were allowed.

General replenishments were divided to door-to-door ones where the transport vehicles could go to the sites requiring replenishments, including medical and healthcare devices and cash flows; and non-door-to-door ones where the transport vehicles had to park in temporary zones and supplies were transported into park areas in carts, including food and beverages, souvenirs, specialty gifts, tickets, and performance tools (self-prepared musical instruments), etc.

◎General replenishment time slots while park areas were in operation: TIFE operated from 9:00 to 22:00. During the operating hours, it was necessary to maintain the visit quality and avoid conflicts between visitors and vehicles in park areas. Therefore, time slots allowed for replenishment of supplies were 10:30 to 20:30, among which the two sub-slots, 10:30~12:30 and 16:30~18:30, were mainly for and prioritized for replenishment of food for the staff of TIFE

◎3 time slots for general replenishments while park areas were closed: 23:00~01:00, 23:00~08:00, and 05:00~08:00. Transport vehicles could enter the park areas and arrive at the replenishment destinations directly. For locations inside pavilions and not reachable by the vehicles, carts were used to carry the supplies to the locations. For the first time slot, the replenishments focused on mechanical and electrical maintenance and service that had time limits. The second time slot was primarily open for watering, repairs, and replacement of horticultural plants, removal and setup of stages, and automatic vending machines that took longer time. The third time slot was primarily open to food and beverages, specialty gifts, and souvenirs that had smaller demand, needed to be kept in a fresh condition, and took shorter time.

Special replenishments were handled on a case-to-case basis, e.g. the supply of notes to automatic teller machines that requires special security measures. Emergency replenishments, on the other hand, were limited to abnormality or failures of mechanical or electrical facilities or other failure conditions which would undermine normal operations in the park areas and hence required emergency troubleshooting.

## Implementation Outcome for Logistics Control

In order for the overall logistics replenishment to be smooth and orderly, the planned “logistic operation model and regulations” were discussed in the negotiation meetings held with authorities concerned from the Taipei City Government and external experts were invited to review them so that the logistics operation could be more feasible and meeting the actual operational needs. Upon completion of corrections to the planning content, the ideas and regulations were made into the “Logistics Operation Manual for TIFE” to serve as the guidance for various suppliers during their replenishment operations. Then, passes were given to various suppliers for them to access the park areas. The suppliers were asked to precisely follow regulations established in the Logistics Operation Manual for TIFE. Loading and unloading area audits were performed on a daily basis. Violating suppliers would be registered and subject to punishment in order to maintain the order at individual loading and unloading areas.

In addition, daily audits were performed on temporary parking areas for loading and unloading supplies to inspect for any violations. Security guards assisted in validating passes the suppliers used to maintain good turnovers for the parking spaces in the unloading area and the parking order.

Compared with the prior logistic planning purpose “To satisfy visitor needs and accomplish smooth and orderly traffic with safe replenishment operations” the logistics operations throughout TIFE have already fulfilled the purpose.

## Conclusion

“Transportation” is an indispensable part for any major event, for TIFE that faced enormous transport pressure after its grand opening, in particular. Fortunately, under the careful planning of the Taipei City Government team who utilized various strategies to successfully maintain orderly traffic in the peripherals of the park areas, transportation has not only become the most successful part of TIFE but also contributed to the successful conclusion of TIFE that lasted for more than 171 days.

### **Well-applied transportation strategies to successfully divert the large crowd and accomplish the goal of prioritizing public transportation systems**

There was a total of 8,963,666 headcount of people visiting TIFE. The single-day record-setting number of visitors was 183,774 headcount of people on April 24, 2011. The traffic planning that encompassed the MRT system and shuttle buses inside and outside park areas not only contributed to smooth transport services but also enhanced the willingness of visitors to use public transportation systems. Meanwhile, it fulfilled the purpose of TIFE that featured energy-saving and carbon reduction.

### **Innovative application of the passenger bus reservation system to keep smooth traffic in the peripherals of the park areas**

This innovative practice was the first of its kind among major events in Taiwan. The online reservation system enabled visitors to keep track of available passenger loading and unloading areas in the peripherals of the park areas at all times and avoid the crowded time slots to solve the limited parking spaces available

for large tour buses in the surroundings of TIFE entrances and the difficulties for numerous tour buses to unload passengers in the peripherals of the park areas due to the existing huge traffic loads on city roads. Throughout TIFE, a total of 20,375 counts of tour buses made reservations and a total of 22,372 counts of tour buses made reservations for extracurricular tours to the Military Police Command Center. The total utilization rate of the reservation system reached 68.95%. This reservation system can serve as reference in the traffic planning for large events in Taiwan in the future.

### Shuttle bus drivers became first-line mobile tour guides for TIFE, demonstrating the soft power of TIFE and hospitality of Taiwanese

For visitors who came from different places, TIFE provided not only various transportation services but also friendly guided tours through drivers of shuttle buses that ran in park areas. The friendly interactions between the drivers and visitors made visitors feel the deep hospitality and the carefulness of the Taipei City Government. They also witnessed the soft power of TIFE.

## Chapter 11 Notes

1 There were four taxi queuing areas and a total of 184 taxi spaces planned in the peripherals of the park areas. Waiting booths or tents were set up at the loading area. This considerate arrangement enabled visitors to experience different taxi services from those by roadsides.

Park area	Queuing area	Loading area	Unloading area
Dajia Riverside Park Area	50 spaces	3 spaces	3 spaces
Yuanshan Park Area	33 spaces	2 spaces	3 spaces
West side of Xinsheng Park Area	78 spaces	3 spaces	2 spaces
East side of Xinsheng Park Area	23 spaces	2 spaces	None
Total	184 spaces	10 spaces	8 spaces

2 **► For passenger loading and unloading areas for tour buses, the parking time was limited to 20 minutes.**

Reserved locations	Availability for each time slot	Operating hours	Target	Time to nearest park area on foot
Tatung University	10 buses	Monday through Friday 10:00 – 16:00 Holidays 08:00 – 23:00	Ordinary groups	Around 3 to 4 minutes to Yuanshan Gate Around 5 to 6 minutes to Fine Arts Gate
Minglun Elementary School on Chengde Road	2 buses on non-holidays 3 buses on holidays	Monday through Friday 09:00 – 16:00 Holidays 08:00 – 23:00	Ordinary groups	Around 3 to 4 minutes to Children's Recreation Center Gate Around 5 to 6 minutes to Yuanshan Gate
Intersection of Chengde Road and Kulun Street	1 buses	Monday through Friday 09:00 – 16:00 Holidays 08:00 – 23:00	Ordinary groups	Around 5 to 6 minutes to Children's Recreation Center Gate Around 3 to 4 minutes to Yuanshan Gate

Reserved locations	Availability for each time slot	Operating hours	Target	Time to nearest park area on foot
Employment Service Center on Chengde Road	2 buses	Monday through Friday 09:00 – 16:00 Holidays 08:00 – 23:00	Ordinary groups	Around 3 to 4 minutes to Children's Recreation Center Gate Around 5 to 8 minutes to Yuanshan Gate
Minzu E. Road	7 buses	Monday through Friday 10:00 – 16:00 Holidays 10:00 – 23:00	Ordinary groups	Around 2 to 3 minutes to Xinsheng Gate
Dajia Riverside Park Area	23 buses	Monday through Sunday 08:00 – 16:00	Schools on extracurricular learning tours, ordinary groups	Around 1 to 3 minutes to Dajia Gate
Xinsheng Park Area (Songjiang Road)	9 buses	Monday through Sunday 06:00 – 10:00 For unloading only.	Ordinary groups	Around 3 to 4 minutes to Xinsheng Gate
Military Police Command Center	36 buses	Monday through Friday 08:00 – 17:00	Schools on extracurricular learning tours	Around 5 to 8 minutes to Fine Arts Gate Around 5 to 8 minutes to Xinsheng Gate

3

### ► Means of Transportation among Visitors from Taipei Metropolitan Area

Taipei Metropolitan Area (Taipei City, New Taipei City, and Keelung City)	MRT	City Bus	Tour bus	Taxi	Car	Motorcycle/scooter	Other	Total
Estimate	22%	22%	Not estimated	1%	19%	34%	2%	100%
Actual (holidays)	57%	9%	4%	4%	11%	11%	4%	100%
Actual (non-holidays)	41%	19%	15%	3%	6%	11%	5%	100%

4

### ► Means of Transportation among Visitors from Outside Taipei Metropolitan Area

Non-Taipei Metropolitan Area	Highway Bus	Tour bus	Railway	Aviation	High-Speed Rail	Car	Other	Total
Estimate	20%	25%	9%	3%	12%	30%	0%	100%
Actual (holidays)	9%	43%	12%	4%	9%	21%	2%	100%
Actual (non-holidays)	14%	39%	12%	2%	12%	13%	8%	100%

Note: THI estimate actual (holidays): Surveyed on December 05, 2010 (Yi-Wei Company)  
Actual (non-holidays): Surveyed on March 24, 2011 (Cheng-Yi Company)



To be perfect on all fronts and fully demonstrate Taiwan's passion and capabilities in culture, creativity and its floral industry, the attention-focusing TIFE had a 20-day test program before its grand opening. The test program comprised four progressive stages to adjust the service facilities in the park areas and ultimately present the best TIFE in front of the public. The series of opening events took place between the 4th and the 6th of November, 2010. The whole nation celebrated and welcomed TIFE that saw a headcount of over 8 million visitors over 171 days. The "People's TIFE, Taiwan's Pride" closing ceremony began on April 25, 2011, making TIFE part of the beautiful memory of the whole nation, and ended on a beautiful note.

# Opening and Closing Ceremonies

# 12



"People's Flora Exposition, Taiwan's Pride" parade.

## Test Program

In order to have smooth operations during the official opening ceremony for TIFE on November 11, 2010, the test program comprising four stages began on October 9, 2010 and lasted till October 28, 2010, for a total of 20 days. Test items included the traffic service system, indicator system outside park areas, public service facility system, information service system, and commercial service system, etc. The test criteria established by individual centers at the TIFE Operation Headquarters served as the basis for respective inspections and audits. Related contractors co-organized the tests according to the various procurement contract terms and conditions at the jurisdiction of centers. Improvement plans were proposed based on the test condition and suggestions brought forth by test volunteers.

### Four-stage test program

Stage/time	Area	Description
Stage 1 From October 9 to October 14, 2010, for 6 days	◎Yuanshan Park Area * Excluding Shanghai Charm and Xi'an's Courtyard	The daily number of visitors increased gradually from 5,000 to 10,000 headcount of people.
Stage 2 From October 15 to October 20, 2010, for 6 days	◎Yuanshan Park Area * Excluding Shanghai Charm and Xi'an's Courtyard ◎Xinsheng Park Area and Fine Arts Park Area (the north of Taipei Fine Arts Museum) * Excluding the Global Garden Area	The daily number of visitors increased gradually from 7,500 to 10,000 headcount of people. The test began during the third stage along with intra-park lines. In order to divert the crowd from the Yuanshan Station of MRT, the Yuanshan Park Area was kept open during the second stage.
Stage 3 From October 21 to October 24, 2010, for 4 days	◎Yuanshan Park Area * Excluding Shanghai Charm and Xi'an's Courtyard ◎Dajia Riverside Park Area * Excluding Eco Theater and EXPO Arena	The daily number of visitors increased gradually from 10,000 to 40,000 headcount of people.
Stage 4 From October 25 to October 28, 2010, for 4 days	◎Whole * Excluding Shanghai Charm, Xi'an's Courtyard, Global Garden Area, Eco Theater, and EXPO Arena	The daily number of visitors was around 60,000 to 70,000.

Test participants primarily included invited ones and uninvited ones. Invited test volunteer groups or individuals were prioritized. Uninvited people had to wait after the invited groups had entered park areas and entered when the number of people was still below the park capacity.

Besides partner contractors in organizing various system tests according to terms and conditions in the contracts and sponsoring enterprises specified in the terms and conditions of contracts, invited individuals or groups primarily included various charity and minority groups, including tour guides, extracurricular tour teachers, voluntary workers, voluntary police, voluntary firefighters, volunteer groups, labor unions, charity groups, minority groups, etc. In addition, to show gratitude toward local residents in the peripherals of TIFE, residents in the Zhongshan and Datong Districts were invited to take part, too. To maximize participation, individual volunteers and volunteer groups in individual administrative districts were invited as well, including members on the reconciliation committees and folklore improvement committees at various district offices, religious and temple representatives, unpaid lawyers, environmental protection volunteers in individual communities, neighborhood watch volunteers, park sponsors, and volunteers at various district offices, etc.

To uncover possible potential problems of individual systems within the park areas and help the TIFE Operation Headquarters undertake various improvement measures, individuals or groups participating in the test program primarily acted as visitors and completed the “Park Area Test Feedback Form” after they finished visits. During the 20-day test period, a total of 451,264 headcount of people participated in the test with 30,509 copies of questionnaire recovered. The satisfaction was as high as 77.9%. There were still weaknesses. Based on the proposed suggestions, 5 improvement priorities were listed and completed prior to the grand opening day.



## 5 improvement priorities

### Addition of guidance indicators

During the test period, some people reflected that the indicators were confusing. Therefore, additional 758 various indicators were prepared, including large maps, wall-hung indicators, double-sided display racks, and street lamp flags, etc. Meanwhile, 100 pedestrian indicators, shuttle bus stop signs, and entrance directions for TIFE were added in the surroundings of the Yuanshan Park Area, Fine Arts Park Area, Xinsheng Park Area, Dajia Riverside Park Area, Pier Meiti and Pier Xikou. In addition, to accommodate various campaigns (e.g. the million threshold celebrations) and festivities, there were 16 sets of cardboard cut-outs and signage for visitors to take pictures with, adding to the fun of visiting the park areas. A total of 874 new indicators were added inside and outside the park areas.

### Additional public service facilities

276 mobile toilets and 99 sets of trash cans

8 drinking fountains, bringing the total number in park areas to 10

10 multi-media Kiosks, bringing the total number in park areas to 29

1,500 retractable bands and protection pillars, bringing the total number in park areas to 2,700

### Additional chairs

Some people complained about the insufficient number of chairs in rest areas. Therefore, 958 chairs were added to foot courts in various park areas and 1,611 chairs were added in public areas, totaling 2,569 chairs.

### Reinforced images at entrance of TIFE

Some people reflected that the Vertical Plant Wall at the entrance of Yuanshan Park Area was not of bright color combinations and could not impress the visitors. Therefore, less bright-colored plants were replaced by yellow and orange lantanas for reinforced visual impressions of the Vertical Plant Wall through highly contrast colors.

### Additional shuttle bus line to Taipei Fine Arts Museum

In order to transport visitors from Zhongshan N. Road at the Children's Recreation Center, a free Fine Arts Shuttle Bus line was added to travel along the Yuanshan Station of MRT, Fine Arts Museum, and Taipei Broadcasting Station (i.e. gate of the old Children's Recreation Center).

This line started from the Yuanshan Station of MRT and traveled along Zhongshan N. Road to stop at the Fine Arts Museum (the bus booth by the Fine Arts plaza), Taipei Broadcasting Station (gate of the old Children's Recreation Center), Fine Arts Museum (bus booth by the Pavilion of New Fashion [FE EcoARK]), and returned to the Yuanshan Station of MRT. The operating hours were 06:00 to 22:00. The buses ran every 8 to 15 minutes.

## Opening

The 2010 Taipei International Flora Exposition finally had its official opening at 9:00am on November 6, 2010 after over 3 years of preparations.

In order to celebrate the opening of TIFE, domestic and international honored guests were invited to take part in the opening ceremony, joined the organizers to thank the sponsors and business groups involved in TIFE operations. It also helped spread the news that TIFE was opened. Multiple celebrations were launched from November 4 to November 6, 2010:

November 4, 2010: At 4:00pm, the “Flowers and Clothes” Fashion Show jointly held with Shiatzy Chen, the world famous fashion brand, was launched in the Palace of Flora Teas in the Xinsheng Park Area. At 7:00pm, the reception dinner was held at the Grand Hotel to welcome honored guests and to thank business groups and sponsors for the support and assistance they provided.

November 5, 2010: Domestic and international honored guests were invited to attend the VIP pre-tour in some park areas in the afternoon and experience the beauty of TIFE. At 7:00pm, the opening and award presenting ceremony was organized in the EXPO Hall in the Fine Arts Park Area. Honored guests included President Ying-Jeou Ma, heads of state from Nauru, Palau, and Marshall Island, representatives from different countries, AIPH President Doeke Faber, honored guests from exhibiting countries, and ambassadors from different countries to Taiwan. These 1,200 or so domestic and international honored guests attended the awards presentation ceremony for the International Indoor Floriculture Exhibition and Competition. President Ma, Mayor Hau and AIPH President Doeke Faber presented important awards. After the award presenting ceremony was completed, they watched the performance “Lily Love” presented by Ping-Fong Acting Troupe and the the Indigenous Dancers. Many honored guests were touched and marveled at the great performance.

November 6, 2010: At 8:50am, the official park opening ceremony was held in the Yuanshan Park Area. Mayor Hau, AIPH President Doeke Faber and other 10 other international honored guests, Commissioner Hsiung-Wen Chen of the Department of Economic Development, and the general producer of TIFE See-You Ting jointly cut the ribbon. Doeke Faber gave the organizer his carefully-prepared gift, Taiwan incense-cedar, a native tree of Taiwan symbolic of originality and sustainability as well as sustainable development of the environment and ecology and his best wishes for the people of Taiwan. The park areas were officially opened at 9:00am. The 66 entrance gates at various park areas, including 28 at the Yuanshan Park Area, 14 at the Xinsheng Park Area, and 24 at the Dajia Riverside Park Area, were opened to the public at the same time. The first people entering the park areas received a set of memorial stamps from TIFE. On the first night the park areas were opened, there was the opening party at the Pavilion of New Fashion (FE EcoARK) in the Yuanshan Park Area. The performance on the idea of an environmental theater in combination with the environmental protection theme of the Pavilion of New Fashion (FE EcoARK), “Ceremony for the Flower Goddess,” directed by the famous stage play director Stan Lai, was played to present the most special opening party for TIFE.

The “Ceremony for the Flower Goddess” opened the party in the midst of drum beats from the Ten Drum Art Percussion Group. Sopranos Yen-Ling Chen, Mei-Ling Chen, and the Taipei Symphony Orchestra presented the Mozart’s Opera, “The Marriage of Figaro.” After that, the “Flora Goddess” played by Fang-Yi Sheu, the world-famous dancer, appeared on stage and demonstrated the beautiful power of TIFE. The famous chubby singer Yu-Chun Lin and the Taipei Philharmonic Children’s Choir sang the song “A Moment Like This.” In addition, to thank them for their hard work, Mayor Hau invited 80 flower growers from different places in Taiwan onto the stage to accept the audience’s cheers and earnest applause. At 9:00pm, First Lady Mei-Chin Chou and Mayor Hau activated the main bout of the party by setting off fireworks at two places, the Dajia Riverside Park Area and Dadaocheng, at the same time, wishing TIFE glamorous glory.

The first day of TIFE attracted 12,062 domestic and international visitors, including 8,512 for the Yuanshan Park Area, 296 for the Fine Arts Park Area, 2,400 for the Xinsheng Park Area, and 847 for the Dajia Riverside Park Area. The fireworks shows at the opening party in the Dajia Riverside Park Area and Dadaocheng attracted up to 420,000 headcount of people.

## Opening events from November 4 to November 6, 2010

Time	Area (Location)	Content
16:00 on November 4, 2010	Xinsheng Park Area Palace of Flora Teas	<b>Opening Fashion Show:</b> Flowers and Clothes: 100 sets of beautiful clothes designed with a hundred kinds of native flowers of Taiwan were presented by “Shiatzy Chen” the famous fashion brand.
18:00 on November 4, 2010	The Grand Hotel	<b>Banquet:</b> Mayor Hau of Taipei City was the host to welcome 600 honored guests visiting TIFE and thank domestic sponsors and business groups involved in the operations of TIFE by presenting certificates of gratitude to them.
14:30 on November 5, 2010	TIFE park areas	<b>Guided tour for honored guests:</b> Domestic and international honored guests were invited to join the guided tour and explore the beauty of TIFE.
19:00 on November 5, 2010	Fine Arts Park Area EXPO Hall	<b>Opening and Award Presenting Ceremony:</b> President Ma, important heads of state and representatives from different countries, AIPH President Doeke Faber, and honored guests from exhibiting countries, among other domestic and international honored guests attended the awards presentation ceremony for the “International Indoor Floriculture Exhibition and Competition” and watched “Lily Love.”
08:50 on November 6, 2010	Yuanshan Park Area G1(Yuanshan)	<b>Park opening ceremony:</b> Mayor Hau of Taipei City, AIPH President Doeke Faber, and other honored guests jointly cut the ribbon.
20:00~ 21:30 on November 6, 2010	Yuanshan Park Area Pavilion of New Fashion (FE Eco ARK)	<b>“Ceremony for the Flower Goddess”</b> directed by the famous stage play director Stan Lai was the most significant part of the opening party. The performance consisted of six acts, i.e. wakening up, gift from afar, celebration by flora guards, hymn of praise, declaration and activation ceremony, and parade.
18:20 ~ 23:00 on November 6, 2010	Inner exercise yard at Watergate 4 of Pier Dadaocheng	<b>“Dadaocheng Concert”:</b> Multiple singers and performance groups took turns getting on the stage to sign and dance.
21:00~21:30 on November 6, 2010 at Dajia Riverside Park Area 21:30 ~ 22:10 at Yanping Riverside Park	Dajia Riverside Park Area Dadaocheng	The carefully designed “Opening Fireworks for TIFE” comprised subtitle fireworks and innovative performances like the activation ceremony with the rising map of Taiwan, five-country fireworks show (United Kingdom, Switzerland, Italy, Spain, Republic of China), fireworks activation relay, fireworks above Zhongxiao Bridge, Dadaocheng sky fireworks, laser show, among others, with great audio-visual effects.

## “Flowers and Clothes” Fashion Show

At 4:00pm on November 4, 2010 at the Palace of Flora Teas in the Xinsheng Park Area, to emphasize originality and diversity, Design Director Ms. Cai-Xia Wang-Chen of the famous “Shiatzy Chen” fashion was invited to design 100 sets of clothes within a hundred kinds of native flowers of Taiwan and the catwalk featured 100 models from EeLin Modeling Agency Ltd. led by top models Shatina Chen, Patina Lin and Janel Tsai who presented the most marvelous fashion show. Alfie Lin, the floriculture master selected native orchid species of Taiwan and decorated the Lin An-Tai Historic House with the orchids to create the main stage for the 100 models with various flowers painted on their bodies to walk on in the midst of the historic house. The effect of alternating tradition and modernity with the plain historical walls and colorful flowers was breathtaking. Attending honored guests marveled at the beautiful sensory festival. The fashion show also presented in front of the world the soft power of Taiwan with its cultural creative industry. The beautiful models were comparable with the flowers. The beauty was more than the honored guests could take in at once, setting off a series of opening events for TIFE.

## Banquet

At 6:00pm on November 4, 2010, the banquet was held at the Grand Hotel to welcome domestic and international honored guests and thank domestic sponsors and business groups for their support. Mayor Hau received over 600 guests. Attending guests included AIPH President Doeke Faber and domestic and international raters, Mayor of Daegu, Korea; Mayor of Matsue, Japan; Mayor of Manila, the Philippines; Mayor of Tavares, Florida, U.S.A; Mayor of Mbabane, Swaziland; Mayor of Managua, Nicaragua; and ambassadors from different countries to Taiwan. Domestic honored guests and business representatives included Chairman of Far Eastern Group Mr. Douglas Hsu, Chairman and CEO of Chunghwa Telecom Mr. Shyue-Ching Lu, General Manager of Luxgen Mr. Kai-Chang Hu, and Chief Executive Officer of EVA Airways Corp. Mr. Kuo-Wei Nieh. They celebrated the first world-class exposition taking place in Taiwan in the midst of the music played by the East Wing Artistic Music Group, the emerging music performance group.

To show gratitude to the passionate support from many well-known enterprises in Taiwan during the preparation period of TIFE, the Taipei City Government presented awards at the dinner to over 30 business groups, including the Far Eastern Group, EVA Airways Corp., Taipei Fubon Bank, Changhwa Telecom, and Luxgen and together they wished TIFE a great success.

## Opening and Awards Presentation Ceremony

At 7:00pm on November 5, 2010, the opening and awards presentation ceremony for the International Indoor Floriculture Exhibition and Competition took place in the EXPO Hall in the Fine Arts Park Area. Important awards were announced at the occasion. The opening and awards presentation ceremony gathered many important heads of state and representatives from different countries, including heads of state from Nauru, Palau, and Marshal Island and international guests from nearly 70 countries. President Ma, Mayor Hau, and AIPH President Doeke Faber appeared at the occasion to present the most important awards, the Grand Prize, Special Honor Award, and Gold Medal. The State of Hawaii, U.S.A Office in Taipei won the Grand Prize for “Overall Design and Presentation” and three Silver Medals and two Medals for “Cut Flowers, Pot Plants, and Floriculture.” Clone International Biotech Co., Ltd. won the Special Honor Award for “Orchids” with its “Dragon and Butterfly.” A total of 24 prizes and awards were presented on site, including seven Grand Prizes for Overall Design and Presentation, Orchids, Cut Flowers, Pot Plants, and Floriculture, the Special Honor Award, Gold, Silver, and Bronze Medals, and Honorable Mention.

During the awards presentation ceremony, indigenous peoples of Taiwan also performed operas for the first time on the international stage. The opera, “Lily Love,” jointly presented by Indigenous Dancers and Ping-Fong Acting Troupe based on the famous legend of Rukai Tribe, “the Love between Lily and Hundred Pacer God”, was completely in the Rukai language. It lasted for up to 40 minutes. Animation technology and stage arts were applied in the opera to show the magnificence of Daguei Lake in the mountains, the greatness and beauty of blossoming lily flowers, and the gigantic scene of numerous beasts. All of these were the first attempts in the country and made their appearances on the international stage for the first time so that the world could witness the beautiful dance and mythology of the indigenous peoples of Taiwan.

## Opening Ceremony

At 8:50am on November 6, 2010, the official park opening ceremony was held in the Yuanshan Park Area. Mayor Hau, AIPH President Doeke Faber, the raters, Commissioner Hsiung-Wen Chen of the Department of Economic Development, and the general producer of the TIFE Operation Headquarters Mr. See-You Ting jointly cut the ribbon. AIPH President Doeke Faber not only praised that TIFE set the standards for international flora expositions in the next decade but also presented Taiwan incense-cedar, a native tree of Taiwan symbolic of originality and sustainability as a gift to the Taipei City Government to thank the latter for its careful and creative planning of plants, horticulture, and pavilions, which revolutionized prior practices and combined the unique advanced technology in TIFE to vividly present the vigorousness of flowers. The parks were officially opened at 9:00am. Each of the first visitors entering the 66 entrance gates at individual park areas of TIFE received a set of the memorial stamps featuring TIFE sponsored by Changhwa Post Co., Ltd.

Doeke Faber further indicated during the press conference held in the EXPO Dome later that Taipei City promised him that they would give the world the best flora exposition when it was applying to be the host of the exposition five years ago. The opening of TIFE proved that Taipei City did it and he was truly honored to have let Taiwan host the event “This is a completely new, the most revolutionary, and the most creative flora exposition in the fifty years of AIPH’s history.” He was happy that Taipei City set a good example and presented Mayor Hau the centennial China plate as a gift to thank him and his staff for the efforts they had devoted to TIFE.

### Honored guests cutting the ribbon during the opening ceremony

Organization	Representative	Country
Taipei City Government	Mayor Lung-Bin Hau	Republic of China
AIPH	Mr. Doeke Faber	The Netherlands
Taipei City Government	Commissioner Hsiung-Wen Chen of the Department of Economic Development	Republic of China
TIFE Headquarters	Consultant See-You Ting	Republic of China
AIPH	Mr. Michael Gauthier	Canada
AIPH	Mr. Frederic Fourier	France
AIPH	Prof Elena Accati	Italy
AIPH	Mr. Vic Krahn	Canada
AIPH	Mr. Shinya Wada	Japan
AIPH	Mr. Sjaak Langeslag	The Netherlands
AIPH	Mr. Frederic Charlier	Belgium
AIPH	Mme Roselyne Carlet	France
Honorary rater for the Global Garden Area	Mr. Henri Moulie	France

## Ceremony for the Flower Goddess

“Ceremony for the Flower Goddess” directed by the famous stage play director Stan Lai was played in the Pavilion of New Fashion (FE EcoARK) at 8:00pm after TIFE was officially opened. The performance consisted of six acts, i.e. wakening up, gift from afar, celebration by flora guards, hymn of praise, declaration and activation ceremony, and parade. First, the Ten Drum Art Percussion Group played the “Call of the Mountain” with powerful drum beats. The curtain on the stage was lifted to get the show started. Then, international famous sopranos Yen-Ling Chen and Mei-Ling Chen sang the “West Wind Lyrics” in Mozart’s work “The Marriage of Figaro”. After that, art performance groups like Jyou-Tian Folk Drum & Arts Group, Diabolo Dance Theatre, Ping-Fong Acting Troupe, and Indigenous Dancers and dancers from Hawaii, Indonesia, and Thailand took turns presenting their performances. The famous dancer Ms. Fang-Yi Sheu played the role of “Flora Goddess” and gave her best wishes for TIFE. In addition, Super Star chubby singer Yu-Chun Lin, the Taipei Symphony Orchestra, and the Taipei Philharmonic Children’s Choir jointly sang “A Moment Like This.”

At the end of the party, First Lady Mei-Chin Chou was invited to set off the party fireworks. Then, to thank the 80 backstage Taiwanese flower growers for their efforts during the preparation period for TIFE and the enthusiastic participation from various cities and countries, the mayor also invited everyone to walk around the pavilion to receive the audience’s cheers and earnest applause. The whole opening party was filled with blessings, best wishes, delights, and gratitude.

## Opening Fireworks

Because the “Dadaocheng Firework Festival” first organized in 2005 has been well reputed and become an important Taipei City Government-wide event, the “2010 Taipei Dadaocheng Firework Festival and Opening Fireworks for TIFE” was held on the opening night of TIFE to further maximize the magnitude of the opening fireworks show. Besides Pier Dadaocheng in Datong District of Taipei City (Yanping Riverside Park), the Dajia Riverside Park near TIFE park area (at Watergates 7, 8, and 9 of Keelung River) was another site where fireworks were set off. Visitors marveled at the nearly one-hour fireworks show. The opening day of TIFE ended on a perfect note in the midst of the romantic and glamorous sparkles.

### Contents of Opening Fireworks for TIFE

Title	Place	Content	Length
Hurray from the Sky	Dajia Riverside	1. Special-effect fireworks 2. Fireworks with large subtitles and logos	60 seconds
Fire-country international Fireworks show	Dajia Riverside Park Area	The United Kingdom, Switzerland, Italy, Spain, and the Republic of China.	30 minutes
TIFE Heart-to-Heart Sea of Flowers	Dajia Riverside Park Area → Dadaocheng	1. 2,250 lantern fireworks in the Dajia Riverside Park Area and special-effect fireworks: 1,000 meters in length. 2. Fireworks relay between the Dajia Riverside Park and Dadaocheng with TIFE Logo and Images of the Plum Blossom and Heart	67 seconds

Title	Place	Content	Length
Let the World See Taipei	Dadaocheng	1. Fireworks with the map and flowers of Taiwan 2. The super aqueous landscape fireworks: 1,200 meters in length	60 seconds
800m Large Musical Fireworks Variety Performance	Zhongxiao Bridge	1. The colorful flower waterfall fireworks: 700 meters in length. 2. The dancing fireworks: 800 meters in length. 3. The shaking fireworks: 800 meters in length.	4 minutes and 7 seconds
1. Chinese Culture Relay 2. The Beautiful Island 3. New Horizons with Taiwan Technology 4. Dreams Start with TIFE 5. Taipei Dances with the World	Dadaocheng	1. Musical fireworks and lights variety performance 2. The lights variety performance in Sanchong City: 500 meters in width. 3. The sky fireworks show: 800 to 1,000 meters in width.	26 minutes

## Closing

The 171-day TIFE officially opened on November 6, 2010 was closed on April 25, 2011. To thank countries, cities, institutions, enterprises, performance groups, and all staff participating in this event and to impress all visitors with a closing ceremony that they would never forget, four major closing campaigns, including the awards presentation ceremony at 2:00pm to primarily present various awards for the Global Garden Area participated in by 22 countries, 26 cities, and 28 institutions and Sections A and B in the Dajia Riverside Park Area on the theme “People’s Flora Exposition, Taiwan’s Pride” were particularly planned. In addition, Mayor Hau presented various thank-you certificates to TIFE staff, including drivers of Capital Bus, employees of Taiwan SECOM Co., Ltd., the volunteers, and General Producer of the TIFE Operation Headquarters Mr. See-You Ting. Between 3:00pm to 5:00pm, Mayor Lung-Bin Hau and honored guests led the “People’s Flora Exposition, Taiwan’s Pride” parade with teams formed by various groups and walked around the whole exposition site, from the EXPO hall in the Fine Arts Park Area through Xinsheng Park Area and Dajia Riverside Park Area to the EXPO Arena in the Dajia Riverside Park Area. Deputy Mayor Wen-Hsiang Chiu and General Producer See-You Ting saluted all participating performance groups. At 5:00pm to 7:00pm, the “Thank you for Being Here” program took place in the EXPO Arena in the Dajia Riverside Park Area. In addition, starting from 5:00pm, the “TIFE YES!” night market carnival was held in the Dajia Riverside Park Area. Finally there was the fireworks show at 8:50pm. Visitors said farewell to TIFE together in the midst of light sculptures, fireworks, delicious food, and colorful fireworks presentations.



① President Ying-Jeou Ma spoke a few words during the opening ceremony at the EXPO Hall.  
② Mayor Lung-Bin Hau and AIPH President Mr. Doeke Faber ③ "Flowers and Clothes" Fashion Show by Shiatzy Chen ④ Opening fireworks in Dajia Riverside Park Area ⑤ Opening show – Lily Love

### Closing campaigns on April 25, 2011

Time	Area (Location)	Content
14:00~15:00	Fine Arts Park Area EXPO Hall	<p>Closing and Awards Presentation Ceremony: The attending guests included central government officials such as President Ying-Jeou Ma, Premier Den-Yih Wu, President Jin-Pyng Wang of the Legislative Yuan, and President Chien-shien Wang of the Control Yuan and their wives, and AIPH President Doeke Faber, Mayor Lung-Bin Hau of Taipei City, and Chairman Douglas Hsu of Far Eastern Group.</p> <ol style="list-style-type: none"> <li>1. Utheatre performed “Gallop” to begin the closing ceremony.</li> <li>2. Mayor Hau and AIPH President Dr. Faber spoke a few words on the stage.</li> <li>3. Various awards for the Global Garden Area and Sections A and B of the Dajia Riverside Park Area were presented and thank-you certificates were given to TIFE staff and the volunteers.</li> </ol>
15:00~17:00	Yuanshan Park Area (Fixed-site performance) Fine Arts Park Area→ Xinsheng Park Area→ Dajia Riverside Park Area→ EXPO Arena	<p>“People’s Flora Exposition, Taiwan’s Pride” closing parade</p> <ol style="list-style-type: none"> <li>1. The New Image Arts Troupe and The Music Honor Guard of Dunhua Junior High School presented fixed-site performances at Rare Flowers and Plants in the Yuanshan Park Area and on the plaza in front of the Pavilion of New Fashion (FE EcoARK), respectively.</li> <li>2. Starting from 15:10, the Honor Guard of Taipei Jingmei Girls High School and the Paper Windmill Theater welcomed Mayor Hau and honored guests to join in the parade on the square in front of EXPO Hall in the Fine Arts Park Area and the parade began to travel through the Global Garden Area→Pavilion of Aroma of Flowers→Greeting Plaza→Floral Tunnel(Lights and Shadows)→Taiwanese Gourmet Delight in the Xinsheng Park Area→Garden Maze→Floral Tunnel(Bamboo Veranda)→Xinsheng Shuttle Bus Stop→West Dajia Shuttle Bus Stop in the Dajia Riverside Park Area→Merge with the Dajia Parade Team (on Jia-Jia Square (Taipei First Girls High School, Bandwagon of the Regent Taipei, performance groups)→Merge with the Caterpillar Team at Taiwan Botanical Diversity→Edibles Garden→Family Area→Sea of Flowers→EXPO Arena.</li> <li>3. At EXPO Arena, Deputy Mayor Wen-Hsiang Chiu and General Producer See-You Ting saluted parade teams on the stage.</li> </ol>
17:00~19:00	Dajia Riverside Park Area EXPO Arena	<p>“Thank you for Being Here” Program</p> <ol style="list-style-type: none"> <li>1. The aboriginal dance group from Ningpu Elementary School of Taitung County and the Folk Song Team from Taiwu Elementary School of Taitung County performed “Memory of Dawu Mountain”. Jyou-Tian Folk Drum &amp; Arts Group presented “Fire Up”. Lotus Wang and the Electronic Music Nezha presented “Bo Bee (Blessing)”. The aboriginal dance group from Ningpu Elementary School of Taitung County performed “Flowers and Fire”. Kay Huang and Picks presented “Sing Along”. The Paper Windmill Theater performed “Chasing the Caterpillar”. The Dance Forum presented “Moon Water”. Kay Huang and Sean Lin sang “If Sky is Bright” and “A Thankful Heart.”</li> <li>2. Mayor Lung-Bin Hau spoke on the stage and sang “The Sky in Taipei” with the audience.</li> </ol>
16:00~21:00	Dajia Riverside Park Area	<p>“TIFE YES!” night market carnival</p> <p>Representative delicacies from the Top 8 night markets in Taipei City and those from the New Taipei City and Tainan, a total of 152 food stands, were gathered so that visitors could enjoy the delicious food and spend the last night of TIFE together with happiness.</p> <p>Note: To meet the demand of visitors in the park, the stands opened at 10:00am.</p>

Time	Area (Location)	Content
20:55~20:58	Dajia Riverside Park Area Northern bank of Keelung River	The colorful fireworks presentations that lasted for 3 minutes ended TIFE on a beautiful note.

## Awards Presentation Ceremony

First, “Galloping” performed by Utheatre started the closing ceremony. President Ying-Jeou Ma attended the ceremony to thank all TIFE staff for their efforts with affirmation and presented various awards for the Global Garden Area and Gardening Competition Area in Sections A and B of the Dajia Riverside Park Area along with Mayor Lung-Bin Hau and AIPH President Doeke Faber.

Competing groups for the Global Garden Area came from 22 countries, 26 cities, and 28 institutions. After 171 days of competition, the “Bamboo Garden from Taiwan” was the biggest winner and won the Grand Prize of the 2010 TIFE, the first AIPH Award, and the first place for onsite popularity in the Global Garden Area.

Winners for the Gardening Competition Area in Sections A and B of the Dajia Riverside Park Area were A6 “Listening Elf Movement” for Section A and B9-11 “Ocean Sky, Blessing, Wonderland of Paulownia Flower” from Miaoli County for Section B.

AIPH President Doeke Faber indicated that the “AIPH Award” was given for the first time in the past 50 years. The eleven raters unanimously agreed that the exquisite presentation of the “Bamboo Garden from Taiwan” and the local significance it tried to convey was impressive. “The nearly 9 million of visitors to the park areas was about 40% of the Taiwanese population, which in particularly was rare in the flora exposition history of AIPH and made TIFE the best for the past 50 years and a difficult one to surpass in the next 10 years.” He also presented the highest honor, the “AIPH Gold Medal” to Mayor Lung-Bin Hau in recognition of the outstanding planning of TIFE.

For the successful TIFE that was made possible during his tenure, Mayor Hau indicated that “The success of TIFE will absolutely change the history of international flora expositions” and emphasized that everything about TIFE, its design, planning, operation, exhibition arrangement and performances, was made in Taiwan and the result of the joint efforts of the Taiwanese people.

In addition, he was the most indebted to the backstage contributors for their hard work during the 171 days and presented the thank-you certificates to drivers of Capital Bus, employees of Taiwan SECOM Co., Ltd., the enthusiastic volunteers, the janitors, flower growers, and all staff at the Operation Headquarters in person. General Producer See-You Ting accepted the consolation from the mayor on behalf of everyone.

## “People’s Flora Exposition, Taiwan’s Pride” parade

Based on the theme “People’s Flora Exposition, Taiwan’s Pride”, besides the general public, the 33 arts and cultural performance groups comprising over 1000 members involved in the performances throughout TIFE were invited to join in the parade. The parade was spearheaded by the Honor Squad of Taipei Jingmei Girls High School, puppets of the Paper Windmill Theater, bandwagon of the Regent Taipei, Lehua Hula Halau, and the cheerleading squad of Taipei Jingwen High School. Mayor Hau and honored guests started off from EXPO Hall in the Fine Arts Park Area and traveled through the Fine Arts Park Area, Floral Tunnel(Lights and Shadows), Xinsheng Park Area, and Floral Tunnel(Bamboo Veranda) to EXPO Arena in the Dajia Riverside Park Area.

To be eye-catching, performance groups participating in the parade were carefully dressed up with the uniforms best symbolic of their characteristics. The variety of styles was impressive. Some groups were walking and performing. For example, the 2 “steel dinosaurs” about 3 meters tall the Paper Windmill Theater created with totaled motorcycle and bicycle parts and recycled materials were marching, puffing smoke and sprouting water at the same time, totally attractive to the audience. Members of the battle array from Shih Chien University were walking, stopping, and fighting, showing off their wonderful martial arts skills. The Taiwanese opera actors led by Mei-Yun Tang in the outfits of Tangsanjang and comprising other characters like the Monkey King, the Pig Guy, and Monk Sha were demonstrating Kungfu. In addition, there were the performances presented by the Honor Squad of the Taipei First Girls High School and the Lion Dance, jugglery, and acrobatics from Nanzhuangxiangfei. The audience was cheering and clapping their hands each time a parade team passed by.

### **“Thank You for Being Here” Program**

The “Thank You for Being Here” Program was launched in the midst of noise in EXPO Arena. The famous music performer Kay Huang was the Music Director. The performances were diversified, including the aboriginal dance group from Ningpu Elementary School of Taitung County, the Folk Song Team from Taiwu Elementary School of Taitung County, the suite presented by Kay Huang and Picks, the “Chasing the Caterpillar” play presented by the Paper Windmill Theater, the modern dance from the Dance Forum, and “Bo Bee (Blessing) from Lotus Wang and the Electronic Music Nezha. Mayor Hau spoke on the stage at the end to thank everyone for their participation and indicated that the success of TIFE was a great honor bestowed upon the whole staff. Everyone sang the song “The Sky in Taipei” at the end.

### **“TIFE YES!” Night Market Carnival and Dajia Fireworks**

The first in history and the main bout of the closing ceremony was the night market carnival that took place in the Dajia Riverside Park Area. Stands from the Top 8 night markets in Taipei City and those from the New Taipei City and Tainan, a total of 152, were gathered so that visitors could enjoy the delicious food all at once, including the stinky tofu from Shenkeng, Sanxing green onion pancake from Yilan, Hakka Mesona, stone plate barbecue from Taitung, sticky rice balls, deep fried spareribs, champion cake, oyster pie balls, pork sausage in rice sausage, fermented tofu chicken, salt-flavored chicken, and Taiwanese spring rolls, filling the whole park area with a dense Taiwanese aura. Finally at 8:55pm to 8:58pm, the closing fireworks were being set off. TIFE that lasted for six months was completed on the most beautiful and colorful note.

### **TIFE Week of Gratitude**

To provide with the best visit quality, all staff had to be attentive to their jobs throughout TIFE. As a result, they did not have a chance to visit the park areas. To thank them for their hard work, Taipei City Government particularly planned the TIFE Week of Gratitude from April 26 to May 1 after TIFE was closed when TIFE volunteers, co-organizers and contractors, volunteer police and firefighters, staff at the TIFE Operation Headquarters, Taipei City Government employees, police officers, and teachers were invited to visit the park areas. Tickets for TIFE Week of Gratitude were distributed. They could visit the park areas with a show of their tickets.



① Award presentation ceremony on the closing day of TIFE ② Thank You for Being Here performance on the closing day ③ Closing day fireworks ④ ⑥ "People's Flora Exposition, Taiwan's Pride" closing parade ⑤ Flora Expo YES! – Night Market Carnival

## Post-TIFE Prospects

2010 TIFE was completed successfully on April 25, 2011. There was an 8,963,666 headcount of people visiting the park areas throughout TIFE. Although many people felt greatly attached to TIFE, it had to end by the 6-month deadline set by the International Association of Horticultural Producers (AIPH). However, in order for people who could not make it to TIFE and watch the outstanding performances at their desired pavilions to be able to visit the park areas, the Pride of Taiwan, again and to continue the greener and beauty of TIFE in Taipei, Taipei City Government decided to transform the park areas into the “Flora Exposition Parks”. Except for the Pavilion of New Fashion (FE EcoARK) that belonged to the Far Eastern Group, which was removed in a year, the other pavilions and park areas would be reopened on appropriate occasions in the future.

The first one reopened was the Dajia Riverside Park Area. Because it was on the waterway, it was restored to be the original riverside park and re-opened to the general public on May 20, 2011. Other park areas of TIFE reopened free of charge after proper rearrangements included the Yuanshan Plaza, Flower Landscape, Rare Flowers and Plants, Flower Wall, and Flora Rainbows in the Yuanshan Park Area, the Global Garden Area and Floral Tunnel in the Fine Arts Park Area, and green corners like the Flower Base under Trees, Serenity Garden, and Garden Maze in the Xinsheng Park Area. The Taipei Fine Arts Museum in the Fine Arts Park Area remains the same while the Taipei Story House was returned to the Department of Cultural Affairs and reopened on May 10, 2011.

Pavilions to be reopened during the second stage include those whose operations and utilizations would be resumed by their original authorities and those requiring renovation of facilities before reopening.

◎ Yuanshan Park Area: The EXPO Dome was taken over by the Department of Economic Development of the Taipei City Government for its subsequent operations and would be transformed into an exhibition center with venues for large exhibitions available for lease. The first event having taken place at EXPO Dome was the 3rd Taipei Food Festival World Championship of Cookery on May 26, 2011. The Pavilion of Culture and Celebrity’s House were returned to the Children’s Recreation Center. Pavilion of Culture A would primarily be used for exhibition of folklore artifacts while Pavilion of Culture B would become the puppet show world. The Celebrity’s House would be used as an exhibition hall, with the first exhibition featuring Mongolian and Tibetan cultural artifacts. The EXPO Theater would continue to play the 3D film “Face the Reality of Taiwan” for the second half of the year.

◎ Fine Arts Park Area: The EXPO Hall was taken over by the Department of Economic Development of the Taipei City Government to be used mainly as the venue for cultural events. The Pavilion of Aroma of Flowers highly symbolic of the aboriginal culture was taken over by the Indigenous Peoples Commission and would be planned as the showroom and shop for aboriginal handicrafts and a platform for the aboriginal cultural industry.

◎ Xinsheng Park Area: The Pavilion of Regimen was returned to the Parks and Street Lights Office to be used as their office site. The Palace of Flora Teas was taken over by the Department of Civil Affairs and the name was changed back to “Lin An-Tai Historic House Folklore House and Fujian Style Garden”. It was reopened on July 23. The Pavilion of Angel Life, Pavilion of Future, and Pavilion of Dreams would also be run in the future as paid facilities and properly controlled in order to maintain good visit order and quality. The Pavilion of Angel Life would be run and maintained by the Angel Art Gallery for the next 9 years. The first floor of the Pavilion of Future would keep the current plant exhibition pattern and was reopened on August 1. The second floor would be the relocated site of the Taipei Pavilion from the Shanghai World Expo with expected reopening on October 8. The Pavilion of Dreams would be taken over by the Finance Department and would continue to house exhibitions with the reopening taking place on August 1.

◎ In terms of the free shuttle bus lines during TIFE, all have been discontinued except for TIFE Line 1 that has already been planned as the official bus line Red Route 50. The Xinsheng Bus Station would also be removed and recovered to its original stadium. The closed Binjiang Street was already reopened on May 21, 2011. Jiuquan Street and Yumen Street at Yuanshan entrances, on the other hand, would continue to be open to pedestrians only. The pedestrian bridge that connects Yuanshan and Fine Arts Park Areas will remain as well. The blue highway would continue to operate and so would the piers.

Area	Nature	Item	Planning content
Yuanshan Park Area	Brand new pavilion	Pavilion of New Fashion (FE EcoARK)	The Far Eastern Group removed the pavilion on June 13, 2011 and donated the removed plastic bottle bricks to 100 elementary schools in Taiwan to be used in their environmentally friendly green devices so that the idea of recycling and re-utilization can take hold among the next generation.
	Renovation of existing pavilion	EXPO Dome	It would be made into an exhibition center and accommodate large exhibitions from time to time. It is available for lease by government agencies and non-government organizations.
		EXPO Theater	It was returned to the Children's Recreation Center after TIFE and would continue to play the 3D film "Face the Reality of Taiwan" for the second half of the year.
		Pavilion of Culture	It was returned to the Children's Recreation Center.
		Celebrity's House	It was returned to the Children's Recreation Center.
Fine Arts Park Area	Brand new pavilion	EXPO Hall	It was taken over by the Department of Economic Development and planned as a venue for cultural events.
		Pavilion of Aroma of Flowers	It was taken over by the Indigenous Peoples Commission and planned as the showroom and shop for aboriginal handicrafts.
	Renovation of existing pavilion	Taipei Fine Arts Museum	The operation right was returned to the Taipei Fine Arts Museum after TIFE.
		Taipei Story House	The operation right was returned to the Taipei Story House after TIFE.
Xinsheng Park Area	Brand new pavilion	Pavilion of Angel Life	The Pavilion of Angel Life would continue to be run and maintained by the Angel Art Gallery.
		Pavilion of Future	The 1 <sup>st</sup> floor would keep its current plant exhibition pattern. The 2 <sup>nd</sup> floor would be the relocated site of the Taipei Pavilion from the Shanghai World Expo.
		Pavilion of Dreams	The original contents would continue to be at display.
	Renovation of existing pavilion	Pavilion of Regimen	It was returned to the Park Headquarters and recovered as its office site.
		Palace of Flora Teas (the original Lin An-Tai Historic House)	It was returned to the Department of Civil Affairs after TIFE for subsequent operations.



For an international event that Taipei and Taiwan pride themselves of and for all aspects to enjoy the total economic return of around NT\$43 billion from TIFE, Taipei City Government spent up to NT\$9.53 billion on software and hardware of the public sector. The headcount of visitors reached nearly 9 million during the 171 days of TIFE. It is not just a figure. It's not about volume. It is the recognition of domestic and international people of all infrastructures and management in the park areas. It equals countless applause from the hearts of all participants!

Finance

13



Pedestrian overpass connecting Yuanshan and Fine Arts Park Areas

For the first world-class event in Taiwan, Taipei City Government applied international standards for the 2010 TIFE that lasted for 171 days. The original budget totaled NT\$7.832 billion. The Central Government promised to sponsor 50% of the budget, that is, NT\$3.916 billion (with the slash of NT\$150 million by the Legislative Yuan, the actual sponsorship was reduced to NT\$3.766 billion, among which NT\$663 million was meant for post-TIFE maintenance and management between 2012 and 2014). However, to meet the actual implementation demand, the total budget came to NT\$9.53 billion. The shortage of NT\$1.698 billion was raised by the City Government alone.

### ◎Total Budget of TIFE

Type		Budget (NT\$100 million)
Capital Account	Renovation of pavilions	21.16
	Organization of exhibitions	2.8
	Plantation and landscaping	10.69
	Public service facilities	16.42
	Transportation service system	3
Current Account	Exhibitions	4.71
	Performance	5.26
	Advertising	4
	Personnel	4.59
	Ticket production and sale	2.64
	Competition participant and exhibitor invitation	2.07
	Administration	6.14
	Operation and management	6.37
Utilization of the 2 <sup>nd</sup> Reserves		5.45
Total		95.3

## Financial planning

### Expenditure of TIFE NT\$12.278 Billion

Capital input NT\$12.278 billion = NT\$9.53 billion (Budget expenditure, including AIPH royalties, recreation tax and tariff) + Peripheral expenditures of NT\$2.748 billion.

1. Direct expenditures included NT\$2.116 billion for renovation of pavilions, NT\$280 million for exhibition organization at pavilions, NT\$1.069 billion for Plantation and landscaping NT\$1.642 billion for public service facilities, and NT\$300 million for transportation service system, which totaled around NT\$5.407 billion.

2. Consultation fees and royalties to the AIPH totaled NT\$17 million (included in the NT\$9.53 billion).

3. Recreation tax and tariff, among others, totaled NT\$29 million.

4. Various departments and offices completed 17 prioritized administrative items between 2008 and 2011, totaling NT\$3.029 billion.<sup>(1)</sup>

◎Peripheral expenditures included community and city environment improvement, greening and beautification, development of characteristic shopping malls, promotion and exhibition characteristic local arts, traffic facilities, and flood prevention projects, traffic transfer plazas, exhibition area connecting projects, street lights, park nurseries renovation, centennial national celebrations, etc.

## Funding Source NT\$7.738 billion

1. Central subsidies of 50% (NT\$3.916 billion), NT\$150 million of which was slashed by the Legislative Yuan, bringing the actual central sponsorship to NT\$3.766 billion.

2. Ticket income totaled NT\$1.39 billion

During TIFE	Number of tickets	Amount (NT\$)
Advance tickets	3,490,657	447,144,445
Non-advance tickets	5,248,236	946,955,354
Total	8,738,893	1,394,099,799

3. Royalty income totaled NT\$90 million, including income from food and beverages, souvenirs, theme shops, and vending machines, as are shown in the following table.

◎Souvenir royalties are calculated by the total headcount of visitors, including the headcount from the test period and TIFE Week of Gratitude, a total of 9,603,649 people.

Type	Royalty (NT\$)
Food and beverages	12,311,000
Souvenir	69,225,543
Theme shop	7,912,175
Vending machine	1,826,460
Total	91,275,178

4. Tax income was NT\$2.492 billion

◎Business tax NT\$2.048 billion = (Throughput increase NT\$42.341 billion – Ticket income NT\$1.39 billion) × 5%

◎Business income tax NT\$418 million = (Throughput increase NT\$42.341 billion – Ticket income NT\$1.39 billion) × 6% net profit × 17% business income tax

◎Recreation tax NT\$14 million = Ticket income NT\$1.39 billion × 1%

◎Other taxes NT\$12 million (including tariff, house tax and land value tax, etc.)

## Total Economic Benefits

The “Benefits Assessment of the 2010 TIFE” conducted by the Chung-Hua Institution for Economic Research upon authorization from the Taipei City Government shows that, under proactive devotion from the City Government and non-government organizations (NGOs), TIFE has created economic and social benefits. The benefits have extended to the whole nation under joint efforts of Taipei residents, numerous enterprises, and businesses in other counties and cities. The resultant economic benefits are as high as NT\$43.068 billion, including investment of around NT\$13.591 billion from the government and private enterprises (NT\$1.381 billion from enterprise sponsorship, calculated with the May 2011 data<sup>2</sup>), operational benefits of around NT\$17.678 billion,<sup>(3)</sup> and industrial related results of both benefits combined that totals NT\$11.799 billion.<sup>(4)</sup> With the investment from the government and private enterprises deducted, net benefits of TIFE come to around NT\$29.477 billion.

In addition, TIFE created 23,244 (person/year) jobs<sup>(5)</sup> and social benefits that cannot be put in quantity, including the landscape greening of Taipei City, education and promotion of environmental protection ideas, enhanced involvement and sense of honor of communities and city residents, the international image and recognition of Taipei City, and the development of the culture and creative industry, etc.

## Tangible and Intangible Benefits Beyond Quantification

Benefits of TIFE included those that could be put in quantities as mentioned above and many other tangible and intangible ones beyond quantification.

### ( I ) Development of the floral and horticulture industry

The plantation area for TIFE reached 70.91 hectares. Over the 6 months, around 24 million plants, ranging 2,700 species, and 4,500 cultivars varieties were needed at pavilions and exhibition floors. Horticulture and landscaping-related budget totaled NT\$2.106 billion. Over 90% of the flowers and plants were produced domestically.

Statistics show that preliminary production value of flowers in 2010 for Taiwan was around NT\$13.45 billion, a record high in the past nearly 10 years. It indicates that the demand for plants throughout Taiwan increased as a result of TIFE, driving growth of the flower industry. In the exports of flowers, the export value in 2010 was US\$149 million, the largest among the past 10 years and an increase of 35% from US\$110 million in 2009, indicating that TIFE has greatly increased the publicity of the floral industry of Taiwan and successfully introduced quality horticulture and flowers from Taiwan to the international society. It is helpful for vitalization of the export market for flowers in the future and leading production in the horticulture industry toward exquisite development and high quality.

### ( II ) Economic benefits of commercial sales

TIFE provided visitors with quality shopping, dining, and recreational environments. More than 300 commodity manufacturers and 250 dining businesses were based in the park areas. The total revenue throughout TIFE was NT\$1,263,571,221 <sup>(6)</sup>, including NT\$703,115,531 from food and beverages, NT\$357,027,972 from souvenirs, NT\$138,153,801 from theme shops, NT\$28,426,575 from specialty gifts, NT\$36,649,842 from beverages sold through vending machines, and NT\$197,500 thousand from sanitation supplies sold through vending machines. In addition, TIFE introduced promotions with 500 partner stores in Taipei City and 185 partner hotels throughout the nation to increase the occupancy rates and bring about substantial economic benefits.

### ( III ) Enhanced quality of the recreation and leisure industry

TIFE attracted a total headcount of 8,963,666 domestic and international visitors. Domestic visitors accounted for 8,378,339 indicating that Taiwanese people have strong demands for high-class and exquisite recreational travel. This potential business opportunity is important. Organization of TIFE is helpful for promoting the recreational industry quality and development in the future.

### ( IV ) Vitalization of the cultural and creativity industry

Taiwan is the window to Chinese culture and has its robust cultural and creativity industry. 1,810 and ten domestic and international artistic groups were invited to take part in TIFE. 8,380 rounds of arts and cultural performances were organized during TIFE to fully demonstrate the rich contents of Chinese culture and arts. It is helpful for vitalizing the cultural and creative industry and promoting the cultural aura among the Taiwanese people.



① ② ③ ④ ⑤ ⑥ TIFE Lunch Boxes

#### ( V ) Promotion of international image of Taipei City

While TIFE was in session, representatives from AIPH member states, various governments, and cities, sister cities of Taipei City, enterprises from various countries, and famous gardens from around the world, totaling 30 countries, 60 cities, and 92 institutions, came to visit or participate in international competitions held in the Global Garden Area or indoors. TIFE was successfully marketed through radios, magazines, newspapers, TV news and exhibition inviting workshops from home and abroad. Statistics show that around 1,242 groups from 70 countries comprising 18,475 foreign guests were received at TIFE. Guided tours were provided to 3,262 domestic and international groups totaling 124,160 people. TIFE attracted over 580,000 thousand foreign visitors, which greatly improved the international metropolitan image and international recognition of Taipei City.

#### ( VI ) Accumulation of large event organizing experiences

TIFE is an international event. It is high-end and exquisite with diversified and extensive contents. The organization was positively reputed by the general public. The experience from organizing this exposition adds to the confidence of the Taipei City Government in organizing large international events in the future. Staff involved in this event is likely to become an important manpower asset for our country in future large events.

#### ( VII ) Promotion of energy saving and carbon reduction

The whole TIFE featured energy-saving and carbon reduction and targeted 3Rs (volume reduction, reuse, and recycling) and 3Gs (green building, green energy, and green transportation). The newly built 6 pavilions, including the Pavilion of Dreams, Pavilion of Angel Life, Pavilion of Future, EXPO Hall, Pavilion of Aroma of Flowers, and Pavilion of New Fashion (FE EcoARK) were all demonstrations of green building. Pavilion of Dreams, Pavilion of Future, and Pavilion of Angel Life were further honored by the “Diamond Degree of Taiwan EEWG Green Building” certification from the Ministry of the Interior.

The park areas also utilized solar energy, wind power, fuels and batteries, among other renewable energies that could generate 216,824 degrees of power a year. The hybrid park buses and intra-park vehicles combined electric cars and energy-saving carrying tools in one, demonstrating that TIFE set the best example for and provided the best promotion of the green concept and environmental protection domestically and internationally.

#### ( VIII ) Mobilization of NGOs

Partners of TIFE included the Far Eastern Group, Angel Net Universal Co., Ltd., Chung-Hwa Telecom, Luxgen, Vivitek, Eva Air, Smile, President Starbucks Coffee Shop, Taipei Fubon Bank, and Taiwan Tobacco & Liquor Corporation, among others, a total of 75 of them, who helped improve the pavilions, visit quality, and provide thoughtful services in the park areas. The invested budget totaled NT\$1.41 billion. In addition, 201 famous enterprises and 6,085 distributors around Taiwan helped promote TIFE and effectively mobilize participation from NGOs. Moreover, 500 famous and characteristic shops in Taipei City became TIFE’s partner stores to jointly market TIFE and tourism in Taipei City. Nationwide, there were 185 partner hotels supporting TIFE by providing discount room rates and quality services, supplying TIFE promoting materials and playing TIFE films in the hotels.

#### ( IX ) Maximized volunteer participation

A total of 28,230 volunteers spontaneously signed up for and participated in TIFE. They were outstanding talent from all walks of life to provide various professional consultations and guided tour

services in the park areas and jointly contribute to the success of TIFE. The number of volunteers set a record in history.

#### ( X ) Vitalization of the Blue Highway

In cooperation with TIFE, the new routes along Keelung River from the Dajia Riverside Park Area to Pier Meiti and Pier Xikou were established so that visitors could enjoy TIFE and experience the Blue Highway where they could appreciate the beautiful riverside views along Keelung River. A total headcount of 308,796 went on the boat. It is helpful for establishing new routes for the Blue Highway in the future.

#### ( XI ) Excellent extra-curricular tour destination

TIFE was rich in contents and showcased flowers and horticulture, culture and arts, environmental ecology, and topnotch technology, the four major characteristics of Taiwan. It was highly international and educational. Therefore, it became a primary destination for extra-curricular tours. During TIFE, a total of 117 universities and colleges, 194 senior high schools, 102 vocational high schools, 378 junior high schools, 738 elementary schools, 469 kindergartens and 577 preschools, totaling over 720,873 headcount visited the park areas on their extra-curricular tours.

#### ( XII ) Promotion of home life quality

The floral consumption per capital has gradually become an international index for evaluating quality of life. TIFE aroused people's attention to their living space and intention to beautify their home with flowers and plants to soothe their heart and mind. The derivative effect of this beautiful power is also helpful for inspiring greening and beautification in communities, enhancing quality of life at homes throughout the whole city.

#### ( XIII ) Application of topnotch information technology

To demonstrate Taiwan's unparalleled power, TIFE especially asked the Industrial Technology Research Institute of Taiwan (ITRI) to apply the latest technology and designed the Pavilion of Dreams into a pavilion of creativity and interactivity where visitors could experience topnotch technology. In addition, during TIFE, the partner Chung-Hwa Telecom provided visitors with multiple information equipment and services, e.g. Wi-Fi wireless that was used 135,658 times, the mobile portal browsing service with 2,133,021 headcount of browsers, KIOSK with 2,930,588 headcount of visitors, 6,095,357 text messages, and various interactive LCD services with 907,119 headcount of users. In addition, the park areas were equipped with high-tech surveillance cameras to enable rapid response upon emergency for protection of safety in the park areas and of visitors.

#### ( XIV ) Thoughtful visitor service

For visitor services, besides existing facilities in the park areas, TIFE was equipped with 19 breastfeeding rooms, 57 lockers with 719 shelves, 1,000 strollers, 832 wheelchairs, 40 special strollers, 220 guided tour handheld phones, 230 Minibond (satellite positioning finders) available for lease, 790 fixed restrooms and 284 mobile restrooms, 111 free shuttle buses, and priority passages and barrier-free gates for the elderly and the disabled. In addition, dining service, banking service, and telecommunication service providers, and post offices were based in park areas to meet various demands of visitors.

## ( XV ) Diversified anti-terrorism security efforts

Besides the Taipei City Police Department that established the security center and deployed policemen in various park areas for anti-terrorism and security purposes, Taiwan SECOM Co., Ltd. was authorized to provide security guard services at entrances/exits and exhibition sites. Meanwhile, outstanding volunteers were selected and the Ming Chuan University was asked to send its Department of Security Management students to help maintain security. There was also high-tech surveillance equipment in the park areas. The anti-terrorism and security efforts were diversified for the safety of visitors and to enable smooth operations of TIFE.

## Chapter 13 Notes

1

### ► 17 prioritized administrative items from various departments and offices between 2008 and 2011 Unit: NT\$10,000

Type	Item	Total (NT\$100 million)	Detail	Amount (NT\$10,000)
Direct TIFE-Related NT\$362 million	Total production salaries	0.05	Operation and management planning consultant salaries	455
	Characteristic local arts and cultural promotion, exhibition, and performance	1.81	Abnormal tribal flower and festivity floral materials exhibition and performance	250
			Taipei Hakka Affairs Commission Performance Activity Implementation Plan (Taipei Hakka Affairs Commission)	600
			Outdoor art performances (Department of Civil Affairs)	7,500
			Art performances by schools at all levels in Taipei City	768
			Performances and exhibitions in Taipei Fine Arts Museum (Taipei Fine Arts Museum)	9,013
Exhibition area bridging engineering	1.76	Underpass constructions among the Taipei Story House, intersection of Jiuquan Street, and Yumen Street	17,604	
Indirect TIFE-related existing operations at various agencies of Taipei City Government NT\$2.105 billion	Community environment improvement, greening, and beautification	3.49	Park greening –Community and neighborhood greening and beautification (individual district offices)	623
			Encouraging greening and beautification in communities and neighborhoods (Department of Civil Affairs)	1,500
			Taipei City Garden Promotion Plan (Department of Economic Development)	30,873
			Market greening and beautification (Taipei City Market Administration Office)	700
			Parking lot green and beautification (city garden) (public toll parking lot fund)	418
			Flora Expo greening and beautification (Taipei Rapid Transit Corporation)	720
			Environmental protection promotion	16

Type	Item	Total (NT\$100 million)	Detail	Amount (NT\$10,000)
Indirect TPE-related existing operations at various agencies of Taipei City Government NT\$2.105 billion	Urban-Rural interaction	0.1	Urban-rural interaction operations (individual District Offices and Department of Civil Affairs)	966
	Development of green shopping malls	3.65	Assistance program for the main commercial zone in Taipei City (Office of Commerce)	1,850
			Pivotal shopping mall integration and expansion program (Office of Commerce)	1,800
			Theme marketing-driven commercial activities program – Taipei City Commercial Development Program (Office of Commerce)	10,300
			Business Environment Quality Enhancement Program – Tianmu International Village Project (Office of Commerce)	380
			Commodity Value Development Program – Taipei Dining Industry Quality Enhancement Program (Office of Commerce)	1,506
			Business Environment Quality Enhancement Program – Quality Shopping Mall Certification and Promotion Program (Office of Commerce)	855
			Organizing assistance or promotion of characteristic industries (Office of Commerce)	2,000
			Organizing business counseling and feedback analysis (Office of Commerce)	177
			Taipei City Shopping Street Service Group and Pre-stage Counseling program (Office of Commerce)	700
			Business value-added hardware construction (Office of Commerce)	4,320
			Shopping mall greening and beautification (Office of Commerce)	8,640
			Shopping mall greening and beautification repairs and maintenance (Office of Commerce)	1,620
			Jianguo Shopping Mall entrance image and improvement construction (Department of Labor)	155
			Jianguo Shopping Mall marketing and counseling (Department of Labor)	100
			The Taipei Tea Culture Expo (Department of Cultural Affairs)	500
			Conventional advertisement replacement subsidies (Building Administration Office)	1,390
LED advertisement replacement subsidies (Building Administration Office)	250			

Type	Item	Total (NT\$100 million)	Detail	Amount (NT\$10,000)
Indirect TIFE-related existing operations at various agencies of Taipei City Government NT\$2.105 billion	Traffic transfer plaza	2.55	Datong No. 27 Plaza Construction (Reimbursement) (Public Works Department)	2,316
			Datong No. 27 Plaza Construction (Reimbursement) (Parks Office)	54
			Construction on the west side of Yuanshan Station of MRT (Public Transportation Office)	23,200
	Traffic facilities and flood control road construction	8.88	New constructions and reinforcements of embankments and flood-control roads from Dajia Riverside Park Area on the left bank of Keelung River to the Children's Recreation Center	10,450
			Removal of Zhongshan 2nd Bridge and alteration of the northern end of the Xinsheng Overpass (New Construction Office)	66,595
			Improvement of pedestrian bridges and underground passes (New Construction Office)	1,000
			Construction of makeshift offices and facilities (New Construction Office)	608
			Road improvement and maintenance and renewal of auxiliary facilities of roads in TIFE hot zone (New Construction Office)	3,200
			Transportation facility control greening, beautification, and painting	160
			Construction of traffic surveillance system in Yuanshan District	674
			Electricity and internet of bus waiting booths, dynamic bus information system Stages 1 to 4, and smart bus stops for TIFE (Public Transportation Office)	94
			Repairs, maintenance, relocation, and removal of bus waiting booths and station related facilities	400
			Cleaning of bus waiting booths and station facilities (Public Transportation Office)	90
			Construction and relocation of bus waiting booths (Public Transportation Office)	438
			Printing of Flora Exposition-related tickets, permits, and reports (Public Toll Parking Lot Fund)	200
			Painting of walls at various parking lots (city garden) (Public Toll Parking Lot Fund)	1,251
Signboard (Public Toll Parking Lot Fund)	3,566			
Greening and beautification of parking spaces in around the park areas (Labor Standards Inspection Office)	95			

Type	Item	Total (NT\$100 million)	Detail	Amount (NT\$10,000)
Indirect TIFE-related existing operations at various agencies of Taipei City Government NT\$2.105 billion	Renovation of park plant nurseries	0.38	Restoration of Minzu Landscape Nurseries at Yuanshan Park Management Office (Parks Office)	3,500
			Restoration of Beian and Jiantan Parks (Parks Office)	288
	Street lights	2	Greening and beautification of peripheral roads and prioritized parks and lighting for landscapes at night	20,000
Total from 2008 to 2010		NT\$2.467 billion		
Direct TIFE-Related NT\$27 million	Total production salaries	0.01	Operation and management planning consultant salaries	168
	Characteristic local arts and cultural promotion, exhibition, and performance	0.26	Aboriginal art and cultural exhibitions and performances	560
			Hakka art and cultural performances	600
			Art performances by schools at all levels in Taipei City	1,139
			Performances and exhibitions in Taipei Fine Arts Museum	318
Indirect TIFE-related existing operations at various agencies of Taipei City Government NT\$182 million	Urban-rural interaction	0.06	Urban-rural interaction operations (individual District Offices and Department of Civil Affairs)	560
	Community environment improvement, greening, and beautification	1.31	Greening and beautification of neighborhood parks	580
			City Garden Promotion Plan	12,506
	Development of green shopping malls	0.45	Greening and beautification of markets and shopping malls	4,356
			Education on operating environment, equipment, and marketing in the special zone for labor arts and cultural activities	110
Post-TIFE development NT\$281 million	Taipei Expo Park	2.81		28,100

Type	Item	Total (NT\$100 million)	Detail	Amount (NT\$10,000)
Centennial event NT\$72 million	Centennial event	0.72		7,200
Total in 2011		NT\$562 million		
Total from 2008 to 2011		NT\$3.029 billion		

2

The input benefits totaled around NT\$13.591 billion, including the investments from the organizer and NGOs or various expenditures on the procurement of commodities and services, such as various raw materials, equipment, lease, construction, labor, and administration.

Calculation: Total expenditures on TIFE NT\$9.53 billion – Royalties for AIPH NT\$17 million – Taxation NT\$29 million – Equity loss of the originally outsourced Zhongshan Soccer Stadium NT\$21 million + Market value of sponsorship from enterprises in kind and labor NT\$1.38 billion (not included in the total expenditures on TIFE) + peripheral expenditures NT\$2.748 billion = Input benefits of TIFE around NT\$13.591 billion.

#### ► Analysis of Input Benefits for the 2010 TIFE

Item		Input benefits (NT\$100 million)
Total expenditures on TIFE	Capital Account	54.07
	Current Account	35.78
	Utilization of 2 <sup>nd</sup> reserves budget	5.45
Minus: overseas expenditures	Consultation fees, AIPH royalties	-0.17
Taxation	Ticket income 1% for recreation tax, tariff, house tax, and land value tax, etc.	-0.29
Crowding-Out Effect	Equity loss of the originally outsourced Zhongshan Soccer Stadium (rents and royalties, for around 2 years)	-0.21
Sponsorship from private enterprises in kind and labor	Far Eastern Group, Chung-Hwa Telecom, Luxgen, President Starbucks Coffee Shop, Angel Net Universal Co., Ltd., Taipei Fubon Bank, among others, a total of 75 enterprises	13.8
Peripheral expenditures	Community and city outlook improvement, greening, and beautification (NT\$480 million), development of characteristic shopping malls (NT\$410 million), characteristic local art and cultural promotion, exhibition, and performances (NT\$207 million), transportation facilities and flood-control engineering (NT\$880 million), traffic transfer plaza (NT\$255 million), exhibition area bridging construction (NT\$176 million), street lights (NT\$200 million), restoration of park plant nurseries (NT\$38 million), centennial events (NT\$72 million), etc.	27.48
Total		135.91

► Analysis of Input Benefits for the 2010 TIFE by the department Unit: NT\$100 million

52 Departments			Input benefits
	Department No.	Department name	
Intermediate input	01	Agricultural products	19.56
	03	Forest products	0.10
	06	Processed foods	0.01
	07	Beverages	2.70
	09	Textiles	0.01
	10	Garments and clothes	0.12
	11	Leathers, fur skin and their products	0.00
	13	Paper pulp, paper, and paper products	0.11
	14	Printing and information storage media replication	1.70
	15	Petroleum and coal products	0.29
	16	Chemical materials	0.01
	17	Chemical products	0.40
	20	Plastic products	0.15
	21	Non-metallic mineral products	0.01
	25	Electronic parts	0.06
	26	Computers, electronic and optical products	1.21
	27	Power equipment	0.23
	29	Automobiles and auto parts	3.04
	30	Other transportation tools	0.29
	31	Furniture	0.12
	32	Other products and mechanical repairs	1.02
	33	Power supply	1.34
	35	Water supply	1.33
	37	Construction	55.81
	39	Transport & storage	0.00
	40	Lodging and dining	4.63
	41	Broadcasting service	0.58
	42	Telecommunication service	0.43
	43	Information service	2.14
	44	Finance and insurance	0.54
	46	Professional, scientific, and technical services	0.24
	47	Support service	15.74
48	Public administrative service	0.84	
50	Healthcare and social work	0.25	
51	Arts, recreation and leisure service	0.39	
52	Other services	10.28	

52 Departments			Input benefits
	Department No.	Department name	
Original input		Labor rewards	6.24
		Transfer payment	1.26
		Lost rents (Zhongshan Soccer Stadium)	-0.01
		Lost royalties (Zhongshan Soccer Stadium)	-0.20
Total		135.91	

### 3

Operational benefits are consumption needs of visitors from overseas and other counties and cities for lodging, dining, sightseeing and recreation, and other commodities or services that come with their visits to TIFE.

When the consumption expenditures of visitors to TIFE were calculated, the visitors were classified into those from northern Taiwan and those from the other parts of Taiwan. For visitors from Central Taiwan, it was assumed that they did not need lodging while those from other areas would need overnight lodging. For those requiring lodging, their lodging was divided into paid and free lodging. The consumption expenditures were calculated by the consumption expenditure each time per person among Taiwanese per year with reference to the "Travel Survey Report for People of the Republic of China Between 2007 and 2009" from the Tourism Bureau.

For the expenditures of international visitors to TIFE, the "Out-coming Visitors Consumption and Travel Survey Between 2007 and 2009" from the Tourism Bureau was referenced. The average stay of international visitors to Taiwan was around 7 nights and the visit to TIFE was only part of their itineraries. Therefore, the expenditures were calculated by the daily consumption by international visitors (sightseeing visitors).

Based on the aforementioned calculation method, the consumption expenditures of visitors to TIFE was around NT\$17.678 billion, among which consumption by international visitors accounted for around NT\$3.714 billion and that by domestic visitors accounted for around NT\$13.964 billion.

### ► Consumption Expenditures of Visitors to TIFE

	Total headcount	Foreigner	National				
			Total	Taipei City	Northern Taiwan (excluding Taipei City)	Other areas	
						Paid lodging	Free lodging
Percentage	100.00%	6.53%	93.47%	25.92%	47.41%	12.56%	7.58%
Headcount	8,963,666	585,327	8,378,339	2,323,591	4,249,374	1,126,012	679,362
Total expenditures (NT\$100 million)	176.78	37.14	139.64	23.82	43.56	53.52	18.74
Transportation	39.89	3.05	36.84	6.76	12.37	11.34	6.37
Lodging	35.05	15.74	19.31	0.00	0.00	19.31	0.00
Dining	38.33	4.33	34.00	6.72	12.28	10.78	4.23
Recreation	11.20	2.48	8.72	1.77	3.23	2.83	0.90
Shopping	43.16	10.95	32.20	6.83	12.49	8.39	4.49
Other	9.15	0.59	8.56	1.74	3.19	0.88	2.75

The number of international visitors was provided by the ticketing system. The number of domestic visitors was estimated with reference to the "2010 TIFE – Official Operation Exit Satisfaction Survey" conducted by Trendgo upon authorization by the Department.

► **Taiwanese Travel Lodging Pattern of 2009** Unit: %

Travel lodging pattern of 2009	Travel lodging pattern for all travelers	Lodging pattern for those needing to stay out overnight
Total	100	
Roundtrip in one day without staying out overnight	70.5	
Those needing to stay out overnight	29.5	100
Paid lodging	18.4	62.37
Hotel	12.4	42.03
Private lodging	5.1	17.29
Reception house or community center	0.9	3.05
Free lodging	11.1	37.63
Relative and friend's house (including one's home)	10.4	35.25
Camping	0.6	2.03
Other	0.1	0.35

Source: Travel Survey Report for People of the Republic of China, Tourism Bureau, Ministry of Transportation and Communications

► **Average Costs Each Time per Person for Various Items between 2007 and 2009** Unit: NT\$

Item	Group	Staying overnight		Not staying overnight Roundtrip in one day
		Paid	Free	
Transportation	499	1,007	938	291
Lodging	321	1,715	0	0
Dining	452	957	623	289
Recreation	116	251	132	76
Shopping	421	745	661	294
Other	114	79	404	76
Total	1,923	4,753	2,759	1,025

Source: Travel Survey Report for People of the Republic of China, Tourism Bureau, Ministry of Transportation and Communications

► **Average Daily Consumption per International Visitors (Sightseeing Visitors) Between 2007 and 2009 Unit: US\$ and NT\$**

Item of consumption	Year			Average of the past 3 years (US\$)	Average of the past 3 years(NT\$)
	2007	2008	2009		
Transportation	17.56	17.11	18.10	17.59	521
Lodging	94.61	92.83	85.06	90.83	2,689
Dining	23.71	26.09	25.10	24.97	739
Recreation	16.45	14.02	12.46	14.31	424
Shopping	58.75	57.83	73.06	63.21	1,872
Other	4.13	3.58	2.52	3.41	101
Total	215.21	211.46	216.30	214.32	6,345

Source: Out-coming Visitors Consumption and Travel Survey between 2007 and 2009, Tourism Bureau, Ministry of Transportation and Communications

Note: The NT\$-US\$ exchange rate is based on the average of the six months, i.e. November and December of 2010 and January to April of 2011, provided by the Central Bank of the Republic of China

► **Chung-Hua Institute for Economic Research Assessment of TIFE Benefits Unit: NT\$100 million**

	Optimistic scenario attracted 9.75 million headcount	Basic scenario attracted 7.75 million headcount	Pessimistic scenario attracted 5.75 million headcount
Input benefits (A)	89.31	89.31	89.31
Operational benefits (B)	198.13	160.14	74.26
Industrial relevance benefit (C)	159.78	141.73	100.84
Economic benefit (D=A+B+C)	447.22	391.18	264.41
Net benefit (E=D-A)	357.91	301.87	175.51

Source: Chung-Hua Institute for Economic Research "Assessment of Benefits of the 2010 TIFE"

► **Consumption Characteristics of Interviewed Domestic and Foreign Individual Visitors and Visiting Groups Unit: NT\$**

		Transportation	Dining	Lodging	Shopping	Activity	Total
Domestic	Individual visitor	516.92	370.59	265.45	135.83	7.31	1,296.1
	Visiting group	774.28	439.53	384.55	112.80	34.89	1,746.05
International	Individual visitor	14,952.35	4,730.21	8,557.72	3,417.64	775.32	32,433.24
	Visiting group	5,932.60	2,584.13	3,406.23	12,737.45	320.69	24,981.10

Note: Landscape Benefit Survey and Assessment Report on the 2010 TIFE by National Taiwan University

► Consumption Expenditures of Visitors to TIFE Unit:NT\$100 million

	Total headcount	Foreign	Domestic	Foreign individual visitor	Foreign visiting group	Domestic individual visitor	Domestic visiting group
Percentage (%)	100.00%	6.53%	93.47%	0.65%	5.88%	84.92%	8.55%
Headcount	8,963,666	585,327	8,378,339	58,254	527,073	7,612,371	765,968
Total expenditures	262.60	150.56	112.04	18.89	131.67	98.66	13.38
Transportation	85.26	39.98	45.28	8.71	31.27	39.35	5.93
Lodging	46.09	22.94	23.15	4.99	17.95	20.21	2.95
Dining	47.95	16.38	31.58	2.76	13.62	28.21	3.37
Recreation	2.97	2.14	0.82	0.45	1.69	0.56	0.27
Shopping	80.33	69.13	11.20	1.99	67.14	10.34	0.86

Note: Landscape Benefit Survey and Assessment Report on the 2010 TIFE by National Taiwan University

► Operational Benefits for the 2010 TIFE by the department Unit: NT\$100 million

52 departments		Indirect benefits
Department No.	Department name	
38	Wholesale and retail	43.85
39	Transport & storage	39.92
40	Lodging and dining	74.69
51	Arts, recreation and leisure service	11.35
52	Other services	9.15
Total		178.96

4

Industrial correlation effect refers to the increased throughput of various industries inspired by expenditures on input benefits and operational benefits.

Before calculation of the industrial correlation effect, items of expenditures on input benefits and operational benefits were first divided by the department and the calculation was done by the formula:  $\text{Output effect} = B (I - M^A) (v + c)$  with reference to the 2006 Industrial Correlation Table produced by the Directorate General of Budget, Accounting, and Statistics. B is the Industrial Correlation Degree ( $= [I - (I - M^A)A]^{-1}$ ). I is the unit matrix. M<sup>A</sup> is the input coefficient vector. m is the diagonal matrix. A is the input coefficient matrix. v is the input benefit. c is the operational benefit. The industrial correlation effect deriving from the input benefits and operational benefits of TIFE was around NT\$11.799 billion.

Main industries benefiting from TIFE were wholesale and retail, construction, accommodation and hospitality, transportation, professionalism, science and technology, arts (art and cultural exhibitions and performances), entertainment and recreation, and agricultural (floral and horticulture industry) industries.

► Industrial Correlation Effect of TIFE Unit: NT\$100 million

	Input benefits	Operational benefits	Industrial correlation effect	Output effect
01	Agricultural products	19.56	-0.74	18.82
02	Livestock products		1.90	1.90
03	Forest products	0.10	-0.06	0.04



		Input benefits	Operational benefits	Industrial correlation effect	Output effect
04	Fishery products			0.13	0.13
05	Mineral products			1.27	1.27
06	Processed foods	0.01		7.23	7.24
07	Beverages	2.70		-0.40	2.30
08	Cigarettes			0.00	0.00
09	Textiles	0.01		0.82	0.83
10	Garments and clothes	0.12		-0.03	0.10
11	Leathers, fur skin and their products	0.00		0.02	0.02
12	Wood and wooden products			0.96	0.96
13	Paper pulp, paper, and paper products	0.11		2.93	3.05
14	Printing and information storage media replication	1.70		1.70	3.40
15	Petroleum and coal products	0.29		11.76	12.05
16	Chemical materials	0.01		4.01	4.02
17	Chemical products	0.40		1.55	1.95
18	Drugs			0.18	0.18
19	Rubber products			0.41	0.41
20	Plastic products	0.15		2.83	2.98
21	Non-metallic mineral products	0.01		8.04	8.05
22	Steel			10.75	10.75
23	Other metals			1.04	1.04
24	Metallic products			5.36	5.36
25	Electronic parts	0.06		0.59	0.65
26	Computers, electronic and optical products	1.21		-0.77	0.44
27	Power equipment	0.23		3.40	3.63
28	Machinery			1.06	1.06
29	Automobiles and auto parts	3.04		0.75	3.80
30	Other transportation tools	0.29		0.15	0.44
31	Furniture	0.12		0.05	0.17
32	Other products and mechanical repairs	1.02		2.10	3.12
33	Power supply	1.34		5.70	7.04
34	Fuel and gas supply			1.29	1.29
35	Water supply	1.33		0.81	2.15
36	Pollution correction			0.73	0.73
37	Construction	55.81		2.39	58.20
38	Wholesale and retail	0.00	43.16	22.20	65.36
39	Transport & storage	4.63	39.89	1.10	45.62
40	Lodging and dining	0.58	73.38	-23.93	50.03
41	Broadcasting service	0.43		2.29	2.72

		Input benefits	Operational benefits	Industrial correlation effect	Output effect
42	Telecommunication service	2.14		3.06	5.20
43	Information service	0.54		0.84	1.39
44	Finance and insurance	0.24		12.95	13.20
45	Real estate service			6.55	6.55
46	Professional, scientific, and technical services	15.74		8.15	23.89
47	Support service	0.84		3.78	4.62
48	Public administrative service	0.25		1.50	1.75
49	Educational service			0.37	0.37
50	Healthcare and social work	0.39		0.82	1.21
51	Arts, recreation and leisure service	10.28		11.20	-2.73
52	Other services	2.94	9.15	1.12	13.21
53	Labor rewards	6.24			6.24
54	Transfer payment	1.26			1.26
55	Lost rents (Zhongshan Soccer Stadium)	-0.01			-0.01
56	Lost royalties (Zhongshan Soccer Stadium)	-0.20			-0.20
Total		135.91	176.78	117.99	430.68

## 5

The employment benefits created by TIFE included the manpower directly hired by TIFE and employment opportunities arising from the increased output in various industries as a result of the input and operational benefits of TIFE. Statistics show that direct manpower for TIFE was around 722 people/year and around 22,522 job openings were created as a result of increased output in various industries. TIFE created approximately 23,244 jobs (person/year).

#### ► Direct Manpower Hired for TIFE Unit: Person/Year

Item	Hired manpower
Manpower from Hope Employment Project	179
Outsourced manpower	478
Short-term work study	65
Total	722

#### ► Employment Brought About by Increased Output Unit: Person/Year

	Output effect (NT\$100 million)	Production total per employed person on average (NT\$1,000/Year)	Employment effect
Agriculture, forestry, fishery, and husbandry	20.89	887.59	2,354
Mineral products	1.27	4,229.82	30
Processed foods	7.24	3,504.12	207
Beverages	2.30	4,767.7	48

	Output effect (NT\$100 million)	Production total per employed person on average (NT\$1,000/Year)	Employment effect
Cigarettes	0.00	8,927.19	0
Textiles	0.83	2,955.14	28
Garments and clothes	0.10	1,773.91	5
Leathers, fur skin and their products	0.02	2,124.13	1
Wood and wooden products	0.96	2,119.62	45
Paper pulp, paper, and paper products	3.05	3,643.82	84
Printing and information storage media replication	3.40	1,853.87	183
Petroleum and coal products	12.05	64,768.19	19
Chemical materials	4.02	16,266.5	25
Chemical products	1.95	4,260.25	46
Drugs	0.18	2,804.07	6
Rubber products	0.41	2,545.57	16
Plastic products	2.98	2,549.8	117
Non-metallic mineral products	8.05	4,185.32	192
Steel	10.75	13,321.48	81
Other metals	1.04	9,740.6	11
Metallic products	5.36	2,839.75	189
Electronic parts	0.65	6,029.86	11
Computers, electronic and optical products	0.44	6,341.9	7
Power equipment	3.63	4,454.92	81
Machinery	1.06	3,133.53	34
Automobiles and auto parts	3.80	4,274.14	89
Other transportation tools	0.44	3,603.56	12
Furniture	0.17	2,124.5	8
Other products and mechanical repairs	3.12	2,351.42	133
Power supply	7.04	13,870.23	51
Fuel and gas supply	1.29	9,947.07	13
Water supply	2.15	4,715.85	46
Pollution correction	0.73	1,745.06	42
Construction	58.20	2,302.27	2,528
Wholesale and retail	65.36	1,349.5	4,844
Transport & storage	45.62	3,052.8	1,494

	Output effect (NT\$100 million)	Production total per employed person on average (NT\$1,000/Year)	Employment effect
Lodging and dining	50.03	1,173.26	4,264
Broadcasting service	2.72	4,335.04	63
Telecommunication service	5.20	8,408.9	62
Information service	1.39	2,491.78	56
Finance and insurance	13.20	4,936.19	267
Real estate service	6.55	3,086.39	212
Professional, scientific, and technical services	23.89	2,078.37	1,149
Support service	4.62	850.78	543
Public administrative service	1.75	7,204.91	24
Educational service	0.37	699.03	53
Healthcare and social work	1.21	1,686.74	72
Arts, recreation and leisure service	18.75	1,251.18	1,499
Other services	13.21	1,119.42	1,180
Total	423.41		22,522

Source: Business and Service Industry Census of 2006

Note: The production value per employed person in the agriculture, forestry, fishery, and husbandry industries was calculated by the total production value of the industries in 2009 divided by the number of employed people.

6

**Income of Commercial Sales: NT\$1,263,571,221 in total (Number of days: 171; Visitor headcount: 8,963,666 people)**

Type	Total sales (NT\$)	Daily sales (NT\$)	Consumption per person (NT\$)	
(I) Food and beverages	703,115,531	4,111,786.73	78.44	
(II) TIFE souvenir	357,027,972	2,087,882.88	39.83	
(III) Theme shop	138,153,801	807,916.96	15.41	
(IV) Specialty gifts	28,426,575	166,237.28	3.17	
(V)	Vending machine - drinks Number of business days: 164 Number of people: 8,680,086	36,649,842	223,474.65	4.22
	Vending machine – sanitation supplies Number of business days: 90 Number of people: 5,305,985	197,500	2,194.44	0.04
Total	1,263,571,221	7,389,305.39	140.97	

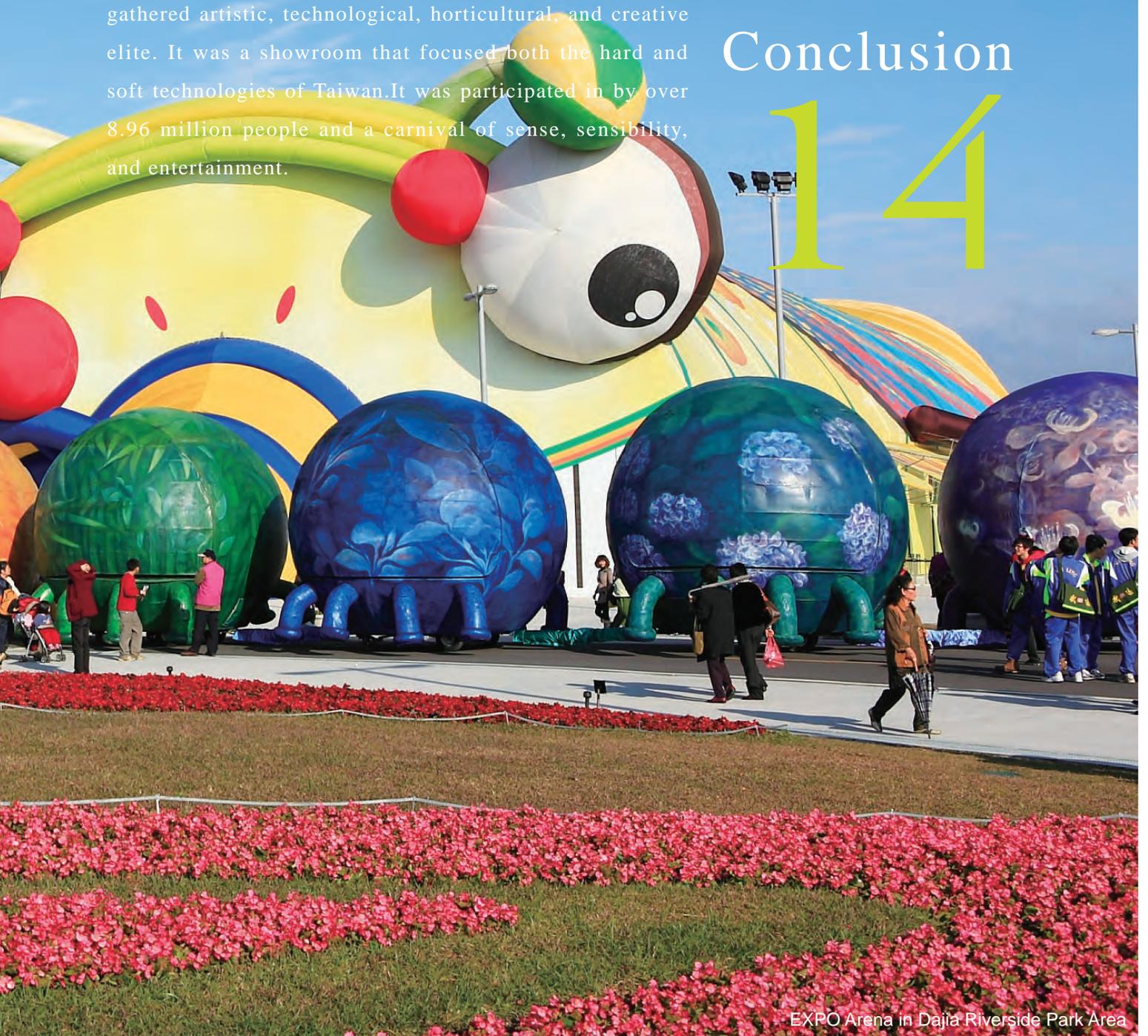
Note: A total of 713,083 TIFE lunch boxes were sold. The lunch boxes could stack up to 70 Taipei 101s. As many as 908 items of commodities passed review and became TIFE souvenirs. More than 2,000 kinds of commodities were available during TIFE.



TIFE was an exposition of the whole Taiwanese and the pride of Taiwan. It was a beautiful world where over 8.96 million headcount of people set foot in and was communicated through the word of mouth of the 8.96 million headcount of people. It was a world-class exposition, the first for Taiwan and the pride of Taipei City. TIFE has set many new records; It was the first long-term and ultra-large worldwide event ever held in Taiwan. It joined efforts from the industries, the government, and the academic circle and gathered artistic, technological, horticultural, and creative elite. It was a showroom that focused both the hard and soft technologies of Taiwan. It was participated in by over 8.96 million people and a carnival of sense, sensibility, and entertainment.

## Conclusion

# 14



## The First for Taiwan, the Pride of Whole Nation

The 2010 TIFE was the first world-class exposition that Taiwan was authorized by the international society to organize, making Taiwan the fourth country and Taipei the seventh city in Asia to hold an international exposition. It was like a kaleidoscope that showed the “horticultural power, cultural and artistic characteristics, care for the environment and ecology, accomplishments in topnotch technology” of Taiwan. It symbolizes that Taipei Taiwan is making its voice heard by the world through flowers, declaring that TIFE has created a new era for flora exposition in the international society and its ambition to exercise the most beautiful power.

Doeke Faber, President of the International Association of Horticultural Producers (AIPH) indicated after he saw the 2010 TIFE: “This is the most beautiful flora exposition I have ever seen because I see the city becomes more beautiful with parks and greenery added by TIFE and the exhibition halls live up to ideas of environmental protection and energy saving, setting a new standard for historical flora expositions. It will be difficult to see another exposition exceeding this scale in the next 10 years after TIFE!” In the closing ceremony for the exposition, Doeke Faber praised again: “TIFE is the best and the greatest one I have ever seen for the past 50 years.” Therefore, the 2010 TIFE has set a milestone for world-class exhibitions in Taiwan in the future.

The headcount of visitors to TIFE constantly set new records, thanks to the enthusiastic participation and support of Taiwanese people, and closed at the flying number of 8,963,666 over the 171 days. In other words, there were nearly 50 thousand people entering the parks each day. TIFE also set a daily record of over 180 thousand headcount of visitors. Despite the large crowd, service and visit quality were able to be maintained at the first rate.

### Power that drives Taiwan forward to innovation and excellence

The 2010 TIFE can be said to be a combination of aesthetics, humanity, and technology. It presented the soft power that Taipei City prides itself of in front of the world!

Taipei has always been known to be one of the most creative cities in the Chinese world. It combines many bests of Taiwan's. This successful experience has not only given the city a new look but also enhanced the intangible anesthetic attainments of its people. In addition, talented people in various fields made their appearances in this event and created a humanity air that belongs exclusively to Taipei, letting the international society see Taipei and be amazed by it with affirmation and praise, which accordingly would greatly enhance the confidence of Taiwanese people.

TIFE has not only accumulated abundant experiences from other large international events but also developed a group of seeds and talented people for international events, adding to Taipei's capability for holding international events in the future. The international standards and records broken by TIFE also have proven that TIFE is not only the pride of Taipei people but also the pride of the whole Taiwan.

### Thanks to everyone's enthusiastic participation

#### 1. Professionals from all industries

During the planning, design, construction, operation, and marketing stages, professionals from different fields devoted themselves to the preparations and constructions for TIFE, including elite and topnotch teams from different industries, which is the key to the success of TIFE.

## 2. Over a hundred horticultural groups

Over 100 horticultural groups participated in TIFE, its preparations, horticultural arrangements, and floral competitions, etc. Along with flower growers from various counties and cities in Taiwan, who carefully cultivated plants and flowers to be used at TIFE, they demonstrated the horticultural power Taiwanese people pride themselves of.

## 3. Tens of thousands of enthusiastic and friendly volunteers

14,832 volunteers of different backgrounds, occupations, and ages participated in and helped maintain and manage the order and overall operations at TIFE. They won visitors' hearts with passionate and friendly attitudes. They are the most precious assets to the success of TIFE.

## 4. Generous participation and sponsorship from enterprises

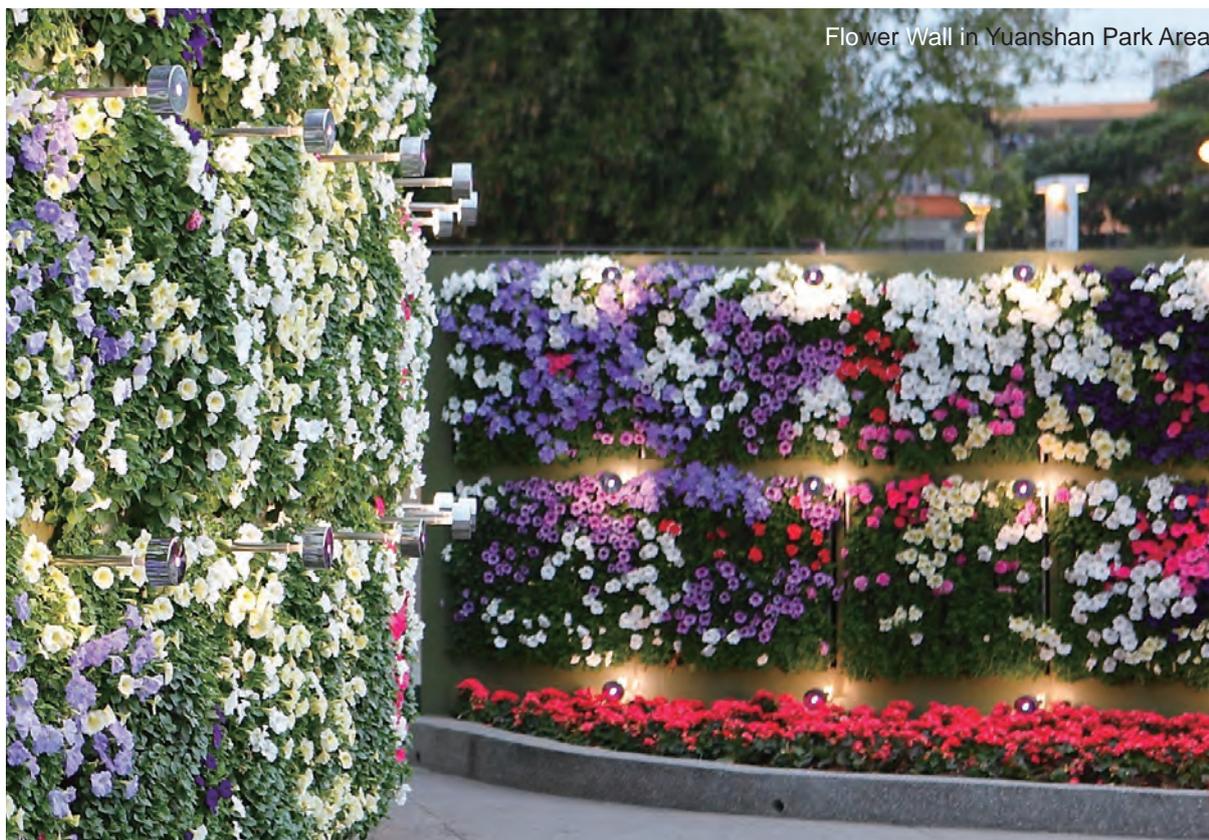
TIFE was sponsored by 75 enterprises. The total sponsorship reached NT\$1.41 billion. There were 201 enterprises affiliated with TIFE throughout Taiwan whose 6,085 channels helped with the promotion. They greatly enhanced domestic and international promotional efficacy, publicity of TIFE, and people's participation in TIFE.

## 5. Highly well-behaved visitors

There were incessant flows of visitors into TIFE while it was on. They helped keep up the quality of visits and the overall neatness of the park areas. The travel flows were orderly and quality of exhibits was consistent. All of these demonstrated the high civilization of Taiwanese people!

## 6. Supportive celebrities

The successful marketing of TIFE is greatly indebted to the goodwill ambassadors, S.H.E, Wu Bai, Jody Jiang, Jay Chou, Mayday, and Chi-Ling Lin, who saved no effort in promoting TIFE, and enthusiastic involvement of the film, entertainment, architecture, sports, and business circles for they contributed to the sparkles and wonderfulness of TIFE!



## Positive comments from all aspects

TIFE was participated in by 8,963,666 people, including native Taiwanese and visitors from other countries, different parts of the world, and different fields. These people found some part of TIFE to be interesting for them, were amazed by the technological power of Taiwan, were lovers of horticulture or had an interest in arts and culture and hence have become the most trustworthy witnesses of the pride of Taipei and honor of Taiwan.

TIFE would like to express its deepest respect and thanks for the domestic and international honored guests and celebrities and other visitors. Their visits have added to the glory of TIFE. Because of the limited space in this publication, though, we are unable to document comments from each of the people. Please bear with us and accept our deepest thanks and apologies.

## Friends from around the world

### ■ **Marcus Stephen, President of the Republic of Nauru**

He has vivid memory of the high-tech presentation in the Pavilion of Dreams, the UWB technology utilized in the circular theater, in particular, that catalyzed the growth of the small trees on the screen through the natural breathing rhythm of a visitor. It is impressive.

### ■ **Willy Telavi, Prime Minister of Tuvalu**

He was stunned by the dreamlike high technology in popular pavilions and was saying “It is amazing!” wherever he went.

### ■ **Iakoba Italeli, Governor General of Tuvalu**

He marveled at the technology in the Pavilion of Dreams and indicated that “TIFE is the result of huge efforts the whole Taiwan has invested in. It is amazing.”

### ■ **Teima Onorio, Vice President of the Republic of Kiribati**

He admired the variety of flowers and the environmentally-friendly practice involving materials like plastic bottles.

### ■ **Dr. José Rafael Espada, Vice President of Guatemala**

He indicated that TIFE utilized comprehensive methods to preserve natural plants and boost greenery and beauty in the city so that the people of Taipei can live more happily and the next generation gets to learn to respect each other through their experiences in TIFE. It serves as a model for the whole world. The harmony between people and nature integrated in TIFE was particularly touching to him and he could not wait to share what he has seen on this trip with his people.

### ■ **Denzil Llewellyn Douglas, Prime Minister of Saint Kitts and Nevis**

While experiencing the 3D naked eye interactive image that perfectly combined technology and art in the Pavilion of Dreams, Douglas gave his praise “It is marvelous!”

### ■ **Guduza G. Dlamini, Prince of Swaziland**

He indicated that he had never seen such a huge and beautiful sea of flowers and the various living things, vegetables, and fruits which demonstrated the unparalleled business potential of Taiwan. It is wonderful!

**■ Anote Tong, President of Kiribati**

The creative utilization of aquatic plants to purify water from Keelung River designed for the three Pavilion of Xinsheng Park opened the President's eyes. He kept saying "It is brilliant! TIFE is amazing and totally beyond my imagination!"

**■ Doeke Faber, President of AIPH**

"This is the most beautiful flora exposition I have ever seen," said he, because he saw the city become more beautiful with parks and greenery added by TIFE and the exhibition halls live up to ideas of environmental protection and energy saving, setting a new standard for historical flora expositions.

**■ Sjaak Langeslag, Secretary-General of AIPH**

He indicated that the hosting city, Taipei, had set a new milestone for the flora exposition and it would be difficult for the organizer of the next exposition to exceed the high standards set by this one TIFE.

**■ Denise Stirrup, President of the Guild, U.K**

She indicated that it is impossible to see the unique flowers of Taiwan in the U.K. and praised that TIFE was "unbelievably beautiful."

**■ Pilar Laguana, Marketing Manager of the Guam Visitors Bureau**

He indicated that it was a great learning experience visiting TIFE and TIFE also reminded people of the importance of environmental protection. He said that he would encourage Guam people to visit TIFE.

**■ Shamina de Gonzaga, Secretary-General of the United States Council for World Freedom**

He indicated that the outstanding ecological technology of Taiwan serves as a model for many countries in the world! It is impressive and very beautiful. Bamboos or butterflies, the biodiversity of Taiwan made him want to see more.

**• Wen-Huang Hsieh, Secretary-General of the Republic of China Association of the Asian Confederation Alliance**

He indicated that TIFE picked the right site and made efforts to conserve original building structures in the park areas while reactivating and reutilizing them. It is a must-see for foreign guests to Taiwan!

**■ Yu-lin Chen, Chairman of the Association for Relations across the Taiwan Straits**

He indicated that Shanghai's World Expo and TIFE are the prides shared by people across the Taiwan Strait. The two expositions created a WIN-WIN situation for the two cities!

**■ Qi-wei Shao, Chairman of China National Tourism Administration**

He indicated that his visit aimed not only to mobilize Chinese tourists to visit Taiwan but also to learn the many good practices adopted by the Flora Exposition, the science, biotechnology, and advanced environmental protection ideas, in particular. He was also very interested in the research and development capacity of and the unique species of plants in Taiwan. He even believed that through the exhibitions, many new ideas could be communicated to people and the influence would be far-reaching.

**■ Peng-Liu, President of the Chinese Olympic Committee**

He indicated that the many fresh flowers from all over Taiwan at display in TIFE were the best evidence of Taiwanese people's intelligence, creativity, and their pursuit of a wonderful life. TIFE served a living example of the combination of nature and technology. Along with artistic elements, TIFE became more powerful, contagious, and educational for children, too.

**■ Qiu-Yu Yu**

He indicated that TIFE was a place where all adults could relive their childhood and all children regain their purity. The whole society could return to nature. It combined beauty, friendliness, and intelligence in one. He would write down his TIFE experiences and use them in his next book if possible.

**■ Toyo Ito, Japanese Architect**

She praised that TIFE integrated people and architecture in nature and believed that “TIFE demonstrated the power of Taipei City.”

**■ Tomiyo Yamada, Japanese Expo Star**

She felt the emphasis of Taiwan on the environment as soon as she visited the Shanghai World Expo and hence she decided to visit TIFE in person. She said that the next flora exposition would take place in Aichi, Japan and they would learn the strengths from TIFE and apply them in the next exposition.

**■ Iwase Yoichiro, Vice Governor of Shizuoka Prefecture, Japan**

He indicated that compared to the 2004 flora exposition held in the Shizuoka Prefecture, the biggest difference was the flowers at display in TIFE. After he visited the Expo Dome, he was impressed by the design and structure of Taiwanese orchids at display. The diversified and rich variety of different orchid species, in particular, made him surprised at the horticultural power of Taiwan.

**■ Fukui Shouhei, Producer of the Shizuoka International Garden and Horticulture Exhibition Pacific Flora 2004**

He indicated that he could see the carefulness TIFE devoted to its horticulture exhibition. The presentation was also well-thought out to focus on the delicious and vigorous sides of agricultural crops. In addition, there were artistic elements. The exquisite presentation was something he had never seen before.

**■ Yukio Takahashi, original singer of the Japanese versions of “A Small Umbrella” and “Visiting the Graveyard”**

He praised the beautiful flowers from Japan and was amazed that they could be in front of Taiwanese people and tourists from around the world on an international stage like TIFE.

**■ Kousuke Atari, Japanese Singer**

He said he wished he could film the MV for his new song at TIFE.

**■ James & Oliver Phelps, actors in “Harry Potter”**

They indicated that the Pavilion of Dreams was surprising. They were like Alice in the wonderland. There were many technological elements that they had never seen before.

**■ Jackie Chan**

When he was appreciating the green building and sustainability ideas of the Pavilion of Future, he indicated “If we can live in such an environment, it would be wonderful” and said that each of us should take environmental protection seriously.

**■ Tommy Tam**

He highly praised that the practice of keeping the old tree in the Xinsheng Park Area was the best example of “coexistence of construction and nature”. The rainwater recycling system and the ecological pond were highly educational. The “combination of technology and humanity” in the pavilions, on the other hand, made him feel very blessed.

**■ John Wu**

He indicated that he was very touched because he felt that a lot of beautiful elements and the essence of Taiwan were able to be fully demonstrated through TIFE. TIFE also enabled people to see new hopes and new vitality along with many surprising creativities! All in all, “I love Taiwan even more!”

**■ Chien-Yu Weng**

She indicated that TIFE had a new look each time she visited and became more and more beautiful!

**■ Chia-Li Pai**

She indicated that she grew many flowers in her backyard and knew it was no easy work. However, TIFE was able to collect various blossoming beautiful flowers. She was amazed and felt proud of flower growers of Taiwan and TIFE. Finally she said that “wonderful things make one happy. People should visit TIFE often. Because of the event, Taipei becomes a more beautiful city, too.”

**Domestic celebrities****• Chao-Kai Liu, TECO Chairman**

He indicated that TIFE had been covered extensively in media before its grand opening and everyone has seen it to believe it now. A group of international class elites created such a great stage. The visitors were of high quality. This scene made one very proud. He hoped that international visitors or visitors from Mainland China could all come to this great exposition.

**• Douglas Hsu, Chairman of Far Eastern Group**

A resident of Taipei City, he hoped that TIFE would be like the Olympics were to the people of Beijing and put the people in Taipei City together who would go all out for the best TIFE to make Taipei City an eye-catching metropolitan in the world.

**• Ying-Xiu Li, President of Shin Yeh Restaurant**

She indicated that “Not only the stores in Taiwan, our stores overseas, including those in Singapore and Beijing, will all promote TIFE. We hope that TIFE can attract more tourists from overseas who will not only see the beautiful flowers and horticulture in Taipei but also taste local delicacies throughout Taiwan.”

**• Chin-Ming Lo, Chairman of Chinese National Association of Industry and Commerce, Taiwan**

He indicated that the results of TIFE after many years of efforts devoted in by the Taipei City Government were rewarding. The Pavilion of Dreams or the Pavilion of Future, the planning combined high technology and represented the industrial capability of Taiwan. Local delicacies in particular were characteristic. He suggested that Taipei City Government should renovate the park areas after TIFE was closed to be a “Cultural Creativity Park.”

- **Kenneth Yen, President of Yulon**

He indicated that “Businesspeople like us need to have changes. Therefore, I came to visit the great creation of TIFE. I entered the park only 5 minutes ago and I already feel that it is a great idea. I feel that Taipei City has done a lot to make this happen. It is hard work and they deserve applause from us.”

- **Master Hsing Yun**

He indicated that the beautiful island became even more beautiful and fragrant as a result of TIFE, the pride of Taiwan.

- **Tseng-Chang Su**

He indicated that he came to the park areas on the first day of TIFE because he hoped that everyone could give TIFE their best wishes and cheer for those who made TIFE possible.

- **Hsiu-Chu Hung, Legislator**

She indicated that “Loving TIFE is love for Taiwan. Supporting TIFE is supporting Taiwan. The beautiful TIFE is our pride and will be seen by the world.”

- **Su-Chun Kuo, Legislator**

She indicated that “While everyone supports TIFE, TIFE supports Taiwan. Taiwan supports the Republic of China and the Republic of China will reach out to the world and open its door to the world. Great success to TIFE!”

- **Li-Wen Cheng, Legislator**

She indicated that “TIFE is a transpartisan event and I hope that everyone can support TIFE with a delightful heart as if it were a wedding. All of the pavilions at TIFE are combinations of science, aesthetics, and humanity. The days of purposeful belittling has gone. The people of Taipei City are first-rate and quality citizens and I believe will all be touched by TIFE.”

- **Shao-Ping Hsu, Legislator**

She indicated that “participating in TIFE is a national movement.”

- **Shu-Lei Luo , Legislator**

She indicated that “TIFE is the whole Taiwan’s. It welcomes different colors and different parties just like the event’s mascot. It comes in different colors. TIFE is the pride of Taiwan and a national movement. Come on, everyone, come to see TIFE.”

- **Chiung-Ying Yang, Legislator**

She indicated that “TIFE is like Taiwan, a combination of aesthetics and art. I hope everyone can support TIFE.”

- **Li-Yun Chao, Legislator**

She indicated that “TIFE is not only an Olympic flora exposition in Taiwan but also the most successful one in the world. It is the pride of Taipei and the pride of the whole Taiwan.”

- **Chin-Ling Cheng, Legislator**

She indicated that “the world’s flora exposition is organized by the Taipei City Government. It is the pride and honor of the Taiwanese people.”

- **Hsiao-Ling Shaw, Wife of Taichung City Mayor**

She indicated that “all the works at display in the Expo Dome are very beautiful. If possible, I would like to visit every single pavilion of TIFE.”

- **Susan Chu, Wife of Vice President of the Republic of China**

She said that she liked the Pavilion of Future the most because the design ideas in the pavilion combined various native plants and made her feel very close to nature.

- **Sisy Chen**

She indicated that “Taiwan combines its best IT with arts and presents them in front of the whole world.”

- **Stan Lai**

He indicated that “the creativity and sophistication of TIFE is on a par with the World Exposition. What he had to do is make the beauty of TIFE pronounced. “You will see!”

- **Hwai-Min Lin**

He indicated that TIFE was a national event and should be inspiring for everyone. All the teams involved made their best efforts for the overall appearance of the nation. He said that “Everyone should work together to make it happen. KMT and DPP should cooperate with each other to give participating artists room to do something that makes each of us proud.”

- **Xun Jiang**

He said that “one should be exposed to aesthetics as much as possible in daily life. It helps one relax physically and mentally and accomplish pressure relieving and prolonged life.” He also encouraged people to visit TIFE whenever possible because “the beauty of flowers is also a good way to adjust the body and the mind.”

- **Ang Lee**

He visited the Pavilion of Dreams, Pavilion of Future, Pavilion of Regimen, and EXPO Theater and indicated that he was very impressed by the presentation of the topic “Get to Know Taiwan” at TIFE, which was particularly educational for children. TIFE was a great place to go with the whole family.

- **Zhao-Nan Wu, Crosstalk Master**

He indicated that “TIFE is an once-in-a-lifetime event. Everyone should at least visit it once. If you miss it, who knows how long it would take to get to see another one like it. It would be a pity.”

- **Hai-Min Wei, Famous Actress of Peking Opera, and actors and actresses in the Play “Wildest Dream of the Hero” , including Kuei-Ying Hsu, Yi Qian, Chih-Ying Chu, Guang-Yao Fan, Gabriel Lan, Chun-Ping Di, and Rong Lu.**

All of them indicated that “the visit to the Taipei Story House enabled them to have deeper enlightenment about how they would present the scenes in their play and how they should play their roles. They spoke highly of TIFE.

- **Sylvia Chang**

She indicated that her impression with TIFE was that she saw every tourist appreciating the flowers with a big smile on their face. If possible, she planned to visit TIFE 8 times because flower appreciation had to be thorough and comprehensive.



- **Li-Min Chang**

She indicated that she wanted to see the Pavilion of Dreams most.

- **Xiao-Yan Chang**

She said that “as soon as I walked in the parks of TIFE, I could not keep my mouth shut because it is too marvelous. The parks are beautiful and the old stable of Lin Wang, the Elephant, among others, is like I am back to my childhood.”

- **Jay Chou**

He indicated that everyone should visit TIFE, even couples who just had a quarrel. A visit to the beautiful pavilions helped the hearts grow fonder.

- **Wu Pai**

After seeing many recycled plastic bottles in the Pavilion of New Fashion (FE EcoARK), he said “maybe I drank from some of these bottles before.”

- **Wei-Zhong Wang**

He indicated that “TIFE is an international event good for all ages and the whole family. It feels weird visiting it alone. To see is to believe. I am honored to be able to see it for myself. The weather is good, too. I am glad to see Taiwanese tourists behaving so well. It is touching.”

- **Vivian Xu**

She indicated that “I thought recycled materials could be made into clothes or gloves. It was beyond my imagination that they could be made into a boat. It is astonishing and touching. I hope more environmentally-friendly boats can be made in the future and become Noah’s Ark.”

- **Ah-Xin of Mayday**

He indicated that “when all hardware has been nearly in place, it comes to the software part. I hope that everyone keeps a smile on their face so that friends from all over the world see the brightest smile as beautiful as a flower.”

- **S • H • E—Selina**

She indicated that “it would be great memory to have wedding pictures taken in the pavilions of TIFE. Not only we would like to do so, I believe this is every couple’s dream.”

- **S • H • E—Ella**

She indicated that “it is the first time that Taipei City holds such a grand event. You should not miss it.”

- **S • H • E—Hebe**

She indicated that “the architecture design at TIFE is great and will surely look beautiful in wedding pictures.”

- **Wei-Po Pan**

He indicated that he was so surprised that his eyeballs almost popped out. “The Pavilion of Dreams is simply another Avatar. One touches the screen and the tree grows up and blossoms. I felt that I was turning blue and becoming Na’vi.”

- **Guo-Lun Huang and Nai-Hsin Kou**

They indicated that “we are very happy to become the first couple to have their wedding pictures taken at TIFE. I always wanted to go abroad and have the pictures taken in Prague, Czech Republic but the beautiful flowers and characteristic pavilions at TIFE are even more impressive. It is only while the exposition is in session that we get to have pictures of the spots and they surely will become unforgettable and the most meaningful memory in our life.”

- **Li-Ren Li**

He indicated that “the parks of TIFE are really beautiful and children get to learn these beautiful things while they are young.”

- **Tze-Cheng Kuo**

H indicated that the high technology in the pavilion of dreams was really something for him and his son. The astonishing 360-degree circular theater was the most impressive for him and the sensor wristband was the only thing that could let his son put down the Game Boy in his hands.

- **Lotus Wang**

She indicated that the special exhibition for the Lantern Festival in the Expo Dome was carefully thought out. “The ‘Phoenix Returning to Nest’ symbolic of the Chinese tradition that married daughters return to their parents’ home on the second day of the Chinese New Year is pretty artistic. I feel that my artistic attainments increased at that instant.”

- **Hao Zi, member of a famous two-men team in Taiwan**

H indicated that although the Happy Travels of a Caterpillar Parade at TIFE was not as huge as that in the Disneyland, he felt that he became part of a fairy tale. Everyone had fun. The vivid primitive people were truthful to their roles because they were speaking a dialect beyond his comprehension while talking to him.

- **Ah-Xiang - member of a famous two-men team in Taiwan**

He indicated that “such a wonderful caterpillar parade is sure to bring happiness to everyone.”

- **Yi-Lu Wang**

She indicated: “Why travel all the way to Japan? Come to TIFE. Such a large sea of flowers! It is marvelous!”

- **David Tao**

David Tao visited the most popular Pavilion of Dreams with his mother. Seeing volunteers working the park areas with bright smiles made him very touched and feel that “this is exactly the passion that can only be found in Taiwanese people.”

- **Jing-Teng Hsiao**

Jing-Teng Hsiao was silent all the way in front of the media but had his thumb up in the limelight to indicate his affirmation of TIFE.



- **Directors Hsing Li, Yen-Ping Chu, and Wan Ren, Producer Khan Lee and his wife Huan-Hua Chen, Chinese Taipei Film Archive Director Winston Lee, the Motion Picture Development Foundation of the R.O.C. Director Qing-Zhong Wu, Supervisor Ying-Xiong Wu, and Former General Manager of Central Pictures Corporation Ming Chi, a total of 19 people visited the Pavilion of Dreams in the Xinsheng Park Area**

Director Yen-Ping Chu indicated “TIFE is touching. It is greater than Shanghai World Expo.”

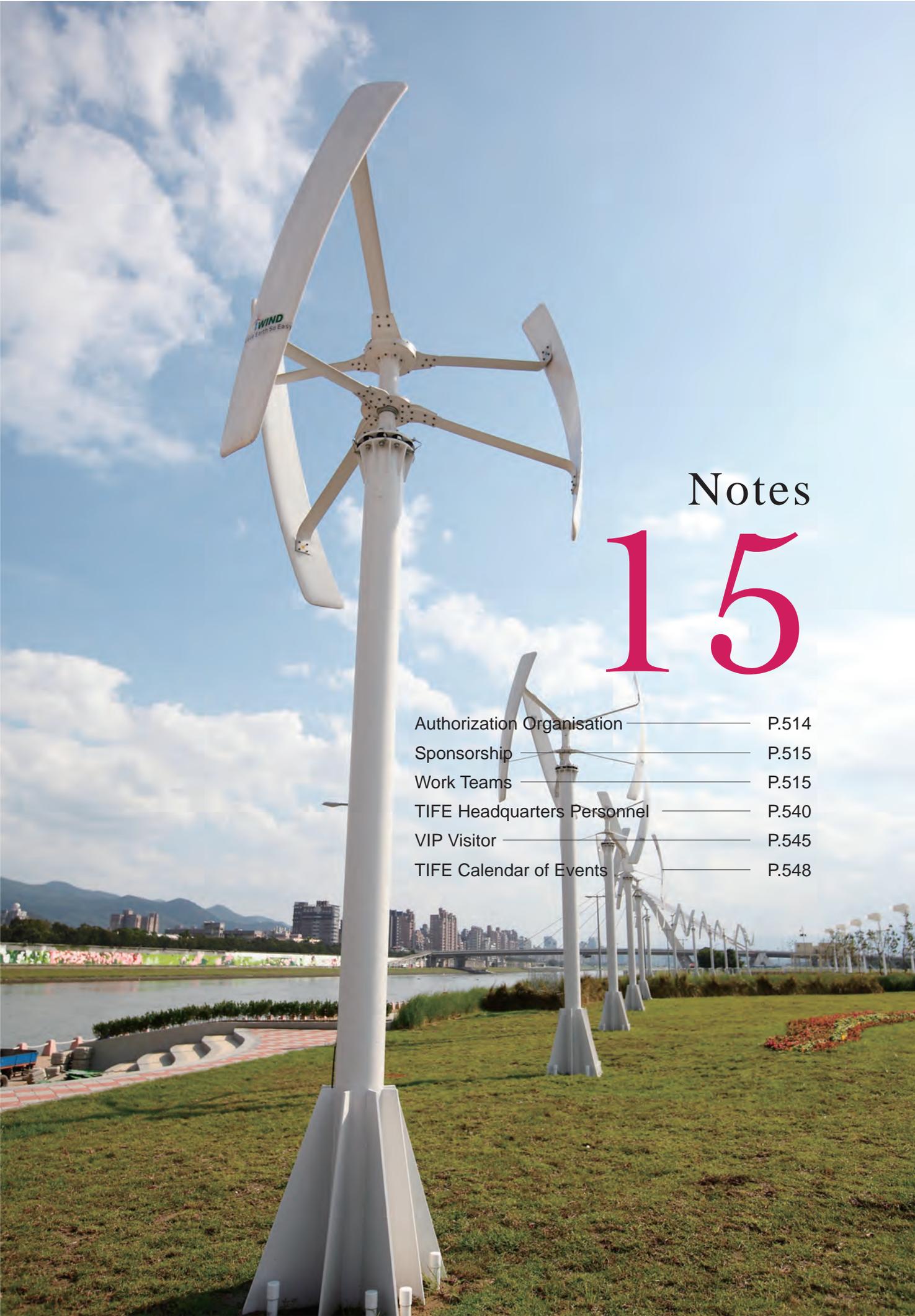
Director Khan Lee spoke highly of the films in the 3D theater and praised that the architecture of the Pavilion of Dreams was very exquisite and well-designed.

Director Hsing Li indicated that TIFE was overall well-planned. The concepts were presented in a concerted way, proving that Taiwan had great people and international technology. He is very proud of Taiwan.

Mr. Ming Chi, Former General Manager of Central Pictures Corporation said that he wanted to thank President Ma and Mayor Hao in particular. It was their insistence that made TIFE possible.

- **Sui-Fong Sun, President of the Sun Yat-Sen Foundation for Peace, (Dr. Sun Yat-sen’s granddaughter)**

She indicated that she had never seen so many different species of tea and fruits before and TIFE really opened her eyes. She was very happy for the agricultural accomplishments of Taiwan.



Notes

# 15

Authorization Organisation	P.514
Sponsorship	P.515
Work Teams	P.515
TIFE Headquarters Personnel	P.540
VIP Visitor	P.545
TIFE Calendar of Events	P.548

## Authorization Organisation

AIPH (Association Internationale des Producteurs de l'Horticulture in French; International Association of Horticultural Producers in English, AIPH for short) was established in 1948. Headquartered in the Hague, Holland, AIPH is an international organization that coordinates floricultural marketing, exhibitions and production across the globe. It currently has 32 members, organizations from 23 countries.

Currently, AIPH has 4 committees overseeing various tasks, including breeder rights, environmental protection, approval of international expositions, international horticultural trade and data collection, working closely with Union Fleurs.

Region	Country	Organization
Region I	Denmark	Dansk Gartneri
	Finland	Kaupapuutarhaliito
	Guernsey	Guernsey Growers Association
	The United Kingdom	National Farmers' Union Horticultural Trades Association (HTA)
Region II	Belgium	Algemeen Verbond van de Belgische Siertelers en Groenvoorzieners
	Germany	Zentralverband Gartenbau e.V. (ZVG)
	The Netherlands	Nederlandse Tuinbouwraad
		Vereniging van Bloemveilingen in Nederland Koninklijke Algemeene Vereeniging voor Bloembollencultuur
Region III	Czech Republic	Union of Flower Growers and Florists
	Hungary	Hungarian Ornamental Plant Association and Commodity Board
	Italy	Confederazione Generale dell' Agricoltura Italiana Confagricoltura Fiera di Genova
	Spain	FEPEX
	Switzerland	JardinSuisse, Unternehmerverband Gärtner Schweiz
		Association des Horticulteurs de la Suisse Romande
	Canada	Canadian Ornamental Horticulture Alliance (FIHOQ, CNLA, FCG)
		Fédération Interdisciplinaire de l'Horticulture Ornementale du Québec Inc. (FIHOQ)
Canadian Nursery Landscape Association (CNLA)		
Flowers Canada Growers (FCG)		
Region V	Turkey	Ornamental Plants and Products Exporters Union
Region VI	Australia	Nursery & Garden Industry Australia
	P.R. China	China Flower Association
		Yunnan Flower Association (YFA)
	Chinese Taipei	TFDA, Chinese Taipei
	Indonesia	ASBINDO
	Japan	Japan Landscape Contractors Association
	Rep. Korea	Korea Flower Production Marketing Association
	Malaysia	The Orchid Society of Malaysia
Thailand	Horticultural Science Society of Thailand	
Region VII	Kenya	Kenya Flower Council

## Sponsorship

**Collaborative Partners:** Far East Group, Angel Art Gallery, Chunghwa Telecom., Eva Air, Uni-President Co., Rotary International (Taiwan)

**Assisting Partners:** President Starbucks Coffee, Taipei Fubon Financial Bank., Taiwan Tobacco & Liquor Corporation, Vivitek., Luxgen, Wonderland, Advantech Foundation, Ruentex, Delta Electronics, Inc., M-Field Energy Ltd.

**Suppliers:** Wintec Wireless Electronic., Panasonic (Taiwan), The Hong Kong & Shanghai Banking Corporation Limited (Taiwan), White Flower International Co., Ltd., Makalot Foundation, Chen Loong Corp., CMC Motor, Taiwan Secom Co., Ltd., OHYA Motel Group, TEST RITE International Co., Ltd., Paolyta Co., Ltd., Taiwan Fertilizer Co., Ltd., Chang Hwa Bank, Taiwan Business Bank, Hua Nan Financial Holdings, Taiwan Cooperative Bank, First Bank, Mega Holdings, Ho Hai Precision Ind. Co., Ltd., FormoLight Technologies, Inc., Taipower CO., Global Mobile, Chia Te Bakery Co., PX Mart, Vigor Kobo, Canon.

**Participating Businesses:** Union Co., Ltd., Diva Life Chocolatier, Taiyen Co., Inc., Kimberly-Clark Taiwan, Green Life, Kuan Yuan Lian Co. Ltd., YanTouch Electronics, Sampo, Taipei Financial Center Corp., A.S.O., Kappa Taiwan, ImagineX Group, W&W Appliances, Inc., Ltd, Hwa Hsia Institute of Technology, Tong Chuang Building, World Trend Security Co., Ltd., Chien Chung Construction Co., Ltd., Agricultural Products Marketing, SCA Hygiene, Taiwan Financial Holdings, Land Bank, President Co., Ltd., Mu Dan Gong Yi Shu Co, Ltd, Mio Technology Corporation, China Steel, The Regent Taipei, Farglory Hotel, Fanglory Ocean Park, d., Phoenix Corporation, Cheng Hsin General Hospital, Taipei Fuhsing Private School, Shachihata Corporation, Shiatzy Chen, Carrefour Cultural & Educational Foundation.

## Work teams

To take advantage of the valuable experiences of participants in TIFE at various stages which can serve as important references and legacy for Taiwan when organizing other large international events in the future, it was planned that commissioners of all departments and offices under the Taipei City Government and architects, exhibition arrangers, tender winners, and staff would be interviewed in this publication. However, the huge number of such people and the busy schedules of the commissioners and private businesses made it impossible for the interviews to happen. Therefore, the following does not list all participants. It is a pity. We would like to express our most heart-felt respect and apology to those who contributed to the success of TIFE but are missed out in this publication.

## Central Government



Sheng-Chung Lin,  
Vice Minister, Ministry of  
Economic Affairs

### TIFE will leave international visitors a deep impression of Taiwan!

TIFE brought many economic benefits, such as tourism, mushrooming industrial benefits for high scale horticultural products from central and southern Taiwan, the benefit of international recognition for Taiwan's floricultural technology, and enhanced taste and lifestyle among Taiwanese people. Nevertheless, TIFE is simply a stepping stone to the international market. The truly valuable economic benefits have to do with marketing Taiwan's products to every corner of the world. The Ministry of Economic Affairs is currently working with the Council of Agriculture and some experts and scholars on a plan that will turn Taiwan into the Asia-Pacific Flower Trading Center. Once the plan becomes a reality, it is sure to create multiplied economic benefits, familiarizing the international society with the true capabilities of Taiwan.

## Taipei City Government Team



Chung-Yih Lin,  
Former Deputy Mayor

### TIFE is a great gift to the City Government from Heaven!

When I was aware of the fact that the Taipei City Government was to hold the international flora exposition, my first reaction was "It is a mission impossible" because the original location, Guandu, involved complicated land expropriation and was too far from the downtown area, which would make it hard to attract crowd. Fortunately, the location was later changed to Yuanshan, Taipei Fine Arts Museum, Xinsheng, and Dajia Riverside Parks in the downtown. The overall area was big enough to meet AIPH's requirements and most of it was public land, without the problem of expropriation of private land. It was not until then that we started to feel that the expected goal of 6 million headcount of visitors was possible. As it turned out, the total visitor headcount reached 8.9 million over the 6 months while TIFE was on. The difference was made by the whole City Government team who worked all out for TIFE. I really believe that TIFE is a great gift to the City Government from Heaven!



Chien-Yuan Lin,  
Former Deputy Mayor

### Challenges TIFE posted to government agencies

Expositions hosted by government agencies are rare across the world because the nature of such events falls more in the scope of the private service industry and involves a lot of flexibility. On the other hand, TIFE was organized by the public sector and all tenders had to be handled in accordance with the Government Procurement Act. At first, individual departments and offices had to deal with some emotional backlash. Fortunately, more adequate solutions became available on a later date and resolved the backlash. Relatively speaking, the Government Procurement Act is the strictest yet inefficient regulation and carrying out various tasks in compliance with the Act is hardly appreciated. Despite all these, TIFE was a great success, indicating that officials at the Taipei City Government are outstanding and hence worth being recognized by the public



Yung-Ping Lee,  
Former Deputy Mayor

### TIFE allows Taiwanese to hold their heads high!

Taipei is a commonly undervalued city, and Taiwanese also often think little of their own abilities, when on many levels, Taiwanese have had remarkable achievements and often win awards abroad. Taipei is a city of creativity that brings together all the best, and after this successful experience, people's confidence in and impression of it has improved. TIFE is the watershed moment that allows everyone to believe in our own, so that Taiwanese can hold their heads high, and after TIFE, Taiwan will never be looked down upon when applying for international events again!

### TIFE will never die

Compared to professional, one time conferences or forums that only leave some professional records or produces, an exposition is not just a regular conference or forum, but an event with such content and spirit that it influences and transforms a city and community. Hosting TIFE ultimately is not just about the actual exhibitions, but in change, like McArthur's famous words, "The soldiers never die, just pass away!" TIFE will also never die, but just end. Hopefully TIFE will make a change so that instead of caring about rumors and gossip, they will care about the beautiful power of uplifting Taipei, opening the door to the good of Taipei.



Wen-Hsiang Chiu,  
Former Deputy Mayor  
(Current Dean of School of Medicine,  
National Yang-Ming University)

### Clear decisions and service division facilitate TIFE operations

During operations, government colleagues and volunteers and even temporary personnel took TIFE personally and welcomed visitors like guests in their homes, letting visitors admire the exciting exposition and experience Taiwanese hospitality. The success of TIFE was due to clear division of tasks, and wherever I went, there was always a group of ordered colleagues carrying out their tasks and receiving everyone according to standard operations, cleaning services and more, with no discrimination between levels of guests, showing that the government education and training was successful.



Wei-Zen Chen,  
Deputy Mayor

### The success of TIFE is attributed to everyone doing their job!

The success of TIFE is the result of correct bidding strategies, having found the right architects and building companies to carry out various projects, and the total mobilized city government team. The communication between different agencies must be clearly defined according to responsibilities, and follow a hierarchy along with communication through multiple coordination meetings. While I was the Commissioner of the Secretariat, I hosted countless meetings and inspected construction sites 27 times, finding 3,319 flaws. It was with this type of strict inspection that TIFE could keep its high construction quality.



Si-An Yang,  
Former Secretary-General  
(Current Technical Supervisor)

### To achieve something, everyone must work together; to destroy something, it only takes one!

Based on experiences with the Deaflympics in 2009, the mayor expressed his expectations about TIFE: "It's better to be over-prepared than underprepared." Hence, from the preparation period 31 agencies of the government including 70,000 employees were mentally prepared and ready to give it their all. In fact, it's very easy for a large event to fail; if any link is neglected, everything can fall apart. The success of TIFE proves the ability of the government to work as a whole and pay attention to every detail.



Yeong-Ren Chen,  
Secretary General



Gwa-Guang Tan,  
Deputy Secretary-General  
(Current Metro Taipei General  
Manager)

### Platform integration and team work are the keys to a successful TIFE

TIFE is a very large expo, with a variety of buildings and construction, and platform coordination is very important when so many agencies are under construction at the same time. From September 2008 to November 2010 when TIFE opened, 47 construction coordination meetings were held in 2 years to communicate, coordinate, discuss, and manage construction, allowing different agencies' principle of doing the job well and completing construction on time.



Jung-Feng Huang,  
Former Commissioner,  
Department of Land  
(Current Deputy Secretary-General)

### Workers and visitors' physical interaction show the value and success of TIFE

EXPO Dome was not just the face of TIFE but the success of the 16 exhibits was also a great factor. The Land Department was in charge of supervising EXPO Dome, using team work in groups and supervising office along with the professional execution of the TFDA to deliver great results. The night before closing, workers started bowing 90 degrees to visitors to see them off, and visitors responded with smiles, applause, bows and farewells. These physical interactions were moving and even more credible as evidence of TIFE's success and value.



Ching-Ju Huang Lu,  
Commissioner  
Department of Civil Affairs

### Because of TIFE, Taipei is more beautiful ! Because of volunteers, TIFE is more successful!

Volunteers have endless power, and their passion for service moved many visitors and left a good impression. The agencies in charge of volunteers also try hard to take care of volunteers, thinking for them, actively caring about their emotional needs, providing them with healthy environment. But on the practical side, more thought could be put into the planning of shifts, and provide volunteers with warm and attractive jackets, waterproof backpacks, etc. I believe that this learning experience will help the Department of Civil Affairs do a better job of managing volunteers next time there is an international event.



Kun-Hong Wu,  
Former Secretary General of  
Department of Civil Affairs  
(Current Mortuary Services  
Office Director)

### Managing volunteers requires complete and correct basic data!

After this experience with managing volunteers, all colleagues felt the importance of creating basic information for volunteers, from sign-up to contact information. Once all the data is set up, it will be possible to make announcements to people through text messages and email. Additionally, communication hardware and software systems should be in place so that volunteers can go online and arrange their schedules and record their work hours, and later the system can analyze data.

### TIFE cannot fail—the city government team’s belief

When supervising the Pavilion of Dreams, we treated it as a “business” to maintain, and were surprised that since the testing period there were long queues outside the Pavilion of Dreams, which meant there were many issues to resolve, such as movement line adjustments, training of guides, dispensing of tickets, visitors’ behavior in the exhibition hall, etc. There were quite a few issues, but the Department of Finance and government teams found this a rare learning experience, and everyone believed that: TIFE Cannot Fail! Based on this belief, the Directors of each department were on call 24 hours a day, and cross-department mechanisms worked smoothly. The self-motivated problem solving spirit also brought this expo great marks.



Da-Chan Chiu,  
Commissioner  
Department of Finance

### Everyone connected, completing TIFE Tasks

Many teachers from schools brought students to participate in TIFE performances even in wind and rain, and many volunteers completed tasks in bad weather, which I found moving. In addition, Emergency Operation Center colleagues made changes and worked day after day, and personnel from all agencies worked together to complete tasks, showing the city government team’s ability and determination. This common goal to have a successful flora expo made it the pride of Taipei and Taiwan.



Tzong-Hu Kang,  
Commissioner  
Department of Education

### The community gives architects more space

Before a painter finishes a painting, there are lots of changes before a masterpiece is born, and the building of exhibition halls for a large expo is the same. An architect, like an artist, must revise the perfect work, but from a government purchasing system’s point of view, changes are not only not allowed but questionable, but I believe that a good design change is not only an honor for an architect but also pride of the country. I hope that with a large and representative building project like TIFE, the community can give the architect more space to work and applaud them.



Hsien-Heng Lee,  
Commissioner  
Public Works Department

### Do not pass the buck, and deal with all issues!

Colleagues from agencies have had the luck to participate in TIFE and feel honored. Hence, from selecting consultation companies and architects, to designs and bidding, all colleagues gave it their all, and because the planning period was short, some colleagues worked overtimes and did not go to the doctor when sick, and such dedication was impressive. Hence, after the constructions were contracted, the construction bidding and companies felt a great sense of responsibility and were very involved in the process. Everyone worked hard together and completed construction on time, with great praise was received from civilians after operation.



Jun-Sheng Luo,  
Deputy Commissioner  
Public Works Department



Yi-Ping Huang,  
Commissioner  
New Construction Office

### The larger the event, the more important the communication between agencies!

The Fine Arts Park Area construction took two years from planning, design, to construction. The three Xinsheng buildings required 1.5 years, with a great deal of pressure from construction, with even more key construction techniques, with heavier workloads, especially with limits of flying height, cranes are needed and must be used at night, or assembly must be done in the steel factory before transportation to the site. These methods were used for construction and landscaping to reduce construction time and reduce the impact on the environment around the park.



Yu-Shien Chen,  
Former Commissioner  
Hydraulic Engineering Office  
(Current Counselor)

### TIFE is a big challenge and honor in my life

Da Jia Riverside Park is an area challenged by the water act, typhoon and torrential rains. Thankfully all levels of officials and colleagues made a comprehensive and reliable plan and completed the task, a great challenge and honor. This international event was extremely successful and the city government team's professional work was a factor in the success. If there were more time for planning, TIFE would have achieved even more unprecedented success.



Zhi-Feng Huang,  
Commissioner  
Hydraulic Engineering Office

### Preparatory work is the key to success!

From the perspective of Hydraulic Engineering Office, for flood prevention, colleagues believe that the Riverside Park Area should not have any large events, but after TIFE, everyone started thinking differently, and before the event and exhibition, with a sound plan and communication, this was not impossible. We can learn from this experience and know that the Riverside Park Area can host events.



Jia-Chin Chen,  
Commissioner  
Parks and Street Lights Office

### TIFE, a challenge of beauty

When the city government decided to host a world class flora expo, it was a difficult challenge to the technical and professional ability, physicality, determination, and creativity to government workers, although the Parks and Street Lights Office has always been familiar with making the city more green and work related to flora exhibitions. This challenge is an opportunity to break new grounds and improve, and while the process was difficult, to everyone at the Parks and Street Lights Office, this was an experience of a lifetime and we passed the test. Many thanks to all colleagues for their dedication, persistence and hard work.

The success of TIFE comes from each participant's effort and hard work!

Any construction should have good planning and design, reasonable schedule, and cooperative companies. If the companies do not cooperate, even an excellent plan cannot be completed on time. Hence, international events should have ample time for construction.



Yong-Hui Chen,  
Commissioner  
Sewerage Systems Office

Good TIFE experiences should be passed on

From the beginning, I thought: through events, what have we learned and left behind? A great deal of financial, human, and material resources went into TIFE, and however successful it was, it had to end, just like fireworks. Hence, I hope that we can learn from the good experiences of TIFE and leave behind good culture, such as handicap accessible buses and polite movements, so that happy visitors can be part of daily life.



Xiao-Xian Luo,  
Former Commissioner  
Department of Transportation

TIFE as the basis of future applications for international expositions.

Transportation planning is an important key to hosting a large international event in Taipei, especially when it comes to using the mass transit system to transport people, including connecting lines from primary and lesser routes, handling large crowds so that transportation is reliable even during competitions or important events. In addition, Taipei City has sufficient infrastructure in communications to support relevant events, an important requirement for large international events.



Zhi-Ying Lin,  
Commissioner  
Department of Transportation

Transportation planning and execution in TIFE is a successful example!

In order to plan locations for tour buses to park, load and unload passengers, the Public Transportation Office had a meeting with the tour bus union beforehand, advocating the temporary parking regulations so that tour buses followed rules in an orderly fashion without affecting traffic. During the exposition, there were 83,010 reservations for tour buses; in order to encourage the public to take public transportation the Public Transportation Office made many plans early on, including MRT, buses, and expo entrances that coordinate with public transportation, including taxis in line along the street outside the exposition.



Jia-Liang Zheng  
Public Transportation Office  
(Current Deputy Commissioner of  
the Department of  
Transportation)



Ming-Hong Xie,  
Deputy Commissioner  
Parking Management and  
Development Office

### The success of TIFE is thanks to the nameless heroes behind the scenes!

Transportation planning is a key issue in hosting a large international event, and one must plan for the most pessimistic scenario. As for the success of this plan, the most important factor is the success of promoting public transportation. I admired the police officers and traffic control volunteers, starting their shifts at 4 in the morning, sometimes risking their lives to fulfill their tasks; they are the nameless heroes behind TIFE.



Yi-Wen Chiang,  
Commissioner  
Department of Social Welfare

### The beauty of TIFE realizes the dreams of the underprivileged; volunteers' love nurture life

TIFE slogan has the power of beauty, and the Department of Social Welfare hopes to help the underprivileged populations to realize their dreams and share TIFE's power of beauty. Hence, the Department of Social Welfare provides assistance and makes use of industry philanthropy to serve those in need. For example, an express passage is specially designed for the disabled, seniors above 80 and pregnant women to enter and visit the pavilions without the lining up.



Yeh-Shin Chen,  
Commissioner  
Department of Labor

### Pavilion of Future Was Our Effort and Harvest!

TIFE was an international expo with a ticketing system, so the visitors must be shown the best. I asked my colleagues to do rounds of exhibitions before closing and opening every day at the Pavilion of Future, making sure all rare plants and flora were healthy, and if any plants were not doing well, the exhibition agency would be notified to deal with the issue.



Xiu-Neng Xie,  
Former Police Chief  
(Current President of  
Central Police University)

### TIFE protection means safety

The protection work in TIFE was completed well thanks to team effort including Taipei City Police, support from the central government (including 120 police officers, 80 replacement officers) and security companies, government agencies, Transportation Service center workers and volunteers. These were trained by the Taipei City Police Department to resolve daily issues.

### TIFE is a Challenge and a Spiritual Movement

From a standpoint of preventive medicine, the Department of Health faced a brand new challenge during TIFE, and besides a large venue and long period, visitors include people of all ages, including those who are injured or ill, and the park area includes many potted plants and ponds, and in order to prevent disease spreading mosquitos, a variety of disease prevention work must be performed, hence the Department of Health referred to the experience of other countries that hosted large events and developed a comprehensive protection system, including medical emergency, food safety, disease prevention, and health promotion (anti-smoking).

During TIFE, all colleagues were nervous and under pressure. Everyone did well under pressure and completed the task with huge effort. We all believe that TIFE is a big challenge, but it leads to a new spiritual movement through contributing to society.



Chi-Hung Lin,  
Commissioner  
Department of Health

### A Clean TIFE is the Power of Beauty

The beauty of TIFE begins with the cleaning every morning, and with additional visitors every day, the cleanliness of the environment and public bathrooms becomes more important, the beauty of the flowers should be enhanced by a clean environment. Due to the environmental education in Taipei, visitors don't litter and care about the environment, creating an environmental TIFE and clean Taipei, which the world will now know. Taipei's sustainable environment, much like the "Healthy Life" theme of the Pavilion of Regimen, from the imagery of potted plants to the vivacity of life, allowing the world to learn to coexist with nature and make Taipei sparkle, pressing a "like" button on Taipei's cleanliness and beauty.



Sheng-Chung Wu,  
Commissioner  
Department of  
Environmental Protection

### TIFE is the impetus for change in Taipei

While TIFE was on, the Department of Urban Development implemented the improvement program in the North Datong District and beautified the Dajia Riverside Park with light sculpture art without undermining aviation safety. I feel that hosting TIFE was a great impetus for change in Taipei City, and an opportunity to remind people to value the environment, and quicken the pace in various city renewal plans. We opened a window and a door for people to see the growth of Taipei.



Yu-Qun Ding,  
Commissioner  
Department of Urban  
Development

### Successfully Hosting TIFE Means Taiwan Has the Ability to Host International Events

From the first try to the most successful Deaflympics in 80 years and the most successful flora expo in 50 years, these 2 successes show that Taiwan has the ability to host international events. In particular, Taiwan's art energy is strong and divers, hence governing agencies need more channels to communicate with them and more time to integrate affairs.



Hsiao-Yun Hsieh,  
Former Commissioner of  
Department of Cultural Affairs  
(Current Counselor)



Guan-Ting Wu,  
Former Curator of Taipei Fine Arts Museum

### TIFE gave Taipei Fine Arts Museum more life and visitors!

In the past, the Yuanshan area at the end of Zhongshan North Road was often neglected, turning Taipei Fine Arts Museum into a pocket like space, but this flora expo not only attracted people to the neglected Yuanshan area but filled the space with diverse artistic displays. Compared to the quietude that follows the conclusion of TIFE, I kind of miss the popularity Taipei Fine Arts Museum enjoyed during the exposition! I will consider integrating life, entertainment, events and other diverse elements to attract more people to Taipei Fine Arts Museum.



Xiu-Yu Yang,  
Former Commissioner  
Department of Cultural Affairs  
Section 3  
(Current Senior of Council of Cultural Affairs Section 3)

### Performance Location Hardware Was Planned Beforehand, and there should be More Communication with Performing Groups

Indoor performances are limited by seats and safety concerns, hence performance halls should use reservation tickets so that visitors won't miss a chance to see other parts of the park due to standing in line. Besides, for a small exhibition hall like Taipei Story House, due to limited accommodation, if visitors do have a reservation but do not appear, there can be a waitlist open on the spot, so that more visitors can see the exciting exhibition.



Ying-Wen Shiao,  
Commissioner  
Taipei City Fire Department

### Standing on the Post, Keeping Visitors Safe

During TIFE, our department was in charge of the fire safety facility inspection, visitor and worker fire safety training, park safety warning (including water safety) tasks, and emergency rescue. Security staff stood their posts in the cold, keeping visitors safe, and received much experience being in charge of security at an international event. This event received over 8.9 million visitors, an approval of this flora expo event, making Taipei more international.



Qi-De Chang,  
Former Commissioner of  
the Department of  
Rapid Transit Systems

### Developing team spirit and learning the trick to lateral communication

From preparation to building, problems are inevitable, such as unclear communication between construction design and executing agency; when the Xinsheng overpass was under construction, it was impacted by outside forces, causing delays in construction; when flora and plant construction was contracted, the products provided by farmers did not meet demands. Luckily, these problems were solve with the help of everyone, and also taught the city government team the importance of lateral communication, and how agencies can communicate, develop team spirit, leading to success.

### Even with many situations, team spirit can accomplish the task

Hosting a large event requires a lot of expertise and division of work, and management is the most important part, divided into vertical and horizontal. Vertical is a directing system, and horizontal is a coordinated system. From the beginning, the vertical and horizontal relationships should be defined so that there will not be agencies moving at disparate paces leading to inconsistencies. For example, the Yuanshan Park Area's planning and construction was very fast paced, leading to insufficient consideration in some construction, but in order to finish by the deadline, colleagues sought solutions and consulted relevant units and consultant companies and manufacturers, working together to achieve the goal through team spirit.



Pei-Zhen Wu,  
Commissioner  
North District Project Office,  
Department of Rapid Transit  
Systems

### Taking safety into consideration and preventing accidents

In the chill of the winter Dajia Riverside Park, Feitsui Reservoir colleagues in charge of the eco theater cannot leave until past 11 p.m., and to be fair regardless of male or female, 2 groups of colleagues had night shifts, but after a few days, all the female colleagues caught a cold, so the male colleagues expressed that for the sake of safety and nighttime temperatures, they were willing to take the evening shifts for their female colleagues, and all the women worked during the day. This event moved me greatly, and I felt that everyone was in a big family that cared for one another and held together.



Gong-Zhe Li,  
Former Commissioner of  
Taipei Feitsui Reservoir  
Administration

### TIFE has a great deal of sustained influence!

The success of any large event is like a firework to the viewers, with an exciting opening, creative architecture or design, but behind the success is a great deal of effort from many people. The key to TIFE's success is a group of experienced people and large administrative team. Besides, community resources also are important participants in the work behind the scenes, and their advertisement also increased Taiwan's visibility. TIFE did to just end, but had a great deal of sustained influence, including increasing the environmental consciousness of Taipei citizens and other values.



Xiao-Dong Yang,  
Former Commissioner of the  
Department of Information and  
Tourism

### While Taipei is ahead, more international events should be hosted!

Advertising TIFE was not just advertising the event itself but the city. During the Shanghai expo, the amazing Taiwan exhibition hall was running and not only brought attention to Taipei, but also was successful advertising for the city, and once the city's reputation was established, TIFE was advertised and VIP who may not have come to Taipei or seen the exposition will now do both.



Chung-Hwa Tuo,  
Former Commissioner of the  
Department of Information and  
Tourism



Xin-Ping Zhao,  
Commissioner  
Department of Information  
and Tourism

### Working Together to Create Moving TIFE Scenery

Rare flowers and plants, unique buildings, dazzling technology and exciting performances are all attractions to TIFE, but the neat queues and laughter among the visitors and their concentration during performances are also moving scenes. This is thanks to the backstage heroes, including dedicated TIFE volunteers who work rain or shine, and government colleagues from everywhere working together. TIFE not only set the record for Taiwan internationally, but also showcased the unlimited potential of participating units and the city government team, showing an impressive “Power of Beauty.”



Ya-Hu Chu,  
Commissioner  
Department of Compulsory  
Military Service

### Working hard together to complete the task

Taipei City Government successfully hosted the Deaflympics and then successfully put on TIFE which was praised by Taiwanese and foreign visitors. This was not the work of one department, but all colleagues, especially the Emergency Operation Center and the Directors that were on call 24 hours a day in 2 shifts, in order to respond to a variety of issues immediately. The entire team worked hard and dedicated themselves, and nothing was out of reach.



Yieng-Chen Han,  
Commissioner  
Department of Personnel

### Participating in TIFE led to understanding amongst all

Relatively speaking, colleagues on duty at exhibition halls only have to be familiar with exhibition content, but the colleagues receiving VIP must understand the 4 main park areas, 14 exhibition halls, and accompany them. I saw many colleagues walk until their feet were swollen and skin broken but they never complained, and I was moved and grateful. Reception work can't be done by one person, but by a team, and this experience helped everyone to work together as a team.



Shi-Jeng Yang,  
Former Commissioner of  
Department of Government Ethics  
(Current Deputy Commissioner of  
Agency against Corruption)

### Because of the courageous hard work of colleagues, TIFE was a success

The entire government's participation and the Emergency Operation Center created a communication platform for all units to work on their tasks, a mechanism that provides important reference for any large scale event. I want to commend colleagues for their courageous hard work during emergency situations, for instance, when Dajia Riverside Park experienced an electrical outage, the Public Works Department was in charge, but the fire safety truck, Commissioner of the Hydraulic Engineering Office and other colleagues rushed to the scene, moving me a great deal, and I think this caring, service-oriented spirit of colleagues who would rather overstep boundaries than shun responsibility is why TIFE was such a success!

### Emergency Operation Center must respond to problems immediately!

The organization of Emergency Operation Center comes from the experience with the Deaflympics, receiving orders directly from the mayor. The government agencies included in Emergency Operation Center are divided into 16 teams, and besides assisting the Director quarters' needs, mostly prevention work. From the testing period, all sorts of preventative methods were taken in case of a variety of situations. The mayor emphasizes that the better the prevention work, large problems can become small.



Fan-Ya Kung,  
Commissioner  
Department of Civil Servant  
Development

### TIFE is a mega event that everyone can learn from!

To the colleagues of the Department of Information Technology, TIFE is a rare experience, a large case that allows everyone to participate and analyze, from planning to building and execution, "We learned how to analyze the situation when something happened and what issues might come up during operations, and whether a warning system should be in place. This is a very important experience to pass on."



Jia-Sheng Zhang,  
Commissioner  
Department of Information  
Technology

### The Beauty of TIFE Comes from Citizens' Beautiful Souls

I visited TIFE as a civilian and later participated in the management of TIFE as a member of the Research, Development and Evaluation Committee. The committee sent 10 colleagues to TIFE every day, observing service by walking around, and also used 1999 Citizen Hotline to provide information services to citizens, listening to their complaints or suggestions, resolving difficulties and problems in a timely fashion. Not just our committee, but also the entire city government, citizens, and the community contributed a lot of effort, time, and feeling to create this party. Besides good experiences and memories, it also brought Taipei a beautiful, large urban park. This is the result of everyone's hard work, and the beauty of TIFE comes from citizens' beautiful souls and collaboration with the city government team.



Guo-Yan Wei,  
Chairperson of  
Research, Development and  
Evaluation Commission

### Chairperson of TIFE inspires good and kindness

When I first started working on TIFE, I was worried that the Taiwanese public would not be very involved and interested in the events, and even worried that the young service guides of the Far Eastern Group would not be able to withstand pressure. After operations, I discovered that the kindness in people was brought out, and due to a sense of honor, the potential of service personnel was fully displayed, and they proactively deal with issues not in their areas. This kind of proactive service greatly overturned the public and government officials' impression of the young generation!



Li-Wen Tsai,  
Chairman of  
Administrative Appeals  
Commission



Ching-Yuan Yeh,  
Chairperson of  
Law and Regulation Commission

### Participation of professional legal teams helps with effective communication

The highlight of the Global Garden area is that the government helped various countries with putting together exhibitions, and the actual construction was done by local companies, so selection of companies was specified in contracts to avoid future issues. In future international expos, international representatives and offices can communicate in advance, so that all government resources can be part of the exposition.



Chih-Hsiung Liu,  
Chairperson of  
Hakka Affairs Commission

### TIFE Welcomes Guests, Expressing Taipei's Diverse Urban Scene

Hakka culture is an important link to Taipei City culture, with a total of 105 professional Hakka performance groups and Hakka language education centers performing in TIFE's Visitor Welcome and other areas, with select gifts with Hakka style in the gift shop, and the traditional Fujian style Pavilion of Aroma of Flowers showcasing Taiwan's welcoming and polite ways. The success of TIFE is the pride of Taipei city and honor of Hakka people.



Hsin-Yi Yang,  
Chairperson of  
Indigenous Peoples Commission

### Participating in an international even like TIFE is a rare opportunity

During TIFE, 73 indigenous people groups from different parts of Taiwan participated, a great challenge in scheduling, and a great deal of coordination and planning was required, and collecting payment is also an issue. We often recruit using emotion and tell everyone that participating in TIFE is a rare opportunity and groups should not worry too much about payment. To a lot of performance groups, the payment just about cancels out living, transportation and food costs, but they did not complain, which we were grateful for.



Rui-Hua Guo,  
Former Commissioner of  
Taipei Water Department

### The Water Department spirit will complete every TIFE task!

TIFE is a large international event, so the water supply cannot go wrong, and if a pipe bursts during an exhibition, it will not only affect transportation but ruin international reputation. Hence, to prevent any accidents, the Water Department made many preparations to improve the pipes and inspected the pipelines around the park areas to see if water supply would be sufficient. 8 miles of old pipes were replaced and water pressure was adjusted to assure no problems would occur.

### Many people's effort is behind success!

The Water Department was in charge of 2 main tasks, steady supply of water and supervision of restaurant and beverage service during TIFE. Colleagues did a check-up of the 4 main park areas and installed 500 meters of pipe, 17 fire hydrants, and renewed 8 kilometers of old pipes in the area, improved the stability of water stations, and monitored water pressure using a 24 hour water pressure monitor. We also formed a "Water Angel" volunteer team with over 80 colleagues in charge of supervising restaurant and beverage service, including testing water quality, food prices, service, etc.



Yang-Lung Wu,  
Commissioner Taipei Water  
Department

### More than 6 million visitors took public transportation to TIFE!

During operation, visitors could take the MRT Danshui line and get off at the Yuanshan Station to enter the exposition, the Luzhou line also officially began operations 3 days before TIFE (November 3, 2010) so visitors can take the Luzhou line and get off at Zhongshan Elementary School station, walk into the Xinsheng park area. Data showed that during TIFE 6 million people, 2/3 of all visitors took public transportation to TIFE. This proves that promotion of public transportation was effective and convenient for visitors, although many were concerned that Taipei City traffic would be adversely affected by TIFE, that did not happen.



Hui-Sheng Cai,  
Chairman of  
Taipei Rapid Transit Corporation

### TIFE is a mission of clear conscience

Compared to other countries that had at least 4.5 years to prepare for a large international event, Taipei City government powered through in only 20 months starting with nothing. With limited time, uncertain budget and added time, many changes and risks, most city government colleagues believe that TIFE is not just a task, but also a responsibility, a mission to make Taiwan better, let everyone in the world to know how good Taiwan is, hence the willingness to complete the task.



Hong-Yuan Zhong,  
Former Deputy Commissioner of the  
Department of Economic  
Development

## Executive officers at TIFE

### TIFE taught everyone a precious lesson

TIFE brought a lot of benefits to Taipei City and the country's economy, teaching Taiwanese citizens and colleagues to have confidence. Although TIFE was a clear success, but there is room for improvement, such as vertical and horizontal communication, so that regardless of center or park, all colleagues know about all events, in order to provide complete information to visitors.



Wan-Fa Lin,  
Deputy Commissioner of the  
Department of Economic  
Development



Kai Yu,  
Deputy Commissioner of the  
Department of Economic  
Development

### People are the key to a successful TIFE

There were 3 reasons for success of TIFE: 1, the park area was very clean, as confirmed by local and foreign visitors, which shows the quality and education of citizens; 2, people were used to queues, so there were few disorderly or loud disruptions; 3, workers were passionate. From building to operation, people were the true key to success, because if employees did not work hard, no perfect plan would work. Human resources are precious, but in the short term, the government will not have such a difficult and large event, and how to keep this talent is food for thought.



San-Zhong Wang,  
Chief Secretary of the  
Department of Economic  
Department

### A great learning experiences for all participants of TIFE

TIFE was more complicated than any exhibitions at the Taipei World Trade Center or Nangang Exhibition Hall, with more complicated lighting and more complex issues, hence the, TIFE had an open contract and bids with companies, so that the companies are on stand by, so that when unexpected situations occur, response time is quick. An open contract is different from past government contracts and is a learning experience for participating companies.



Xin-Pei Wu,  
Former Senior specialist of the  
Department of Economic  
Development  
(Current Deputy Commissioner of  
Taipei City Office of Commerce)

### TIFE started a cooperative model between government and community

TIFE started a cooperative model between government and community, including a variety of contract and community roles. The success of this expo showed the government's ability to host a large international event, and was a basis of confidence in the future.



Re-Ting Ding,  
Commissioner  
Taipei City Market Administration

### People are the key to hosting a large event

People are the key to hosting a large event. Everything can be taken care of well by different agencies and people from various backgrounds working and attitudes should be proactive instead of resistant. A successful team is an important issue. If there are misunderstandings between colleagues and colleagues or colleagues and visitors, hopefully the approach will be one of empathy and conflict resolution, which requires wisdom and learning.

### Doing the right thing is not about experience but attitude

Every stage of TIFE came with a lesson: to do something the right experience is not required, but the right attitude is imperative. In the entire team, nobody had worked on an exposition before, but everyone took TIFE as a mission, and was willing to learn and contribute. There were setbacks and pressure but with perseverance, and a systematic approach, TIFE was a success that proved that nothing was impossible.



Jia-Jun Liu,  
Commissioner  
Taipei City Office of Commerce

### Displaying team spirit, allowing for a successful TIFE

Safety management centers face a great challenge: the exhibition area is wide and TIFE lasts 6 months, and visitor count is over 8.96 million, and with limited financial resources, 90 security personnel were hired, with 444 security systems, and these limited resources tested the ability of the centers to complete their task, but colleagues displayed a high level of team spirit, and worked their shifts responsibly, providing a safe and quality service.



Yu-Yi Lin,  
Commissioner  
Taipei City Geotechnical  
Engineering Office

### Government agencies worked together to improve efficacy

One of the important tasks of the visitor service centers is to take visitor, complaints, and the government agencies formed Emergency Operation Center and other centers in the park areas with a supervision system to respond to and investigate visitor complaints immediately, reducing the number of complaints and providing high quality of service, one of the most important reasons for the success of TIFE.



Liang-Hui Chen,  
Chief Secretary of the  
Department of  
Civil Servant Development

## Representative of TIFE Deputy Officers

### TIFE made multiple world's No. 1s and lived up to the people's expectations!

From scratch, the difficult beginning led to fruitful results and brought about over NT\$40 billion of economic benefits. Despite the difficult process, the TIFE team was not defeated. After four years of preparations and planning and up to 6 months of operation, TIFE fulfilled its mission successfully and accomplished multiple No. 1s in the world. Many people witnessed the marvels of TIFE. All of these were possible because of the joint efforts and devotion of the execution teams at the TIFE Operation Headquarters, pavilion and exhibition arrangers, flower growers who replaced flowers overnight, architects, designers, and volunteers.



Zhen-Yuan Gao,  
Senior Specialist  
Department of Economic  
Development



Chien-Hui Ma,  
TIFE Spokesperson

### Facing the media, full of empathy

The media is of assistance in promotion, but can also become an obstacle, and once an incident occurs, the situation should be grasped and the media notified to avoid unnecessary misunderstandings. Immediate resolution of dangers is very important, and any delay worsens the situation, so speedy communication is important. Another key is making use of exclusive news, such as featuring exhibition highlights in TIFE areas, which will lead to attention from other media, and media attention will be multiplied.

## Community Groups



Zheng-He Guo,  
Chairman of  
Taiwan Floriculture Development  
Association

### Taiwan can do it, and do it better

In 2003, the Taiwan Floriculture Development Association became a member of AIPH, and in 2006 received authorization from AIPH to host Taiwan's first international exposition from November 2010 to April 2011. A great deal happened during that time, and in retrospect we must thank Dr. Faber for all his assistance. During TIFE, TFDA was in charge of hundreds of EXPO Dome and Pavilion of Future exhibits, over 100 events and exhibits, collecting over 1,700 species, surpassing the number collected by Eden in Britain, fully showcasing Taiwan's floricultural potential and the country's capability to do the best job.



Guo-Cheng Zhong,  
General Manager of Taiwan Floriculture  
Development Association

### TIFE's excellent results are the result of many people's wisdom

The Taiwan Floriculture Development Association was in charge of the Pavilion of Future whose theme was Taiwan plants. However, collection of plants became the most difficult and daunting project. From planning to actual accomplishment, every corner of Taiwan was visited. Moreover, for the Pavilion of Future, 15 directors were deployed and 10 industrial talented people were invited to be the consultants, who provided opinions based on their expertise and specialized areas, collected and integrated plants. In addition, there were workers who carefully attended to the plants and many institutions who provided their assistance, such as Dr. Cecilia Koo Botanic Conservation Center and the Taichung District Agricultural Research and Extension Station. Thanks to these people's help and assistance, TIFE was able to have such an amazing performance.



Guang-Yu Jin,  
Architect for EXPO Dome,  
Pavilion of Aroma of Flowers  
and Visitors Area

### Architecture with Taiwanese style

Early on during design, I hoped that the EXPO Dome and the Pavilion of Aroma of Flowers and visitor's centers would connect with TIFE and express Taiwan's local style. Themes were selected from commonly seen images and designs in Taiwan. The first element is traditional woven bamboo, and I chose triangles and hexagons as shapes as a part of the movement and the 3D structure of EXPO Dome and Pavilion of Aroma of Flowers. The second element is images and colors of indigenous peoples, such as those on the walls of the visitor centers, and the EXPO Dome uses 5 colors in the seats to provide a diverse visual emotion.

## The Pride of the Construction World, Yuanshan Park Area's Design and Supervision

Before Yuanshan Park Area was designed and the construction bids took place, the construction field had to complete design and planning for 20 hectares of land, a difficult task. Our company had the pleasure of undertaking this special and challenging task and the design team worked together during bidding to work with TIFE characteristics, bringin up 5E ideas (Efficien, Ecologic, Esthetic, Educational and Entertaining) including an excellent display space and environment. The company is proud of the praise received during TIFE as well as the difficult construction that became an honor in spreading Taiwan's name.



Ji-Dong Yan,  
Chairman of Yuanshan Park Area  
Planning and Supervision

## Designed with recognition, movement, and ecological principles: Yuanshan Park Area

Exhibition halls in the Yuanshan Park Area are almost all renovated from old buildings, hence how space is used, movement and support facilities and how to connect these to the larger TIFE becomes a challenge to the design team. The Yuanshan park area is also the only spot that connects with the MRT (Yuanshan station) and home of the internationally recognized main hall, EXPO Dome of the TIFE, and is very important. We considered how each area's building design must connect to the entire surface as well as movement direction and ecological design principles and including easily recognizable visual symbols that indicate directions, allowing visitors to follow planned movement directions and experience the beautiful flowers.



Shu Zhang,  
Architect for Yuanshan  
Park Area

## Combining new and old—not too little, not too much

We wanted to make the place old and new, futuristic, and expressive of local and Chinese culture, letting Taipei citizens feel like it is their own garden. Design principles here include: 1. Integrating Chinese culture and the spirit of the Fujian style home garden, 2. We went back to the source and used traditional fengshui imagery, using the green dragon on left, white tiger on right, and bright building in the middle, also using a bridge and flowing water and pond to express face of nature, along with a Taoist garden style that combines novel plans and old buildings coexisting, allowing citizens to relive the traditional Chinese living environment.



Yu-Jian Xu,  
Architect for Fujian-style garden

## A green building is based on respect—respect of nature, original land, and the indigenous dwellers

From the beginning of designing the 3 Xinsheng halls, I thought: how can the building and the land coexist? How can we turn instead of cutting down a tree, and hide the main wood structure in a forest? Under a group of old trees, an air chamber will be placed so that ground-cooled air will pass underground and enter the indoor space. On the roof there will be solar panels and plants; outdoors there will be water-porous bricks used to collect rain water. Everything follows the large principle of respecting nature, original land, and the indigenous dwellers such as plants, birds, bugs, and fish, avoiding destruction or pollution while building the 3 Xinsheng exhibition halls.



Ching-Hua Zhang,  
Architect for the Three  
Pavilions in  
Xinsheng Park Area



Qian-Zhi Huang,  
Architect for Pavilion of New  
Fashion (FE EcoARK)

### Pavilion of Fashion (FE EcoARK) created many conversation topics

Since the beginning we wanted to create an environmental, international building with Taiwan style. What is there a lot of in Taiwan? Plastic bottles! How can these unenvironmental things be made into environmental building material? The Miniwiz team spent over a year experimenting before developing pollibricks. With this environmental building material, the design of the building has to be environmental as well, effectively using natural sunlight, air and water: pollibrick is very translucent, letting in a great deal of natural light, and the green building has a solar panel and a half-open entrance and 26 meter high water curtain wall which attracts natural wind and uses air flow and the temperature-lowering properties of water to make the exhibition hall cool inside. Most importantly, this building is effective in terms of time, cost, and effort to build and take apart, another manifestation of environmentalism.



Watantusi,  
Artistic Director of "Lily Love"

### "Lily Love" as the Taiwanese "Lion King"

Formosa Aboriginal Song and Dance Troupe, a group of young aborigines who left their tribe, pass on aboriginal culture and perform mostly traditional song and dance "Lily Love" is a fixed story and the first time the troupe performed drama. It was adapted from aboriginal myth, somewhat unfamiliar to the troupe, and dramatic tension could be strengthened. When the troupe accepted the task of working with the Ping Fong Acting Troupe for TIFE, it took some time before we found the common ground of "balancing modern and tradition" and learned from each other, creating the Taiwanese version of Lion King.



Zhi-Kai Huang,  
Director of "Lily Love"

### Producing "Lily Love" is not just preserving culture, but entertainment value

We spent a great deal of effort on music, including 3 old tunes and 11 original compositions, and the background music goes with the plot. Our stage design created a ghost lake and waterfall, with the first part of the stage depicting a forest that can sink down using mechanical devices so that the water will arise, and in the final scene 1000 lilies will open. Using the lowest budget, car antennas were used as the lily stems to remotely make the flowers bloom. This entire number is full of rich dramatic elements in performance, stage, costume, and music, which will not only preserve culture but also provide entertainment to attract visitors.



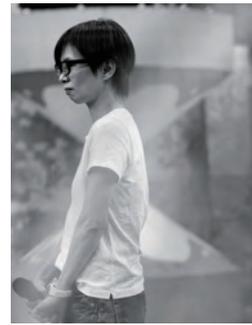
Ro-Yu Liu,  
Artistic Director of "Flower  
Petals on the Water"

### From a small flower to "Flower Petals on the Water" daily show

The daily show of "Flower Petals on the Water" was inspired by Song Wei Ba Jiao's poem "Seeing a little flower facing the sun under the fence! Ah!" adding, "the little flower withered in the rain," "a little seed in the mud, ah!" to interpret the journey of life and express that, "life has boundaries but is not cruel, and the death of a flower is not the end of the positive because there is a seed in the earth, and life will continue, full of joy." The show continued 35 days, 3 performances a day, and we divided performers into 4 groups recruited mid 2010. They were all sent into the mountains for training to enter performance mode. U Theater long time members Jing You and Qing You, and there were 60 members to perform 20 at a time, ensuring quality.

“A Flower Blooms in Secret” kid actors were very happy, and so was the audience!

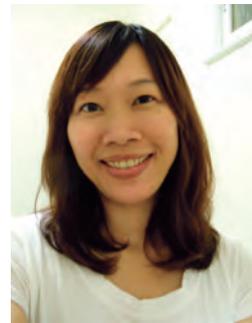
“A Flower Blooms in Secret” was different because mostly I directed adults, and this time almost ¾ of actors in it were underage children. The whole direction was about children, different from the original Jimmy art books focused on healing cities and adults. We brought out the most sweet and positive side of Jimmy to go with the adorable young actors’ mentality, and brought in the concept of games, hoping that while troupe members were performing it is like an improvised game, such as clapping hands in the audience or sitting on the lap of adults, even if it means some change to the plot. When performers are happy, the audience is happy.



Ying-Juan Wei,  
Director of “A Flower Blooms  
in Secret”

### Pavilion of Culture showcases Taiwan’s local cultural spirit

We planned to showcase Taiwan’s local cultural spirit, giving Taiwanese cultural workers and performance groups the chance to be part of TIFE. In order to welcome the opening “Ceremony for the Flower Goddess” and the closing “Peony and the Flower Goddess,” an important play. “Ceremony for the Flower Goddess” is like a temple event, including Ba Jia Jiang, folk art, Dian Yin San Tai Zi, Tian Nu San Hua and other performances, focusing on flora gods; Peony and the Flower Goddess was played by Cui-Feng Sun, accessible and exciting, with lots of improvisation in the theater, light and humorous.



Li-Qing Yeh,  
Marketing Manager of  
Jia Yu International Media Co., Ltd.

### Celebrity’s House, more than a memorial of Theresa Teng

We hoped that Celebrity’s House was not just a memorial building for Teresa Tang but an integrated showcase of the celebrity’s musical career and dramatic life, expressing that Teresa Tang is like a flower, and we miss her and her brilliance. The small space was difficult to work with, and finally the “falling flowers” concept was adjusted, softened, and created by computer generated simulation to capture the beauty of falling petals.



He-Le Fan,  
General Manager of Moxie, Inc.

### EXPO Dome Expresses Love and Cherishing of Flowers to Every Corner of Taiwan

With the premise of “Attracting crowds every day, no room for boredom,” EXPO Dome invited 33 floricultural groups to participate and divided work for different themes, hoping to create excitement with diverse themes. At the same time, the 6000 square meter space creates challenges in changing exhibits, especially since exhibition periods are tight, changing every month or fortnight, with only 5 days to change exhibitions, remove hardware, and arrange flowers, so strictly speaking there are only 3 days, with hundreds of workers at the same time every time, including former exhibition, operation, and midnight floral change personnel, so that the whole team works over 14 hours a day. I want to express gratefulness to everyone who participated.



Li-Juan Huang,  
Vice Manager of Taiwan  
Floriculture  
Development Association



Qing-Wen Huang,  
Vice Executive Officer of  
Pavilion of New Fashion (FE Eco Ark)  
and Chairman of Pacific SOGO Co. Ltd.

### Instead of falling in fashion rut, the Pavilion of New Fashion (FE EcoARK) integrates environmentally friendly spirit

We were wondering how fashion could be displayed and believed that it shouldn't be based on short-term labels; lifestyle, societal value and environmental concepts are forever. To avoid falling in a fashion rut, the Pavilion of New Fashion (FE EcoARK) defined fashion in a new way with exhibitions with environmental concepts by Taiwanese designers showcased every night and weekend, aesthetic and environmental.



Bao-Yun Huang,  
Chairman of Digimax,  
in charge of exhibitions in  
EXPO Theater

### Hopefully "Face the Reality of Taiwan" will send a message to people

TIFE and Digimax's principles of environmentalism and concern for humanity and technology worked together here. There were challenges such as digitizing mudslides with fluid simulation techniques, from big rocks falling to destruction of houses, flood, sandals floating with the water, and even details such as a bowl or pole. Every frame was carefully examined, especially the plot of the grandmother with her grandson, scenes close to Taiwanese life and moving. I hope that "Face the Reality of the Earth" will make people recognize and cherish this land and think about the real meaning of coexistence between man and nature.



Guo-Ci Chen,  
Artistic Director of  
Taipei Story House

### Each exhibit in Taipei Story House has a story to be told for a long time

In order to let visitors know the living space of the 1910 era Taiwanese gentry, using realistic displays and the period's meaning and aesthetics in Chinese, Western, and Japanese antiques, the Taipei Story House planning team spent a great deal of time and thought and used a lot of connections to borrow over 700 rare objects, each with a story to it. Every antique is fantastic and comes with a story, but putting them all together miraculously and vividly presents that era's international view and taste is a challenge, hence I am very grateful for the team's hard work, and will always remember the memories from the process: overturning original decorations for a furniture set, changing a desk and chair set for a painting.

### Many people contributed to the Pavilion of Future's exciting exhibitions

Pavilion of Future was planned to incorporate the future, which the team thought of as a challenge to "return to nature to express the future." The first floor displayed plants growing at sea level, some of them rare species, allowing visitors to understand that whether these plants can survive in the future depends on human beings caring about the environment and taking care of it. In the process, we collected plants from all over Taiwan, then had to transport, transplant, water and maintain them. All maintenance and changing takes place after the park closes, and workers often are busy working from 10 p.m. to 3-4 a.m. taking care of rare plants from Taiwan and other parts of the world, trimming, inspecting them for disease or bugs, and it's this hard work that allows visitors to enjoy the best exhibition.



Zhi-Yi Tu,  
Cooperating Host Pavilion of  
Pavilion of Future

### Continuous communication and work before a splendid exhibition!

After studying other international expos, Industrial Technology Research Institute of Taiwan decided to use technology as a tool and art as a package to display virtual reality in Pavilion of Dreams. Technologies with imagination and artistic creativity must go together to produce the results displayed by the Pavilion of Dreams. At any stage, there was continuous communication and adjustments and improvements. As the Pavilion of Dreams will be extended one year longer, the Industrial Technology Research Institute of Taiwan will also make relevant adjustments for TIFE visitors.



Nai-Juan Yuan,  
Project Director of  
Pavilion of Dreams

### Pavilion of Regimen Bonsai Exhibit from 36 bonsai societies from over 300 collectors

Compared to China, Japan, and Korean bonsai art, Taiwan has unique bonsai art due to geographical conditions, for instance climbing up Yushan from the flat lands one can see old trees from different climate regions. Hence, Taiwan's bonsai enthusiasts climb Yushan to learn more about the art, observing old trees in different climates and applying those to their bonsai creations. Hence, unlike other countries where bonsai are mostly pine, cypress, juniper and other temperate species, Taiwanese bonsai has a more playful selection of species, such as tropical and subtropical old banyans, azaleas and even rare bonsais 100 to 200, or even over 300 years old. During the exhibition, the organizer invited professionals to take care of the valuable bonsai for the collectors so that visitors had the chance to admire the treasures from over 300 collectors from 36 bonsai associations.



Shu-Zhen Zhao,  
Artisan Manager of Craftsmen,  
in charge of Pavilion of Regimen



Su-Zhen Dong,  
General Manager of  
Art Ensemble of Taipei Ltd.

### TIFE's light sculpture is entirely researched and developed by Taiwanese

Light sculptures are not new, but the light sculptures created for TIFE include water hibiscus, water aloe, and water lily light sculptures at Mei Ti and Da Jia piers, and "Flying Dandelion," "Magic Forest," "Fireflies," "Fireworks" and "Vines" as themes on the walls, an experimental first creation. All the light sculpture exhibits established world records and was the result of all Taiwanese research and development, without using any foreign technology or copyright, and the cost is not high compared to overall TIFE budget. But we are willing to and work hard to express Taiwan's potential and gain the approval of Taiwanese and international visitors as well as foreign experts.



Yu-Hao Chen,  
Manager of Shi Jia An  
Food and Culture Co., Ltd.

### To buy TIFE lunch box, people had to line up for 3 hours for tickets

The limited TIFE lunch boxes supplied every day are divided into Porcelain and Flora Fairy series, and when the porcelain lunch boxes were first released, there was great response. These were made by Ying Ge Ceramics factory by hand, with limited supply of 200 a day. They were white with green glaze, simple and elegant and full of traditional charm, can be repeatedly used to stew and cook, very popular with visitors. Beginning in 2011, the Year 100 new design bore colorful flora and bird glaze, additionally sumptuous in appearance, divided into 5 styles and 5 colors, representative of TIFE and can also be used as a microwavable lunch box, popular with the public.



Jia-He Wang,  
General Manager of  
Shan Shui Landscape  
Consultant Company

### TIFE is a significant and wonderful event; please do not look at it in a political light !

We were in charge of landscaping and planting of Yuanshan Park Area and Dajia Riverside Park, with over 6 million plants over 22,000 square meters, divided into 6 exhibition periods. Since winning the bid for the construction, we worked closely with farmers, with most of grass and flowers in Taoyuan, potted plants in Puli, and daffodils in Yuan lin. In addition, we also formed a planning team focusing on different flora required during 6 exhibition periods, with personnel in charge of the growth of flowers and plants, and when the exhibition is changed, different contract companies provide supplies. Exhibition changes are performed by outside companies, with 5 different shifts to change plants, often as late as 10:30 pm after closing or before 7 am the next day. For flexibility, the company's workers and employees did cleaning work.

### No need to acknowledge our hard work, just say thank you!

From 7 to 9 every morning, I must inspect the 4 main park areas to see the work of cleaning personnel. I always bring a large trash bag and a pair of tongs with me and picks up trash as I go, especially from the corners that normal people wouldn't notice, such as hidden bottles and cans from the bushes, or candy wrappers and paper stuffed in cracks. There were up to 180,000 visitors and we transported 12 trash trucks of garbage (each car can hold 16 bags of garbage). Many people had the impression of the venue as being very clean, and often acknowledge our hard work. However, I feel that, "Cleaning is our job so there's no need to say it's hard work, just say thank you and we will be happy."



Jing-Zong Chen,  
Leader of Cleaning Team

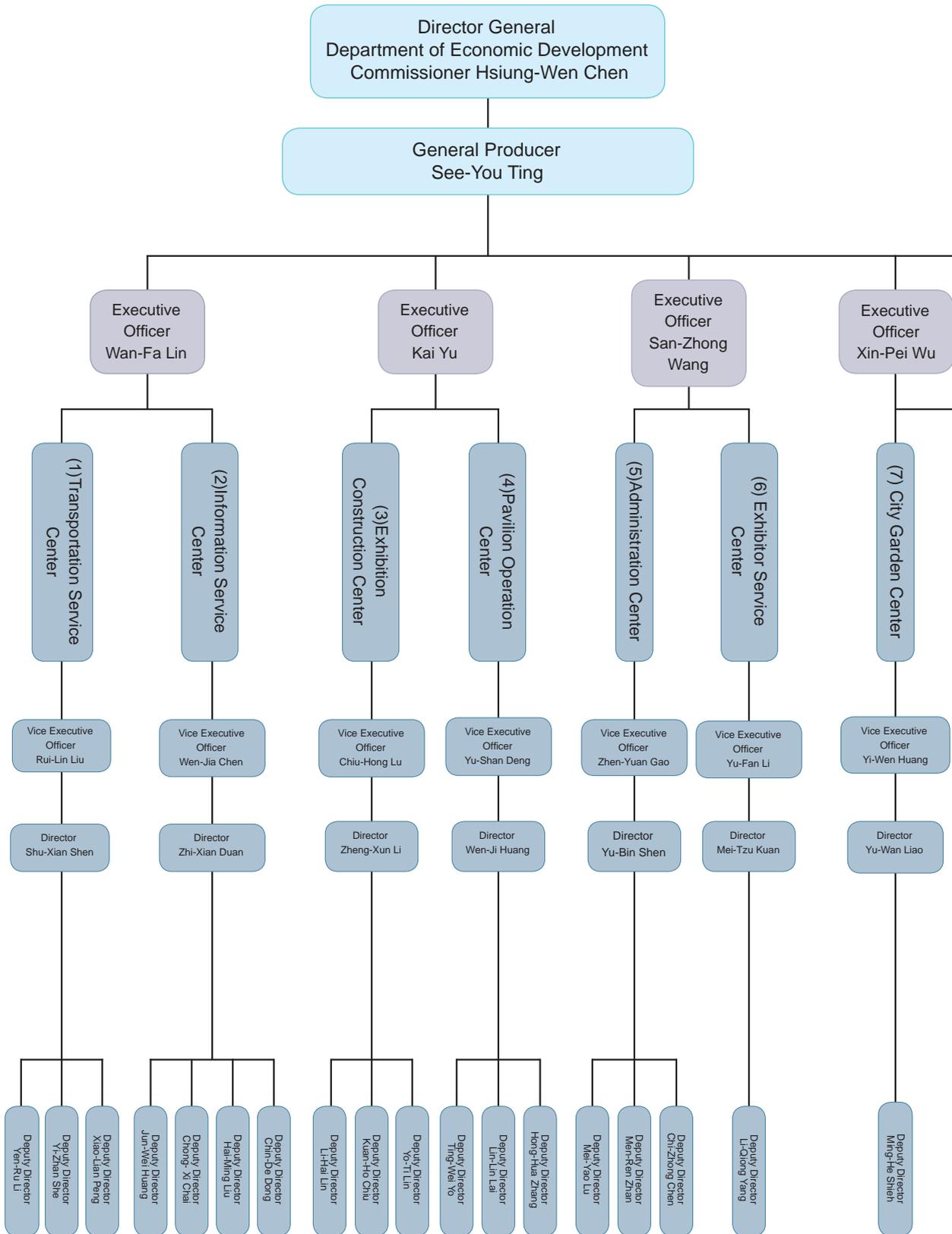
### However hard work is, work hard to keep the park clean

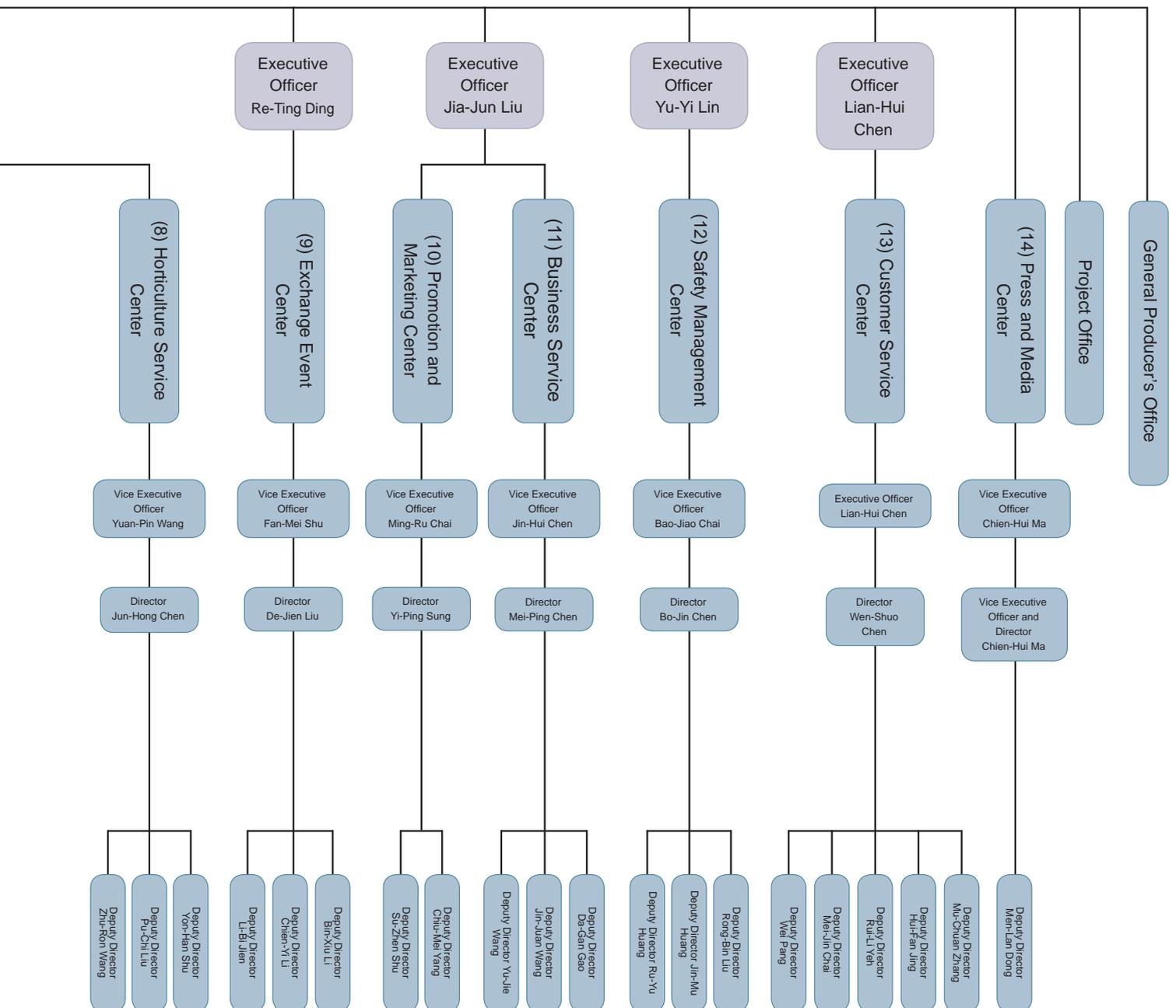
This was my time being a janitor and I was in charge of TIFE's Folk Arts Plaza, EXPO Theater, from 7 am to 7 pm, sometimes with alternate shifts that are often as long as 16.5 hours. On average I empty the trash 5, 6 times a day, about 20-30 bags of trash, with long work time and short rest time, which is tiring, but this is my work and responsibility, even on rainy days when the street is difficult to sweep or when there are many visitors, I still work hard to keep the area clean.



Cai-Ling Cai,  
Janitor

## TIFE Headquarters Personnel





(1) Transportation Service Center	Administrative Management and Audit	Dong-Long Lu, Zi-Xuan Li, Can-Hong You, Wen-Xin Zheng, Yu-Ling Xiao, Pin-Rong Wen
	Traffic Planning Team	Dong-Lin Tu, Di-Hong Chen, Yi-Qun Huang, Yu-Qi Liu, Yuan-Hong Luo
	Logistics Management	Zhi-Wei Li, Shi-Hao Cheng, Chong-Cheng Huang, Chong-Yu Yeh
(2) Information Center	Website Management	Xue-Hong Wang, Meng-Hua Wu, Yi-Zheng Qiu, Yi-Zhen Gao, Nai-Yan Yang, Ying-Jie Jiang, Yan-Hui Lai, Jian-Ying Xie, Min-Xuan Wu
	Internet Service	Ming-Xun She, Yi-Shen He, Jie-Wan Qin, Jin-Shun Zhang, Mao-Jia Cheng, Cheng-Yuan You, Rong-Feng Liao, Yi-Ru Liu
	Information System	Li-Ping Lin, Li-Xue Lin, Min Ma, Jia-Rui Xu, Shi-Xuan Chen, Ji-Cheng Huang, Ming-Zhong Liu, Yu-Qi Cheng, Guan-Ru Chen
(3) Exhibition Construction Center	Exhibition Construction	Wen-Zhao Tian, Yuan-Rui Li, Ting-Yu Lin, Qing-Wei Lin, Wen-Xiu Yang
	Environment Cleaning	Zhen-Huan Feng, Zhong-Qing Hong, Xian-Ying Chai
	Mechanical Engineering Maintenance	Ru-Lun Li, Yu-Hong Chen, Shun-Long Xiao, Ming-Hui Lai
	Ticketing System	Jia-Qi Zheng, You-An Chen, Yi-Ting Wang, Zhi-Hao Huang, Song-Jie Chen, Hui-Min Zhang, Xiao-Hui Gao, Yi-Ru Shi, Hui-Ru Dai, Xin-Ying Wu, He-Qiang Zhuang, Shi-Zhe Wong, Pei-Yi Chen, Yong-Jie Huang, Yi-Xin Fan, Zi-Yin Liu, Jin-Yu Zhang, Cheng-Jin Su, Ming-Yuan Yang, Yi-Xuan Pan, Zhi-Xiang Huang, Mei-Jun Lin, Xiu-Mei Bian, Yi-Zhen Lin, Yu-Fen Tang, Yi-Ting Xie, Ming-Zong Ye, Jin-Fang Zhang, Yu-Ting Huang, Wen-Yao Jiang, Shu-Wen You
(4) Pavilion Operation Center	Pavilion Section 1	Yi-Tian Liu, Wei-Ling Wang, Xiang-Yi You, Xin-Yan Liu, Hui-Qing Lin
	Pavilion Section 2	Yi-Jie Li, Yi-Ting Zhuang, Yi-Chen She
	Horticulture Exhibition Section 3	Yu-Pei Shi, Yi-Wei Ning, Hui-Yi Liao, Yu-Meng Lai
	Pavilion of Dreams Operation Personnel	Jun-Yan Wang, Min-Xiu Zhu, Ying-Li Jiang, Hong-Yao Wu, Yi-Fang Song, Pei-Shan Li, Meng-Heng Li, Yi-Sheng Li, Yi-Ling Li, Si-Wei Li, Wei-Cheng Zhou, Yi-Ping Lin, Meng-Jian Lin, Zhen-An Lin, Shi-Yi Lin, Shi-Han Lin, Yi-Ting Qiu, Jia-Rong Qiu, Chang-Rong Miao, Ru-Xuan Sun, Chen Hai, Qian-Shan Zhang, Ting-Rui Zhang, Jing-Fang Cao, Yi-Ling Guo, Yi-Zhen Chen, Xin-Yu Chen, Yun-Zhong Chen, Jia-Wei Zhang, Bo-Jiang Ceng, Wan-Qi Ceng, Ren-Hong Huang, Yu-Bai Huang, Jun-Yuan Huang, Bo-Yao Huang, Li-Jin Yang, Ting-Yan She, Wan-Qi Zhan, Yi-Yong Liao, Man-Jun Zhao, Pei-Ling Liu, Zhao-Jing Pan, Yi-Yi Pan, Yi-Fang Chai, Qiu-Jin Chai, Chun-Xuan Chai, Xiao-Ru Chai, Kai-Yu Lu, Meng-Ni Lai, Pei-Yun Xie, Wen-Yi Luo, Yu-Ling Tan, Yong-Lun Su, Shu-Ting Wang, Hui-Qi Jiang, Ya-Yun Zhang, Yu-Ting Guo, Wei-Jun Chen, Ying-Ru Liao, Yi-Sheng Li, Jun-Ping Kang, Wei-Jing Huang, Xuan-Yu Pan, Yu-Jie Liu

(5)Administration Center	Financial Management	Zhen-Yu Que, Zi-Lin Peng, Wen-Wen Zhan		
	Volunteer Management	Pei-Jun Qiu, Ming-Yu Li, Lin Li, Lin-Yu Weng, Guan-Ling Pan, Dao-Xin Guan, Yi-Xuan Lin, Ya-Wen Lin, Min-Zhao Hou, Shi-Hong You, Zhu-An Huang, You-Rui Liu, Jia-Yan Zheng, Guo-Hong Zheng, Ya-Wen Wei, Si-Yu She, Zhen-Zhen Wu		
	Personnel and General Affairs	Yan-Sheng Lin, Zhu-Sui Mao, Li-Jun Lin, Jin-Lan Kang, Yue-Zhen Ceng, Qian-Lin Zhou, Kai-Ling Chen, Ying-Xuan Chen, Ming-Sheng Gao, Xin-Yu Zhong, Ting-Yu Huang, Xuan-Yu Su, Shang-Chen Xie, Xin-Ping Wang, Jia-Qi Lu		
	Research and Audit Control	Xu-Ming Yang, Wei-Tai Li, Yu-Hui Lin, Yi-Fang Zhong, Jing-Ru Fei, Zhi-Hong Huang, Li-Ping Liu, Guo-Cang Qiu, Zhen-Ya Wang, Qing-Feng Wu, Xin-Yi Huang, Yu-Zhen Jian		
(6)Exhibitor Service Center	Hotline Consultation	Wen-Xuan Gan, Yi-Xin Song, Xin-Yun Li, Yun-Fan Lin, Qiong-Ying Zhang, Xiao-Ping Zhuang, Shu-Min Guo, Jia-An Ceng, Wei-Ru Huang		
	General Affairs	Zi-Yun Song, Zhi-Ren Cai, Quan-An Lai		
	Exhibitor Service	Yen-Chih Yu, Tzu-I Lu, Wan-Ching Li, Hsun- Hsun Lin, Ke-Hsin Hsu, Bing-Yu Tang		
(7)City Garden Center	City Landscape Renovation 1	Shu-Ru Chen, Yi-Jun Cheng		
	City Landscape Renovation 2	Ya-Lan Chai, Xu Huan, Liang-Zhen Zhang		
	Vertical Greening	Shu-Hua Wang, Rui-Xiong Zhou, Wei-Lun Ceng, Chao-Chuang Huang, Zhu-Han Yang		
	General Administration	Xiao-Wei Chen, Pei-Ru Lu, Wei-Zhi Lin, Qi-Zhen Lin, Zhi-Qiao Zhang, Yu-Ru Chen, Wan-Ting Xiao, Yu-Ru Dai		
	Subsequent City Garden Maintenance	Maintenance Team 1	You-En Chen, Ming-Qi Zhang, Yi-Jie Lin, Ba-Xi Yang, Wen-Yu He	
		Maintenance Team 2	Ming-Bin Huang, Jia-Hui Qiu, Cai-Qing Lin, Shen-Yuan Huang	
(8)Horticulture Service Center	Shu-Xiu Li, Yu-Wei Lin, Sun Yu, Yue-Rong Guo, Qi-Hua He, Ming-Zhong Tang			
	Horticulture Service	Jian-Xun Yu, Meng-Ci Lu, Dong-Zhi Fan, Pei-Yu Weng, Yu-Cheng Chen, Fang-Ting Ceng, Zhe-Min Yang, Jia-Min Chai, Xu-Hong Zheng,		
	Horticulture Management	Si-Jin Du, Qiu Xun, Yu-Ting Zhang, Yu-Zeng Liao, Si-Yu Huang, Ren-Jie Chai, Jie-Ying Chen, Pei-Wen Gong,		
	Global Garden Area	Yu-Fen Chen, Huan-Lin Wang, Ai Li (Min Ye ), Rui-Ming Xu, Ting-Yuan You, Hui-Jun Lai, Li-Xin Lai.		
(9)Exchange Event Center	Social Exchange	Pei-Ling Xie, Ci-Yi Hong, Jing-Yi Lai		
	Arts and Cultural Events	Fu-Yi She, Tian-Mu Sun, Xing-Yu Chen, Ying-Cheng Chen, Wei-Xuan She		
	Site Management	Qi-Hua Li, Qian-Ding Zhou, Zheng-Long Lin, Zheng-Chong Ji, Zong-Wei Chen, Zhao-Wei Chen, Xiao-Yu Chen, Zheng-Hao She, Zhi-Jun Deng, Bo-Quan Lai		
(10)Promotion and Marketing Center	Promotion and Marketing	Ling-Yi Li, Jia-Ru Wang, Yi-Ping Jiang, Meng-Fen Tu, Yan-Ying Lin, Yun-Zhao Chen, Zhi-Ying Chen, Yi-Fen Chan, Yu-Rui Tu, Sheng-Zhou Dong, Min-Yi Lai		
	Business Participation	Zi-Chan Yang, Ya-Ting Zhang, Yi-Jie Guo, Heng-Yu Chen, Chan-Lin Chen		
	Promotion Administration	Wei-Di Feng, Jun-Yi Wang, Chu-Yun Song, Jin-Yi Dong, Wei-Yi Xie		

Service Center (11) Business	Commodity Service	Meng-Yi Lin, You-Ren Yao, Xiao-Han Guo, Zi-Jun Chen, Qin-Yang Peng, Chu-Yun Huang
	Dining Service	Tian-Hui Li, Yan-Hua Li, Wen-Yu Zhou, Xiao-Wei Qiu, Cheng-Ye Hong, Ya-Ping Kang, Shan-Shan Guo, Yu-Xuan Yan
	Tourism Service	Wei-Rou Zhang, Jian-Yuan Lin, Jia-Qi Chen, Zi-Jing Liu, Wen-Shan Wei
Management Center (12) Safety	General Affairs	Deputy Director Ru-Yu Huang
	Access Management	Shu-Hui Gao, Yang Min, Jia-Ning Guo, Bi-Cheng Zhang, Wei-Hong Huang, Jian-Xu Wang, Hao-Yun Li, Huan-Wen Wang
	Safety Mechanism	Jian-Feng Lan, Jin-Zhang Yang, Yun-Wang Liu, Wen-Shu Wang, Pi-Ye Chu
(13) Customer Service Center	Operation Planning	Jin-Ling Lin, Cai-Ling Zou, Qing-Yu Li, Jia-Jun Zhang, Jia-Wei You
	Operation Coordination	Xiu-Ling Chen, Rong-Mei Chen, Wu-Long Jin
	Volunteer Service	Wei-Ping Chen, Shu-Mei Zhang, Xiu-Man Zheng
	Reception and Guided Tours	Yu-Shan Guo, Yu-Wen Wang, Xiang-Mei Wang, Wen-Juan Wang, Shu-Zhen Wu, Ru-Yin Li, Xuan-Yi Li, Shi-Xin Zhou, Meng-Yi Lin, Lin Li, Yuan-Cheng Hou, Yan-Fen Hong, Hong-Yu Xu, Xin-Yi Xu, Yong-Xin Xu, Li-Zhi Chen, Pei-Yu Chen, Wei-Ru Chen, Gui-Zhu Huang, Guo-Quan Liu, Yi-Fang Chai, Song-Lin Chai, Zhi-Ang Chai, Kai-Sheng Zheng, Ming-Jun Deng, Zhi-Hua Dai, Zhong-Jun Xie, Yi-Yan Xie, Chang-Hong Xie, Ting-Liang Luo, Jia-Fang Zhong
	Visitor Service	Wan-Jing Zhu, Hua-Yi Wu, Rong-Cun Wu, Bo-Han Lu, Yi-Wen Li, Wen-Qi Du, Bang-Yan Lin, Xin-Rong Yu, Mei-Chun Hu, Zi-Ping Qin, Qiu-Mei Chen, Wan-Rong Chen, Chang-Li Chen, Yu-Fang Ceng, Shu-Xian Feng, Ya-Pei Feng, Xiao-Shan Huang, Ya-Qi Huang, Xiu-Yin Yang, Yi-Jun Zhao, Wen-Chun Liu, Gong-Yuan Liu, Yan-Long Pan, Cai-Xi Luo, Xue-Mei Luo, Hui-Jun Ceng, Hui-Xin Yu, Xiao-Wei Zhou
Press and Media Center (14)	Gui-Lan Chen, Han-Qiu Wang, Pei-Yin Wang, Xiao-Ying Lin, Jing-Shu Lin, Xiao-Qi Guo, Yu-Qing Huang, Ya-Hui Yang, Zou-Min She, Yi-De Liu, Run-Cheng Liu	
Project Office	Senior Specialist Bo-Rui Chen, Manager Xin-Yu Xie, Project Member Chun-Sian Liu, Vice Researcher Chen-Yu Li, Member Zhen-Jiang Lai, Support Rei-Hwa Wang, Yu-Hui Huang, Jin-Wen Xiao	
General Producer's Office	Information	Qing-hui Chen
	Meeting	Hui-Ying Qiu, Wei-Xuan Xiao
	Regulation	Yan-Ting Chen, Jun-Fu Bai, Xiao-Fan Lu

Note: In March 2008, the TIFE Project Office was established under the Department of Economic Development, and as the tasks were carried out the members increased to a great number, but due to the limited space in this book, the list of members are based on those employed until April 25, 2011. We would like to express our most heart-felt respect and apology to those having contributed to the success of TIFE but missed out in this book.

## VIP Visitors

Date	Description	Details
Nov.11, 2010	Toyo Ito Architect	Architect Toyo Ito was invited by Mayor Hau to visit Pavilion of New Fashion (FE EcoARK), Global Garden Area, EXPO Hall and Xinsheng Park Area's Pavilion of Dreams
Nov.13, 2010	Paraguay Speaker of House of Representatives Bogao	Paraguay Speaker of House of Representatives Victor Alcides Bogado Gonzalez visited Pavilion of Dreams along with his delegation
Nov.17, 2010	Honduras President Lobo	Honduras President Excmo. Sr. Lic. Profiro Lobo Sos and wife invited by the Ministry of Foreign Affairs to visit Yuanshan Park Area's EXPO Dome, Pavilion of New Fashion (FE EcoARK) along with their delegation
Nov.17, 2010	Harry Potter Actors	Harry Potter twin brothers James & Oliver Phelps visited Xinsheng Park Area's Pavilion of Dreams, Pavilion of Future
Nov.19, 2010	Golden Horse Film Festival Director Delegation	Yan-Ping Zhu, Li Hang, Li Gang, Wan Ren, Former Central Pictures Corporation General Manager—Ming Yi and many other important film industry people were visited Pavilion of Dreams, Pavilion of Future, Pavilion of Angel Life, and Fine Arts Park Area
Nov.21, 2010	Film Industry Star Jacky Chen	International star Cheng Long were invited by Taipei City Foundation Former City Mayor Yong-Ping Li to visit Pavilion of Dreams, Green Pathway, Pavilion of Future
Nov.22, 2010	Film Star Di Long, Ai-Jia Zhang	Film Star Di Long and Ai-Jia Zhang were invited by Taipei City Cultural Foundation to visit TIFE with family
Nov.30, 2010	Dr. Gao Kun and wife	2009 Nobel Winner Dr. Gao Kun and wife were invited to visit Pavilion of Dreams
Nov.30, 2010	Honduras VicePresident	Honduras Vice President brought central American coffee representatives to see EXPO Dome, Global Garden Area
Dec.1, 2010	AIT Chairman Raymond Burghardt	AIT Chairman Raymond Burghardt was invited to see Pavilion of Dreams, EXPO Dome, Global Garden Area
Dec.3, 2010	Asia Pacific Film Festival international delegation	Asia Pacific Film Festival Chairman Shou-Xun Zhou led international representatives (e.g.: Philippines leader and Director Brillante Mendoza, Vietnamese Movies Director NGOC MINH LE, Singapore Team Leader Wei-Ming Shao etc.) to visit EXPO Dome, Fine Arts Park Area's Global Garden Area
Dec.9, 2010	Taipei City Asian Olympics Players	Taipei City Asian Olympics Players were invited by Mayor Hau to visit Pavilion of Dreams, Pavilion of Future
Dec.10, 2010	Master Hsing Yun	Master Hsing Yun led 16 Buddhist masters to visit Pavilion of Dreams, Pavilion of Future, Pavilion of Regimen
Dec.15, 2010	St Kitts and Nevis Vice Governor and wife	St Kitts and Nevis Vice Governor and wife led a group to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK), and Global Garden Area
Dec.18, 2010	Asian star Qian-Yu Weng	Asian star Qian-Yu Weng was invited by Mayor Hau to visit Yuanshan Park Area's EXPO Dome, Pavilion of New Fashion (FE EcoARK)
Dec.21, 2010	Former Vice President Xiu-Lian Lu	Former Vice President Xiu-Lia Lu was invited to visit Pavilion of Dreams, Pavilion of Future, Pavilion of Regimen

Date	Description	Details
Dec.22, 2010	Association for Relations Across the Taiwan Straits	Association for Relations Across the Taiwan Straits Director Yun-Lin Chenn, SEF Chairman Bing-Kun Jiang led members to visit EXPO Dome, Pavilion of Dreams, Pavilion of Future and Dajia Park Area
Dec.28, 2010	Legislators	Legislators Wei-Gang Pan, Nai-Xin Jiang, Li-Yun Zhao, Hong-Jun Li, Xiu-Zhu Hong, Shi-Bao Lai, Shou-Xun Zhou, Su-Chun Guo and more were invited to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK), EXPO Theater, Pavilion of Dreams, Pavilion of Future, Pavilion of Regimen
Dec.28, 2010	Guo Fu granddaughter Sui-Fang Sun	Guo Fu granddaughter Sui-Fang Sun was invited to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK), Pavilion of Dreams
Dec.29, 2010	Taipei City Senators	Taipei City Senators were invited by Taipei City Government to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK), Pavilion of Dreams, Pavilion of Future
Dec.30, 2010	Republic of Kiribati President Anote Tong	Republic of Kiribati President Anote Tong Ministry of Foreign Affairs invited to visit Pavilion of Dreams and EXPO Hall's "Lily Love"
Dec.31, 2010	Nauru President Marcus Stephen	Nauru President Marcus Stephen was invited by Ministry of Foreign Affairs to visit Taipei Fine Arts Museum Gauguin exhibit
Jan.10, 2011	Fukuoka Governor Wataru Aso	Fukuoka Governor Wataru Aso was invited by Ministry of Foreign Affairs to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK), Global Garden Area, Pavilion of Dreams
Jan.18, 2011	Chinese Taipei Olympic Committee Chairman Liu Peng	Chinese Taipei Olympic Committee Chairman Liu Peng was invited to visit Pavilion of Dreams, Pavilion of Future and Palace of Flora Teas
Jan.22, 2011	AIPH Chairman Faber	AIPH Chairman Dr. Faber was invited by TIFE Operation Headquarters to visit EXPO Dome, Pavilion of Dreams, Pavilion of Future
Jan.24, 2011	2011 World Freedom Day Asia Foreign Guests	2011 World Freedom Day Asia 219 foreign guests from 57 countries were invited by World Freedom Headquarter Chair Ying-Ji Raoto to visit EXPO Dome, EXPO Theater, Global Garden Area
Jan.26, 2011	Republic of Palau President Johnson Toribiong	Republic of Palau President Johnson Toribiong was invited by the TIFE Operation Headquarters to visit Global Garden – Republic of Palau Garden and see Monet exhibits in Taipei Fine Arts Museum
Jan.28, 2011	NCA Chair Zhao-Xuan Liu	NCA Chair Zhao-Xuan Liu (former Executive Yuan Chair) visited Xinsheng halls
Jan.29, 2011	International Director Yu-Sen Wu	International Director Yu-Sen Wu Director was invited to visit Celebrity's House, Pavilion of New Fashion (FE EcoARK), Taipei Story House
Feb.8, 2011	Taiwanese Business Owners in China Spring Gathering	SEF Chairman Bing-Kun Jiang invited 300 Taiwanese Business Owners in China to visit TIFE
Feb.14, 2011	Slovenija Former Prime Minister and wife	Slovenija Prime Minister Hon. Janez Jansa and wife were invited by Ministry of Foreign Affairs to visit Pavilion of Dreams, Pavilion of Future
Feb.17, 2011	China Liao Ning Province Governor Zheng-Gao Chen	Liao Ning Province Governor Zheng-Gao Chen and 88 Liao Ning province VIPs attended the silicon wood presentation ceremony and visited EXPO Dome
Feb.19, 2011	Jiang Su Province Nan Jing City Mayor Jian-Ye Ji	Jiang Su Province Nan Jing City Mayor Jian-Ye Ji was invited by former Taipei county mayor Xi-Wei Zhou and Ben Fu Deputy Mayor Chen to visit Pavilion of Dreams, Pavilion of Future

Date	Description	Details
Feb.24, 2011	Cross strait travel industry gathering	China travel association chair Qi-Wei Shao led travel agencies and National Tourism Administration and Taiwanese travel industry, about 300 people to visit TIFE
Mar.1, 2011	Tuvalu Prime Minister Willy Tevali and wife	Tuvalu Prime Minister Willy Tevali and wife were invited by Ministry of Foreign Affairs to visit Pavilion of Dreams, Pavilion of Regimen
Mar.2, 2011	Republic of Guatemala Vice President Rafael Espada and wife	Republic of Guatemala Vice President Rafael Espada and wife were invited by Ministry of Foreign Affairs to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK) and Global Garden Area
Mar.6, 2011	Philippines Former President Ramos	Philippines Former President Ramos brought Taiwanese businessmen in Philippines to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK) and Global Garden Area
Mar.8, 2011	St Kitts and Nevis Prime Minister Douglas	St Kitts and Nevis Prime Minister Douglas was invited by Ministry of Foreign Affairs to visit Pavilion of Dreams, Pavilion of Regimen
Mar.13, 2011	Shizuoka Prefecture Governor Kawakatsu	Shizuoka Prefecture Governor Kawakatsu and Department of Culture and Tourism Minister visited EXPO Dome and Global Garden Area
Mar.16, 2011	Former Executive Yuan Bo-Chun Hao and wife	Former Executive Yuan Bo-Chun Hao and wife visited EXPO Dome, Pavilion of New Fashion (FE EcoARK), Celebrity's House, EXPO Theater
Mar.23, 2011	Legislative Yuan Finance Committee	Legislative Yuan Finance Committee observed central government aid to TIFE and budget execution (EXPO Dome, Pavilion of Dreams, Pavilion of Future)
Mar.24, 2011	His Eminence Cardinal Paul Shan Kuo-Hsi,S.J.	His Eminence Cardinal Paul Shan Kuo-Hsi,S.J. and 8 catholic representatives visited Pavilion of Regimen, Pavilion of Future and EXPO Dome
Mar.29, 2011	St Lucia Governor	St Lucia Governor Louisy was invited by Ministry of Foreign Affairs to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK)
Apr.6, 2011	Government Information Office Director Jiang and international media	Government Information Office Director Jiang led 42 international journalists in Taiwan to visit Pavilion of Dreams, Pavilion of Future and EXPO Hall
Apr.8, 2011	Examination Yuan Director Guan Guan Zhong	Examination Yuan Director Guan Zhong invited to visit Pavilion of Dreams, Pavilion of Future
Apr.10, 2011	Director Ang Li	International Director Ang Li was invited to visit Pavilion of Dreams, Pavilion of Future and EXPO Theater
Apr.15, 2011	Former Executive Yuan Deputy Director Li-De Xu	Former Executive Yuan Deputy Director Li-De Xu invited Chinese VIPs from Henan to visit Pavilion of Dreams, Pavilion of Future
Apr.15, 2011	Judicial Yuan Director Yue-Sheng Weng	Judicial Yuan Director Yue-Sheng Weng and wife led 12 retired judges to visit the three pavilions in Xincheng Park Area
Apr.15, 2011	Former Control Yuan Director Lu-An Chen	Former Control Yuan Director Lu-An Chen was invited by the mayor to visit EXPO Dome, Pavilion of New Fashion (FE EcoARK), Pavilion of Dreams, Pavilion of Future
Apr.18, 2011	Anhui Province Mayor	Anhui Province Mayor San-Yun Wang led 70 officials to visit Pavilion of Dreams, Pavilion of Future, Pavilion of Regimen
Apr.22, 2011	Saint Vincent Prime Minister Gonsalves and wife	Saint Vincent Prime Minister Gonsalves and wife and wife were invited by Ministry of Foreign Affairs invited to visit Pavilion of Dreams, Pavilion of Regimen

## TIFE Calendar of Events

### 2005

August: TFDA participated in AIPH's fall meeting in Canada and AIPH Director Dr. Faber encouraged Taiwanese representatives to apply for the 2010 AIPH International Flora Exposition.

### 2006

February: Taipei City Government visited Europe and Department of Economic Development Director Sheng-Zhong Lin and Ding-Yong Lin visited Belgian Royal Horticultural Society to discuss collaboration with Dr. Jan Demen and members of the Society.

March 3: AIPH Chairman Dr. Faber was invited to speak during "2006 Taiwan International Orchid Exhibit" and met with former Mayor Ying-Jeou Ma. The Chairman promised to assist Taipei City Government in hosting the International Flora Exposition.

March 7: Belgian Royal Horticultural Society General Manager Dr. Jan Demen visited Taiwan and expressed willingness to help Taipei prepare for the International Flora Exposition.

March 24: The project was signed off by former Mayor Ying-Jeou Ma and the hosting right was applied for.

March 27: It was determined that the Department of Economic Development would be responsible for the application for the 2010 TIFE

April 3: Taipei City Government Economic Development Committee decided to support this project.

April 14: Department of Economic Development Commissioner Shen-Zhong Lin, Department of Urban Development committee member Gan-Wei Zhang, and Department of Economic Development Section 3 Leader Ching-An Zhou, Senior Specialist Zhu-Ron Wang, attended the AIPH 2006 spring meeting from April 17 to 23 in Italy and officially proposed hosting a A2/B1 category "2010 TIFE".

May: City Government formed preparation committee mostly comprising members of the Department of Economic Development, continued to prepare for TIFE. The Preparations Committee was formed.

June 6: former Mayor Ying-Jeou Ma invited Department of Economic Development, Department of Urban Development, Public Works Department, Department of Education, Department of Land, Department of Rapid Transit Systems, Department of Transportation, Department of Information, Department of Finance, Department of Budget, Accounting and Statistics, Research, Development and Evaluation Commission, Law and Regulation Commission, and Department of Cultural Affairs to form a committee headed by Deputy Mayor Yu-Tan Chen and hold the first meeting of the "2010 TIFE Intra-Government Preparations Committee."

June 13: After the first meeting, Deputy Mayor Yu-Tan Chen provided 3 points: "Department of Economic Development, Department of Urban Development and Public Works Department will form a special team and evaluate location and land acquisition as well as relevant building and water requirements, and form a strategy," inviting Department of Urban Development and Public Works Department to discuss feasibility of TIFE taking place in Jing Guan Park.

July 18: TFDA, Taipei Flower Market Chairman, General Manager and other local organizations were invited to prepare for a local organization.

August 2: The Ministry of Economic Affairs, Bureau of Foreign Trade, Agriculture and Food Agency, Ministry of Foreign Affairs Trade Division, TAITRA, TFDA, Taipei Flora Company, Tourism Committee and other government and local units were invited to discuss TIFE matters.

August 3: Former Mayor Ying-Jeou Ma sent Department of Economic Development, Department of Urban Development and Public Works Department to attend AIPH's fall meeting in Shen Yang.

August 8: Department of Economic Development attended "2010 TIFE and Business Exchange Meeting"

**August 17:** The pre-meeting before the trip to Shen Yang for applying for the 2010 TIFE.

**September 17:** The original plan to attend AIPH meeting in Shen Yang was cancelled because China asked AIPH to change Taiwan's Floriculture Development Association's name, and requested that Taiwan's activities need to be approved by China, which were denied by AIPH. AIPH decided to postpone this year's meeting and the city government cancelled plans to visit Shen Yang.

**November 10:** AIPH sent the official letter notifying that the project was approved with support from a majority of its members.

**December 20:** The Ministry of Economic Affairs held the "Neogiation Meeting on Joint Promotion of the 2010 TIFE between the Central Government and Taipei City Government. Individual ministries and departments participating in the meeting were optimistic about 2010 TIFE and agreed on the joint promotion. However, the overall TIFE activities being led by central authorities and the budget also coming from the Central Government would lead to individual county and city governments competing to host the event, and make Taipei City impossible to be the only hosting site. Therefore, it was suggested that the City Government should negotiate land and administrative affairs for TIFE and notify the central government to collaborate on ensuing matters.

## 2007

**January 5:** New Department of Economic Development Commissioner Hsiung-Wen Chen listened to TIFE report.

**January 24:** Commissioner Hsiung-Wen Chen reported on "2010 TIFE Initial Planning Reflection and Future Direction" to Mayor Lung-Bin Hao. Conclusion was B1 would be postponed and preparation for A2 would depend on environmental evaluation.

**February 1:** The replacement location plans "Guandu Nature Park +Jing Guan Park", "Meilun Park+Science Education Center+Hebin Park", "Taipei Fine Arts Museum +Yuanshan Park +City Soccer Field" were proposed to discuss an appropriate location. Taking into consideration the A2/B1 scale and the opening date in 2010, the preliminary assessment rendered the Yuanshan area as the most appropriate location.

**March 3:** TFDA, landscaping and floriculture experts and government Public Works Department, Department of Cultural Affairs, Department of Education and Taipei City Youth Entertainment Centers, Zhongshan Soccer Field, Taipei Fine Arts Museum, Xinsheng Park and Dajia Riverside Park of Yuanshan area were invited to discuss the feasibility of the project. All parties indicated their agreement.

**March 14:** The "2010 TIFE Intra-government Preparations Committee" meeting was held and all government units supported hosting the 2010 TIFE in Yuanshan area. Department of Transportation would be in charge of traffic planning for TIFE.

**March 22:** Department of Economic Development with TFDA reported the location change to AIPH at the spring meeting in Holland. AIPH approved and in the September meeting in England details were reported.

**April 26:** The "2010 TIFE Intra-government Preparations Committee" meeting was held. The original proposal was reconsidered, restructured and divided according to procedure.

**May 14:** Deputy Mayor Chung-Yi Lin and Dr. See-You Ting met.

**June:** The Conducting Committee and Promotion Panel were formed.

**June 5:** Deputy Mayor Chung-Yi Lin and Dr. See-You Ting met. Dr. Ting reported concepts of hosting an exposition.

**June 7:** Deputy Mayor Chung-Yi Lin Dr. See-You Ting met (internal meeting).

**June 12:** To establish the "TIFE Conducting Committee Points of Establishment" (draft), the city government meeting was held to discuss and approve the case.

**June 23:** Deputy Mayor Chung-Yi Lin hosted a meeting. Dr. See-You Ting reported the execution plan of the project's Conceptual Plan and published it on June 24 in the "2007 Taipei City Government Public Report" Fall No. 5 (edited April 30, 2010).

July 4: Mayor Lung-Bin Hau invited Dr. See-You Ting to the position of the General Producer of the 2010 TIFE Theme”.

July 23: The “2010 TIFE Conceptual Plan Explanation Meeting” was held.

July 30: The “2010 TIFE theme” meeting was held. Government departments and offices were invited to discuss relevant matters.

August 8: The “TIFE Promotion Panel” held the first meeting hosted by Deputy Mayor Chung-Yi Lin.

August 14: In order to host the “2010 TIFE,” the city administration meeting was held to particularly stipulate the “2010 TIFE Conceptual Plan” (draft).

August 15: Mayor Lung-Bin Hao hosted the first meeting of the TIFE Conducting Committee.

August 24: Commissioner Hsiung-Wen Chen reported economic effectiveness at the “2010 TIFE” Taipei City Economic Development Committee meeting.

August 30: Commissioner Hsiung-Wen Chen and TIFE Operational Headquarters Consultant See-You Ting and colleagues completed Conceptual Plan before AIPH fall meeting.

August 31: Commissioner Hsiung-Wen Chen, Consultant See-You Ting and colleagues and TFDA attended AIPH fall meeting and September 4, reported progress, location and government organization execution at Market Committee meeting.

September 12: Commissioner Hsiung-Wen Chen hosted press meeting to report progress since the fall meeting; Consultant See-You Ting reported AIPH meeting situation to Deputy Mayor Chung-Yi Lin.

September 27: The “2010 TIFE Theme Selection” 6-member panel meeting was held.

October 25: Department of Economic Department Commissioner Hsiung-Wen Chen and TIFE Operation Headquarters Consultant See-You Ting and colleagues completed the “2010 TIFE – Basic Plan” .

October 31: Mayor Lung-Bin Hao approved the TIFE theme as “River, Flower, New Horizon”.

December 11: The “Dajia Riverside Park Jilong River No. 10 Gate of Xinsheng Sewage Pool Outside of Island Eco Evaluation” was held.

## 2008

February 1: “2010 TIFE” mascots and Logo revealed after voting; press conference announcement.

February 25: The “2010 TIFE – Master Plan and Pavilion Construction Design Overview” were completed.

March: The Department of Economic Development was totally mobilized and the TIFE Project Office was formed (initially with 3 departments, 17 sections, and 48 people).

March 30: Japanese experts were invited to visit the Taipei City Government and shared their experiences in the design, maintenance, and management for an international flora exposition during the keynote speech and inspect the 2010 TIFE location.

April 24: Department of Economic Development Commissioner Hsiung-Wen Chen and Consultant See-You Ting attended the 2008 AIPH spring meeting in Hungary and submitted the Master Plan, pavilion layout, and LOGO and sought the hosting right of the 2009 AIPH spring meeting.

August 14: The Far Eastern Group contract signing press release for sponsorship of building and operating “2010 TIFE” Pavilion of New Fashion (FE EcoARK) was held.

August 23: Mayor Lung-Bin Hao went to Boston and New York, USA and invited New York City to participate in “2010 TIFE” .

September 22: The “2010 TIFE Basic Plan – Ticket System Design” Edition 18 was completed.

October: The TIFE Project Office became an administrative department from an auxiliary and coordinating department

(with 2 departments, 17 sections, and 73 people during the transition).

October 18: Participation in “2008 World Dream Carnival” parade promoted TIFE.

November 24: The “2010 TIFE – Site Plan” was completed.

November 27: “2010 TIFE” data station at Taipei Dome officially opened.

December 30: Mayor Lung-Bin Hao hosted Park Area EXPO Hall, Pavilion of Aroma of Flowers, and Xinsheng Park Area, Pavilion of Dreams, Pavilion of Future, Pavilion of Angel Life construction ceremony.

## 2009

January: Exhibition Hall design was completed and construction began.

February: The TIFE Project Office was consolidated into 12 centers from a professional and administration department (12 centers, 36 sections, and 85 people during the Operation Preparation Period).

February 6: Ground was broken to begin constructions in the Yuanshan Park Area.

March 10-14: The “2009 AIPH Spring Meeting” was held in Taipei. AIPH Dutch Chairman Mr. Doeke Faber, Japanese Vice Chairman Mr. Shinya Wada and AIPH member organizations met. 16 countries (22 organizations) participated in the “2010 TIFE Exhibitors Collaboration Memorandum Signing Ceremony.”

March 11-15: The “2009 Taipei International Flower Show” was held in Taipei Arena, the prelude to the 2010 TIFE.” President Ying-Jeou Ma was invited to promote TIFE.

April 24-May 20: Stand design won the “Judge Team Golden Award” first prize in the “2009 Korean Anmien Island International Flora Expo,” worth 2 million Korean dollars.

May 7-19: Participation in the “2009 French Nantes International Horticultural Exhibition” opening ceremony helped reinforce international promotion and cultural exchange. The exhibition stand won the “foreign orchid prize” “and “group orchid prize.”

May 15: EXPO Hall beam ceremony press conference was held.

June 9: In response to Taiwan Railway 122th anniversary, the collaborative press conference “Taiwan Railway Sets Off TIFE” was held at the Taipei Train Station.

July 6: Japan’s Daikon Island peonies were invited to participate in the “2010 TIFE.”

July 10 (to August): The “TIFE tour” event was held to explain planning and construction progress to Taipei citizens.

July 22: The “2010 TIFE” Pavilion of Dreams high tech Exhibition Hall press conference was held.

August: TIFE Project Office became TIFE Operation Headquarters.

September 22: Pavilion of Regimen building renovation was completed.

September 28: TIFE Seed Mascot naming voting event began.

September 30: “2010 TIFE” presale tickets press conference was held. AIPH Chairman Mr. Doeke Faber was invited to speak.

October 7: The “play · flora design · Go Design” souvenir design competition was held. Experts from across the world were invited. The champion prize was worth NT\$100,000.

October 10: “Thanks to Deaflympics, TIFE Takes Off.” Deaflympics passed the star banner to TIFE.

October 23: Eva Air officially became a partner of “2010 TIFE.”

October 28: TIFE seed mascot naming result was announced; “Yabi” received the most votes.

October 30: “2010 TIFE” song composition contest final competition final match was held.

November 1: The “2010 TIFE – Operational Plan” was completed; Seed mascot “Yabi” met Shanghai citizens.

November 2: Contract ceremony with 21 collaborating counties and cities was held.

November 6: TIFE 365 days countdown: Zhi-Ling Lin was invited to be the TIFE ambassador.

November 7: countdown to TIFE – 2009 Taipei Da Dao Cheng fireworks event.

November 16: Kanagawa County Council Chairman Yoshiaki Matsuda visited with group.

November 25: Pavilion of Angel Life and Taipei Fine Arts Museum collaboration contract ceremony.

December 2: “TIFE Bloom International” Christmas lighting event, lighting up the PET wall of Pavilion of New Fashion (FE EcoARK).

December 8: Netherlands Trade and Invention Office representative Mr. Jan Huner led a team to visit and discuss TIFE details.

December 11: AIPH Korean representative Chairman An. Hong-kyun led a team to visit and understand TIFE planning progress and discuss details.

December 21: “Colorful Technology Travel Flora World” as theme, hosted “Chunghwa Telecom Collaboration Launch.”

December 25: “2010 TIFE” creative souvenir design competition winners list announced in award ceremony; EXPO Dome and Pavilion of Aroma of Flowers new hardware construction completed.

December 30: Vivitek holds “EXPO Theater Collaboration Press Conference.”

December 31: Bin Jiang Street gourmet food area construction complete.

## 2010

January: TIFE Operation Headquarters planned a “Mobilize Whole Government” plan and formed the supervision center, decision team and emergency operation center.

February: TIFE Operation Headquarters integrated operations, with 54 members sent from government agencies as backup manpower for Operational Headquarters.

February 26-March 7: Sun Yat-Sen Memorial Hall “2010 Taipei Lantern Festival” established TIFE interactive venue games. Stage performances include singing and cute flora fairies, Polaroid pictures, and EBC momo channel’s big brothers and sisters celebrate Lantern Festival.

February 26-March 28: As Yangmingshan flower season opens, Yangmingshan Park hosted “Drawing Spring—Spring and Fortune Arrive, Bringing Hope” to establish a question and answer stand, and TIFE mascots appear and interact with people.

March 11: “MLB Dodgers Taiwan Press Conference” hosted at Sherwood Taipei 3F banquet hall. Mayor Lung-Bin Hao appeared and arranged for models to warm up for “Flora Fashion” show.

March 26-April 25: During Yangmingshan bamboo lake calla lily season’s “Meeting Lilies in the next country” event, 10 farmers were invited to participate in landscaping competitions, using fresh flowers and calla lilies to create an exotic imagery, allowing visitors to feel as if they were in an exotic foreign land.

March 31: Blue Highway light sculpture construction complete.

April 17-April 18: Nan Gang area community centers hosted “2010 TIFE Skills are in Nan Gang” talent competition, selecting representatives from local artistic groups to perform in TIFE.

April 19: Palace of Flora Teas, Fujian style garden construction complete.

April 20-May 20: “Discover Good Taipei, Flora Competition Online”: Taipei city hosted internet voting event, inviting the nation to select area flowers of 7 administrative areas without area flowers yet, and there is also a chance to enter a drawing with the prize of a car.

April 26-June 8: “TIFE Campus Open Mike!” event, includes two stages: During April 26-May 12, entrants to TIFE writing contest may receive 2 tickets; TIFE team hosted multiple lectures and events with speaker and internet author Chien-Hui Ma, June 2 at NDHU, June 4 at FCU and June 8 at TKU.

April 30: completed Post-Development Plan; EXPO Theater, Pavilion of Culture, Celebrity’s House and other facilities, Pavilion of New Fashion (FE EcoARK), Xinsheng construction, Xinsheng Park Area public facilities construction complete. TIFE mascots participated in 2010 Chi Hui Culture Season “Protect The People Carnival” parade in Taipei’s main roads including Song Shan Ci Hui Tang, before Song Shan Train Station, Ba De Road before Dong Xing Building, Nan Gang Street before new Fu De Gong, Sun Yat-sen Memorial Hall Park to promote TIFE.

May 19-June 21: “People iTIFE Creative Gesture Contest” internet event selected the most creative gesture on July 20 to be TIFE volunteer’s greeting to visitors and the world.

May 28: EXPO Dome and other facilities construction complete.

May 31: Taipei Fine Arts Museum, Taipei Story House renovation construction complete.

June 4: Yuanshan Park Area “Pavilion of New Fashion (FE EcoARK)” press conference celebrated National Geographic channel’s attention in filming “Great Constructions of the world: Taiwan FE ECO Ark” documentary. Mayor Lung-Bin Hao, Far Eastern Group Chairman Xu-Dong Xu, and National Geographic Channel Asia veteran President Jonathan Ellis appeared at lighting ceremony. Internationally famous Yu-Chun Lin who became famous for singing and famous model Jia-Chi Lin also performed on the same stage.

June 6: “TIFE – Taiwan International Fu Lun Collaboration Contract Ceremony” hosted by Nai-Xin Kou, announced partnership between Taiwan International Fu Lun Society and 7 areas in Taiwan.

June 10-July 6: With the help of 12 areas district offices, Taipei City Government’s Department of Civil Affairs hosted “TIFE Ambassador Selection,” and the first 100 to sign up for each area can receive one TIFE ticket.

June 11-June 13: Dajia Riverside Park participated in Taipei Municipal Athletics Federation and hosted “Discover Coast Taipei 2010 Mid Autumn Carnival” with TIFE mascots interacting with civilians and introducing TIFE concepts and exhibition information.

June 13: Taipei Shen Yi Xiang Ti Boulevard participated in Zhang Hwa County Government’s “2010 Zhang Hwa Grape Princess National Contest” semifinals, with “Visit Taipei to see TIFE, Visit Zhang Hwa to Eat Grapes” as the event focus, mutually promoting two cities.

July 3: Sinyi Real Estate “Ten Thousand Stores Ten Thousand Flowers” press conference announcing “2010 TIFE” revealing the image on the wall of Sinyi Real Estate Headquarters and invited 366 stores to participate and spread the message of “Welcome to Taiwan to Admire the Beauty of TIFE.”

July 14: Taipei City Government 12 F Ming-Chuan Liu Hall hosted “Flora from Ten Thousand Countries in Taipei ” press conference, with Mayor Lung-Bin Hao, AIPH Chairman Dr. Faber and representatives from Holland, Oman, Republic of Palau, Philippines, Thailand, America, and India announcing the participation of 30 countries officially participating in TIFE.

July 19-August 13: “Find TIFE Flora Fairies” and “Quick Pass Collect Stamps” internet events, connecting TIFE mascots and convenient service. Visitors find the QR Code on the website and collect 5 flora fairies to receive 5 points and participate in a drawing or continue playing the second game challenge, “Quick Pass Collect Stamps.”

July 22: Taipei City Government 11F San-Lian Wu Hall hosted “Cross Strait Continuity--TIFE and Xi’an Garden” collaboration press conference, announcing that the collaboration between Taipei and Xi’an would invigorate floricultural industry.

July 31: Dajia Riverside Park water stage construction complete.

August 8: It was less than 100 days from the opening day of TIFE. To enable smooth preparations and operations after the opening day, experiences from official staff at individual departments and offices were still needed. The departments and offices sent 220 colleagues to support TIFE.

August 8: TIFE tour car began operation on Father’s Day, with Mayor Hau as “Good Father” reminding all the good fathers out there to donate blood during Fathers Day.

August 14: “LOHA Green Love Seed Grows” Valentine’s day event, including a hundred people expressing love and creative DIY bonsai events, inviting lovers, friends, and family to attend.

August 23-September 17: “Poetry and Flora” press conference publicly selected national performance teams, street performers, students, societies, individuals and more to compete in 2 events, selecting a total of 80 performance teams to perform during TIFE.

August: Taipei DPP senators suspected Xinsheng overpass construction, Xinsheng hall water spinach prices were higher than market price reported in media.

September: TIFE Operation Headquarters increased from 12 centers to 14 (operational initial stage 14 centers, 43 sections, and 662 people).

September 14: Mayor Lung-Bin Hao invited Taiwan Construction Research Institute Director Xian-Heng Li, Taipei Railroad Chairman Jin-De Ou, Performance Workshop Artistic Director Sheng-Chuan Lai, KMT senator Shi-Bao Lai, Executive Yuan Public Construction Committee Law and Regulation Commission member Jia-Ching Li to form a 5 person consultant team, to inspect TIFE budget, transportation, cultural performances and construction. Mayor Hau was invited to attend the “TIFE and Xi’an World Horticultural Exposition and Cross-Strait TIFE/Xi’an WHE Commencement Ceremony” and started the relay jointly with Xi’an Mayor Bao-Gen Chen.

September 18-21: TIFE Operation Headquarters performed overall inspection of 26 areas.

September 19: 5-person consultant team had second committee meeting regarding the high price of flag poles in Yuanshan park, EXPO Dome construction costs, bathroom construction costs, EXPO Dome male bathroom design, plant prices too high, whether construction damages Yuanshan shell tomb relics; Xinsheng park plant lamps, yurt, water spinach, basil prices; Dajia Riverside Park’s high horticultural maintenance fees, and TIFE lunch boxes, display board construction, and high individual plant prices--14 “TIFE Media Points of Concern,” to do initial evaluation and reporting.

September 20: Dajia Riverside Park expansion of pier construction completed.

September 20, 21, 27 and 28: For the TIFE staff to get familiar with their tsaks, on-site rehearsals were practiced.

October 9-October 28: TIFE testing plan was carried out.

October 24: A “2010 Colorful TIFE Concert—Letting the World See the Power of Beauty,” took place in the Taipei City Government plaza, with TIFE ambassador S.H.E , MayDay, Wu Bai, Zhi-Ling Lin, and Jay Chou to perform and count down to the TIFE and entertain the audience.

October 18: Expo Arena facilities were completed.

November 1: “50 sweet newlyweds Take wedding pictures at TIFE; 10 recommended wedding picture spots” event held in TIFE Yuanshan Park Area (G1 entrance); “Teach You How to Play TIFE; TIFE Opens 33 External Data Service Stations” press conference at Taipei City Government Bao-Zhen Shen hall.

November 4-6: For three days in a row there were many opening celebrations: November 4, Yuanshan Hotel hosted opening night banquet, well known fashion designer and floriculturist Zong-Yong Ling created a flora fashion show in Xinsheng Park Palace of Flora Teas; November 5 VIP and performance groups from Taiwan and abroad, workers and media toured the entire area, with the opening event taking place at 6 pm in Yuanshan Park Area’s EXPO Dome; November 6, 8:50 am was official opening ceremony, opening concert “Celebration of Flora Gods” took place at 8 pm in Yuanshan Park Area’s Pavilion of New Fashion (FE EcoARK), and Da Dao Cheng firework show began at 9 pm at Dajia Riverside Park.

November 20-December 5: “2010 Shi Lin Residence Chrysanthemum Exhibit” included a TIFE stand to interact with tourists and convey important information.

November 26-November 28: “1 Million People Celebrate TIFE” 18 series of events, including November 26 stage event in Yuanshan Park Area by the overpass, November 27 mascots handing out candy in the 4 park areas, and November 28 “Exceeding a Million Celebration” stage event.

December 2: TIFE “Hot Flora Products Press Conference” featuring Celebrity’s House, Pavilion of Future flowers that have been made into products, and Pavilion of Dreams high tech paper horns available for the first time in Taiwan, so that visitors can see TIFE and bring some of it home.

December 4: “Sustainable Garden—Ornamental Plant Garden Landscape Competition” award ceremony in EXPO Dome event area; “Lin Li Flora Clothing Wedding Fashion Show” featuring 22 dream-like custom made wedding gowns over 1 million dollars in Pavilion of New Fashion (FE EcoARK); “Pavilion of Dreams It’s Good to Have You; Celebrating Over 1 Million Visitors” celebration event at Pavilion of Dreams, using interactive games to give out mysterious gifts;

“COOL JAPAN Japanese Style Performance” press conference in Xinsheng Park Area Pavilion of Future and Pavilion of Angel Life 1F entrance.

**December 6:** “Peony Pavilion” actors including stars of Chinese classical opera Hai-Min Wei, Gui-Ying Xu, Qian Yi, Zhi-Ying Zhu, Guang-Yao Fan, Jun -Tian Lan, Chun-Ping Di, Liu Rong all wore traditional clothing, makeup and hair and appeared at Taipei Story House, walking around the house and garden, allowing visitors to experience the atmosphere of Taiwan in the 1950s.

**December 8:** important Taiwanese entrepreneurs and businesses attended “2010 TIFE” to witness TIFE MIT, praising Taiwan’s 100% potential; “Lily Love” 100th performance press conference.

**December 9:** Mayor Lung-Bin Hao invited Asian Olympic athletes and coaches from Taipei to visit TIFE Xinsheng Park Area’s Pavilion of Dreams, Pavilion of Future; recorded “TIFE Pavilion of New Fashion (FE EcoARK) Flora New Fashion Show” event in TTV 2F booth 1, attendees include designers Yan-Ling Kang, Guo-Ji Lin, Zi-Jing Fu, Jia-Xiang Huang, Su-Zhen He and floriculturist Su-Nan Huang, painter Shu-Ling Ke, entertainer Yun-He Yang, Yu Ze Creative team, Catwalk model Xin-Tian Wang, Jia-Ling Lin, Ting-Ni Chen interpret designs of Taiwan’s 8 famous designers.

**December 10:** At EXPO Dome B entrance and event area, to welcome EXPO Dome’s 1 millionth visitor, Eva Air unlimited location ticket is provided, and during TIFE the winner can use his/her pass to enter EXPO Dome without standing in line; Pavilion of Angel Life 2F SPA area hosted “Flowers Bloom Flowers Wither, Unpredictable” with a dialogue between Master Xing Yun and host Wen-Qian Chen, sharing the truth that “life if unpredictable, an unpredictable life is predictable,” and singer Yon-Hwa Zhao performed.

**December 11:** “Christmas Flora Banquet—Christmas Flora Arrangement Competition” and “Poinsettia Competition” award ceremony and press conference at Yuanshan Park Area EXPO Dome event area, announcing the beginning of a fun Christmas party with castles, artificial snow, nutcrackers, and a 6 foot tall Christmas tree; “VOGUE Hundred Year Classics; Retro Fashion Show” took place in Pavilion of New Fashion (FE EcoARK), featuring 8 VOGUE hundred year old sketches along with models and flowers, performing the flora fashion; “Meet at TIFE—Taiwan and Korea International Exchange” at Global Garden No. 34 Garden.

**December 12:** “Poetry and Flora” “Drawing Sounds and Flora Filming TIFE” competition press conference at Xinsheng Park Area Flora Dream Plaza; Japanese singer Atari Kosuke visited Global Garden and designer Ryuji Ando’s creation “Dragon Court” .

**December 13:** “Taipei Story House Exceeding 200,000 visitors” event, visitors can join a drawing and Chief Supervisor Guo-Ci Chen personally gave the presents to the three winning visitors; TIFE team joined “CCA Technology and Artistic Collaboration Tea Committee,” Director Zhi-Ren Sheng gave awards to TIFE teams, acknowledging the creative design and technological art of many exhibition halls; “2010 Jiayi City International Band Festival” Taipei press conference at Flora Dream Plaza, inviting local Jiayi bands and famous singer Pei-An Yang, Wei-Ru Chen performing the theme song “This is Your Business” live, with Mayor Ming-Hui Huang and VIP announcing this year’s band events, inviting everyone to come to Jiayi, listen to music and celebrate the New Year.

**December 15:** “2 Million People Celebrating TIFE” celebrations with drawing events. The first prize was “Two Return Tickets to Asia” and “Roaming 5 Venues” pass, so that the holder of the pass can bypass queues and enter the venues that usually require reserved tickets: Celebrity’s House, Taipei Story House, EXPO Theater, and Pavilion of Regimen.

**December 16:** Environmental ambassador Wu Bai made an appearance for events at TIFE to celebrate 2 million visitors; “Christmas Yan-Ling Kan Fashion Show” at Pavilion of New Fashion (FE EcoARK), featuring 15 of his active and passive projects.

**December 17:** Chunghwa Telecom stand in the Yuanshan Park Area celebrated Christmas flora party, letting the audience feel the cheerfulness of Christmas and abundance of Christmas presents among flowers.

December 18: real life lectures at Pavilion of Angel Life, World Vision Chairman Ming-Han Du making an introduction, Ai-Jia Zhang speaking, and World Vision Volunteers sharing their stories from visits to various lands. Afterwards, Ai-Jia Zhang, Xiao-Yan Zhang accompanied children assisted by World Vision Taiwan visit TIFE; “2010 Asia Floricultural Exchange” floriculture exhibit press conference, EXPO Dome event area, inviting West Japan League and Hong Kong Floriculture Association to announce the characteristics and schedule of floricultural exhibits (18-22); Global Garden area, before Taipei Fine Arts Museum, Eden Foundation invited 22 underprivileged children in Hualien to visit TIFE, and Mercedes-Benz Taiwan President Bo-Han Kang and high level managers volunteered as tour guides for underprivileged children; Taipei Fine Arts Museum 27th anniversary special event “Four Seasons Rich, Roam Nature Free” took place in 1F of Taipei Fine Arts Museum.

December 19: Da An area Liu Gong Park (behind Sogo Department Store near Zhong Xiao), TIFE designated store “Gourmet Buffet” event invited 500 people to enjoy set meals at great values at 8 venues with their TIFE tickets; Television Godfather Wei-Zhong Wang, entertainment talent Ren-Xiong Zhan, leading Xing Guang Bang entertainers to celebrate with TIFE visitors.

December 23-31: Pavilion of Dreams released limited edition 20,000 Pavilion of Dreams wish cards, letting visitors write their wishes on them and hang them up on the “Dreams Come True Wall.” January 1, a Dreams Come True drawing took place.

December 24: Yuanshan Park Area held “Flora Christmas Celebrating TIFE” events, with Mayor Lung-Bin Hao dressed up as Santa celebrating with audience.

December 31: “100 Years of ROC 2011 Taipei High New Year Party” was held in the City Government plaza, and Dajia Riverside Park’s Eco Theater held a “ROC 100 Years New Year Celebration” including performance “A Celebration Between Heaven and Earth” and fireworks.

## 2011

January 1: “Pavilion of Dreams Visitors Exceed 200,000; Lucky Audience Receive Gifts Event” at the front entrance of Pavilion of Dreams; “Health and Oxygen; 100 Year Celebration” in the land behind Pavilion of Regimen.

January 4: EXPO Hall’s “Lily Love” ended, and Chief Producer See-You Ting gave presents to thank Ping Fong Acting troupe Artistic Director Guo-Xiu Li and performers and held a Q&A with audience; audience with correct answers can receive surprise gifts.

January 5: TIFE’s Dajia Riverside Park Jia-Jia Square held “3 Million People Celebrate TIFE” event, giving out first prize “Fleur De Chine Hotel and Palais de Chine Hotel” one-night stay for two sponsored by Yun Lang Tourist Group and 1,090 red envelopes.

January 7: EXPO Dome held “A Flower Blooms in Secret” first performance press conference, Director Ying-Juan Wei interpreted Jimmy’s artwork, accompanied by Jian-Chi Chen’s music and Wen-Ying Huang’s aesthetic design, “A Flower Blooms in Secret” was born.

January 10: in Plaza of Flora Dreams, Jin Ying Television Puppet Troupe performed “Creative Puppetry Technique Performance” (performance until January 12); “Memory of Water” rehearsal pres conference at Dajia Riverside Park Eco Theater Hope Spring.

January 13: “West African Man Ding Drum Dance Show” in the Dream Garden, Xi Ban Zi African Drum Dance Troupe performed with West African percussion instruments Djembe, Dunun and Balafon local dance.

January 17: “Tap Dance Sounds” by Dream Factory in Dream Garden; 在Expo Arena, Hun Zhang Variety Troupe performs “Flora and Music Banquet.”

January 22: Cloud Gate Dance Foundation performed “Ta-Ta for Now,” “Forward, Then Backward,” “Passing the Ball,” “Joy,” four light and happy dances in Expo Arena.

January 27-February 10: Daikon Island Peonies that symbolize fortune at Pavilion of Future as part of Chinese New Year for 15 days

January 30: TIFE held “Love at TIFE Charity Carnival” with Foxconn at Dajia Riverside Park, combining 104 charitable groups to form a carnival, presenting many philanthropic events and activities for audience to participate in. 40,000 people were present, and VIP guests included Mayor Lung-Bin Hao and Foxconn President and founder of “Yong Ling Education Foundation” Tai-Ming Guo and family.

February 1: Pavilion of Regimen held “Hiding Winter Receiving Spring” event to display spring bonsai and present an exhibit of spring medicinal plants, herbs, and tea flowers; Pavilion of Angel Life held “Village Wine, Loha TIFE” event, presenting Taiwan’s winery wines for 3 weeks.

February 1-4: Visitors at Pavilion of Dreams reached 300,000. At “Calligraphy and Dreams Spring Banner Gifts” calligraphers were invited to write spring banners for audience.

February 2 (Chinese New Year’s Eve): Electro Trio performed cheerful dance “Protection” at Pavilion of Dreams; Xie Xing Opera troupe performed traditional theater “Rose Romance” in Visitor Welcome Area; Little Giant Orchestra performed “Taiwan Style—Traditional Music Promotion Concert” in Expo Arena (to February 3); Xiao Xi Yuan Puppet Theater Troupe performed traditional puppet theater “Happy Celebration of TIFE” at Fine Arts Plaza (to February 4), Dream Garden (to February 6).

February 3 (New Year’s Day): “Happy News Flora Spirit” at Yuanshan entrance, mascots gave Chinese New Year candy to audience, lion dance, Mayor Lung-Bin Hao gave red envelopes to audience; “Proud of Rabbit Year Happy New Year; God of Wealth Arrives” at Pavilion of Dreams, God of Wealth gave out limited quantity 1000 red envelopes; Ten Drums Percussion Band performed “Drum Dance TIFE” in Folk Arts Plaza (to February 6); Zhong De Chinese Orchestra performed “Flower Bouquets Receiving Spring”; Pavilion of New Fashion (FE EcoARK) held “New Flora Fashion Show” featuring Zi-Jing Fu and Shu-Ling Ke’s 24 pieces combining fashion and art: Flora Dream Plaza (February 6 and 7), “Solve the Riddle at TIFE: Pass 5 Levels, Welcome Spring Flora” event, inviting Body Language Theater, Taipei Dance Circle, HULA Angle Dance Troupe, Dance Jam to perform. The total headcount of visitors officially broke 4 million on that day.

February 3 (New Year’s Day) to 13: “Flora” in Changhua event, Changhua County Government prepared 8,000 roses to give to visitors at Dajia Riverside Park exhibit, and every 2,000 visitors an NT \$150 coupon is given out (to be used during “Changhua Week”), and as part of 2/17 Lantern Festival, Changhua County Government decorated exhibition area with lanterns and gave away small lanterns to visitors.

February 4 (Second Day of Lunar New Year): “Welcome Spring with Flora Fortune” event at Yuanshan entrance, mascots gave out New Year candy to visitors, with 2-3 cotton candy stands, with free cotton candy given to 200 visitors; “Year of Rabbit, Whose Pen is Better” at Pavilion of Dreams, allowing visitors who prove with national ID that their zodiac animal is a rabbit can receive stationary souvenir from Pavilion of Dreams; Xin Xi Yuan Puppet Troup performed traditional puppet theater “TIFE Martial Group” at Fine Arts Plaza; Halin Performance Arts Group performed “Speech and Song Da Guan Yuan” at Expo Arena

February 5 (Third Day of Lunar New Year): Gold Hymn Brass Band performed “A Hundred Flowers Bloom” at Expo Arena; “Spring Fortune Flora Luck” event at Yuanshan entrance, giving New Year Candy to audience, allowing visitors to roll die with mascots to win prizes.

February 6 (Fourth Day of Lunar New Year): National Taiwan College of Performing Arts troupe performed traditional arts “Flora Years”; “Praising Flora” memorial exhibit of Pei-Shen Kou calligraphy at arts and crafts classroom at EXPO Dome; “Chinese New Year Themed Exhibit” at EXPO Dome (to February 13).

February 7 (Fifth Day of Lunar New Year): Xin Zhu County Xin Wa Wu Hu Drum Troupe performed traditional music and dance “Winter Beat, Bamboo Feel” in Fire Arts Plaza; acrobatics performance “Old Art New Design—Kungfu Dumpling” at Expo Arena.

February 13: Valentine’s day “Flora Romance” at YuanshanPark Area invited couples, sisters, brothers, grandparents

and grandchildren, mother and daughters etc. to attend together and enter drawings.

February 14: “Valentines Day Dreams Come True” at Pavilion of Dreams invited married couples and lovers with reservations to attend; 30 couples were invited to attend events at EXPO Dome stage.

February 17: Pavilion of Dreams held “Hundred Flowers Bloom, Celebrate Lantern Festival with Ten Thousand Lanterns” events including “Guess Lantern Riddle, Eat Dumplings”, “Zha Han Chan.” And gave out a variety of souvenirs from Pavilion of Dreams, 2011 Taipei Lantern Festival “Good Luck Rabbit” portable lantern; Mayor Lung-Bin Hao accepted on behalf of Taipei the gift of “Liao Ning Chao Yang Silified Tree” unearthed after 150 million years from Liao Ning Province Mayor Zheng-Gao with an official ceremony at Yuanshan Park Area entrance plaza.

February 25: The “Five Million People Celebrate TIFE” invited TIFE environmental protection ambassador Wu Bai who sang “Love You Ten Thousand Years” in rock and roll.

February 26-March 7: 2011 Taipei International Orchid Exhibit I – hundred years of flowers in “Orchid Banquet” at EXPO Dome Area B invited Taiwanese orchid growers to provide orchids to participate in competition.

February 27: 153,833 visitors, the second highest record of TIFE.

February 28-March 2: Dancelogy performed “Travel Flora City” at Flora Dream Plaza.

March 4-6: Dance Factory performed “Tap Colorful Dance” at Expo Arena.

March 5: GuoGuang Opera Company performed “Eight Spirits Cross the Sea” at Yuanshan entrance; 2011 Taipei International Orchid Show II – hundred years of flowers in “Orchid Land” in EXPO Dome Area A.

March 7: Taiwan Kunqu Opera Theater Troupe performed “Flora Years – Classical Kun Opera” in Expo Arena.

March 10-17: “Luo Yang Spring Peony Exhibit,” was held at EXPO Dome; the precious “pea green peony” made its first appearance in Taiwan at the Dome.

March 12-13: Zong-Qing Zhu Percussion Band performed “Colorful Flora Percussion” at Expo Arena; Sea Journey Jazz Quartet performed “Jazz Scent Flora Collection” in Flora Dream Plaza.

March 14-16: Tr’espace Troup from Sweden performed “Encounter” in Dream Garden.

March 15: “6 Million People Celebrate TIFE” in Dajia Riverside Park Jia-Jia Square, with performances from rock bands and TIFE mascots, giving out 666 noodle coupons and hosted drawing.

March 16: “Xi’an Culture Day” before Yuanshan Park Area Flora sea with opening and press conference; 16-18, Xi’an Courtyard hosted “Non Material Cultural Artifacts Exhibition and Interaction.”

March 17: “Xi’an Culture Day” event featured performance from Xin Chuan traditional Opera troupe, Qin Qiang Performance Group, “Two Shores Perform On Same Stage” ; 17-18, “Qin Qiang Hui Cui , Lao Qiang Fa Sheng” performance in Xi’an Courtyard

March 18: Amis Band performed “Chi Tong Bloom” (Happy Day) in Expo Arena; Baseball giant Zhen-Zhi Wang attended “21st Annual Junior League Baseball World Series” (2011 end of July) press conference in Taiwan, inviting Taiwanese audience to attend this competition and wore a yellow silk band in honor of victims of 311.

March 19: “Flora God Festival” in Folk Arts Plaza, displaying thousands of years of “Flora Festival” traditional cultural aesthetic, attending VIP include Taipei Deputy Mayor Xiang-Qiu Wen, Department of Cultural Affairs Director Xiao-Yun Xie, TIFE Commissioner Hsiung-Wen Chen, etc., to pray for good fortune, drink flora wines, appreciate lowers and pay respects.

March 19-April 25: Pavilion of Angel Life 1F art centers held “Hua Chao Xian Rui —Worship Flora God” event; March 19-23, Pavilion of Future Temperate Zone held “Luo Yang Peony Exhibit”; March 19-27, EXPO Dome Area A held “Continental Floricultural Competition”; March 19-26, “Flora Warmth, Vegetable love – East Japan Earthquake Donation” event in Yuanshan Park Area flora wall and plaza, Xinsheng and Dajia Riverside Park simultaneously.

March 20: “Zonta Rose,” “Care about ROC Gender Equality Policies,” “Green Life, Health, Sunlight,” “Zonta Silver Concern Rose, Assist Underprivileged Seniors,” “Rural Area Horticultural Therapy and Fundraiser” theme events at EXPO Dome event area.

March 21-April 25: U Theater performed “Flower Petals on Water” in EXPO Dome.

March 22-April 25: “National Geographic Channel TIFE Exhibit” premier of National Geographic Channel’s first green building documentary “Great Constructions of the world: Taiwan FE ECO Ark” at Pavilion of New Fashion (FE EcoARK) and display National Geographic Channel and Miniwiz’s collaborative PE Brick Ark—ForEver.

March 23: Pi Pi Children’s Performance Troupe performed “Fairy Tale TIFE” in Visitor Welcome Area.

March 25, 26, 27: TIFE mascots promote in Ximen pedestrian area, Jiufen old streets, Danshui old streets, Taipei Train Station Area.

March 26: Mei-Yun Tang Traditional Theater performed “Pan Si Dong Zhe Zi” in Expo Arena; Mayor Lung-Bin Hao publicly acclaimed August 8 victim Cheng-Jun He for finding money and returning it and invited him and his mother to visit TIFE; March 26-April 5: “Plant Dream Factory – The Future, Technology, and Concept of Horticultural Development Exhibit” in EXPO Dome Area B.

March 29-30: “TIFE Gifts” in Yuanshan Park Area, providing 4000 FE Ark LED light souvenirs, environmental tissue, etc.

April 2-10: “Flora Dance Future – Taiwan New Flora Exhibit” in EXPO Dome Area A.

April 3: “7 Million People Celebrate TIFE” event at Dajia Riverside Park Jia-Jia Square with magic shows to celebrate with audience, and 70 gifts to give to audience, including first prize “Presidential Suite+Dolphin Training Class,” 55-inch LED screen, return ticket to Asia, year’s worth of Starbucks coffee and other prizes.

April 4: “Hua Hua Party” at Dajia Riverside Park Jia-Jia Square invited adults and children to celebrate Children’s Day together, with mascots leading children in dancing and there were also Yabi playdough dolls, Yabi coloring drawings and flora fairy sand paintings, candy, chocolate milk tea and limited edition headbands for visitors.

April 4-10: The Puppet and Its Double performed “The Most Beautiful Flower” at Dajia Riverside Park Jia-Jia Square; “Xin Zhu County Event Week” took place in Flora Dream Plaza, including Hakka singers, dance troupes, and traditional Chinese orchestra.

April 8-10: Ming Hwa Yuan performs “Peony God” in Folk Arts Plaza.

April 9: Pavilion of Future held event celebrating exceeding 2 million visitors, giving out golden roses, and hosted drawing with a prize of Taipei – Hong Kong return ticket.

April 12: “Drawing, Recording, Filming TIFE” series competition events gave out awards and up to 1 million in prize money in 4 items, 11 teams, “EYE TIFE,” “Draw TIFE,” “Flora Postures,” “Flora Ideas.”

April 17: At 10:19 am, total number of visitors exceeded 8 million, not only reaching TIFE’s goal but also breaking Taiwan’s record for large events. Mayor Lung-Bin Hao dressed up as a football player and led a team to present TIFE’s achievements. The event also gave out 188 prizes worth nearly \$800,000.

April 18-24: EXPO Hall held “Vanilla Baby Special Love Show,” giving out souvenirs.

April 23: “Discover Taiwan” new book lecture in Pavilion of Angel Life 1F art lobby.

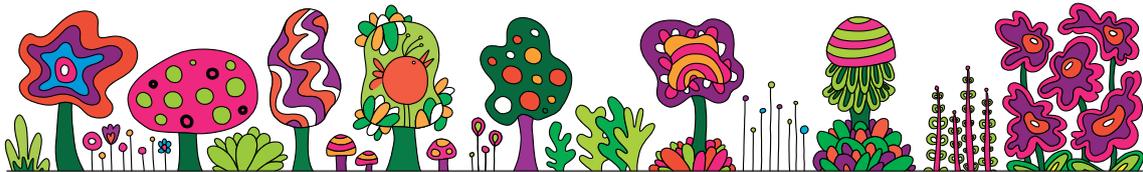
April 24: Visitors reached 183,774 people, TIFE’s highest record.

April 25: TIFE closed with 4 events: EXPO Dome award ceremony, “TIFE for All Taiwan’s Light” parade in all areas, “Thank You” in Dajia Riverside Park Expo Arena and “TIFE YES!” as a nightmarket carnival.

April 26-May 1: “TIFE Week of Gratitude” park area open to volunteers and government workers for free.

# 2010

## Taipei International Flora Exposition Official Report



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