

# Kaohsiung

## Asia's New Bay Area

Integration on virtual and real intellect

Kaohsiung City Government, Economic Development Bureau

2018.08.

# Kaohsiung



Ocean and Air-Dual Port in Taiwan



Population : **2.78 million**  
Area : 2,746Km<sup>2</sup>



International  
commercial Harbor ,  
Home port of Cruise



International Air Port



Biomedical



Smart  
Manufacturing



Value-adding  
Chemical



Green Energy



Digital  
Content



MICE

# Kaohsiung industrial layout

## 既有園區升級

- 金屬扣件
  - 石化
  - 電子零組件
  - 食品加工
- Current area upgraded**
- Metal fastener
  - Petrochemical
  - Electronic component
  - Food processing

## 舊港區轉型

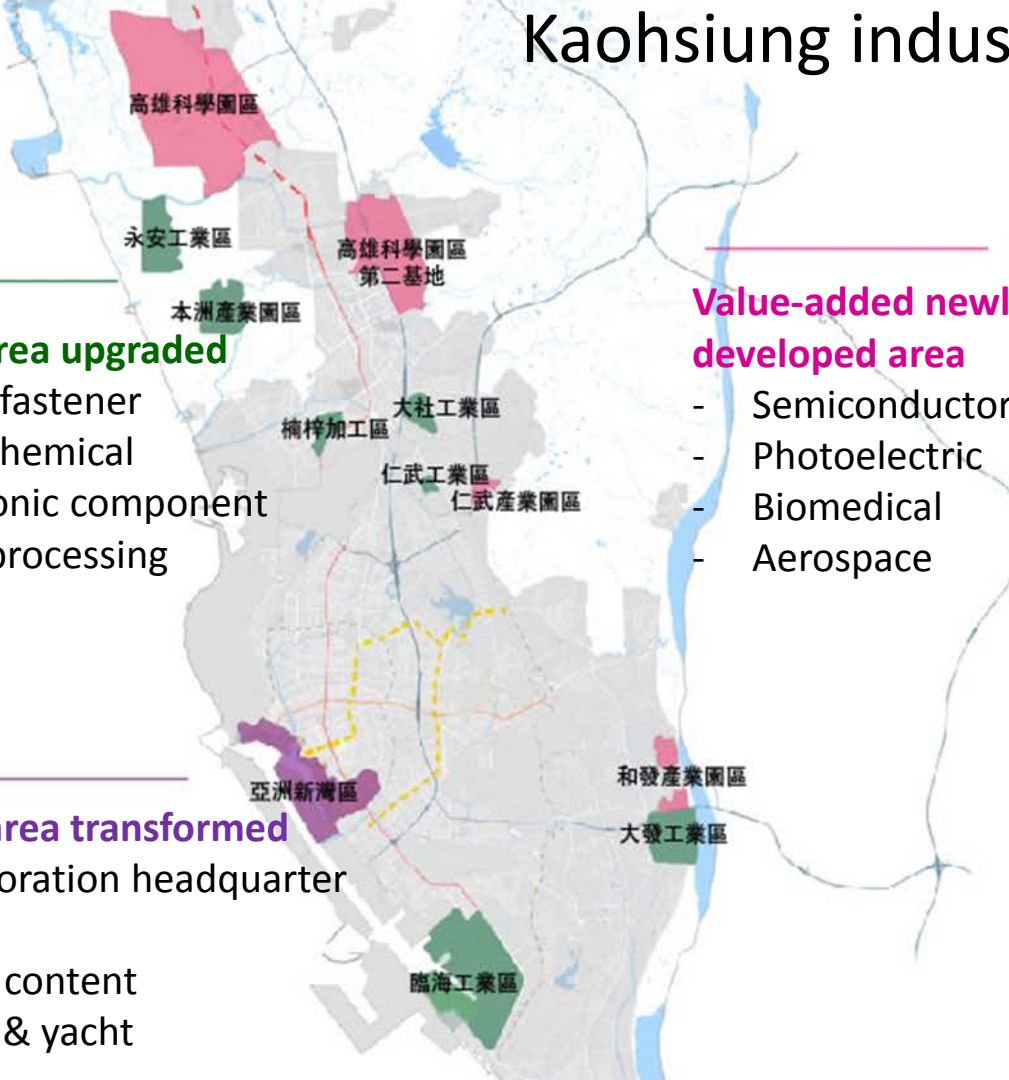
- 企業總部
  - 會展觀光
  - 數位內容
  - 遊輪遊艇
- Old port area transformed**
- Incorporation headquarter
  - MICE
  - Digital content
  - Cruise & yacht

## Value-added newly developed area

- Semiconductor
- Photoelectric
- Biomedical
- Aerospace

## 新設園區高值化

- 半導體
- 光電
- 醫材
- 航太





Armed forces  
general hospital

Harbor, warehouse

Chemical factory

Oil tank

Japanese  
aluminum corp.

warehouse

Metal-processing  
factory

Ship building  
corp.

Warehouse  
Magnesium factory

Chemical  
factory

Warehouse

**TAKAO**  
TAKAO-SHU, FORMOSA (TAIWAN)  
Scale 1:50,000

CONTOUR INTERVAL, 10 METERS

LEGEND

1000 Meters and up high buildings	1000 Meters and up high buildings	1000 Meters and up high buildings	1000 Meters and up high buildings
500 Meters and up high buildings	500 Meters and up high buildings	500 Meters and up high buildings	500 Meters and up high buildings
200 Meters and up high buildings	200 Meters and up high buildings	200 Meters and up high buildings	200 Meters and up high buildings
100 Meters and up high buildings	100 Meters and up high buildings	100 Meters and up high buildings	100 Meters and up high buildings
50 Meters and up high buildings	50 Meters and up high buildings	50 Meters and up high buildings	50 Meters and up high buildings
25 Meters and up high buildings	25 Meters and up high buildings	25 Meters and up high buildings	25 Meters and up high buildings
10 Meters and up high buildings	10 Meters and up high buildings	10 Meters and up high buildings	10 Meters and up high buildings
5 Meters and up high buildings	5 Meters and up high buildings	5 Meters and up high buildings	5 Meters and up high buildings
2.5 Meters and up high buildings	2.5 Meters and up high buildings	2.5 Meters and up high buildings	2.5 Meters and up high buildings
1 Meters and up high buildings	1 Meters and up high buildings	1 Meters and up high buildings	1 Meters and up high buildings
0 Meters and up high buildings	0 Meters and up high buildings	0 Meters and up high buildings	0 Meters and up high buildings

HEIGHTS IN METERS

# Asia's New Bay Area – fire the economy engine of southern Taiwan

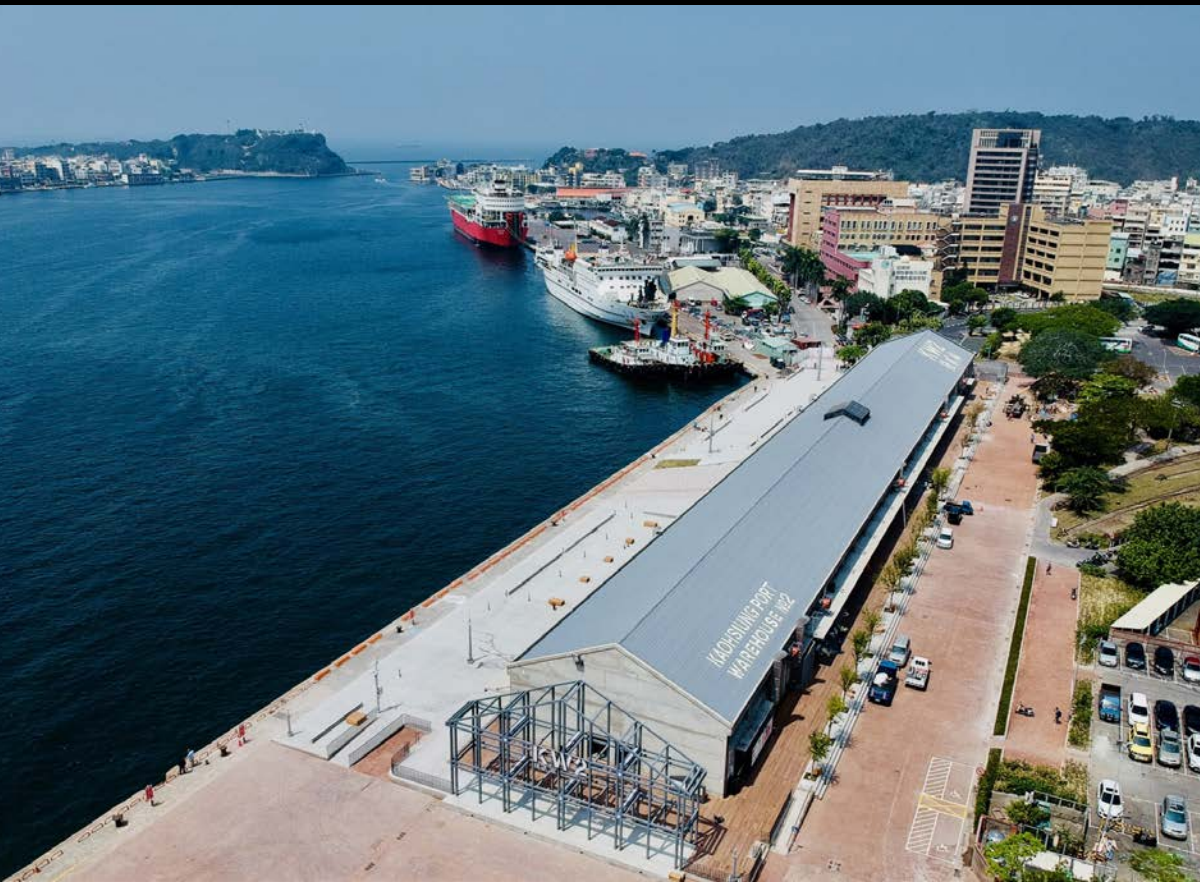
## Northern bay-Asia's New Bay Area

- Finance, cultural and creative, tourism, knowledge, the soft power of Kaohsiung
- — Water area of harbor turns into cruise & yacht industry
- Export processing zone and Kaohsiung airport upgraded

## Southern harbor-International distribution hub

- Global Hub construction for large-sized vessel
- Green energy, port-land commercial park of distribution
- Asia-pacific commercial port, London Metal Exchange





# NTD 30 billion of major constructions



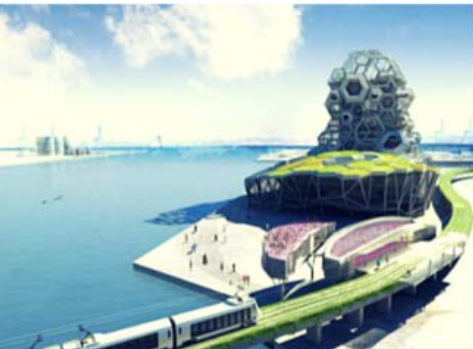
Kaohsiung exhibition centre

Kaohsiung main public library



Light rail transit

Maritime Cultural & Popular Music Center



Kaohsiung Port Terminal





## Cruise-ship in tourism, international navigation

Drew 100 and 10.7 thousands tourists in cruise  
industry in 2017.

Increased 180% than 2016.

# Convenient traffic boosts tourism population

Nearly 7.55 million passengers stayed in 2017.  
Nearly NTD 80.8 billion in tourism value is generated.



## Taiwan High Speed Rail

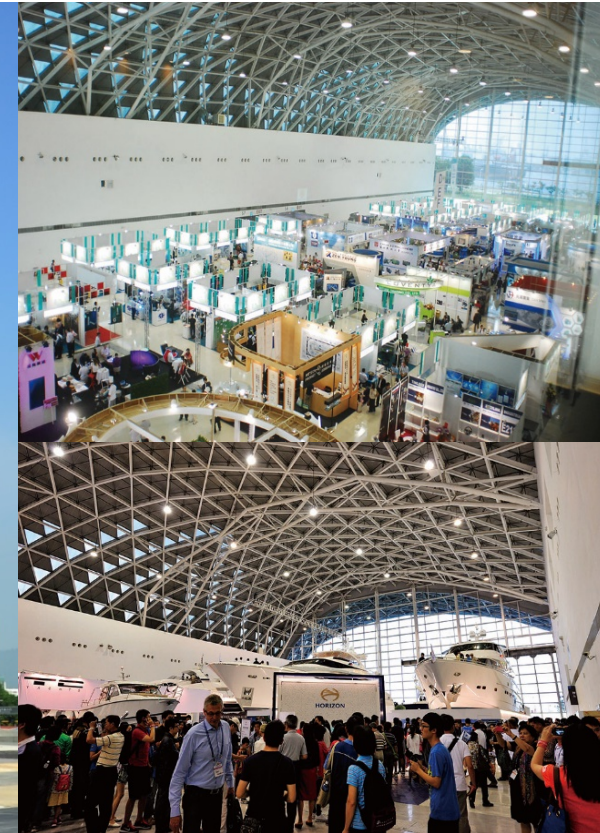
Nearly 8.86 million passengers in 2017

## Kaohsiung International Airport

Nearly 6.50 million passengers in international/domestic routes in 2017

# MICE (Meeting, Incentive travel, Convention, Exhibition)

Nearly 250 exhibitions, conventions, and events in Kaohsiung Exhibition center, and it draws over 2 million passengers. By far the usage rate is still growing, and the hotel demands is reaching 1,500 rooms.





# Popular Music Center & E-sports industry

TESL (Taiwan E-sports League) has invested NTD 200 million to establish an E-sports arena in Maritime Cultural & Popular Music Center.

# E-sports Arena



**Kaohsiung** Digital content industry have been supported since 2010.



From 46 companies to **234** companies

From NTD 300 .2 million to **NTD 11.9 billion** in investment growth

# Digital Entertainment Fields



Kaohsiung  
Software Park  
I-RIDE



TAROKO Park  
Shopping  
Center  
VAR LIVE



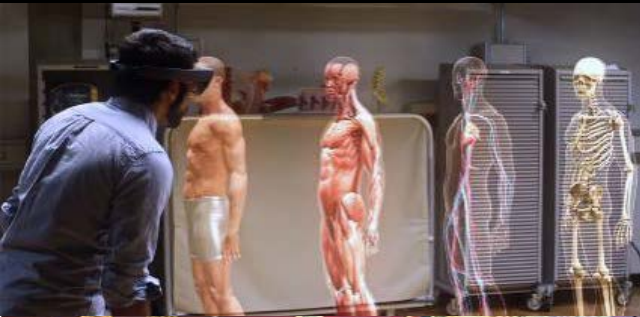
E-DA  
World  
VR Center



Dream  
Mall  
ZVR

# Cross-fields development

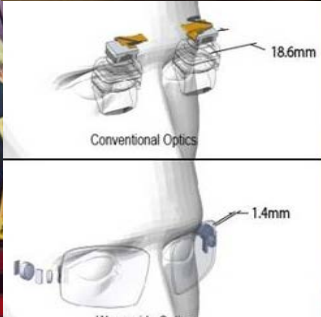
Medical



Entertainment



Education



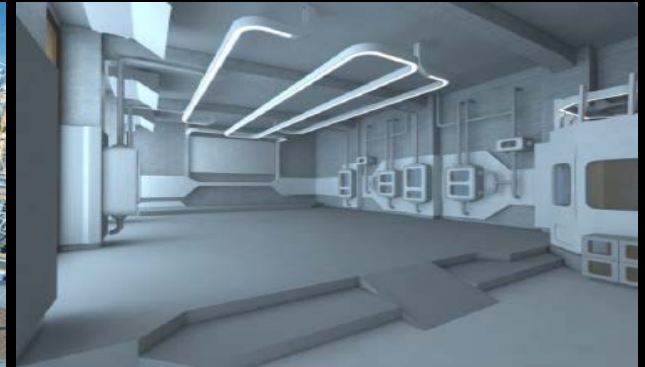
Film & TV

Manufacturing

Oceanic



- Innovative application
- Subsidy for projects
- Test fields for new tech, & ideas
- Business promotion & alliance



Forward-looking Infrastructure Development Program - Digital Infrastructure  
**Content infrastructure-Motion-sensing technology  
(AR/VR) industry projects**

Duration : 2018.1.1~2021.6.30 ( 3.5years )

Total budget : 11.9 billion

# Factory in the back-KRTC South Depot

Provide co-working space , technical support and consultation service for startups.



# Store in the front-

## Taroko Park Shopping Center

VR experience center includes :

- ◆ Urban entertainment area
- ◆ Startups area
- ◆ Cross-fields application area
- ◆ Multi-tasks area(business, events and others)
- ◆ Administration area /others



# VR Film Production Base

## VR Film Production Base (Factory in the back)

Upgrade the resource and techniques of film development & production center

Provide Pier 2 co-working base for companies to enter

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## VR Film Theater (Store in the front)

The inauguration will be held in Da-Yi warehouse in Pier 2 in Oct. 2018

**The 1<sup>st</sup> one in Taiwan**

- 2,850 sqft VR theatre
- 1,425 sqft panoramic space
- 1,425 sqft interaction space



Education application

## Education material R&D base (Factory in the back)

Kaohsiung Municipal Social Education Center – 6<sup>th</sup> Floor  
Nearly 1,425 sqft



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## VR Learning Train (Store in the front)

Kaohsiung Municipal Social Education Center – B1  
Nearly 2,850 sqft



# Subsidy for motion-sensing technology (AR/VR) industry projects

## Subject-oriented application projects

Aiming at 6 pillars of  
motion-sensing technology

**Duration : 6~18 months**  
**Subsidy < NTD 20 millions**

## Diverse application projects

Aiming at general fields  
with market value

**Duration : 6~12months**  
**Subsidy < NTD 5 millions**

## Innovative application projects

Aiming at startups projects  
with innovative potentiality

**Duration : 6~12 months**  
**Subsidy < NTD 2 millions**

# Accessibility-Convenient traffic Best choice for logistics, business, MICE, and tourism



New Southbound Policy



Flight time to major cities in Asia (hrs)

Singapore	4.2
Tokyo	3.5
Bangkok	3.5
Seoul	2.8
Shanghai	2.5
Manila	1.6
Hong Kong	1.5





# 立即投資 明日灣區

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