

STSP Image Promotion

To promote a positive STSP image, Chinese, English, and Japanese brochures and introduction video DVDs are produced annually as reference for visitors and potential investors. These materials include location and facility maps, as well as information on STSP R&D institutions, industry clusters, incentive measures, investment application procedures, and company establishment.

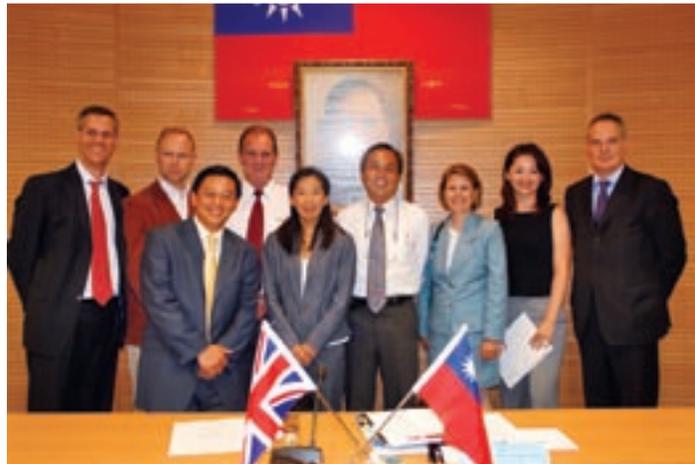
For the strengthened promotion of the STSP investment environment, the Administration placed ads and Park industry/life related articles in local and international media publications including the China Post, Taiwan Journal, Taiwan Business Topics, Commercial Times, Economic Daily News, and Excellence Monthly. A TV and media promotions plan was also created to deliver periodic STSP updates to the public through the FTV, ETTV, TTV, and CtiTV stations for the enhancement of STSP media visibility and to attract investors and industry professionals.

A Warm Reception for Local and international Visitors

The Administration received a total 198 visitor groups and 6,530 visitors in 2007, including local and international investors, clubs, student groups, foreign dignitaries invited by the Ministry of Foreign Affairs, and foreign media invited by the Government Information Office. Videos are used to brief guests on STSP development, and to encourage students to embark on high-tech industry careers. Tours are also arranged at need to attract investment.



Chairperson G. K. Butterfield of the U.S. House Commerce Committee on Energy and Commerce visits the STSP to understand Park planning and financial status (May 31)



Official Co-financing Unit Director Mr. Gary Bond of the European Bank for Reconstruction and Development (fourth from left) leads a delegation to the STSP to discuss current works and mutual future developmental interests (Sep. 28)



Accompanied by Representative David Lee of the Taipei Economic and Cultural Office in Canada, Canadian National Science Advisor Mr. Arthur Carty (center) visits the STSP to discuss Canadian technological developments and enhanced bilateral cooperation for technology and innovation. (Nov. 15)