



Hsinchu County
Profile

希望
亮麗科技城



Hsinchu
County

CITY OF HOPE
BRIGHTNESS
TECHNOLOGY

Hsinchu County Government Webpage Logo

Design Concept

The Chinese character "竹"(Chu) of Hsinchu represents the figures of two persons standing side by side with arms open and holding upwards.

- 1.The Chinese character "竹" (Chu) represents Hsinchu County.
- 2.The figure of two persons in different colors standing side by side expresses that Hsinchu County is a model city of technology and culture.
- 3.The figure of two persons holding upwards indicates that the County's developments of tourism, cultural and technology industries have given faiths to County residents in the positive and foreseeable futures.
- 4.The use of bright colors inspired by Hakka floral fabric represents Hsinchu County's cultural vitality and diversity.
- 5.The colors and figures represent the combination of humanity and technology. The arm posture indicates the County's ambition to expand the cultural and technology sectors. Lastly, the logo of Hsinchu shows the County's humanistic hope and care.



County Flower: Camelia

The camellia possesses a high degree of ornamental value. The flower has a varied shape, and the leaves and petals are highly lustrous, which expresses the flourishing state of the County's rural villages.

County Bird: Muller's Barbet

The plumage of Muller's Barbet is mostly emerald green, and it has a head and neck patterned with red, yellow, blue and black. Its cries sounding like "Co-co-co" resemble the knocking sound of a wooden fish, which earned it the nickname "tree-pecker" from the Hakka people. The Muller's Barbet lives in the forest canopy and in clearings at middle and lower elevations. Its role as the County bird signifies the County's healthy ecosystems and abundant natural scenery.



County Tree: Nageia nagi

This podocarpus nagi is green year round, and is commonly known as "Broadleaf podocarp" or "Mountain podocarpus." It is an evergreen tree that can grow to a high of 8-20 m. Since its textures resemble those of China fir, it has another name called "mountain fir." Chosen as the County tree, broadleaf podocarpus symbolizes the long life of Hsinchu County.

City of Hope, Brightness, Technology Hsinchu County Profile

Published by: Hsinchu County Government

Publisher: Chiu Ching-Chun

Address: No.10, Guangming 6th Rd., Zhubei City, Hsinchu County 30210, Taiwan (R.O.C.)

Tel: (03) 551-8101

Editors-in-Chief: Chang Jen-Hsiang, Hsu Kan-Mei

Editorial Board: Ho Tsai-Chun, Chen Kuan-Yi, Chang Yi-Chen, Chiu Chun-Liang, Ho Mei-Ling, Tsai Shu-Chen, Liu Chia-Tsu

Design & Printing: Inno Design Co.

Publication Date: June, 2014



高鐵新竹站
HSR Hsinchu



Contents

02 Navigators of Hsinchu County

A Word From the Magistrate

Organization of the County Government

04 Introduction to Hsinchu County

Population / Geography / Transportation / Industry / Administrative Districts

08 Development of Hsinchu County

Five Major Perspectives

Green Energy & Photovoltaics Technology / Biotechnology & Medical Care / Culture & Creativity / Travel & Tourism / Refined Agriculture

Education Chapter

Renovating Spaces for Learning / Free School Lunches in Junior High and Primary Schools, Free Textbooks / the Philanthropic Library / the National Primary and High School Science Fair / Promoting the Real-situation English Classroom / Sports Centers

Healthy City Chapter

NT\$300,000 Insurance for County Residents / Considerate Social welfare for Seniors / Medical Shuttle Service / Fully Integrated Childcare, More Employee Benefits for the Disabled

Convenient Living Chapter

Shuttle Buses Providing Transport for Remote Rural Townships / Relieving Transportation Bottlenecks/Improving the Lives of Indigenous Residents / Numerous Measures to Assist Labor / Making Environmental Protection Education Part of Daily Life / City Appearance Improvement Campaign / Fire Safety & Law Enforcement / Convenient Ten-in-one Service and Mobile Apps

Magistrate Chiu Ching-Chun

- The 16th Magistrate of Hsinchu County
- Legislator of the 4th, 5th, 6th, and 7th Legislative Yuan
- Consultant of the 9th and 10th Provincial Council
- Executive Director, Chairman of the Board of Supervisors, and Chairman of the Board of Directors of the World Hakka Federation
- President of Zhudong High School and Minghsin University of Science and Technology Alumni Association
- Head of the Hsinchu County Volunteer Police Battalion
- Chairman of the Taiwan Private School Retirement Guidance Foundation
- Committee Member of the Hsinchu County China Youth Corps
- President of the Emei Lions Club, Hsinchu
- Vice-Chairman of the KMT Hsinchu County Party Office
- Director and supervisor of the Taiwan Water Corporation



A Word From the Magistrate

Located on the connecting axis between Taichung in central Taiwan and Taipei, New Taipei City, and Taoyuan in northern Taiwan, Hsinchu County is closely connected with the Taoyuan Aerotropolis and Hsinchu Science Park. Thanks to the County's location and well-rounded transportation network, it possesses a significant geographical advantage.

The County is home not only to the Hsinchu Science Park but also to Hakka, Hokkien (Minnan) and indigenous people as well as post-war Chinese immigrants and those known as "new immigrants". Together, they have given the County an uniquely rich cultural landscape of great diversity. To cater to a vast working population, the County government has been proactive in accelerating the development of an accommodative infrastructure. Equal emphasis is placed on meeting people's daily needs and making sure that the County is recognized as a convenient and friendly place to live. Alongside all this development is the preservation of many age-old cultural sites. Thanks to a vibrant and superior living environment, Hsinchu County stands out as a magnet to a growing number of intra-country immigrants. On average, the County attracts more such immigrants than any other county or city in Taiwan each year, making its rate of new home purchases No.1 in Taiwan for three consecutive years. Hsinchu County has attracted more than half of Taiwan's top ten construction companies to begin their respective projects here.

"Persistence, responsibility, looking even farther ahead" is our vision and pledge toward Hsinchu County. The County has achieved many successes and won several accolades, for example, the 2013 Taiwan Lantern Festival, 53rd National Elementary & High School Science Fair, the Hakka Yimin Festival, the International Flower Drum Art Festival, and the Hakka Tung Blossom Festival. The County government has also scored handsomely in attracting investment, and emerged as No. 1 in the country in the Evaluation of Local Governments' Investment Promotion undertaken by the Ministry of Economic Affairs. Meanwhile, the County government has been keen to develop tourism and create new sites of interest to attract visitors. Much progress has been made in seeking funds for highways, transportation and other infrastructure projects. All these accomplishments are widely acknowledged and admired, and attest to the determination of the County government team in assuming responsibility, insisting on achieving only the best and striving for the top, thereby pushing Hsinchu County to higher ground and elevating it to among the ranks of Tier 1 cities in the world arena.

The achievements of Hsinchu County are outstanding. In the future, the County will give priority to promoting the following five industries: green energy and photovoltaics technology; biotechnology & medical care; culture and creativity; tourism and travel; and refined agriculture. We hope to lead Hsinchu County forward in the future with wise and determined leadership, taking the County to new heights.

As usual, we will continue to take firm and steady strides. The support and encouragement received from all sectors of society provide the government with a solid foundation and motivation. We hope that Hsinchu County will become a healthy and senior-friendly place where people are contented and hard-working. We will continue to work hard to achieve our goal of becoming a City of Hope, Brightness, and Technology.

邱鏡淳

Organization of the County Government



Population

Hsinchu County has an abundance of human resources. Hsinchu County had a population of 533,851 as of the end of June, 2014, and the County's population is increasing by an average of 6,593 persons per year. There were 5,433 births during 2013, and the crude birth rate was 10.30‰. In Taiwan, the County has been continually ranked first or second in terms of birth rate throughout the past decade. With a net immigration rate of 3.91‰ in 2012, Hsinchu County has also been the leader in this category.

Major ethnic groups include the Hakka, the Minnan (Hokkien), indigenous groups (including approximately 20,000 Atayals and Saisiyats), post-war Chinese immigrants, and new immigrants. The Hakka constitute over 80% of the total population. Ethnic diversity and blending accounts for much of Hsinchu County's rich human landscape.

Along with nearby Taoyuan and Taichung counties, Hsinchu County is one of the three fastest-growing urban areas in Taiwan. In particular, the appealing Zhubei Urban Planning Zone and Special Zone of Taiwan High Speed Rail Hsinchu Station are growing rapidly in population and establishing a new image.

Geography

Hsinchu County is located in northwest Taiwan, at a longitude of 122° east and a latitude of 22.5° north. It is adjacent to Taoyuan County in the north and Miaoli County in the south; it faces the Taiwan Strait in the west and is bounded by the Xue Mountain Range and Mt. Dabajian to the east.

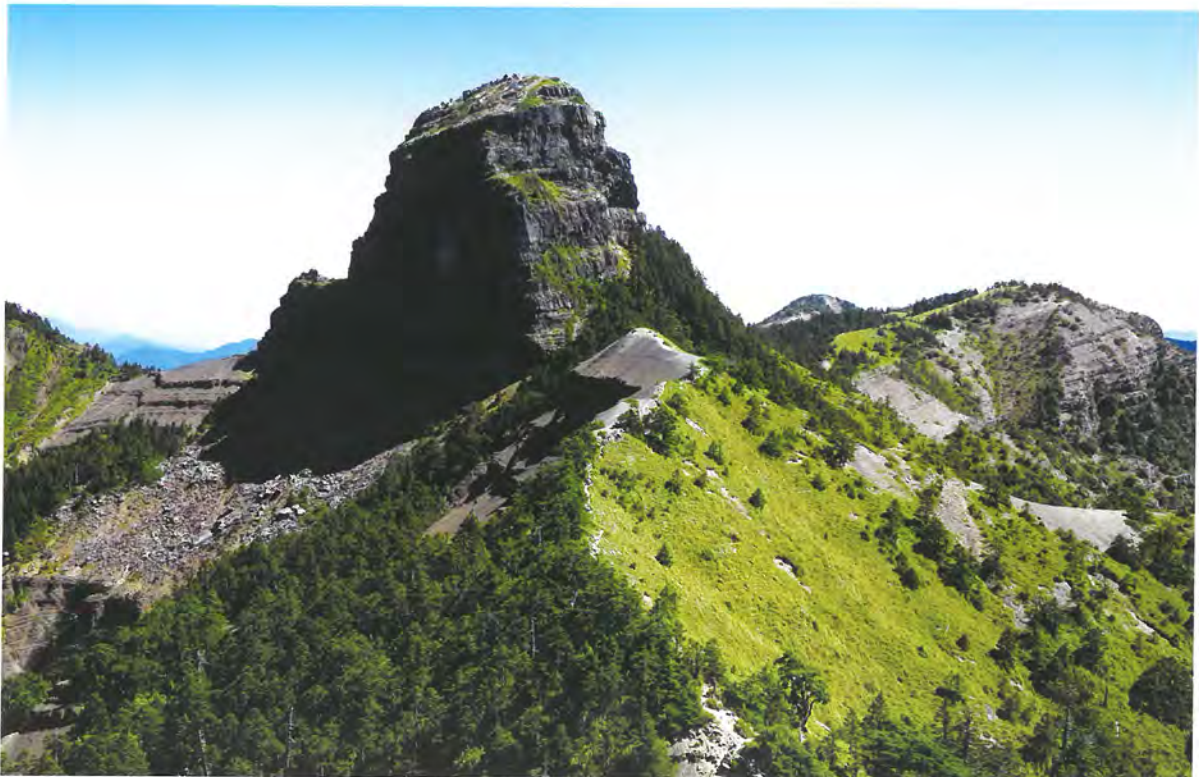
Surrounded by mountains on three sides, Hsinchu County has a land area of 1,427.5931 square kilometers. Apart from alluvial plains at the mouth of the Fengshan and Touqian rivers and some river valley land, the entire county consists largely of hills, terraces, and mountains. The highest region in the County lies along the Xue Mountain Range in the southeast, where many points are over 3,000 meters in elevation. The land slopes towards a lower elevation in the northwest. The County's chief areas of flat land are in the alluvial plains formed by Fengshan River and Touqian River.



Hsinchu County's crude birth rate is among the top in Taiwan.



Hsinchu County's net immigration rate is the top in Taiwan.



The extraordinary summit pyramid on Mt. Dabajian

Transportation

Hsinchu County has an extensive transportation system, including such major highways as the National Highway No. 1, National Highway No. 3, East-West Expressway, Provincial Highway No. 3, and the West Coast Expressway, as well as transfer points along the Taiwan High Speed Rail and Taiwan Railways. Located in Zhubei, the Taiwan High Speed Rail Hsinchu Station provides access to Taoyuan International Airport in 20 minutes, Taipei Station in only 28 minutes, and Kaohsiung's Zuoying Station in only 90 minutes. The station forms the heart of a new urban center in northern Taiwan, and will be at the center of a one-day living circle.



Industry

Hsinchu's hilly land produces a wealth of delicious agricultural products popular throughout Taiwan, including persimmons, peaches, haili, tankan, Oriental Beauty Oolong tea, gaojie pears, persimmon cakes, tomatoes, and xiancao (Chinese mesona). In addition, growers in the County are using advanced technology and biotechnology to overcome production restrictions and produce high value-added products, while local brands and rural regeneration campaigns are giving rural communities new vigor.

The Industrial Technology Research Institute (ITRI) was established in Zhudong Township in the 1970s, and the Hsinchu Science Park was established nearby soon afterwards. The Hsinchu Industrial Area was established in Hukou Township during the 1990s, and has attracted many high-tech firms. It has shifted from a center of traditional industry to a location of high-tech clusters, and has become the leading center of high-tech industry in northern Taiwan.

A bird's-eye view of the Zhubei urban area

Administrative Districts

With one county-administered city, three towns, nine townships, and 191 villages, Hsinchu County's administrative districts include Zhubei City, Zhudong Township, Xinku Township, Guanxi Township, Xinfeng Township, Emei Township, Baoshan Township, Wufeng Township, Hengshan Township, Beipu Township, Jianshi Township, Qionglin Township, and Hukou Township.

The County boasts numerous beautiful mountains and rivers. From the majestic peaks of Jianshi Township and Wufeng Township to the serene coastal scenery of Zhubei City and Xinfeng Township, the landscape is beautiful and varied. Not only does the County possess rich human assets, it also produces a vast range of agricultural specialty products. The County therefore attracts many domestic and foreign visitors, who leave with unforgettable and wonderful memories.



Baoshan Reservoir, Baoshan Township



Emei Lake, Beipu Citian Temple,
Emei Township



Xiao Ru-Song Art Park, Zhudong Township



Beipu Township



Zhang Xueliang Cultural Park, Wufeng Township





Mangrove, Xinfeng Township

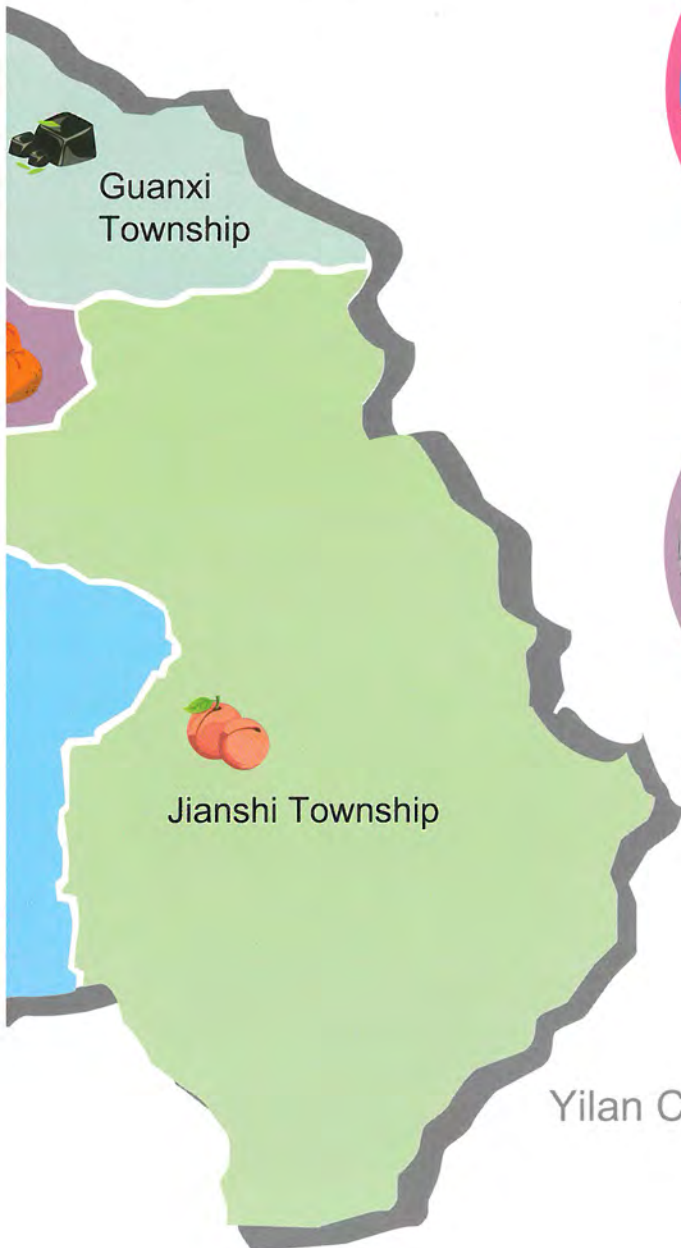


Hukou Old Street, Hukou Township



Yimin Temple, Xipu Township

Taoyuan County



Guanxi
Township

Jianshi Township



Taiwan High Speed Rail Hsinchu Station,
Zhubei City



Teng Yu-hsien Memorial Park, Qionglin Township



Neiwai Railway Line, Hengshan Township



Old Dongan Bridge, Guanxi Township



Smangus, Jianshi Township

Yilan County

Five Major Perspectives

Relying on its existing industrial foundation, the County has embarked upon undertakings in the five major areas of green energy and photovoltaics technology, biotechnology & medical care, culture and creativity, travel and tourism, and refined agriculture, in an effort to create an excellent investment environment and enhance industrial competitiveness. Hsinchu County has adopted a strategy of boosting the local economy, and relying on distinctive local features to enhance industrial added value. The County is vigorously recruiting corporate investment from within Taiwan and abroad as part of its effort to promote the County's city brand overseas.

Green Energy & Photovoltaics Technology

Hsinchu County boasts several high-tech industry parks including the Hsinchu Science Park, the Industrial Technology Research Institute (ITRI), the Hsinchu Industrial Park, Tai Yuen High-tech Industrial Park, and the Wulong Industrial Park. Thanks to fast and convenient transportation and well-developed industry clusters, many green energy and photovoltaics technology companies are investing in Hsinchu County, and this has stimulated industrial development and employment growth, turning the County's industrial parks into international centers for innovative research and development.

The "Investment Promotion Single-window Service Center", established by the Hsinchu County government, provides information on laws and regulations, as well as other consulting services, and has simplified application procedures to the point where licenses and permits can often be obtained within a single day. As a result, the amount of investment attracted, the number of new jobs created, and the economic strength of the County have all grown rapidly in recent years.



The Hsinchu Science Park is an internationally important innovative R&D based development and increasing employment.

Cumulative total of single-window service cases

	2010	2011	2012	2013
Consulting cases	38 cases	71 cases	94 cases	100 cases
Planned investment	NT\$24.83 billion	NT\$88.77 billion	NT\$163.34 billion	NT\$169.07 billion
Projected increased employment	1,936 persons	4,636 persons	7,406 persons	7,756 persons
Projected output value	NT\$24.83 billion	NT\$56.3 billion	NT\$73.22 billion	NT\$75.22 billion



The Industrial Technology Research Institute (ITRI) is Taiwan's largest industrial technology R&D organization, and helps promote industrial development.

According to statistics from the Investment Promotion Single-Window Service Center, as of late June 2014, 126 companies had expressed willingness to settle in the park; demand for land had reached 1,418.08 hectares, and planned investment totaled NT\$179.15 billion. In addition, 39 major projects called for investment in excess of NT\$100 million, and planned investments were expected to create 10,886 employment opportunities. As a result of the center's effectiveness, it received first place nationwide in the 2013 Evaluation of Local Governments' Investment Promotion, conducted by the Ministry of Economic Affairs. The County was honored to receive first place in the Employment Evaluation of County/City Mayors Administrative Survey (7-in-1 Election), done by Want Want China Times Poll Center.

Such leading high-tech firms as Taiwan Solar Energy and Phoenix Pioneer have established new plants in Hsinchu County, and Kinsus Interconnect Technology Corp. has invested NT\$6 billion in a new plant, which created 3,000 job opportunities. FamilyMart and Uni-President Enterprise, a dominant player in Taiwan's food industry, have established plants in Xinfeng and Hukou, and the Uni-President's fresh food plant is the largest in terms of both area and investment in Taiwan to date. Furthermore, Wi Shun Construction also plans to build a mixed-use commercial building as a local new landmark in front of the Taiwan High Speed Rail Hsinchu Station. Aware of Hsinchu County's development potential and outstanding environmental conditions, more than half of Taiwan's, 10 largest construction companies plan to invest in the County, which reveals the widespread recognition attained by the County's global efforts to attract investment and to build an investment-friendly livable environment.

The Hsinchu County Government launched the Small Business Innovation Research (SBIR) projects and Hsinchu County Startup Loans to boost the competitiveness of SMEs and support the local economy. The "Creating Science Culture and Shared Abundance Manpower Training and Innovative Channel Integration Assistance Project" is fostering the further diversification of local industrial development through the training of local human resources and innovative integration of different channels.



The mixed-use commercial building in front of the Hsinchu High Speed Rail Station will be a new landmark for the County. (Schematic diagram)

Biotechnology & Medical Care

An incomparable geographical location and a solid high-tech foundation laid by the Hsinchu Science Park make Hsinchu County an optimal site for growing firms in the biomedical industry. The Hsinchu Biomedical Science Park (HBSP) will be centered on three major centers: the HBSP Hospital, Biomedical Technology and Product R&D Center, and the Industry and Incubation Center, and will be the pacesetter for Taiwan's biotech medical industry. Built in Zhubei City, Ton-Yen General Hospital's newly-established "International Center for Reproductive Medicine & Fertility" is Asia's first international training center for specialists in reproductive medicine, and will make the County a key center for exchange in reproductive medical technology in Asia. The Ton-Yen General Hospital and the Hsinchu branch of the NTU Hospital have respectively established a "Special Emergency and Critical Condition—Perinatal Period and External Wound Care Center," and "Special Emergency and Critical Condition—Emergency Treatment Care Center," and are working in tandem to strengthen medical services in remote areas and put the County's emergency medical care network on a sound footing.



Hsinchu County's comprehensive medical treatments improve the quality of medical care



The biotechnology building provides an ideal environment for research, and several companies have already moved in.



The U-Theatre Drum Troupe's performances are exhilarating

Culture & Creativity

The diversity and cultural fusion of Hsinchu County is manifested in an array of performing arts and folk festivals. The Hakka Yimin Festival and International Flower Drum Festival are selected as the Tourism Bureau's "Taiwan Tourism Events", and the 12 Hakka festivals, including the Hakka Tung Blossom Festival, Hakka Opera, and the Lantern Festival Parade, pass on traditional culture in innovative ways while attracting international attention. In order to help new immigrants to adjust to local life, the County also holds such widely-acclaimed activities as the "International Migrants Day Carnival."



The Hakka Tung Blossom Festival attracts countless visitors each year



The Liu Residence (Shuangtangwu) in Shangfangliao, Xinpu



The drum dance and the creative Sacred Pig Parade at the Hakka Yimin Festival give international exposure to traditional festival activities.



The Taipei performance of the Berliner Philharmoniker was simulcast in Hsinchu County.



The grand finale with Judy Ongg at the "A Hundred Years of Elegance Concert" whipped audiences into an ecstatic frenzy.

Hsinchu County also hosts numerous spectacular world-class performing arts events. Aside from numerous performances by the internationally-acclaimed Ming Hua Yuan opera troupe, there have also been concerts by such famous artists as Judy Ongg, Mayday, and S.H.E. and large evening concerts for people of all ages. 46 international touring groups and artists have also performed in Hsinchu County, including Super Junior, Girls' Generation, TVXQ, SHINee, f(x), BoA, Kangta, Zhang Liyin, and EXO-K. Furthermore, an online link allowed the Taipei performance of Berliner Philharmoniker to be simulcast in Hsinchu County, thereby deepening the artistic atmosphere in every corner of the County.

Apart from electrifying performances in Hsinchu County, the U-Theatre Drum Troupe also launched the "U-Theatre Drums Youth Drummer Action School Yunjiao Program" and employed the "meditation, boxing, and playing drums" approach to teach young students in remote areas to listen and concentrate, helping teenagers to change their impulsive personalities.

Hsinchu County's rich cultural ambience can yield much exciting contents when paired with creativity. The reuse of spaces and renovation of historic sites can preserve and revive traditional buildings with historical significance, as in the case of the New Tile House Hakka Cultural District, the Xinpu Ancestral Temple Museum, the Beipu Ancestral Temple, the Xiao Ru-Song Art Park, and the Teng Yu-hsien Music & Culture Park. These recreational places provide people with a chance to gain a better understanding of Hsinchu County's local cultures. Based on the local features, activities such as the cultural light travel and Bench Theater give tickets for the general public to explore the cultural beauty of Hsinchu County.



The International Flower Drum Festival is selected and included in the Taiwan Tourism Events organized by the Tourism Bureau, MOTC.

Travel and Tourism

The 2013 Taiwan Lantern Festival in Hsinchu County achieved a 98.8% degree of satisfaction and also let the world see Taiwan. The Lantern Festival's catchphrase—"Biao"—"a flick of the whip"—evokes the County's "September wind" (a local climatic feature), the development of high-tech industry, and the area's rapid development. At the same time, the Lantern Festival festivities broke with the static displays of the past, and presented an unprecedented new impression. The 2013 Taiwan Lantern Festival's three major themes "Anime and Comics, Technology, and Humanity" also echoed the County's promotion of environmental consciousness. Held within the 30-hectare Taiwan High Speed Rail Hsinchu Station Area, the Lantern Festival was visited by an unprecedented 12.7 million people, setting a record for Taiwan and generating a total value of economic output of NT\$11.0 billion. The Lantern Festival's activity planning and environmental maintenance work was met with strong public support, and the festival's meticulously-planned "20 Major Creative Bright Spots" thrilled visitors and attracted coverage in foreign media.

"Taiwan Trip - the Shishan Route (Lion's Head Mountain Route)" has enhanced the value of tourism output through the single-day suggested itinerary. Since a tourist shuttle service was first provided in 2010, the number of visitors each year has surpassed 360,000. The route runs close to Shishan, the Liuliao Ancient Trail, the Beipu Old Street, Xiexin Tea House, and the Pengfeng Tea Museum. Along the way, travelers can appreciate Emei Lake, the Ximaopu Suspension Bridge, the Great Buddha of Emei, and the Shierliao recreational farm area.

The one-day travel route "Take the Ancient Trail to See the Tea Country, the Shishan-Beipu Walking Tour" was selected by the Tourism Bureau, MOTC as 2013 Taiwan's Top Ten Enjoyable Travel Routes. To allow visitors to travel in an economical way, the one-day pass and various discount ticket plans have been introduced.

Featuring indigenous cultures and hot spring, the Zhang Xueliang Cultural Park is located at Qingquan Scenic Area and have attracted more than 800,000 visitors thus far, and has become one of Hsinchu's leading tourist attractions. The former Residence of Zhang Xueliang has joined an exchange and collaboration with Shenyang's Zhang Family Home Museum and Xian's Xian Incident Memorial to enhance the cross-strait visibility of the Zhang Xueliang Cultural Park and create business opportunities by attracting more visitors from Mainland China.



The renovated Japanese-style architecture of Zhang Xueliang's Former Residence attracts many photography enthusiasts.



The red body of the Ximaopu Suspension Bridge give it the look of a smile hanging over Emei Lake.

Overall public satisfaction with the Lantern Festival: 98.8%

1. Satisfaction with activity planning: 97.4%
2. Satisfaction with atmosphere: 98.8%
3. Satisfaction with environmental maintenance: 97.5%
4. Satisfaction with transportation arrangements: 92.1%
5. Satisfaction with shuttle service: 95.0%

Source : Trend Survey & Research Co., Ltd.



The distinctive Hsinchu "sun-dried persimmon cakes" at the "lantern forest" creatively express the idea of "all wishes fulfilled."





The author of the classic manga "Candy Candy"—Igarashi Yumiko (front row, third from left)—showed up with County Magistrate Chiu playing as Terry (front row, fourth from left) and top-rated cosers from Taiwan at Hexing Station.



As part of the project Nine Stations of the Neiwan Line, an international animation and comic park has been built in Neiwan.

The "Nine Stations of Neiwan Line - Taiwan Comics Dream Park" project seeks to create Taiwan's first and largest animation and comics cultural creative park, and it has promoted an investment of NT\$265 million in hardware deployment, drawn on the NT\$3 billion resources of the animation/comics industry and helped turn Neiwan into a flagship animation and comics park, thus creating a total of NT\$10 billion for the tourism industry. The project calls for the construction of animation and comics parks in Zhudong, Neiwan, and Hexing Stations as the main connecting dots for nine stations. The comic village concept will be supplemented with green energy and environmental elements, and numerous comics and anime elements will be incorporated into the visual design of street scenes and facilities. After hardware development has been completed, anime and comics activities will make the County the world's foremost animation and comics art city.

The recently-begun Neiwan animation/comics creative park includes a three-story folk museum, which is based on a green energy environmental concept and manga personalities from Taiwan's leading manga artists. In addition, the "Zhudong Animation/Manga Park," located in front of Zhudong Railway Station, will have 6 pavilions on its western side, while 14 pavilions are planned for the eastern side, integrating manga resources, creating a platform for cultural exchange and realizing the aim of building a new and creative city. Hexing Station is Taiwan's first and only "Love Station" based on the "Love Story" manga, and it was completed in April, 2014. Once the Taiwan Comics Dream Park is completed, it will become an exciting new attraction for the international comic world. It includes the nostalgic Japanese-style Hexing Station, which now presents an all-new look following maintenance and renovation. People can enjoy going back to the 1950s, where they can experience once again the warmth and wonder of the time.



The Neiwan anime and comics creative park (Schematic diagram)



The western area of the Zhudong animation and comics park (Schematic diagram)

Refined Agriculture

Hsinchu County is striving to promote many of its superior agricultural specialty products, including Duanmu shiitake mushrooms, day lilies, Oriental Beauty Oolong tea, persimmon cakes, Zhubao chicken, grass jelly, Hakka pickled vegetables, citrus fruits, Asian pears, olives, and so on. The County also held the first "Hakka Food Festival" to draw widespread attention to Hsinchu's delicious cuisine. Hsinchu's outstanding agricultural products are marketed around the world in conjunction with international activities, and its best-selling agricultural specialty products are also attracting foreign visitors to the County. In addition, Hsinchu County's efforts to increase tourism to farming villages and strengthen overall cultural value, while promoting safe organic farming and rural regeneration, have helped give rural communities a brand-new look.

Hsinchu County is assisting the County's farmers with the establishment of new farmers markets, allowing residents access to fresh, wholesome, locally grown products; new farmers markets have been established in Zhubei, Xinpu Township, Guanxi Township, and Beipu Township. The establishment of a "local production and local consumption, self-production and self-consumption" sales model will achieve the goal of reducing food mileage, conserving energy, and reducing carbon emissions, while reducing the cost of traditional distribution models and increasing direct benefit to farmers. The establishment of "plant factory" demonstration areas will encourage scientific agriculture. The cultivation of crops with high economic value, in conjunction with overall industrial development, will lead to the development of diversified products. In addition, Hsinchu County's urban planning will provide opportunities for rural development.



ETTV anchorwoman Wang Shu-li visited the production site of dried persimmons for news report.



Beipu Township's "farmers' direct sales station" allows consumers to buy fresh and wholesome agricultural products from the farmers themselves.



The Nanpu community's light travel package has attracted more visitors to experience the charm of the countryside.



When the September wind blows, round, glossy persimmon cakes can be found—the persimmon cakes of Hankeng, Xipu

The Top Ten Souvenirs provides a good way to promote Hsinchu's delicacies. The County has held the "The Top Ten Souvenirs" selection activity for two consecutive years, aiming to tailor popular products and hometown dishes into attractive souvenirs. The current Top Ten Souvenirs consist of the Baoshan Olive Production-Marketing Team's olive gift pack, the Guanxi Farmer's Association's roasted grass jelly gift pack, Chen Ji Persimmon Cakes' Cow's Heart Persimmons, the Yinong Tea Plantation's Oriental Beauty Oolong Tea, the Jin Ruizhen Shop's Guanxi Yushan Noodle Four Seasons gift pack, Neiwan Peng Laoshi Wild Ginger Rice Dumplings' Wine-soaked Meiren Dumplings, the Dawokou Promotion Association's Xiwang Sauce (chili sauce), Emei Tea Shop's Fanpu tea gift pack, Puyu Shop's Hakka Fudai Lei Tea gift pack, and Sister A-Jin's Workshop's Hakka food assortment. Thanks to the souvenir & handicraft fairs in Taiwan and abroad, the Taipei Floral Expo, the 2013 Lantern Festival, online advertising and the souvenir booklets, over 70% of participating shops reported that their sales increased by 10-30%, and these souvenirs have received widespread recognition among customers and have enjoyed popularity.



The unique flavor of Hakka Lei Cha (Tea) is popular in Taiwan and abroad



The top ten souvenirs create something new out of the traditional

Education Chapter

Education is Taiwan's future. With the principle "thrif should not come at the expense of children and education" in mind, the Hsinchu County government spends over 40% of its entire budget on education despite a limited budget, and has been ranked 1st in Taiwan in terms of average educational spending per household for two years in a row. Hsinchu County hopes to provide students with an excellent quality learning environment and achieve the goal of diversified and balanced development through the promotion of educational policies and activities.

Sustainability : Renovating Spaces for Learning

In order to secure children's right to receive education, the County built two new schools, Xinglong Elementary School and Dongxing Elementary School, in 2012. Anxing Elementary School and Dongxing Junior High School are expected to admit students in the 2016 academic year. Liujia Junior High School will be restructured to Liujia Senior High School with an affiliated junior high school, and will admit students in the 2015 school year; it is slated to become Hsinchu County's first bilingual high school. The County has further renovated seven old school buildings, including those at Baoshan Junior High School, Zhudong Junior High School, Yuandong Junior High School, Shanqi Elementary School, Ruifeng Elementary School, Zhubei Elementary School, and Hengshan Junior High School, and will continue to carry out the renovation.

Assisting Learning : Free School Lunches and Textbooks for Primary and Junior High School Students

The Hsinchu County government provides nearly NT\$400 million annually for the purchase of free textbooks, and free school lunches are also provided to primary and junior high school students. Furthermore, the County also gives out coupons that underprivileged students can redeem for lunches. Drawing on the resources of the private sector, the County provides breakfasts, stationery, and satchels to children from underprivileged families, so that they can study without any economic burden.

The Joy of Reading : the Philanthropic Library

Reading is a shortcut to knowledge. Tapping private resources, Hsinchu County has been vigorously encouraging reading. Thus far, the "Philanthropic Library" program has been implemented in 14 schools: Chenggong Junior High School, Ziqiang Junior High School, Xinpu Junior High School, Zhubei Elementary School, Guanxi Junior High School, Songlin Elementary School, Xinhua Elementary School, Shuangxi Elementary School, Fuxing Elementary School, Beipu Elementary School, Qionglin Elementary School, Dadu Elementary School, Wufeng Junior High School and Jianshi Junior High School. The "Philanthropic Library" will be established in every town and will encourage young students to read more and enjoy learning.



The Dongxing Elementary School buildings feature a high-tech impression, elements of traditional Hakka style and a vision of community sharing.



The Mobile Library visited Xinxing Elementary School, spreading books and cultivating the habit of reading.



Free school lunches for elementary and junior high schools allow students to study without worries.



Zhubei Elementary School is making good use of the Philanthropic Library in assisting teachers in designing reading courses and offering in-class instruction.



The National Primary and High School Science Fair has promoted science education.



Dr. Mike told a story at Guangming Elementary School, facilitating foreign language teaching.

Science for All : the National Primary and High School Science Fair

In order to highlight the importance of science education, Hsinchu County hosted the 53rd National Primary and High School Science Fair. This highly successful activity set records for the longest visiting period, largest number of teams, most themed pavilions, and most science lectures. The most notable events at the fair included human flight in a vertical wind tunnel and an unmanned aircraft flight show. Attendance of 470,000 at the fair also set a new record. The fair encouraged kids to apply science in innovative ways, and spread the message that science education is for everyone.

Foreign Language Learning : Promoting the Real-situation English Classroom

The Real-situation English classroom program has been instituted at Yuandong Junior High School, Dadu Elementary School, Xinfeng Elementary School, and Zhongzheng Elementary School, and language classrooms have been established at Xinhui Junior High School and Zhudong Junior High School. The government now plans to make Liujia High School the first bilingual high school in the County. Current plans call for the employment of two to three foreign teachers each year, improvements in training native Taiwanese English faculty, and instructional demonstrations at English teaching resource centers. The County hopes to enhance the international competitiveness of its students by achieving the goal of "One Town, One Foreign Teacher."

Enjoying Sport : National Sports Centers

Hsinchu County was rated as Taiwan's most athletic city in 2010. The Zhubei Sports Center has been established and contains badminton courts, a dance classroom, physical fitness center, table tennis room, and a multifunctional sports field. Together with the nearby Hsinchu County stadium, gymnasium, and swimming center, the sports center forms a "fitness and athletics park." By using the County's planned sports centers, residents can enjoy participation in sport and foster the habit of regular exercise, which will improve their fitness and quality of life. Encouraging the residents to exercise will bring Hsinchu closer to its goal of becoming a healthy city.



The National Sports Center provides an ideal sports environment (Schematic diagram)

Healthy City Chapter

Hsinchu County received the WHO's international "Healthy Cities" certification on March 15, 2013, and has become a member of the Alliance for Healthy Cities in the Western Asia-Pacific Region. This shows the efforts made by Hsinchu County to improve the health of its residents. Meanwhile, the County has declared 2014 as the "Year of the Healthy City," and organized the New Year's Day walk, the wedding race, the Healthy Child Tung Blossom Walk, and Community Health and Vitality Contest, which shows how the County has been putting words into actions. The County will continue to organize more Healthy City events in the future based on 32 international indicators, 8 domestic indicators, 35 local indicators and 12 major work projects. Meanwhile, the County will strive to improve the service quality of police administration and security, fire control and rescue, environmental protection and sanitation, thus ultimately building a comprehensive Healthy city. Through the process of constructing the Healthy City, the County will continue to make an all-out effort to create a happier, healthier, and high-quality living environment.

Social Care : NT\$300,000 Insurance for County Residents

In order to offer immediate help for all households in the County, NT\$300,000 insurance for County residents was offered by the County government; residents who are aged over 15 and have established residency in Hsinchu County for at least six months are eligible to receive an insurance claim of up to NT\$300,000 in the case of accidental death, thus ensuring that the bereaved family can receive more economic support.

Age-friendly Services : Considerate Social Welfare for Seniors

Concern for one's elders comes from the heart. Hsinchu County's many innovative social welfare policies include a free physical examination for seniors over the age of 70, the Senior and Disabled Travel Pass, Active Aging Learning Center, Age-friendly Film Festival and the Countywide daytime care network, ensuring that seniors can enjoy peace of mind in the later years of life. The County's comprehensive long-term care service was rated 1st in Taiwan in the 2013 evaluation by the Ministry of Health and Welfare.



Free physical examinations for seniors over the age of 70, providing healthcare.



The Community Health and Vitality Contest - spreading the idea of a healthy diet through exercise and role playing as cooks.



Thousand-Year Dance Group - Hsinfeng's "Happy Every Day Dance Group" won the national prize for best group at the grandparents' vitality show.



Hsinchu County was rated as the most athletic city and was certified as an International Healthy City.



The County's planned public kindergarten project will provide care to more young children.

Bringing Warmth : medical shuttle service

In order to make up for the absence of medical resources in remote rural areas, the "medical shuttles" were launched in Emei and Beipu Township and provide transportation to the Zhudong and Hsinchu branches of the National Taiwan University Hospital and Taipei Veterans General Hospital. The elderly can use "Senior and Disabled Travel Pass" issued by the County government to make use of these vehicles, which have allowed access to medical care in a faster, more convenient and less expensive way. More County residents can now benefit from a newly launched coastal medical shuttle service that passes through Xinfeng Township and stops at Ton Yen General Hospital, Shin Ren Hospital and Da An Hospital. A similar route is planned for Baoshan Township.

Hsinchu County also provides accessible transportation services to the disabled via the launch of Rehabus, and has increased the number of such buses since their launch by a factor of five, from 4 in 2010 to 20 today. The ridership of Rehabus has increased by ten-fold, from 3,000 to over 30,000. To meet the needs of County residents, this service will be expanded further in the future.



The elderly can take the medical shuttle with their "Senior and Disabled Travel Pass", offering them more convenient access to healthcare.

Easing Families' Burdens : Fully Integrated Childcare, More Employment Benefits for the Disabled

In terms of childcare policy, the County carries out the tuition waiver policy for five-year-old children, and revised the kindergarten's admission age of children for childcare down to two. The County's kindergartens and daycare centers have been comprehensively restructured into preschools, aiming to provide parents with high-quality childcare environment.

To encourage companies to hire disabled employees with residency established in Hsinchu County, the County government offers two-year incentive subsidies to disabled residents. As a pioneer, the County has given NT 3,000 to visually-impaired massage therapists as a transportation subsidy per month, and also provides loan interest subsidies of up to NT\$1.5 million per person to disabled residents to start their own businesses. These efforts have improved the job environment and created friendlier workplaces.

Convenient Living Chapter

In order to meet the needs of residents and provide convenient access to comprehensive services of food, clothing, housing, traffic, and amusement, Hsinchu County has been extensively improving its transportation network, reinforcing fire control and police security promoting environmental protection education, improving city appearances, improving indigenous people's living environment, and assisting the labor employment, thus shaping the County into a livable and happy city in every respect.

Easy Travel : Shuttle Buses Providing Transport for Remote Rural Townships

To relieve transportation bottleneck both from Zhubei to Hsinchu Science Park and Taiwan High Speed Rail Hsinchu Station, the County has initiated the electric-powered and low-floor HTS express buses in response to the promotion of green energy, carbon reduction and Cloud Healthy city, hoping to turn Hsinchu County into a model city of green energy.

Free buses currently run on six routes, which extend as far as Jianshi Township. The Bus on Route 7 was free of charge during the first six months of operation, but began collecting fares on May 30, 2014. Thanks to its convenience and low carbon emissions, even Hebe Tian, a famous singer who was born in Hsinchu County, expresses her recognition of the express services; when she posted a picture that recorded her experience of riding the express bus on Facebook, tens of thousands of fans gave her account a "like"!

The County government has also initiated a shuttle bus service on route 7, extending to such remote rural areas as Zhudong, Wufeng, and Jianshi Township.



Overview of Free Express Buses

Route 1	Hsinchu County Government ↔ Hsinchu Science Park
Route 2	Sheraton Hsinchu Hotel ↔ Hsinchu Science Park
Route 3	Zhubei Liujia Junior High School ↔ Hsinchu Science Park
Route 5	Hukou Industrial Park ↔ Taiwan High Speed Rail Hsinchu Station
Route 6	Zhudong Railway Station ↔ Neiwan
Route 7	Zhubei Administration Office ↔ Taiwan High Speed Rail Hsinchu Station (fare required after May 30, 2014)

Buses on the six routes bring great convenience and facilitate energy conservation and carbon reduction.

Transportation Network : Relieving Transportation Bottlenecks

Transportation is the mother of development. In response to Hsinchu County's rapid development in recent years, the County has established a transportation network centered on the Taiwan High Speed Rail Hsinchu Station and linking major arteries, access roads, and bridges in all towns and townships. The County also plans to build, renovate, improve, and widen roads in order to extend the transportation network and to relieve bottlenecked roads, thereby improving residents' living environment.

Cooperation with the central government has enabled the County to pursue construction projects, including major transportation construction, public transportation, Taiwan High Speed Rail, Railway Rapid Transit Systematization and cross-railway station construction. Aiming to smooth traffic flows, the green building project has been carried out on the reconstruction and improvement of five country-controlled railway stations, including North Hukou Station, Hukou Station, Xinfeng Station, Zhubei Station, and Liujia Station.

The County government has been renovating the Zhulin Bridge and Zhongzheng Bridge in order to alleviate traffic between Zhudong and Qionglin and to improve the traffic flow. Work on the Zengchang Bridge has greatly improved traffic congestion on the way to the Neiwan and Jianshi scenic areas. The Tieling Bridge will ease the congestion in both directions and on weekends along Highway 120 in Jianshi. Improvement of the Yixing Bridge will not only make transportation between Jianshi and Hengshan much more convenient, but also make an important contribution to promoting the local tourism industry.

Project	Current status
Construction of the Wufeng-Tuchang Bridge	Started on Jan. 3, 2014; completion expected in November 2014
Reconstruction of Zhulin Bridge	Downstream side completed in October, 2013; full completion expected by the end of November, 2014
Reconstruction of Zhongzheng Bridge	Started in March, 2014; completion expected in June, 2015
Reconstruction of Jianshi Yixing Bridge	Started on December 19, 2014; Completion expected by the end of January, 2015
Reconstruction of Jianshi Yufeng Bridge	Begun on July 31, 2013; completion expected in September 2014
Reconstruction of Unnamed Bridge on Hsinchu Highway No.16 in Guanxi	Land acquisition underway; work to be contracted out in 2014
Construction of new Gong Dao 5 Road in Zhudong	Section from Ciyun Road to beneath the Taiwan High Speed Rail viaduct already completed; section to the corner of Guangming Road in Zhudong completed in June, 2014
Road beneath Taiwan High Speed Rail viaduct	First phase begun on July 23, 2013; completion expected by the end of January, 2015
Connecting road at Baoshan Qiedong Interchange	Begun on May 13, 2013; completion expected by the end of October, 2014
Widening of County Road No. 118 Zhongzheng West Road in Zhubei	Begun in April, 2014; completion expected by the end of 2014
Construction of a new 30-meter outer ring road in Zhubei	Work began on Oct. 2, 2013; first phase expected to be completed in November, 2014, and the second phase expected to be completed in October, 2015
Planned construction of the Pudong Tunnel	Environmental impact assessment and land expropriation to be completed by the end of 2014
Widening of County Road No. 115	Land expropriation expected to complete and project design expected to be contracted out by the end of December, 2014
Provincial Highway No.1 alternative route plan	On-site surveys of County Highways No.3 and No.4 between Xinfeng and Hsinchu submitted to the Ministry of Transportation and Communications, and project included in the 2015-2018 Living Circle Plan
Construction of Hsinchu County section of Provincial Highway No. 31	Completion expected by the end of October, 2014



The cable-stayed Zhulin Bridge will be a new landmark by the Touqian riverside once it is completed.



The Zhongzheng Bridge is an important bridge linking Zhudong Township and Qionglin Township. (Schematic diagram)

Living in Contentment : Improving the Lives of Indigenous Residents

The County has improved 26 access roads to Jianshi Township, Wufeng Township and Guanxi Township, guaranteeing the safety of indigenous residents on their way home. The County government has helped resolve the problem of residents being unable to use the Wufeng Township Multifunctional Gymnasium due to issues with the construction license application through re-issuing of a license, and also further enhanced facilities inside the building. This has provided residents of nearby indigenous villages with a fully-equipped comfortable place for exercise. The "Architectural and Cultural Vocabulary Implementation Plan" will mold together the cultural richness and diversity of Atayal village architecture.

With regard to senior care, daytime care centers have been established at Taoshan and Huayuan in Wufeng Township and at Meihua in Jianshi Township. To help indigenous citizens in taking the civil service examination, the County government outsourced the "indigenous special examination assistance class," which helps indigenous residents to participate in this national examination.

Taiwan's indigenous peoples are renowned for their spectacular singing and dancing skills, and the Unique Atayal College was awarded a silver medal in Germany's International Johannes Brahms Competition. Taoshan Elementary School was the winner of the 24th Golden Melody Awards for Traditional and Artistic Music, and was invited to perform on the ROC's National Day.



The Taoshan Elementary School chorus was invited to sing the national anthem in front of the Office of the President.



The Saisiyat "paSta'ay" ceremony is an important state-designated folk custom, and is one of Hsinchu County's great cultural assets.



The "Campaign for Job Seeking and Fraud Prevention" improves public awareness of dishonest activity and necessary precautions when looking for jobs.

Employment Assistance : Numerous Measures to Assist Labor

Hsinchu County has had the lowest unemployment rate in Taiwan for the past three years. Almost 500 on-site employee recruitment events were held in the Greater Hsinchu Area, and provided over 110,000 job opportunities.

The County has drafted the "Hsinchu County Labor Rights and Interests Assistance Regulations" in order to protect the rights and interests of workers. Provided that all subsidy requirements are met, those who work in Hsinchu County and have established residency in the County for more than six months may submit their applications when labor disputes, unemployment, and occupational accidents cause problems with school attendance and living difficulties for their families and children.



Holding various labor and job fairs to provide job opportunities.



The Touqian River Ecological Park in Zhudong has received certification as a site for environmental education.

Low Carbon Home : Making Environmental Protection Education Part of Daily Life

Hsinchu County has been actively planning to build distinctive environmental education facilities and resources, and hopes to develop more multi-themed outdoor learning activities. Recently, the Xipu Daping Community, Zhudong's Touqian River Ecological Park, and Nanpu's Golden Waters have successively received "environmental education venue" certification from the Environmental Protection Administration, and the Touqian River Ecological Park is the first certified environmental education venue affiliated with a public agency in the County. Hsinchu County was awarded a grade of "excellent" in the "National Low-Carbon Living Implementation Performance" and "Strengthened Resource Recycling Performance" evaluations, and took first place among all cities and counties in Taiwan.

In order to instill the concepts of energy conservation, carbon reduction and care for the Earth into the younger generation at an early age, the County government held the "Environmental Low-Carbon Fun Summer Vacation—Hsinchu County Environmental Low-Carbon Summer Camp," which seeks to root environmental education in citizens' minds. Furthermore, in order to enhance the reusability of stained glass, the County pioneers the implementation of a comprehensive waste glass recycling project, which embodies the combination of environmental protection, culture and creativity, and craft, while transforming the waste glass, once considered trash, into handicrafts. This project also introduced the "creative reuse of waste glass containers" DIY environmental education classes for elementary and junior high school students.



Low-carbon and environmental protection summer camps teach children how to protect their environment and to take real action to love this planet.



Environmental protection education starts from childhood, associating the environmental protection with our daily lives

Hand in Hand : City Appearance Improvement Campaign

The County Government further carried out the City Appearance Improvement Campaign to maintain the quality environment created during the 2013 Taiwan Lantern Festival. This cleanliness campaign includes three subprojects: "Sparkling Clean Utility Poles," "Green Hsinchu," and "Sweep (at least) Your Own Steps."

The subproject "Sparkling Clean Utility Poles" seeks to restore the original neat and tidy appearance of utility poles, streetlights and street signs. "Green Hsinchu" relies on companies and volunteers to adopt vacant lands for further greening and beautification works. "Sweep (at least) Your Own Steps" calls on four major convenience store chains to maintain the environment around their stores, with the goal of achieving clean streets and a neat urban landscape. By inviting the general public to join the cleanliness campaign, the County's quality living environment can be maintained sustainably in the future.

In keeping with the "Five-Year Taiwan Public Toilet Cleanliness and Quality Improvement Project," the County has been actively executing a public toilet evaluation and grading system to elevate the standards of public toilets, making public toilets cleaner and more pleasant.



The launch of the City Appearance Improvement Campaign ensures that utility poles are sparkling clean!

Living in Safety : Safety Precaution & Fire Prevention

The level of public satisfaction with the County's overall public security is mostly high. Furthermore, fire safety units have conducted thorough checks of premises in the County where rescue efforts would be difficult to reach, and has performed response drills to prevent fire from happening.

Wufeng and Jianshi Township held the police carnivals "Healthy Villages; Love and Care," aiming to encourage the public to have a better grasp of relevant laws and regulations through the garden party and some interactive events such as challenge passing activity.

In addition, the County's Fire Bureau also held the "Kids' Fire Safety Summary Camp and Fire Prevention Workshop" during the summer vacation, hoping to teach children how to ride the ladder truck, use the extinguisher and find shelter in the midst of a fire in a lively, interesting and educational way. Prizes were also offered through the quiz contest to further encourage children to learn more about fire safety.



Little Firefighter Camp: fire safety awareness education

The Fire Bureau's "9 innovative actions to take after an encounter with fire"	
1	Get in touch with disaster sites promptly; express care at the site
2	Shorten document application procedures; save time and promote prompt action
3	Perform inspection of houses by inviting the fire safety specialists and using the infrared thermal imager
4	Check small lanes and alleys; promote public safety measures
The first in Taiwan	
5	Issue a fire certificate on site; give away recovery packs after a fire
6	Clean up after fires in underprivileged households; offer aids in home reconstruction
7	Install alarms in fire-affected households and the homes of underprivileged family
8	Establishment of the Tribal Fire Station
9	Set up effective CPR training classrooms for everyone

Cloud Services : Convenient Ten-in-one Service and Mobile Apps



Various mobile apps provide an all-round service

Hsinchu County's citizen-friendly 10-in-1 service is the first in Taiwan that integrates the services of residential administration, land administration, taxation, motor vehicle supervision units, Hsinchu Gas Company, Taiwan Power, Taiwan Water Corporation, the Hsinchu County branch of the National Tax Administration, the Zhubei branch of the National Tax Administration, and Chunghwa Telecom based on cloud and Internet technology. Doubling the services by connecting with the "12 intelligent cloud services," the County's 10-in-1 cloud services enable residents to submit an online application for many of the County government's administrative services, thus achieving the goal of providing outstanding and comprehensive service.

The County government launched the series Apps of "Hsinchu Happy You," including "Happy Travel in Hsinchu County," "Good Food in Hsinchu County," "Fun Places in Hsinchu County," "Thoughtful Services in Hsinchu County," "Convenient Transportation in Hsinchu County," and "Great Arts & Culture Events in Hsinchu County." Other Apps providing intelligent cloud services include "119 I Love You," "Looking for Tea in Hsinchu County," "Hsinchu County Mama Love," "Hsinchu County Happy Grandpa and Grandma."

Administrative Achievements



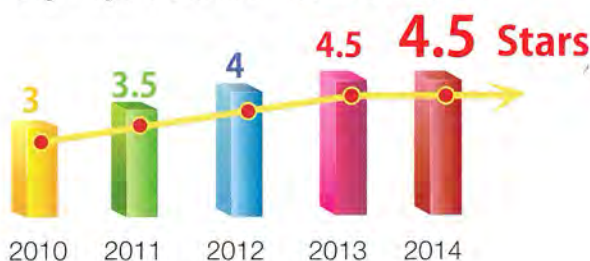
2013 Evaluation of Local Governments' Investment Promotion
2014 County Magistrates/ City Mayors Administrative Services Survey (7-in-1 Election) - Employment Evaluation
The 2014 Overall Competitiveness Survey – Quality of Life and Modernization

1st nationwide
1st nationwide
1st nationwide

2013 Happy Cities of Taiwan Survey 1st in Taiwan
2014 3rd Ten Outstanding Project Managers Award
The 41st Daytime Emmy Awards – the Taiwan Lantern Festival Travel Episode

Taiwan Competitiveness Forum and Want Want China Times Group
Institute of Taiwan Project Management
National Academy of Television Arts and Sciences (NATAS)

● Survey of Public Satisfaction with County/ City Mayors' Administrative Services



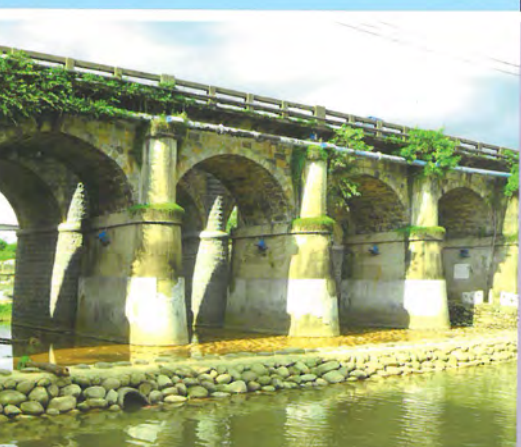
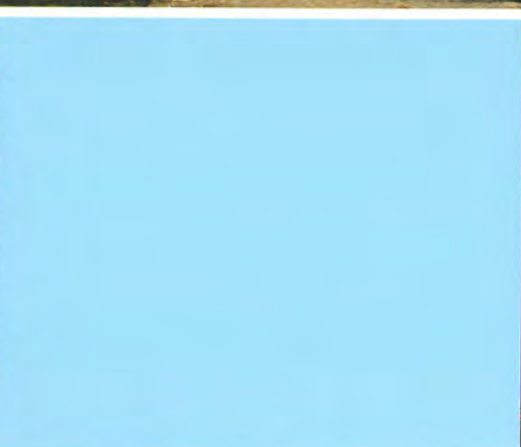
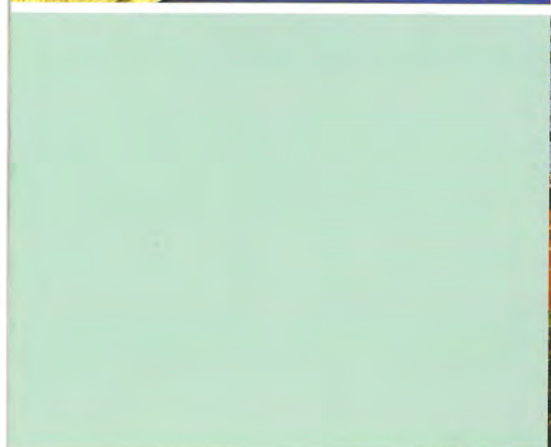
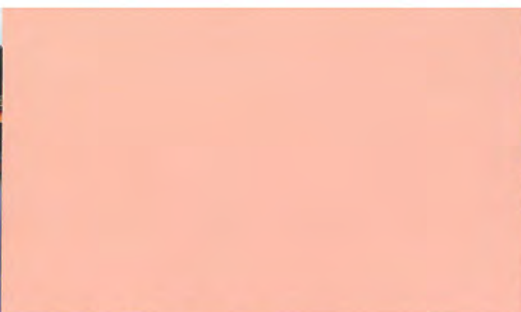
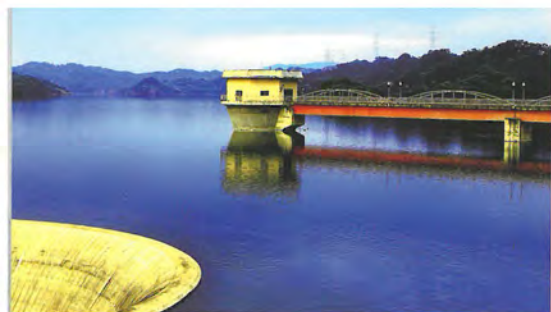
Source: Global Views Monthly

● Ranking of Public Satisfaction with County/City Mayors



Source: CommonWealth

Evaluated Category	Results	Source / Date announced
The 2014 Overall Competitiveness Survey – Population Growth and Increase Rates	1 st nationwide	Global Views Monthly (June, 2014)
2009-2013 Sales Growth rate of Wholesale and Retail Industries	1 st nationwide	Department of Statistics, Ministry of Finance (June, 2014)
2014 Survey of Public Satisfaction with 21 County/City Mayors' Administrative Services-Economy & Employment	First-Class	Global Views Monthly (May, 2013)
2013 Evaluation of Local Health Institutions' Long-term Care Works	1 st nationwide	Department of Health and Welfare (June, 2014)
2014 Fiscal Coma Scale Evaluation of Taiwan's 20 Cities and Counties- Leader's fiscal effort	City/County Improvement award 2 nd	Business Weekly (April, 2014)
2013 Newly-built House Purchase Rate per Household (2.93%)	1 st for 3 years in a row	Directorate General of Budget, Accounting and Statistics, Executive Yuan (February, 2014)
Hsinchu County passed the Healthy City certification of the Alliance for Healthy Cities	Became an associate member of the Alliance for Healthy Cities	Alliance for Healthy Cities (March, 2013)
2013 Your Better Life Index Ranking among Taiwan's Counties and Cities	2 nd nationwide	Taoyuan Kainan University's Survey (December, 2013)
2013 Cities and Counties Happiness Index Survey	3 rd nationwide for two years in a row	Economic Daily News (September, 2013)
2012 Report on the Internal Migration Survey- Net immigration rate (3.91%)	1 st nationwide	Directorate General of Budget, Accounting and Statistics, Executive Yuan (April, 2013)



Hsinchu County Government

City of Hope, Brightness, Technology

Address: No.10, Guangming 6th Rd., Zhubei City, Hsinchu County 30210

Tel: 03-5518101

E-mail: hchg1001@hchg.gov.tw

Website: <http://www.hsinchu.gov.tw/>

Hsinchu County MOD: Hsinchu County county government express
(calling platform - Chunghwa Telecom MOD)

App: <http://www.hsinchu.gov.tw/app/>

FB: <http://www.hsinchu.gov.tw/fb/>

 新竹縣ing



advertisement

ISBN 978-986-04-4030-0



9 789860 440300

ISBN: 978-986-04-4030-0

GPN: 1010303216

