



Cycling and Industry

Mr. Shih-Chao Cho
Deputy Minister
Ministry of Economic Affairs

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I. The Eco-System of Cycling Industry

**II. The Performance of Taiwan Cycling Industry by
the Viewpoint of Eco-System**

III. The Development Strategy

IV. PPP-Private Public Partnership

V. Vision



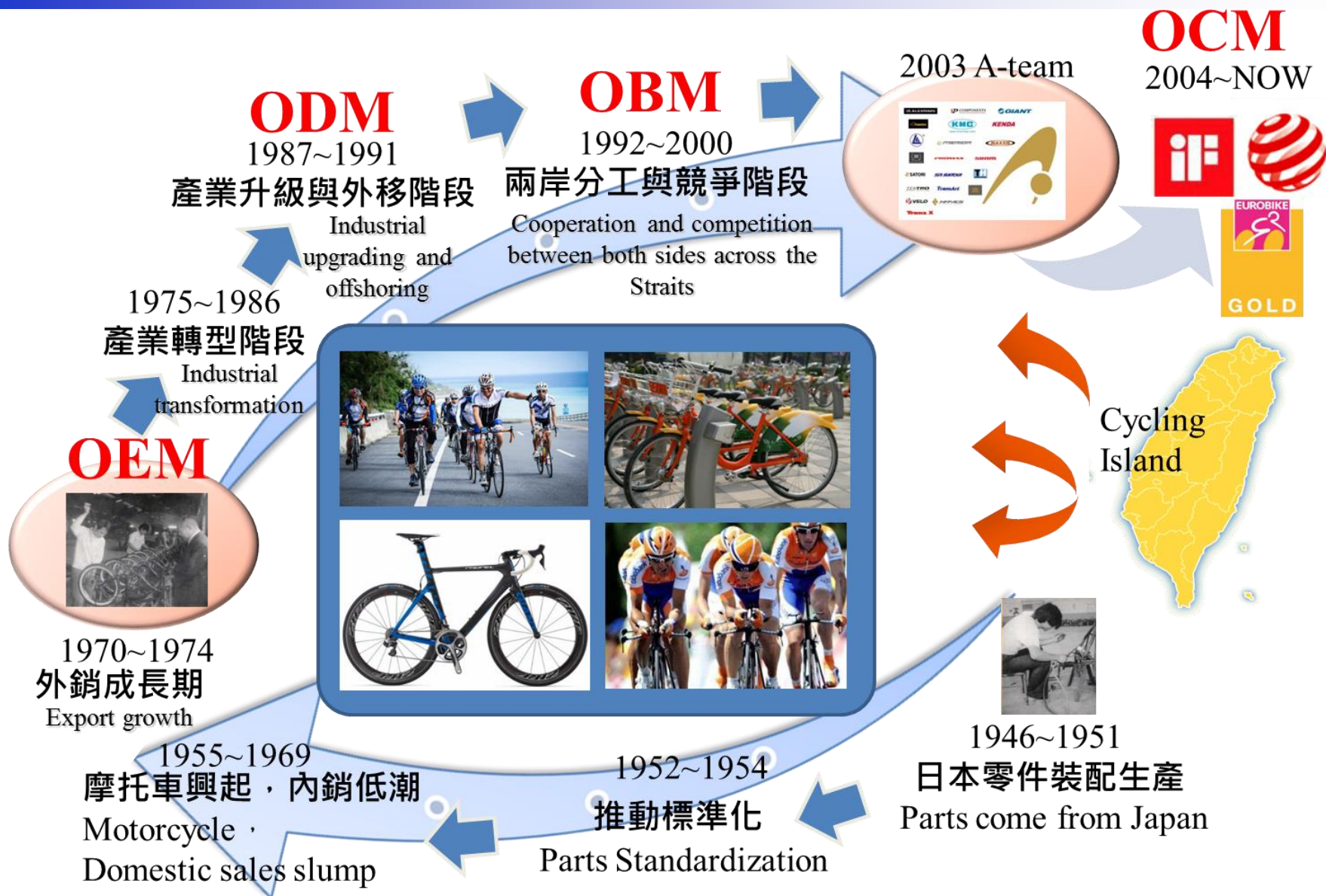
“Located in the heart of Taiwan, the Sun Moon Lake has long been charming curious foreigners and local visitors alike. Its calm, turquoise water has also inspired many ancient Chinese poets and painters.

The route around the largest lake in Taiwan is a three-hour ride, where visitors can enjoy lake scenery, experience Thao aboriginal culture and learn about the local ecology in Nantou County. If you arrive in early spring, you can even catch the cherry blossoms near this mirror-like lake.”

CNN Travel

15 March 2012





*OCM, Original Culture Manufacturing



Strengthen the soft power, establish the industry transformation model.

Based on the experience in cycling manufacturing in the past 4 decades, Taiwan has established the industrial transformation model with new thinking, new technology and new applications.

Structure of the Soft Power

Cycling culture and friendly city



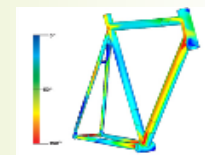
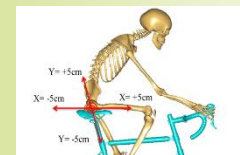
Cross-industry integration



Branding



R & D and advanced manufacturing





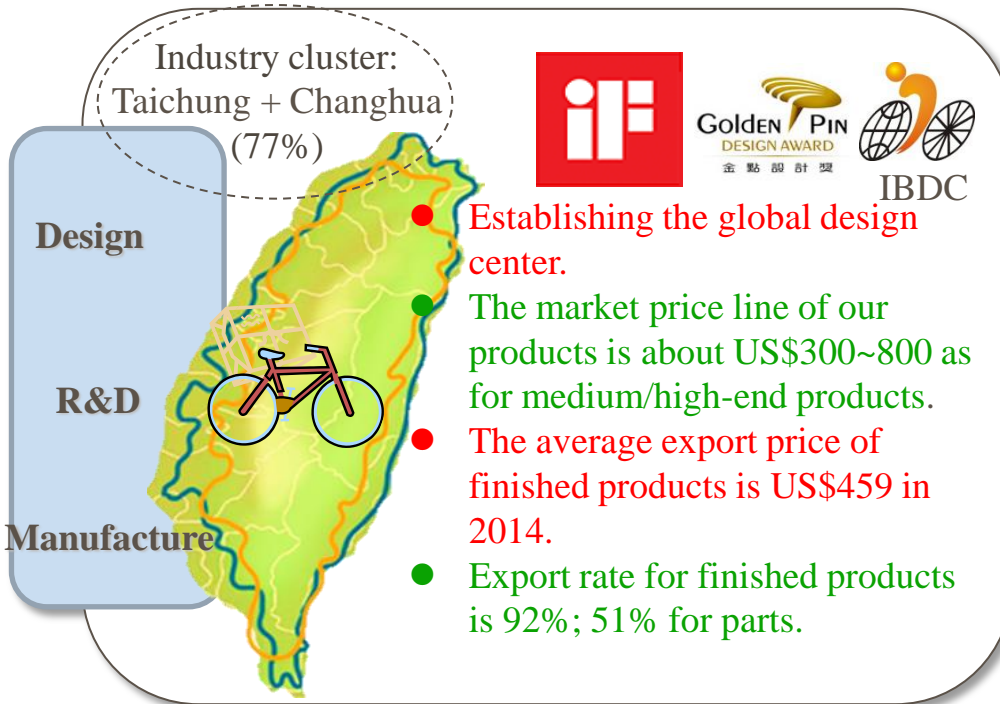
I. The Eco-System of Cycling Industry





The Eco-System of Cycling Industry -Industry

Industry Value Chain



Marketing

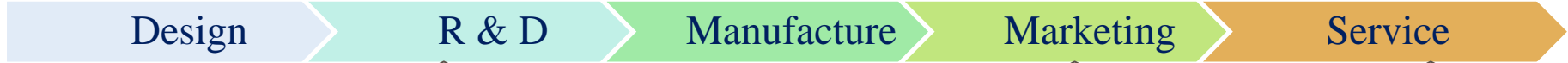
increased 2.5~3 times

Retail Price: \$459 x 2.5 = \$1,147.5

Service

more than doubled

Derivative service revenue estimated
\$950 x 2 = \$1,900/unit



- MIT : approximately 60% of the parts are made in Taiwan
- Non-MIT : approximately 40% of the parts are made in Japan (transmission parts), China (by Taiwanese investors), EU or US (buffer/suspension products)
- Strategy: targeting high-end market, export expansion, import substitution.

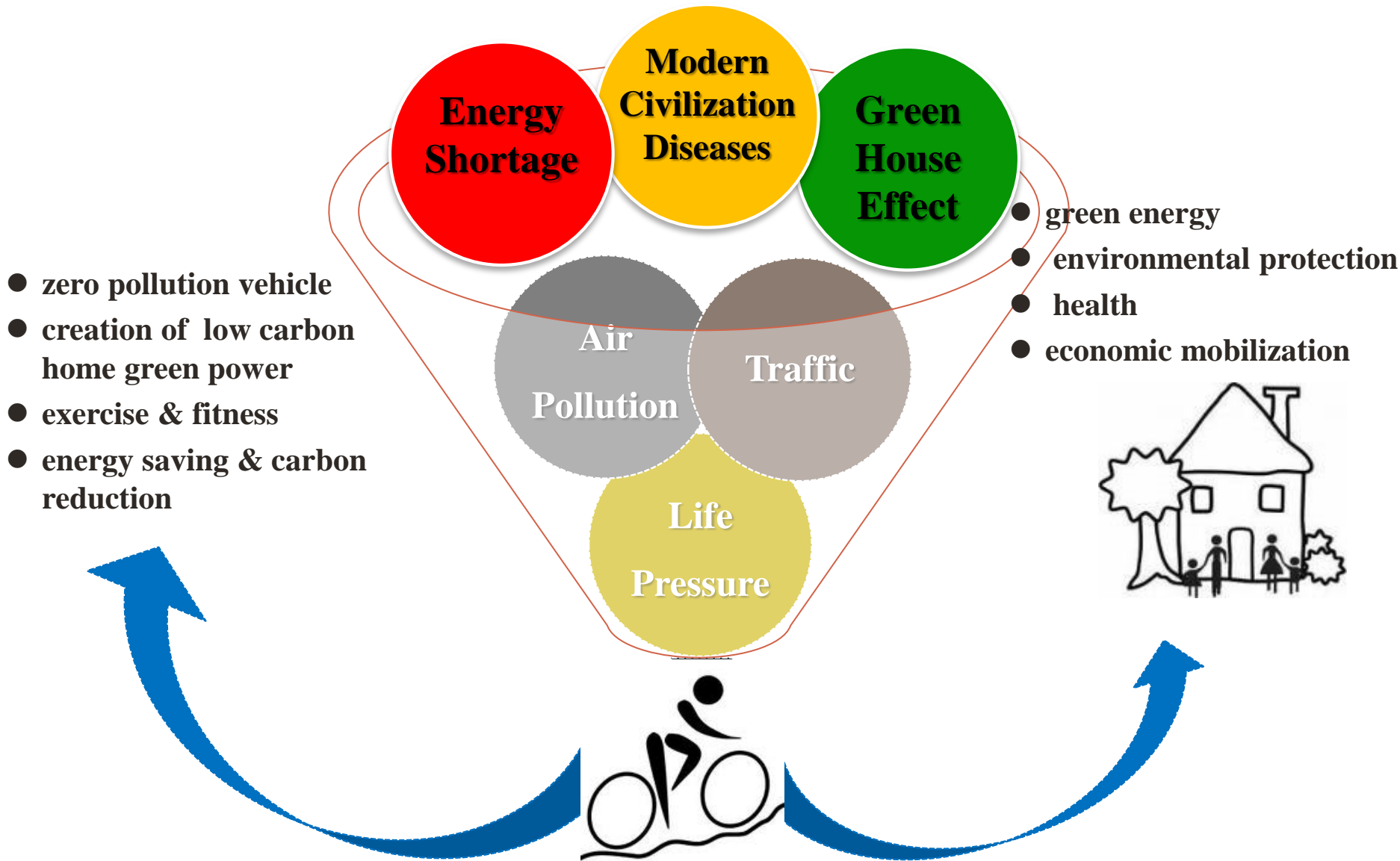
- Giant and Merida established the international brands and global marketing networks successfully.

- Actively develop the services and export the successful experience overseas.
- Ubike system export



The Eco-System of Cycling Industry

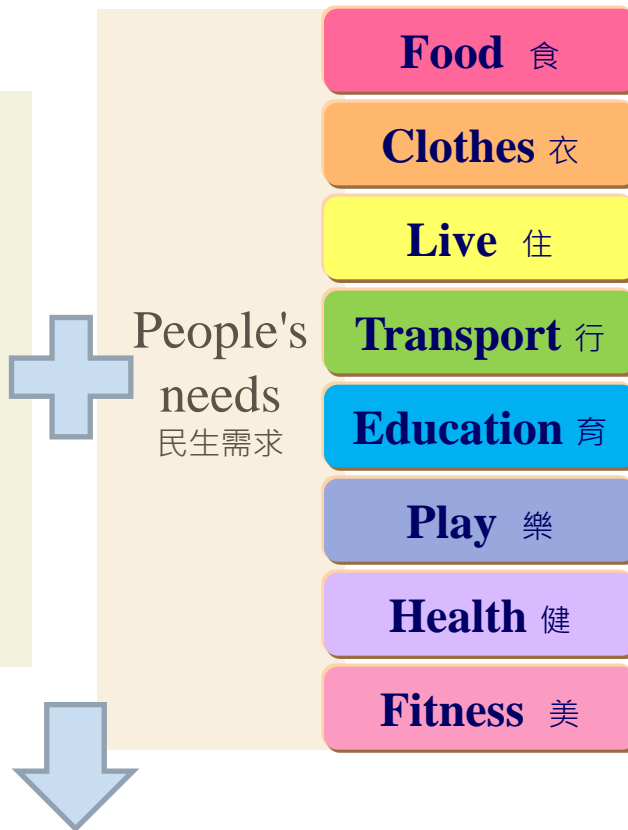
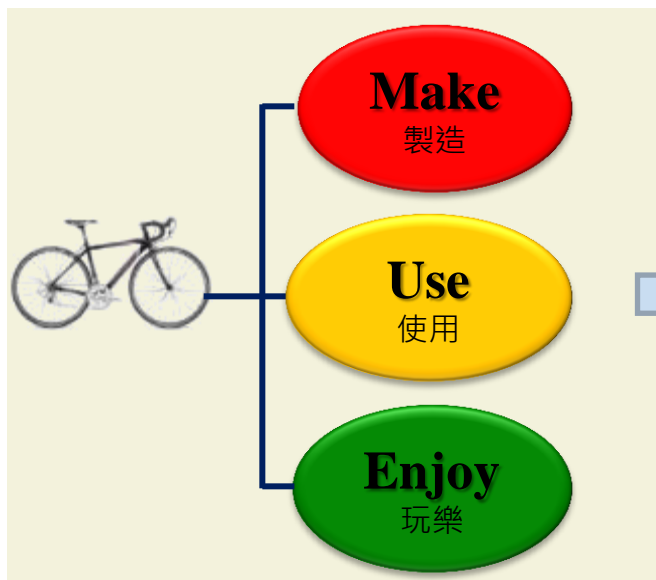
—Society





The Eco-System of Cycling Industry

—Daily life

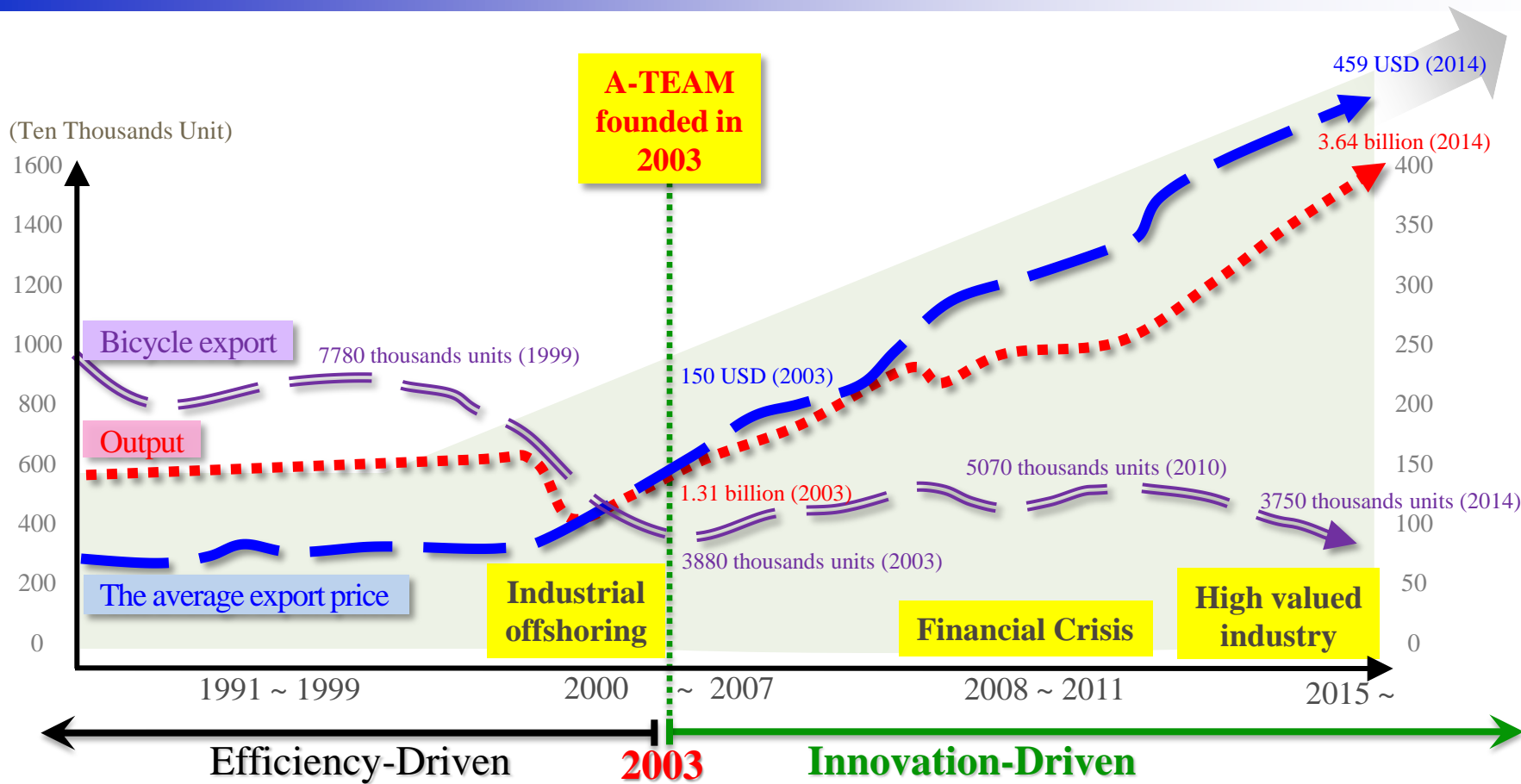


- Sales 整車銷售
- Service 維修調試
- Spare-parts 零件配件
- Sightseeing 觀光旅遊
- Sport 比賽競技
- lease-rental 租賃服務
- exercise 運動休閒
- health&fitness 身心健康



II. The Performance of Taiwan Cycling Industry By the viewpoint of Eco-System

Industry, Society and Daily Life



■ The country of bicycle :

- Exported 10,240,000 bicycles in 1986 (world's No. 1)

■ Industrial offshoring :

- Focused on the low-cost competition during 1986~2003

■ A-TEAM founded :

- focus on the current engineering sustainable development

■ Transferred to innovation industry :

- Creativity- increase the product value
- Quality- introduce the systematical quality control

■ Promote cycling culture :

- Promote the cycling tourism abroad: China, Netherlands and Japan
- Establish the innovation service system
- Cultivate the production base in Taiwan







Public Bike Sharing System—the symbolic of modern society

numbers you must know....

- ✓ 20,426 bikes in services
- ✓ 8 cities in operation
- ✓ 1 city and more coming soon
(Hsinchu starts in April 2016)
- ✓ 823 stations
- ✓ 70 millions times usage/year

numbers you may not know....

City	Turnover rate/day/bike
 Taipei	10.34
 New York	8.3
 Paris	6.7
 London	3.1

Source: www.itdp.org in 2013





Special activities



Cycling Paradise

Cycling around Taiwan

Race



Tourism & Commute





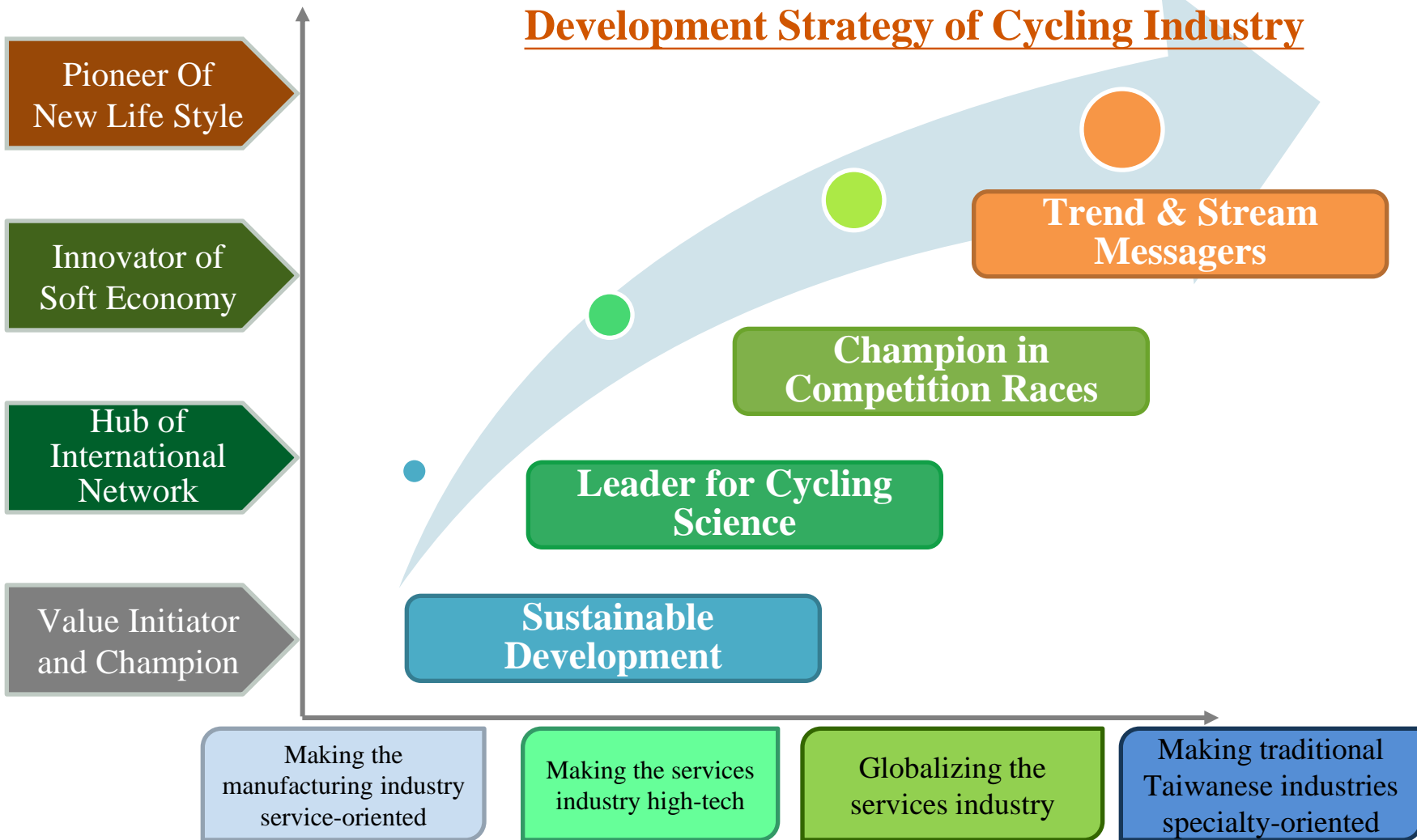
III. The development strategy

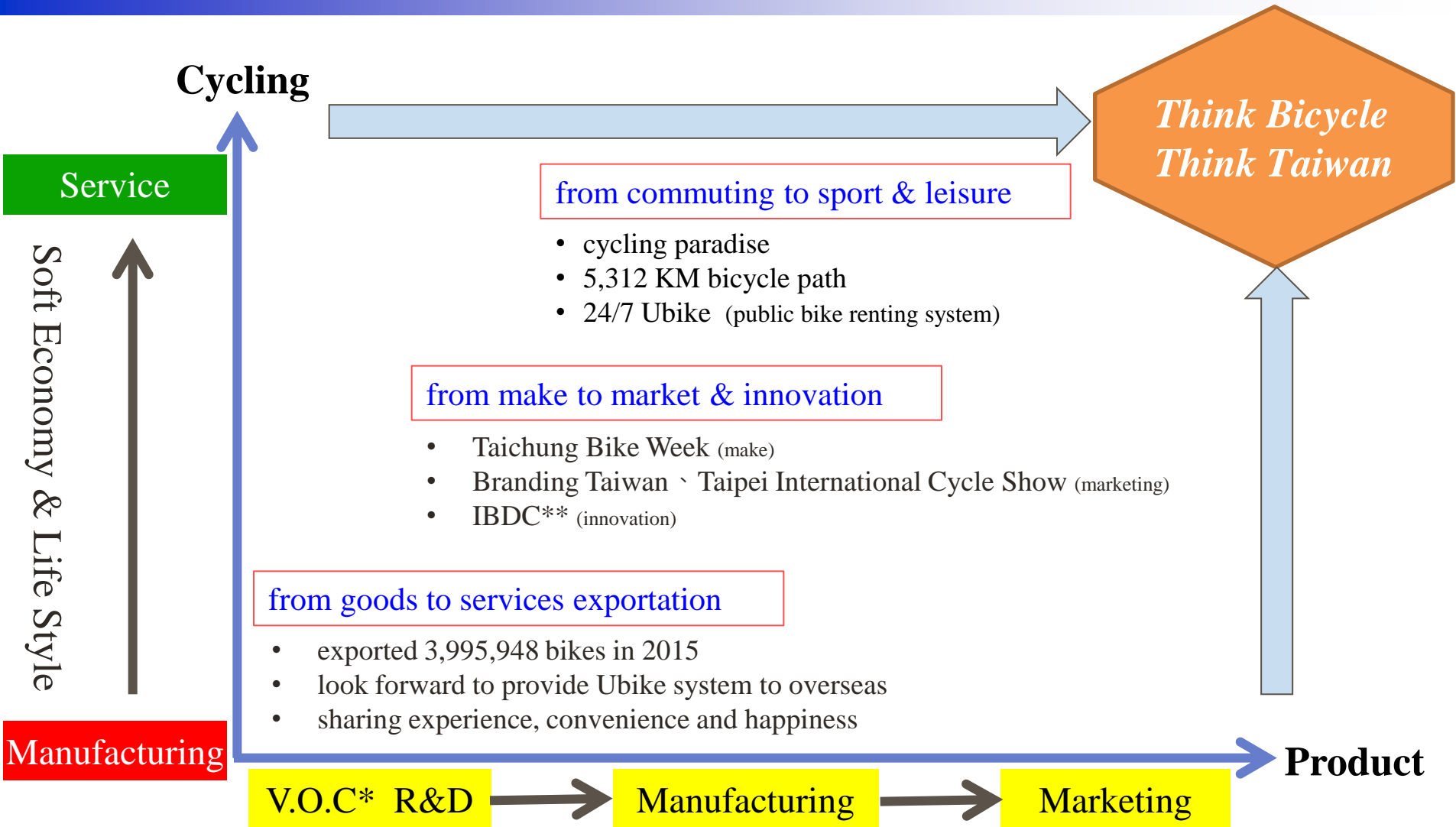


The Combination of Government Policy and Industry Development

Development Strategy of Cycling Industry

The Vision of Taiwan Industry





Integration of people, process and technology

* Voice of customer.

** International Bicycle design competition.



IV. PPP- Public-Private Partnership



Working together with industry



2008.05.11~20

President-Candidate Ma Campaign biking Tour de Taiwan.



2012.04.07

Premier Chen visited A-Pro and had discussions with the industrial representatives.



2013.06.19

Economy Minister Chang visited Giant and had discussions with the industrial representatives.



2014.12.06(Tainan)

Vice Minister of Economy Shen met with the industrial representatives, and discussed about the developing strategies.

2008

2009

2010

2011

2012

2013

2014

2015

2010.09.11

Premier Wu met with the representative of Taiwan Bicycle Association and took over the industrial white paper TBA submitted.



2013.01.12

Economy Minister Shih visited Giant and A-Pro, and had discussions with the industrial representatives.



2013.12.06

Premier Chiang visited Giant and had discussions with the industrial representatives.



2015.10.02(Nantou)

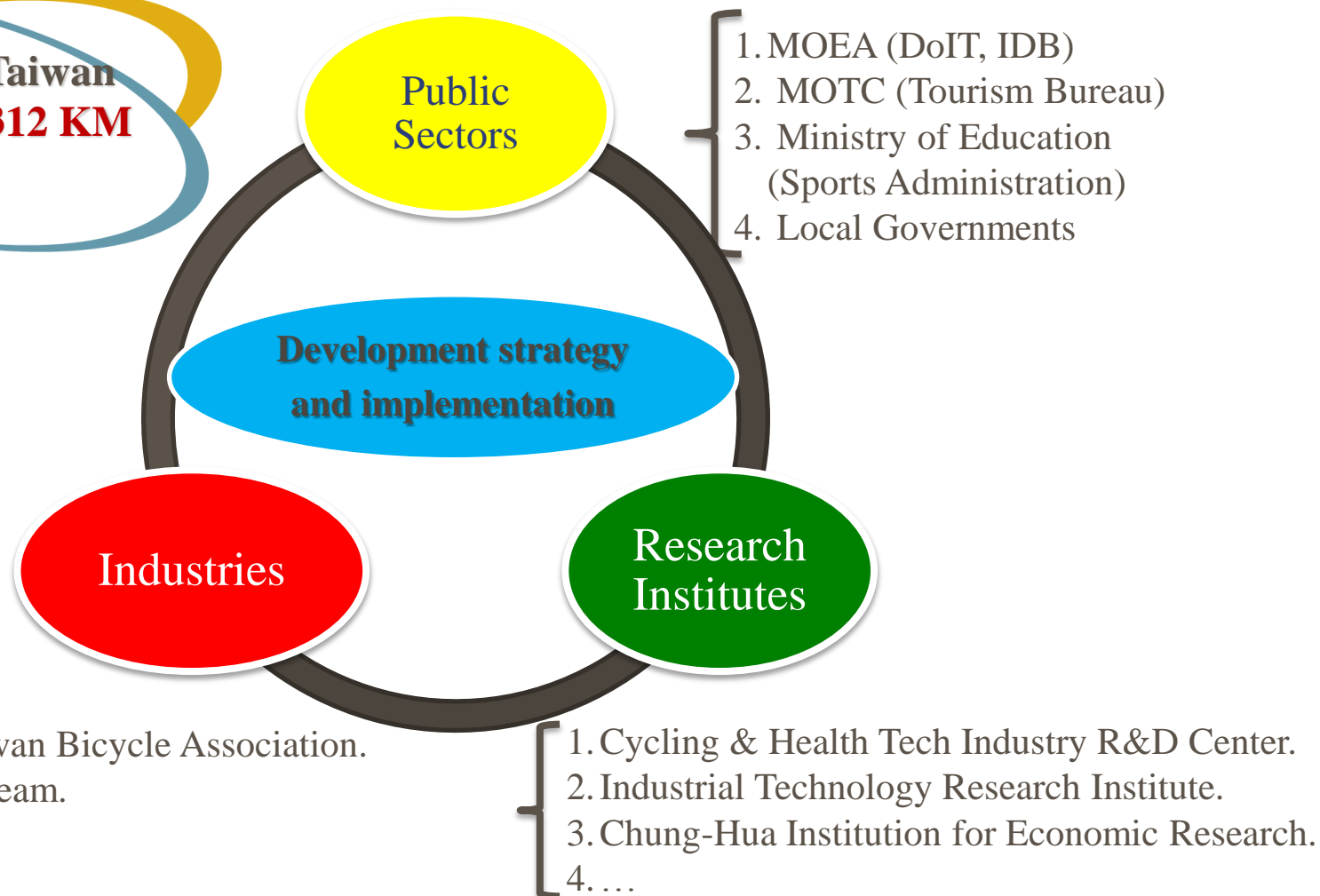
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Public-Private Partnership

Cycling Path in Taiwan
Total distance: 5,312 KM



Under the PPP, all the industries, public sectors and R&D institutes work together to create sustainable industry development, smart and clean city and cycling friendly environment in Taiwan.



V 、 Vision



COP 21

SUSTAINABLE
INNOVATION
FORUM 2015



UNEP
CLIMATEACTION



The eco system of cycling and industry

Corporate Social Responsibility-

Providing High quality products with Green technology



Industry

Green Transportation

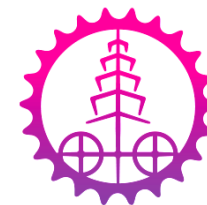


Society

Healthy & Happiness



Daily Life



Think Bicycle Think Taiwan



THANK YOU