



Asia's New Bay Area in Kaohsiung



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Mayor Chen Chu : The Rising Power of Asia

Ports are symbols of a nation's competitiveness! Our port is also the lifeline of Kaohsiung's development. In the past, the Port of Kaohsiung was used for stevedoring. As ships have grown larger and the economy has transformed, commercial port functionality has gradually moved southward. The land made available by the urban harbor has created key opportunities for the redevelopment of the Port of Kaohsiung. It also provides opportunities for us to consider urban transformation!

Kaohsiung is transforming! This city was formerly centered on heavy industry. Today, a diverse variety of industries has developed. We are investing resources into the Port of Kaohsiung to enhance its infrastructure and public works, transforming it into a new Asian bay area. A number of recreational, cultural, and industrial facilities are set to be completed in 2016, launching a new wave of creative, tourist, commercial, service, and industrial development. We hope that Kaohsiung can transform into a window for the economy of southern Taiwan, improving Kaohsiung's international competitiveness. Kaohsiung is a convention center for Taiwan and even the Asia-Pacific region as a whole! During the 2013 Asia Pacific Cities Summit, the heads of 104 cities around the world gathered in Kaohsiung. The city attracted a total of 160 domestic and foreign enterprises for business matchmaking. These businesses signed 27 memoranda of understanding, creating US\$82.2 million in business opportunities! This had made Kaohsiung a platform for information convergence, assisting in international corporate communications. Through the Asia Pacific Cities Summit, Kaohsiung shouted to the world: "Businesses around the world, please come to Kaohsiung and allow us to accelerate and add value to your business!"

We are planning directions for future development based on both industry characteristics and the geographical environment. By leading the overall development of the Port of Kaohsiung, we can join together to market our exceptional human knowledge and technology to the entire world.

We cordially invite you to get to know Kaohsiung, an ebullient Asia-Pacific city that is committed to innovation without losing sight of its traditions. Kaohsiung is definitely worth visiting, experiencing, and investing in!

港口，是國家競爭力的象徵！也是高雄的發展命脈，過去高雄港灣空間作為港埠使用，因船舶大型化及經濟轉型，商港功能逐步向南，市區內港灣可釋出的再發展腹地，成為高雄市港灣再造的關鍵機會，也是思考城市轉型的治理契機！

高雄，正在蛻變！這座城市過去以重工業為主，如今各產業多元發展。我們在高雄港灣投入資源提昇基礎設施與公共建設，蛻變為亞洲新灣區，將在2016年陸續完成多項休閒、藝文與產業設施，開創文創、觀光、商貿、服務等新一波產業發展動能。我們期許高雄轉型為南方的經濟之窗，提昇高雄的國際競爭力。

高雄，是台灣乃至亞太的會展中心！2013年亞太城市高峰會，匯集了全球104位城市首長，吸引國內外共160家企業媒合，簽署27份MOU合作備忘錄，締造8220萬美元的商機！使高雄成為資訊匯流平台，協助國際企業交流，透過亞太城市高峰會，向世界喊話：全球企業，請來高雄，讓高雄為您加速又加值！

我們依據既有產業特色與地理環境來規劃未來發展方向，引領高雄港灣整體發展，並將優質的人文知識與技術共同行銷到全世界。誠摯邀請您認識高雄，一個熱情洋溢、致力於創新與保存傳統的亞太城市，絕對值得您造訪、體驗與投資！





The Competitiveness of the Port of Kaohsiung



Under the trend of globalization, a city's competitiveness lies in the agility, flexibility, and pragmatism it displays. As a port city, Kaohsiung possesses advantageous conditions as a dual air-sea port with important industries, convenient transportation (the MRT), and an excellent climate. With its vast hinterland and natural resources, Kaohsiung has shown rising trends on a number of competitiveness indices in recent years.

In 2013, Business Environment Risk Intelligence rated Taiwan's business environment as the third best in the world, behind only Singapore and Switzerland. The Global Urban Competitiveness Report ranked Kaohsiung 117th out of 500 major cities around the world in the overall competitiveness survey conducted between 2011 and 2012. Kaohsiung provides a favorable investment environment.

Kaohsiung won 10 awards in the 2013 International Awards for Livable Communities, conducted by the United Nations Environment Programme together with the International Federation of Parks and Recreation Administration. It was the biggest winner of that year. Kaohsiung possesses a mild and pleasant climate. Numerous beautiful townships are located within the city's jurisdiction. In 2013, the global accommodation booking site Agoda.com selected Kaohsiung as one of the top ten emerging tourist cities in Asia. CNN Travel issued a special report on "10 Reasons to Love Kaohsiung," attracting international attention.

The 2009 World Games were held in Kaohsiung, stunning the world. The 2013 Asia Pacific Cities Summit drew the participation of 104 cities around the world. Kaohsiung has developed into an important interna-

tional platform for exchange between cities. It is also Asia's new portal!

Kaohsiung City is cooperating with Taiwan's Free Economic Pilot Zones policy and is dedicated to reducing investment barriers for multinational corporations. Within the pilot zones, tariff reductions and rent concessions are provided, working restrictions on foreign professionals are relaxed, agricultural and industrial raw materials and products can be imported and exported duty-free, and investment restrictions are loosened. A "shop in the front and factory in the rear" subcontracting model is being developed. Combined with Kaohsiung's transportation advantages as a dual sea-air port, these policies will increase the competitiveness of multinational enterprises.

The Port of Kaohsiung is currently the 14th largest container port in the world. It is also Taiwan's largest international port and container transshipment hub. Kaohsiung's 18-m-deep terminal facilities can allow 18,000 TEU large container vessels to berth. In response to the growth in freight brought by economic liberalization, the Port of Kaohsiung is using the International Container Terminal to remodel the spatial and functional distribution of the Port of Kaohsiung. This project adds 246 ha of port hinterland for free trade, promoting the development of the Port of Kaohsiung as a "center for manufacturing, re-export processing, and logistics." In addition, the Petrochemical and Oil Storage and Transportation Center and the New Cargo Center will increase the competitiveness of the petrochemical industry. The old dock space being made available will become space for the development of commercial recreation, waterfront tourism, and maritime culture.

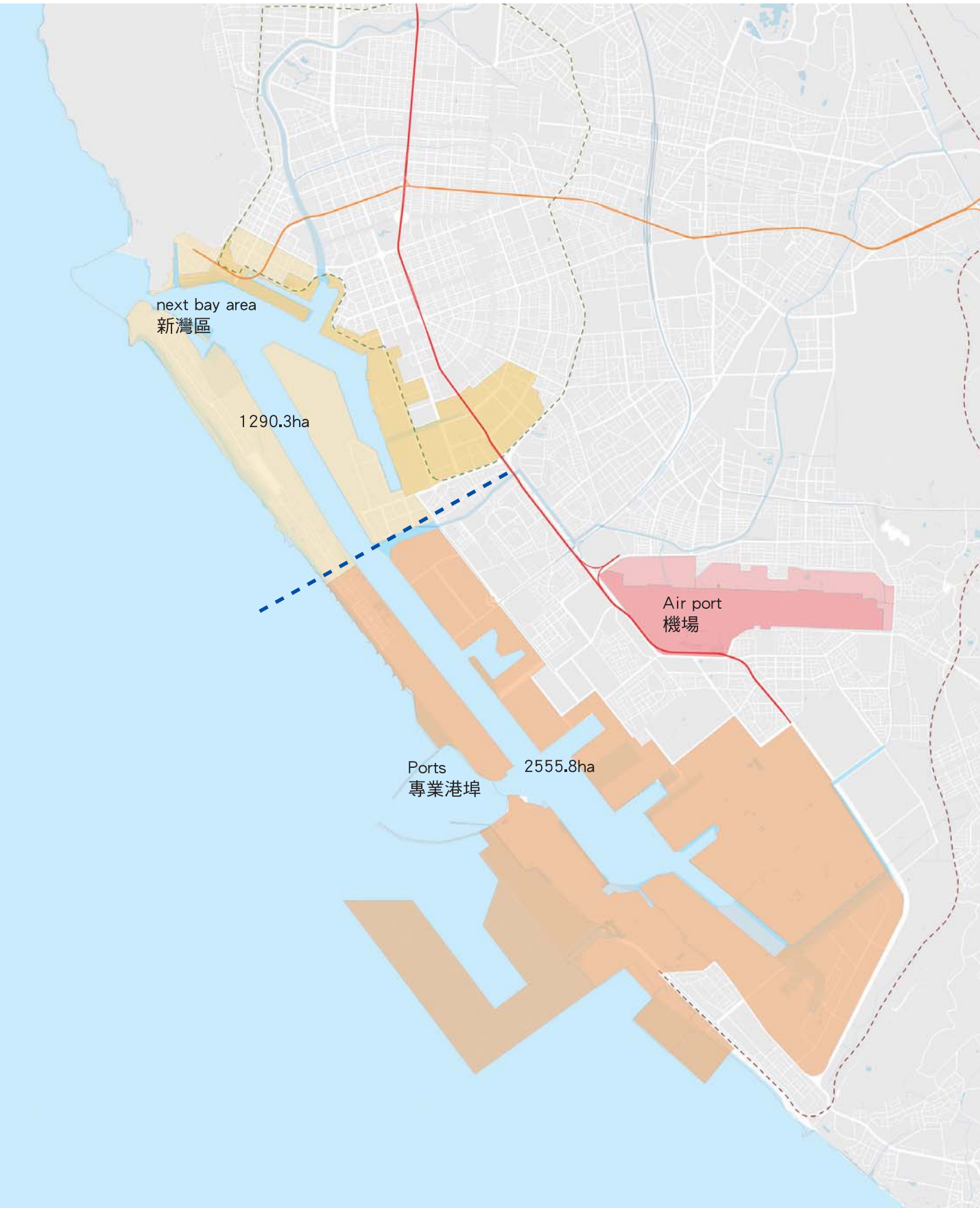
在全球化趨勢下，城市競爭力在於其展現的靈活、彈性、務實等特色。港都高雄擁有海空雙港、重要產業、便捷交通（捷運）、良好氣候等優勢條件，廣大的腹地與自然資源，近年來許多競爭力指標皆呈現上升趨勢。美國商業環境風險評估公司於2013年指出，台灣的投資環境評比排名全球第3名，僅次於新加坡及瑞士。「全球城市競爭力報告」針對全球500個重要城市進行排名，高雄於2011-2012年度「綜合競爭力」調查中排名第117名，具備良好投資環境。

在聯合國環境規劃署與國際公園協會合辦的「國際宜居城市獎」中，高雄於2013年獲得10座大獎肯定，是當年度最大贏家；高雄氣候溫和宜人，轄區內多個美麗鄉鎮，2013年獲全球訂房網站Agoda.com評選為「亞洲十大新興旅遊城市」，CNN旅遊版專題報導「愛上高雄的十大理由」，吸引國際矚目。

2009年世界運動會在高雄舉行，令世界驚艷；2013年的亞太城市高峰會更吸引了全球104個城市參與，高雄已經發展為國際重要城市交流平台，也是亞洲的新門戶！

高雄市配合台灣推動「自由經濟示範區」政策，致力於降低跨國企業投資障礙，示範區內提供關稅減免、租金優惠、放寬外國專業人士工作限制、農工原料及產品免稅自由輸入輸出、鬆綁投資限制等優惠措施，並發展「前店後廠」的委外加工模式，結合高雄海空雙港的交通優勢，提昇企業跨國經營的競爭力。

高雄港目前為世界第14大貨櫃港，也是台灣最大國際商港與貨櫃轉運樞紐，18m深碼頭設施可供18,000TEU級大型貨櫃輪停泊。針對經濟自由化所帶來的貨運成長需求，高雄港透過「洲際貨櫃中心」重塑高雄港的空間及功能分布，計畫擴增246公頃自由貿易港腹地，推動高雄港成為「製造、加工再出口及物流中心」。並透過興建石化油品儲運中心及新式貨櫃中心，提昇石化業的競爭力。所釋出舊港區碼頭空間，將轉型為商業遊憩、水岸觀光及海洋文化發展空間。



The Port of Kaohsiung 2030 Upgrade Project

Kaohsiung possesses a central position in East Asia. It is Taiwan's only city with both an international airport and an international seaport, making access to major cities in Asia, including Shanghai, Singapore, Hong Kong, Tokyo, and Manila, extremely convenient. Kaohsiung International Airport has approximately 630 domestic and international flights connecting with 33 major cities in Asia each week. Taiwan Taoyuan International Airport and Taipei City can be reached by high-speed rail within 1.5 hours, facilitating international transit and cargo transportation. The Port of Kaohsiung is Taiwan's largest commercial port and the 14th largest container port in the world. Annual cargo throughput is nearly 10 million TEU. In October 2013, Kaohsiung joined the London Metal Exchange (LME), becoming the 37th LME delivery port in the world.

With upstream, midstream, and downstream businesses integrating hardware, barges, and logistics, Kaohsiung's metal industry is responsible for more than 80% of Taiwan's total output value. With the Intercontinental Container Terminal Project, the Port of Kaohsiung is expanding its territory and adding deepwater wharfs to serve giant freighters with more than 100,000 tons of capacity. The Kaohsiung Port Terminal and Cruise Service Center will provide rapid and convenient travel services and permit the berthing of major international cruise vessels, making the harbor a new focal point for sightseeing.

In the Port's development blueprint, north to south is divided into Three zones: the port logistics zone (the 2nd to 5th container centers); the port industry development zone (the factory site area of Taiwan Power Company, CPC Corpora-

tion, China Steel Corporation, China Shipbuilding Corporation); the sustainable development zone (98 hectares within Nansing planning zone, the 6th container center). Through reclaiming the new land on the coast of the Port of Kaohsiung, the Port is continuing to expand the number of deep water terminals to accommodate giant cargo ships that are more than 100,000 tons to berth cargo and effectively solve the shortage of container terminals at the Port. The Port continues to maximize its advantageous location effectively to create favorable opportunities.

高雄位居東亞中心位置，是台灣唯一具備國際機場及國際海港的城市，通往上海、新加坡、香港、東京、馬尼拉等亞洲主要城市均相當便捷。高雄國際機場每週有國內外約計630個航班與亞洲33個主要城市連接，透過高速鐵路可於運輸時間1.5小時內，銜接桃園國際機場與台北市，便於國際轉運與貨物運輸。

高雄港是台灣最大商港與世界第14大貨櫃港，每年貨運吞吐量將近一千萬TEU。2013年10月高雄加入倫敦金屬交易中心（LME），成為全球第37個遞交港，整合五金、遊艇、物流等上中下游企業進駐，高雄市金屬產業產值佔全國80%以上。高雄港透過「洲際貨櫃中心計畫」擴充港區腹地，增建深水碼頭，供10萬噸以上的巨型貨輪停靠；「港埠旅運中心」，提供快速、便捷的旅運服務，並可供國際級大型郵輪停泊，成為港灣觀光新焦點。

高雄港發展藍圖由北到南規劃為港埠物流區（第二至第五貨櫃中心），港埠產業發展區（臺電、中油、中鋼、臺船廠區），永續發展區（南星計畫區內98公頃，第六貨櫃中心）三大區域。透過填築高雄港外海新生地，持續擴大港區內深水碼頭數量，提供10萬噸以上巨型貨輪靠泊載貨，有效解決高雄港貨櫃碼頭的不足，持續發揮優越港口位置的優勢，創造高雄港另一波機會。



Taiwan's yacht manufacturing industry ranks sixth in the world by export value. Taiwan is Asia's number one yacht manufacturing country. Taiwan's yacht industry possesses advantages in its exceptional production technology and its upstream and downstream industry clusters. The demand for yachts in America and Europe cooled down after the financial crisis. However, with the rise of the Asian consumer yacht market, the yacht manufacturing industry is gradually recovering. More than 90% of Taiwan's yachts are exported via Kaohsiung. More than half of Taiwan's yacht manufacturers are located in Kaohsiung. The output value of Kaohsiung's yachts constitutes 80% of the entire country's output value. Kaohsiung is the number one yacht city in Taiwan.

Kaohsiung has excellent weather conditions. It possesses locational advantages with dual sea-air ports. These factors are favorable to yacht manufacturing, testing, and export transport. Kaohsiung has advantageous steel and metal processing industries that can meet the demands of the yacht manufacturing industry, making the city Asia's number one production center for luxury yachts. It is the top city for

international manufacturers in the yacht industry to invest in the Asian market.

Kaohsiung is dedicated to developing its yacht manufacturing and service industries. In 2012, Kaohsiung participated in the Miami International Boat Show and established a theme pavilion for Taiwan. In May 2014, the only indoor international boat show in Asia, the 2014 Taiwan International Boat Show, was held at the Kaohsiung Exhibition Center. The yacht industry joined together with the exhibition industry to attract 168 exhibitors and buyers from all over the world.

In its efforts to develop a complete industrial chain of production, exhibition, and sales for the yacht manufacturing industry, Kaohsiung has launched the Southern Star Yacht Industrial Park for investment from yacht manufacturers, the metal manufacturing industry, and import and export traders. The park includes a 12.95-ha yacht manufacturing zone, in which large factories can be constructed to satisfy the space requirements of yacht manufacturing, and a 9.05-ha water test zone, which contains harbor piers, wharfs for trial runs, and complete launching facilities. In addition, road and rail links with

factories in the surrounding areas have been established to allow yachts to be launched and tested without any obstructions. Finally, the park also contains a manufacturing area for related industries, to which metal manufacturers will be introduced to form an industry cluster.

Southern Star Yacht Industrial Park will integrate upstream, midstream, and downstream manufacturers in the yacht industry. It will also drive the development of the hardware, woodworking, and industrial design industries, exerting the cluster effects of the yacht industry. By establishing an international brand for Taiwanese yachts, Kaohsiung will develop into "the Miami of the East" as the number one yacht manufacturing center in Asia.

台灣遊艇製造在外銷出口排名世界第六，是亞洲第一的遊艇製造國。台灣的遊艇產業擁有生產工藝技術優異、產業上下游群聚的優勢，金融海嘯後歐美地區遊艇需求降溫，但隨著亞洲遊艇消費市場崛起，遊艇製造產業逐步回升。台灣90% 以上遊艇經由高雄出口，過半數的遊艇製造商位於高雄，高雄遊艇產值占全國80%，是台灣第一的遊艇重鎮。高雄氣候條件良好，擁有海空雙港區位優勢，對遊艇的製造、測試及出口運輸皆有利；高雄擁有鋼鐵業、金屬加工業等優勢產業，足以供應遊艇製造業的需求，使高雄成為亞洲第一的豪華遊艇製造中心，是國際遊艇產業廠商投資亞洲市場的首選城市

高雄致力發展遊艇製造與服務產業，2012年參與邁阿密遊艇展，設立台灣主題展館。2014年5月於高雄展覽館，舉辦亞洲唯一室內國際船展「2014台灣國際遊艇展」。遊艇產業結合會展產業的優勢，吸引全世界168家參展廠商及國際買家參與。為致力發展遊艇製造產業「生產、展示、銷售」的完整產業鏈，高雄開闢「南星計畫遊艇產業園區」，供遊艇廠商、金屬製造業、進出口貿易商投資進駐。遊艇專區設有「遊艇製造區」12.95公頃，可建立大型廠房，滿足製造遊艇的空間需求；「下水測試區」9.05公頃，具備臨港碼頭、試車專用碼頭及完善的下水設施，並設置道路及軌道與周邊

廠房連結，使遊艇下水測試零阻礙；「關聯產業製造區」將引入金屬製造業等相關產業，形成產業聚落。

「高雄南星計畫遊艇產業園區」將整合遊艇產業上、中、下游廠商，並帶動五金、木工、工業設計等相關產業的發展，發揮遊艇產業群聚效應。建立台灣遊艇的國際品牌，將高雄打造成為「東方邁阿密」，亞洲第一的遊艇製造中心。



The Master Plan

Following changes in the global economic situation, East Asia is engaging in regional integration, becoming an important emerging market for the entire world. Taiwan is located at the geographical center of the Asia-Pacific region, linking it with international markets. The Port of Kaohsiung and the surrounding hinterland are promoting major public construction, creating a new portal for Kaohsiung: "Asian Next Bay Area".

Asian Next Bay Area is an international investment focus for Kaohsiung, integrating the emerging MICE, yacht, cruise, digital software, and green energy technology industries. This area is sitting on the waterfront and landscape resources of the port. The government has invested NT\$30 billion to build the port, constructing Kaohsiung Exhibition Center, Kaohsiung Music Center, Kaohsiung Port Terminal, Kaohsiung Public Library, and the Circular Light Rail System to promote overall development.

Asia's New Bay Area improving the international status of Kaohsiung, enabling it to run neck and neck with Shanghai, Tokyo, Singapore, and other

international port cities. Kaohsiung will lead Taiwan toward its goal of becoming an "island of technology and freedom." By synchronizing with international standards in trade, industry, transportation, and international exchange, Taiwan is becoming the first choice of enterprises wishing to do business in Asia.

隨著全球經濟情勢轉變，東亞進行區域整合，儼然成為全世界重要新興市場。台灣位居亞太地理中心位置，與國際市場接軌；在高雄港及其周邊腹地推動重大公共建設，打造高雄新門戶：「亞洲新灣區」。亞洲新灣區是高雄的國際投資焦點，匯集 MICE、遊艇、郵輪旅遊、數位軟體、綠能科技等新興產業，坐擁港灣水岸景觀資源；政府投資300億台幣進行港灣再造工程，興建「高雄展覽館」、「海洋文化及流行音樂中心」、「港埠旅運中心」、「高雄市立圖書館總館」及「環狀輕軌」等五項重大公共建設，促進整體發展。

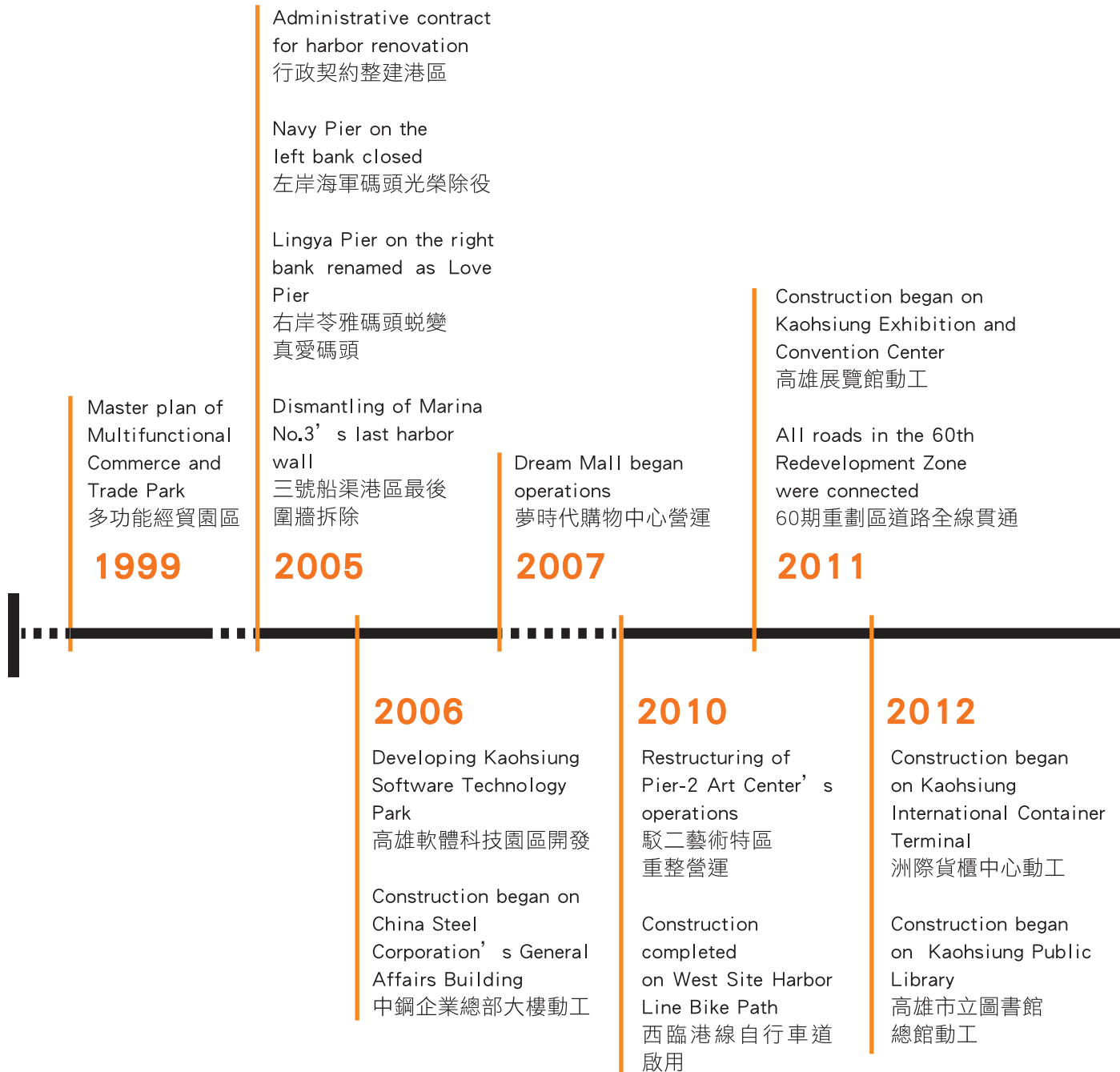
亞洲新灣區將提昇高雄的國際地位，與上海、東京、新加坡等國際海港城市並駕齊驅；高雄將引領台灣邁向「自由科技島」的目標，在經貿、產業、交通、國際交流等方面與世界同步接軌，成為企業進入亞洲的首選之地。

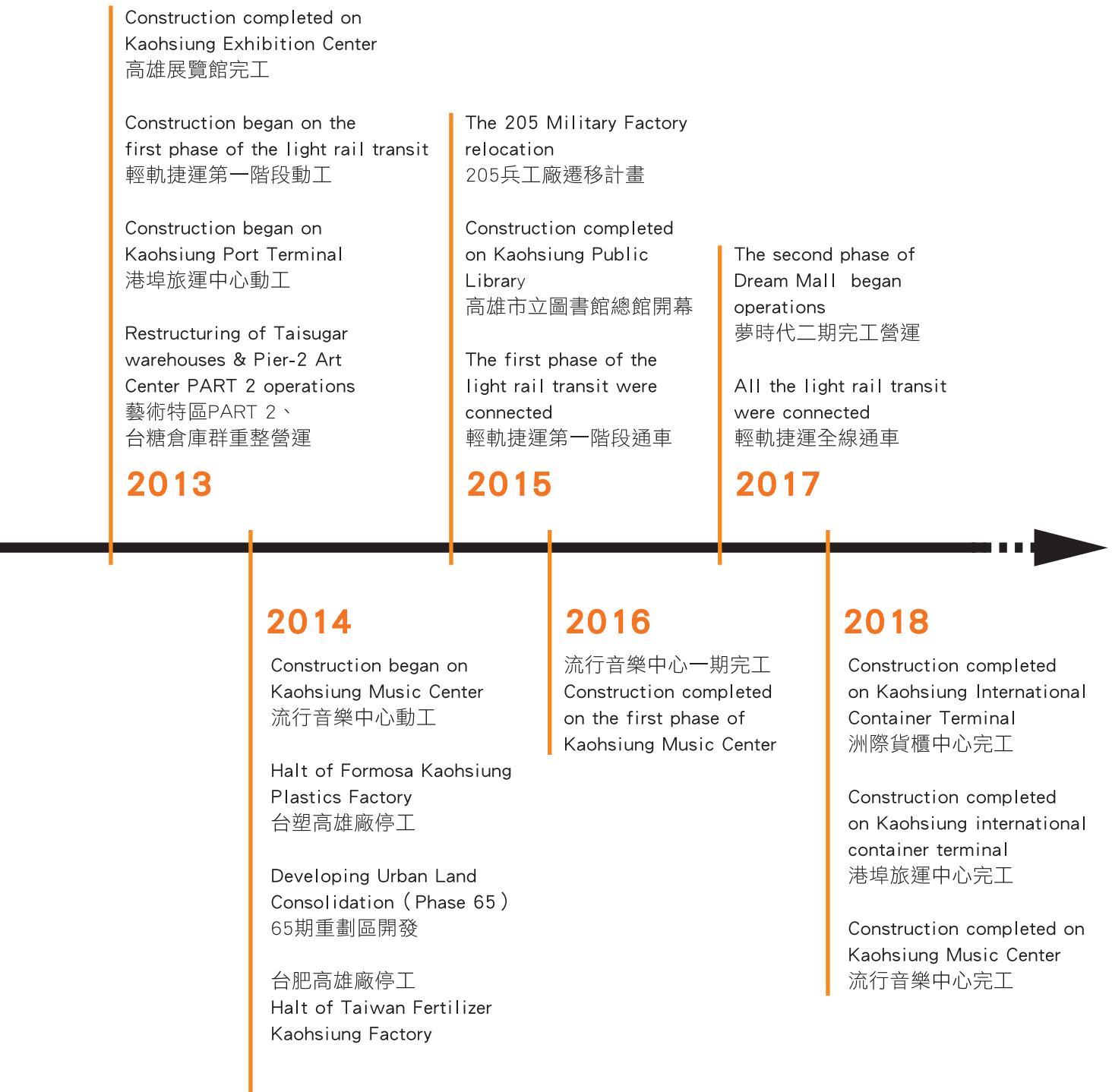


A Gallery of Southern Maritime Culture



Key Stages of Development and Infrastructure





A Gallery of Southern Maritime Culture

The old Kaohsiung port docks 1-10 are designed to be an area for leisure, recreation and the cultural and creative industries. The linear park has been designated as Kaohsiung's exclusive recreational wharf, consisting of open space galleries, boutique hotels, coffee shops, small retail shops and studios.

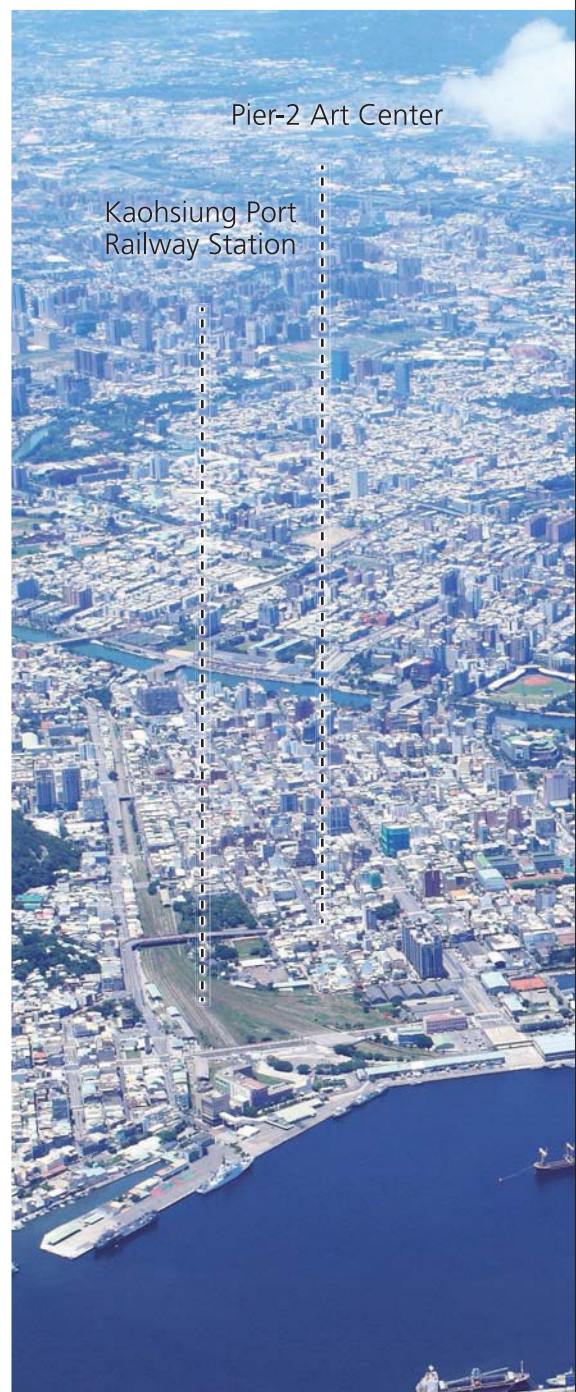
Pier-2 Art Center was originally a group of old warehouses in the Port of Kaohsiung. Through a space transformation plan, these warehouses become pavilions, restaurants, creative spaces, and digital software studios. Pier-2 Art Center has developed into a major cultural zone for Taiwan. The center includes diverse arts exhibitions, outdoor public art, and performances by street artists. These activities are integrated with the waterfront environment of the port, sites of historical development for Kaohsiung, and historic buildings. City residents and travelers can enjoy this area on foot or by bicycle.

Pier-2 Art Center is a model for the reconstruction and urban transformation of the Port of Kaohsiung. It is also an Asian tourist highlight recommended by CNN. The center attracts 2.5 million visitors each year. In addition, because of Kaohsiung's livable environment and the cultural atmosphere of Pier-2 Art Center, Sony and R&H have decided to take residence at the center. Hamasen Railway Cultural Park, an outdoor space connected to Pier-2 Art Center, is located at the station where the MRT and the light rail intersect, connecting Pier-2 Art Center with the Cijin and Sizihwan tourist lines. The residents of Kaohsiung warmly welcomed the railway park. It was formerly a freight transport station at the height of the railroad period. Focus shifted as the city developed, and the station declined. Today, this space has been transformed into the Railway Cultural Park,

carrying historical memories and reintegrating itself into the lives of residents.

Hamasen Railway Cultural Park stresses livable relationships between humans and the environments. The park preserves 38 complete railroad tracks and memories of Kaohsiung's historical development. The park contains 10 ha of open green space. Public art inspired by the railroad fills this space. Public-private partnerships between the government and civil society organizations enabled the creation of this open environment for environmental and historical education. Thanks to serving as a model for reengineering limited urban space, the park won a gold medal at the 2013 International Awards for Livable Communities.

Kaohsiung Music Center, which is set to be completed and opened in 2017, will serve as a national indicator of music and culture in Asia's New Bay Area. The architectural design will be rich in maritime imagery, with whales, dolphins, corals, and waves. The center will also integrate the concepts of Taiwanese night market culture. It will possess a 5,000-seat indoor performance space and a 12,000-seat outdoor performance venue. Estimates indicate that the center will be able to hold more than 500 musical performances each year. In addition, by using navy warships as outdoor venues and stages, night markets, and air bridge facilities, the visibility of tourism and entertainment can be increased. The center will lead Kaohsiung to become an international maritime cultural exchange platform and a popular music center in the Asia-Pacific region.





Taisugar Harbor
Commerce Zone

Kaohsiung
Music Center

Port of Kaohsiung
Pier 16-18 Leisure Zone

Port of Kaohsiung
Pier 1-10
Leisure Zone





高雄港舊港區1-10號碼頭定位為休閒娛樂、文化創意產業等主題地區，帶狀公園的開放空間藝廊、精品旅館、咖啡館、小規模零售商業、工作室空間，形塑專屬高雄的娛樂休閒碼頭。

「駁二藝文特區」原為高雄港的碼頭舊倉庫群，透過空間改造計畫成為展館、餐廳、文創空間及數位軟體工作室，已發展成為台灣重要藝文特區。園區多樣的藝文展覽、戶外公共藝術及街頭藝人演出，融合港灣水岸環境及高雄歷史發展空間與古蹟建築，市民及遊客可徒步或騎自行車悠遊其中。

駁二藝文特區是高雄港灣再造、都市轉型的典範，也是CNN推薦的亞洲旅遊新亮點，每年吸引250萬人次到訪，Sony及R&H也因為

高雄的宜居環境及駁二藝文特區的文化氣氛，選擇進駐駁二。

駁二藝文特區連接的戶外空間「哈瑪星鐵道文化園區」，位於捷運及輕軌的交會站，串連駁二藝文特區及旗津、西子灣的觀光動線，是普受市民歡迎的鐵道公園。過去曾是鐵道興盛期的貨運運輸車站，隨著城市發展重心轉移而沒落。如今透過空間轉型為乘載歷史記憶的鐵道文化園區，重新融入市民的生活。

「哈瑪星鐵道文化園區」強調人與環境的宜居關係，完整保存38股鐵軌及高雄發展歷史記憶；園區10公頃的開放綠地，以鐵道為主題的公共藝術作品散佈其間，並透過政府與民間社團的公私協力，創造一個環境與歷史

教育的開放環境。因為創造了城市有限空間的再造典範，園區榮獲2013年「國際宜居城市獎」金牌殊榮。

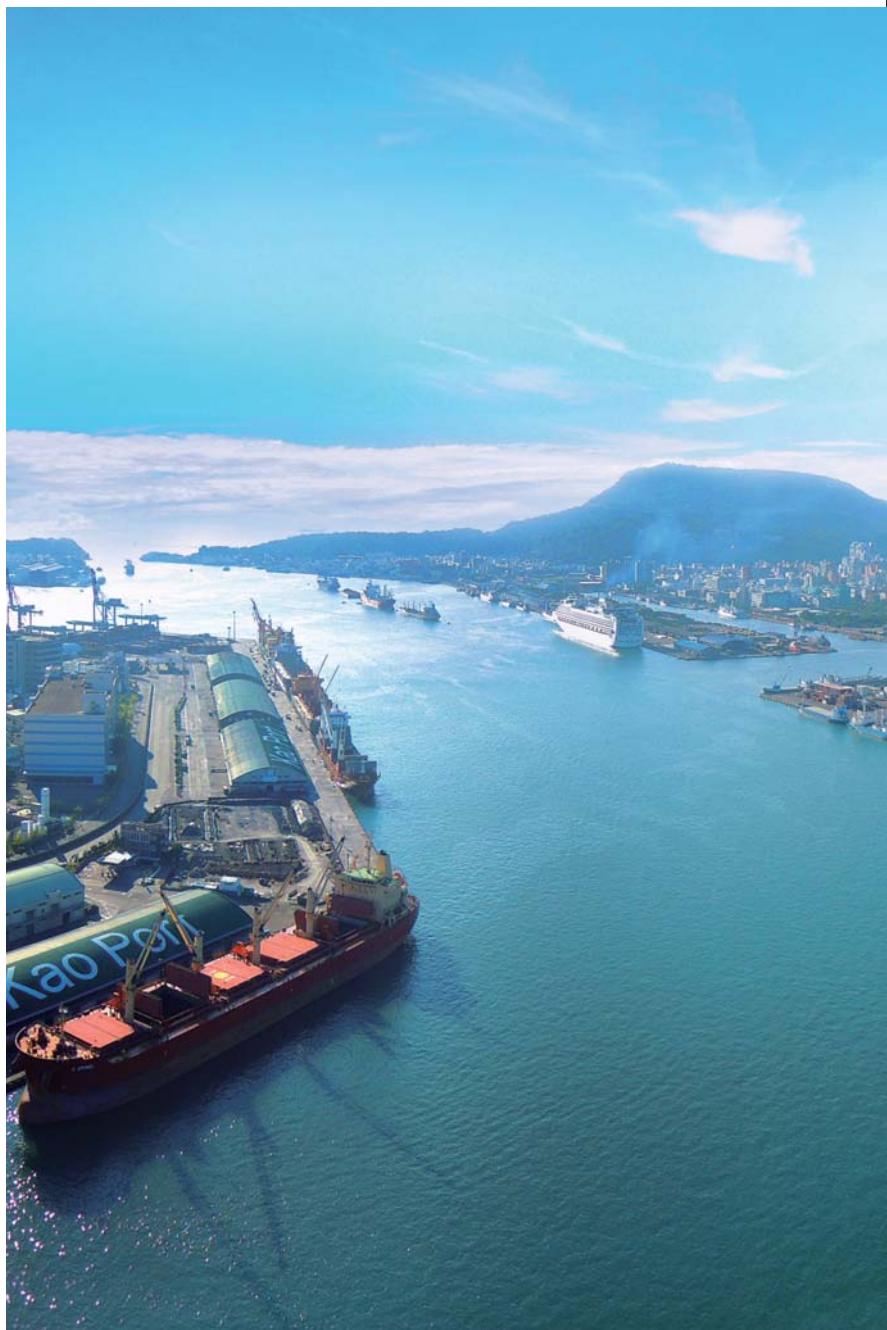
亞洲新灣區，國家級音樂文化指標建築是「海洋文化及流行音樂中心」，將於2017年完工啟用。建築設計充滿鯨魚、海豚、珊瑚及海浪等豐富的海洋意象，並融合台灣夜市文化概念，具備室內5,000席展演空間與戶外12,000席大型表演場地，每年預估可演出500多場音樂展演。並以海軍軍艦做為戶外展場及舞台，與夜市、空橋設施，提昇觀光娛樂的可看性。將帶動高雄市成為國際海洋文化交流平台與亞太流行音樂創作中心。

The New National Portal

The New National Portal is located at the gateway of the Kaohsiung Multifunctional Commerce and Trade Park. The Portal sits at the front of Kaohsiung's shoreline and covers an area of 10 hectares; it is adjacent to docks 11-15 of the Port of Kaohsiung. The government spent nearly NT\$ 400,000,000 to redevelop the area and to reconstruct the waterfront landscape and harbor fronts. The government also opened up five roads, totaling 1.13 km in length, to link to other areas so that the Sanduo Shopping District can connect directly to the Singuang Ferry Wharf, Glory Pier and Love Pier. Moreover, the KMRT Circular Light Rail Line is going to pass through the area connecting four international landmarks in Asia's New Bay Area. It will unveil Kaohsiung's ocean city charm.

Luxury cruise travel is an emerging travel pattern in Asia. In recent years, the Western Pacific region has been the fastest growing cruise market. In 2015, Asia will see 7 million cruise passengers. Kaohsiung is a hub for the Asia-Pacific region. The software and hardware facilities of the port are excellent, and the city has abundant tourism resources. Kaohsiung has the potential to develop into a homeport for Asian yachts and a maritime hub. The Kaohsiung Port Terminal and Cruise Service Center integrates travel, customs, and port functionality to provide transportation, sightseeing, and entertainment services. The Port Terminal and Cruise Service Center is fully equipped for the simultaneous mooring of two 225,000-ton world-class cruise ships. During peak hours, the center can service and clear more than 2500 passengers, making it more than capable of satisfying the clearance requirements of any single international cruise ship in the world.

In 2013, Asia's largest luxury cruise ship, the *Mariner of the Seas*, brought 3114 travelers to the Port of Kaohsiung. Beginning in October 2014, the *Sun Princess*, under the brand of Carnival Corporation & plc, the largest cruise ship operator in the world, will officially set sail with the Port of Kaohsiung as its homeport.





The Kaohsiung
Port Terminal

Urban Land
Consolidation
(Phase LX)

Port of Kaohsiung Pier
16-18 & 21 Leisure Zone

Its itinerary will include Taiwan's outlying islands, Japan, Southeast Asia, and Hong Kong. In the future, Kaohsiung will cooperate with other international port cities, such as Shanghai, Hong Kong, Tokyo, and Busan, to develop the Asian cruise tourism market and strive to spread its maritime tourism culture.

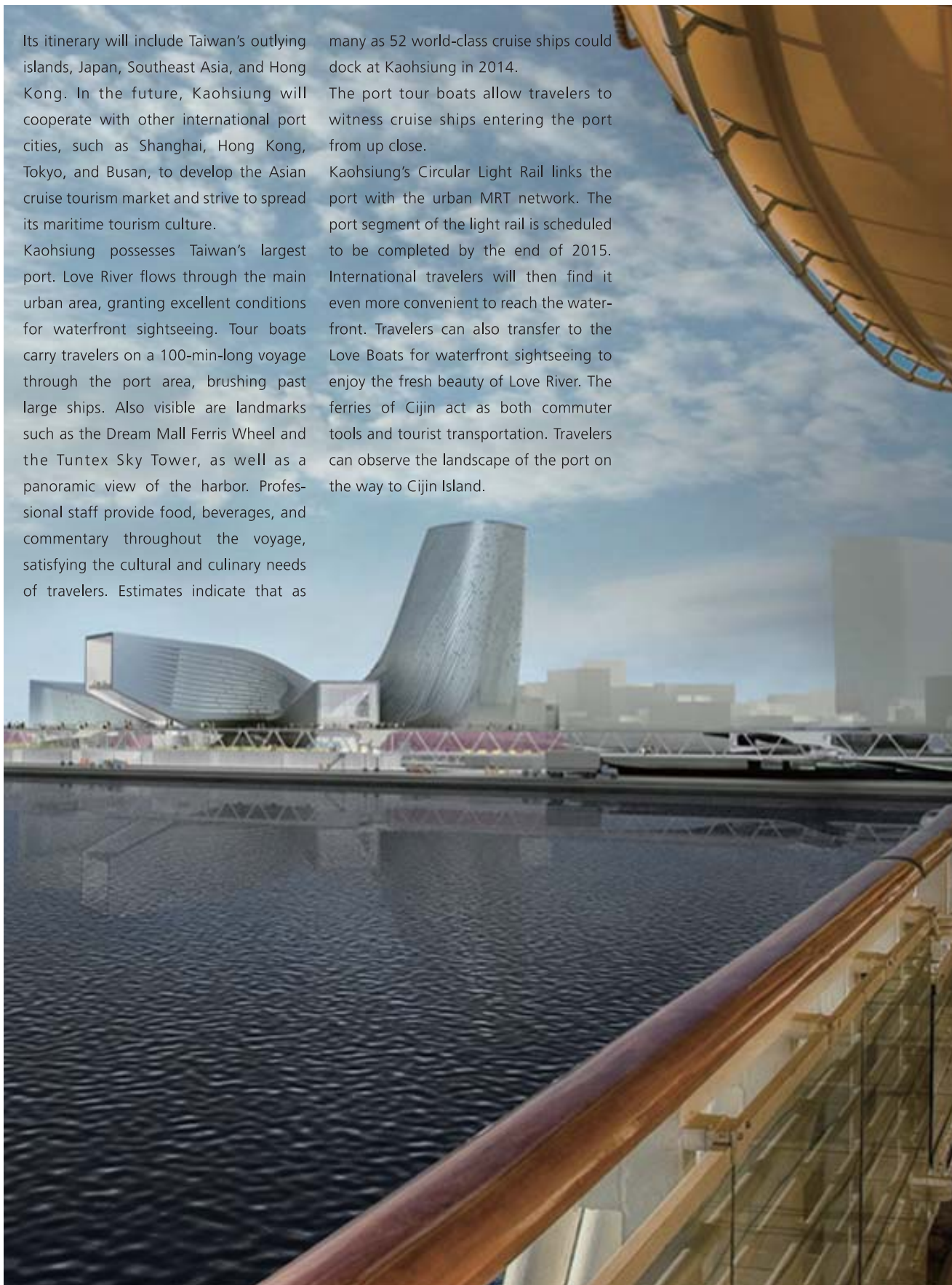
Kaohsiung possesses Taiwan's largest port. Love River flows through the main urban area, granting excellent conditions for waterfront sightseeing. Tour boats carry travelers on a 100-min-long voyage through the port area, brushing past large ships. Also visible are landmarks such as the Dream Mall Ferris Wheel and the Tuntex Sky Tower, as well as a panoramic view of the harbor. Professional staff provide food, beverages, and commentary throughout the voyage, satisfying the cultural and culinary needs of travelers. Estimates indicate that as

many as 52 world-class cruise ships could dock at Kaohsiung in 2014.

The port tour boats allow travelers to witness cruise ships entering the port from up close.

Kaohsiung's Circular Light Rail links the port with the urban MRT network. The port segment of the light rail is scheduled to be completed by the end of 2015.

International travelers will then find it even more convenient to reach the waterfront. Travelers can also transfer to the Love Boats for waterfront sightseeing to enjoy the fresh beauty of Love River. The ferries of Cijin act as both commuter tools and tourist transportation. Travelers can observe the landscape of the port on the way to Cijin Island.





位於多功能經貿園區的門戶位置，面積達10公頃，鄰近高雄港第11-15號碼頭，為高雄市水岸線第一排。市府改造水岸景觀、港灣再生，花費近4億元進行重劃，打通區內5條長達1.13公里的聯外道路，讓三多商圈能直通新光碼頭、光榮碼頭與真愛碼頭；捷運輕軌也將通過本區，連結亞洲新灣區四大國際級地標建築，展現屬於高雄的海洋城市新魅力。

豪華郵輪旅行是亞洲地區新興風行旅遊型態。西太平洋地區是近年成長最快的郵輪市場，2015年亞洲將有700萬人次的郵輪旅客。高雄位居亞太樞紐中心，港區軟硬體設施完善，觀光資源充沛，極有發展成為亞洲郵輪母港及海運樞紐的潛力。「高雄港埠旅運中心」，整合旅運、海關及港務機能，提供運輸、觀光、娛樂等多功能服務。港埠旅運中心設備齊全，可同時停泊2艘22.5萬噸的國際級郵輪，尖峰時段可服務通關旅客人數2,500人以上，可滿足全世界任何一艘國際郵輪的通關需求。

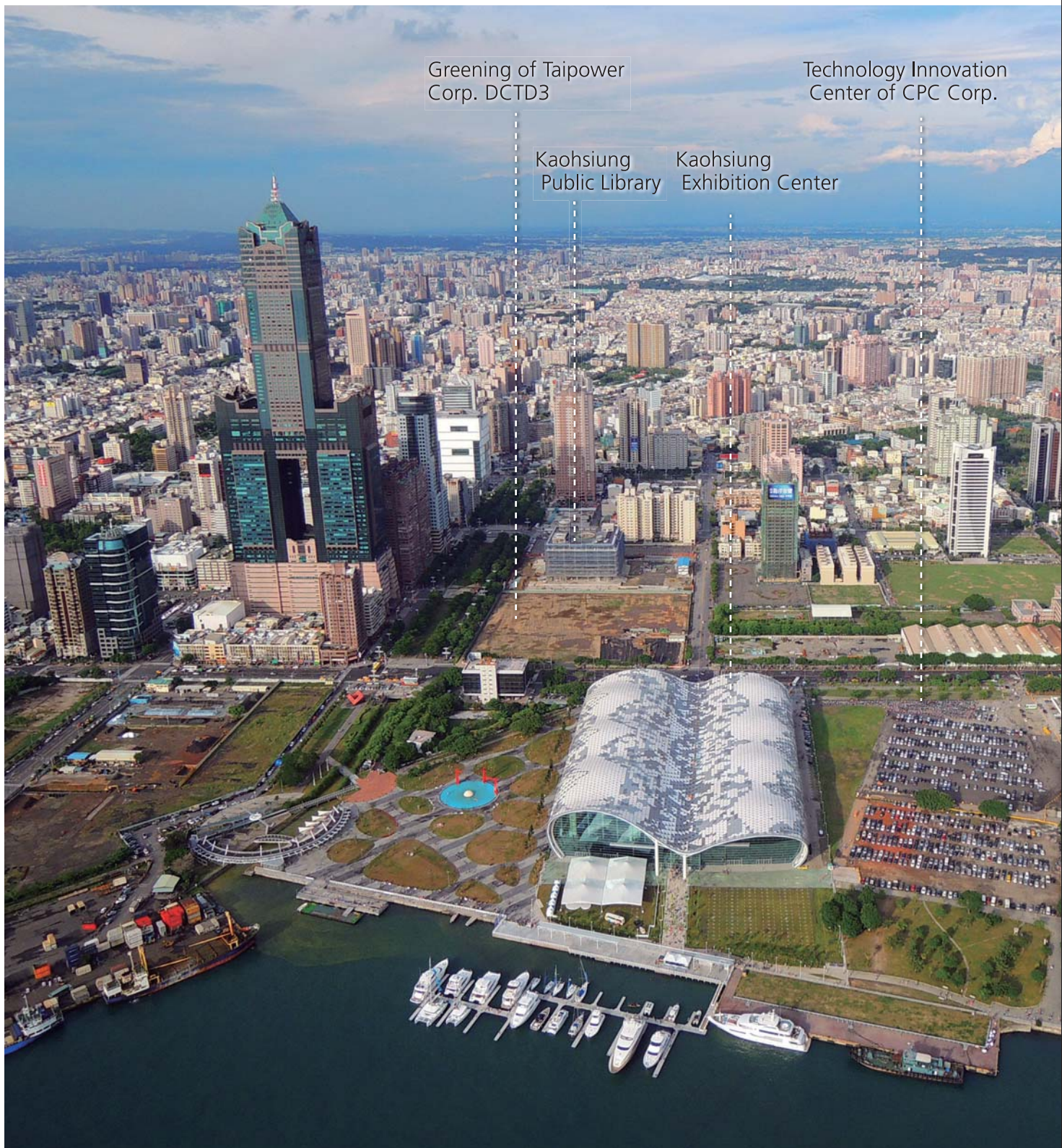
2013年亞洲最大豪華郵輪「海洋水手號」搭載3,114名旅客駛進高雄港。2014年全球最大郵輪集團Carnival Corporation & PLC「公主郵輪」品牌旗下的「Sun Princess太陽公主號」郵輪，於2014年10月起以高雄港為母港正式啟航，行程包含台灣離島、日本、東南亞、香港等地。未來高雄將與上海、香港、東京、釜山等國際級海港城市共同發展亞洲郵輪觀光市場，致力推廣高雄海洋旅遊文化。

高雄擁有台灣最大港口，愛河流經主要市區，具備水岸觀光的優質條件。遊港輪帶領遊客在100分鐘的航程中遊覽港區，與大型輪船擦身而過，亦可遠眺夢時代摩天輪、高雄85大樓等地標，港灣美景盡收眼底；專業人員全程提供解說及餐飲服務，滿足遊客對文化及美食的需求。2014年預計停靠高雄的國際級郵輪可達52艘，遊港輪將近距離目睹郵輪入港的盛況。

高雄環狀輕軌聯繫港灣及市區捷運路網，輕軌港灣段將於2015年底完成第一階段通車

，國際旅客親近水岸將更加便捷；也可轉搭乘愛之船遊覽愛河水岸觀光，感受愛河流域的清新之美；旗津渡輪兼具通勤及觀光的功能，旅客可在前往旗津島觀光途中觀賞港區景致。

The Headquarters of Informative



Greening of Taipower Corp. DCTD3

Technology Innovation Center of CPC Corp.

Kaohsiung Public Library

Kaohsiung Exhibition Center



China Steel Corporation
Headquarters

Kaohsiung
Software
Technology Park

The industry of meetings, incentives, conferencing, and exhibitions (MICE) has high innovation benefits, high added value, and high potential for development.

The area consists of the Kaohsiung Exhibition Center, Kaohsiung Software Technology Park, Kaohsiung Public Library and China Steel Corporation Headquarters. After its inauguration, the Kaohsiung Exhibition Center has joined forces with Kaohsiung Arena and International Convention Center Kaohsiung, and they aim to promote Kaohsiung as an international convention and exhibition city. With the various infrastructures that are in operation, Kaohsiung has become the only city in Taiwan that possesses both international air and sea ports with three types of well-planned rail systems. Especially after the merger of the county and city, it offers an advantageous investment environment in terms of its manpower and hinterland. With the combination of its favorable conditions, solid industrial foundation and the establishment of the Kaohsiung Software Park and other high tech parks, Kaohsiung is absolutely the best choice for enterprises that are looking to invest in Taiwan.

Kaohsiung Exhibition Center won a gold medal in the 2013 International Awards for Livable Cities. It opened for use in April 2014. As the primary landmark of Asia's New Bay Area, its "sails and crust" exterior design integrates the cityscape and port customs of Kaohsiung. The building itself has seven green building indicators. It is Taiwan's first convention center that is a "smart building." Kaohsiung Exhibition Center will generate NT\$4.6 billion in economic output each year. In addition, it will create employment opportunities for 2000 people.

Integrating the resources of these three

hardware venues, Kaohsiung will hold a number of major exhibitions in 2014. The largest of these are April's Taiwan International Fastener Show and May's Taiwan International Boat Show. The integration of the MICE industry with Kaohsiung's metal and yacht manufacturing industries will help participating manufacturers meet international standards and promote Kaohsiung as a platform for international exchange. This will also create further opportunities for local tourism, hotels, and services in Kaohsiung.

China Steel Corporation Headquarters was completed in 2013. More than 2000 employees of the group have moved into these offices. The building has also drawn the American Institute in Taiwan, Deloitte, and Mega International Commercial Bank. Multinational companies, world-class shopping centers, and five-star hotels are gathering in Asia's New Bay Area to drive the prosperity and development of this shopping district.



會展產業（MICE）具有高創新效益、高附加價值、高發展潛力等特色。

知識企業總部主要由高雄展覽館、高雄軟體園區、高雄市立總圖及中鋼總部大樓所構成的區域，隨高雄展覽館的開幕，結合高雄巨蛋、高雄國際會展中心等三大硬體場館，高雄晉升為國際會展城市。

高雄展覽館榮獲「2013年國際宜居城市獎」金牌殊榮，已於2014年4月開幕啟用。身為亞洲新灣區的首要地標，「船帆及地殼」的外型設計融合高雄的城市景觀與港灣風情

；建築本身擁有7項綠建築指標，是台灣首座「智慧建築」的會展中心。

結合三大硬體場館的資源，高雄在2014年陸續舉辦大型展覽，其中最具規模的是4月「台灣國際扣件展」及5月「國際遊艇展」。藉由會展產業與高雄金屬與遊艇製造產業優勢整合，協助參展廠商與國際接軌，推動高雄成為國際交流平台，並進一步帶動高雄在地觀光、旅館、服務業的商機。

中鋼集團總部大樓於2013年落成，集團旗下2,000多名員工移入辦公，也吸引美國在

台協會、勤業眾信、兆豐國際商銀等機構進駐。跨國企業總部、國際級購物中心、五星級飯店、匯聚於亞洲新灣區，帶動商圈繁榮發展。



Central Trade & Mall Area



The development of the central trade mall area has been undertaken to accommodate the needs of the manufacturers in the logistics park for value added purposes. It primarily provides general business trade, financial services, office buildings, tourist hotels, a residential area, shopping, leisure

and other service facilities. In the future it will continue to tie in with the i-Taiwan concept and the developing trends of green energy industry to create the only composite living space that seamlessly integrates with work, living, recreation and leisure. The land owners have formed a

DC21 development council, adopting the multi-purpose use concept. They jointly plan to develop the land of the Multifunctional Commerce and Trade Park, hoping to speed up the progress of the Park. Coupled with the infrastructures of public transportation and railways, living, working, leisure



and other activities can all be accommodated in one area to form the most energy saving and sustainable economic trade development environment.

Asia's New Bay Area includes Kaohsiung's best tourism resources. In recent years, a number of large international activities

have been conducted. In addition, the emerging MICE, digital, and yacht industries are gaining momentum.



“Investment, employment, and tourism” are generating a virtuous circle. In the future, the number of business and leisure travelers will grow substantially. Therefore, commercial offices, retail, travel accommodations, and sports and leisure businesses are rushing to be the first on the scene. Dream Mall is the largest shopping center in Southeast Asia. Forbes Magazine rated

Dream Mall as one of the ten best shopping malls in Asia. Dream Mall is also a mandatory venue for Kaohsiung’s New Year’s Eve event. The Dream Mall Phase II Development Plan will further expand the scale of the shopping center and add business office buildings, tourist hotels, and luxury housing. Investment will reach NT\$8.4 billion. Dream Mall is one of the

investment targets of Asian Asia’s New Bay Area. Taroko Park Kaohsiung is the only large shopping mall in Taiwan with integrated sports and leisure facilities. The site also includes movie theaters, fitness centers, restaurants, and other diverse services.

Its most significant feature is its professional racetrack, built to international specifications in cooperation with Japan's Suzuki Circuit. These facilities will drive Kaohsiung's sports and leisure culture. Tuntex Sky Tower, a Kaohsiung landmark, is one's first impression of the Port of Kaohsiung and Asia's New Bay Area. At 347.5 m high, this building is the second tallest skyscraper in Taiwan. Its observation deck provides a 270° view of the surrounding area, giving visitors a breathtaking panoramic view of the downtown area and the port.

Within Tuntex Sky Tower lies the five-star tourist hotel the 85 Sky Tower Hotel. Kaohsiung's Silks Place invited the Japanese restaurant group UKAI to take residence, introducing a top Michelin-starred restaurant to Taiwan. Kaohsiung International Plaza is next to Kaohsiung International Airport and the container and logistics park. International travelers will have even more convenient accommodation options.

經貿購物核心區之發展係滿足加值運籌園區內之生產者需求，提供設置一般工商貿易、金融、辦公大樓、觀光旅館、住宅及購物休閒等服務機能為主，未來將結合智慧台灣概念及綠能產業發展趨勢，創造唯一具有高度融合工作、居住、遊樂及休閒的複合空間。地主也組成DC21地主開發促進會，採用混合使用概念，聯合規劃，開發多功能經貿園區之土地，希加速多功能經貿園區之發展。輔以大眾捷運與軌等建設，使居住、工作、休閒等活動皆能於單一基地內滿足需求，行程最具節省碳功能之永續經貿發展空間。亞洲新灣區內擁有高雄市精華的觀光資源，近年多場大型國際活動，加上會展、數位、遊艇等新興產業蓄勢待發，「投資、就業、觀光」產生良性循環。未來商務與觀光旅客人數將大幅成長，因此商辦、零售、旅宿、運動休閒等業者皆已搶先布局。

「夢時代」購物中心是東南亞最大的購物中心，獲富士比雜誌評比為亞洲最佳十大商場，也是高雄跨年活動的必選場地；「夢時代第二期開發計畫」將進一步擴大購物中心規模、並增加商務辦公大樓、觀光飯店與高級

住宅，投資金額高達84億，是亞洲新灣區的指標投資案。

「大魯閣草衙道」是全台唯一結合運動休閒設施的大型購物商場，館內並包含電影院、健身房、餐飲等多元服務，與日本鈴鹿賽車場合作打造的國際規格職業賽道是最大特色，將帶動高雄的運動休閒風氣。

高雄城市地標「85大樓」是高雄港與亞洲新灣區的第一印象，樓高347.5公尺，是台灣第二高摩天大樓，觀景台提供270度的環繞視野，市區與海港的磅礴景觀盡收眼底。85大樓內進駐五星級觀光飯店「君鴻酒店」；「高雄晶英酒店」邀請日本餐飲集團UKAI進駐，將米其林頂級餐飲引進台灣；「高雄國際會館」比鄰高雄小港國際機場及貨櫃物流園區，國際商務旅客將有更便捷的住宿選項。



Jhongdao Value-Added Logistics Zone

In response to the growth in freight brought by economic liberalization, the Port of Kaohsiung is using the International Container Terminal to remodel the spatial and functional distribution of the Port of Kaohsiung. This project adds 246 ha of port hinterland for free trade, promoting the development of the Port

of Kaohsiung as a "center for manufacturing, re-export processing, and logistics." In addition, the Petrochemical and Oil Storage and Transportation Center and the New Cargo Center will increase the competitiveness of the petrochemical industry. The old dock space being made available will become

space for the development of commercial recreation, waterfront tourism, and maritime culture.

Jhongdao Port was originally an export processing zone. It now focuses on manufacturing ICs, LCDs, optical equipment, and other electronic parts. The port will introduce



technology industries and advanced manufacturing processes to focus on the development of packaging and testing operations for technology products. The port is also capable of production and logistics. It plays an important role in the industrial chains of the international division of labor.

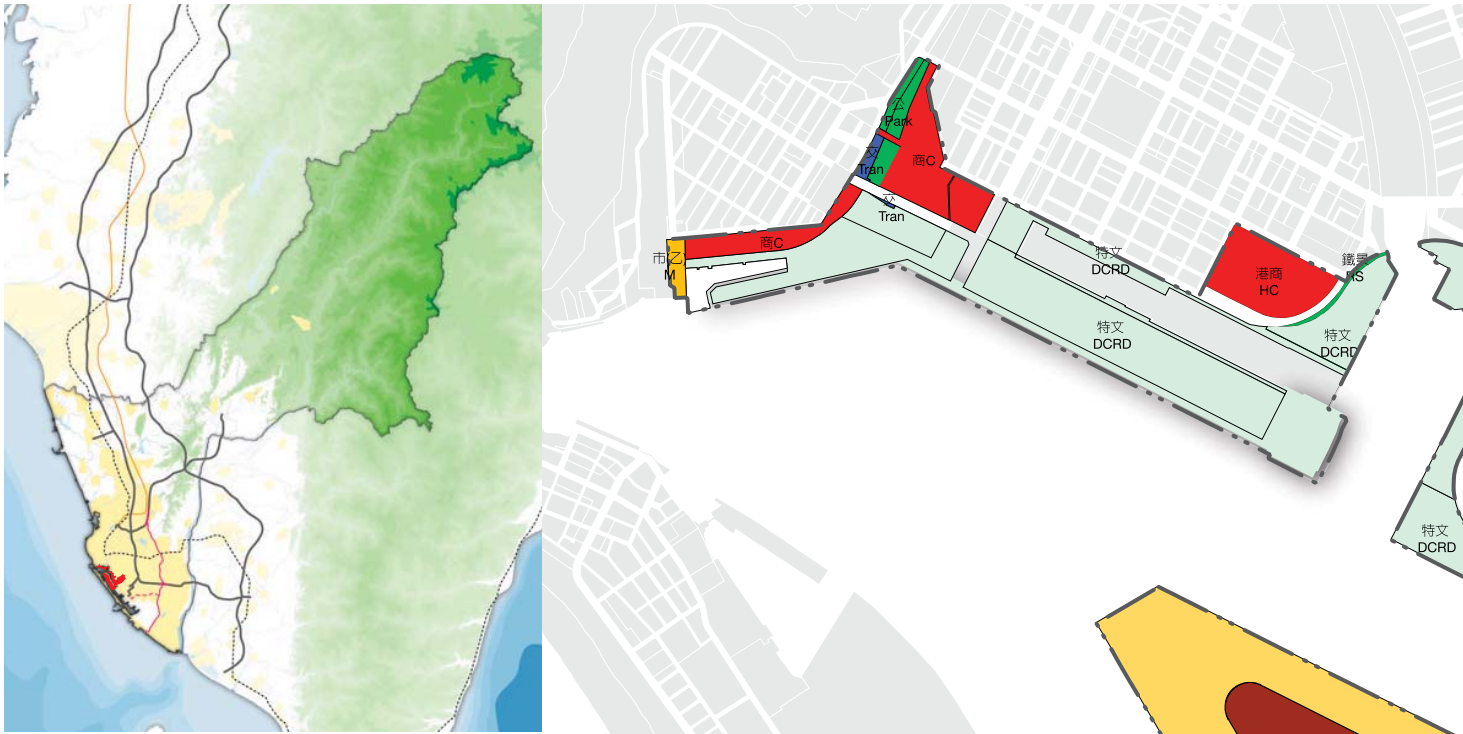
針對經濟自由化所帶來的貨運成長需求，高雄港透過「洲際貨櫃中心」重塑高雄港的空間及功能分布，計畫擴增246公頃自由貿易港腹地，推動高雄港成為「製造、加工再出口及物流中心」。並透過興建石化油品儲運中心及新式貨櫃中心，提昇石化業的競爭力。所釋出舊港區碼頭空間，將轉型為商業遊

憩、水岸觀光及海洋文化發展空間。

中島港區原本是加工出口區，目前以製造IC、LCD、光學器材等電子零組件為主，將引進科技產業及先進製程，專注發展科技產品的封裝、測試作業，兼具生產與物流功能，在國際分工的產業鏈中扮演重要角色。



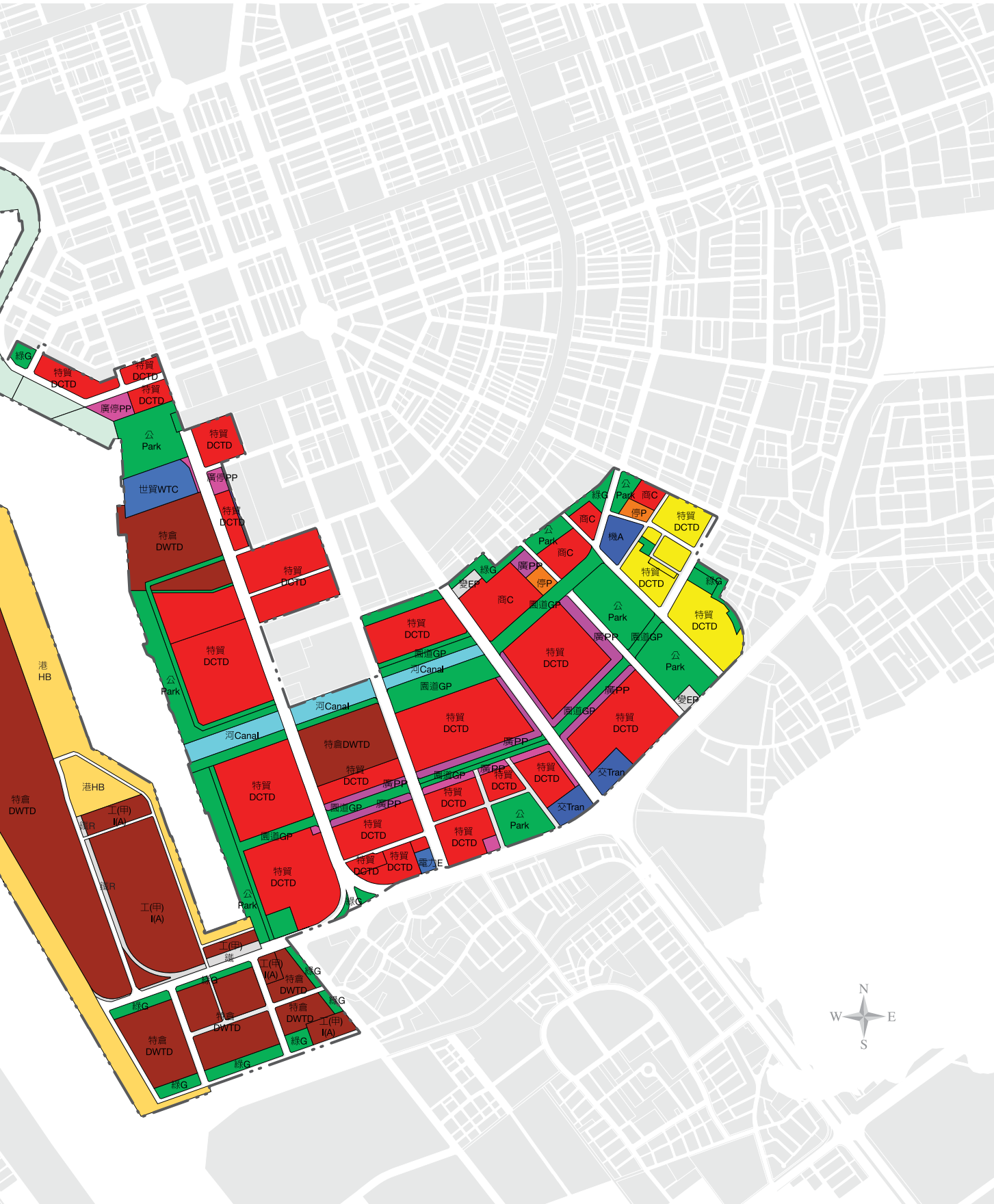
Urban Planning Map



Kaohsiung Multifunctional Commerce and Trade Park 高雄多功能經貿園區位置

Legend 圖例

- Planning Area 計畫範圍
- C 商 Commercial District (C) 商業區
- HC 港商 Harbor Commercial District (HC) 港埠商業區
- I 工 Industrial District (I) 工業區
- SET 特貿 Special Economic and Trade Core Zone (SET) 特定經貿核心專用區
- SET 特貿 Special Economic and Trade Core Zone (SET) 特定經貿核心專用區
- SLT 特直 Special Logistics and Trans-shipping Zone (SLT) 特定倉儲轉運專用區
- SCL 特文 Special Cultural Leisure Zone (SCL) 特定文化休閒專用區
- E 電 Electric Utility Industry District (E) 電力事業專用區
- HB 港 Land Used for Harbor (HB) 港埠用地
- S 文 Land Used for Schools (S) 學校用地
- A 機 Land Used for Agencies (A) 機關用地
- PL 廣 Land Used for Plaza (PL) 廣場用地
- Tran 交 Land Used for Transportation (Tran) 交通用地
- Tele 電 Land Used for Telecommunication (Tele) 電信用地
- R 鐵 Land Used for Railways (R) 鐵路用地
- EP 變 Land Used for Electric Power Transform Station (EP) 變電所用地
- RS 鐵景 Land Used for Railway Scenery (RS) 鐵路景觀用地
- M 市 Land Used for Market (M) 市場用地
- P 停 Land Used for Parking (P) 停車場用地
- PP 廣停 Land Used for Plaza Parking (PP) 廣場停車場用地
- Park 公 Land Used for Park 公園用地
- G 綠 Land Used for Green Areas (G) 綠地用地
- GP 綠道 Land Used for Green Parkways (GP) 綠(園道)用地
- Canal 運河
- WTC 世貿 Land Used for World Trade Center (WTC) 世貿用地
- IA 工(甲) Type A Industrial District (IA) 工業區(甲種用地)



Analysis and Countermeasures on Effective Land-use



Category 項次	Location 基地名稱	Site Area (hectares) 面積(公頃)	Zoning 土地使用分區	Building Coverage Ratio(%) / Floor Area Ratio(%) 建蔽率(%) / 容積率(%)	Planning Land Use 適合引入產業建議
1	Greening of Taiwan Power Corp. DCTD3 台電特貿三	3.1	Designated Warehousing & Transshipment District (DWTD) 特定倉儲轉運專用區	60 / 630	Housing、Commercial Office、 Financial Services Agency、 Shopping Areas & Hotel Suites etc. 住宅、辦公、金融、購物及旅館等
2	Chinese Petroleum Corp. DWTD3 中油特倉三	5.54	Designated Commercial & Trading District (DCTD) 特定經貿核心專用區	60 / 490	Research and Innovation Centers、 Commercial Office Financial Services Agency、Shopping Areas & Hotel Suites etc 數位內容、研發設計、辦公、金融 、購物及旅館等
3	Port of Kaohsiung Pier 16-18 & 21 Leisure Zone 高雄港第16至18及21號 碼頭周邊土地	6.37	Designated Cultural & Recreational District (DCRD) 特定文化休閒專用區	60 / 490	Shopping areas、Hotel Suites、 Commercial Office etc. 國際觀光旅館、購物、辦公等



4	Urban Land Consolidation (Phase LX) 第60期重劃區	5.55	Designated Commercial & Trading District 特定經貿核心專用區	60 / 630	Housing、Commercial Office、Financial Services Agency、Shopping Areas & Hotel Suites etc. 住宅、辦公、金融、購物及旅館等
5	Taisugar Harbor Commerce Zone 台糖港埠商業區	4.17	Harbor Commercial District (HC) 港埠商業區	60 / 1000	Cultural Industries、Commercial Office、Financial Services Agency、Shopping Areas & Hotel Suites etc. 文化創意、辦公、金融、購物及旅館等
6	Kaohsiung Port Railway Station 台鐵高雄港站	2.30 5.93	Designated Cultural & Recreational District (DCRD) Commercial District(C) 特定文化休閒專用區、商業區	60 / 490 60 / 490	Tourism、Commercial Office、Financial Services Agency、Shopping Areas & Hotel Suites etc. 觀光產業、辦公、金融、購物及旅館等
7	Port of Kaohsiung Pier 1-10 Leisure Zone 高雄港1至10號碼頭周邊土地	30.03	Designated Cultural & Recreational District (DCRD) 特定文化休閒專用區	60 / 490	Tourism、Commercial Office、Financial Services Agency、Shopping Areas & Hotel Suites etc. 觀光產業、辦公、金融、購物及旅館等

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