



Photo by Theerasak Sakrtraingee



## It's high time for Taiwan to join Interpol

**Taiwan's international situation has made it difficult for the country to take part in international organizations, even those in which participation is crucial not just for Taiwan, but for the world. It's a story that has been told time and time again, yet there has been no progress.**

An upcoming case in point: the International Criminal Police Organization (Interpol). The global police body will be hosting its 85th General Assembly in Bali, Indonesia, November 7 to 10, and Taiwan would like to take part as an observer. The island nation has not been allowed to do so since 1981, when the People's Republic of China (PRC) took over Taipei's status and rights in the organization. The result of Taiwan's exclusion from this body is that there exists a potentially dangerous gap in global policing, and yet rarely does anyone address the elephant in the room: this gap is a direct result of pressure exerted by the PRC to bar Taiwan from participation in such important worldwide efforts.

Even though Taiwan currently receives important Interpol information forwarded by friendly nations, such information is neither up-to-date nor complete. Only by directly attending Interpol meetings can Taiwanese law enforcement bodies be kept in the loop of international security intelligence and cooperation on combating terrorism and cross-border crime. With sufficient know-

ledge, Taiwan will be able to assist in safeguarding global public security in coordination with police agencies in other countries.

The fight against crime extends across national boundaries. Indeed, Interpol's Constitution refers to involving "all criminal police authorities" to establish a global public security network and create a cooperation platform for police agencies from around the world. As long as Taiwan remains excluded, the high-sounding Constitution rings hollow. As a member of the international community, Taiwan is ready and willing to participate in such global security organizations as Interpol, and fill this potentially dangerous gap in global law-enforcement. In 2015, more than 48 million passengers entered/exited Taiwan airports. Since 2009, the nation's law enforcement has solved 235 transnational crimes, involving fraud, illicit drugs, and human trafficking, and apprehended more than 12,250 suspects. If Taiwan were given access to the meetings, mechanisms, database and training offered by Interpol, the country could contribute far more to global security.

Source: Taipei Representative Office in Hungary



## 4 Taiwan cities, 1 county named in 2017 Smart21 Communities

Five locations in Taiwan comprising Keelung and Taoyuan cities in the north, Chiayi and Tainan cities in the south and the northeastern county of Yilan were recently named among the 2017 Smart21 Communities by the New York-headquartered Intelligent Community Forum (ICF).

The Smart21 list recognizes cities, counties and rural areas that apply digital tools to help local economies and societies prosper. In addition to the five in Taiwan, the latest edition features seven communities in Canada, four in Australia, and one each in Kazakhstan, New Zealand, Russia, the United Kingdom and the United States.

When announcing the list October 19, ICF co-founder Louis Zacharilla said nominees from Australia, Canada and Taiwan excelled as the countries have central governments that tend to work more closely with communities to unleash “the power of the local.” They also show strong commitment to both smart city development and the Intelligent Community movement. Selected from nearly 400 entries, the 21 communities

will vie for a place in ICF’s Top7 Intelligent Communities, set to be announced Feb. 7 next year in Taipei City. One of the seven will then be named Intelligent

Community of the Year at the Intelligent Community Summit and Awards Dinner June 8 in New York.

ICF is a global movement of nearly 150 cities, urban regions and

counties. The think tank studies and promotes the best practices of intelligent communities as they adapt to the demands and explore the opportunities presented by information and communications technology.

Nominees for ICF’s intelligent community awards are evaluated based on six indicators: advocacy, broadband, digital equality, innovation, knowledge workforce and sustainability.



Source: Taiwan Today, Photo: Courtesy of ICF



## National Palace Museum treasures go on display in Paris

A total of 96 artifacts from the Taipei-based National Palace Museum (NPM) have gone on display at Paris' Guimet Museum, marking the largest exhibition of NPM treasures in the French capital for 18 years.



NPM's pieces comprise roughly a third of the items in the "Jade, from the Emperors to Art Deco" exhibition, which will run until January 16, 2017. The show was formally launched October 17 (Paris time) at a gala event attended by Taiwan dignitaries including NPM Director Lin Jeng-yi; Zhang Ming-zhong, head of the Taipei Representative Office in France; and Lian Li-li, director of the Taiwan Cultural Center in Paris.

"Jade, from the Emperors to Art Deco" features 330 artifacts from 15 museums around the world, including the Chateau de Fontainebleau, Louvre and Les Arts Decoratifs. NPM is the single largest contributor to the exhibition.

Showcasing items spanning the Neolithic period to the 1920s, the event examines the significance of jade in various cultures and civilizations throughout history. Among the artifacts provided by NPM is a jade tablet dating back to the period of China's Neolithic Longshan culture from 2,300-1,800 B.C. The piece

was collected by the Qing dynasty's Qianlong Emperor in the 18th century.

"NPM and Guimet spent five years planning this joint exhibition," Lin said at the launch event. "Possessing an exquisite collection of treasures and considerable expertise, NPM is striving to bolster cooperation with institutions around the world."

Under the collaborative arrangement, the Guimet Museum has agreed to loan NPM a selection of historic Cambodian artifacts. The items are slated to be exhibited at NPM in Taipei in 2018.

"Such cooperative projects can help further boost NPM's status and recognition overseas," Lin said.

Established in Taipei City in 1965, NPM is home to the world's largest collection of Chinese imperial art, boasting 650,000 antiquities spanning 7,000 years from the prehistoric Neolithic period to the end of the Qing dynasty. Last year, the institution opened a second branch in southern Taiwan's Chiayi County showcasing artifacts from diverse Asian civilizations.



## Taiwan pushes law amendment to liberalize green energy sector

Taiwan will push for the development of green energy and prepare for the transformation of the state-owned Taiwan Power Company (Taipower) under a draft amendment to the Electricity Act that passed the Executive Yuan October 20.



Premier Lin Chuan said that in the first of the two-phased law amendment, the government will deal with the liberalization of green energy. The premier said the development of renewable and green energy is a major campaign platform of President Tsai Ing-wen, and the amendment to the Electricity Act can no longer be delayed.

He said liberalizing the sector was necessary because Taipower, which now serves as a player and a referee, cannot possibly allow green energy to develop rapidly. Lin Chuan-neng, director general of the Bureau of Energy, said after the meeting that between one to two and half years after the completion of the first-phased law amendment, the government will allow green energy operators to generate and sell electricity directly to users, or ask Taipower to transmit the electricity to users. Under the current practice, the green energy generation operators can only sell the electricity they generate to Taipower.

The amendment is part of government efforts to increase renewable energy's share of the national power production total from the current 4 percent to 25 percent by 2025.

Under the amendment, six to nine years after the first-phase of the law amendment, Taipower will be transformed into a parent company, with one subsidiary in charge of power generation and another responsible for electricity transmission, distribution and sale.

In the second-phase of the law amendment, conventional power generation operators will join the market and sell electricity they generate directly to users to make the power market more competitive. Taiwan is one of the few countries in the world to have written into law a target for reducing greenhouse gas emissions. Enacted last July, the Greenhouse Gas Reduction and Management Act includes the long-term goal of reducing emissions by at least 50 percent below 2005 levels by 2050.



## SunnyHills Bakery: Modest Brilliance

*By Chang Chiung-fang*

*Taiwan Panorama*

*Photos: courtesy of SunnyHills*

Established in the midst of the global financial crisis of 2008, Nantou's SunnyHills company has grown into a wildly successful pineapple-cake business. The company has also built a trusted agricultural brand around its cakes and business practices, and rekindled interest in the Bagua Plateau area where it started.



Nearly eight years after its founding, the SunnyHills bakery has launched a second product with strong ties to Taiwan: castella, a light, honey-flavored sponge cake. Having already upended market expectations by making pineapple cakes using a local pineapple variety, the company did so again with its approach to castella.

Company founder Micheal Sheu says that SunnyHills is continuing to develop other new products, and is also planning to build a new corporate headquarters in Nantou. "We want it to highlight Taiwan as well as the brand," he says.

SunnyHills has grown slowly and steadily from its original Nantou location and has been expanding abroad to Singapore, Shanghai, Hong Kong, and Japan. The company's expansion has pow-

ered a steady increase in its sales, which reached 22 million pineapple cakes and nearly NT\$1 billion in revenues in 2015.

For all that SunnyHills' four founders may consider the company's performance a "lovely surprise," it was no fluke. Jessica Yang, president of Concen-to Marketing Services Company, which has handled SunnyHills' marketing for the last seven years, says that the company has never wavered from its core vision of producing delicious, high-quality, emotionally resonant products. "Changing our ideals would be a betrayal of our principles," says Sheu. The company also works hard to incorporate new developments while maintaining this commitment to quality. "No brand ever rests easy. You have to change with the times or the market will leave you behind."



### Honeycomb cut

SunnyHills introduced its castella in the summer of 2016 after spending two years on its development.

Sheu explains that SunnyHills developed several products over the last two years, but that some didn't fit the company's brand image, others didn't have a particular connection to Taiwan, and still others involved hard-to-manage



processes or ingredients. In the end, they chose to move forward with the castella that Lan Shazhong, Sheu's uncle and a SunnyHills co-founder, excelled at making and had long wanted to produce.

People have strong ideas about what constitutes a traditional castella, and the company put a lot of thought into doing something different with the dessert. "Before we announced the new product, someone asked me whether I had confidence in it. I really didn't know." Sheu explains that flavor and mouthfeel are subjective and difficult to get just right.

"We worked very hard and very conscientiously, so I just don't care whether the market ultimately accepts it."

SunnyHills' castellas differ from the others on the market in both shape and mouthfeel. The honeycomb-shaped pieces that the cakes are precut into echo the honey that they are baked with and are also easier to pick up and eat. The company also eschewed the "sweet and fine" mouthfeel of typical castellas.

### Hand-picked ingredients

SunnyHills' first step in ensuring the quality of its products is being selective about the ingredients. It uses Japanese flour, which is more clearly graded, for its castellas, just as it does with its pineapple cakes. All of the castellas' other ingredients are locally sourced: genuine longan honey, healthy SunnyEggs from Long Chung Farm in Changhua, cane sugar from Tainan's Yujing District, and plum sauce from Kaohsiung's Xiaolin Village. The sugar and aged plum sauce took no small effort to obtain.

To get the pure cane sugar it wanted, SunnyHills had to sign Yujing farmers to sugar-cane production contracts, then partner with a biotech firm to extract the sugar using a membrane filtration process. The plum sauce has been aged for 10 years, giving it a rich and intense flavor that adds a decade's depth to the freshly baked castellas.

In another pioneering move, the company decided to use a waterjet to cut the cakes. The high-pressure waterjet resolves difficulties arising from cutting the cakes in a honeycomb pattern, and reduces the adhesion and contamination problems associated with ordinary metal blades.

With this level of attention to detail, it's no wonder that Sheu has boldly declared that while it is relatively easy to



Photo by Chuang Kung-ju

replicate SunnyHills' pineapple cakes, it is very hard to match their castellas.

### Connected to the land

In recent years, Sheu has turned the company's moneymaking operations over to a professional manager, while putting most of his own efforts into brand management. "It's more fun," he says, explaining that he finds it more fulfilling. "You can develop a brand over the long term, then pass it on." The company distributes its products only through its own stores, runs no ads, and doesn't partner with travel agencies to bring in tourists. In-



stead, it has invented a system of word-of-mouth marketing built around greeting customers with tea: it serves every visitor to one of its shops a cup of tea and a pineapple cake, regardless of whether or how much that person might be buying. Ever attentive to details, Sheu wanted the company's white porcelain teacups to be exceptional too, and hired a Japanese artist to throw, glaze and fire each one.

"Brands have to have a style of their own," says Sheu. He goes on to observe that even though being different isn't easy, you have to innovate because consumers expect something surprising and new.



## 2016 Taiwan Dox: Taiwan Documentary Festival in Budapest

The second edition of Taiwan Dox: Taiwan Documentary Festival, co-organized by the Taipei Representative Office in Hungary and the Budapest-based Palantir Film Foundation, kicked off at the arthouse cinema Todi Mozi in Budapest on October 20, 2016, with the opening film *Alis's Dream* (2011), directed by Salone Ishahavut, to the warm reception of the Hungarian audience.



At the opening ceremony, Ambassador Tao Wen-lung said the results of the first Taiwan Dox, held last October, were inspiring and that his office is thrilled to host the event again this year with Palantir Film Foundation.

“Taiwan has a rich film culture that has been influenced by democratization and people’s gradual awareness of the communities they live in,” Tao said, adding that “the advance of technology has no doubt played a part.”

Tao stressed that Taiwan’s films, as well as its society, “have continued to embrace linguistic and cultural diversity. Movies screened at the festival provide a glimpse of that development.”

Palantir Film Foundation Managing Director Orsolya Komlosi said the festival aims to show Taiwan culture to

Hungarian audiences. “The films we selected this year show a colorful world, where we see the relationship between the Taiwanese people and nature, the aboriginals, and children whose everyday life is determined by sports.”

This year, the Taipei Representative Office in Hungary invited *Alis's Dreams* director Salone Ishahavut and producer Mayaw Biho, as well as Professor Robert Chen, film expert from Taiwan’s National Chengchi University to Budapest and meet with the audience, in the hopes of increasing the Hungarian people’s understanding of Taiwan’s films.

Salone Ishahavut said the story depicted in *Alis's Dreams* is the story of every aborigine in Taiwan. And the fact that Cina Alis, a Bunun woman,

*Source: Taipei Representative Office in Hungary; Photo: Palantir Film Adaptivity*





*Professor Loránt Stohr of University of Theatre and Film Arts (first from left), Professor Robert Chen of National Chengchi University (second from left), Salone Ishahavut, director of *Alis's Dreams* (second from right) and producer Mayaw Biho speak to the audience after the screening of the film.*

tells the story is special because the Bunun society is patriarchal in nature. “Cina Alis is worried about the loss of the Bunun language and their way of life,” the director added.

The film is narrated by a 74-year-old woman of the indigenous Bunun tribe in Taiwan. She has been forced to move from place to place throughout her life, yet all she wants is to maintain her own way of life – one that is close to nature and to her ancestral land.

Mayaw Biho said he is more concerned that the problems exposed in the film can be resolved. “I hope that with President Tsai Ing-wen’s formal apology to the aborigines on August 1 and her pledge to transitional justice, we don’t need to make such films showing the indigenous people’s plight anymore.”

Looking from the perspective of cinematic aesthetics, Chen said *Alis’s Dreams* has a very difficult subject matter, yet it was presented with soft music and beautiful shots and the protagonist was talking about hard-

ship with a smile on her face. “It appears soft, but delivers a very strong force,” he said, adding that such documentaries make the indigenous people proud.

The three-day event screened a total of seven films with subjects ranging from indigenous communities, the media landscape, nature and man, sports and growing up, to family connection. Every screening was followed by a Q&A session moderated by Hungarian film experts and professionals well-versed in fields related to the subjects of the films.

To add to the diversity of the festival and help promote a general understanding of Taiwan, a workshop was organized this year as well. Other films shown at the festival were *Song of the Forest* (2010), *Ocean* (2015), *Breaking Ice* (2013), *Jump! Boys* (2005), *Jump! Ashin* (2011) and *The Taste of Apple* (2015). In conjunction with the festival, another Taiwanese documentary, *How Deep is the Ocean* (2000), was screened at DocuArt in Budapest.



## Spanish cyclist wins 2016 Taiwan KOM Challenge

Spanish cyclist Oscar Pujol Munoz won the 2016 Taiwan KOM (King of the Mountains) Challenge and the race's NT\$1 million (US\$31,615) first prize on October 28, covering the mountainous 105-kilometer course in just under three and a half hours.



Fan Yung-yi was the top Taiwanese finisher, placing 14th in a time of 3 hours, 37 minutes, and 35 seconds, 7 minutes 52 seconds behind Pujol.

Emma Jane Pooley, a former British professional cyclist and a first timer in the challenge, won the woman's title and NT\$200,000 first prize in 4:08:40.14.

Taiwanese cyclist Chen Tzu-yin finished third in 4:38:07.11 and Huang Ting-ying, who competed in the Rio Olympics, placed fourth.

Now in its fifth year, the grueling one-day race takes cyclists on the Central Cross-Island Highway through mountains in eastern and central Taiwan.

Starting from Qixingtan beach in Hualien County, the course then goes on a steady 87-kilometer climb via the breathtaking Taroko Gorge to a 3,275-meter peak in Wuling near Hehuan Mountain in Nantou County, the highest point in Taiwan accessible by public roads.

In 2014, French magazine *Le Cycle* included the race on a list of the world's 10 toughest, calling the Taiwan KOM Challenge the only one in Asia comparable to classic routes through Europe's Alps and the Pyrenees.

This year's race, which offered NT\$2.41 million in total prize money, drew 385 cyclists from 36 countries, according to the Tourism Bureau, one of the event's organizers.



## Taiwan ranks 11th in World Bank doing business report

Taiwan's improving business climate saw it maintain 11th place among 190 countries in the Doing Business 2017 survey released October 25 by Washington-based World Bank. With an overall score of 81.09, up 0.01 of a point from the previous year, Taiwan ranked fifth in the Asia-Pacific behind New Zealand, Singapore, Hong Kong and South Korea. The top three global spots went to New Zealand, Singapore and Denmark in that order.

Among the 10 categories covered by the annual report, Taiwan fared best in getting electricity. With a score of 99.44 out of 100, it maintained second place globally behind South Korea.

Source: Taiwan Today

But the country dropped back three places in getting credit to 62nd and trading across borders to 68th. It also went down from 21st to 22nd in resolving insolvency.

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## Tens of thousands march in Taipei's LGBT pride parade

Tens of thousands of people marched through Taipei October 29 in a colorful annual tradition to call for better rights for the lesbian, gay, bisexual, and transgender (LGBT) community.

Rainbow flags, colorful balloons, placards reading "marriage equality," and people dressed in bright and flashy costumes dominated the streets as the pride parade started from Ketagalan Boulevard at 2:30 p.m.

Remarks such as "I am not against gay people, as long as my child is not gay," or "I respect gay people, but they shouldn't undermine family traditions" are examples of "fake friendliness" that are in fact discrimination, the organizers of the Taiwan LGBT Pride Parade said.

Only through more dialogue can people understand their differences and develop

true empathy for others, the organizers said, adding that the parade provides such an opportunity for the public to understand the LGBT community.

The organizer estimated that around 82,000 people attended the parade – one of the largest in Asia – this year, compared with 65,000 in 2014 and 78,000 in 2015.

President Tsai Ing-wen also took to her Facebook page October 29 to support the LGBT community. "Love should make people feel free, equal and strong," Tsai wrote in the post, "Taiwan has rainbow today. Keep on believing."

Source: Focus Taiwan