

場次：台灣在區域經濟發展與競合中的角色 (第二場)

題目：Taiwan as an Asia Pacific Operation Center 2002

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Preface:

Federal Express has long realized that Taiwan has the potential as a regional transportation and logistic center. Fed Ex has established operations in Taiwan since 1990 and invested steadily. Transportation, logistic, and air express transportation specifically, are the areas that will become increasingly important in improving Taiwan's competitive position. Today, I will focus on three items: (1). Taiwan's shifting high-tech industry; (2). Opportunities afforded by the accession to WTO; (3). Importance of direct cross-strait transportation.

Taiwan's Shifting High-Tech Industry:

For the last two decades, Taiwan has played an important part in advancing the high-tech revolution. Traditionally, Taiwan's economy has depended on labor intensive and high-tech manufacturing industries, but now it relies greatly on knowledge-based and value-added service industries. Although over the last year Taiwan's economy faced a downturn, there is still incredible potential here and this potential will positively impact the overall economic power of the region.

According to the figures provided by the Taiwan Industrial Development Bureau (IDB), significant growth is expected in several emerging industries including nanotechnology, semiconductor equipment manufacturing, and color image display equipment. By 2006, the IDB estimates that the commercial value of the mentioned industries will reach 54.3 billion US dollars. Recently, the Semiconductor Equipment and Material International, a global trade organization, forecast a sharp increase in revenues by 29% in 2003 and subsequently 24% in 2004. If the reality conforms with the forecast, the impact on Taiwan's exporting market will be immense and be enormous on the region.

Efficient transportation and logistic service will be non-negotiable for companies

competing in the emerging industries. The ability to get the products to markets in the region and around the world will play a crucial role in Taiwan's success and competition in the region. At Fed Ex, we call this "High Tech High Value Revolution," which is one of the economic trends to shape global business today. As a leader in the revolution, Taiwan will be significantly influenced by the continuing shifting from labor-intensive manufacturing to high value-added production specialties. Air express service will be critical to take advantage of increasing export opportunities throughout Taiwan and the region.

Opportunities Afforded by WTO:

Accepted into WTO early this year, Taiwan will have many implications determining the future role of Taiwan in the development of its own economy and cooperative agreements between other countries in the region and around the world. Under the framework of multilateral trade today, Taiwan's acceptance to WTO as a partner with full trading status makes it possible for Taiwan to develop more fully integrated trade agreements with other member countries. The most significant impact of Taiwan's entry into WTO will be the fact that the trade relation between Taiwan and China will now be under multilateral framework of WTO and benefit this region.

Thanks to the accession of both Taiwan and China to WTO, the economies of the regions will become increasingly interdependent. It is inevitable and it will be a key factor for Taiwan to take a leadership position in shaping the future economic development of the region. WTO entry has enabled Taiwan and China to begin the process of tearing down the impeding trade barriers half a century old to begin building direct commercial ties and foster frequent contact between companies on both sides of the Taiwan Strait.

Recently, the possibility of the "Golden Triangle" has been heavily discussed. The Golden Triangle refers to the link among the Silicon Valley, Shanghai and Taipei. WTO memberships will definitely contribute to this Golden Triangle becoming a viable economic force in the region. Its component parts can be produced more intensively in China, exported to Taipei for final assembling and then shipped to customers in the Silicon Valley and around the world. On the surface, this looks like a feasible economic and cooperative development across the region except one thing—transportation. In order to make "Golden Triangle" come true, it is important there are efficient transportation options available to move goods from one point of the supply chain to the other and with the speed maintained by this industry and their

customers.

Importance of Direct Cross-strait Transportation:

In order to build this model, and to build up the competitiveness and attractiveness of Taiwanese companies to foreign investors, direct transportation links between Taiwan and China must be established. Direct transportation links will enhance Taiwan's position as a leading transportation and logistic hub. Early August, CEPD announced that an estimate of NT\$11.8 billion will be spent over the next six years to boost its presence in five new service industries, including transportation and express delivery services. We are confident that Taiwan has all the ingredients that would enable this wish to be realized.

Conclusion:

Taiwan has all the qualities, including the ideal geographic location, healthy and expanding infrastructure, as well as a highly educated workforce, to make it an effective and profitable transportation and logistic hub. Taiwan will be a primary architect in reforming and shipping business within this region and around the world.