



中華民國全國中小企業總會

National Association of Small &
Medium Enterprises Republic of China

年報

108

2019 Annual Report



我們的經營理念

Our Management Concepts

- ◎ 敬業樂群
Love for Your Career and People
- ◎ 用心服務
Sincerity of Service
- ◎ 創新成長
Growing with Creativity



二代翻轉未來 再創璀璨榮景

回顧過去一年，在全球經濟熱絡下，臺灣全年經濟成長率原訂 2.66%，其雖讓人振奮，但伴隨而來的隱憂仍不應掉以輕心，包括中美貿易摩擦、中國經濟發展趨緩，以及美國貨幣政策緊縮（如升息、縮表等）等問題，皆是成長變數，也是值得關注。

我國中小企業一直都是支撐臺灣經濟穩定成長的關鍵，依據 2018 年中小企業白皮書顯示，臺灣中小企業家近 144 萬家，占全體企業 97.7%；其就業人達 890 萬 4 千人，占全國就業人口 78.44%，是近年來新高紀錄。在面對國際局勢的改變，我國中小企業唯有向前衝，才有機會化危機為轉機，在世界嶄露頭角。

臺灣中小企業在經營上，正面臨轉型蛻變及二代接班等問題，企業在成長蛻變過程中，「後繼無人」成為中小企業經營的共同難題，這也是本會長期關注並試圖解決中小企業接班瓶頸。因此，本會於 107 年特成立「二代大學」，以打造「二代接班典範」為推動目標，除特聘曾任職或現任國際級企業的 CXO 們組成策略導師團，提供每位二代學員一對一專屬業師輔導外，並有「業師小聚」、「私董會」、「企業參訪」等活動，以獨特的共學平台與生態系統，協助每位學生創造讓家族企業轉型升級的具體戰力。

總會成立迄今邁入 47 年，在中小企業成長茁壯、轉型升級、世代交替及邁向國際化的過程中，均扮演重要的角色，亦積極透過各種管道為中小企業發聲。去年 9 月，帶領新任理監事及各縣市中小企業協會理事長拜會蔡總統，傳達全國中小企業建言，會中蔡總統除肯定本會的付出與努力外，也承諾將中小企業列為首要考量，給予最大支持，提供最佳政策扶持產業發展。

展望 2019 年，總會仍努力為中小企業建言發聲，並整合團隊力量，竭盡所能反應中小企業的經營問題，向政府尋求解決方案，同時也將持續協助政府推動經貿政策，促進中小企業永續發展，一起為臺灣中小企業加油，再創經濟榮景。

理事長

李育象

Flipping the Future of SMEs – Second-Generation Successors Create a Bright Outlook

Looking back on the past year, the annual economic growth rate in Taiwan reached 2.66% under the impact of a booming global economy. This growth rate is encouraging, but several latent issues such as the US-China trade war, the cooling Chinese economy, and the tightening US monetary policy (e.g., interest hikes, shrinking of balance sheet) should not be taken lightly and must be closely monitored.

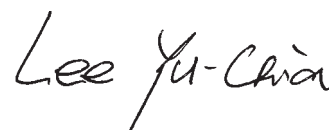
Our SMEs have always been the backbone of our economy. They guarantee stable growth, drive our economic development, and create employment opportunities. The White Paper on Small and Medium Enterprises in Taiwan, 2018 reveals that there are around 1.44 million SMEs which account for 97.7% of all enterprises in Taiwan. They employ a workforce of 8.904 million, which amounts to 78.44% of the total employed workforce and represents a new high in recent years. In the face of a rapidly changing international environment, our SMEs must keep forging ahead to turn crisis into opportunity and excel on the international stage.

In the field of business operations, Taiwanese SMEs face the challenge of transformation and second-generation succession. During this arduous process of growth and transformation, SMEs often lack qualified successors. The National Association of Small and Medium Enterprises (NASME) pays close attention and aims to provide effective solutions for this serious lack of successors. It therefore established a “New Generation College” to create models for second-generation succession. In addition to enlisting current or former CXOs of international corporations to form a team of strategic advisors, we also provide one-on-one guidance by professional industry instructors for every second-generation trainee. Various activities including industrial instructor gatherings, private board meetings, and enterprise visits are organized to create a unique joint learning platform and ecosystem and thereby enable every trainee to achieve merit and distinction in the field of transformations and upgrades of their family business.

As NASME enters its forty-seventh year, it continues to play a pivotal role in various SME related processes including sustained growth, transformation and upgrades, generational succession, and internationalization. It also gives a voice to SMEs in Taiwan by relying on different channels. In September of last year, the NASME chairperson led a delegation of newly appointed board of directors and supervisors and the chairpersons of SME associations in all cities and counties on a visit to President Tsai Ing-Wen to pass on the suggestions of our SMEs. During the meeting, President Tsai praised our efforts and contributions and promised to rank SMEs as a prime consideration and give maximum support through optimized policies conducive to development.

Looking ahead to 2019, NASME will continue to voice its support and provide suggestions on behalf of SMEs in Taiwan. It will do its utmost to communicate management issues that SMEs face and seek assistance from the government in the solution of problems. At the same time, we will continue to assist the government in the promotion of economic and trade policies with the goal of stimulating sustainable development of SMEs, facilitating joint contributions to SME growth, and creating another economic miracle.

Chairman



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一個創新求變的社團

An Innovative and Creative Association

不管是透風 還是落雨 認真打拚為前途踏著堅定的腳步 不經風雨這呢粗無論是成功 還是失敗攏 是人生要走的路 暫時失志免痛朋友互相來照顧手牽手來心連心一步一腳印 為著前途付出犧牲創造美滿的社會 幸福人生

Rise or shine, we take a firm stand over our future despite the hardships. Failure or success is only a part of life. There is no need to be discouraged by temporary losses because friends will help each other heart to heart and hand in hand through it all. I am willing to make sacrifices for the social well-being and a life of contentment.

這首歌，深切傳達了本會的使命與精神，這就是我們的會歌。

This song, our theme song, truly conveys the mission and spirit of the NASME.

民國 61 年 7 月 17 日，中華民國中小企業協會誕生（總會前身），迄今已 47 個年頭，愈漸茁壯。

The National Association of Small & Medium Enterprises, R.O.C. (NASME) founded on July 17, 1972, has become for 47 years.

本會自成立以來，在歷任理事長帶領下，恪遵服務中小企業的原始初衷，多年來無時無刻不以「促進中小企業發展」為己任，協助政府推動經建計畫、執行輔導措施、提供服務管道，扮演政府與民間溝通橋樑的角色、促進學術研究資源導入產業界，更進而促成業界之間的交流機會，協助中小企業締造更多商機。

Under the leadership of successive chairmen over the years, NASME has upheld the mission of "promoting SME development", by executing guidance measures and providing service channels for SME. It has also bridged communication between government and private sectors and have promoted launching of academic research resources in the industries, which in turn have facilitated industrial exchanges and thus they have created more business opportunities for SME.

時至今日，本會在國內各縣市成立近 60 組分級組織和跨業聯誼會，形成全省 SME 家族網絡。此外，也踏出海外延伸服務觸角，與全球 130 餘個團體建立關係，成立國際工商團體姊妹會。希望能藉此引領我國中小企業接軌國際，再創舉世矚目經濟奇蹟。

Today, the nationwide SME network of NASME comprises approximately 60 organizations and crossenterprise clubs in Taiwan. In addition, it has also extended its services overseas and has established cooperative economic and trade relations with 130 global organizations, hoping to offer guidance to SMEs so they can be in line with the world trends and once again have a worldfamous new economic miracle.

經營理念與願景

Philosophy and Vision

本會為非營利組織 (NPO)，我們一直秉持「用心服務、敬業樂群、創新成長」的理念，力求會務的健全運作。在服務中小企業工作上，積極爭取向政府建言機會，嘉惠中小企業，並向中小企業宣導政府輔導政策；同時參與各項政府標案，戮力執行各項計畫，貫徹「協助中小企業獲得優質成長環境，追求競爭優勢」的使命。

多年以來除獲中小企業好評外，民國 84 年迄今，已連續多年榮獲「內政部績優社團優等獎」的榮耀，持續向「代表性唯一、執行力第一的全國性中小企業服務性社團」願景邁進。

NASME is a non-profit organization (NPO). Upholding the philosophy of "dedicated services, gregariousness, and innovation and growth," it strives for integrity in its business conduct. In terms of provision of services for SMEs, NASME has actively sought opportunities to bring a voice to the government, advocated government's guidance policies and joined government's various biddings to implement NASME's mission of "Facilitating sound business environments for sustainable development of SMEs and pursuit of competitive advantage."

NASME has not only been well received by SMEs over the years, but has also won the "Organization Excellence Awards, Ministry of the Interior" for many consecutive years.



多元化的專業服務

Diversified professional services

我們能為您做些什麼？

- 提升產業競爭力優勢
- 落實政令維護權益
- 開拓國外商機交流
- 建構政府與企業溝通橋樑
- 增進企業人才素質
- 創業諮詢與輔導
- 輔導激勵產業升級
- 促進就業與媒合

我們辦過哪些活動？

- 晉見總統 提供建言
- 行政院院長與中小企業下午茶敘
- 中小企業新春團拜
- 各類獎項選拔及會議規劃
- 各類人才培訓課程及輔導
- 國際中小企業大會 (ISBC)
- 全國中小企業發展會議
- 兩岸企業家峰會 (中小企業合作及青年創業推動小組)
- 山頂尾溜登山健行嘉年華會
- 再現一炊煙露營活動／高爾夫球賽

What can NASME do for you?

- Enhances business competitiveness and strength.
- Helps businesses enforce government rules and maintain rights and benefits.
- Explores overseas business opportunities and promote overseas exchange.
- Promotes two-way communication between businesses and the government.
- Improve personnel quality.
- Provides consultation and guidance for entrepreneurship.
- Provides guidance and encouragement for industrial upgrade.
- Enhance & integrate employment resources.

What activities has NASME organized?

- Meeting the president and making recommendations.
- Afternoon Tea with Premier and SMEs.
- SME Chinese New Year Gathering.
- various awards and conferences.
- Various talent cultivation courses and guidance.
- The International Small Business Congress (ISBC).
- National Small & Medium Enterprises
- Development Conference.
- Cross-Strait CEO Summit (SMEs Cooperation).
- Hikign Carnival.
- Camping Activity / Golf Tournament.

我們的服務項目 Our Service



會員組成與分布

Membership Organization and Distribution



會員行業分佈

製造業：

包括電子電器業、精密器械業、化學製品業、機械設備業、食品業、紡織業、木竹傢俱業、造紙印刷業、橡膠製品業、金屬製品業、運輸工具業等。

服務業：

包括運輸服務業、旅遊業、金融業等。

其他：

包括營建業、運輸及倉儲業、農林漁牧業等。

會員組成結構

個人會員：

凡經核准入會，從事經營中小企業或具有興趣及研究之個人。

公司會員：

凡經核准入會，其經營本質屬中小企業發展條例第二條規定標準之公民營公司行號。

團體會員：

1. 本會所屬各分級組織。
2. 凡贊同本會宗旨或本會輔導之各相關團體。

贊助會員：

對於本會有特殊貢獻或每年贊助經費新臺幣壹萬元以上之團體或個人。

Members Industries

Manufacture：

including electronics and appliance, precision mechanics, chemical productions, mechanical equipment, food, textile, wood and bamboo furniture, paper making and printing, rubber and plastic manufacturing, metal, transportation tools.

Service：

including transportation service, travel, and finance.

Others：

including construction, transportation, warehousing industry, agriculture, forestry and fisheries.

Members Composition

Personal membership：

individuals who are working or interested in conducting in a small and medium enterprises.

Corporate membership：

public or private business entities whose business natures fit the descriptions in the second article of the Statute for Development of Small and Medium Enterprises.

Group membership：

1. subsidiary associations of NASME.
2. SME-pertaining groups whose membership applications were accepted.

Sponsor membership：

groups or individuals with either special contributions or sponsorship over NT\$10,000 each year to the National Association of Small and Medium Enterprises.

年度重要記事 Major Events

- 1/1 元旦總統府升旗典禮
New Year's Day Office of the President Flag Raising Ceremony
- 2/1 臺灣・日本香川縣經營者交流會
Business owners' exchange between Taiwan and Kagawa Prefecture of Japan
- 3/1 工商團體春節聯誼會
Industry and Commerce Group Spring Festival Fellowship
- 3/6-7 全國中小企業理事長聯誼活動
National SME Director Fellowship Event
- 3/13-17 臺日醫材CEO商談會(日本東京)
Taiwanese-Japanese Medical Device CEOs (Tokyo, Japan)
- 4/10 第13屆第9次理監事會
The 9th meeting of the 13th Supervisory Board
- 4/12 行政院賴清德院長與中小企業交流活動
SME exchange with Premier Ching-te Lai
- 4/19 與薩爾瓦多簽署合作備忘錄
Signing of the memorandum of understanding with El Salvador
- 4/25 鹽城市戴源市長經貿交流懇談
In-depth discussion with Mayor Yuan Dai of Yancheng City, PRC
- 5/21 第13屆第10次理監事會
The 10th meeting of the 13th Supervisory Board
- 6/5-6 參加第10屆廈門海峽論壇暨第7屆平潭共同家園
Participated in the 9th Straits Forum in Xiamen and 7th Common Homeland Forum in Pingtan
- 6/26 克羅埃西亞經濟商會副會長Mr. Ivan Barbaric來訪
Visit of Deputy Chairperson Ivan Barbaric of the Croatian Chamber of Economy
- 6/28 第14屆第1次會員大會暨第10屆國家磐石關懷獎章贈獎典禮
The 1st meeting of the 14th General Assembly and the 10th National SME Care Medal Award Ceremony
第14屆第1次理監事會
The 1st Meeting of the 14th Supervisory Board
- 8/3 2018年二代大會師派對
2018 Business Successors' Party
- 8/10 第14屆第2次理監事會
The 2nd meeting of the 14th Supervisory Board



- 9/10 新任理監事及各縣市理事長拜會蔡英文總統
Visiting President In-wen Tsai of new directors, supervisors, and local directors
- 9/27 第17屆新創事業獎頒獎典禮
第25屆中小企業創新研究獎頒獎典禮
The 17th Startup Business Award Presentation Ceremony
The 25th Taiwan SMEs Innovation Award Presentation Ceremony
- 10/3 創新沙盒交流論壇
2018 Innovation Sandbox Forum
- 10/10 2018山頂尾溜嘉年華會
2018 Peak Mountaineering Hiking Carnival
- 10/12-19 籌組「矽谷商務考察團」
Organization of the "Silicon Valley Business Delegation".
- 10/31 第27屆國家磐石獎暨第20屆海外臺商磐石獎頒獎典禮
Award Ceremony of The 27th National Award of Outstanding SMEs and the 20th Outstanding Overseas Taiwanese SMEs Award
二代大學開學典禮
New Generation College opening ceremony
- 11/3-4 全球青年趨勢論壇
Global Youth Trends Forum
- 11/13-16 參加日本新價值創造展
The New Value Creation Exhibition Japan
- 11/16 夯運動in Taiwan成果分享會
Fun Sports in Taiwan Achievement Exhibition
- 11/21 新世代人才發展論壇
New Generation Talent Development Forum
國家人才發展獎頒獎典禮
the National Talent Development Award Presentation Ceremony
- 11/27-12/2 籌組「重慶臺灣周經貿考察團」
Organization of the "Chongqing & Taiwan Weekly Economic and Trade Study Tour"
- 12/3-6 兩岸企業家峰會年會(廈門)
Cross-Strait CEO Summit (Xiamen)
- 12/5-9 磐石獎聯誼委員會海外例會活動(印尼)
Overseas Meeting of the Friendship Committee of Winners of National Award of Outstanding SMEs (Indonesia)
- 12/18 第14屆第1次常務理監事會議
The 1st meeting of managing directors and supervisors of the 14th Supervisory Board

會務推廣

Event Promotion

- 會員大會暨理監事會議
General Assembly and Meeting of the Board of Directors and Supervisors
- 新任理監事拜會總統
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- 縣市中小企業協會活動
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- 中小企業跨業聯誼會活動
SME Cross-Industry Club Activities

創造交流平台，建構優質環境

Creating an exchange platform and building a quality environment

本會成立迄今 47 年，持續地精進服務品質，建立起政府與企業間溝通橋樑，提供中小企業各項輔導與服務。自民國 84 年起，多年榮獲「全國性績優社團優等獎」的肯定。

為落實中小企業服務，本會於 107 年 4 月舉辦「行政院院長與中小企業交流活動」、9 月理事長帶領新任理監事及各縣市理事長晉見蔡總統，積極向政府傳達中小企業心聲，讓外界看到中小企業。

在全國網絡資源部分，全臺共成立 57 個分級組織，包含 20 個縣市中小企業協會及 36 個跨業聯誼會，直屬會員代表約 1,300 家，所屬會員約 1 萬家，建構起綿密的服務網絡；另外，由歷屆國家磐石獎得主所成立之「磐石獎聯誼委員會」，為延續磐石精神，每季舉辦例會，相互觀摩交流，促進產業永續發展。

除此之外，本年精心規劃一系列活動，促進會員間聯誼，凝聚共識達到產業交流之效。

Since NASME was established 47 years, we have spared no effort in making continual improvement of service quality, building communication channels between the government and SMEs, and offering SMEs a range of guidance and services. Since 1995 we have been rated an outstanding organization at the “National Efficient Association Excellence Award” .

To provide SMEs with perceivable services, we organized the “Exchange with the Premier” in April 2018 and visited President Ing-wen Tsai with new directors and supervisors under the leadership of the chairperson in September to actively communicate the ideas of SMEs to the government, in order for society to see SMEs.

In nationwide networking, we have established a total of 57 sub-associations, including 20 county- and city-level SME associations and 36 cross-industry clubs, with about 1,300 direct members and about 10,000 affiliated members, forming a well-planned service network. We have also established the Club of National Award of Outstanding SMEs for winners of the National Outstanding SME Award to extend the spirit of SMEs by holding annual seasonal meetings for mutual exchange and to promote the sustainable development of industry.

In addition, we established a series of events and activities in 2018 to promote friendship among members and member cohesion to achieve industry exchange.

會員大會暨理監事會議



總統頒發國家磐石關懷獎章

President presents medals to the winners of the National SME Care Medal.

本會自民國 84 年迄今，連續多年榮獲內政部評選為「全國性績優社團優等獎」之榮耀，除法定會議如期召開外，理監事和諧運作，會務穩健發展。

會員大會

第 14 屆第 1 次會員大會於 107 年 6 月 28 日下午 2 時假台大醫院國際會議中心舉行，爰例與關懷中小企業基金會共同舉辦「第 10 屆國家磐石關懷獎章」贈獎典禮，「國家磐石關懷獎章」乃延續國家磐石獎之精神，為我國唯一針對中小企業重大貢獻人士給予公開表揚之獎項，過去已表揚 9 屆共 44 位人士，本屆共有商業發展研究院徐重仁前董事長、中小企業信用保證基金蔡憲浩董事長、臺灣中小企業銀行黃博怡董事長、立法院陳亭妃立法委員和三立電視公司新聞部高明慧資深副總經理等 5 位獲獎。

會中蔡英文總統、經濟部龔明鑫政務次長、勞動部林三貴常務次長、經濟部中小企業處時

任吳明機處長，以及各部會首長蒞臨嘉勉，現場約 800 名中小企業代表參與，現場氣氛活絡。大會除進行例行性的會務報告和提案討論外，同時進行第 14 屆理監事改選，選出 35 位理事以及 11 位監事。理事長由逸新國際（股）公司李育家董事長擔任，監事長由英城營造（股）公司林坤榮董事長擔任，並由理事長選派三位副理事長，分別為祥園實業（股）公司吳昆民董事長、信彰聯合會計師事務所蔡文預所長、日馳企業（股）公司蘇偉倫執行長擔任，以協助輔佐會務。

理監事相關會議

為順利推展會務並達成理監事共識，依據章程第 25 條規定召開理監事會議，在會議中進行各項工作報告、財務報告以及提案討論，提案包含章程修改、理監事參選名單、兩岸企業家峰會「中小企業合作及青年創業推動小組」各項工作計畫、山頂尾溜嘉年華會、重慶經貿考察團及本會顧問聘任等 33 案。

General Assembly and Meeting of the Board of Directors and Supervisors

Since 1995 we have been rated an outstanding organization at the “National Outstanding Social and Occupational Organization Assessment” by the Ministry of the Interior. Apart from holding regular meetings as scheduled, directors and supervisors have been working in harmony to achieve steady NASME development.

General Assembly

The 1st meeting of the 14th general assembly was held at 14:00 on June 28, 2018 at the International Convention Center of National Taiwan University Hospital. At the same time, we also held the “10th National SME Care Medal Award Ceremony” Presentation Ceremony. Aiming to extend the spirit of the “National SME Care Medal”, the “National SME Care Medal” is the only of its kind in Taiwan to publicly commend characters with outstanding contributions to SMEs, and a total of 44 persons have been awarded over the past nine years. There were five winners in 2018, including Mr. Chung-jen Hsu, chairperson of the Commerce Development Research Institute; Mr. Hsien-hao Tsai, chairperson of the Small & Medium Enterprise Credit Guarantee Fund of Taiwan (Taiwan SMEG); Mr. Bor-Yi Huang, chairperson of Taiwan Business Bank Co., Ltd.; Legislator Ting-fei Chen; and Ms. Ming-huei Kao, vice president of Sanlih E-Television Inc.

President Ing-wen Tsai, Political Deputy Minister Ming-hsin Kung of the Ministry of Economics, Administrative Deputy Minister San-quei Lin of the Ministry of Labor, Director General Ming-ji Wu of the Small & Medium Enterprise Administration, and head of other government departments attended the assembly to express their concerns and encouragement. About 800 SME representatives participated in the assembly. In addition to the routine management presentation and proposal discussion, the election of the 14th

board of directors and supervisors was held, and 35 directors and 11 supervisors were elected. Chairman Yu-chia Li of Yi Sin International, Inc. was elected the chairperson of NASME, Chairman Kun-jung Lin of Engtown Construction Co. Ltd. was elected the chief supervisor of NASME, and Chairman Kun-min Wu of Nice Garden Industrial Co., Ltd., Chairman Wen-yu Tsai of Think-Do Better CPAS Office, and CEO Wei-lun Su of Sun Race Sturmey-Archer Inc. were elected vice chairpersons of NASME to help the chairperson to administer the association.

Meeting of Board of Directors and Supervisor

To smoothly promote NASME operations and reach consensuses among directors and supervisors, board meetings were held as per Article 25 of the NASME charter. Each meeting included a management presentation, financial report, and proposal discussion. A total of 33 proposals were discussed at the board meetings, with contents covering charter amendment, the list of director and supervisor nominees, the working plans of the “SME Cooperation and Youth Entrepreneurship Promotion Group” of the Cross-Strait CEO Summit, the Peak Mountaineering & Hiking Carnival, the Chongqing economic delegation, and NASME advisors.



第 13、14 屆理事長交接典禮

The 14th chairman inauguration ceremony.

新任理監事拜會總統

NASME Board of Directors and Supervisors meet with President



蔡總統和與會代表同合影

President Ing-Wen Tsai and new NASME directors and Supervisors

本會自創立以來，常透過各種管道為全國中小企業發聲，積極扮演政府與民間的橋梁，協助中小企業獲得優勢的成長環境。107年9月10日李育家理事長帶領第14屆新任理監事及各縣市理事長拜會蔡英文總統。

李育家理事長於會中提出兩項建議，一為建請總統府設立中小企業諮詢委員會，適時聽取中小企業心聲；二則請行政院相關部會及有關財團法人單位，應提供適當比例名額給中小企業參與，以利中小企業發展，期盼政府可做為我們中小企業的最佳後盾。

蔡總統表示中小企業是台灣的經濟命脈，中小企業越蓬勃發展，台灣的競爭力就越強，不管在創新創業、新南向等政策推動上，政府也將中小企業列為首要的考量，並強調政府將持續整合產官學研的能量，給中小企業最大的支持，以守住現有優勢並挑戰全新未來；另也肯定本會所扮演的角色，協助溝通讓政府政策能更貼近中小企業發展的需要，一起為中小企業的發展來努力。

Since NASME was established, we have been speaking for SMEs across the country through various channels to play our role well as a coordinator between the public and private sectors, in order to help SMEs create favorable environments for business growth. On September 10, 2018, Chairperson Yu-chai Li led the new directors and supervisors of the 14th board and directors of county- and city-level associations to visit President Ing-wen Tsai.

At the meeting, Chairperson Li made two propositions: the establishment of an SME consultative committee within the Office of the President to timely listen to the opinions of SMEs; and offered seats for SMEs at ministerial meetings and government-related entities on a pro-rata basis to facilitate SME development, hoping for the government to act as the best support of SMEs.

According to President Tsai, SMEs are the lifeline of Taiwan's economic development. Given that the boom of SMEs and the strength of Taiwan's competitiveness are positively interrelated, SMEs will be the government's first priority in policies for innovation, entrepreneurship, and the New Southbound Policy. President Tsai maintained that the government will continue to give the biggest support for SMEs by integrating the capacity of academia, industry, government, and institute, in order to maintain the present advantages and challenge a brand-new future. President Tsai also affirmed the role of NASME in helping the government make policies more suitable for the needs of SMEs, in order to promote SME development together.

2018 山頂尾溜嘉年華會

2018 Peak Mountaineering & Hiking Carnival



理事長與貴賓拉炮正式啓程

The chairperson and honorable guests blow the horn to start the carnival.

107 年雙十國慶日這一天，在風和日麗的天氣下，舉辦一年一度「山頂尾溜嘉年華會」千人登山活動，本次相揪健行「劍潭山」，Let's Go Hiking！讓中小企業主們有不一樣的國慶假期，並藉以紓解頭家們在平日打拚經濟的壓力，同時推廣樂活概念，展現 SME 活力。

本次從劍潭福正宮出發，全程約 6 公里，沿途欣賞劍潭山、文間山，猶如置身在山林裡的後花園，途中有一些當地社團各據山頭，並供乘涼休息、聊天泡茶、卡拉 OK 歡唱，還有大小廟宇供參拜。在步道上「老地方」觀機坪，是最佳休憩的所在，除遠眺觀音山外，視野佳可觀賞松山機場飛機起降，俯瞰台北市區，美景一覽無遺。

最後漫步至終點站大直典華，聯誼餐敘中，還有超過 200 項豐富的獎品提供摸彩，本次最大獎為理事長 SOGO 禮券 2 萬元大紅包、「iPad」平板電腦、電動自行車等好禮，現場氣氛 High 到最高點，整場熱鬧滾滾、歡笑不斷，讓會友之間情誼更加升溫，收穫滿滿。

On the National Day of 2018, the annual Peak Mountaineering Hiking Carnival was held in sunny weather with gentle breezes. The “Jiantan Mountain” was the destination of this hiking event attracting over 1,000 people to go hiking. Apart from an opportunity for SME owners to relieve stress from work on the national day, the event aims to promote LOHAS to SME owners to demonstrate the vigor of SMEs.

This 6km hiking event started at Fuzheng Temple in Jiatan for participants to enjoy the view of the Jiantan Mountain and Wenjian Mountain, which are considered the backyard gardens in the woods. During the event, some local groups occupied their own sites for a rest, tea, and karaoke. Others also worshipped the deities in local temples. The “old place” airplane view point on the trail is the best resting location. Apart from looking over the Guanyinshan afar, it is an ideal spot for watching airplanes taking off and landing and having a panorama of Taipei City.

At the end, participants strolled to Denwell Dazhi for lunch. We also prepared over 200 great prizes for a draw. The biggest prizes included a NT\$20,000 SOGO voucher donated by their chairperson, an iPad tablet, electric bicycle, and so on. The event reached its climax at the draw filled with cheers of joy and laughter for members improving friendship and winning great prizes.



現場 200 多項摸彩禮品，理事長頒贈 SOGO 禮券大獎

The Chairman presents Sogo gift voucher as the first prize among more than 200 raffle prizes.

行政院院長與中小企業交流活動



磐石獎得主拜會時任行政院院長賴清德

Winners of National Outstanding SME Award meet with Premier Ching-te Lai.

為拉近政府與中小企業間的距離，反映中小企業心聲，本會每年不定期拜會行政院院長提出建言，本年度共舉辦 2 場次。

107 年 4 月 12 日時任理事長林慧瑛帶領理監事及關懷中小企業基金會董事拜訪時任院長賴清德，就當前政府施政及中小企業面臨的問題與挑戰，與相關政府部會代表展開對談。會中提出 46 案，包含建請政府落實憲法規定，積極照顧並促進中小企業健全發展、綠色鑄造環保議題、穩定國內能源電力及發展觀光條例鬆綁與旅館業差別化管理等議題，冀望政府能重視、解決，為台灣留住好企業、好人才。

同年 11 月 1 日李育家理事長帶領本屆磐石獎得主拜訪賴院長，理事長致詞時表示，這幾年政府不斷推動各項政策來協助產業成長，感謝政府能傾聽中小企業的聲音，給予不同的協助措施，改善企業的經營環境，讓海外企業願意回台投資，一起為台灣經濟發展注入新動能，再創佳績。

賴院長也表示，中小企業對台灣經濟發展居功厥偉，加速投資台灣、鬆綁法規，就是希望給企業更寬廣的空間，而拚經濟不能由上而下，也不能由政府唱獨角戲，必須和企業共同討論，力量才能加乘，並強調僅靠政府推出「拚經濟」相關政策尚有不足，一定要中小企業共襄盛舉，期盼政府成為中小企業的最佳後盾。

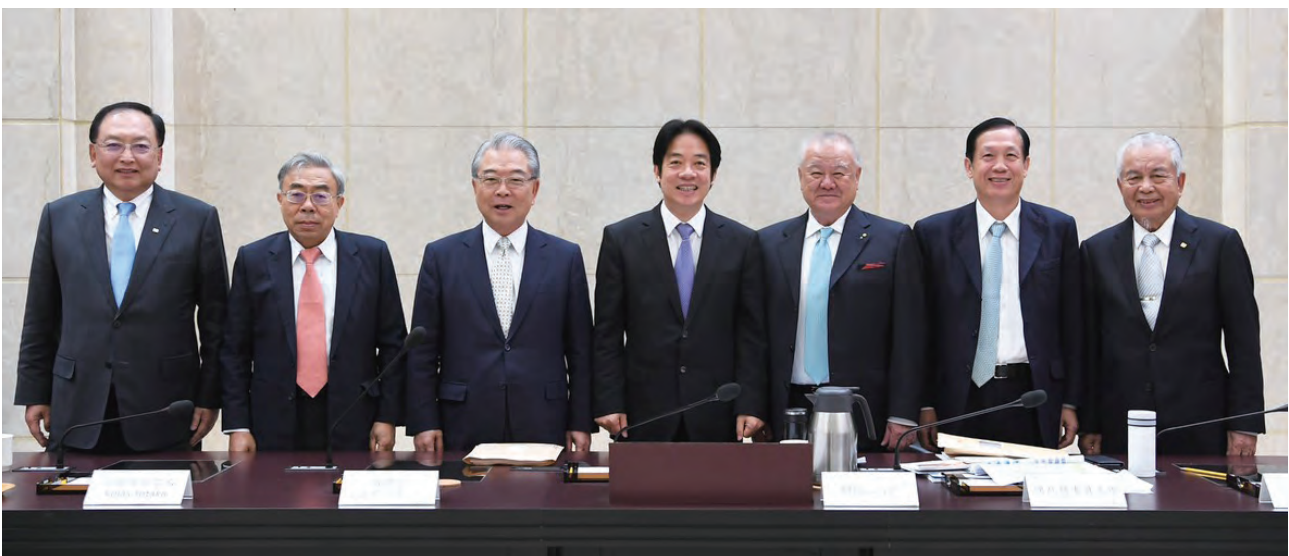
Exchange with the Premier

Every year, NASME organizes visits to Premier to bridge the gap between the government and SMEs and to express the opinions of SMEs. In 2018, a total of 2 sessions were held

Former NASME Chairperson Hui-ying Lin let NASME directors and supervisors and the board of directors of the Small and Medium Enterprise Foundation Taiwan (SMEFT) visit Premier Ching-te Lai on April 12, 2018 to exchange opinions on government policies and the problems and challenges of SMEs with related government departments. We made 46 prepositions, hoping the government can help resolve issues in relation to constitution enforcement, care for SMEs and promotion of healthy SME development, green casting related environmental protection issues, stable electricity supply and talent development, deregulation of restrictions in the Act for the Development of Tourism and differentiated management of hotels. By doing so, we aim to retain good enterprises and great talents in Taiwan.

On November 1st of the same year, Chairman Yu-jia Li led the current winners of National Outstanding SME Award to visit Premier Lai. The chairman said that in recent years, the government has continuously promoted various policies to assist the industry to grow. Thanks to the government for listening to the voices of SMEs, giving different assisting measures to improve the business environment of enterprises, and let overseas companies are willing to return to Taiwan to invest in new kinetic energy for Taiwan's economic development and create new achievements.

According to former Premier Lai, instead of a top-down job or a one-man play, it is necessary for the government to discuss with SMEs in order to demonstrate the synergetic effect and enhance the effectiveness of boosting economic development. Former Premier Lai also maintained that it is necessary for SMEs to make contributions when government policies in relation to boosting economic development are inadequate. In view of the exceptional importance of SMEs in economic development, the Executive Yuan will maintain fund sufficiency to provide the best support for SMEs.



六大工商團體與行政院長座談

Discussion of the six major industrial and commercial associations and the Premier.

磐石獎聯誼委員會



夏季例會參訪杏輝製藥 Visit on Sinphar Group during the annual summer meeting.

107 年度為磐石獎聯誼委員會第 11 屆第 2 個年頭，在吳昆民總會長的帶領下，每季例會活動皆相當精彩，辦理情形如下。

春季例會於 5 月辦理，邀請臺灣最會講故事的吳念真導演，以「用腳行走，用心過活」，說故事的方式，分享他多元豐富生命歷練。接著是第 8 屆磐石獎得主暨前會長雅博公司李永川董事長接棒，闡述「雅博的品牌之路」，娓娓道來創造品牌的起心動念與心路歷程。壓軸為第 4 屆得主肯邦國際朱平總裁，講題「生意人，悅日人，連漪人」發表演說，傳達人生哲理，雋永有趣，談的是前瞻視野，格局高度，敏銳篤定的創新與創業理念。三位主講人風格各異，各擅勝場展現特質，粧點春末午後優雅與智慧。

夏季例會於 8 月安排宜蘭企業參訪一日遊，行程中參訪會友公司 - 專業製藥廠「杏輝藥品工業」及工業物聯網智慧感測器專業製造「桓達科技」，另在吳總會長引薦下，參訪「福昌

種豬場」，從養殖的源頭認識，以建立新農業正確知識與概念。活動中時任吳明機處長也特別趕來與會友相聚，大夥齊聚於宜蘭，學習新知、交流商訊，在歡樂氣氛下為本次活動畫下完美的落幕。

為歡迎最新得獎企業加入磐石獎聯誼委員會的行列，10 月份於台北君悅酒店舉辦迎新晚宴，邀請經濟部沈榮津部長、國發會陳美伶主委、僑務委員會高建智副委員長及中小企業處時任吳明機處長等長官親臨勉勵，海內外會友亦踴躍參與，現場氣氛熱絡，賓主盡歡。

兩年一度的海外例會於 12 月 5-9 日舉行，由吳總會長帶領會友展開 5 天 4 夜的印尼參訪考察行程；會中安排拜訪當地事業有成之台商、印尼代表處以及雅加達台北學校等，除關懷海外會友及瞭解當地投資環境外，亦瞭解發展中的印尼。另，也參觀印尼特色景點，帶領團員體驗悠閒放鬆、品嚐在地美食及歷史文化感動的旅程。

Friendship Club of Winners of National Award of Outstanding SMEs

2018 was the second year of the term for the 11th Friendship Committee of Winners of National Award of Outstanding SMEs. Under the leadership of Chairman Kun-min Wu, every annual seasonal meeting is stunning.

At the annual spring meeting held in May, film director Nien-Jen Wu, the best telltale in Taiwan, shared his rich life experience over the years in tales based on the theme “living down to earth and life with a heart”. Then, Chairman Yung-chun Li of Apex Medical Corporation, winner of the 8th National Award of Outstanding SMEs and former club president, narrated the “Road to Brand of Apex” to tell us the motivation and psychological process of creating the Apex brand. Chairman Ping-chu of Canbran International Inc., winner of the 4th National Award of Outstanding SMEs, presented the grand finale on “Business Maker, Day Maker, Ripple Maker” to share his philosophy of life and discuss forward-looking perspective, higher horizon, and sensible and confident innovation and entrepreneurship concepts in a meaningful and interesting way. Each speaker demonstrated their own charisma in different styles to elegantly and wisely decorate the late spring afternoon.



春季例會吳念真導演分享

Movie director Nien-jen Wu speak on the annual spring meeting.

The annual summer meeting held in August was a one-day tour to visit enterprises in Yilan, including Sinfar Group, a Club member and pharmaceutical company, and FineTek Co., Ltd., a Club member and specialist manufacturer of smart sensors for the industrial internet of things. We also visited “Fu Chang Pig Farm” recommended by Chairman Wu to construct correct knowledge and concepts of new agriculture from the source knowledge of livestock raising. SMEA Director General Ming-ji Wu in that time also joined us in Yilan to learn new knowledge and exchange business information. The annual summer meeting ended smoothly in a fun atmosphere.

To welcome new members, also new winners of the Friendship Committee of Winners of National Award of Outstanding SMEs, we held a shower party at Grand Hyatt Hotel in Taipei in October. Economics Minister Jong-chin Shen, NDC Minister Dr. Mei-ling Chen, OCAC Deputy Minister Chien-chih Kao, and SMEA Director General Ming-ji Wu attended the event to express their concerns and encouragement. Members at home and abroad also joined the event enthusiastically to heat up the atmosphere. Both the host and guests were well amused.

The biennial overseas annual meeting was held on Dec 5-9. Under the leadership of Chairman Kun-min Wu, the 4-night and 5-day Indonesia trip began. Visits to local successful Taiwanese merchants, the Taipei Economic and Trade Office in Indonesia, and Jakarta Taipei School were arranged. Apart from expressing care for overseas NASME members and understanding the local investment environment, the delegation explored the Indonesia in development. The trip also included sight-seeing in Indonesia for delegates to relax, taste local delights, and explore local history and culture.

縣市中小企業協會活動



績優中小企業社團選拔活動得獎單位合影

Group photo of outstanding local SME associations winners.

為使縣市中小企業協會更為緊密結合並健全服務網絡，台北市中小企業協會於3月6~7日舉辦「縣市中小企協會業理事長聯誼大會」，會中有除了交流聯誼外，並透過會議分享會務心得、反映企業經營問題，齊心共謀產業發展藍圖，協助提升中小企業競爭優勢。

本會及縣市中小企業協會長期深耕基層，服務廣大的中小企業族群，針對中小企業在發展上所面臨的問題，提供各類適合之經營相關課程與活動，因此透過「提升縣市中小企業基層服務補助計畫」的經費補助挹注及自辦活動，每年皆辦理400多場次活動，以強化中小企業經營體質與提升管理能力。

此外，為激勵中小企業社團提升服務品質及永續經營發展，每年舉辦「績優中小企業社團選拔」活動，以茲鼓勵，107年度獲獎名單如下：

會務精銳獎 |

台北市中小企業協會、臺中市大臺中
中小企業協會、屏東縣中小企業協會

創新服務獎 |

彰化縣中小企業協會、南投縣中小企業協會、
雲林縣中小企業協會

多元發展獎 |

苗栗縣中小企業協會、臺東縣中小企業協會、
高雄市大高雄中小企業協會

熱忱活力獎 |

宜蘭縣中小企業協會、桃園市中小企業協會、
台南市中小企業協會

County and city SME association activities

For SME associations in counties and cities to cohere with one another more closely and to optimize the service network, the Taipei City SME Association held the “Social Gathering for Nationwide SME Associations 2018” on March 6-7. Apart from social gathering, we aim to develop a blueprint for industrial development to help SMEs improve competitive strengths through achievement sharing and problem discussion.

NASME and local SME associations have been servicing local SMEs over time and offering courses and holding activities in relation to the problems in SME development. As a result, we organize over 400 activities every year with the funding of the “Plan for Subsidizing the Improvement of Base-Level Services for Local SMEs” and self-funded activities to improve the operational performance and enhance the management competency of SMEs.

In addition, we organize the “Outstanding Local SME Association Selection” every year to encourage SMEs to improve service quality and promote sustainable development. Winners of 2018 are as follows:

Excellent Team Award

Taipei City SME Association, Taichung City SME Association, Pingtung County SME Association

Innovative Service Award

Changhua County SME Association, Nantou County SME Association, Yunlin County SME Association

Multiple Development Award

Miaoli County SME Association, Taitung County SME Association, Kaohsiung City SME Association

Service Enthusiasm Award

Yilan County SME Association, Taoyuan City SME Association, Tainan City SME Association



全國中小企業協會理事長聯誼活動

Social gathering of nationwide SME associations.

中小企業跨業聯誼會活動



績優跨業聯誼會選拔活動得獎單位合影
Group photo of outstanding cross-industry club winners.

中小企業跨業聯誼會已邁入 25 年，本會致力輔導中小企業彼此互助交流，至今已擁有 36 組跨業聯誼會，透過會員間彼此鼓勵與互助的環境下，進而知識交流、資源整合及創造事業合作等，以提升經營能力，強化競爭力優勢。

各組聯誼會定期月例會，辦理內容相當精彩豐富，包含有專題演講、聯誼交流、企業觀摩、國外考察、合作結盟；及回饋社會舉辦公益活動等，透過資源的互通，強化經營深度與廣度、掌握知識與創新，達到交人、交利、交心。

另外，為鼓勵優質的聯誼會，依爰例舉辦「績優跨業聯誼會選拔活動」，於新春團拜活動公開表揚，107 年度表揚名單如下：

社群活躍獎 |

同心會、久久會、緣久會、傑出仕女會

團隊金鑽獎 |

32 利基會、學友會、木蘭會

品味樂活獎 |

創新研究獎會、緣遊會、樂活會、五臨大會、精品美學會

時尚魅力獎 |

菁睿會、金世紀會、美力會

創新活力獎 |

210 成長會、產經會、新一代企業家會、圓融會、UPS 會

聯誼商機獎 |

SMART 時尚女企業家企合會、千禧會、快樂成長會

活動金質獎 |

台北石油會、圓緣會、深耕會、群賢會

SME Cross-Industry Club Activities

It has been 25 years now since the SME Cross-Industry Club was established. Aiming to promote mutual support and exchange among SMEs, we have 36 SME Cross-Industry Groups today for members to encourage and help one another, learn from one another, integrate resources, and create opportunities for collaboration to improve operational competencies and strengthen competitive strengths.

Each club holds monthly meetings with comprehensive contents, including a keynote speech, friendship exchange, SME visits, overseas trips, collaboration and alliance, and charitable activities to contribute to society. Through resources sharing, they increase the depth and breadth of operations, capture new knowledge, and make innovation to achieve people exchange, interest exchange, and friendship exchange.

Furthermore, we organize the outstanding cross-industry SME group selection and commend them at the National SMEs Joint Spring Festival Gathering. Winners of 2018 are as follows:

Vibrant Community Award

One Heart Club, Club 99, Raunchily Club, Outstanding Lady Club

Team Cooperation Golden Diamond Award

32 Niche Club, Friend Scholar's Club, Mulan Club

Tasteful LOHAS Award

Innovation and Research Award Club, Travel Club, LOHAS Club, Wu Lin Club, Refined Aesthetics Club

Glamour Award

Jing Rui Club, Golden Century Club, Milux Club

Innovation Award

210 Growth Club, Business and Economy Club, Next-Gen Entrepreneur Club, Harmony Club, UPS Club

Group Opportunities Award

SMART Fashion Female Entrepreneurs Club, Millennium Club, Happy Growth Club

Event Golden Award

Taipei Petroleum Club, Harmony Club, Shen Gen Club, Elite Club



林坤榮監事長代表參加 32 利基會會長交接活動
NASME Chief Supervisor, Mr Kun-rong Lin, participates in President Hand-Over Ceremony of 32 Niche Club.



學友聯誼會例會活動
Monthly reunion of Friendscholar's club.

國際經營

International Affairs



- 國際工商團體合作交流活動
Exchange activities with international commerce and industry groups
- 國際交流參展系列活動
International Exchanges and Exhibitions

掌握全球產業脈動 厚植產業競爭力

Strengthening industrial competitiveness through a firm grasp of the pulse of global industrial activity

國際情勢瞬息萬變，無論是政府外交、經濟貿易，到民間企業團體、青年學子，除面臨國際競爭帶來的挑戰，更迎來許多國際交流及跨國合作的機會。協助中小企業以在地資源，開創經貿優勢、放眼全球，建構國際交流平台，克服現有的挑戰，是本會重要的工作項目。迄今，本會觸角已擴及全球 70 個國家，與 130 餘個國際經貿團體結盟合作發展各項交流工作，期盼透過各項國際交流活動，拓展對外商機、銜接國際經貿市場，藉此帶動國內經濟發展，共創經濟奇蹟。

本會積極協助政府推動各項國際合作交流活動，在國際工商團體合作交流活動方面，透過「生醫產業僑臺商邀訪團」、「台日交流」、「僑台商投資台灣邀訪暨觀摩團計畫」、「矽谷台灣幫創業人才交流與推動合作計畫」、「臺北市補助工商團體及廠商海外參展計畫」計畫，吸引海外資金投資臺灣市場，引領我國中小企業接軌國際，鏈結世界網路，進而帶動我國經貿發展；在國際交流系列活動方面，包括「青年國際會議及交流活動案」、「日本青年臺灣研習營」等，邀約外國青年來台，體驗我國風情文化，倡議國際趨勢議題，亦擴展臺灣青年的國際視野，厚實人才內在潛能。

In the face of a rapidly changing international environment, government diplomacy, economy and trade, private enterprises, and young students not only face challenges associated with international competition but also enjoy numerous opportunities for international exchanges and cross-national cooperation. NASME is firmly committed to the key tasks of assisting SMEs in the creation of competitive advantages in the fields of economy and trade, adoption of a global outlook, establishment of platforms for international interactions and exchanges, and overcoming of current challenges by relying on local resources. NASME has formed alliances with over 130 trade organizations in 70 countries worldwide to boost exchanges. The goal is to expand external business opportunities and establish links to international markets through various international exchanges and thereby boost domestic economic development and create another economic miracle.

NASME also assists the government in the promotion of international exchanges and cooperation. In the field of cooperation with international commerce and industry groups, overseas investments in Taiwan are attracted through various programs including invitation of delegations of overseas Taiwanese entrepreneurs in the biomedical industry, exchanges between Japan and Taiwan, the Program to Encourage Visits by Delegations of Overseas Taiwanese Entrepreneurs interested in investing in Taiwan, the Program for Promotion of Exchanges and Cooperation with Silicon Taiwan Gang Entrepreneurs, and the Taipei City Subsidy Program to Encourage Participation in Overseas Exhibitions by Commerce and Industry Groups and Manufacturers in Taipei City. The goal is to bring our SMEs in sync with international trends and link them to global networks, and thereby boost the economic development of Taiwan. In the field of international exchanges, initiatives such as international youth meetings and exchange activities, and Japanese youth camps in Taiwan give young people from other countries a chance to experience our culture and customs, promote international trends and issues, and broaden the international outlook of the Taiwanese youth, which in turn unlocks their inner potential.

國際工商團體合作交流活動



兩岸企業家峰會 - 中小企業合作暨青年創業推動小組，李育家召集人與分享代表共同合影

Cross-strait CEO Summit – Group photo of the convener (Yu-Jia Li) and representatives of the SME Cooperation and Youth Entrepreneurship Promotion Task Force.

隨著國際經濟局勢的趨勢轉變，如何協助中小企業拓展國際商機，培育國際競爭力，一直為本會所重視。本會歷任理事長深具國際觀，積極協助中小企業國際發展，戮力配合我國對外貿易發展，推動國際產業合作與兩岸經貿交流，包含參與國際中小企業大會 (ISBC)、兩岸經貿活動等，同時也接待來自國際和兩岸重要代表，藉以增進彼此聯繫，時至今日已與全球約 131 個經貿團體簽署合作協議，希望能藉此引領臺灣中小企業接軌國際、走入世界，再創舉世矚目之經濟奇蹟。

國內交流

本會不定期與國際各相關單位進行交流互動，107 年度來訪之國際工商團體共計 29 餘個團體 221 多位代表來訪，包含泰國中小企業、薩爾瓦多、越南政府 - 台灣事務委員會、日本台灣交流協會、印度台北協會、克羅埃西亞經濟商會、青海省政協經委會、北京市中小企業平台與信息化協會、鹽城市人民政府、廈門、

無錫市與上海工商聯等相關經貿團體。會中邀請國內相關企業代表共同出席座談，藉此瞭解不同國家中小企業發展狀況，彼此提出不同見解，分享理念，以加強合作關係。

國際和兩岸交流

國際交流方面，台日兩國在經貿、觀光、地方文化交流上向來友好，日本是台灣第三大貿易夥伴及外資與技術的主要來源之一。在台日有良好的互動基礎下，可藉由雙方產業鏈特性的互補優勢，協助台日中小企業共同擴大國際市場版圖。

2 月 1 日舉辦之「台灣・日本香川縣經營者交流會」，邀請日本香川縣官方與企業以及台灣企業代表進行產業交流，其產業橫跨電子、機械、醫療、美容、文創及民生用品等，期盼協助台灣中小企業提升產業附加價值，開拓國際合作機會，針對台日企業實際需求，積極耕耘台日關係。未來，仍持續協助中小企業拓展



市場，加以成長、茁壯，促進深化台日中小企業資訊共享、技術交互授權、或商業合作的可能，以為台灣中小企業經營者尋求海外合作、拓展國際市場之契機。

另於 3 月 13-17 日舉辦「台日醫材 CEO 商談會」，邀請台灣醫材業者至日本交流考察。本次特別與日本 SMRJ 合作，日本中小企業基盤整備機構 (SMRJ) 每年於 2~3 月期間辦理「ASEAN 醫療機器 CEO 商談會」，廣邀東南亞當地醫材業者 CEO 與日本業者對接交流及商談。SMRJ 今天特別提供 5 個名額給台灣中小企業，期盼台日醫材業者能交流合作，連結與互補臺日醫材產業價值鏈，以促進台日醫材技術、產品拓銷上的合作。

兩岸交流方面，中小企業在經濟發展中，扮演著不可替代的關鍵角色，替兩岸經濟融合提供強勁的支撐動力，也為兩岸和平發展做出重大貢獻。

本會近年來與大陸不定期互動，帶領中小企業至大陸各省市參加代表性的展會和經貿考察，分別組團參加湖北、浙江、重慶經貿考察、第 10 屆海峽論壇暨第 7 屆共同家園論壇、兩岸企業家峰會等，以協助中小企業至大陸內地拓展商機，也為中小企業的實質合作提供多元扶助。



洪慶忠國際總召與泰國商務處 Mr. Woramit Krotto 互贈禮品
Gift exchange between NASME International Convener Mike Hung (Ching-chung Hung) and Mr. Woramit Krotto of the Thai Trade Office.



李育家理事長與時任中小企業處處長吳明機一同前往日本參加創新論壇活動

Group photo of the Chairman Yu-Jia Li and Mr. Ming-Ji Wu, Former Director General of the Small and Medium Enterprise Administration proceed to Japan to participate in an innovation discussion forum.

兩岸企業家峰會

「兩岸企業家峰會」至今已邁入第 6 年，每年輪流在台灣和大陸舉辦年度峰會，共同研商兩岸產業交流合作的整體策略和方向。

107 年年會於 12 月 4-5 日於廈門盛大舉行，共有來自兩岸的 1000 多位企業家出席，會中峰會所設的 8 個產業合作推動小組，圍繞著「融合新舉措 共享新商機」的主題進行研討，同時簽署 36 項合作協議，為未來雙方進一步推動兩岸產業的融合發展，奠定更為堅實的基礎。本組（中小企業合作及青年創業推動小組）也於會中提出六項結論，以利推動兩岸中小企業的實質及深化合作，並促使新世代產業朝向新模式發展：

1. 推動兩岸產業新融合發展，促進結構調整及轉型升級
2. 推動商貿平台策略思維，提供服務新模式
3. 降低中小企業合作風險及障礙，誘發新商機
4. 持續推動並建設兩岸中小企業及青年創業園區
5. 深化兩岸青年企業交流及二代傳承
6. 探討兩岸中小企業及青年合作的創新模式

Exchange activities with international commerce and industry groups



徐州政府王蕾副局長與戴麗芬秘書長互贈禮品

A delegation led by Xuzhou Government presents a gift to NASME.

How to assist SMEs in expanding international business opportunities and building international competitiveness in the wake of global economic transformations is a key task of this Association. All NASME Chairpersons have international insight and actively assist SMEs in the development of their international markets. In addition, they are also firmly committed to promoting international industry cooperation and cross-strait economic and trade exchanges, including participation in the International Small Business Congress (ISBC), cross-strait economic and trade activities, and reception of international and important representatives from both China and Taiwan with the goal of intensifying mutual contacts. So far, a total of 131 cooperation agreements have been signed with economic and trade organizations worldwide. The goal of these efforts is to bring Taiwan's SMEs in sync with international trends, facilitate expansion into international markets, and attract worldwide attention through another economic miracle.

Exchanges in Taiwan

NASME conducts periodic exchanges and

interactions with international units. Over 221 representatives from more than 29 international commercial and industrial organizations visited NASME in 2018, including representatives from Thai SMEs, El Salvador, the Taiwan Affairs Committee of the Vietnamese Government, the Japan-Taiwan Exchange Association, the India-Taipei Association, the Croatian Chamber of Economy, the Qinghai Political Consultative Conference, the Beijing SME Platform and Informatization Association, Yancheng People's Government, and Xiamen, Wuxi, and Shanghai Federations of Industry and Commerce. Representatives of domestic enterprises were invited to attend these exchange conferences to gain a better understanding of the current state of development of SMEs in different countries and exchange different opinions and concepts with the goal of strengthening mutual cooperation.

International and Cross-Strait Exchanges

Taiwan and Japan have always had friendly exchanges in the fields of economy, trade, tourism, and local culture. Japan is also the third largest trading partner and a main source of capital and technologies for the Taiwanese economy. Based on the foundation of friendly exchanges, Taiwanese and Japanese SMEs receive assistance in the joint expansion into international markets through complementary advantages associated with industry chain characteristics of both sides.

Official and business representatives from Kagawa Prefecture as well as business representatives from Taiwan were invited for the Taiwan-Kagawa Business Exchange Conference held on February 1 for industry exchanges spanning electronics, machinery, health care, cosmetics, culture & creativity, and daily commodities. The goal is to assist Taiwanese SMEs in enhancing their industry-added value, create more opportunities for

international cooperation, and further strengthen bilateral relations in line with the actual needs of Taiwanese and Japanese enterprises. In the future, NASME will continue to assist SMEs in market expansion and sustained growth. Information sharing, cross-licensing of technologies, and business cooperation between Taiwanese and Japanese SMEs will be further intensified to pursue opportunities for overseas cooperation and expansion into international markets.

Taiwanese medical equipment suppliers were invited to attend the Taiwan-Japan Medical Equipment CEO Conference held from March 13-17 in Japan for exchanges and observations. The Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (SMRJ), which served as a co-organizer for the conference, organizes the ASEAN Medical Device CEO Conference in February or March on an annual basis. Numerous CEOs of medical device providers in Southeast Asia and Japan are invited to attend this event to conduct exchanges and negotiations. SMRJ freed up five slots for Taiwanese SMEs to stimulate exchanges and cooperation between Taiwanese and Japanese medical equipment suppliers and link the medical equipment industry value chains of both countries to achieve complementary effects and stimulate cooperation in the field of technology and product marketing.

In the field of cross-strait exchanges and economic development, SMEs play an indispensable role. They provide strong support for cross-strait economic integration and make significant contributions to the peaceful development of cross-strait relations.

In recent years, NASME has conducted periodic interactions with Mainland China and has led delegations of Taiwanese SME representatives to attend representative exhibitions and carry out economy and trade related inspections in various provinces and cities in China including Hubei, Zhejiang, and Chongqing. SME delegations also attended the 10th Strait Forum, the 7th Common

Homeland Forum, and the Cross-Strait CEO Summit. These events and activities help SMEs develop business opportunities in the Chinese hinterland and greatly facilitate actual cooperation between Chinese companies and Taiwanese SMEs.

Cross-Strait CEO Summit

The “Cross-Strait CEO Summit” was held for the sixth time this year. The annual summit which is held in Taiwan and China alternately serves as a platform for the joint deliberation of general strategies and directions for cross-strait industry exchanges and cooperation.

The 2018 summit which was attended by over 1000 entrepreneurs from both sides of the strait was held from December 4 to 5 in Xiamen. Eight Industrial Cooperation Promotion Task Forces were formed for this summit to discuss issues centered around the theme of “New Business Opportunities through New Initiatives.” A total of 36 cooperation agreements were concluded to further promote and set a solid foundation for the integrated development of industries on both sides of the Strait. Our Task Force (SME Cooperation and Youth Entrepreneurship Promotion Task Force) proposed the following six strategies to facilitate the promotion of intensified cooperation between SMEs on both sides of the Strait and spur the development of new models for new-generation industries:

1. Promotion of integrated development on both sides of the Strait to stimulate structural adjustments, transformation, and upgrades
2. Promotion of strategic thinking via trade platforms and provision of new service models
3. Reduction of cooperation risks and barriers and generate new business opportunities for SMEs
4. Continued promotion and establishment of SME and Youth Entrepreneurship Parks
5. Intensification of exchanges between young entrepreneurs on both sides of the Strait and second-generation succession
6. Exploration of innovative models for cooperation between SMEs and young entrepreneurs on both sides of the Strait

國際交流參展系列活動



全球青年趨勢論壇副總統開幕致詞

Vice President Mr. Chen Chien-jen gave the opening speech for 2018 Global Youth Trends Forum in Taiwan.

青年國際會議及交流活動案

青年是國家進步的核心力量，青年的視野和高度也成為決定國家競爭力的關鍵，因此培養青年的國際視野和宏觀的思考能力成為政府重要的政策方向。本會為促進國際合作交流，協助青年提升國際競爭力，廣續辦理教育部青年發展署「青年國際會議及交流活動案」，推廣青年參與相關國際會議、鼓勵青年關注公共議題，並就臺以雙方青年事務持續交流合作辦理活動。

本會力求開拓本國青年與全球青年交流之機會平臺，除了協助 10 名高中學子組團赴以色列參加 2018 年國際環境青年領袖會議，亦辦理「2018 全球青年趨勢論壇」，並協助 20 名臺灣青年擔任接待大使，邀請澳洲、加拿大、德國、瓜地馬拉、印尼、愛爾蘭、以色列、日本、韓國、馬來西亞、紐西蘭、菲律賓、俄羅斯、瑞典、泰國、英國、美國、越南計 18 國青年代表來臺參與，國內外出席參與者超過 300 人。本次論壇以「我們共同

的未來」為主軸，針對國外與會人員，特別安排其參訪臺灣青年壯遊點、青年創業輔導單位、青年參與公共事務等相關組織，以瞭解臺灣青年參與公共事務之廣度及深度，同時增加對於臺灣原住民族文化的認知，以達到國際交流之目的。另外，本會特邀 2 位分別來自歐洲青年論壇以及澳洲聯合國青年會的青年事務單位領袖代表來華參訪，並邀請兩位代表擔任專題座談與談人，分享國際相關青年組織在科技與培育青年發展方面的做法，讓我國青年進一步瞭解不同區域的政策與現況，發揮跨領域之綜效。

日本青年臺灣研習營

為促進日本青年菁英深入了解我國政治、經貿、文化之發展與現況，並落實 2010 年簽署之「強化臺日交流合作備忘錄」精神，推動臺日友好關係，本會受外交部委託辦理「2018 年日本青年臺灣研習營」，協助安排日本著名大學（研究所）學生及政界新秀，共計兩梯隊在臺進行參訪。



每一梯隊皆為期 5 日，包括安排拜會外交部、陸委會、立法院、日本臺灣交流協會等重要單位，以了解我國對外政策及產業發展。而日本學生團另安排與臺灣大學學生進行交流，使臺、日青年在不同國家的文化背景下，激盪彼此對各項事物的觀點；並赴花東地區，了解產官學研合力開創深具多元與在地特色發展之模式與經驗，並飽覽東部好山好水之美景。此外，政界團另規劃走訪臺灣中部，拜會臺中市政府、參訪當地優秀中小企業及文創聚落。

透過此研修活動，就我國外交政策、國會運作、兩岸關係、歷史與文化等議題進行深度交流，盼藉此讓日本青年菁英充分瞭解臺灣，使臺、日關係持續朝友善且正向發展。

生醫產業僑臺商邀訪團

為配合政府推動「五加二」產業創新計畫，驅策生技醫療產業創新，加速臺灣投資動能，於 107 年度 7 月 2 日~7 月 7 日間辦理為期 6 天五夜之參訪行程，拜會 2 經貿事務機關以及參

訪 8 家生技醫療產業企業，促進本次訪團僑臺商與國內生技醫療產業企業等績優廠商商機交流與技術合作。此外，為媒合僑臺商與國內產業之商機交流，落實帶動投資及產業發展，於 7 月 6 日辦理商機媒合洽談會及專題講座，邀請 15 家國內生技醫療產業公司等相關績優廠商，向僑臺商簡介特色及可引資、採購、代理或合作項目，媒促僑臺商與國內企業之商機交流及投資，以擴大僑臺商產業鏈結合，以投資帶動貿易及產業轉型，進而開發海外市場潛力，共創合作商機。

僑臺商投資臺灣邀訪暨觀摩團計畫

配合政府當前五加二創新產業及加速投資臺灣政策規劃，結合海外僑臺商力量，建立僑臺商與國內新創產業、物聯網、綠能、新農業產業及電子商務交流平臺，增進僑臺商對國內新創產業、物聯網、綠能、新農業產業及電子商務現況、優勢及技術之瞭解，促進與國內企業商機交流、技術合作、創業等，以帶動來臺投資及產業發展，協助國內相關產業開創海外通路及商機。



生技醫療產業僑臺商邀訪團 - 開訓歡迎會，僑務委員會吳新興委員長（左四）、僑務委員會汪樹華處長（左三）及訪團成員合影 Visiting delegation of overseas Taiwanese entrepreneurs in the biomedical industry— Group photo of Mr. Hsin-Ying Wu, Minister of the Overseas Community Affairs Council (fourth left), Ms. Shu-Hua Wang Director of the Overseas Community Affairs Council (third left), and members of the delegation at the welcome event.



僑務委員會張文良主任秘書（右四）與僑臺商合影留念

Commemorative group photo of Mr. Wen-Liang Zhang, Chief Secretary of the Overseas Community Affairs Council and overseas Taiwanese entrepreneurs.

本次邀訪暨觀摩團從企業實地觀摩、商機交流會與論壇等多元內容，期盼從中能創造出更多異業結盟及商機媒合機會，同時拓展我國企業朝向海外市場發展，107 年總計參與人數為 109 人，整體滿意度高達 9 成以上，預估帶動僑臺商投資國內產業商機超過 24 億元。

矽谷臺灣幫創業人才交流與推動平臺

為落實執行「亞洲·矽谷推動方案」，持續進行「亞洲·矽谷物聯領航創新驅動計畫」之推動，本計畫協助外國專業人才來臺落地等相關業務，期能建構更友善的環境，提高外國人才來台誘因。

本計畫服務對象以臺裔海外創業家（矽谷臺灣幫）為主，為能順暢溝通、即時協助各項工作或需求，配置熟悉臺灣且具有接待國外人士經驗之專屬秘書並搭配建置各任務作業小組，分別針對其行程安排與落地需求進行聯繫與調查，建立對應的聯繫與服務管道，進行客製化安排規劃及執行落地服務。此外，為符合服務對象於矽谷習慣的經營、辦公方式，本計畫於臺北創新中心 CIT 設置辦公空間，期能強化與臺灣新創接觸、交流機會。亦依據個別需求，協助規劃辦理相關媒合活動如新創企業媒合、大型企業媒合或臺灣創業文化體驗媒合等多元活動共 6 場次。



中美經貿集團創辦人兼總裁尹集憲先生（中）拜訪總會
Henry Yin (center), Founder and President of the USA-China-Link group visits NASME.

另響應行政院時任賴清德院長留才攬才政策，與移民署合作加速完成就業金卡申請，協助矽谷台灣幫檢視其填寫資料正確性、及與移民署溝通相關文件，盡量減少往返溝通、補件機率，並協助矽谷臺灣幫順利取得就業金卡共 5 案。



臺中市林依瑩副市長（第一排右四）、臺日關係協會時任張淑玲秘書長（第一排左二）與日本政界新秀團團員合影
Group photo of Ms. Yi-Ying Lin, Deputy Mayor of Taichung City (first row, fourth right), Ms. Shu-Ling Zhang (first row, second left), Secretary-General of the Taiwan-Japan Relations Association and a group of rising stars of Japanese politics.

臺北市補助工商團體及廠商海外參展計畫

鑑於海外參展效益大，為鼓勵臺北市廠商積極參與國外展售活動，臺北市政府產業發展局特別辦理補助工商團體及廠商海外參展計畫，補助其出國參展費用，以協助廠商拓展對外貿易商機，爭取訂單。107 年補助工商團體 36 案、個別廠商 295 案，合計 331 案，總補助經費為新臺幣 1,500 萬元。

為提升臺北市進出口廠商赴海外參展實力，本年度研習課程以「工作坊」概念規劃一系列與海外參展相關之議題，透過多元化主題課程，以案例式、相互探討及實務課程，大幅提升參展廠商在各項主題之應用能力，達到展覽前中後無斷層的展拓新市場。

為配合政府南向拓展政策，針對本年度受補助廠商之參展，擇一國際展覽辦理參展行銷宣傳之示範，本次選擇亞太區美容展 (COSMOPROF ASIA 2018)，於香港辦理「臺北市參展廠商海外拓展商機交流會」，透過本次交流會促進廠商之間進一步的採購、合作或投資，加深與當地商會接觸，提高臺港貿易之頻繁度。



Twitch 共同創辦人林士斌（左 2）出席台灣創業家沙龍活動
Kevin Lin, joint founder of Twitch (second left) attends the “Taiwan Entrepreneurship Salon” event.



香港貿易發展局來台拜會，與我會合影
Group photo of representatives of the Hong Kong Trade Development Council and NASME representatives on occasion of a visit to Taiwan.

International Exchanges and Exhibitions



全球青年趨勢論壇惜別晚會

Farewell party of the Global Youth Trends Forum.

Youth International Conventions and Exchange Activities

Youth is the main driving force for national progress and their outlook and mindset determines national competitiveness. The cultivation of an international outlook and macro-thinking skills of our youth is therefore a key policy direction of the government. NASME continues to organize the “Youth International Conventions and Exchange Activities Project” of the Youth Development Administration of the Ministry of Education to boost international cooperation and exchanges and enhance the international competitiveness of our youth. Young people are encouraged to participate in international conferences and show concern for public issues. Relevant activities are organized to ensure continued exchanges and cooperation in the field of youth related matters on both sides.

NASME strives to expand opportunities and platforms for exchanges between local and international youth. This year, we provided assistance to a delegation of 10 high-school students who participated in the 2018 International Congress for Environmental Leadership in Israel;

and organized the 2018 Global Youth Trends Forum and provided assistance to 20 youths as ambassadors. Youth representatives from 18 countries (Australia, Canada, Germany, Guatemala, Indonesia, Ireland, Israel, Japan, Korea, Malaysia, New Zealand, Philippines, Russia, Sweden, Thailand, UK, USA, and Vietnam) were invited to participate in this forum. The number of local and international participants reached 300. This year's event was centered around the theme of “Our Joint Future”. A special itinerary was planned for international participants to give them a chance to visit youth travel spots, youth entrepreneurship guidance units, and youth organizations engaged in public affairs, and thereby give them a better understanding of the extent of participation of young people in Taiwan in public affairs and indigenous culture with the ultimate goal of stimulating international exchanges. In addition, two international youth organization representatives (European Youth Forum and UN Youth Australia public affairs unit) were invited as keynote speakers to share how international youth organizations promote technology and youth cultivation. The goal is to give local youth a better understanding of the policies and current conditions in different regions, thereby achieving multi-faceted synergy effects.



國際環境青年領袖會議代表團參觀校園

Campus visit of the International Environment Leader Forum participants.

Japanese youth camp in Taiwan

The Japanese youth camp in Taiwan aims to give young elites from Japan a deeper understanding of the current state of political, economic, and cultural development in Taiwan and promote friendly relations between Taiwan and Japan in line with the spirit of the Taiwan-Japan Exchange and Cooperation Memorandum signed in 2010. NASME was commissioned by the Ministry of Foreign Affairs to organize the 2018 Japanese Youth Camp in Taiwan to give students from renowned Japanese universities (graduate institutes) and rising stars of politics a chance to visit Taiwan, split up in two tours.

Every tour lasted five days and included scheduled visits to the Ministry of Foreign Affairs, the Mainland Affairs Council, the Legislative Yuan, and the Japan-Taiwan Exchange Association to give participants a better understanding of the foreign policies and industrial development trends in Taiwan. Exchanges between the delegation of Japanese students and Taiwanese university students were arranged to encourage an exchange of views and opinions on various topics against the backdrop of different cultural backgrounds. Trips to Hualien and Taitung gave participants a deeper understanding of how government-industry-

university-institute alliances cooperate to develop diversified development models and experiences with local characteristics. These trips also gave them a chance to take in the gorgeous scenery of the east coast. In addition, visits to Taichung City Government and outstanding local SMEs and culture & creativity clusters in central Taiwan were scheduled for the delegation of politicians. This activity facilitates in-depth exchanges on issues associated with Taiwanese foreign politics, parliament processes, cross-strait relations, history, and culture. The ultimate goal is to give young elites in Japan a deeper understanding of Taiwan and promote friendly relations between these two countries.

Visiting Delegations of Overseas Compatriots in the Biomedical Industry

In line with the promotion of the “5+2 Industrial Innovation Program”, which aims to stimulate innovation in the biomedical industry and accelerate the investment momentum in Taiwan, NASME organized a 6-day itinerary from July 2 to 7, 2018, which included visits to two economy and trade affairs agencies and eight biomedical industry enterprises to boost business opportunities, exchanges, and technology cooperation between the delegation of overseas Compatriots and domestic biomedical businesses



日本政界新秀團參訪臺灣中部中小企業－微程式資訊股份有限公司

Visit of Japanese political rising star delegation on SMEs in central Taiwan—Microprogram Information Co., Ltd.



全球青年趨勢論壇教育部葉俊榮部長參觀以色列文化展攤
Minister of Education Jiunn-rong Yeh visited the Israeli culture booth at the Global Youth Trends Forum.

with outstanding achievements. In addition, a business matching conference with keynote lectures was organized on July 6 to encourage exchanges on business opportunities and matching between overseas compatriots and domestic industries. Fifteen biomedical businesses in Taiwan were invited to attend this event to briefly introduce their unique characteristics and potential opportunities for investment, procurement, agency, or cooperation to overseas compatriots. The goal is to match overseas compatriots with local enterprises and encourage business exchanges and investment as well as expand cooperation with overseas Taiwanese industry chains. Investments will drive trade and industrial transformation, which in turn facilitates the development of overseas markets and creation of opportunities for cooperation and business.

Visiting Delegations of Overseas Taiwanese Entrepreneurs Compatriots for investment in Taiwan

A platform for exchanges between overseas compatriots and local businesses in newly created industries, IoT, green energy, and new farming industries in Taiwan and interactions in the field of e-commerce was established in line with the current 5+2 Industrial Innovation Program of the government and policies for acceleration of investments in Taiwan. The goal was to give overseas compatriots a better understanding of the aforementioned industries, the current state of e-commerce, and competitive advantages and

technologies in Taiwan to promote exchanges on business opportunities, technology cooperation, and entrepreneurship with domestic enterprises. The ultimate goal is to attract foreign investments and boost industrial development and thereby assist local industries in the creation of overseas sales channels and business opportunities.

It is expected that on-site observations of local enterprises, exchanges on business opportunities, and discussion forums engaged in by the visiting delegation in the context of this program will create more opportunities for cross-industry alliances and business matching and facilitate the expansion of local enterprises into overseas markets. A total of 109 individuals participated in this program in 2018 and overall satisfaction exceeded 90%. It is anticipated that this program will generate business opportunities worth more than NT\$ 2.4 billion through investments of overseas Taiwanese entrepreneurs in domestic industries.

Platform for the Promotion of Exchanges with Silicon Taiwan Gang Entrepreneurs

This program aims to assist and attract foreign professionals interested in relocating to Taiwan through the establishment of a friendlier environment with the goal of ensuring continued implementation and promotion of the Asia Silicon Valley Development Initiative and Asia Silicon Valley IoT Pilot Innovation Program.

The main beneficiaries of services provided in the context of this program are overseas entrepreneurs of Taiwanese descent (Silicon Taiwan Gang). Dedicated secretaries who are familiar with Taiwan and have experience in entertaining foreign visitors have been appointed, and task forces for execution of various tasks have been formed to ensure smooth communication and real-time assistance in the accomplishment of various tasks or satisfaction of relevant demands. Corresponding liaison and service channels have been established to facilitate the carrying out of liaison and surveys conducive to itinerary

arrangement and satisfaction of relocation demands through customized planning and relocation services. In addition, office facilities have been created in the Center for Innovation Taipei (CIT) based on customary business and office practices in the Silicon Valley area to accommodate the needs of service recipients. The goal is to strengthen contacts and exchanges with Taiwanese startups. In addition, assistance has been provided in the organization of six multidimensional matching events (e.g., matching with startups, large-scale enterprises, and Taiwan entrepreneurship culture experiences) in accordance with individual needs.

In response to the talent recruitment and retention policies of incumbent Premier William Lai, the application process for the Employment Gold Card was accelerated in cooperation with the National Immigration Agency to facilitate inspections of the accuracy of filled in data and communications on relevant documents by the “Silicon Taiwan Gang” with the National Immigration Agency. 5 cases have been successfully completed through the simplification of communication procedures, reduced likelihood of incomplete applications, and active assistance for Silicon Taiwan Gang entrepreneurs.

Taipei City Subsidy Program for local commerce and industry groups, and overseas business exhibition

The Department of Economic Development, Taipei City Government, has adopted the Subsidy Program to Encourage Participation in Overseas Exhibitions by Commerce and Industry Groups and Manufacturers in Taipei City with a view to maximizing the benefits of participation in overseas exhibitions and trade shows. The government subsidizes travel and participation expenses to assist manufacturers in the expansion of foreign trade opportunities and successful acquisition of orders.

In 2018, 36 local commerce and industry groups and 295 individual manufacturers (a total of 331 cases) received subsidies in the context of

the Subsidy Program to Encourage Participation in Overseas Exhibitions by Commerce and Industry Groups and Manufacturers in Taipei City. Total subsidies amounted to NT\$ 15 million.

A course based on workshop concepts centered around a series of issues related to participation in overseas exhibitions was organized this year to strengthen relevant capabilities of import and export businesses in Taipei City required to participate in such exhibitions. The application capabilities of potential exhibitors were greatly enhanced through multi-faceted course design with various themes based on case studies, mutual discussions, and practice-oriented contents. The goal is to facilitate the seamless expansion into new markets at every stage of the exhibition process.

An international exhibition is selected on an annual basis as a model for showcasing, marketing, and promotion to give local exhibitors that received subsidies for participation in such exhibitions a chance to share their experiences in line with the New Southbound Policy of the government. COSMOPROF ASIA 2018 was selected this year for an Exchange Meeting on the Expansion of Overseas Business Opportunities by Exhibitors from Taipei City held in Hong Kong. This exchange meeting aimed to encourage further procurement, cooperation, and investments between manufacturers and intensify contacts with local chambers of commerce as well as increase the frequency of trade transactions between Taiwan and Hong Kong.



僑臺商參訪知耕鳥農企業有限公司

Visit to Farmerssay of overseas Taiwanese enterprises.

研究發展

Research Development



- 推動產業創新應用服務實證計畫
The Empirical Project for Promoting Digital Innovation Services
- 中小企業法規調適及推廣服務計畫
SME Legal Adaptation and Service Promotion Plan
- 電機職業訓練職能檢視調查計畫
Plan for Occupational Classification Review and Survey for Electrical Engineering Vocational Training



法規調適立新機 創實電訓扭乾坤

Legal Adaption for New Opportunities, Innovation and Professional Training for New Situations

中小企業是臺灣經濟成長的引擎，景氣好的時候引領臺灣向前衝，景氣不好時則穩住臺灣的腳步。中小企業提供民生消費所需時，也在不同產業領域發揮創造價值，賦予產業創新與進步。在政府擘畫產業經濟的願景下，當政策及法規制度面臨變動時，藉由法規調和與檢視，將可提供中小企業友善的經營環境。

面對全球化競爭，除硬體提升外，本會承辦經濟部中小企業處「中小企業法規環境優化及權益促進計畫」、「推動產業創新應用服務實證計畫」，提供產業法規調適機制，並研究新型態創新產業課題，希冀透過研究計畫之執行，協助中小企業穩健發展。

本會亦承辦勞動部「電機職業訓練職能檢視調查計畫」，透過產業培訓計畫推動職能應用專業人才，促成產業培訓資源整合，懇盼接近產業需求，落實職業訓練精神。

SMEs are the engine that boosts Taiwan's economic development. In times of boom, they take Taiwan to go forward. In times of gloom, they maintain the state of Taiwan. SMEs supply daily necessities for people and create values in different industries to fuel industrial innovation and progress. When government policies and legal systems change temporarily to align with the government's planning for industrial and economic development, legal adaptation and review can provide SMEs with a friendly environment for business operations.

In face of global competitions, apart from upgrading hardware, we undertake “A Project to Improve the Legal Environment surrounding SMEs and Promote Their Rights and Interests” and the “Empirical Project for Promoting Digital Innovation Services” from SMEA to provide a mechanism for industrial legal adaption and study new issues regarding industrial innovation, hoping to help SMEs develop steadily.

We also undertake the “Plan for Occupational Classification Review and Survey for Electrical Engineering Vocational Training” of the Ministry of Labor to develop talents with special competencies through vocational training plans to achieve resources integration for industrial training, in order to meet the needs of industries more closely and enforce vocational training.

推動產業創新應用服務實證計畫



創新沙盒交流論壇邀請日本及新加坡等國際講者分享各國之創新沙盒推行經驗，與會講者合影留念

Group photo of Speakers from Japan and Singapore share the sandbox promotion experience in their countries at the 2018 Innovation Sandbox Forum.

近年數位科技發展迅速，各種數位科技創新應用如雨後春筍般出現。惟科技創新應用可能面臨現行法規之限制或規定不明確之處，因此本計畫引進英日等先進國家之沙盒制度，藉此建構我國之「創新法規沙盒」機制，協助創新創業者積極投入創新實驗。

本計畫自 106 年 8 月起建置「創新法規沙盒」平台（www.sandbox.org.tw），開始提供線上申請「法規釐清諮詢」服務，並於今年與金融監督管理委員會共同建立「金融科技創新實驗」之「前店後廠」合作機制，協助金融創新業者釐清相關法規問題，以降低創新事業活動可能面臨的違法風險。

本年度更进一步協助形塑「創新應用實驗」之實驗方案數案，以「先試先行、先興利後立法」精神，協助業者與主管機關協商，允許業者於無違反現行法規制度及可控制風險之條件下，以實驗方式先運行其創新事業並驗證其可行性，再將實驗結果回饋予主管機關，作為修法參考。

107 年度具體推動成果：完成法規釐清諮詢共 61 案；促成交通部訂定「自用車輛共乘原則」；辦理「2018 創新沙盒交流論壇」（國際交流論壇）；結合多元宣傳資源管道，辦理 5 場次說明會等。

The Empirical Project for Promoting Digital Innovation Services

The rapid development of digital technology in recent years has led to the emergence of innovative applications of digital technology spring up like mushrooms. Due to the regulatory restrictions or uncertainties in current laws and regulations for these innovative applications, we have introduced the sandbox system in technologically advanced countries like the UK and Japan to develop our own “Innovative Regulatory Sandbox” system to help SMEs engage in the experimentation of innovations.

In August 2017 we launched the “Innovative Regulatory Sandbox” platform (www.sandbox.org.tw) to offer online application for “regulatory clarification and consultation” services. In 2018 we launched the “front shop, back factory” collaboration mechanism for “Fintech Innovation Experient” in collaboration with the Financial Supervisory Commission to help financial enterprises engaging in financial innovation clarify related regulatory problems in order to reduce the legal risk of business innovation activities.

We also helped shape a number of experiment projects for “Innovative Application Experient” to help SMEs communicate with competent authorities based on the “early and pilot



與會講者分享創新創業者如何面對創新沙盒實驗挑戰

Forum speakers shared how to face the challenges of the innovation sandbox for innovators and entrepreneurs.

implementation and construction before interest” legislation spirit for SMEs to operate their innovative business and verify its feasibility by means of experimentation without breaking the law and within the scope of risk control. Then, SMEs can report the results to competent authorities as a reference for legal amendments.

Concrete achievements in 2018 include: completion of 61 requests for clarification and consultation; helping the Ministry of Transportation and Communications to establish the “Principles for Private Vehicles Carpooling” ; organizing the “2018 Innovation Sandbox Forum” , and holding five presentations by combining multiple publicity resources and channels.



創新沙盒交流論壇，全體合影留念

Group photo of all participants in the 2018 Innovation Sandbox Forum.

中小企業法規調適及推廣服務計畫

SME Legal Adaptation and Service Promotion Plan



透過召開座談會，蒐集業者對最低工資立法之意見
Gathering SME opinions on minimum wage legislation at a seminar.

本計畫理解中小企業的適法能力與遵法成本較高，且新創企業常遇有營運與管制扞格之情事，故朝向促進法規分級細緻化管理，並聚焦中小企業發展與連結，以給予適切的協助。

為加強中小及新創企業法遵能力，運用榮譽律師團隊，提供企業主線上諮詢及駐點諮詢服務，於 107 年度協助各領域中小及新創企業調和經營上的法規障礙，主力於平台經濟、新創產業稅制、新旅創、循環經濟、創新金融科技、行動支付、最低工資法、公司法等法規議題，為中小企業進行法規鬆綁與倡議。

未來法規調適執行團隊將持續提升議題協處能量與策略能力，為友善中小企業法規經營環境努力，協助企業主或創業者於經營過程中，能享有法務與法規調適之支援。

In view of the high cost for SMEs to develop legal adaptability and practice legal compliance, and the conflicts in operations and control as encountered by startups, we intend to promote the

graded and refined management of regulations and focus on SME development and linkage, in order to offer suitable assistance for SMEs.

To enhance the legal compliance ability of SMEs and startups, we offer online consultation services and in-house consultation services for SME owners with the honorary legal consul group. In 2018, we helped SMEs and startups in all fields to harmonize operational legal barriers and focused on legal issues including the platform economy, innovation industry tax, travel innovation, circular economy, innovative fintech, mobile payment, minimum wage act, and company act to promote deregulations and initiatives for SMEs.

In the future, the legal adaptation implementation group will continue to improve the capacity in assistance for issue resolution and strategy making to create a legal-friendly environment for SME operations, help SME or startup owners to enjoy legal support, and support legal adaptation in operations.

電機職業訓練職類檢視調查計畫

Plan for Occupational Classification Review and Survey for Electrical Engineering Vocational Training



訓練師帶領輔導委員檢視電機控制節能課程設備

Trainers take guidance committee members to inspect the equipment for the electrical control and energy conservation course.

面對全球化的競爭，除硬體的提升外，勞動部勞動力發展署北基宜花金馬分署亦提供了不同的計畫與訓練，透過產訓及培訓計畫推動具職能應用之專業人才，促成產業與訓練資源的整合，建構一套完整的職業訓練網絡。

為貼近產業需求，本計畫除藉由深度訪談、問卷調查挖掘訓用落差之原因，亦借重產、官、學之專家學者的專業職能，組成職訓檢視輔導團至轄區所屬職業訓練場進行實地訪查，並就電機職類訓練課程（室內配線、水電、電機控制節能、冷凍空調、空調機電等）之場地、設備、課程等，提出實質改善建議，進而改善訓練成效。

107 年度成果，包括雇用單位主管結訓學員深度訪談，深入瞭解結訓學員接受職業訓練後於職場應用情形，此外，亦針對基隆、五股、泰山電機職類場地、課程、及設備配置進行檢視，辦理職訓輔導服務，建構以崗位所需職業能力為核心，調整整體訓練與更新現行職類課程，以落實職業訓練之精神。

In face of global competition, apart from hardware improvement, the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the Workforce Development Agency, Ministry of Labor, offers a range of programs and training activities to develop professional talents with vocational competencies through industrial training and development and training programs, in order to promote industry and training resources and develop a complete vocational training network.

To meet industry needs more closely, we discerned the cause(s) of training and skill mismatch through in-depth interviews and questionnaires and formed an occupational training review and guidance group with the professional competencies of experts in the industry, the government, and academia to perform onsite inspections at vocational training facilities in the jurisdiction and make concrete recommendations for improvement of the venues, equipment, and courses of training (including indoor wiring, water and electricity supply, electrical control and energy conservation, refrigeration and air-conditioning, and air-conditioning and mechanical and electrical control), in order to improve training effectiveness.

Achievements in 2018 include in-depth interviews with the unit heads of trainees completing training to understand the field application of skills after vocational training. In addition, we inspected the venues, courses, and equipment layout of electrical engineering training in Keelung, Wugu, and Taishan, organized vocational training consultation services, and adjusted overall training activities and updated existing training courses based on the job-based core competencies to demonstrate the spirit of vocational training.

獎項表揚

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The 27th National Award of Outstanding SMEs and
the 20th Outstanding Overseas Taiwanese SMEs Award
- 第25屆創新研究獎選拔表揚活動
The 25th SMEs Innovation Award
- 2018國家人才發展獎
2018 National Talent Development Awards

表揚績優 卓越巔峰

Commending Excellence and Horning Perfection

我國中小企業因產業類型多元，機動且具創造能力，是我國經濟成長的生命泉源，也是協助產業發展的重要推手，對於臺灣整體經濟扮演著舉足輕重的角色。

政府為表揚對國家經濟、創新研發、人才培育卓越之中小企業，希望樹立楷模典範，帶動我國企業互相學習、交流成功的模式，特委託本會辦理「國家磐石獎」、「海外臺商磐石獎」、「中小企業創新研究獎」及「國家人才發展獎」，藉以表揚卓越、樹立標竿。

本會擁有多年豐富辦理大型典禮經驗，秉著公正客觀的角色邀請產官學研究代表進行各階段評選，並與國際性指標接軌進行各階段評選，舉辦表揚活動，透過成果呈現建立獎項選拔之專業風格與技術。本會亦於獲獎企業推廣作業上挹注許多心力，不僅串連媒體網絡提升獎項知名度，更進一步辦理成功經驗發表觀摩會，促使企業間互相觀摩交流，加速中小企業蛻變，使中小企業能持續創新升級，再創斬新佳績。

As the source of economic growth and the promoter of industrial development, SMEs in Taiwan are characterized by their diversity, mobility, and creativity, playing a decisive role in Taiwan's overall economic development.

In recognition of the contributions of SMEs to national economic development, innovation and development, and talent cultivation, the government has thus commissioned NASME to organize awards including the “National Award of Outstanding SMEs” , “Outstanding Overseas Taiwanese SMEs Award” , “SMEs Innovation Award” , and “National Talent Development Award” to honor their excellent performance, set benchmarks, and promote mutual leaning and exchange of successful models among SMEs.

With years of experience in organizing these events and upholding objectivity and impartiality, we invite representatives from the industry, the government, the academia, and research institutions to form the jury to evaluate participating enterprises and organize award presentation ceremonies to present our professionalism and expertise in organizing these awards. We also spare no effort to promote award-winning SMEs. Apart from linking the media and the internet to raise the awareness of awards, we organize presentations and demonstrations of successful experiences to promote exchange among enterprises to accelerate SME transformation for them to make continuous innovation and upgrade, and thereby make better performance.

第 27 屆國家磐石獎暨 第 20 屆海外台商磐石獎



陳建仁副總統與國家磐石獎得獎代表合影

Vice President Chien-jen Chen and winners of the National Award of Outstanding SMEs.

我國中小企業約 144 萬家，佔全體企業家數近 98%，在臺灣經濟發展上一直扮演著舉足輕重的角色，長期以來對臺灣經濟及就業市場的穩定貢獻良多。

為鼓勵在各方面表現卓越且經營穩健殷實的中小企業，本會自 81 年起與經濟部共同辦理「國家磐石獎」，累計選拔出 291 家優秀企業；並於 88 年與僑委會共同舉辦「海外台商磐石獎」，迄今已有 110 家表現傑出台商獲獎。

頒獎典禮於 107 年 10 月 31 日下午 2 時假台北君悅酒店凱悅廳舉行，會中共 600 位嘉賓參與，共享榮耀。陳建仁副總統親臨頒獎勉勵，肯定得獎企業並勉勵得獎企業要在良好的經營模式上繼續持盈保泰，與時俱進，讓臺灣品牌在國際舞臺上發光發亮，並讓全世界都能看到中小企業在共創更美好臺灣上的努力，及所扮演的重要角色。

本屆國家磐石獎獲獎企業共計 10 家，產業領域包含半導體材料分析、生技醫療、化學製品、機械設備、食品製造、工業電腦等，其中不乏握有關鍵技術而成為全球市場領導地位之傑出企業。特別值得一提的是今年得獎企業多以自有品牌行銷，相信在這些卓越企業的帶領下，「臺灣製造」必定能持續在國際舞台上發光發熱。

「海外台商磐石獎」獲獎企業共計 7 家，產業範圍涵蓋工業建築／電機工程設計、財務工程雲端服務、工業電子、不動產投資、保麗龍材料生產及家具製造等產業，這些海外台商除了在海外經營事業有成外，更對臺灣或僑居地等國際社會有相當貢獻，足堪稱為海外台商企業之標竿典範。

The 27th National Award of Outstanding SMEs and the 20th Outstanding Overseas Taiwanese SMEs Award

In Taiwan there are about 1.44 million SMEs, commanding nearly 98% of all enterprises. Apart from playing a decisive role in economic development, SMEs have made a great contribution to stabilizing Taiwan's economy and job market.

To reward steadily and honestly operated SMEs, we began to organize the “National Award of Outstanding SMEs” in 1992 in collaboration with the Ministry of Economic Affairs (MOEA), and a total of 291 outstanding SMEs have won the award over the years. In 1999 we began to organize the “Outstanding Overseas Taiwanese SMEs Award” in collaboration with the Overseas Community Affairs Council (OCAC), and 110 outstanding Taiwanese SMEs operating overseas have been rewarded.

The presentation ceremony was held at 14:00 on October 31, 2018 at the Grand Ballroom of Grand Hyatt Hotel Taipei. A total of 600 guests participated in the ceremony to share the glory of award-winners. Apart from expressing concerns and encouragement, Vice President Chien-jen Chen KSG & KHS attended the event to recognize award-winning SMEs and encourage them to maintain excellence and keep pace with times for Taiwanese brands to shine over the international stage and the world to the effort and the role of SMEs to create a better Taiwan.

There were 10 winners of the 2018 National Awards of Outstanding SMEs from industries including semiconductor material analysis, biomedical, chemicals, machinery, food manufacture, and industrial PCs. Amongst them are SMEs with world leading critical technology, and it's worth mentioning that most of the enterprises are marketing private brands. Under

the leadership of these outstanding enterprises, we believe that “Made in Taiwan” will continue to shine in the international arena.

There were seven winners of the 2018 Outstanding Overseas Taiwanese SMEs Award from industries including industrial architecture/electrical engineering design, financial engineering cloud service, industrial electronics, real estate investment, polystyrene material manufacture, and furniture making. Apart from their own achievements overseas, these award-winners have made considerable contributions to Taiwan or the host country, qualifying to become a model of outstanding overseas Taiwanese SMEs.

本屆磐石獎得獎企業 List of Winners

「國家磐石獎」得獎企業

Winners of the National Award of Outstanding SMEs Award

汎銓科技股份有限公司	MSSCORPS CO., LTD.
怡業股份有限公司	COMART CORPORATION
皇華企業股份有限公司	The Envoy Enterprise Co., Ltd.
晉弘科技股份有限公司	Medimaging Integrated Solution, Inc.
高慶泉股份有限公司	KAO CHING CHUAN CO., LTD.
勤凱科技股份有限公司	AMPLE ELECTRONIC TECHNOLOGY CO., LTD.
漢台科技股份有限公司	HANTIC PRECISION TECHNOLOGY, INC.
碩陽電機股份有限公司	Motion Technology Electric & Machinery Co., LTD.
維田科技股份有限公司	Aplex Technology Co., Ltd.
豐盟企業股份有限公司	HONG MING ENTERPRISE CO., LTD.

「海外台商磐石獎」得獎企業

Winners of the Outstanding Overseas Taiwanese SMEs Award

RiskVal Financial Solutions, LLC	
全利實業股份有限公司	Chyuan Lih Industrial Co., LTD.
和泰電子（馬）有限公司	HOTAYI ELECTRONIC (M) SDN. BHD
和鼎隆建築責任有限公司	Ho Team Construction Co., Ltd.
東昌電機責任有限公司	TONG CHANG ELECTRIC MACHINERY CO., LTD.
凱勝 1 家具（越南）責任有限公司	Kaiser 1 Furniture Industry (Vietnam) CO., LTD.
錦紅投資股份有限公司	Chin Hong Investments Corporation Pty Ltd ATF Chin Hong Investments Trust

第 25 屆中小企業創新研究獎選拔表揚活動



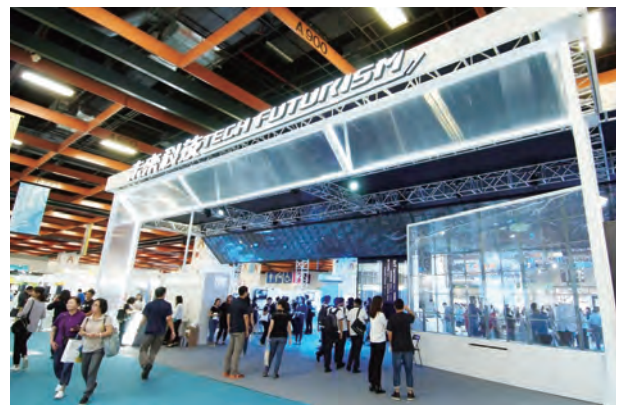
經濟部沈榮津部長與第 25 屆創新研究獎得獎企業合影

Group photo of Economics Minister Jong-chin Shen and winners of the 25th SMEs Innovation Award.

「創新」、「研發」向來是促進經濟成長的基礎，同時也是中小企業發展的重要指標，可大幅提升企業的競爭力與影響力。經濟部中小企業處為鼓勵中小企業投入創新研發工作，自民國 82 年起由本會辦理「中小企業創新研究獎」選拔表揚活動，迄今已邁入第 25 屆，共有 4,031 件標的申請，歷屆共選出 860 件創新標的，展現出台灣中小企業持續創新的研發能量。

本獎項依標的屬性共分為「資訊與電子類」、「機械與自動化類」、「材料與生技類」、「服務類」、「綜合類」等 5 大類。本屆共計 116 件標的參選，經過各階段評審委員專業且嚴謹的審查，共有 30 件標的獲獎。於 107 年 9 月 27 日於台北世貿一館舉行聯合頒獎典禮，由經濟部沈榮津部長親臨頒獎。本屆獲獎標的不論在創新性、實用性、數位化及設計研發等方面均有亮眼表現，充分展現國內中小企業在各領域的創新成果與產業優勢。

另配合「台灣創新技術博覽會」於 107 年 9 月 27 日～9 月 29 日在台北世貿一館展示之未來科技館，展現得獎企業創新研發成果，打造交流平台，進而提升得獎標的曝光度，創造加值效應！



台灣創新技術博覽會 - 未來科技館

Tech Futurism Pavilion at the Taiwan Innotech Expo.

The 25th SMEs Innovation Award



聯合頒獎典禮沈榮津部長致詞

Minister of Economic Affairs Jong-chin Shen addressed at the joint prize presentation ceremony.

Apart from the foundation for promoting economic growth, “innovation” and “R&D” are the important indicators of SME development, as they can enhance the competitiveness and influence of SMEs significantly. To encourage SMEs to engage in innovation and R&D, SMEA began to organize the “SMEs Innovation Award” in 1993. Over the past 25 years, there were 4,031 entries, and 860 of them were awarded. These results have demonstrated the increasing innovation and R&D capacity of Taiwan SMEs.

With regard to the nature of entries, the award includes five categories: “information and electronics” , “machinery and automation” , “materials and biotechnology” , “service” , and “integrated” . After professional and stringent evaluation by judges at all stages, a total of 30 works from a total of 116 entries were awarded. The presentation ceremony was held on September 27, 2018 at the Exhibition Hall I of the Taipei World Trade Center, with Economics Minister Jong-chin Shen presenting the awards. Award-winning works of this year are all outstanding in terms of creativity, practicality, digitization, design, and R&D and have fully demonstrated the innovation achievements and industrial advantages of Taiwan SMEs in different fields.

In addition, award-winning works were displayed at the “Taiwan Innotech Expo” held on September 27-29, 2018 at the Tech Futurism Pavilion in Exhibition Hall I of the Taipei World Trade Center to demonstrate the R&D achievements of award-winning SMEs, build an exchange platform, and increase the exposure of award-winning works to create added value.



創新研究獎實訪情形

Onsite inspection of the Taiwan SMEs Innovation Award.



2018 國家人才發展獎



行政院林萬億政務委員、勞動部許銘春部長、林三貴次長、勞動力發展署黃秋桂署長與 12 家得獎單位代表合影
Executive Yuan Minister without Portfolio Wan-i Lin, Labor Minister Ming-chun Hsu, Labor Administrative Deputy Minister San-quei Lin, WDA Director General Chiu-kuei Huang, and representatives of 12 award winners.

勞動部勞動力發展署為獎勵推行人才發展績效，樹立學習楷模，提升整體人才發展水準及強化我國人力資源發展，由本會承接辦理「國家人才發展獎 (National Talent Development Awards, 簡稱 NTDA)」，本獎項強調重視全方位的人才發展，藉由遴選獎勵人才發展績效特優的單位，樹立標竿楷模，進而引領效尤，以促進我國人力資源發展投資的效能。

本項獎依單位規模屬性分四大獎別，分別為「大型企業獎」、「中小企業獎」、「非營利團體獎」及「機關(構)團體獎」。本年度共計 104 個事業單位及機關團體報名參選，經過各階段評審委員公正且嚴謹的審查，共有 12 家單位獲此殊榮。於 107 年 11 月 21 日於臺大醫院國際會議中心 101 廳盛大舉行頒獎典禮，由行政院林萬億政務委員親臨頒獎，本年度各獲獎單位不論在人才發展體系的完整性、穩健度及績效連結與創新發展等都皆有優異表現，並各具人才發展特色，期待透過得獎單位成功經驗的擴散，促使我國各產業單位及機關團體對內刺激並活化優秀人才、對外進而提升整體國家競爭力。

為擴散得獎單位標竿學習效益，典禮會後邀集歷年人資相關得獎代表集聚一堂，由本年度得獎單位代表分享成功案例與與會來賓相互交流，並於 12 月 13、14 日辦理兩場成功經驗發表觀摩會，藉以帶動人才發展布局創新思維，建立學習典範、永續發展。



國家人才發展獎頒獎典禮行政院林萬億政務委員致詞
Executive Yuan Minister without Portfolio Wan-i Lin delivers a speech at the NDTA Presentation Ceremony.

2018 National Talent Development Awards

To encourage talent development, enhance talent development performance, set learning examples, improve the standard of overall talent development, and strengthen human resources development (HRD) in Taiwan, the Workforce Development Agency (WDA) of the Ministry of Labor has committed NASME to undertake the National Talent Development Awards (NTDA). The NTDA, emphasizing holistic talent development, aims to select units with outstanding performance in talent development in order to set examples for other SMEs in order to make HRD investments more effective.

Based on the scale and attributes of entities, the NTDA includes the “Big Enterprise Award”, “SME Award”, “NPO Award”, and “Institution (Organization) Award”. In 2018, a total of 104 business entities and institutions ran for the award. After different rounds of stringent and impartial evaluation by judges, a total of 12 entities won the award. The presentation ceremony was held at Room 101 of the NTUH International Convention Center on November 21, 2018, with Minister without Portfolio Wan-i Lin of the Executive Yuan presenting the awards to winners. In terms of the integrity, stability, and performance of talent development systems, all award-winners have shown a high connection with innovation and



臺中場觀摩活動合影

Group photo at the demonstration in the Taichung session.

development, and each has demonstrated their own talent development characteristics. It is hoped that the successful experience of award winners can be disseminated to stimulate and revitalize talent development in business entities and government organizations and thereby enhance overall national competitiveness.

To disseminate the benchmark learning effectiveness of award winners, award winners over the year were gathered after the ceremony for representatives of winners in 2018 to share their successful experience and exchange with guests. Two successful experience presentations were also held on December 13-14 to inspire new thinking in talent development deployment, establish learning models, and pursue sustainable development.



臺北場觀摩活動合影

Group photo at the demonstration in the Taipei session.

企業輔導

SME Guidance & Assistance

- 創業輔導系列計畫
Entrepreneurial Guidance Programs
- 企業人力資源提升計畫暨充電起飛、小型企業人力提升計畫
Industrial Human Resource Investment Program, Multi-Beneficiary Vocational Training Program, and Small Enterprises Talent Skill Progressive Program
- 中小企業服務創新推動計畫
SME Service Innovation Promotion Program
- 人才發展品質管理系統實施計畫
Talent Quality Management System Implementation Plan
- 推動產訓認同與應用職能基準計畫
Plan for Promoting Industry and Trainer Identification and Application of Occupational Competency Standard
- 電農培訓及輔導專案管理服務計畫
efarmer Training and Guidance Project Management Program
- 健康促進職場輔導計畫
Health-promoting Workplace Guidance Program
- 普及中小企業數位寬頻應用計畫
Program to Popularize Digital Broadband Applications among SMEs

整合優質創業環境 輔導企業人才精進

Constant Progress through Guidance for Corporate Talent and a Superior Environment for Entrepreneurship

隨著新興科技崛起，各國鼓勵企業創新與創業，透過企業輔導與產業創新政策，協助企業進行創新轉型。全球經濟變化快速，除科技與輔導的協助，人力資源重要性逐漸提升，政府也透過輔導企業與補助培訓，提升企業員工素質。本會持續深耕於中小企業經營環境，提供創業輔導、財務融資及人力資源培訓等相關措施，藉以強化我國中小企業潛力，協助產業創新轉型，重新定位台灣於全球經濟中的角色。

中小企業佔台灣全體企業家數約九成七比列，創造台灣重要的民生、就業與經濟，因此，本會積極協助政府推動各項中小企業輔導政策，在創業輔導計畫方面，包括「創業諮詢輔導服務計畫」、「新創價值共創計畫」、「臺北市融資服務計畫」等，透過創業輔導課程，解決企業創新創業難題，降低經營風險，提供企業諮詢服務與創業貸款等。另在培育企業人才方面，透過「企業人力資源提升計畫暨充電起飛」、「小型企業人力提升計畫」配合產業政策培訓人才，協助企業辦理員工培訓，提升內部人力素質與工作技能。

In the wake of the rise of emerging technologies, all countries encourage corporate innovation and entrepreneurship. Corporate guidance and industrial innovation policies are adopted to assist enterprises in innovation and transformation processes. In view of the rapid transformation of the global economy, the importance of technological guidance and assistance and human resources is gradually increasing. Governments aim to enhance employee quality through guidance activities and subsidized training. NASME is deeply committed to the enhancement of the business environment for small- and medium-sized enterprises (SMEs), provision of entrepreneurial guidance, financing, and HR training. The goal lies in the unlocking of the potential of local SMEs, the provision of assistance in industrial innovation and transformation, and a repositioning of the role of Taiwan in the global economy.

SMEs which account for roughly 97% of all enterprises in Taiwan create key opportunities in the field of livelihood, employment, and economy. NASME therefore actively assists the government in the implementation of various SME guidance policies. Entrepreneurial guidance programs include the Startup Consultation Service Plan, the Startup Value Creation Plan, and the Taipei City Financing Service Plan. The goal is to provide solutions for innovation and startup issues and reduce business risks through entrepreneurial guidance courses as well as offer corporate consultation services and startup loans. In the field of talent cultivation, the Industrial Human Resource Investment Program & Multi-beneficiary Vocational Training Program and Small Enterprises Talent Skill Progressive Program have been adopted in line with industrial policies to develop talent, assist enterprises in employee training, and enhance manpower quality and work-related skills.

創業輔導系列計畫



臺灣創業生態系基礎服務整合平台 - MixTaiwan 桃園品牌產業論壇與談人及嘉賓共同合影

Taiwan Startup Ecosystem Service Platform – Group photo of participants and VIP guests of the MixTaiwan industry discussion forum.

中小企業較大型企業更具彈性、創新及創業能量之特色，往往在經濟發展中扮演穩定經濟基礎之關鍵因素。在國際間，營造友善國民創業環境亦是各國政府努力推動之目標，而長久以來中小企業佔有舉足輕重角色的臺灣亦不例外。為活絡中小企業發展，我國政府針對新創企業及經營輔導，提出多項創業輔導、低利貸款、免費企業診斷及跨域媒合等多元性政策，透過優化創業環境，提升中小企業存續率，扶植其永續經營，並創造更多就業機會，達到雙贏。

臺灣創業生態系基礎服務整合平台

本計畫以 5 年內之新創企業、歷屆榮獲新創事業獎之企業為主，提供業師輔導、知識創

造交流、資源整合與企業媒合之服務，跳脫舊有商業模式，以市場尚未被滿足且具價值需求為導向。連結產業聯盟及中大型企業，提供一對一業師專業輔導與深度輔導，並結合創新政策、技術與產業趨勢，串聯在地社群，辦理跨域交流論壇，促進新創與創投或業界鏈結合作，共創產業新價值。

透過輔導資源並舉辦相關活動，精煉企業商業模式、匯聚跨產業人才及技術並與各市場對接串連，除加速新創創新過程、深化商業互助合作、展現新穎商品與服務外，更協助企業進行國際型經營障礙問題彙整、分析，進而達到障礙解決與排除，以利我國中小企業順利營運。

本計畫共輔導 202 家新創企業，並以技術分享，整合與串連產業鏈為主軸之活動，舉辦 3 場 Mixtaiwan 品牌論壇、9 場以「分享」為主軸之「Mix Taiwan 知識共享」沙龍、6 場媒合會以及 2 場次新創 x 創投鑑賞會。在協助新創企業逐步成長之餘，亦為鼓勵優質營運模式之新創事業，依新創事業選拔要點辦理「第 17 屆新創事業獎」，經初、決審委員評選後選出 16 家新創事業，表彰為今年度具典範之新創企業。

創業諮詢輔導服務計畫

本會自 96 年執行勞動部「創業諮詢輔導服務計畫」已有 10 年之經驗，每年精進服務內容，包括維運 0800-092-957 全國免付專線、並於臺北、桃園、花蓮、臺中、臺南與高雄設置在地服務據點，107 年度結合中南區（中彰投區、雲嘉南區及高屏澎東區）執行單位，截至 107 年 12 月，已開辦創業課程共 2,067 場次，總計 142,724 人次參與研習；在創業輔導部分，累積安排諮詢輔導 47,186 人次，協助完成創業人數達 19,662 人次，創造 51,349 就業機會；在融資協助部分，辦理創業貸款審查會已累積 11,185 件，通過件數為 6,518 件，核貸金額約為 32 億元。

除上述之執行事項外，通過貸款後追蹤輔導，定期電話關懷追蹤，掌握申貸者營運狀況；透過辦理鳳凰小聚活動，凝聚鳳凰商家間的情感，發揮互助自助精神，陪伴鳳凰業主成長茁壯，協助微型企業永續經營。

臺北市融資貸款行政支援暨企業關懷輔導計畫

臺北市政府產業發展局為協助青年創業及中小企業資金周轉需求，持續辦理「臺北市青年創業融資貸款」及「臺北市中小企業融資貸款」，提供融資信用保證，以促進各項產業穩定發展並展現臺北市經濟動能。



臺北市融資貸款行政支援暨企業關懷輔導計畫 - 產業發展獎勵補助及融資貸款計畫雙破 10 億記者會

Taipei City Financing and Loan Administrative Support & Enterprise Care Guidance Plan - Press conference on occasion of industrial development incentives and subsidies and financing loan amounts reaching a milestone of 1 billion NT\$



幸福創業微利貸款計畫 - 勞工局吳仁煜副局長（左五）與顧問群於創業顧問共識會上合影

Micro-interest Loans for Happy Entrepreneurship Program – Group photo of Mr. Ren-Yu Wu, Deputy Director of the Labor Affairs Bureau (fifth left) and consultants at a startup consultant consensus meeting



臺灣創業生態系基礎服務整合平台 -MixTaiwan 台東品牌論壇以「暖實力 to 社會創新 x 地方創生」為主題，邀請行政院唐鳳政務委員（中間者）擔任講者

Taiwan Startup Ecosystem Service Platform – Mr. Tang Feng, Minister without Portfolio of the Executive Yuan (center) is invited as a speaker for the MixTaiwan Taitung Brand discussion forum centered around the theme of “Social Innovation and Placemaking through “Warm Power””.

107 年度為因應產業趨勢變化及提供貼近新創企業所需之融資專案內容，於上半年啟動融資新措施於 107 年 7 月 1 日正式實施。曾獲貸北市青創貸款之新創業者，於正常償還貸款一年後且無相關違約事項，即可再次申請一次，以期有效協助新創團隊在最需要資金的時候，促使新創事業再升級。另為降低中小企業營運負擔，中小企業貸款利率調降為 2.42%，青創貸款利率調降為 1.65%，期能有效解決中小企業經營時面臨的資金問題，以促進企業繁榮成長並帶動經濟發展。

107 年度本會共舉辦 20 場審查會，青年創業貸款審查件數共計 162 件，核准件數 138 件，通過率 85.2%，核准金額 8,850 萬元；中小企業貸款審查件數共計 100 件，核准件數 72 件，通過率 72.1%，核准金額 8,290 萬元，並完成 143 家次創業貸款計畫書撰寫輔導教學，及 442 家次貸前（後）關懷訪視及輔導。

新北市幸福創業微利貸款計畫

為協助新北市（簡稱本市）市民與弱勢身分民眾創業，有效解決創業各階段遭遇之問題並順利營運，進而帶動本市勞參力，本會自 97 年 11 月執行「幸福創業微利貸款計畫」，已邁入第 10 年，以有志創業者創業協助及中低收入戶創業貸款為主要服務重點，於新北市政府就業服務處設置專人服務窗口及創業諮詢專線 (02-8969-2107)，提供一系列免費創業研習活動及專家顧問諮詢輔導、市民獨享低利與優惠創業貸款、貸後關懷陪伴等服務，除對創業心態及特質給予較多輔導外，亦提供資源與轉介服務，係屬社會型創業協助方案。

107 年度共辦理創業研習課程 15 場，培訓 970 人次；提供專業顧問諮詢輔導 404 人次；此外「幸福創業微利貸款計畫」更協助 16 家企業取得貸款資金 735 萬元 (103 年 7 月起更提供二次續貸的融資需求)；貸後獲貸者座談會（幸福回娘家）建立歷年頭家異業交流與拓展機會；辦理店家關懷記者會，邀集媒體實地見證創業家經營成果；提供計畫長期陪伴協助，協助渡過創業瓶頸與轉型難關等，並促進在地就業機會與發展。

社會創新企業支援平台

本計畫係以社會創新來解決社會問題，並展現台灣在永續發展、創新經濟模式的決心，以「單一窗口」、「推動廣宣育成」、「串接國際及跨部會資源」三項服務引擎，協助社會創新企業發展可行之企業營運模式，激發創新、創造就業機會，擴散其社會影響力。

本會協助推動廣宣育成，推廣社會創新企業登記資料庫及社會創新產品服務共同供應契約機制，透過社會創新企業自願揭露公司資訊，使社會大眾知悉其相關社會目的、產品服務等資訊，提升社創發展資訊透明化，並協助登記企業加入社會創新產品共同供應契約，透過機關採購協助社會創新企業發展之綜效；另整合專家顧問業師輔導團，提供不同深度之社會創新企業輔導，以協助社創企業經營穩健成長；最後透過議題性廣宣倡議活動，擴大民衆對社創認知與實際參與程度。本計畫已有 240 家社會創新企業 / 組織完成登記；完成共同供應契約第一案機關採購及推動作業；輔導 100 家次社創企業，並完成 2 場次社創小旅行及 4 支倡議影片。

除上述之執行事項外，本會將持續用行動了解社創意涵，發掘更多社會創新模式，發揮社會新核心價值，協助社創企業永續經營。



幸福創業微利貸款計畫 - 店家關懷記者會 - 勞工局許秀能局長（右二）走訪並支持女青年家柯詩語（左二）

Micro-interest Loans for Happy Entrepreneurship Program-Press Conference to show concerns for owners- Xiu-neng Hsu(second right), Director of Labor Affairs Department, New Taipei City gives support to young woman entrepreneur Shi-yu Ke(second left).

推動我國創新創業掌握商機計畫

為協助國內創新創業環境健全發展，經濟部中小企業處自 106 年度起辦理「推動我國創新創業掌握商機計畫」，其中針對二代傳承的創新或新創，特別延聘曾經擔任知名國際級企業的 CXO 們，包含曾任甲骨文台灣地區分公司總經理的李紹唐；前友達總經理暨執行長的陳來助；曾任 Intel 臺灣香港和中國區行銷總經理及首席代表，退休後以擔任「企業教練」為職志的陳朝益；前聯發科、小米科技財務長喻銘鐸；李奧貝納集團執行長暨大中華區總裁黃麗燕；前富邦金控副總經理暨人資長徐正宗以及前摩根士丹利台灣區總裁暨執行長趙辛哲等 7 位重量級業師組成業師團隊，以外部決策小組的概念協助國內企業二代推動創新商業模式以及企業轉型以促進企業永續發展，並找到與新創企業間的最佳連結和合作機會。

本計畫執行期程至 107 年 5 月，共計輔導 10 位傑出創二代，包含台中精機股份有限公司、安口食品機械股份有限公司、和椿科技股份有限公司、祥園實業股份有限公司…等多家知名企業，於為期 10 個月的輔導期間，辦理 5 場次創二代新事業董事會、8 場次業師小聚活動以及共計 53 場次的一對一輔導，執行成果亮點包含協助企業重新定位、整合海內外品牌、導入人資系統、重新盤點組織架構、介接新創企業技術以發展循環經濟、協助創二代新事業發展及募資…等。



創業諮詢輔導服務計畫 - 創業研習課程辦理情形
Startup Consultation Service Plan – Entrepreneurship Seminar.

Entrepreneurial Guidance Programs



社會創新企業支援平台 - 行政院唐鳳政務委員（前排左 4）及時任經濟部中小企業處吳明機處長（前排左 5）等，共同前往豬廢棄物污水處理廠瞭解實際運作情形。

The project for supportive platform of social innovation enterprises-Minister without Portfolio, TANG Feng (Audrey TANG) (front row, 4th from left) and Director General of Small and Medium Enterprise Administration, MOEA then, WU Ming-chi(front row, 5th from left), visited the sewage treatment plant of pig waste to understand the pragmatic operation.

SMEs tend to be more flexible, innovative, and have more entrepreneurial energy than large-scale enterprises. These factors are often crucial for the establishment of a solid economic foundation. The creation of an environment which is conducive to civil entrepreneurship is one of the main goals of governments all over the world. Taiwan is no exception in this regard since SMEs have played a central role in its national economy for a long time. The Taiwanese government has proposed diverse policies in the field of entrepreneurial guidance, low-interest loans, free business diagnosis, and cross-industry matching for startup business guidance to boost SME development. The goal is to increase SME survival rates, support sustainable operations, create more employment opportunities, and achieve win-win outcomes through an optimization of the entrepreneurial environment.

Taiwan Startup Ecosystem Service Platform

This program is centered around award-winning startups which were founded within the past five years. It aims to provide a large variety of services including industry instructor guidance, knowledge creation exchanges, resource

integration, and enterprise matching. The goal is to transcend conventional business models and focus on unsatisfied market demands of significant value. In-depth, one-on-one guidance by industry instructors is provided through linkage with industry alliances and large- and medium-sized enterprises. In addition, discussion forums for cross-industry exchanges are organized in coordination with local communities in line with startup policies and technology and industry trends with the goal of linking startups with venture capital or industry circles and joint creation of new industrial values.

A total of 202 startups have received guidance in the context of this program. The following events were organized: Three Mixtaiwan brand discussion forums with a focus on technology sharing and integration and linkage of industry chains, nine “Mix Taiwan Knowledge-Sharing Salons”, six matchmaking events, and two Startup/Venture Capital appreciation events. In addition to the provision of assistance to ensure stable startup growth, the 17th Business Startup Awards were organized in accordance with the startup selection guidelines to encourage startups with outstanding

business models. 16 startups were selected as model enterprises of the year by the committees in charge of preliminary and final reviews.

Startup Consultation Service Plan

NASME has been implementing the Startup Consultation Service Plan of the Ministry of Labor for 10 years. Service contents are constantly refined and now encompass a toll-free service hotline (0800-092-957) and local service stations in Taipei, Taoyuan, Hualien, Taitung, Tainan, and Kaohsiung. By the end of December 2017, a total of 2,067 entrepreneurship courses with 142,724 participants had been organized in cooperation with executive units in central and southern Taiwan (Taichung, Changhua, Nantou, Yunlin, Chiayi, Tainan, Kaohsiung, Pingtung, Penghu, and Taitung). A total of 47,186 individuals have received entrepreneurial guidance, which has enabled 19,662 entrepreneurs to realize their startup dreams, thereby creating 51,349 employment opportunities. In the field of financing assistance, startup loan reviews have been carried out for 11,185 loan applications. 6,518 applications have been approved and the total loan amount reached NT\$ 32 billion.

In addition to the aforementioned service items, a firm grasp of the operating conditions of loan applicants is maintained through follow-up guidance after the granting of loans and showing of concern through regular phone calls. Phoenix (female entrepreneur) gatherings are organized to increase the cohesion between phoenix businesses, propagate a spirit of mutual aid and independence, accompany phoenix business owners in the sturdy growth process of their business, and assist micro-enterprises in realizing sustainability.

Taipei City Financing and Loan Administrative Support & Enterprise Care Guidance Plan

The Department of Economic Development, Taipei City Government, offers Taipei City Youth Entrepreneurship Loans and Taipei City SME Loans to meet the working capital demands of young entrepreneurs and SMEs. Financing and credit guarantees are provided to stimulate stable

development of various industries and demonstrate the economic momentum of Taipei City.

New financing measures were initiated in the first half of 2018 and officially implemented on July 1, 2018 in response to new industry trends to better meet the demands of startup enterprises. Entrepreneurs who have been granted youth entrepreneurship loans are eligible to apply for another loan provided that they have made regular loan payments over one year and no contract violations have occurred. The goal is to meet the capital needs of startup needs in a more effective manner and spur further upgrades of startup businesses. With a view to easing the burden shouldered by SMEs, the SME and youth entrepreneurship loan interest rates were reduced to 2.42% and 1.65%, respectively. The ultimate goal is to provide effective solutions for capital issues faced by SMEs to ensure prosperous growth and drive economic development.

A total of 20 review meetings were organized in 2018 for a total of 162 youth entrepreneurship and 100 SME loan applications. 138 of the youth entrepreneurship applications and 72 of the SME applications were approved (approval rate of 85.2% and 72.1%, respectively) and the total loan amount equaled NT\$ 88.5 million and NT\$ 82.9 million, respectively. NASME also provided guidance and assistance in the drafting of startup loan proposals by 143 SMEs and conducted visits to show concern and provide guidance for 442 loan recipients.



臺灣創業生態系基礎服務整合平台 - 新創事業獎得獎企業和 GEC+ TAIPEI 與會貴賓共同合影

Taiwan Startup Ecosystem Service Platform-Group photo of Startup Award winners and honorable guests of GEC+TAIPEI.

New Taipei City Micro-interest Loans for Happy Entrepreneurship Program

NASME has been implementing the Micro-interest Loans for Happy Entrepreneurship Program since November 2008 to assist New Taipei City (hereinafter referred to as “This City”) residents and underprivileged citizens in realizing their startup dreams, provide effective solutions for issues that entrepreneurs face at every stage of the entrepreneurship process, and guarantee smooth business operations and increased labor force participation rates. The program which focuses on the provision of services for aspiring entrepreneurs and startup loans for mid-or low-income families has entered its tenth year. A contact point with dedicated personnel and a startup consultation hotline (02-8969-2107) have been established at the New Taipei City Employment Service Center to facilitate the organization of a series of free entrepreneurship seminar activities, consultation & guidance by experts and consultants, exclusive low-interest and preferential loans for city residents, and care and concern for loan recipients. In addition to guidance in the field of mentality and unique startup features, relevant resources and referral services are provided. The program can therefore be characterized as a social entrepreneurship assistance initiative.

A total of 15 entrepreneurship seminars with 969 participants were organized in 2018. Consultation & guidance was provided for 400 individuals by professional consultants. In addition, the Micro-interest Loans for Happy Entrepreneurship Program assisted 14 enterprises in the acquisition of loans amounting to NT\$ 6.4 million (as of July 2014, follow-up loans are available to meet financing demands). Follow-up loan recipient conferences (happy homecoming) create opportunities for expansion and exchanges between business owners in different industries. Press conferences to show concern for store owners aim to give invited media representatives a first-hand experience of startup business achievements. Long-term company and assistance are provided to facilitate the overcoming of bottlenecks and transformation difficulties and stimulate the creation of employment opportunities and business development.

Supportive Platform for Social Innovation Enterprises

This program aims to solve social issues through social innovation and demonstrate the commitment of Taiwan to sustainable development and innovative economic models. A three-pronged service model centered around one-stop services, implementation and promotion of incubation, and linkage of international and inter-departmental resources aims to assist social innovation enterprises in the development of feasible corporate operating models as well as boost innovation, create employment opportunities, and expand the social impact of such enterprises.

NASME assists in the implementation of incubation and the promotion of a social innovation enterprise database as well as a contractual mechanism for the inter-entity supply of social innovation products and services. The voluntary disclosure of company information by social innovation enterprises gives the public a better understanding of their social goals, products, services and information, thereby enhancing information transparency. The Association also assists registered enterprises in joining the inter-entity supply contractual mechanism to achieve synergy effects in the development of social innovation enterprises through procurement by agencies. In addition, integrated guidance teams composed of experts, consultants, and industry instructors provide different levels of in-depth guidance for social innovation enterprises to facilitate stable operations and steady growth. Finally, public understanding and participation in social innovation enterprises is enhanced through issue-centered promotion and advocacy activities. A total of 240 social innovation enterprises and organizations have completed registration in the context of this program. The first agency procurement project and relevant promotion operations in the context of the inter-entity supply contract have been completed. Guidance has been provided for 100 social innovation enterprises, two trips have been organized, and four advocacy videos have been created.

In addition to the aforementioned service items, NASME will continue its efforts to gain a better understanding of the different connotations of social innovation, identify more social innovation models, develop new core values, and assist social innovation enterprises in achieving sustainability through concrete action.

Promoting Innovation Entrepreneurship to Seize Digital Business Opportunities Program

The Small and Medium Enterprise Administration of the Ministry of Economic Affairs initiated the Promoting Innovation Entrepreneurship to Seize Digital Business Opportunities Program in 2017 to facilitate the sound development of an environment conducive to innovation entrepreneurship in Taiwan. The following former CEOs of renowned international enterprises were enlisted to form a team of top industry instructors for second-generation innovation entrepreneurship: Mr. David Lee, former President of Oracle Taiwan LLC; Mr. L.J. Chen, former President and CEO of AU Optronics; Mr. David Dan, former marketing manager and chief representative of Intel in the Taiwan, Hong Kong, and China area, who served as a business coach after his retirement; Mr. Ming-To Yu, former CFO of MediaTek Inc. and Xiaomi Corporation; Ms. Margaret Huang, CEO and President of Leo Burnett Greater China Group; Mr. Zheng-

Zong Xu, former Vice President and CHRO of Fubon Financial Holding; Mr. Sean Zhao, former President and CEO of Morgan Stanley Taiwan. External decision-making team concepts are utilized to assist second-generation successors of domestic enterprises in the promotion of innovative business models and corporate transformation to boost sustainable development and facilitate the identification of opportunities for optimal linkage and cooperation between startup enterprises.

A total of 10 outstanding second-generation entrepreneurs received guidance during the program implementation period until May 2018. This includes renowned enterprises such as Victor Taichung Machinery Works Co., LTD., Anko Food Machine Co, Ltd., Aurotek Corp., Nice Garden Industrial Co., Ltd., etc. During the 10-month guidance period, five new venture board meetings for second-generation entrepreneurs, eight industrial instructor gatherings, and fifty-three one-on-one guidance sessions were organized. Achievements and highlights include assistance in corporate repositioning, integration of domestic and overseas brands, adoption of HR systems, reinventory of organizational structure, and interfacing of startup technologies with the goal of developing cyclic economy concepts and facilitating the development and fund-raising for second-generation entrepreneur ventures.



臺灣創業生態系基礎服務整合平台 - 第 17 屆新創事業獎得獎企業與經濟部沈榮津部長合影

The Project for Integrating the Infrastructure of Service Platform in the Taiwan Entrepreneurial Ecosystem—Group photo of award-winning enterprises and Minister of Economic Affairs Jong-chin Shen at the 17th Startup Business Award.

企業人力資源提升計畫暨充電起飛、 小型企業人力提升計畫



桃分署新世代人才發展論壇長官與演講者合影

Group photo of supervisors and speakers of the New Era Talent Development Discussion Forum.

勞動部勞動力發展署長期著力在人才培訓上，依企業規模訂定「企業人力資源提升計畫」、「充電起飛計畫」及「小型企業人力提升計畫」等三項補助及輔導企業辦理教育訓練計畫。透過相關訓練資源的挹注，鼓勵企業辦理在職員工教育訓練，投資企業人力資本，健全企業教育訓練制度，提升整體競爭力。

本會承接發展署三計畫彙管作業服務，為使計畫執行各階段順利進行，三計畫共辦理 3 場次工作協調聯繫會議、2 場次專家諮詢會議，期許各分署在執行業務時更趨一致性。同時亦執行小型企業人力提升計畫之資訊運作系統維運，提供發展署、五分署及企業使用，藉以提升計畫各階段執行效率及作業系統化。

北基宜花金馬分署大人提及充電起飛計畫 107 年度申請審查通過共計 303 家，核定補助經費共計約 10,264 萬元，小人提企業輔導案數共計 505 案，課程核定經費共計約 4,808 萬元。並透過各項研習活動、人資長座談會及年度成果發表會集結人資夥伴們共同相互觀摩及交流學習。

桃竹苗分署大人提及充電起飛計畫 107 年度申請審查通過共計 155 家，核定補助經費共計約 4,160 萬元，小人提企業輔導案數共計 210 案，課程核定經費共計約 1,245 萬元。透過各項說明會、研習活動、成功案例分享及特色活動 - 新世代人才發展論壇，深度接觸中小企業的業主與大型事業單位人資人員，了解並幫助各規模層級事業單位的人才需求，協助事業單位持續投資人才培育。

Industrial Human Resource Investment Program, Multi-Beneficiary Vocational Training Program, and Small Enterprises Talent Skill Progressive Program

The Workforce Development Agency (WDA) of the Ministry of Labor is firmly committed to talent cultivation. The following three programs which aim to provide subsidies and guidance for enterprises in the organization of training for employees have therefore been adopted in accordance with enterprise scope: Industrial Human Resource Investment Program, Multi-Beneficiary Vocational Training Program, and Small Enterprises Talent Skill Progressive Program. Through the infusion of relevant training resources, enterprises are encouraged to organize employee training, invest manpower resources, perfect their corporate training system, and thereby enhance overall competitiveness.

NASME undertakes the administration services for these three WDA programs to ensure the smooth implementation of these programs at every stage. In the context of these three programs, three work coordination and liaison meetings and two expert consultation meetings were organized to ensure consistency of services provided by each branch. In addition, the Association is also responsible for the maintenance of the Small Enterprises Talent Skill Progressive Program IT system which is available to the WDA, its five regional branches, and involved enterprises. The goal is to enhance implementation efficiency and systematization of operations at every program stage.



北分署 種子講師研習合影

Group photo of sharing enterprises and the director general of the Northern Branch.



成果發表會 - 北分署分署長與分享企業合影

Group photo of seed instructors of the Northern Branch.

The Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch reviewed and approved 303 applications submitted in the context of the first two programs in 2018. Granted subsidies and funds amounted to a total of NT\$ 102.64 million. 505 enterprises received guidance in the context of the third program and approved course subsidies reached NT\$ 48.08 million. In addition, workshops, CHRO forums, and annual achievement presentations are organized to assemble HR professionals for mutual observation and exchanges.

The Taoyuan-Hsinchu-Miaoli Regional Branch reviewed and approved 155 applications submitted in the context of the first two programs in 2018. Granted subsidies and funds amounted to a total of NT\$ 41.60 million. 210 enterprises received guidance in the context of the third program and approved course subsidies reached NT\$ 12.45 million. Various information meetings, workshops, meetings for sharing of successful examples, and other special events including the New Era Talent Development Discussion Forum are organized to establish in-depth contacts with SME business owners and HR personnel of large-scale business units and thereby gain a better understanding of the talent demands of business units of all sizes and at all levels and assist them in constant investments in talent cultivation.

中小企業服務創新推動計畫



小商家邁向新時代成果發表會暨商機交流 - 中企處陳國樑主任秘書（右四）、商業發展研究院許添財董事長（右五）、全國中小企業總會林倬立常務理事（右三）與執行團隊及企業代表合影

“Small Businesses Enter a New Generation” conference for the presentation of achievements and business opportunity exchanges – Group photo of Mr. Guo-Liang Chen, Chief Secretary of the Small and Medium Enterprise Administration (fourth right), Mr. Tian-Cai Xu, Chairman of the Commerce Development Research Institute (fifth right), Mr. Zhuo-Li Lin, NASME Executive Board Director (third right), the executive team, and corporate representatives.

近年服務創新成為引導新商業模式發展的關鍵，而佔我國中小企業比例最高的服務業，正面臨整體薪資及投入研發比例低落，導致創新能量不足、人均銷售額大幅下滑，面臨成長遲滯的瓶頸。基此，經濟部中小企業處特規劃「中小企業服務創新推動計畫」以資通訊科技應用、服務創新導入等面向，協助微、中小型服務業者進行服務升級、經營體質強化、服務價值提升，以達成企業高值化、提升生產力之目標。

本會於計畫中，主要協助微型企業轉型創新，以「營造開放的微型企業成長與發展環境」為願景，規劃、推動本計畫各工作項目，循序漸進由服務平臺、輔導機制，進而推展商機合作，同時輔以創新管理學習，穩固強化微型企業之經營基盤。藉此形塑示範案例企業，作為往後計畫推動之核心，持續發展微型企業成為高值化經濟動能。

本年度策略著重於跨域整合與多元發展，共辦理 9 場次 O2O 經營實務交流活動、製作 16 支數位微學習課程，持續聚焦微型企業創新創價，轉型升級；總計協助 189 家企業成長茁壯，推出新商品及服務共計 99 項、創造商機合作案 41 案，年度營業額共計提升超過 11,648 萬元。



群聚共同輔導實地訪視 - 中企處蘇文玲副處長（左三）與臺灣茶巷啡弄 15 號群聚成員合影

Joint guidance and on-site visits – Group photo of Ms. Wen-Ling Su (third left), Deputy Director General of the Small and Medium Enterprise Administration and members of No.15 Taiwan Coffee Tea.

SME Service Innovation Promotion Program



O2O 經營實務交流系列活動 - 邀請人氣網紅李玉琳 (Vivienne) 現場直播和業者沿桌問答

O2O Operational Practice Sharing Series - Internet celebrity Vivienne Lee was invited to the live Q&A session with the businessmen.

In recent years, service innovation has turned into a key factor for the development of new business models. The service industry which features the highest percentage of SMEs in Taiwan faces a situation of low salaries and lack of R&D investments, which in turn has led to several bottlenecks including lack of innovative energy, a dramatic drop in per capita sales, and sluggish growth. In view of this, the Small and Medium Enterprise Administration of the Ministry of Economic Affairs has developed the SME Service Innovation Promotion Program centered around information and communication technology applications and service innovation. This program aims to assist micro-, small-, and medium-sized service businesses in service upgrades, strengthening of operating structures, and enhancement of service values to achieve the ultimate goal of value maximization and enhanced productivity.

In the context of this program, NASME mainly assists micro-sized enterprises in transformations and innovation by embracing the vision of creating an open environment conducive to the growth and development of micro-sized enterprises. Planning and implementation of various program items and gradual progress through

service platforms and guidance mechanisms are followed by the promotion of business opportunities and cooperation supplemented by innovative management and learning with the goal of consolidating the business foundation of micro-sized enterprises. Model enterprises formed through these initiatives represent the core of future program implementation. The goal lies in the unlocking of high-value economic momentum through constant development of micro-sized enterprises.

Strategies for this year focused on integration spanning different fields and diversified development. This included the organization of nine O2O business practice exchange activities, creation of sixteen digital microlearning courses, constant focus on the innovative value creation of micro-sized enterprises, as well as transformations and upgrades. 189 enterprises received assistance to ensure stable growth, a total of 99 new products and services were launched, and 41 cooperation projects for the creation of business opportunities were carried out. Annual turnover was raised by over NT\$ 116,48 million.



數位微學習課程 - 四個主題系列共 16 支短片，上架至計畫官網供業者線上學習經營技能

e-Micro Learning Program—16 videos in four topics were uploaded to the official website for SME owners to learn operational skills online.

人才發展品質管理系統實施計畫



國家人才發展獎得獎單位國際參訪活動

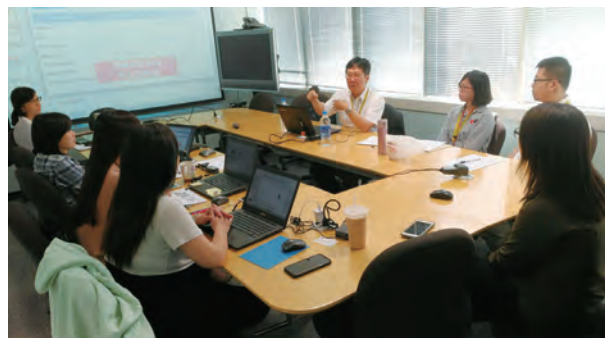
International visit by National Talent Development Award Recipients.

在知識經濟時代中，「人力資本」儼然成為各界最重要的生產力要素之一，人才培訓成為企業經營發展之重要工作，宜更重視訓練之品質與績效。據此，勞動部勞動力發展署就訓練之計畫 (Plan)、設計 (Design)、執行 (Do)、查核 (Review)、成果 (Outcome) 等五大訓練流程構面，擬定人才發展品質管理系統 (以下簡稱 TTQS)，以確保訓練流程之可靠性與正確性。

本會自民國 99 年迄今，持續扮演 TTQS 計畫彙整控管角色，並與勞動部勞動力發展署另案結合的分區服務中心，共同協助事業單位與訓練機構導入 TTQS。本計畫 107 年度服務內容，總計 1,875 家次事業單位與訓練機構申請評核服務；計畫控管方面，訪視各項評核、輔導及教育訓練課程計 72 場次；舉辦 TTQS 營運規劃與策略發展專家小組相關會議 17 場次。

持續推動 TTQS 專業人員訓練包括「TTQS 教育訓練講師成長工作坊」、「TTQS 評核委員及輔導顧問回流訓練」等活動，凝聚三類專業人員共識，107 年度共辦理 20 班，參與人數共 609 人。

為提供 2017 國家人才發展獎 (NTDA) 得獎單位參與國際會議機會，使其能參考借鏡國際人才發展經驗，反饋於自身企業，故 107 年度安排前往美國聖地牙哥參加 2018ATD 國際研討會及參訪相關單位，期藉他山之石建立得獎單位之標竿形象並賦予使命，帶動並逐步擴大我國整體人才發展環境。



TTQS 企業機構版輔導服務

TTQS guidance service for SMEs.

Talent Quality Management System Implementation Plan

In the age of the knowledge-based economy, human capital is a key element in the field of productivity. Talent development with a focus on training quality and performance has therefore turned into a key task to ensure stable operations and development. The Workforce Development Agency (WDA) has therefore designed a Talent Quality Management Systems (TTQS) based on the five dimensions of “Plan”, “Design”, “Do”, “Review”, and “Outcome” to ensure the reliability and accuracy of the training process.

NASME has served as an organizer and controller for the TTQS plan since 2010. The association has assisted business units and training organizations in the adoption of TTQS through cooperation projects with the WDA branch service centers. Service items of the plan in 2018 can be summarized as follows: A total of 1,875 business units and training organizations have applied for evaluation services. In the field of plan control, 72 visits to inspect evaluation, guidance, and training courses have been carried out. In addition, 17 meetings of expert teams for TTQS operational planning and strategy development have been convened.

Continued organization of TTQS professional training including TTQS Training Instructor



TTQS 評核服務

TTQS evaluation service.

Workshops and Recurrent Training for TTQS Evaluators and Consultants serves the purpose of building a consensus between the three categories of professionals. A total of 20 courses with 609 trainees were organized in 2018.

In 2018, a trip to San Diego, USA, to attend the 2018 ATD International Conference and visit relevant units was organized to give recipients of the 2017 National Talent Development Award (NTDA) an opportunity to participate in an international conference, consult international experiences in the field of talent development, and provide feedback to their own enterprise. The goal was to encourage these award-winning units to learn from others and thereby inspire them to serve as a benchmark and embrace the mission of promoting the gradual expansion of talent development in Taiwan.



TTQS 訓練機構版輔導服務

TTQS guidance service for training facilities.

推動產訓認同與應用職能基準計畫

Plan for Promoting Industry and Trainer Identification and Application of Occupational Competency Standard



職能分析職能導向課程結訓

Group photo of trainees who have successfully completed the competency analysis CBP (competency-based program).

本計畫為協助勞動力發展署推動職能基準應用相關推動工作，結合民間專業單位與相關產業組織共同推動，促成產、企業與訓練夥伴之認同與應用職能基準。

本年度邀集國內相關產業團體組成 5 個產業群組策盟，獲得 275 個單位認同並應用職能基準，並培訓 148 位學員取得勞動力發展署職能分析、訓練規劃與評量職能導向課程 (iCAP 證書)，協助 20 門課程通過 iCAP 及獲得職能基準應用補助經費，並與國際間已發展職能基準之國家接軌，辦理 4 場與澳洲技職教育聯盟合作交流對談，提出建議報告供主辦單位人才發展政策參考。

NASME assists the Workforce Development Agency (WDA) in the promotion of OCS (Occupational Competency Standard) application. Acceptance and application of the competency

standard by industries, enterprises, and training partners is promoted and encouraged through cooperation with NGOs and relevant industry organizations.

This year, domestic industry organizations were invited to form five strategic alliances. As a result, OCS has been accepted and applied by 275 units. In addition, 148 trainees have successfully completed the competency analysis and training planning and evaluation CBP (competency-based program) and acquired iCAP certificates issued by WDA. Twenty courses have passed the iCAP certification and have therefore been granted OCS application subsidies. Four meetings for cooperation, exchanges, and discussions with TAFE Directors Australia have been convened to bring the Taiwanese standard in sync with internationally developed competency standards and submit recommendations and reports as a reference for talent development policies of the organizer.

電農培訓及輔導專案管理服務計畫

efarmer Training and Guidance Project Management Program



學員與講師結訓合影留念

Group photo of trainees and instructors to commemorate training completion.

近年來行政院農業委員會為引領電農 (efarmer, 電子商務農產品之供應農民) 邁向電子商務銷售通路, 辦理一系列電子商務培訓課程, 並積極促成農民與電子商務平臺合作, 輔導農民上架銷售, 讓百萬年薪不是夢!

為培訓優質電農, 本計畫於北、中、南、東各區舉辦「電農薪境界-養成班」、「電農薪崛起-戰鬥班」等八梯次專班, 邀集實務講師強化農民電子商務基本知能, 積極協助進入電子商務銷售渠道, 同步縮短農民與電商間的溝通, 使參訓學員受益良多, 本年度結訓人數為 234 人次, 遠超過計畫目標。

課程後也積極協助電農進入電子商務銷售通路, 107 年 11 月至 12 月辦理北、中、南、東地區 4 場次電商通路媒合會, 共計 55 家電商平台參與, 現場同步安排 2 名顧問, 讓電農能立即諮詢商業登記與產銷履歷相關問題, 以促進媒合成功機率。

In recent years, the Council of Agriculture, Executive Yuan, has organized a series of e-commerce training courses to provide guidance for efarmers (e-commerce produce providers) in gaining access to e-commerce sales channels and actively promote cooperation of farmers with

e-commerce platforms. Farmers can realize their dream of achieving an annual salary of 1 million NTD by selling their produce online.

In the context of this program, eight rounds of courses (“New Realm of e-farming – Fundamentals” and “The Rise of e-farming – Advanced Course”) were organized in northern, central, southern, and eastern Taiwan to train outstanding efarmers. Practice-oriented instructors were invited to strengthen the basic literacy of farmers in the field of e-commerce, assist them in gaining access to e-commerce sales channels, and improve the communication efficiency between farmers and e-commerce service providers. Trainees have greatly benefited from these courses. A total of 234 trainees have completed courses, which significantly exceeds the original targets.

After completion of these courses, efarmers were actively assisted in the adoption of e-commerce sales channels. From November to December 2018, four e-commerce matchmaking events were held in northern, central, southern, and eastern Taiwan. 55 e-commerce platform providers participated in these events which were also attended by two professional consultants. The goal of these events was to provide answers to questions of efarmers in the fields of business registration and traceability of agricultural produce and increase matchmaking success rates.



電農與電商互動熱絡

Lively interaction between e-farmers and e-commerce enterprises.

健康促進職場輔導計畫

Health-promoting Workplace Guidance Program



入場說明會後由田老師與綠的國際學員開心合影

Group photo of Mr. Tian (instructor) and Green Furniture trainees in the information meeting venue.

友善健康的職場應兼顧生理、心理、社會及精神健康，不友善的工作環境易造成工作者身心傷害及身體上的各種疾病，透過預防勝於治療的理念，於職場上推動健康職場觀念將有助於員工維持健康生活平衡，創造勞資雙贏。

本會自 102 年度起持續協助新北市政府衛生局推廣認證標章，於 107 年度辦理 23 場健康職場說明會，並協助威剛科技成為新北市健康促進示範職場。同時也結合新北動健康 APP 辦理抽獎活動，鼓勵職場員工及員工家屬共同參與。APP 除作為個人健康自我管理工具外，也藉由保持健康促進資訊的流通性及即時性達到正向幫助，共築國人良好健康生活品質。

Health-promoting workplaces place equal emphasis on physical, mental, social, and spiritual health. Unfriendly work environments tend to cause physical and mental harm and physical

diseases. Based on the philosophy that prevention is better than cure, it is evident that the promotion of health promotion concepts at the workplace is conducive to the maintenance of a healthy work-life balance and the creation of win-win outcomes for labor and management.

As of 2013, NASME assists the Public Health Department of New Taipei City in the promotion of healthy workplace certifications. 23 healthy workplace information meetings were organized in 2018. ADATA Technology received assistance in the creation of a model workplace in the field of health promotion in New Taipei City. In addition, a prize-drawing activity was organized for employees and their family members via the “Fit for Age” APP. This App serves as a tool for personal health management and facilitates the achievement of high HRQL (health-related quality of life) scores for all citizens by disseminating health promotion information in a real-time manner.

普及中小企業數位寬頻應用計畫

Program to Popularize Digital Broadband Applications among SMEs



在地導覽員研習課程 - 陳高明老師授課

Mr. Kao-ming Chen as the instructor of the Local Tour Guide Training Program.

經濟部中小企業處推動「普及中小企業數位寬頻應用計畫」，主要以數位發展程度 3-5 級的鄉鎮區域為主軸，並依據當地街區之產業特性，結合當地青年團隊，突破街區面臨之困境，促進中小企業創新轉型，並形塑具有當地特色之「偏鄉一條街」。

107 年臺中市辦理國際級的花卉博覽會，更在外埔設立「外埔永豐園區」，本計畫針對花博外埔園區導入 ICT 科技能量，利用 ICT 科技跨領域整合不同產業，也透過完善數位寬頻建設，改善外埔街區企業競爭力，進而活化街區帶動商機。

本計畫特別建立 Facebook 粉絲專頁「悠遊甲安埔」，FB 互動次數更突破 40 萬人次，同時藉由花博辦理節慶活動，吸引外國觀光客至外埔旅遊，透過數位街區的建置，更促進街區店家及擴展周邊中小企業商機成長 4,487 萬元，成功帶動街區經濟發展。

The Small and Medium Business Administration has adopted a Program to Popularize Digital Broadband Applications among SMEs. The program focuses on towns and villages with a digital development level of 3-5. It aims to overcome difficulties based on the industrial characteristics of neighborhoods in cooperation with local youth groups to boost SME innovation and transformation and form remote area streets with digital broadband access.

In 2018, Taipei City organized the World Flora Exposition which includes the TWFE Waipu park area. In the context of this program, ICT technology was adopted for this area to facilitate the integration of different industries through these technologies. Complete digital broadband installations also help improve corporate competitiveness of neighborhoods in Waipu and thereby activate these areas by generating business opportunities.

A Facebook Fan Page titled “iLoveWaipu” was created for this program. Fan Page Engagement exceeds 400,000 people. At the same time, the organization of TWFE festival activities also attracts foreign visitors to Waipu. The creation of “digital blocks” has also provided a boost for local stores and has created additional business opportunities of a total value of NT\$ 44.87 million for SMEs in the vicinity, thereby stimulating the economic development of these neighborhoods.



研習課程學員合影

Group photo of seminar participants.

人才培育

HR Cultivation and Development

- 二代傳承系列活動
New-generation succession activities
- 全民外交研習
Public Diplomacy Seminars
- 農場見習實施作業計畫
Farm Internship Programs
- 中小企業策略論壇
SME Strategy Forums

再創經濟新高峰 培育新世代優質人才

Reaching Another New Height through Cultivation of Outstanding New Talent

在眾多資源中，『人力資本』是最重要的關鍵因子，也是國家競爭力與企業競爭力的決勝點。日本趨勢大師大前研一也曾經說過「21 世紀的國力，不是由人口多寡來決定，而是由人才品質來決定的，人才優劣就是國力強弱的指標」。相較於企業經營也一樣，人才品質是確保企業經營持續創造高績效的關鍵因素，然而想要得到經營績效的提升，則必須要有正確的教育訓練策略與管理，設計出教育訓練的關鍵流程，運用策略管理促進經營績效的提升。

本會以「促進全國中小企業發展」為己任，多年來持續結合政府資源，辦理各項人才培訓計畫與協助企業規劃訓練課程，端視不同產業人才需求與國際發展趨勢，遴選最優質的學者專家，擔任顧問與業師，結合理論與實務，策劃專屬系列課程，培育新世代優質人才，同時結合跨產業、跨地域的商機合作機會，協助企業拓展國際市場與視野，促進經濟繁榮與人才發展。

未來本會將持續因應國際經濟情勢及產業發展趨勢之機會與挑戰，提供微、中小企業更優質的人才培訓課程與服務，帶領微、中小企業開創更多新商機與發展，期能創造臺灣產業新動能，邁向經濟新高峰。

Human capital is the key resource that determines national and corporate competitiveness. Kenichi Ohmae, the leading Japanese trend analyst once said that “National strength in the 21st century is not determined by population size, but rather by the quality of human talent which is a key indicator for the strength or weakness of a nation.” The same applies to corporate operations. The quality of human talent is the key factor for the maintenance of high performance levels in a company. Accurate training strategies and management are a key prerequisite for increased business performance. The design of key training processes and utilization of strategic management boost business performance.

NASME views the promotion and development of SMEs all over Taiwan as its core task. The Association has organized various talent training programs and assisted enterprises in the planning of training courses by utilizing government resources for many years. Based on a close scrutiny of the talent demands of different industries and international development trends, the most outstanding scholars and experts are selected to serve as consultants and instructors. Exclusive courses are designed by combining theory and practice to cultivate a new generation of outstanding talent. At the same time, enterprises receive assistance in expanding into international markets and broadening their outlook based on cross-industry and cross-regional business and cooperation opportunities to boost economic prosperity and talent development.

In the future, NASME will continue to provide outstanding talent training programs and services for micro-, small-, and medium-sized enterprises in line with global economic and industrial development trends. The goal is to provide guidance for micro-, small-, and medium-sized enterprises in the creation of more business and development opportunities and build new momentum for Taiwanese industries in an effort to reach new heights.

二代傳承系列活動



10月31日二代大學開學日師生合影，包括校長陳來助（前排中）與業師、來自各產業的企業二代學員們

Group photo of students and faculty members including Principal L.C. Chen (front row center), industry instructors, and second-generation succession trainees from various industries on October 31, the first day of the new semester.

佔據臺灣全體企業 97.7% 的中小企業，為掌握經濟發展命脈的重要之根，當接班問題浮現，更是影響國本、左右競爭力的重大議題；依據 2018 年中小企業白皮書資料揭露，臺灣中小企業雇主年齡在 50 歲以上者占比達 53.45%，且有逐年升高的趨勢，顯示培訓接班人的需求將日益提高。

鑑此，本會於 107 年創立「二代大學」，另亦執行經濟部中小企業處「創業大學校 - 創業主題課程暨家族企業傳承培訓課程」計畫，積極推動企業傳承接班及創新創業動能，培育中小企業主及二代接班人，具備前瞻眼光與國際視野，協助中小企業累積永續經營能量。

二代大學

本會長期關心二代接班問題，在 97 年全球面臨金融海嘯衝擊之際即開設「新一代企業家研習營」，10 年來已培訓近 3 千位接班人，是國內系統性協助企業傳承的第一品牌。為能更深度有效的協助中小企業二代傳承接班，更於 107 年 10 月正式成立「二代大學」，主打一對一策略導師配對輔導，特聘曾擔任過或現任國際級企業的 CXO 們組成策略導師團，以實務經驗協助檢視、設計、提出建議，並適時導入各項政府與民間資源，打造專屬接班人的外部決策小組。



新一代企業家研習營邀緯創軟體李紹唐董事等多位國際級高階經理人擔任課程特邀講師

Director David Lee of Wistron Information Technology & Services Corporation and many other international senior managers were invited to be the instructors for the New-Generation Entrepreneurs Training Camp.

本屆「二代大學」學員包含知名跨國工具機集團大老之女、台灣最大黑糖供應商第四代、台中市機械業二代協進會、台中新世代委員會代表（建二代）之成員…等共 15 位。每位二代除為其配對專屬策略導師，每個月安排一對一輔導外，並策劃「業師小聚」、「私董會」、「企業參訪」等，打造獨特的共學平台與生態系統，協助每位學生創造足以讓家族企業轉型升級的具體戰功。

新一代企業家研習營

97 年，在社會各界尚未關注中小企業接班的隱憂時，本會便率先創辦「新一代企業家研習營」，為企業二代奠定接班所需要的專業管理力及溝通力，並依照接班時期的不同，辦理多項階段課程及系列活動；10 年來透過課程、講座、參訪及聯誼活動辦理，已培訓近千名接班人，其中不乏知名企業，包含打造安心食農供應鏈的「祥園實業」、外銷世界五大洲 111 個國家的「安口食品機械」等。

今年度本會分別於臺北市及新竹縣辦理二期新一代企業家研習營，邀請知名企管及財務專家蒞臨授課，同時安排參訪高度無人化及自動化發展的友嘉實業、全球工具專業刀庫供應商吉輔企業，並邀請歷屆的學長姐及二代社團交流分享，讓年輕一輩的接班人能吸收前輩經驗並拓展人脈，為中小企業第二代培訓即戰力。



新一代企業家研習營 - 始業式即以活潑的方式讓各位接班人知道自己準備好了

New Generation Entrepreneur Training Camp –Successors learn through a lively opening ceremony that they are ready to tackle all challenges.

創業主題課程暨家族企業傳承培訓課程

本會執行經濟部中小企業處「創業大學校 - 創業主題課程暨家族企業傳承培訓課程」，開辦針對創業青年，分眾分流開設創業主題型課程，以提升創業者專業知能，創業主題課程分為四大主題「開源節流」、「電商系列」、「行銷魔力」及「經營策略」；今年度共辦理 15 場次，計 722 人次參與；開辦家族企業傳承培訓課程，以「共學•共享•共創雙贏」為規劃標的，培育中小企業主及二代接班人，具備前瞻眼光與國際視野，協助中小企業累積永續經營能量。



家族企業傳承班 - 在兩代交峰會上，北部班及中部班學員與一代共同合影

Family Business Succession Training Course – Group photo of participants in courses offered in northern and central Taiwan and first-generation trainees at a “cross-generational summit.”

New-generation Succession Activities



經濟部中小企業處張淑茹科長與傳承班學員們合影

Group photo of students of the successor program and Section Chief Shu-ru Chang of the Small and Medium Enterprises Administration, Ministry of Economic Affairs.

SMEs account for 97.7% of all enterprises in Taiwan. The problem of succession is therefore a key issue affecting the foundation and competitiveness of our nations in our effort to maintain a firm grasp of the pulse of economic development. The 2018 White Paper on SMEs reveals that 53.45% of all SME owners are aged 50 or above with a rising tendency. This clearly indicates a growing demand for successor training.

In view of this, NASME established the Second Generation College and undertook the Great Entrepreneurship Academy – Entrepreneurship-themed Courses and Family Business Succession Training Course Program of the Small and Medium Enterprise Administration of the Ministry of Economic Affairs in 2018. The Association actively promotes enterprise succession and innovative entrepreneurship and training of SME owners and second-generation successors to provide them with a forward-looking vision and international outlook and assist SMEs in building sustainability momentum.

New Generation College

NASME pays close attention to the issue of second-generation succession. As the 2008

Financial Crisis sent shock waves through the global economy, NASME initiated its New Generation Entrepreneur Training Camp. Close to 3000 successors have received training in these camps which represent a paragon of systematic assistance for enterprise succession over the past ten years. The New Generation College was established in October 2018 to ensure the provision of in-depth and highly effective assistance for SME succession. This college focuses on one-on-one guidance by matched strategic advisors. Former or current CXOs of international corporations have been enlisted to form a team of strategy advisors. They assist in inspections and design and offer recommendations based on their practical experience. Government and private resources are adopted in a timely manner to create an external decision-making task force for successors exclusively.

A total of 15 trainees are currently enrolled in the New Generation College including the daughter of the boss of a renowned multinational machine tool group, the fourth generation of the largest brown sugar supplier in Taiwan, the second generation of a Taichung machinery business, and representatives of the Taichung

New Generation Committee (second-generation construction). In addition to monthly one-on-one guidance sessions with their exclusive strategic advisors, industry instructor gatherings, private board meetings, and enterprise visits are organized for each successor to create a unique joint learning platform and ecosystem and thereby enable every trainee to achieve merit and distinction in the field of transformations and upgrades of their family business.

New Generation Entrepreneur Training Camp

NASME created this New Generation Training Camp in 2008, when the latent issue of SME succession received very little attention in Taiwan, to provide second-generation successors with a solid foundation in the field of professional management and communication skills. Courses and activities are organized in various stages in accordance with different succession timelines. Over the past ten years, close to 1000 successors have been trained through organization of courses, lectures, visits, and social activities. This includes second-generation successors of renowned enterprises such as Nice Garden Industrial Co., Ltd., which is committed to the creation of a safe food supply chain, and Anko Food Machine Co., Ltd., which exports its products to 111 countries in 5 continents.

In 2018, NASME organized two such camps in Taipei City and Hsinchu County, respectively. Renowned business administration and finance

specialists were invited to serve as instructors. Visits to Fair Friend Group, which features highly automated and unmanned manufacturing processes, and Gifu Enterprise, a global supplier of automatic tool changers and milling heads, were scheduled. In addition, former trainees and “second-generation clubs” were invited for exchanges and sharing of experiences to give younger successors an opportunity to absorb the experiences of their older peers and expand their social network. The goal is to hone the skills and capabilities of SME successors.

Entrepreneurship-themed Courses and Family Business Succession Training Course Program

NASME organizes entrepreneurship-themed courses centered around the four main themes of Cost Cutting & Revenue Maximization, E-commerce, Marketing Power, and Business Strategy for groups of young entrepreneurs to enhance their professional expertise in the context of implementation of the Entrepreneurship-themed Courses and Family Business Succession Training Course Program of the Small and Medium Enterprise Administration of the Ministry of Economic Affairs. A total of 15 courses with 722 participants were organized in 2018. Family Business Succession Training Courses are offered to encourage joint learning, sharing, and creation of win-win outcomes. Second-generation successors of local SMEs are provided with a forward-looking vision and international outlook and receive assistance in building sustainability momentum.



家族企業傳承培訓班學員 BOSS 競賽課後與夏侯欣鵬老師合影

Group photo of the students and Shin-peng Shiah-Hou after the BOSS competition course at the Family Business Successor Training Program.

全民外交研習營

Public Diplomacy Seminars



青年外交論壇 - 高安副院長（右四）與學員大合照

Youth Diplomacy Forum – Group photo of Kao, Anna A., President of the Institute of Diplomacy and International Affairs and trainees.

政府近年全力推動「新南向政策」，主要聚焦在產業人才、醫衛合作與產業鏈發展、創新產業合作、區域農業發展、新南向論壇與青年交流平台等「五大旗艦計畫」，協助企業進軍海外市場、期望吸引赴邦交國投資，創造就業機會。

外交部為培養我國全民國際觀、世界觀與產業觀，因應全球化發展趨勢，設計多元化課程，藉由專業知識與實務經驗分享及國際禮儀等課題，激發全民對外交事務的熱情和討論度，進而能順利掌握外交事務及拓展全球視野，成功達到「臺灣青年 FUN 眼世界」之目標。

本年度分別辦理青年班、社會菁英班、地方政府班，共計辦理 21 場次研習課程及青年外交論壇，培訓人數為 2,272 人次，期待未來能規劃更多元化課程，使全民能更深入瞭解我國外交政策，及其所積極推動的各項專案計畫，讓全民成為臺灣在外交上的最佳幫手。

In recent years, the government has been fully committed to the promotion of its New Southbound Policy with a main focus on the Five Flagship Programs (development of industry talent, health networks, and industry chains, cooperation

with innovative industries, regional agricultural development, new southbound forums, and youth exchange platforms) to assist enterprises in gaining a foothold in overseas markets, attract investments in countries with diplomatic ties to Taiwan, and creation of employment opportunities.

The Ministry of Foreign Affairs has designed multi-faceted course contents in response to global development trends to cultivate an international, global, and industry outlook of the public. The passion and interest of trainees are aroused by the sharing of professional knowledge and practical experiences and international etiquette course contents. They gain a better understanding of foreign affairs, broaden their global outlook, and acquire the ability to see the world through their own eyes.

This year, a total of 21 seminars (including youth, social elite, and local government programs) and a youth diplomacy discussion forum with a total of 2,272 participants have been organized. In the future, we plan to offer more diversified courses to give the public a deeper understanding of the foreign policies of our country and related projects and programs, thereby enabling all citizens to turn into ideal assistants in the field of foreign affairs.



外交學院社會菁英班

Social Elite Courses of the Public Diplomacy Seminar

農場見習實施作業計畫 Farm Internship Programs



指導員實務訓練中部場 - 實地訓練課程
Instructor training in central Taiwan – Hands-on training.

行政院農業委員會為加強新進農民之農業經營實務能力，透過辦理本計畫，以建立農場見習甄選及管理查核機制，確保農場見習品質，同時也保障見習學員權益。本計畫透過本會執行協助相關學員在正式投入農業經營之前，先至見習農場進行農業經營實務能力訓練，透過實地實作之見習以提升新進農民農業經營實務能力，加速農業多元化發展。

本年度分別於北、中、南、東辦理 4 場招募見習農場說明會，每場參與人數皆達 30 人以上，更有許多農場申請，成為見習農場的一員。同時於臺中及高雄分別辦理 2 場指導員實務訓練課程，讓見習農場成員能更有效快速上手。期望透過本計畫，能夠讓臺灣農業新生代加入，解決農業人力不足的問題，進而促進農業發展。

The Council of Agriculture has adopted this program to strengthen the capabilities of beginning farmers in the field of agricultural operations and practices and establish a selection, management, and examination mechanism for farm trainees to

ensure the quality of farm internship programs and safeguard the rights and interests of trainees. The program which is implemented by this Association aims to provide training in agricultural operations and practices at internship farms before trainees engage in agricultural operations. These practical internships enhance the capabilities of beginning farmers in the field of agricultural operations and practices and accelerate diversified agricultural development.

In 2018, a total of four information meetings for recruiting internship farms were held in northern, central, southern, and eastern Taiwan. Each event was attended by at least 30 participants and numerous farms submitted applications for selection as internship farms. At the same time, two instructor training courses were held in Taichung and Kaohsiung, respectively, to give members of internship farms a crash course in relevant practices. The ultimate goal of this program is to enlist a new generation of farmers and thereby solve the problem of lack of manpower and stimulate agricultural development.

中小企業策略論壇



中小企業策略論壇台北場
Chialease SME Strategy Forum in Taipei.

「中小企業策略論壇」舉辦至今已邁入第 8 年，本會與中租迪和股份有限公司長期關切臺灣中小企業的經營發展，每年策劃如「兩岸新思維 台商新契機」、「活化產業新優勢 再創企業新動能」、「逆境轉型 乘勢布局」、「新趨勢 新價值 新商機」、「U 型復甦 - 啟動企業成長動能」、「產業優化轉型 創新服務新價值」、「中堅實力 - 掌握企業轉型新關鍵」、「新趨勢新經濟 - 掌握企業制勝關鍵力」、「跨界契機 轉型勝出」、「跨界創新 共創聯盟」、「迎接穆斯林商機 大展南向新經濟」等趨勢講座。另外，也延伸舉辦「中小企業節能論壇」、「中小企業太陽能論壇」、「中租中小企業講堂」，至今在全臺各地舉

辦近 60 場次，廣邀產、官、學、研專家深入探討趨勢性議題，以實務經驗分享搭配現場之座談互動，期盼達到經驗傳承及業界交流之目的，協助全國中小企業創造優勢競爭力，深受中小企業肯定與支持。

本會多年執行論壇活動，邀請歷屆國家磐石獎、創新研究獎業界專家經驗分享内容，並與臺灣經濟研究院合作，針對臺灣中小企業訪談調研，藉由中租迪和與商周出版「中堅實力」系列書籍，共出版「中堅實力：台灣中小企業的成長之路」與「中堅實力 2：台灣中小企業的峰迴路轉開拓之道」，未來將持續發掘臺灣中小企業發展之重要脈絡。

SME Strategy Forums

The Chailease SME Strategy Forum has been held for eight consecutive years. The Association and Chailease Finance Co., Ltd. have made a long-term commitment to the development of SMEs in Taiwan through the organization of annual trend forums centered around the following themes: “New Cross-strait concepts and new business opportunities for Taiwanese businesses”, “Activation of new industry advantages and creation of new momentum”, “Transformation facing adversity and seizing the opportunity for deployment”, “New trends, values, and opportunities”, “U-type recovery and initiation of corporate growth momentum”, “Industrial optimization and transformation, innovative services, and new values”, “Backbone capabilities – the new key to corporate transformation”, “New trends in a new economy – the key to corporate success”, “Success through seizing of crossover opportunities and transformation”, “Crossover innovation and alliances”, and “New business opportunities in Muslim markets through the New Southbound Policy”. Close to 60 events were held all over Taiwan, with extension events including “SME Energy Conservation Forums”, “SME Solar Power Forums”, and “Chailease SME



中租中堅實力新書發會

Book launch of Taiwan SMEs Growth Story published by Chailease Finance Co., Ltd.

Lectures”. A wide range of experts from the government, industries, universities, and research institutes were invited to discuss trend-related issues. These events which have received the praise and support of SMEs all over Taiwan focus on the sharing of practical experiences combined with panel discussions to pass on relevant experiences and facilitate exchanges between different industries and thereby assist SMEs in strengthening their competitiveness.

NASME invites industry experts of winners of National Award of Outstanding SMEs and SME Innovation Award to share their experiences at discussion forums organized over the years. The Association also cooperates with the Taiwan Institute of Economic Research in the publication of the Taiwan SMEs Growth Story book series covering interviews and research on Taiwanese SMEs publish by Chailease and Business Weekly. Two books titled “Taiwan SMEs Growth Story: Growth Process of Taiwanese SMEs” and “Taiwan SMEs Growth Story 2: Twist and Turns of Taiwanese SMEs” have been published so far. In the future, we will continue to explore the key contexts of Taiwanese SMEs.



中小企業策略論壇高雄場

Kaohsiung session of the SME Forum.

就業輔導

Employment Counseling

- 就業服務資源整合與專業培訓
Employment Service Resource Integration and Professional Training
- 銀髮人才發展系列計畫
Senior Talent Development Program
- 青年輔導訓練計畫
Youth Training Series Program
- 職業訓練輔導系列計畫
Vocational Training Series Plan
- 產業投資方案暨訓練推廣
Industry Talent Investment Initiative
- 補助及媒合企業聘用運動指導員案
Sport Instructor Recruitment Subsidy and Matching Project

整合職涯服務系統 促進勞動力經濟發展

Integration of the Career Service System Promotion of Labor Economy Development

根據勞動部 107 年 10 月底就業市場人力需求調查情形，事業單位增加僱用人力原因主要為「退離者之補充」、「需求市場擴大（含設備或部門擴充）」、「提升勞動條件」，其中「退離者之補充」居冠，顯示我國人口變遷加劇，面對少子化與高齡化造成的影響，以及國內外產業結構改變，國內勞動力供需失衡情形日趨嚴重，為有效解決此情形，政府推動不同年齡層工作者之職涯發展及相關就業輔導訓練、在職訓練及提供創、就業機會等整合性就業服務，以穩定現今就業市場勞動人口，此外，更積極開發潛在勞動力，包含青年、中高齡、銀髮族及二度就業婦女等特定對象，以補足就業市場勞動人口。

本會承辦政府各類專案多年，運用專業顧問群與就業資源，並結合我國整體經濟環境評估、勞動市場需求及區域特性分析，配合政府推動企業輔導、就業輔導或政策宣導，以完成各項政策之期許。

同時，因應高齡化社會的來臨，本會亦協助政府持續推動中高齡人力再運用觀念，除 103 年成立首座銀髮人才資源中心與本年度新北市政府亦成立中高齡職場續航中心外，於本年度 5 月辦理不老高手領航企業前導計畫，鼓勵企業進用並留用中高齡人力，協助中高齡與銀髮者重返職場，透過經驗傳承，創造世代交流與互動，以促進國內勞動力之發展。

NASME has undertaken assorted governmental projects for years and combined our professional counseling and employment resources with the holistic economic environment evaluation, and the analysis of labor market demands and regional characteristic to provide enterprise guidance, employment counseling or policy propagation together with the government in order to meet the aims of every policy. Meanwhile, we also help the government to promote the idea of reutilizing the middle-aged and elderly manpower in order to adapt to the aging society.

In addition to the first Senior Workforce Development Service Center established in 2014 and the Middle-aged and Senior Workforce Sustainability Center established by New Taipei City Government, we set up the Senior Leading Enterprise Pilot Project to encourage businesses to recruit and retain senior human resources and help them return to the job market in order to pass down experience and facilitate generation interaction and interchange to facilitate the development of the domestic labor force.

就業服務資源整合與專業培訓



就業服務工作勞務 - 就業服務員教育訓練合照
Employment service – Job Consultants and trainees group photo.

推動外展及鄉鎮臺等就業服務計畫

本計畫為勞動力發展署北基宜花金馬分署之業務委外案，為強化區域性服務，除「靜態」就業服務據點外，亦採取「動態」就業服務，期打破時間與空間限制，提供主動式服務。落實就業服務業務、提升就業媒合率、促進失業勞工迅速再就業及提供民眾持續而穩定之可近性及在地性就業服務。

為提供民眾可近性及在地性之就業服務，節省民眾往返公立就業服務機構之時間，可在鄉鎮公所內之就業服務臺辦理求職登記、求才登記、推介就業、就業服務諮詢等服務。

107 年度共計進用 68 名就業服務員，分別派駐於基隆、羅東、花蓮、玉里、金門及連江就業中心與北基宜花金馬分署，推展就業服務政策與相關業務。共計達成發掘失業者 15,013

人、媒合成功 11,704 人、陪同面試 5,208 人次、追蹤拜訪 34,836 人次、穩定就業三個月 3,498 人、拜訪雇主 19,186 人次、通報或開發在地就業機會數 34,836 次、提供就業資訊 45,315 次與駐點服務 933 場次。

國軍退除役官兵輔導委員會「就業服務工作勞務委外」計畫

此計畫由國軍退除役官兵輔導委員會（以下簡稱輔導會）主辦之業務委外案，負責進用 64 名人力，訓練所需就業服務人員進駐輔導會、各縣市榮民服務處及職訓中心持續開發各地區企業優質職缺，並且每季辦理促進就學及就業資源說明會，藉此推動退除役官兵人力開發、運用及發展等專業服務，以提升國內企業進用退除役官兵人力，並可強化國軍人力資源再運用，補實國內勞動力市場需求之社會功能。

Employment Service Resource Integration and Professional Training



就業服務工作勞務 - 就業博覽會參加人數相當踴躍
Many visitors visited the Career Expo.

Promotion of Outreach and Town/Township Office Employment Service Plan

It is the outsourced project of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office, Workforce Development Agency, Ministry of Labor. In addition to the “static” employment service office, there is a “dynamic” employment service to strengthen regional service in order to break the time and space limit, provide proactive services, practically serve the public, increase the job matching rate, help the unemployed to find a job quickly and offer the public sustainable, stable, accessible and local jobs.

The nearby and local employment service is provided to save the time of people who travel between public employment service institutions. People in need can apply for jobs or seek for talents, recommend jobs or ask job-related questions at the employment service desk of the town/township office.

In 2018, there were 68 new clerks who served in Keelung, Luodong, Hualien, Yuli, Kinmen and Lienchiang employment centers and Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office to promote the policy and business related to employment service. We found

15,013 unemployed, successfully matched jobs for 11,704 people, accompanied 5,208 job-seekers for interviews, tracked and visited 34,836 people, helped 3,498 people find stable jobs and stay in the jobs for 3 months or above, visited 19,186 employers, reported or discovered 34,836 local job opportunities, as well as provided 45,315 pieces of employment information and 933 times of on-site service.

The “Employment Service Outsourcing Program” of the Veterans Affairs Council

This is an outsourced project directed by the Veterans Affairs Council (hereinafter referred to as “The Council”). 64 new members were recruited and trained to become required employment service personnel for the Council, regional veteran service offices and employment training centers in order to continuously discover quality job vacancies in local businesses and arrange educational and employment resources meetings every quarter. It aims to facilitate the discovery, utilization and development of veteran manpower in order to encourage domestic enterprises to recruit veterans, strengthen the reutilization of national army resources and meet the demands of the domestic manpower market.



就業服務工作勞務 - 基隆就業中心辦理就業博覽會
Keelung Employment Center organized the Career Expo.

銀髮人才發展系列計畫



勞動部勞動力發展署蔡孟良副署長（左七）、吳玉琴立委（右五）、勞動部勞動力發展署北基宜花金馬分署林仁昭分署長（左六）協同各合作單位啟動 2018 中高齡就業博覽會活動

Tsai Meng-Liang (the 7th from the left), Deputy Director-General of Workforce Development Agency, Ministry of Labor; Wu Yu-Ching, Legislator (the 5th from the right); Lin Jen-Chao (the 6th from the left), Director-General of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office, Workforce Development Agency, Ministry of Labor inaugurat 2018 Senior Employment Fair with other units.

銀髮人才發展與就業服務整合計畫

臺灣人口結構老化、少子化趨勢，使勞動力產生供需失衡，有鑑於此，勞動部勞動力發展署北基宜花金馬分署特於 103 年度設立銀髮人才資源中心，推廣銀髮人力再運用政策，以補實國內勞動力缺口。

計畫執行迄今協助服務中高齡求職者計 12,514 人次、開發友善廠商 2,106 家、友善中高齡職缺 19,210 個，並成功媒合計 4,620 人次，並因應中高齡就業專法推動，轉移中心定位為業務運籌單位，鼓勵銀髮族重返職場以協助國內銀髮人力再運用遍地開花。



2018 中高齡就業博覽會活動中安排各項職業訓練職類 DIY 教學吸引民眾參與

Occupation training and DIY activities in 2018 Senior Employment Fair.

10 月 13 日於臺北市花博公園爭艷館舉辦 107 年度國內首場以服務中高齡求職者為主的「2018 中高齡就業博覽會」，打破就業市場既定印象，以「職場長青樹・企業好幫手」為主題，由國際扶輪 3481、3482 地區協助一同號召企業提供職缺，國防部、國軍退役役官兵輔導委員會及海洋委員會海巡署也群起響應，全場共邀集 126 家企業、提供 4,233 個職缺，薪資超過 4 萬元的職缺佔 1/3 以上，中高階職缺數

更高達 2 成 5，吸引超過 10,294 人踴躍參與、6,274 人投遞履歷，其中更錄取了 3,117 人，媒合率高達 49.7%。

除就業服務外，本計畫為求轉型完善，特根據轄區需求研擬及創建新型態服務，並於雙北轄區內進行供需調查，藉由量化資料蒐集數據了解轄區銀髮供需調查特色，為我國銀髮勞動力發展尋找積極且有效的政策與執行方向，期透過本計畫，扭轉國人對銀髮勞動力既定印象，補實人力資源短缺問題外，並讓銀髮族應用其經驗為社會貢獻己力，為我國銀髮人力再揮灑職場璀璨扉頁。

銀髮勞動力再運用倡議計畫

勞動部勞動力發展署北基宜花金馬分署推動銀髮勞動力再運用倡議計畫，期望藉由本計畫之推行，呼籲社會大眾重視高齡化社會對我國勞動力市場影響，進一步建構銀髮人力開發、運用及發展價值，透過相關行銷活動結合青銀交流方式，讓銀髮議題擴散人，促使社會大眾持續重視銀髮議題。本計畫辦理多項倡議活動，

呼籲全民社會一同關心與加入銀髮議題，讓臺灣的勞動力進一步轉型，持續保持臺灣的關鍵競爭力。

本會承辦此計畫，辦理下列二項工作：

- 一、舉辦青年提案競賽，鼓勵青年世代關切銀髮各項議題，進而研究思考、行動規畫、親身參與，結合社會各界偕同青年學子共同營造「青銀交流・世代共融」良好氛圍，107 年度共計 92 隊報名，經過資格審核、初審、入圍說明會及決審，選出 32 組得獎作品進行表揚及成果展現。
- 二、企業訪視輔導團，實地了解企業工作環境及導致中高齡提早離開就業市場之障礙因素、盤點企業及中高齡員工就業需求，並由專業輔導顧問進行企業輔導，以利人員延後退出職場或促進企業願意增用銀髮者。本年度共計訪視 207 家企業及 835 名中高齡員工。



全國青年提案競賽頒獎典禮暨成果發表 - 勞動部長許銘春（中）與全體參賽團隊合照

National Youth Proposal Competition awarding ceremony and presentation - Hsu Ming-chun (middle), the Minister of Labor, and all teams group photo.

不老高手領航企業前導計畫

因應少子化與高齡化影響，臺中市政府為減緩勞動力流失，同時活化高齡與中高齡勞動力，於本年度 5 月辦理不老高手領航企業前導計畫，本計畫藉由招募各行業具豐富經驗之中高齡資深工作者，建置不老高手人才庫，瞭解各項行、產業職能需求及職涯發展規劃，並可做為推動各項中高齡就業議題之人才需求，並將進行資料蒐集分析其退休因素，透過研究以發展可採行之配套措施，輔導其續留職場；並作後續追蹤服務，降低其退休意願，以達延長勞動力續存之目標，本年度共招募 62 位不老高手以及 178 位白金職人。

同時，運用各類多元的行銷管道，將各行業職場達人及中高齡就業成功案例進行全方向的宣導，加強事業單位願意僱用中高齡勞工之意願，促使本市中高齡勞動力再提升。另透過深入 51 家事業單位進行訪視輔導，藉由提供各種中高齡就業促進工具強化求職者競爭力與職場軟實力，並連結外部資源以提高中高齡者任職意願與就業穩定度，並可瞭解企業留用或回聘中高齡員工所面臨問題，輔導企業建立有效能且強化競爭力之人力運用，以達本計畫觀念推廣與高齡及中高齡者的經驗活化傳承。



銀髮人才資源中心辦理門市銷售服務高手養成班
Expert Shop Clerks Training Course of the Senior Workforce Development Service Center.



全國青年提案競賽頒獎典禮暨成果發表 - 長官與得獎團隊合照

Group photo of officials and winners of the National Youth Proposal Competition at the awarding ceremony and presentation.

中高齡者職場續航輔導計畫

臺灣正面臨少子高齡化危機，為因應人口結構巨變衍生之勞動力不足，本會自 106 年起承辦新北市政府就業服務處「中高齡者職場續航輔導計畫」，導入支持性資源，協助中高齡者在職勞工延緩退休、續留職場，以補實勞動缺口。

107 年 5 月，本計畫進一步成立實體機構「中高齡者職場續航中心」，駐點新北市板橋區，近距離服務廣大中高齡勞工，透過就業服務、職涯諮詢、職業訓練、長照支持、健康促進等全方位資源，促進中高齡者提升職場力與生活力，迎戰職涯下半場。107 年度以來，已實際服務 364 位中高齡者，並針對各別需求提供多樣化服務。

促進中高齡者穩定就業，亦仰賴產業界支持。107 年本計畫首度成立「企業輔導團」，邀集人力資源、職務再設計及身心健康顧問，提供專業諮詢、資源串連及後續追蹤的一條龍服務，協助企業建構中高齡友善職場。而輔導團開辦以來，已服務 34 家企業，並培植 2 家企業成為中高齡友善示範廠商。

此外，為倡議中高齡職場續航觀念，本計畫也透過實體講座、平面文宣及社群網絡等多元行銷，鼓勵社會各界重視中高齡勞動參與，開創中高齡勞動運用新紀元。

Senior Talent Development Program



107 年 5 月 11 日新北市中高齡者職場續航中心正式成立

New Taipei Middle Aged and Senior Workforce Sustainability Center was established on May 11, 2018.

Senior Talent Development and Employment Service Plan

Due to the supply and demand imbalance of workforce caused by the aging population and low birth rate, Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office, Workforce Development Agency, Ministry of Labor established the Senior Workforce Development Service Center in 2014 to encourage reutilizing senior talents in order to meet the domestic workforce demand.

The Center has served 12,514 seniors, discovered 2,106 friendly enterprises, found 19,210 senior-friendly job vacancies and successfully completed job matching 4,620 times. Then, the Center changed its focus and repositioned it as an operation and management unit for the upcoming senior employment legislation to encourage seniors to return to the job market so that senior human resources can be thoroughly reutilized.

“2018 Senior Job Fair,” the first job fair in 2018 with an aim to serve the middle-aged and elderly job-seekers, was carried out in Expo Dome of Taipei Expo Park on October 13. It

broke stereotypes and set “Evergreen Tree in the Job Market, Good Helper for Business” as the topic. Rotary International District 3481 and 3482 appealed to enterprises to offer job openings while the Ministry of National Defense, Veterans Affairs Council and Coast Guard Administration, Ocean Affairs Council, responded to the appeal. A total of 126 companies provided 4,233 job openings. The jobs with a salary of 40,000 dollars or above accounted for 1/3 and the middle to senior level job openings accounted for 25% or more. 10,294 people were attracted to join the fair enthusiastically. 6,274 people submitted resumes and 3,117 people were hired. The matching rate was as high as 49.7%.

Aside from employment service, we intend to make transformations to create new forms of service based on the regional requirements and conducting a supply and demand survey in Taipei City and New Taipei City. Through quantified data and collected statistics, the senior needs in administrative areas can be shown to help find an active and effective policy and implementation for senior workforce development. We expect to



本計畫辦理勞工觀念講座，倡議中高齡者延緩退休、續留職場觀念

Lectures of the labor force to advocate prolonged working life and retention in the job market.

change the public image of the senior workforce, practically meet the demand of human resources and utilization of senior experience to make contributions to the society through the plan so that seniors can create a brilliant page in their career.

Senior Labor Force Reutilization Advocacy Program

Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office, Workforce Development Agency, Ministry of Labor expects to call for public attention the influence of the aging society on our labor market through promoting the Senior Labor Force Reutilization Advocacy Program so as to develop and use the senior human resources and build values. We intend to popularize the senior issue and urge the public to continuously attend to the issue through related marketing activities and junior-senior interchange. Several initiatives have been arranged to call for public attention and participation in the issue so that the Taiwan workforce can make a transformation and our key competitiveness can be maintained.

NASME undertakes this program and carries out the following 2 tasks.

1. Arrange the youth proposal competition to encourage young men to care for senior issues, further research, think and plan actions, participate personally, and create

a great atmosphere of “Youth Seniors Exchange, Generations Communion” with all sectors of the community. 92 teams registered for the completion in 2018. After verification of qualification, preliminary review, shortlist orientation and final review, the work of 32 teams were selected for awarding and presentation.

2. Business visit group to get a clear understanding understanding of the workplace virtually and the obstacles of withdrawal of middle-aged and senior workers from the labor market, list the requirements of business and senior employees, and provide consultancy to business by professional consultants in order to postpone retirement or encourage business to recruit seniors. We have visited 207 enterprises and 835 senior employees this year.



韓國 Seior Club 慕名銀髮人才資源中心特跨國參訪

The Senior Club of South Korea visited the Senior Workforce Development Service Center.

Senior Leading Enterprise Pilot Project

Due to the impact of the low birth rate and aging population, Taichung City Government arranged the Senior Leading Enterprise Pilot Project in May this year to reduce the loss of labor force and reinvigorate the elderly and middle-aged workforce. Senior workers of various professions with rich experience were recruited to build a talent pool in order to understand the job requirements of every business and industry as well as career development planning. The talent pool could also be helpful in various senior employment issues. Their data have been collected and analyzed to find out retirement causes in order to develop corresponding feasible measures so that we could help them stay in the job market and continue to track to discourage them from early retirement and extend their workforce. 62 senior talents and 178 platinum artisans were recruited this year.

Various marketing channels have been used meanwhile. The successful employment cases of assorted professionals and seniors were introduced for advertising to increase businesses' willingness to hire seniors and boost the senior workforce of the City. Furthermore, we visited and counseled 51 enterprises and improved job-seekers' competitiveness and soft power in the job market by providing various employment tools while connecting external resources to increase seniors' willingness of employment and job stability. At the same time, we also discovered what enterprises faced when retaining or recruiting seniors in order to help them effectively and competitively utilize manpower so that the idea of the project can be promoted, and middle-aged and senior experience can be reinvigorated and passed down.

Career Navigation and Guidance Program for Middle-Aged and Senior Workers

Taiwan is facing the crisis of low birth rate. In response to the shortage of workforce caused by dramatic demographic change, NASME has undertaken the "Career Navigation and Guidance Program for Middle-Aged and Senior Workers" of the Employment Service Office of New Taipei



雇主說明會，鼓勵企業建構中高齡友善職場

Employer orientation to encourage businesses to create a senior-friendly workplace.

City Government since 2017. We have introduced supportive resources to help elderly on-the-job employees postpone retirement and stay in the job market in order to meet the shortage in the workforce.

The Middle Aged and Senior Workforce Sustainability Center was established in May, 2018 in Banqiao, New Taipei City, to serve the massive elderly workers closely. Employment service, career counseling, vocational training, long-term care support, health facilitation and other comprehensive resources are provided to improve the seniors' competitiveness and living ability for the career of the second half of life. 364 elderly employees have been served since 2018 and diversified service is offered based on individual needs.

The stable employment of seniors also lies in the support of the industry. The "Enterprise Counseling Team" was established in 2018. The consultants of human resources, job accommodation as well as physical and psychological wellness were invited to provide a one-stop service including professional advice, resources connection and follow-up to help businesses create a senior-friendly workplace. The team has served 34 enterprises and helped 2 companies become senior-friendly enterprises since establishment.

Moreover, various marketing tools like physical lectures, circulars and social media have been used to advocate the idea of senior sustainable workforce in order to attract public attention to the labor force participation of seniors and create a new age of senior workforce utilization.

青年輔導訓練系列計畫



青年就業旗艦計畫 - 青年就業研討會

Youth Employment Ultimate Plan – Participants of Youth Employment Seminar.

青年職業訓練計畫

本會承接 107 年度勞動部勞動力發展署青年職業訓練計畫，內容包含培訓產業所需青年人才，針對在校青年，推動雙軌訓練旗艦計畫、產學訓合作訓練及補助大專校院辦理就業學程計畫；而針對已畢業青年，則推動青年就業旗艦計畫以及青年就業領航計畫，運用工作崗位訓練模式，以做中學的方式加強青年專業知能與就業技能。

本會承接 107 年度北基宜花金馬分署青年就業旗艦計畫暨青年就業領航計畫。青年就業旗艦計畫為結合產、學、訓之資源，提升事業單位僱用青年之意願，以提供務實致用職業訓練，並增加 15 歲至 29 歲青年就業機會為目的。另青年就業領航計畫為鼓勵高中職畢業生先就業再升學，結合雇主提供工作崗位訓練，由雇主指派專人指導青年於工作場所內進行實務訓練，透過先僱後訓及專人指導訓練模式，結合業師提供個別化及密集式的指導培訓，建立正確之職業價值觀並發展職涯抉擇。

青年就業旗艦計畫業務全年度共協助 277 家廠商招募成功、近 1,400 位青年錄訓。青年就業領航計畫全年度共核定 2,888 個職缺數，參與學生 197 人，錄用學生 195 人，媒合率高達 98% 以上。

雙軌訓練旗艦計畫暨補助大專校院辦理就業學程計畫

勞動部勞動力發展署（原勞委會職訓局）於 92 年起引進德國雙軌制職業訓練，並以本土化為導向改制為「雙軌訓練旗艦計畫」推展迄今；同年推動「補助大專校院辦理就業學程計畫」，上開兩支計畫整合政府、學校與企業三方的資源，以理論與實務雙管齊下的訓練模式，使技職教育及職業訓練合，讓青年儲備職場動能，提升就業率，同時營造出讓企業「蓄才於校」，讓學子「學用無落差」的有利環境，並助業界與學界達成「人才無縫接軌」之目標。

本會自 101 年起陸續承辦本計畫相關業務，104 年起將各工作項目整合為彙管型計畫，整合為「雙軌訓練旗艦計畫暨補助大專校院辦理就業學程計畫 - 彙管作業服務」。

近年受少子化及教育部總量管制影響，學生人數逐年遞減，在雙軌部分，北基宜花金馬轄區結合 7 所學校及 61 間事業單位，合作辦理 9 個職類，提供該計畫近 600 位訓練生進行工作崗位訓練；大專就業學程部分，結合 26 所學校，共同辦理 87 支就業學程計畫，參訓學生數超過 2,000 人。

為檢核本計畫參訓學生及訓練單位辦訓成效，執行期間落實訪視作業，以確保訓練品質及訓練生權益，為執行品質嚴格把關，同時藉此進一步瞭解合作單位參與本計畫之效益。

在廣宣作業部分，每季固定以網路媒體露出計畫相關資訊，另針對計畫合作學校、事業單位及轄區國、高中（職），辦理超過 50 場次之計畫說明會，參與人數達 3,000 人次，藉由直銷宣傳，進而達到招生、招商及計畫宣導等效益，同時強化社會大眾對本計畫之認識，拓展計畫能見度。



大專就業學程計畫 - 經費核銷說明會

Employment Programs Organized by Colleges and Universities – Reimbursement Filing Meeting.

同時針對本計畫合作單位辦理全國性「種子人員暨訓練協調經理訓練課程」，使合作單位瞭解訓練模式及政策走向，以提高執行效益，並解決訓練生訓練期間所面臨之問題；另針對紙本教材進行編修，近年更著重於數位教材建立研發，以縮短學習時間，提升學習效益。

此外，為驗收訓練生專業技能與理論知識，檢核雙軌技職教育訓練成果，針對全國本計畫合作學校及事業單位共辦理近 125 場次、974 位畢業訓練生之「專業職能認證考試」，並於考試後進行「專業職能認證命題作業」，透過各職類召集人針對 108 年度認證考試之試題進行修訂及新增。



雙軌訓練旗艦計畫 - 種子人員訓練課程 - 臺北場

Dual System of Vocational Training Project – Seeds Training Program - Taipei.

Youth Training Series Program



職場導師教學及輔導知能分組討論

Teaching and guidance for group discussion by competency of workplace mentors.

Youth Training Program

NASME undertook the 2018 Youth Vocational Training Program of the Workforce Development Agency, Ministry of Labor. This program is designed to help train young talents for the industry. For the youth in schools, there is the Dual System of Vocational Training Project, industry-academy co-training and subsidies to universities and colleges for employment courses. For the graduates, there is the Youth Employment Ultimate Plan and Youth Employment Pilot Plan to offer on-the-job training and help them build know-how and skills with learning by doing.

NASME undertook the 2018 Youth Employment Ultimate Plan and Youth Employment Pilot Plan of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office, Workforce Development Agency, Ministry of Labor. In the Youth Employment Ultimate Plan, the industrial, academic and training resources are integrated to increase businesses' willingness to hire young men, offer practical and useful vocational training and create job opportunities for 15-29 year old youth. As for the Youth Employment Pilot Plan, graduates of senior/vocational high schools are encouraged to work before further education. The employers will provide on-the-job training and

assign a responsible person to instruct and train the youth in the workplace. Young men will be hired first and trained after hiring and will have special instructors who can provide individualized and intense instruction and training to build the correct sense of value and help develop their careers.

Through the Youth Employment Ultimate Plan, 277 companies found talents they needed, and 1,400 young men were hired and trained. As for the Youth Employment Pilot Plan, 2,888 job openings were approved, and 197 students joined the plan. 195 of them were recruited. The matching rate was as high as 98%.

Dual System of Vocational Training Project and Subsidy Plan for Employment Programs Organized by Colleges and Universities

The Workforce Development Agency, Ministry of Labor (former Bureau of Employment and Vocational Training, Council of Labor Affairs) introduced the dual system vocational training pattern from Germany in 2003 and localized it to become the “Dual System of Vocational Training Project”. Meanwhile, the “Subsidy Plan for Employment Programs Organized by Colleges and Universities” was launched. The governmental, academic and industrial resources were integrated for the abovementioned plans to provide theoretical and practical training and combine technical and vocational education with vocational training so that the young people can build up the strength to meet job demands, while the employment rate also



職場體驗訪視 AIR ASIA

Visit to Air Asia of the workplace exploration activity.

risers and a beneficial environment is created. At the same time, a favorable environment characterized by talent cultivation for enterprises in schools and zero distance between theory and practice is created. These projects also facilitate a seamless transition of talent from academia to the industry.

NASME has undertaken related business of the plan since 2012 and organized all jobs into an organization and management plan, namely the “Dual System of Vocational Training Project and Subsidy Plan for Employment Programs Organized by Colleges and Universities – Organization and Management Services” .

The low birth rate and the control of the Ministry of Education result in decreasing number of students. In terms of the dual-system project, Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office has cooperated with 7 schools and 61 enterprises to offer 600 trainees on-the-job training opportunities in 9 professions. Regarding the Employment Programs Organized by Colleges and Universities, 26 schools joined to arrange 87 employment courses and more than 2,000 students were trained.

We conducted inspections in the implementation process to review the result of the trained students and the training institutions in order to ensure the training quality and the benefits of trainees and strictly control the quality while further understanding the benefits that were brought to the institutions of the plan.

In terms of advertisement, the information related to the plan has been exposed on media quarterly, and more than 50 meetings have been hosted in the cooperating schools, businesses, and junior and senior (vocational) high schools with as many as 3,000 participants. Advertisement can help recruitment of students and vendors and the promotion of the plan while enhancing public understanding of the plan and increasing visibility.

The national “Seeds and Training and Coordination Managers Cultivation Program” was organized for the cooperation units so that they could understand the training pattern and policy direction to increase execution efficiency and solve the problems of trainees during training. Meanwhile, paper materials were also edited and revised. The focus has shifted to the development of digital materials in recent years to shorten learning time and raise learning benefits.

Moreover, we cooperated with schools and businesses to organize 125 “Vocational Competence Certification” to check the professional techniques and theoretical knowledge of trainees and the result of the dual system of vocational training. 974 trainees joined the examinations. The “Vocational Competence Certification Question-Setting Operation” was carried out after the exam and the conveners of every profession would revise or add questions for the 2019 exam.



發展署雙軌訓練旗艦計畫 - 職類檢核專家小組會議

WDA Dual System of Vocational Training Project—Job Indexing Expert Group Meeting.

職業訓練輔導系列計畫



桃竹苗分署產業人才投資方案交流座談會合影
Picture of Taoyuan-Hsinchu-Miaoli Regional Office Industry Talent Investment Plan Forum.

在職暨職前職業訓練推廣計畫

勞動部勞動力發展署及所屬各分署為提升在職勞工知識、技能及態度，爰結合勞工團體與轄區內優質訓練單位，深入結合區域訓練機構特色與區域產業需求，提供實務導向訓練及多元化訓練課程，保障勞工參訓品質，提升國家整體人才素質與人力資本。107 年度桃竹苗轄區內，共計辦理 650 門課程，補助經費約新台幣 115,799,000 元，服務逾 13,327 人次之在職勞工。



桃竹苗分署產業人才投資方案 - 在職訓練研習會
On job training of Industry Talent Investment Program by Taoyuan-Hsinchu-Miaoli Branch of WDA.

職業訓練專案人力運用計畫

此計畫由勞動力發展署桃竹苗分署主辦之業務委外案，107 年度僱用 36 名計畫專案人員，進駐桃竹苗分署各科室及幼獅訓練場，進行職業訓練運籌品質管控業務工作事項：包括區域訓練供需調查與運籌聯繫、委外訓練計畫之企劃、職業訓練宣導與資源網管理、職業訓練實施之控管、行政、統計分析、預算管理與核銷等會計業務、訓練業務相關人力運用規劃、訓練單位與學員之輔助措施、訓後就業輔導與追蹤、查訪考核及申訴處理、職業訓練業務資訊管理系統維護管理、職業訓練生活津貼核撥及辦理服務業人才職類訓練、推動證照制度業務等綜合事項。

Vocational Training Series Plan



桃分署創客職人日成果展

The achievement exhibition on Be A Maker of the Taoyuan Regional Branch.

On-the-Job and Pre-Service Training Promotion Plan

Workforce Development Agency, Ministry of Labor and its regional offices cooperates with labor groups and regional quality training institutions and closely combines the characteristics of the regional training institutions and industry needs to provide practical training and diversified programs in order to increase the knowledge, know-how and attitude of on-the-job laborers. In this way, training quality can be guaranteed, and national manpower quality and human capitals can be improved. In 2018, 650 courses were opened in Taoyuan, Hsinchu and Miaoli. The subsidies were approximately NTD 115,799,000, and 13,327 on-the-job laborers have been served.



職業訓練專案人力運用計畫 - 發展署黃秋桂署長參與創客職人日接受媒體訪問

Vocational Training Manpower Utilization Program - Dispatch Labor Outsourcing Project: WDA Director General Chiu-kuei Huang was interviewed by the press at Be A Maker.

Vocational Training Manpower Utilization Program

This is the outsourced project of the Taoyuan-Hsinchu-Miaoli Regional Office, Workforce Development Agency, Ministry of Labor. 36 employees were recruited for the project in 2018. They were assigned in the divisions and offices of Taoyuan-Hsinchu-Miaoli Regional Office and You-Shi Training Center to deal with vocational training, operation and quality control, including investigation of regional training demand and liaison, planning of outsourced training programs, promotion of vocational training and management of resource network, control, administration, and statistics analysis of vocational training, budget control and reimbursement, vocational training HR utilization planning, guidance of training institutions and trainees, employment counseling and follow-up after training, visits and inspections and complaint handling, maintenance and management of the vocational training information management system, approval and appropriation of life allowance during vocational training and vocational training of service talents, as well as promotion of certification.

產業人才投資方案系列計畫



勞動部長許銘春與李育家理事長參加 北分署「職訓奇緣 璀璨未來」職訓訓練成果展

Minister of Labor Ming-chun Hsu and NASME Chairperson Yu-chia Lee visited the vocational training achievement exhibition

“A Brilliant Future with Vocational Training hosted by the Northern Branch of WDA.”

勞動部勞動力發展署為強化我國勞動力人口在職場上的共同核心職能及產業專業技術能力，以因應急速的國際經濟變遷及競爭，結合各轄區內通過 TTQS 之優質訓練單位，提供多元化實務導向之訓練課程，並補助其課程訓練費用，以激發在職勞工自主學習精神，累積個人實力與能力。

產業人才投資方案又分為「產業人才投資計畫」及「提升勞工自主學習計畫」，招生對象為年滿十五歲以上，具就業保險、勞工保險或農民健康保險被保險人身分之在職勞工，並依在職勞工身分別，給予補助 80% 至 100% 之訓練費用，且 3 年內每位學員得以補助最高新臺幣 7 萬元。

另為加強輔導受貿易自由化引發產業變遷之勞工，面臨就業型態轉變及未來對就業市場之衝擊，特別推動「充電起飛計畫」，因應產業及勞工訓練需求，針對北分署及桃分署轄區內受影響產業之在職勞工提供優質職業訓練，提升個人能力與知識技能。

107 年度北分署結合轄區內優質單位，辦理產業人才投資方案（含充電起飛計畫）共計 350 個訓練單位，共辦理 1,309 門課程，補助經費約新臺幣 1 億 9,531 萬元，服務逾 30,000 人次的在職勞工。107 年度桃竹苗轄區內，共計辦理 650 門課程，補助經費約新台幣 1 億 1,579 萬 9,000 元，服務逾 13,327 人次之在職勞工。



勞動部長許銘春參加北分署「職訓奇緣 璀璨未來」職業訓練成果展關懷民眾體驗職訓 DIY。

Minister of Labor Ming-chun Hsu expressed care about the vocational DIY exploration of the public at the vocational training achievement exhibition “A Brilliant Future with Vocational Training” held at the Taipei Main Station hosted by the Northern Branch of WDA.

Industry Talent Investment Initiative

In order to increase the common core competencies and professional techniques of domestic laborers in the job market to adapt to the swift international economic change and competition, the Workforce Development Agency, Ministry of Labor cooperates with TTQS-certified training institutions in its regions to provide diversified practical training courses and offer subsidies of the training expenses to inspire on-the-job laborers to actively learn and build their strength and competencies.

The Industry Talent Investment Initiative can be divided into the “Industry Talent Investment Plan” and “Promotion of Labors' Self-Learning Plan”. The on-the-job laborers aged 15 or above and participate in employment insurance, labor insurance or farmer health insurance can have 80%~100% subsidies based on their status, and each trainee can receive a NTD 70,000 subsidy within 3 years at most.

The “Multi-Beneficiary Vocational Training Program” is carried out to help the laborers who are affected by industry change brought by free trade to adapt to the employment transformation and the future impact on the job market. In response to the requirements of the industry and labor training, affected workers within the jurisdiction of the northern and Taoyuan branches in response to industry demands and training needs of workers to enhance their personal abilities, knowledge, and expertise.

Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Office cooperated with quality institutions to organize the “Industry Talent Investment Plan” (including the “Multi-Beneficiary Vocational Training Program” in 2018. 350 training units together with the Office organized 1,309 programs. The subsidy was as high as NTD 195,310,000, and 30,000 on-the-job laborers were served. 650 programs were opened in Taoyuan, Hsinchu and Miaoli in 2018 and the subsidy was NTD 115,799,000. 13,327 on-the-job laborers were served.



勞動部長許銘春（左四）在北分署「職訓奇緣 璀璨未來」職訓訓練成果展感謝民間訓練單位共同投入職業訓練培訓人才
Minister of Labor Ming-chun Hsu (fourth left) expressed gratitude to private training facilities for joining vocational training to cultivate talents at the vocational training achievement exhibition “A Brilliant Future with Vocational Training.”

補助及媒合企業聘用運動指導員案



體育署副署長林哲宏（前排左 3）及全民組組長呂忠仁（前排左 4）和記者會與會來賓合影

Lin Zhe Hong (the 3rd from the left in the front row), Deputy Director-General of Sports Administration, Ministry of Education, Lu Zhong Ren (the 4th from the left in the front row), Director of Sports for All Division, Sports Administration and guests in the press conference.

根據我國運動現況調查統計，青壯年上班族的規律運動人口比率較其他族群低，顯示該族群職工運動普遍不足。教育部體育署訂定「企業補助方案實施計畫」，提供企業辦理員工運動休閒活動經費補助，鼓勵企業聘用運動指導員並推廣職工運動，另為協助企業媒合運動指導員，建構媒合資料庫平臺，結合補助方案網站，提供企業補助申請與求才媒合一站式服務。

本會承接辦理各項推動工作，以「運動好人才，企業動起來」為口號，自 107 年 4 月首度正式啟動以來，共計 54 家企業通過補助申請，核補助企業辦理 274 項員工運動休閒活動，超過 4 萬 3,000 人次參與，另透過運動指導員資料庫及媒合平臺，已輔導 57 家企業聘用 101 名體育運動專業人員。107 年 11 月 9 日下午 2 時，假台北喜來登舉辦「推動企業聘用運動指

導員」記者會，邀集企業代表與運動指導員齊聚一堂，現場展示各家企業推展成果外，由 2 家企業代表分享推展案例，以激發企業起而效法並擴散運動企業風氣。



體育署副署長林哲宏於推動企業聘用運動指導員記者會表示未來將持續推動補助計畫

Che-hung Lin, deputy director general of the Sports Administration, Ministry of Education expressed the Sports Administration will continue to promote the subsidization project at the press conference for the Project for Encouraging Enterprises to Hire Sport Instructors.

Sport Instructor Recruitment Subsidy and Matching Project

The domestic sports survey shows that the white-collared young adults are the group with the lowest participation of regular sports compared with other groups; therefore, they do not have enough exercise. The Sports Administration, Ministry of Education, set up the “Enterprise Subsidy Implementation Plan” to subsidize businesses for sports activities, support businesses to recruit sports instructors and encourage their employees to do sports. Meanwhile, the Administration also helps businesses find sports instructors, build the matching database platform and integrate the subsidy project website to provide the one-stop service to businesses which intend to apply for the subsidy and find appropriate sports instructors.

Since NASME undertook these tasks, our slogan has been “Quality Sport Talents, Business Moving it”. Since the launch of the project in April 2018, the subsidy application of 54 enterprises has been approved and subsidized enterprises to organize 274 sports activities for employees. More than 43,000 people have joined. Through the Sports Instructor Database and

Matching Platform, 57 enterprises have found and hired 101 sports professionals. The press conference of the “Sport Instructor Recruitment Subsidy and Matching Project” was held in the Sheraton Grand Taipei Hotel at 2:00 pm on November 9, 2018. Business representatives and sports instructors were invited to join the grand meeting. The achievement of every enterprise was presented on the site and 2 business representatives shared their cases to inspire other businesses to learn and promote sport activities.



求才求職媒合會 - 廠商說明職缺與徵才條件

Enterprises-Jobseekers Matching-Enterprises explained job openings and recruitment requirements.



企業聘用運動指導員補助方案說明會

Presentation on the Subsidization for the Project for Encouraging Enterprises to Hire Sport Instructors.

政策宣導

Policy Promotion

- 外籍勞工相關系列計畫
Foreign Worker Related Programs
- 工作生活平衡輔導及推廣計畫
Work-life Balance Guidance and Promotion Plan
- 優化國際體育交流活動管理計畫
Program for Optimization of International Sports Exchange
- 保護智慧財產權服務團系列宣導說明會暨校園深耕宣導案
Information Meetings and In-depth Campus Education by IPR Protection Service Teams
- 區域運籌人力資源整合服務系列活動
Regional Manpower Resource Integration Service Activities

集眾智 廣溝通 零障礙與時俱進的 政策交流平臺

Policy Exchange Platform for Unobstructed Communication and Exchanges to Keep Abreast with the Latest Trends

隨著科技日新月異，網路資訊發達，政策宣傳的工具日漸多元，民意的反應也更加直接，惟有針對企業的意見進行系統化的分析與歸納後，將之化為可執行與落實的政策，才能真正做到有感的服務。

本會每年承接多項政府計畫，在瞭解政策、支持政策的精神下，與政府共同協力打造利於中小企業發展的環境，除運用最新的廣宣工具，推動如直播、社群互動的相關措施外，亦與全台各縣市近 60 個次級組織共同努力，持續提供各地中小企業多元服務，同時建立完整的政策宣導機制，讓中小企業有感政府德政，降低政策推廣時的阻力，更以務實的角度提出建議，使政策執行得以發揮最大的效益。

本會做為政府與中小企業間重要的橋樑，除讓政府政策得以落實並廣為周知，也增進中小企業對政策的瞭解與認同。未來將持續站在強化政府與民間互動的立場，爭取政府資源，嘉惠中小企業，也讓中小企業能體會政府的用心，落實政策、推廣政績、創造雙贏。

Rapid changes in the field of technology and rising popularity of the Internet have led to a gradual diversification of policy promotion tools and a more direct representation of public opinion. Palpable services for enterprises require a systematic analysis and classification of relevant views and opinions and conversion into feasible policies.

NASME undertakes numerous government programs with the goal of creating an environment conducive to SME development based on a clear understanding of the spirit of relevant policies and required policy support. The Association utilizes the latest promotion tools and adopts measures involving direct broadcasting and social media interactions to facilitate the provision of multidimensional services for SMEs in all areas and maintain excellent interactions and dense networks in cooperation with close to 60 sub-organizations in all cities and counties. The goal is to demonstrate government benevolence to SMEs, reduce obstructions to policy promotion, offer recommendations from a pragmatic perspective, and thereby ensure maximum benefits through policy implementation.

The Association serves as a communication bridge between governments and SMEs to ensure the effective implementation and propagation of government policies and increase the understanding and approval of government policies on the part of SMEs. In the future, the Association will continue to embrace the role as the facilitator of strengthened interactions between the government and the private sector. It will continue to strive for government resources for the benefit of SMEs and move the hearts of SMEs with the government's efforts. The goal is to implement relevant policies, promote achievements, and create win-win outcomes.

外籍勞工相關系列計畫



家庭類說明會辦理現況，向雇主說明如何辦理直聘流程
Information meeting – Description of the direct hiring process to employers.

直接聘僱聯合服務中心計畫

臺灣社會在經濟及家庭結構的變遷下仰賴外籍勞工的程度與日俱增，外籍勞工已是臺灣政府不可忽視的一大族群。勞動部勞動力發展署為保障雇主及外籍勞工權益，減輕外籍勞工來臺工作之負擔，以期符合我國重視國際人權及社會公益之期待，成立「直接聘僱聯合服務中心」，提供雇主續聘外籍勞工另一個管道。

本會於 96 年 12 月 31 日承辦至 107 年 10 月 31 日為止，總服務雇主人數約 16 萬人，總服務外籍勞工人數約 16 萬人。而為使直接聘僱服務更便民化，更符合單一窗口機制的服務精神，直接聘僱提供專人個案服務機制，本會案件採用「一案到底」的服務作法。從申辦流程開始，即為每個案件設立服務員，民眾可透過單一窗口來進行諮詢及服務，直到申辦項目完成。

此外，為了協助雇主自行管理外籍勞工服務，「直接聘僱聯合服務中心」另推出「外籍勞工小幫手 APP」，提供勞工聘僱期程試算、案件進度查詢、勞工法令查詢等功能，雇主得一手掌握所有外籍勞工訊息；及「在臺期間管理資訊平臺」提供健康檢查、居留證、換發護照、變更工作地等多元資訊，方便雇主自行管理外籍勞工。



直聘計畫 - 向事業單位宣導說明直接聘僱申請方式
Direct Hiring Program—Explanation of direct hiring application methods to business units.

近年來更積極輔導事業單位採用專案選工模式引進外籍勞工，此模式係由事業單位提出招工需求，採用客製化方式協助製造業雇主聘僱外籍勞工，能夠更符合事業單位聘僱條件，持續創造勞雇雙贏。

外勞申請案件處理業務外包計畫

為因應我國經濟發展之需要，在「補充性」與「限業限量」原則下，自民國 78 年正式核准外勞來台工作後，外勞在台工作的人數便持續增加，近三十年來，這群來自泰國、菲律賓、越南、印尼、馬來西亞與蒙古等國家之外籍勞工對我國產業發展與國人照護有相當具體之貢獻。

勞動部勞動力發展署為處理製造業、家庭類及白領外國專業人員等各類龐大的外籍勞工申請案件，同時提供民眾諮詢服務，將以業務委外方式，由本會派駐 93 名工作人員，負責外國人工作許可申請案件之建檔、審查、電話諮詢、就業安定費強制執行業務等非核心及相關

庶務工作，107 年度 1-11 月共計完成 855,004 件外籍勞工作件審查，每月平均辦理 8.5 萬件申請案件。

提升就業服務與法令諮詢電話服務績效實施計畫委外案

為積極促進工商投資及經濟發展，提供桃園市廠商優質的勞動力及失業民眾或特殊境遇民眾之充足就業機會，桃園市政府勞動局透過電話服務諮詢中心 6 人及勞動檢查處 1 人，做統一規劃對外服務窗口，提供民眾法令諮詢與就業資訊服務，俾利服務廣大民眾，尤其是勞動基準法修正後，許多勞工與企業對於相關法規不甚熟悉，故電話諮詢服務更顯其重要性。本計畫服務人員將協助辦理之業務，包括辦理電話諮詢服務，從事就業服務、法令諮詢暨各項促進就業措施等就業服務相關工作，並能引導民眾至正確的承辦窗口，提升行政效率，配合本計畫協助、關懷勞工，宣導傳遞就業與勞動法令相關訊息、就業服務及相關之就業促進措施。



外勞申請案件處理業務外包計畫 - 在職訓練

Outsourcing Project for the Handling of Applications for Foreign Workers – On-the-job training.

Foreign Worker Related Programs



直聘計畫 - 直聘中心參與印尼文化嘉年華節慶活動進行業務宣導

Direct Hiring Service Center participated in the Indonesian Culture Carnival for business promotion.

Direct Hiring Service Center Program

Taiwanese society is increasingly relying on foreign labor to meet the challenges generated by changing economic and family structures. The Taiwanese government cannot afford to ignore this large group of foreign workers. The Workforce Development Agency of the Ministry of Labor therefore established the “Direct Hiring Service Center” as a channel for continued recruitment of foreign workers to safeguard the rights and interests of employers and foreign workers, reduce the burden of foreign workers in Taiwan, and meet expectations in the field of respect for human rights and emphasis on social welfare.

From December 31, 2007, when the department took charge of the program, until October 31, 2018, professional services have been provided for a total of around 160,000 employers and foreign workers. The department has adopted a one-stop service model which relies on individualized services provided by dedicated personnel to increase the convenience

of direct hiring services and embrace the spirit of services provided through a single contact person. Dedicated service personnel are assigned for every case from the beginning to the end of the application process to ensure that consultation and services are provided by a single contact person.

The Direct Hiring Service Center has also launched a “Foreign Labor Helper APP” to assist employers in the independent management of foreign workers. App functions include calculation of hiring periods by employers, progress queries, and labor law queries, enabling employers to monitor all worker related data at a glance. The “Foreign Worker Management and Information Platform” provides a wide range of information pertaining to health checks, resident visas, passport reissue, change of work place for the convenience of employers.

In recent years, business units have been actively encouraged to recruit foreign workers through the project worker selection model. This

model requires business units to submit their recruitment demands. A customized method is adopted to assist business units in the hiring of foreign workers, thereby meeting their manpower needs and creating win-win scenarios for workers and employers.

Outsourcing Project for the Handling of Applications for Foreign Workers

Foreign workers were officially permitted to seek employment in Taiwan in 1989 in response to the demand for manpower generated by the economic development of Taiwan in limited quotas to supplement local manpower. The number of foreign workers employed in Taiwan has constantly increased. Over the past three decades, foreign workers from Thailand, Philippines, Vietnam, Indonesia, Malaysia, and Mongolia have made substantial contributions in the fields of industrial development and caregiving in Taiwan.

The Workforce Development Agency of the Ministry of Labor has adopted an outsourcing model for the processing of an enormous number of applications for foreign labor by the manufacturing industry, families, and white-collar foreign professionals as well as the provision of public consultation services. NASME has dispatched 93 staff members who are in charge of the handling of non-core tasks and general matters associated with the processing of work permit applications by foreigners including archiving, reviews, phone queries, and enforcement of settling-in allowances. From January to November 2018, a total of 855,004 foreign worker application cases have been reviewed (an average of 85,000 per month).



外勞申請案件處理業務外包計畫 - 員工文康活動

Outsourcing Project for the Handling of Applications for Foreign Workers-Staff recreational activities.



直聘計畫 - 製造業雇主說明會辦理現況

Manufacturing Employers Presentation at a glance.

Enhanced Employment Service and Legal Counseling with Phone Service Outsourcing Program

The Department of Labor, Taoyuan, has created a unified contact point for external services through six specialists in the Phone Service Counseling Center and one specialist in the Labor Inspection Division to facilitate the provision of legal counseling and employment information services for a large number of individuals, boost industrial and commercial investments and economic development, and provide sufficient employment opportunities for outstanding workers, unemployed individuals, and individuals with special needs in Taoyuan. Phone counseling services have become even more important in the wake of Labor Standards Act amendments and the unfamiliarity of numerous workers and enterprises with relevant laws and regulations. Services provided by assigned personnel in the context of this program include phone counseling services, employment services, legal counseling, and various employment promotion measures. Citizens are directed to the correct contact person for enhanced administrative efficiency. Employment and labor law related information is disseminated, relevant education is provided, and employment services and relevant employment promotion measures are in place to provide assistance and show concern for workers in line with this program.

工作生活平衡輔導及推廣計畫

Work-life Balance Guidance and Promotion Plan



漢民科技企業觀摩交流 - 勞動部張壹鳳科長（右 4）、台南辦公室吳炳良處長（左 3）及參訪企業代表合影留念

Hermes-Epitek visit and exchanges – Commemorative group photo of Ms. Yi-Feng Zhang, Section Chief of the Ministry of Labor (fourth right), Mr. Bing-Liang Wu, Director of the Tainan office (third left), and visiting enterprise representatives.

為鼓勵企業營造友善職場，勞動部特於 105 年起推動「工作生活平衡輔導及推廣計畫」，透過補助申請、辦理教育訓練及企業觀摩交流及專線諮詢服務等相關措施，協助有意推動之企業營造友善的工作環境，使員工能兼顧家庭並安心工作，也提升工作效率及生產力，創造勞資雙贏。

107 年度共辦理種子培訓課程及企業觀摩交流 6 場次，共計 379 人次參與；舉辦 9 場計畫宣導暨核銷說明會，參與人次達 870 人；召開補助審查會議，共 356 家企業提出申請，其中有 339 家次核定通過，總核定經費約 1,436 萬元；實地訪查 23 家企業，協助其落實措施推動及後續核銷事宜，藉此期待更多企業響應參與，提供員工多面向支持，使其可兼顧「工作」、「家庭」及「健康」，留住優秀人才，以厚植企業競爭力。

The Ministry of Labor adopted the Work-Life Balance Guidance and Promotion Plan in 2016 to encourage enterprises to create a friendly workplace. Subsidies, training, enterprise visits

and exchanges, and hotline counseling services facilitate the creation of friendly working environments by enterprises willing to cooperate. This enables employees to care for their families and work in a worry-free and effective manner, enhances work effectiveness and productivity, and creates win-win outcomes for labor and management.

In 2018, a total of six instructor training courses and enterprise visits and exchanges with a total of 379 participants were organized. 870 enterprise representatives participated in nine Plan Promotion and Offset Presentations. A total of 356 enterprises submitted applications and 339 of these enterprises were granted subsidies totaling NT\$14,360,000 after subsidy review meetings. On-site visits of 23 subsidized businesses were conducted to provide assistance in follow-up reimbursement and implementation of measures. We sincerely hope that more enterprises heed the call and provide multidimensional support and care for their employees, thereby enabling them to place equal emphasis on their work, families, and health. This also facilitates retention of outstanding talent and strengthening of corporate competitiveness.

優化國際體育交流活動管理計畫

Program for Optimization of International Sports Exchange



法式滾球國際達人開講「滾動人生，擲出目標」與會者實際體驗後於國立臺灣科技大學滾球場合影留念

Group photo of active participants and pétanque experts after experiencing pétanque at the “Rolling Life Toward The Goal” talk held at the National Taiwan University of Science and Technology.

為配合我國體育政策持續推動國際體育交流活動及其他國際體育交流事項，如：臺灣主辦國際會議、邀訪外賓、出席國際會議及舉辦國際運動賽事等，協助國內體育組織茁壯發展、提升國際賽事經營能力、開拓國際體育交流機會，並爭取更多國際賽事於臺灣舉辦，亦兼顧教育、人培、文化、企業合作等多重面向，促使賽事主辦單位成為標竿典範，以達相互學習觀摩之效，提升臺灣整體國際運動賽事之質量。

本計畫延續 104~106 年度所推動之相關工作計畫外，107 年度持續著重於「優化賽事輔導管理機制」、「強化賽事營運管理知能」、「擴散賽事辦理成果」及「協助任務型小組運作」等項目，透過結合體育專業、賽會管理、媒體行銷等專家代表共組跨領域顧問團，合力推動優化國際體育交流活動管理機制；另為強化各賽事主辦單位營運管理知能，融入多元型態之課程內容，並針對不同層級人員辦理專題研習交流活動；此外，藉由多元廣宣策略、實體活動與刊物及結合網路社群，進行賽事辦理之預告與成果效益之擴散。

This program was adopted to facilitate the continued implementation of international sports exchanges and related matters including the organization and participation in international meetings, invitation of foreign guests, participating in international conferences, and organization of competitions by Taiwan in line with physical education policies. It also aims to boost the development of domestic sports organizations, enhance the ability to manage international competitions, expand opportunities for international sports exchange, and facilitate the bidding for organization of more international competitions in Taiwan. The goal lies in the transformation of organizing units into benchmark models through a simultaneous emphasis on multiple dimensions including education, talent cultivation, culture, and cooperation with enterprises with the goal of achieving mutual learning and observation and enhancing the quality of international competitions held in Taiwan.

In addition to the continued implementation of relevant work plans adopted from 2015 to 2017 in the context of this program, NASME continues to focus on the optimization of competition management and guidance mechanisms, strengthening of competence in the field of competition operations and management, propagation of achievements in the organization of competitions, and assistance in task force operations. In the context of this program, experts and representatives from the fields of sports, competition management, and media form inter-disciplinary consultant teams to join hands in the optimization of the international sports exchange management mechanism. In addition, multidimensional course contents are integrated to strengthen the operational management competence of organizing units. Seminars and exchange activities are held for personnel at all levels. Competition announcements, achievements, and effects are disseminated via diverse promotion strategies, activities, and publications, and online social networks.

保護智慧財產權服務團系列 宣導說明會暨校園深耕宣導案

Information Meetings and In-depth Campus Education by IPR Protection Service Teams



智慧種子師資培訓班胡瑋翰講師與學員合影

Group photo of trainees and Mr. Wei-Han Hu, instructor of the IPR instructor training course.

為強化國人保護智慧財產權的觀念，本會與經濟部智慧財產局結合大學校院法律相關所系的資源，於 107 年度與 29 所大學校院結盟，共培育 166 位智慧種子師資，成立 18 組校園「智慧財產權校園深耕宣導團」，至 100 所高中職以下校園進行教育宣導，總參與學生達 24,159 人，執行成果斐然。

本服務團今年度針對申請單位對於著作權、專利、商標、營業秘密法等議題需求進行法令宣導共計辦理 204 場次，總參與人數達 15,134 人；針對文創產業及特定產業共辦理 7 場「特定主題宣導說明會」課程，使相關從業人員瞭解業務涉及著作權的應對方式，達到鼓勵創新研究，促進產業升級，提升國家競爭力的目的。

NASME utilizes the resources of law departments and institutes of colleges and universities in cooperation with the Intellectual

Property Office of the Ministry of Economic Affairs to reinforce IPR protection concepts of local citizens. In 2018, alliances were formed with 29 colleges and universities for the training of 166 IPR instructors and formation of 18 IPR Protection Campus Education Teams. Relevant education has been provided on 100 campuses of schools at the senior secondary level (a total of 24,159 students participated) and below with outstanding results.

In 2018, these service teams provided legal education through organization of 204 activities with a total of 15,134 participants to meet the needs of applying units in the fields of copyright, patent, trademark, and trade secret laws and relevant issues. A total of seven information meetings on specific topics were held for culture & creativity and other specific industries to give practitioners a better understanding of methods for operations involving copyrights. The goal is to encourage innovative research, promote industry upgrades, and enhance national competitiveness.

區域運籌人力資源整合服務系列活動

Regional Manpower Resource Integration Service Activities

企業經營以人為本，為協助解決企業雇主於徵、選、育、用、留才等各階段可能面臨問題，以及提升政府部會與企業之連結度，本會執行勞動部勞動力發展署桃竹苗分署「區域運籌人力資源整合服務系列活動」，透過人資人員培訓課程、產業創新系列講座、激勵團隊活動、產業鏈教育訓練暨參訪等活動辦理，提升專業人資培育訓練，並透過講座及產業鏈教育訓練，使企業瞭解政府政策性、前瞻性產業發展願景及人才培育策略，並掌握政府在地各項輔導資源，政府就服人員亦藉由活動深入了解在地主要產業鏈，提升對各產業人力結構需求熟悉度，增進就業媒合精準度。

本年度共計辦理「人資人員培訓課程」2場次；「產業創新系列講座」4場次；「產業鏈教育訓練暨參訪」2場次；「激勵團隊活動」2場次；四項活動共10場次，累計培訓總時數60小時、培訓總人次813人。



行政院能源及減碳辦公室林子倫副執行長分享政府推動之綠能方案，包含現行推動作法、執行模式及未來發展策略與目標

Vice CEO Tze-luen Lin of the Office of Energy and Carbon Reduction, Executive Yuan, shared the green energy program promoted by the government, including the current practice, implementation model, and future development strategies and goals.

Business operations rely on human capital. NASME conducts Regional Manpower Resource Integration Service Activities for the Taoyuan-Hsinchu-Miaoli Regional Branch of the Workforce Development Agency to facilitate the solution of issues faced by employers at different stages in the fields of recruitment, selection, training, hiring, and retention and intensify links between government ministries and enterprises. Professional talent training is enhanced through human resource training, industrial innovation lectures, team motivation activities, and industry chain training and visits. Lectures and industry chain training are utilized to give enterprises a better understanding of government policies, forward-looking industrial development visions, and talent cultivation strategies. Enterprises also gain a firm grasp of various guidance resources provided by the government. Employment service personnel of the government also gain a deeper understanding of local industry chains as well as manpower demands of various industries with the goal of enhancing employment matching accuracy.

In 2018, NASME organized two HR training courses, four industrial innovation lectures, two industry chain training and visit activities, and two team motivation activities. A total of 60 hours of training were provided for 813 participants.



由時任賴家仁副分署長帶領參訪春池玻璃實業有限公司
Visit to Spring Pool Glass of Jia-ren Lai, then Deputy General Director of the Taoyuan, Hsinchu, Miaoli Branch of YDA.

關於中小企業總會

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組織介紹

About NASME



會員大會 Membership Assembly

本會會員分佈全國各行各業，包括製造業、服務業、商業等；在會員組成方面，公司會員佔 48%，個人會員佔 40%，團體會員佔 11%，贊助會員 1%。

為積極建立中小企業與政府之間的橋樑及溝通管道，本會每年固定召開會員大會，邀集全體會員與會共同討論中小企業相關議題，以達成共識並向政府提出建言，充分扮演中小企業代言人的角色。

NASME members come from every fields of the industry in Taiwan, including the manufacturing, service and retail industries. Corporate members account for 48% of the membership, individual members account for 40%, group members account for 11% and the sponsor members is 1%.

In our active role as a bridge and channel for communications between SMEs and the government, the NASME regularly convenes members assembly every year where all members are invited to jointly discuss topics of interest to SMEs. Once a consensus has been established, the NASME then submits the recommendations to the government in our role as the SME spokesman.



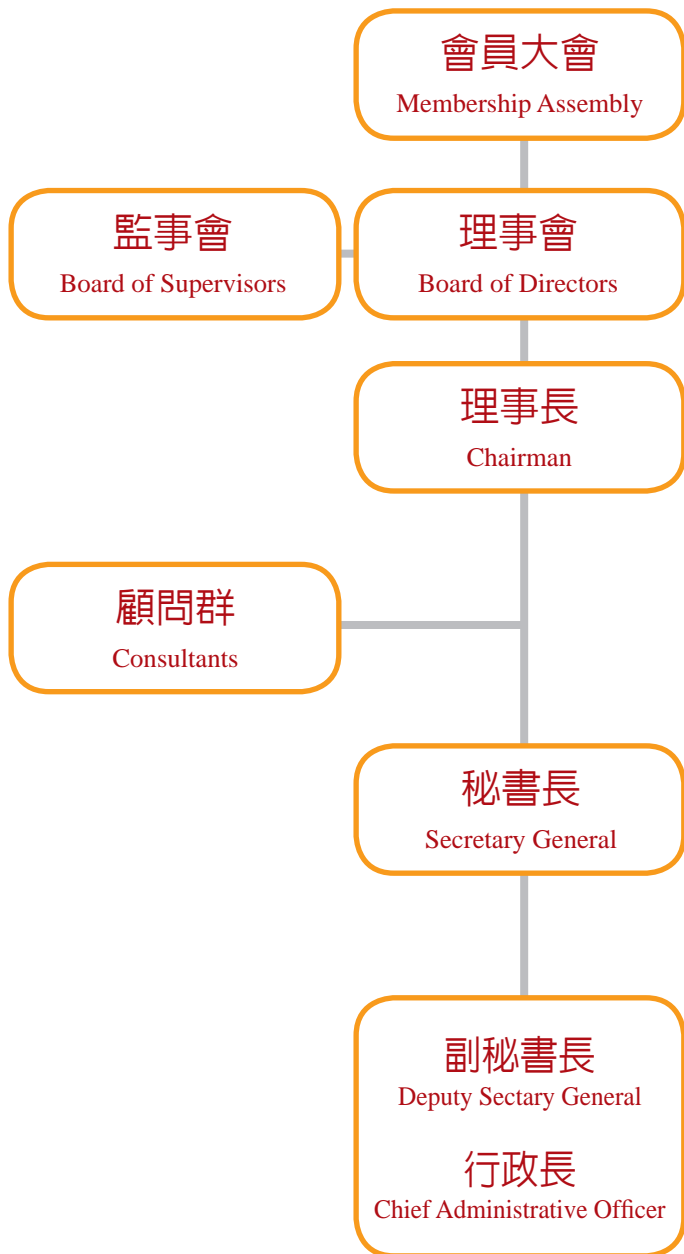
理監事會 Board of Directors and Supervisors

本會理監事會仍由46 位企業精英所組成（名單如後述），並於每半年召開一次理監事會、每季召開一次常務理監事會、每年召開一次會員大會。

The NASME boasts the strong support of our Board of Directors and Supervisors made up of top industry representatives (see following list). The Board of Directors and Supervisors is convened every 6 months, a meeting of the Standing Board of Directors and Supervisors is convened every quarter and the Membership Assembly is convened once annually.

組織圖

Organizational Chart



行政組 | Administrative Office

- 會員服務與會務推廣
Membership services and association affairs
- 組織運作與人事財務管理
Management of organizational operations, human resources and financial affairs
- 資訊系統建構與E化管理
System infrastructure management
- 分級組織及聯誼會推廣與運作
Promotion and operation of the sub-organization
- 政策性或公益事務之舉辦與參與
Operation and Participation in Public policy and welfare

企資中心 | Enterprise Resource Planning Center

- 企業二代及高階育成
Business second-generation and high-level management incubation
- 企業輔導及內訓
Business coaching and in-house training
- 公關及整合行銷服務
PR and integrated marketing services
- 國際交流活動
International exchange activities

創輔中心 | Business startup assistance Center

- 創業即時諮詢輔導
Start-up consultancy counseling
- 創業育成培訓
Start-up incubation training
- 新創事業紮根輔導服務
New enterprise strengthening counseling service
- 新創事業政策貸款協助
Mortgage Assistance Policy for Startups
- 支援社會創新企業
Supporting social innovation enterprises

推廣中心 | Intermestic Affairs Center

- 國家人才發展與職能基準推廣應用
Promotion and application of national talent development and Occupational Competency
- 青年國際交流與職業訓練
International exchange and occupational training for youth

企發中心 | Enterprises Development Center

- 國家級獎項選拔與成果發表
National Awards selection and achievement presentation
- 人才發展品質系統管理與輔導
Talent Development Quality System management and guidance
- 企業聘用運動指導員補助與媒合
Subsidies and matching for enterprise hiring sports instructors
- 中小企業創業課程暨家族傳承培訓
SME and family business succession training

企研中心 | Enterprise Research Center

- 協助企業人力資源提升、鼓勵勞工自主學習
Assist to enhance the HR of business, encourage staffs' self-learning
- 產業研究分析
Industrial research and development
- 協助青年就業政策推動與服務
Youth employment policy promotion and service

職發中心 | Career Development Center

- 生涯發展暨諮詢服務
Career Development and Consultation Service
- 就業服務暨人力派遣
Employment Service and Human Resources Dispatch
- 中高齡暨銀髮勞動力倡議及運用
Promotion and Implementation of Middle-Aged and Elderly Workforce

企服中心 | Enterprises Service Center

- 中小企業法規權益策進及產業法制研究
SME Legal Rights Planning and Industry Legislation Research
- 協助國際體育運動賽事之經營體質提升
Assists for international sports events to promote the quality

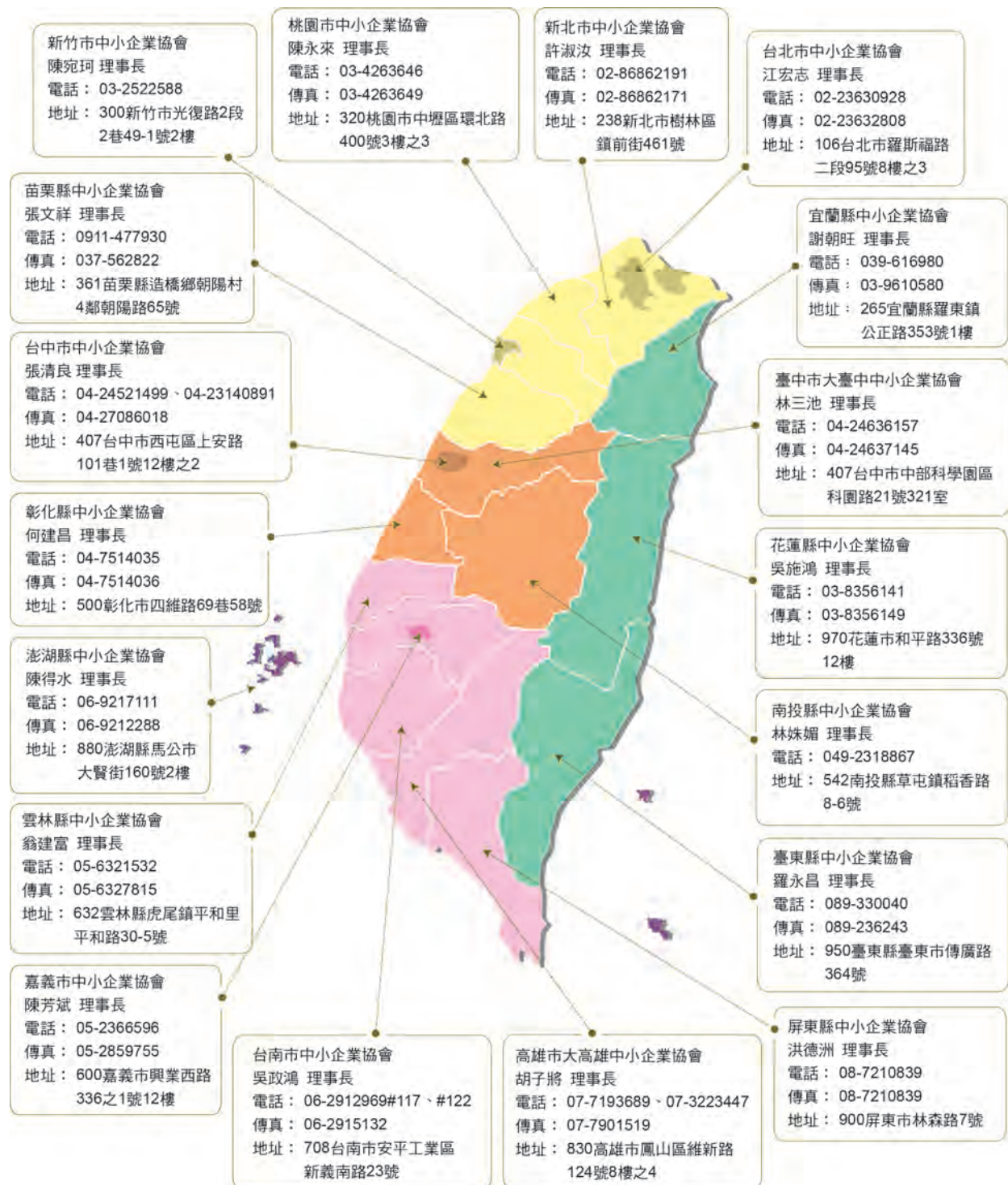
創發中心 | Innovations Development Center

- 微型企業服務創新推動
Micro business service innovation promotion
- 外交政策實務知能推廣
Foreign policy practical knowledge promotion
- 僑台商投資暨商機促進
Overseas Taiwanese business investment and business promotion
- 農民培訓輔導整合推展
Training, guidance and integrated promotion for farmers

全國網路資源

NASME's Network Nationwide

各縣市中小企業協會 Nationwide SME Association



全國網路資源

NASME's Network Nationwide

各跨業聯誼會 Cross-industry Clubs



210成長聯誼會



32利基聯誼會



SMART時尚女企業家企合聯誼會



UPS聯誼會



十二聯誼會



久久聯誼會



千禧聯誼會



木蘭聯誼會



五臨大會聯誼會



天健聯誼會



台北石油聯誼會



同心聯誼會



金世紀聯誼會



長心聯誼會



美力聯誼會



深耕聯誼會



產經聯誼會



菁蓉聯誼會



集思聯誼會



傑出仕女聯誼會



創新研究獎聯誼會



新一代企業家聯誼會



微巨聯誼會



新創事業獎聯誼會



圓緣聯誼會



圓融聯誼會



群賢聯誼會



精品美學聯誼會



緣久聯誼會



緣遊聯誼會



樂活聯誼會



學友聯誼會



鐵木真聯誼會

仁愛青年聯誼會

快樂成長聯誼會

世福聯誼會

理監事名單

Board of Directors / Supervisors Directory

職 別	姓 名	公司名稱	公司職稱
理 事 長	李育家	逸新國際(股)公司	董事長
副理事長	吳昆民	祥園實業(股)公司	董事長
副理事長	蔡文預	信彰聯合會計師事務所	所 長
副理事長	蘇偉倫	日馳企業(股)公司	執行長
常務理事	陳瑞宏	堡安消防(股)公司	董事長
常務理事	林倬立	逸祥國際(股)公司	執行長
常務理事	吳宗寶	南京資訊(股)公司	董事長
常務理事	李永川	雅博(股)公司	董事長
常務理事	張豐國	皇廣鑄造發展(股)公司	董事長
常務理事	歐淑芳	大學光學科技(股)公司	董事長
常務理事	賴淑芬	曼都國際(股)公司	董事長
理 事	陳國統	進階生技(股)公司	監察人
理 事	鍾佩君	君貴國際有限公司	董事長
理 事	洪慶忠	陵德有限公司	董事長
理 事	江廷芳	芳成工業(股)公司	董事長
理 事	林登裕	森豐國際(股)公司	董事長
理 事	陳玲玲	台灣育成中小企業開發(股)公司	總經理
理 事	高莉蓁	富鴻理財規劃顧問公司	總經理
理 事	楊明哲	凱基銀行北二區	協 理
理 事	鍾淑玲	台灣歐西瑪(股)公司	副董事長
理 事	江宏志	原宏、原豐、原巨開發建設公司	董事長
理 事	吳俊億	玖都建設機構	總 裁
理 事	黃中亢	簣十廣告公司	總經理

理監事名單

Board of Directors / Supervisors Directory

職 別	姓 名	公司名稱	公司職稱
理 事	李錦堯	聯合信用卡處理中心風險管理部	資深協理
理 事	朱欽賢	樺晟企業有限公司	董事長
理 事	張琍華	琍華珠寶公司	董事長
理 事	賴木生	計量企業有限公司	董事長
理 事	趙應標	台奕電機技術顧問有限公司	董事長
理 事	鄭詠紘	富鈞水資(股)公司	總經理
理 事	陳國智	台灣曼秀雷敦(股)公司	總經理
理 事	黃朝祥	奕昕電機公司	副董事長
理 事	楊孟義	美商台灣分公司	總經理
理 事	游永全	立點效應媒體(股)公司	董事總經理
理 事	蔡世文	大揮貿易(股)公司	總經理
理 事	謝朝旺	富元旅行社有限公司	總經理
監 事 長	林坤榮	英城營造(股)公司	董事長
常務監事	楊益成	台灣育成中小企業開發(股)公司	顧 問
常務監事	黃祺娟	睿澤企業(股)公司	總經理
監 事	程鈺婷	亮軒企業有限公司	總經理
監 事	蔡易潔	鼎泰豐科技集團	執行長
監 事	丁丞康	臺灣菸(股)公司-埔里酒廠	副廠長
監 事	楊博宇	銘宇興業有限公司	董事長
監 事	吳國源	巨東企業有限公司	總經理
監 事	羅永良	新居室內裝潢工程有限公司	負責人
監 事	張美麗	全國停車場(股)公司	董事長
監 事	趙茂林	萬能福企業(股)公司	董事長

申請入會資訊

Information of Applying Membership

會員類別／應繳會費

會員類別	入會資格	入會費	常年會費
個人會員	企業或具有興趣及研究之個人，由會員二人以上之介紹，經本會理事會通過者，得為本會個人會員。	500 元	2,500 元
公司會員	<p>凡贊同本會宗旨，其經營本質屬於中小企業發展條例第二條規定標準之公民營公司行號，由會員二人以上之介紹，經本會理事會通過者均得為本會公司會員。</p> <p>※ 得選派會員代表二人，以行使權利。</p>	1,000 元	5,000 元
團體會員	<p>1. 本會所屬各分級組織應加入本會為團體會員。</p> <p>2. 凡贊同本會宗旨或本會輔導之各相關團體，由會員二人以上之介紹，經本會理事會通過者，得為本會團體會員。</p> <p>※ 各團體會員依所屬會員人數，每滿十人選派代表一人，每一團體至少選派一人，最高十人，以行使權利。</p>	2,000 元	每位代表 2,000 元
贊助會員	凡個人或團體，對本會有特殊貢獻或每年贊助經費 NT\$ 10,000 元以上者，得為本會贊助會員。	-	

申請入會資訊

Information of Applying Membership

會員權利／義務

☆ 依入會時間，分為準會員及正會員

一、準會員：申請入會未達兩年者

二、正會員：成為準會員達兩年（含）以上，且至當年度會員大會召開前二個月時並無欠繳會費者

項目	內容
權利	<ol style="list-style-type: none">1. 發言權2. 表決權、選舉權、被選舉權與罷免權（※ 準會員和贊助會員除外）3. 本會所舉辦各種服務事業上之優惠利益4. 其他會員應享之權利
義務	<ol style="list-style-type: none">1. 遵守本會章程及決議案2. 擔任本會推定之職務或指派之任務3. 按期繳納會費
加值服務	<ul style="list-style-type: none">• 贈送會員名錄• 贈閱本會發行電子報相關刊物• 優先參加本會辦理之各項研討會、專題演講• 輔導參加中小企業相關獎項選拔• 免費提供企業內訓規劃諮詢• 優惠辦理企業內訓課程• 優惠參加本會辦理之國內外商務考察團

申請辦法

1. 請填寫會員入會申請表格，並依「申請類型」檢附相關資料，寄回本會行政組
2. 會費繳納方式可逕寄即期支票或以郵政劃撥、銀行轉帳方式匯至本會
 - 戶名：社團法人中華民國全國中小企業總會
 - 劃撥帳號：01006622
 - 銀行帳號：06162004113（臺灣企銀南台北分行）

會員入會申請表

Membership Application Form

會員類型	<input type="checkbox"/> 公司會員 <input type="checkbox"/> 個人會員 <input type="checkbox"/> 團體會員 <input type="checkbox"/> 贊助會員										
會員代表	姓名		性別		身份證字號 出生年月日		簽章				
通訊地址	□□□ - □□					電 話					
						傳 真					
						E-mail					
公司名稱 (服務機構)						職 稱					
						網 址					
公司地址	□□□ - □□ <input type="checkbox"/> 同通訊地址					電 話					
						傳 真					
經營項目 (主要產品)	(必填)					銷售地區	<input type="checkbox"/> 國 內 <input type="checkbox"/> 海 外，_____ <input type="checkbox"/> 無				
個人及贊助會員免填	第 二 位 會員代表	姓名		職 稱		性別		身份證字號 出生年月日			
	工廠地址	□□□ - □□					電 話				
							傳 真				
	創立日期	年	月	日	實 收 資 本 額	萬元	員 工 人 數		外 勞 人 數		
行 業 別	1. <input type="checkbox"/> 農林漁牧業 6. <input type="checkbox"/> 營建工程業 11. <input type="checkbox"/> 金融保險業 16. <input type="checkbox"/> 教育服務業 2. <input type="checkbox"/> 礦石及土石採取業 7. <input type="checkbox"/> 批發零售業 12. <input type="checkbox"/> 不動產及租賃業 17. <input type="checkbox"/> 醫療保健及社會福利業 3. <input type="checkbox"/> 製造業 8. <input type="checkbox"/> 運輸倉儲通運業 13. <input type="checkbox"/> 專業科學及技術服務業 18. <input type="checkbox"/> 文化運動及休閒服務業 4. <input type="checkbox"/> 水電燃氣業 9. <input type="checkbox"/> 住宿及餐飲業 14. <input type="checkbox"/> 支援服務業 19. <input type="checkbox"/> 其他 5. <input type="checkbox"/> 用水供應及污染整治業 10. <input type="checkbox"/> 資訊及通訊傳播業 15. <input type="checkbox"/> 公共行政及國防；強制性社會安全										
介紹人	姓 名				會員編號			簽 章			
	姓 名				會員編號			簽 章			
照 片	填表日期	年 月 日			生效日期			聯絡人			
	備註										
		<input type="checkbox"/> 申請為公司／贊助會員，請檢附設立登記文件一份 <input type="checkbox"/> 申請為個人會員，請檢附身分證正反面影本一份 <input type="checkbox"/> 申請為團體會員，請檢附立案證明或組織章程影本一份									

中小企業認定標準

The Definition of SMEs in Taiwan, R.O.C.

第一條 本標準依據中小企業發展條例（以下簡稱本條例）第二條第二項規定定之。

Article 1 These standards are in accordance with item 2, Article 2 of the Small and Medium Enterprise Development Statute (henceforth referred to as "the Statute").

第二條 本標準所稱中小企業，指依法辦理公司登記或商業登記，並合於下列基準之事業：

Article 2 The small and medium enterprises mentioned in these standards refer to all enterprises that have legally completed company registration or commercial registration and meet the following requirements:

1. 製造業、營造業、礦業及土石採取業實收資本額在新臺幣八千萬元以下者，或經常僱用員工數未滿二百人者。

In the case of manufacturing, construction, mining or quarrying enterprises, paid-in capital shall not exceed NT\$ 80 million; or the number of regular employees shall not exceed 200 persons.

2. 除前款規定外之其他行業前一年營業額在新臺幣一億元以下者，或經常僱用員工數未滿一百人者。

The enterprise is an enterprise in the industry other than any of those mentioned in the Subparagraph immediately above and had its sales revenue of NT\$100 million or less in the previous year; or the number of regular employees shall not exceed 100 persons.

第三條 本條例第四條第二項所稱小規模企業，係指中小企業中，經常僱用員工數未滿五人之事業。

Article 3 The term "small-scale enterprise" as used in Paragraph 2, Article 4 of the Statute shall mean a SME with less than 5 regular employees.

第四條 本標準所稱營業額，係以認定時前一年度稅捐稽徵機關核定之數額為準；其未經核定者，以下列規定認定之：

Article 4 The "total operating revenue" mentioned in these standards refers to the figure for the previous year, approved by the relevant tax-assessing agency. The following regulations should be used to provide a basis for identifying medium and small enterprises whose figures have not been approved:

1. 以事業加蓋稅捐稽徵機關收件戳之最近年度所得稅結算申報書所列之營業收入之數額為準。

The total operating revenue figure listed on the enterprise's final income tax reporting document for the most recent year, stamped with the relevant tax-assessing agency's seal should be used as a basis for identification;

2. 事業未取得前款之證明文件者，以最近全年度營業人銷售額與稅額申報書之銷售額扣除受託代銷及非營業收入後之數額為準。

If the enterprise has not received the document referred to above, the amount shall be the total sales revenue as declared in the most recent tax return, excluding income from sales on consignment and other non-sale related revenue;

3. 依法由稅捐稽徵機關查定課徵營業稅之營業人，前一年度之營業額推定為一億元以下。
For an enterprise whose business tax is determined by the tax-assessing agency, the total operating revenue of the previous year must be below NT\$100 million. Annual Report 2018 131
ABOUT NASME

4. 事業於前一年度始登記設立未滿一年或當年度設立登記者，依各期已申報之數額換算為全年度之數額。
In the case of enterprises registered for less than one year during the preceding year or registered only during the current year, sales for the full year shall be determined by pro-rating the periodically declared amount into a full year.

第五條 本標準所稱經常僱用員工數，係以臺閩地區勞工保險機構受理事業最近十二個月平均月投保員工人數為準。

Article 5 The number of regular employees referred to in these standards shall be the monthly average number of insured employees during the most recent twelve months declared by the enterprise to the labor insurance authority in Taiwan and Fukien area.

第六條 具有下列情形之一者，視同中小企業：

Article 6 A firm which meets any of the following criteria may be regarded as a small and medium enterprise:

1. 中小企業經輔導擴充後，其規模超過第二條所定標準者，自擴充之日起，二年內視同中小企業。
If a small and medium enterprise has expanded after receiving government guidance/assistance and thus exceeds the size-limits stated in Article 2, the enterprise may be regarded as a small and medium enterprise for a period of two years following the date of expansion;
2. 中小企業經輔導合併後，其規模超過第二條所定標準者，自合併之日起，三年內視同中小企業。
If small and medium enterprises have merged after receiving government guidance/assistance and thus exceed the size standards stated in Article 2, the merged enterprise may be regarded as small and medium enterprise for a period of three years following the date of merger;
3. 輔導機關、輔導體系或相關機關辦理中小企業行業集中輔導，其中部分企業超過第二條所定標準者，輔導機關、輔導體系或相關機構認為有合併同輔導之必要時，在集中輔導期間內，視同中小企業。
Although an enterprise receiving guidance/assistance may exceed the size standards stated in Article 2, if the guidance agency or relevant organization considers it necessary to include the enterprise in guidance activities, the enterprises shall be considered a small and medium enterprise for the duration of the focused guidance period.

第七條 本標準自發佈日施行。

Article 7 These standards shall become effective from the date of promulgation.

資料來源：經濟部中小企業處-中華民國104年3月30日經濟部經企字第10404601530號令修正發布



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