



# 年報

中華民國全國中小企業總會  
National Association of Small &  
Medium Enterprises, R.O.C

113

2024 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





## 引領企業數位轉型 攜手前進淨零永續

這些年我們面臨疫後的國際通膨、全球經濟放緩的嚴峻挑戰，我國政府與企業共同積極應變、攜手改革，在經濟表現上屢創佳績，展現出臺灣對於時代轉變的適應力和中小企業國際的競爭力。

依據 2023 年中小企業白皮書顯示，臺灣中小企業家數超過 163 萬家，占全國企業的 98% 以上，創歷年新高，其中就業人數占全國近 8 成，中小企業對活絡臺灣經濟扮演關鍵角色，為穩定國家發展及創造就業機會的支柱，亦是撐起國家民生安定的重要骨幹，是名副其實的護國群山。

配合「2050 淨零碳排」宣示，2023 年 10 月起歐盟宣布「碳邊境調整機制」上路試行，淨零轉型已不僅止於口號，再加上疫後商業模式變革加速，數位化幾乎已是企業的生存條件之一。這幾年來，政府亦致力推動數位國家、智慧島嶼，然而，對我國傳統產業與中小微企業而言，淨零碳排、數位轉型的知識及資源仍有不足，期盼政府能適時給予資源，協助企業按部就班完成每個階段的轉型，讓中小企業升級之路走得更順利。

在國際拓展上隨著「臺美 21 世紀貿易倡議」首批協定簽署，將中小企業納入專章，以「合作與連結」的理念，為中小企業赴美找人脈、開商機，這是率先各國、創新觀念的貿易協定，開啟中小企業參與美國市場更多發展機會，而在政府支持下，民間企業也將更積極的雙向往來，相信對於中小企業必會有實質合作的商機。

我們已一起走過最難熬的疫情 3 年，本會將持續堅守崗位，積極為中小企業發聲。疫情間，我們向政府建言進口檢驗試劑，讓中小企業可方便購買及檢測；疫後則協助政府推動中小型事業疫後振興及轉型發展融資方案；另，為避免中小企業營運落差，於振興方案中更建議每人每月薪資補助 1 萬元，連續達半年，累計共 60 萬家企業獲得補助。本會肩負「政府與中小企業溝通橋梁」之重責，除配合各項政策攜手政府與中小企業共創雙贏外，同時亦扶持中小企業面對時代轉型、尋找新商機，以維持產業升級和經濟發展新動能。

理事長

李育蒙

## Lending a Hand to Enterprises in Digital Transformation Towards Net Zero

After COVID-19, we have been faced with difficult challenges, such as international inflation and a global economic slowdown. The government of Taiwan has been working together with enterprises to actively respond to these changes and reforms. Taiwan's delivery of excellent economic performance results has demonstrated its adaptability to the changing times and the competitive edge of Taiwan's SMEs in the international community.

According to White Paper on Small and Medium Enterprises in Taiwan, 2023, there are more than 1.36 million SMEs in Taiwan, accounting over 98% of all enterprises; the highest number ever. SMEs account for nearly 80% of the country's employment, playing a crucial role in revitalizing Taiwan's development and creating job opportunities. SMEs are an important backbone in stabilizing Taiwan's economy, making them the true protectors of the nation.

With the declaration of "Net Zero by 2050" and the Carbon Border Adjustment Mechanism Regulation entered into by the EU in October 2023, "Transform To Net Zero" is not just a slogan. Coupled with the fact that business models have changed drastically after the pandemic, enterprises must adopt digitization in order to survive. Over the years, the government of Taiwan has been committed to promoting Taiwan as a digital nation and a smart island. However, knowledge and resources of traditional industries and micro, small and medium enterprises (MSMEs) on net zero and digital transformation were lacking. These enterprises hope that the government will provide them with the timely resources needed to assist them in completing each stage of transformation; paving a smooth path for upgrade.

The "U.S.-Taiwan Initiative on 21st-Century Trade First Agreement Implementation Act" that includes SMEs has been signed. Based on the concept of "cooperation and connection", the trade agreement will help SMEs starting business in the U.S. find contacts and business opportunities. This is the first trade agreement with innovative ideas among other countries to open up more opportunities for SMEs to participate in the U.S. market. With the support of the government, private enterprises have been communicating with each other in a proactive manner and substantial business opportunities await.

Together, we have overcome the toughest three years. In the future, the NASME will continue to do its utmost to speak up for Taiwan's SMEs. During COVID-19, we suggested that the government import rapid test kits for SMEs to buy and test. After the pandemic eased, we assisted the government in implementing the scheme of Post-pandemic Revitalization and Transformation of SMEs. In addition, to prevent decline in the business of SMEs, we proposed a monthly salary subsidy of NT\$10,000 per person for six months to be incorporated in the scheme, benefiting a total of 600,000 SMEs. The NASME serves as the bridge between the government and SMEs. In addition to cooperating with various policies to create win-win situations for the government and SMEs, the NASME also provides support to SMEs in the course of upgrade and seeking new business opportunities in order to maintain the new dynamics of industrial upgrading and economic development.

Chairman *Lee Yu-Chia*



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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），迄今已邁向第 52 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 52 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，扮演中小企業與政府溝通的橋梁、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 secondary 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「全國性績優社團優等獎」和「全國性社會團體公益貢獻獎」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 "Sincerity of Service, Love for Your Career and People, Growing with Creativity," 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 "National Social Group Work Performance Appraisal – Excellence" and "National Social Group Charity Contribution Award" for many consecutive years since 1995.





# 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交流活動
- 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 / 野餐嘉年華會
- 再現一炊煙露營活動 / 高爾夫球賽

### 我們的服務項目 Our Service



### What can NASME do for you?

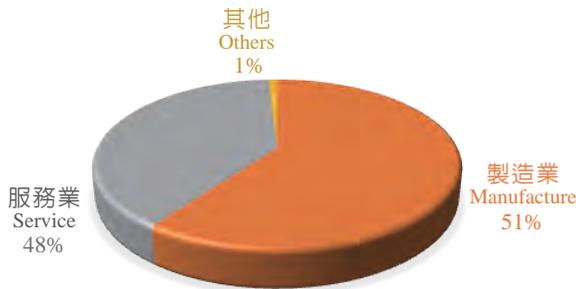
- Enhances business competitiveness and strength.
- Helps businesses enforce government rules and maintain rights and benefits.
- Explores overseas business opportunities and promote overseas exchange.
- Promotes two-way communication between businesses and the government.
- Improves personnel quality.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

### What activities has NASME organized?

- Meeting the president and making recommendations
- Exchange with the Premier
- 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 and Youth Entrepreneurship Promotion Task Force)
- Peak Mountaineering / Hiking Carnival
- Camping Activity / Golf Tournament

# 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：

包括營造業、批發及零售業、運輸及倉儲業、住宿及餐飲業、金融及保險業等。

#### 其他：

包括礦業及土石採取業及農、林、漁、牧業。

### 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 construction, wholesale and retail trade, transportation and storage, accommodation and food service activities, and financial and insurance activities.

#### Others :

including mining, quarrying and agriculture, forestry, fishing, and animal husbandry.

### 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

2月

- ▶ 2/20 八大工商團體拜會總統  
Eight major business groups paid a visit to the President

3月

- ▶ 3/17 第15屆第1次常務理監事會議  
1st executive directors' and supervisors' meeting of the 15th Board of Directors and Supervisors

4月

- ▶ 4/25 2023總統盃黑客松徵件啟動記者會  
2023 Presidential Hackathon call for entries launch press conference

5月

- ▶ 5/17 第15屆第4次理監事會議  
4th meeting of the 15th Board of Directors and Supervisors
- ▶ 5/21-5/25 理監事聯誼活動(日本黑部立山)  
The meetup activity for the directors and supervisors (Tateyama Kurobe in Japan)

6月

- ▶ 6/1 磐石獎聯誼委員會總會長交接典禮  
Friendship Club of Winners of National Award of Outstanding SMEs president handover ceremony
- ▶ 6/1 臺美企業諮詢會，李育家理事長擔任召集人  
The Taiwan-U.S. SME Consultation Meeting , Chairman Yu-Chia Lee serves as the convener
- ▶ 6/30 第15屆第2次會員大會暨第15屆國家磐石關懷獎章贈獎典禮  
2nd meeting of the 15th General Assembly and the 15th National SME Care Medal Presentation Ceremony

8月

- ▶ 8/31 第15屆第2次常務理監事會議  
2nd executive directors' and supervisors' meeting of the 15th Board of Directors and Supervisors

9月

- ▶ 9/1 「精采臺灣·城鄉厚禮」成果發表會暨聯合市集展覽  
Splendid Taiwan – Special Souvenirs' achievement presentation and joint market exhibition
- ▶ 9/24 總統盃黑客松頒獎典禮  
The Awards Ceremony of the Presidential Hackathon Awards
- ▶ 9/26 新北市三重銀髮人才服務據點揭牌啟動儀式  
New Taipei City Sanchong senior talents service hubs unveiling and inauguration ceremony

## 10月

- ▶ 10/7 山頂尾溜野餐嘉年華會  
Peak Mountaineering Picnic Carnival
- ▶ 10/27 二代大學第6屆畢業典禮暨第7屆開學典禮  
New Generation College 6th Graduation and 7th Opening Ceremony

## 11月

- ▶ 11/7 第32屆國家磐石獎暨第25屆海外臺商磐石獎頒獎典禮  
The Award Ceremony of the 32nd National Award of Outstanding SMEs and the 25th Outstanding Overseas Taiwanese SMEs Award  
  
新北市中高齡者及高齡者友善職場認證表揚活動  
New Taipei City senior citizen and senior-friendly workplace certification and commendation activity
- ▶ 11/8 磐石獎得主拜會部會首長(行政院、勞動部、僑務委員會)  
Winners of the National Award of Outstanding SMEs visit ministers (Executive Yuan, Ministry of Labor, Overseas Community Affairs Council)
- ▶ 11/11 T大使第四屆畢業典禮暨就業媒合嘉年華  
The fourth T Ambassador commencement and career carnival
- ▶ 11/13-11/14 兩岸企業家峰會年會(南京)  
Cross-Strait CEO Summit Annual Conference (Nanjing)
- ▶ 11/22 新創事業獎、中小企業創新研究獎暨小巨人獎聯合頒獎典禮  
Joint award ceremony for the Business Start-up Award, Taiwan SMEs Innovation Award and the Rising Star Award
- ▶ 11/27、29、30 臺灣經濟發展論壇-與未來領導人對談(3場次)  
The Taiwan Economic Development Forum – A Dialogue With Future Leaders (three sessions)

## 12月

- ▶ 12/5 國家人才發展獎頒獎典禮  
The Awards Ceremony of the National Talent Development Awards
- ▶ 12/6 移工留才久用新竹服務中心揭牌典禮  
Long-term Retention of Skilled Foreign Workers Hsinchu service hub unveiling ceremony
- ▶ 12/21 第15屆第5次理監事會議  
5th meeting of the 15th Board of Directors and Supervisors



# 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
- ◎ 全國中小企業聯合新春團拜  
National SME Chinese New Year Gathering
- ◎ 山頂尾溜野餐嘉年華會  
Peak Mountaineering Picnic Carnival
- ◎ 磐石獎聯誼委員會  
Friendship Club of Winners of National Award of Outstanding SMEs
- ◎ 全國各縣市中小企業協會活動  
County and City SME Association Activities
- ◎ 中小企業跨業聯誼會活動  
Cross-Industry Club Activities

## 強化企業發聲通路，深耕產業交流平臺

### Strengthen the channel for corporations to express opinions, and dedicate to a platform for industry exchange

本會成立迄今 52 年，致力於扮演政府與中小企業間溝通橋梁的角色，提供中小企業各項輔導與服務。自民國 84 年起，本會多年榮獲「全國性社會團體工作績效評鑑優等」、「全國性社會團體公益貢獻獎」的肯定，一路以來持續成長茁壯及精進服務品質，會務運作順暢。

為落實中小企業服務，本會不定期舉辦各項政府與企業的交流活動，更在疫後及 ESG 的時代趨勢下，協助國內中小企業發聲，讓政府看見現階段中小企業面臨的經營需求，並就當前政府施政及經濟議題展開對談，積極向政府建言，期盼將我國中小企業的發展更加繁榮。

本會已於全臺成立近 60 個分級組織，包含縣市中小企業協會及跨業聯誼會，直屬會員代表約 1,300 家，所屬會員約 1 萬家，致力發展各項交流活動及企業服務工作，建構緊實的服務網絡，並精心規劃一系列活動，促進會員間聯誼及凝聚共識，進而達到企業商機交流之效。

此外，由歷屆國家磐石獎及海外臺商磐石獎得主成立之「磐石獎聯誼委員會」，為延續磐石獎的優質企業精神，更於每季舉辦例會活動，增進會友情誼，藉此相互觀摩切磋、激發創新思維，以促進產業成長茁壯。

Founded 52 years ago, we are dedicated to serving as a communication bridge between the government and SMEs and provided the latter with all kinds of consultation and service. Since 1995, the Association has been awarded with the "National Social Group Work Performance Appraisal – Excellence" and "National Social Group Charity Contribution Award" multiple times. The Association has continuously grown stronger and improved the quality of our services. We have stable organizational development and smoothly operated business.

The Association has organized various government– SME communication activities irregularly to implement our services to the SMEs. In post-pandemic and the ESG era, we voiced the SMEs' concerns for the government to learn about the current operational needs of the SMEs. We have had conversations regarding the current government policy and economic issues, actively providing recommendations to the government via different channels. We hope to help our SMEs prosper.

The Association has nearly 60 secondary organizations established nationwide, including the SME associations of counties and cities and the cross-industry clubs. Around 1,300 direct members and 10,000 associated members have joined us, and we spare no effort in developing various activities and corporate services as well as building a dense service network. The Association has diligently planned serial activities to enhance the friendship and form the consensus among the members, further realizing the effect of the business opportunity exchange among the enterprises.

In addition, the "Friendship Club of Winners of National Award of Outstanding SMEs" established by all the winners of the National Award of Outstanding SMEs and the Outstanding Overseas Taiwanese SMEs Award has regular meetings held on a quarterly basis to pass on the spirit of the Awards and enhance the friendship of the members, thereby observing and learning from one another as well as inspiring innovative thinking, facilitating the growth and enhancement of the industry.



## 會員大會暨理監事會議



總統蔡英文（左四）、關懷中小企業基金會董事長李成家（左三）、全國中小企業總會理事長李育家（右四）  
President Ing-Wen Tsai (4th left), Cheng-Chia Li, Chairman of Small and Medium Enterprise Foundation, Taiwan (3rd left), Yu-Chia Li, Chairman of National Association of Small & Medium Enterprise, R.O.C. (4th right).

### 會員大會

第 15 屆第 2 次會員大會於民國 112 年 6 月 30 日下午 2 時假台北喜來登大飯店舉行，援例與關懷中小企業基金會共同舉辦「第 15 屆國家磐石關懷獎章」贈獎典禮，「國家磐石關懷獎章」為對我國中小企業發展有重大貢獻人士贈獎表達感謝，過去已表揚 14 屆共 69 位人士，本屆共有臺北科技大學王錫福校長、商業發展研究院許添財董事長、彰化銀行凌忠嫻董事長、邱議瑩立法委員及華視新聞台陳雅琳前台長等 5 位獲獎。

會中蔡英文總統、經濟部陳正祺次長、勞動部王安邦次長、經濟部中小及新創企業署陳秘順副署長，以及各部會首長蒞臨嘉勉，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會中，也針對第 15 屆第 1 次會員大會決議案辦理情形逐案說明，會中針對各項提案進行討論熱，大會圓滿結束。

### 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，提案包含第 15 屆第 2 次會員大會、國家磐石關懷獎章、山頂尾溜野餐嘉年華會、績優中小企業社團選拔、尾牙聯歡、全國中小企業聯合新春團拜及本會顧問聘任等。

# General Assembly and Meeting of the Board of Directors and Supervisors

## General Assembly

The 2nd General Assembly meeting of the 15th term was held at Sheraton Grand Taipei at 2 p.m. on June 30, 2023. As usual, the "15<sup>th</sup> National SME Care Medal Presentation Ceremony" was held in cooperation with the "Small and Medium Enterprise Foundation, Taiwan" at the same time. The "National SME Care Medal" was awarded appreciatively to those who had made major contributions to the development of the SMEs in Taiwan. A total of 69 people were awarded in the last 14 years. The five awardees of this year are: Hsi-Fu Wang, Principal of National Taipei University of Technology, Taipei Tech, Tien-Tsai Hsu, Chairman of Commerce Development Research Institute, Chung-Yuan Ling, Chairman of Chang Hwa Commercial Bank, I-Ying Chiu, member of the Legislative Yuan, and Ya-Lin Chen, the former Chairman of Chinese Television Service.

President Ing-Wen Tsai, Cheng-Chi Chen, Deputy Minister of the Ministry of Economic Affairs, An-Pang Wang, Deputy Minister of the Ministry of Labor, Mi-Shun Chen, Deputy Director-General of the Small and Medium Enterprise and Startup Administration, Ministry of Economic

Affairs, and heads of various departments came to the Assembly to congratulate and encourage the awardees, making the atmosphere lively.

In addition to the regular reports on the Association's affairs and discussions on proposals, each resolution of the 1st General Assembly meeting of the 15th term has been explained. Lively discussions have been made on all proposals. The General Assembly meeting ended perfectly.

## Meeting of the Board of Directors and Supervisors

The meeting of the board of directors and supervisors had been held in accordance with Article 25 of the Articles of Association in order to operate the business smoothly and to reach the consensus of the board directors and supervisors. Work reports, financial reports and proposal discussions were reviewed at the meeting. The proposals included the 2nd General Assembly meeting of the 15th term, National SMEs Caring Medal, the Peak Mountaineering Picnic Carnival, Outstanding SMEs Association Campaign, the year-end party, the National SMEs Chinese New Year Gathering and the appointment of the Association's consultants.



會員大會事項討論

Items discussed at the general meeting.



## 全國中小企業聯合新春團拜



團拜祈福儀式互道祝福 - 李育家理事長（左五）、經濟部王美花部長（右四）、僑委會阮昭雄副委員長（左四）、經濟部中小及新創企業署何晉滄署長（右二）

Group prayer for blessing and good fortune - Chairman Yu-Chia Li (5th left), Wang Mei Hua, the head of the Ministry of Economic Affairs (4th right), Chao-Hsiung Juan, the Deputy Chairman of Overseas Affairs Commission (4th left), and Chin-Tsang He, Director of the Small and Medium Enterprise and Startup Administration (2nd right).

為激勵中小企業與政府一同打拼，本會自民國 91 年起，結合縣市中小企業社團及跨業聯誼會聯合辦理團拜活動，本次於民國 112 年 2 月 1 日假典華旗艦店舉行，一年一度的盛事，近千名企業夥伴齊聚一堂，展現中小企業的活潑熱情，並積極樂觀地迎接新年度挑戰。



緣遊聯誼會於活動中勁歌熱舞表演

Travel Club members did a marvelous performance with lively songs and dances.

本次以「福兔迎春添好運」為主題，會中總統獻上祝福，經濟部王美花部長、僑委會阮昭雄副委員長等貴賓均蒞臨會場嘉勉，接著由理事長邀請主桌貴賓及縣市協理理事長進行「兔年新象 拔得頭籌」的祈福儀式，貴賓拿起小丘上的金彩頭後，搭配燈光煙霧效果呈現吉祥文字，並持好彩頭一同合照，展現喜慶趣味感。活動外場則跳脫主視覺新穎的亮桃色，使用金紅配色，年味十足！且於拍照背板上設置幸運轉盤，並由雙福兔與來賓們拍照留念，增加活動整體互動性，為今年團拜留下俏皮溫馨的美好回憶。

另，頒發績優縣市中小企業社團暨跨業聯誼會之獎項，以鼓勵各團體提升服務品質及永續經營發展，並積極落實商機媒合交流、促進實質合作機會。

## National SME Chinese New Year Gathering

To encourage SMEs to team up and work hard with the government, the Gathering has been held by the Association in collaboration with the SME clubs of counties and cities and the cross-industry clubs as the yearly major event for the SMEs since 2002. This year, the event was held at the Denwell Flagship store on February 1st, 2023. This is a grand annual event. Nearly 1,000 corporate peers gathered together happily in the event, showing the vigor and passion of the SMEs and preparing for the new challenges in the coming year with an active and optimistic attitude.

The theme for this year was "The Lucky Rabbit Welcomes Spring and Brings Good Luck." The President blesses everyone, Wang Mei Hua, the head of the Ministry of Economic Affairs, and Chao-Hsiung Juan, the Deputy Chairman of Overseas Affairs Commission and other guests attended the event to encourage the participants. The Chairman invited guests of the head table and the chairman of each county's and city's business

association to hold the blessing ceremony "New Look of the Rabbit Year and Be the First and Best." Guests picked up the golden carrot on the small hill, and lucky words appear in the light and smoke. They took the picture with the carrot, which was joyous and fun. The front-of-house areas are decorated in golden and red color, full of New Year style, and different from the novel bright peach color of the key visual design. A wheel of fortune is on the photo board. Two blessing rabbits took a picture with guests for better overall interaction of the event, leaving a playful, warm, beautiful memory for the Gathering this year.

The SME associations of counties and cities and the cross-industry meet-up clubs having outstanding performance have been awarded to encourage all groups to enhance service quality and sustainable operation and development. Business opportunity matching and exchange have been implemented actively to create collaboration opportunities.



績優縣市中小企業協會得獎代表合影  
Group photo of outstanding city/county SME associations' representatives.



## 山頂尾溜野餐嘉年華會



開幕啟動儀式  
Opening ceremony

本會每年皆享應國慶節日氛圍，於 10 月連假期間舉辦山頂尾溜活動，其目的在促進本會會員之間彼此的交流情誼，以歡樂舒活的健康休閒概念為前提。以往山頂尾溜活動大多以登山健行為主軸，帶領與會者一同強健身心以及享受家庭親子和樂，亦增進所有會員彼此間的互動交流，強化團體情感與凝聚力。

111 年度起因受 COVID-19 疫情影響，山頂尾溜活動辦理方式隨之轉型創新，改採「野餐露營」形式呈現。112 年度更是挑戰腹地廣闊的「華中露營場」舉辦嘉年華會，在河濱的青青草原上，與會者得以暫時放下平日繁重的工作壓力，享受愜意的假日野餐露營。



終極爭奪賽 - 運轉乾坤  
The Ultimate Competition - Turn the Tables.

活動中特別安排「終極爭奪賽」及「DIY 體驗項目」增進會員間的互動、拉近彼此的距離。同時亦規劃「臺灣最好味 - 美食攤商區」、「文創農藝市集」、「阿嬤饋咖 - 勁歌熱舞」及「我是歌手卡拉 OK」等，以增加整體活動的豐富性。此外，眾所矚目的摸彩環節，更備有豐富的精美獎品，其中最大獎「SOGO 禮券 2 萬元」及「iPad 第 10 代」，讓現場氣氛炒到最高點，整場熱鬧沸騰、歡笑不斷，也讓會友之間情誼更加緊密。

## Peak Mountaineering Picnic Carnival



與會者大合影

A photo of all participants.

The Association has held the Peak Mountaineering Picnic Carnival annually during the long weekend in October to celebrate the National Day. The event aims to promote communication and friendship among our members, while adopting the healthy, leisure, LOHAS (lifestyles of health and sustainability) concept. The Peak Mountaineering Picnic Carnival in past years is mostly mountain climbing and hiking, leading participants to enhance our physical and mental conditions as well as enjoying the family and parent-child harmony. More opportunities for interaction among all members have been created to enhance affection and cohesion of the group.

Due to the COVID-19 pandemic in 2022, the Peak Mountaineering Picnic Carnival has been transformed and the Carnival has been held as a picnic instead. In 2023, the Carnival was held in the broad Taipei Hua Zhong Campsite. In the prairie on the river bank, participants relieve work stress and enjoy pleasing holiday picnic and camping.

The activities of this year featured the additional Ultimate Competition and DIY in an effort to engage the members with one another more and keep them closer. Meanwhile, "Best Taiwanese Food – Vendor Area," "Cultural and Creative Agricultural Arts Bazaar," "Grandma's Happy Singing and Dancing" and "I'm a Karaoke Singer" were organized to enrich the whole event. Moreover, we prepared various exclusive prizes for the eagerly anticipated lucky draw. The event was climaxed by the biggest prize, which turned out to be the SOGO gift voucher worth NT\$20,000 and iPad 10. It was bustling and filled with laughter from beginning to end, and the relationships among the members became closer owing to it.



臺灣最好味美食攤商區

Vendor Area : Best Taiwanese Food.



## 磐石獎聯誼委員會



南區例會 - 參訪萬潤科技

The regular meeting in Southern Taiwan-Visit to AllRing-Tech.

磐石獎得獎企業是全國中小企業仿效的標竿典範，「磐石獎聯誼委員會」將大家齊聚，結合海內外全體得獎企業之力量，相互觀摩及交流，持續發揚磐石標竿精神。

112 年度首場例會 3 月 23 日舉辦「中區例會」，本次參訪「欣美實業」及「樹德企業」，2 位經營者分享斥資億元興建「欣美創意園區」、「半山夢工廠」之心路歷程，完美轉身成為最夯網紅景點及指標觀光產業，約計 120 位會友參與。



第 13-14 屆總會長交接合影

A photo of handover between the 13th and 14th President.

6 月 1 日舉行北區例會暨第 13、14 屆總會長交接典禮，會中邀請謝金河董事長從國際經濟局勢來看臺灣投資的新契機；晚上第 13、14 屆總會長交接典禮，在李育家理事長、經濟部王美花部長、僑委會阮昭雄副委員長以及全場 150 位來賓的見證下，陳萬來總會長將印信交接予新任總會長可文山。

9 月 27 日舉辦「南區例會」，本次近 90 位會友們參與，參訪「一德金屬」、「萬潤科技」，過程中看到智慧數位的能力，透過實務經驗分享及觀摩互動，激發會友創新思維與能量。

11 月 8 日舉辦「迎新晚宴」，歡迎海內外 12 家新得主，會中經濟部王美花部長、經濟部中小及新創企業署何晉滄處長、僑務委員會王偉讚處長等長官親臨勉勵，海內外會友亦踴躍參與，席開 16 桌。

## Friendship Club of Winners of National Award of Outstanding SMEs

Winners of National Award of Outstanding SMEs are the benchmarks of all national SMEs. Friendship Club of Winners of National Award of Outstanding SMEs gathers everyone, and combines the power of all national and overseas winners for them to observe and interact with each other, and continue to carry forward the benchmark spirit of the National Award of Outstanding SMEs.

The first regular meeting of 2023 is in Central Taiwan on March 23. SingBee and SHUTER shared their journey on how they spent hundreds of TWD millions in building "SingBee Creative Park" and "SHUTER Babbuza Dreamfactory," respectively, and how these perfectly became the most popular scenic spot and iconic tourism industry. About 120 members attended the meeting.

The regular meeting in Northern Taiwan and the handover ceremony between the 13th and 14th President was held on June 1. Chairman Chin-He Hsieh was invited to the meeting to explore the new investment opportunity in Taiwan from the situation of international economy. In the handover ceremony between the 13th and 14th President held at night, the Chairman Yu-Chia Li, and Wang

Mei Hua, the head of the Ministry of Economic Affairs, Chao-Hsiung Juan, the Deputy Chairman of Overseas Affairs Commission, and the rest of 150 guests witnessed Wan-Lai Chen, the current President handed the official seal to the new President Wen-Shan Ke.

The regular meeting in Southern Taiwan was held on September 27 and up to 90 members participated in the meeting. They visited I-TEK and AllRing-Tech (ART) and witnessed the ability of smart digital. It is hoped to stimulate innovative thinking and energy of members by sharing experiences, observation and exchange.

On November 8, we held the "Newcomer Welcoming Dinner Party" and welcomed the 12 new exceptional winning enterprises around the globe. Wang Mei Hua, the head of the Ministry of Economic Affairs, Chin-Tsang He, Director of the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs, and Wei-Tsan Wang, Director of Overseas Affairs Commission, personally guested on the party and gave encouragement to the participants composed of eager global Club members. There were 16 tables of guests in total.



中區例會 - 參訪樹德企業

Regular meeting in Central Taiwan - Visit to SHUTER.



## 全國各縣市中小企業協會活動



縣市中小企業協會理事長聯誼會

The Meet-up for the Chairpersons of the County and City SME Associations.

為協助中小企業在激烈的競爭環境中站穩腳步，並朝高附加價值發展邁進，本會及各縣市中小企業協會長期深耕基層，服務廣大中小企業族群，透過有效整合將資訊正確且準確地傳遞給全國各地中小企業，適時提供企業所需的資源與協助。

為使各縣市中小企業協會更為緊密結合並健全服務網絡，於民國 112 年 2 月 1 日舉辦「縣市中小企業協會理事長聯誼會」，邀請各縣市理事長、副理事長及總幹事（秘書長）等，一同交流聯誼及分享會務經營，並安排參訪觀摩國家磐石獎得獎企業 - 南京資訊（股）公司。

每年亦透過「提升各縣市中小企業基層服務補助計畫」經費補助挹注及自辦上百場次活動，聯合各縣市中小企業協會協輔國內中小企業強化經營績效、健全企業體質，以提升整體競爭優勢。在 112 年度為因應淨零碳排趨勢及協助中小企業建構減碳能力，特舉辦「SME 淨零實戰座談會」，同時也辦理「前瞻趨勢講堂」、「產業觀摩交流會」、「大業師轉型小聚會」等 70 場次中小企業成長活動。透過民間

社團組織力量深入及接觸基層，本會扮演中小企業與政府間的溝通橋樑的角色，以最直接的實質服務適時蒐集中小企業的問題及需求，即時給予協助。

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，112 年度獲獎名單如下：

### ★ 卓越永續獎 ★

南投縣中小企業協會、屏東縣中小企業協會  
桃園市中小企業協會、雲林縣中小企業協會  
彰化縣中小企業協會

### ★ 服務躍升獎 ★

台南市中小企業協會、宜蘭縣中小企業協會  
苗栗縣中小企業協會、臺中市大臺中中小企業協會、臺東縣中小企業協會

### ★ 熱忱活力獎 ★

台北市中小企業協會、高雄市大高雄中小企業協會

## County and City SME Association Activities

The Association and the SME associations of counties and cities have deeply reached the grassroots for many years and provided services to a wide range of SME groups in the hope of helping them stabilize themselves in the extremely competitive environment and march towards the development of high additional values. With the effective integration, we have been delivering correct and precise information to the SMEs nationwide and providing the enterprises with the resources and assistance they need appropriately.

In order to densely connect the SME associations of counties and cities and strengthen the completion of the service network, the Association implemented the "Meet-up for the Chairpersons of the County and City SME Associations" on February 1, 2023. The Chairpersons, Vice Chairpersons and Director-Generals (Secretary-Generals) of the SME associations of counties and cities were invited to meet, communicate and exchange their opinions in operation of the affairs of the Association with one another. After the meet-up, we arranged a visit to the winning enterprise of the National Award of Outstanding SMEs, Protech Systems, Co., Ltd.

The Association has arranged hundreds of activity sessions on an annual basis with the funding of the "Subsidy for the County & City SMEs' Basic Service Improvement," and



大臺中臺中市中小企業協會 - 前瞻趨勢講堂  
Greater Taichung SMEs Association - Prospect Trend Lecture.

works with SME associations of all counties and cities to help national SMEs to enhance the SME's operational performance, strengthen the corporations themselves and increase their overall competitiveness. In 2023, in response to the trend of net zero emissions, and help the SMEs build up abilities related to carbon reduction, the "SME Net Zero in Practice Seminar." Seventy SME growth activities were also held, including "Prospect Trend Lecture," "Industry Demonstration and Exchange Meeting" and "Lecturer Transition Small Gathering." We plan to act as a bridge between the government and the SMEs for communication by continuing reaching the grassroots thoroughly with the assistance of the local organizations. The mission is to provide appropriate assistance to the SMEs by collecting their issues and needs with our most direct and practical services.

Additionally, the Association has held the annual "Excellent SME Associations and Organizations Selection" as an encouragement to the SMEs to improve the quality of their service and develop sustainable operation. The winners in 2023 are listed below:

### ★ Outstanding Sustainability Award ★

Nantou Association of Small and Medium Enterprise, Pingtung Association of Small and Medium Enterprise, Taoyuan Association of Small and Medium Enterprise, Yunlin Association of Small and Medium Enterprise, Changhua Association of Small and Medium Enterprise.

### ★ Outstanding Service Improvement Award ★

Tainan Association of Small and Medium Enterprise, I-Lan ASME Association, Miaoli Association of Small and Medium Enterprise, Greater Taichung Association of Small and Medium Enterprise, Association of Small and Medium Enterprise of Taitung.

### ★ Passionate Vitality Award ★

Taipei Association of Small and Medium Enterprise, Kaohsiung Small-Medium Enterprise Association.



## 中小企業跨業聯誼會活動



傑出仕女聯誼會會長交接典禮  
Ceremony of the handover of chairman of Outstanding Lady Club.

為塑造企業合作環境，擴大企業間交流，創造合作機會，並結合利用企業擁有之個別資源，共同強化競爭力，拓展商機，本會自民國83年起，配合致力輔導中小企業彼此互助交流，透過共同合作、知識交流、資源整合等模式，發揮團隊合作精神，以因應外在多變的環境，提升中小企業經營能力、開拓國際視野，強化競爭優勢。

經歷30年的努力，目前共有36組跨業聯誼會，會員人數已達1,900人，每組定期辦理月例會，活動更包羅萬象，如：專題演講、企業觀摩、交流聯誼、健康休閒、公益活動及實質合作等，另外也積極參與政府推廣相關政策活動，透過多元資源的互通，掌握知識與創新。

此外，本會依爰例辦理績優跨業聯誼會選拔，並於全國中小企業新春團拜活動上公開表揚，112年度表揚名單如下：

### ★團隊優質獎★

32 利基聯誼會、UPS 聯誼會、十二聯誼會、久久聯誼會、千禧聯誼會、木蘭聯誼會、台北石油聯誼會、同心聯誼會、金世紀聯誼會、產經聯誼會、傑出仕女聯誼會、創新研究獎聯誼會、新一代企業家聯誼會、樂活聯誼會、緣久聯誼會、緣遊聯誼會、學友聯誼會

### ★社群活躍獎★

210 成長聯誼會、SMART 聯誼會、台灣展拓聯誼會、美力聯誼會、深耕聯誼會、圓融聯誼會、群賢聯誼會、精品美學聯誼會

### ★會務穩健獎★

五臨大會聯誼會、天健聯誼會、圓緣聯誼會

## Cross-Industry Club Activities

The Association has spared no effort in helping the SMEs cooperate and communicate with their peers since 1994. We have aimed to build an environment of corporate collaboration, expand the communication among enterprises, create collaborative opportunities as well as combining and utilizing the self-owned resources of each enterprise to enhance the competitiveness together and develop business opportunities. The joint collaboration, knowledge exchange, resource integration and the practice of the spirit of teamwork can enable the SMEs to respond to the changing external environment, improve their operational capabilities and broaden their international vision so as to gain more competitive advantages.

After 30 years of effort, 36 cross-industry clubs have been established with a total of 1,900 members. Every club has held monthly meetings and especially arranged all-inclusive activities such as keynote speeches, corporate observation, communication and meet-ups, health and leisure events, public welfare activities and substantial cooperation. They have also actively participated in the government's promotional events of relevant policies, hoping to gain control on knowledge and innovation by the interflow of the diverse resources.

In addition, the traditional "Excellent Cross-Industry Clubs Selection" was held to celebrate the



學友會例會 - 快樂先生姜牧呈專題演講

The regular meeting of Friend Scholar's Club - Balloon Jiang's Speech.

winner during the National SME Chinese New Year Gathering. The winners in 2023 are listed below:

### ★ Teamwork Excellence Award ★

32 Niche Club, UPS Club, Twelve Club, 99 Club, Millennium Club, Mulan Club, Taipei Lube Association, One Heart Club, Gold Century Club, Business and Economy Club, Outstanding Lady Club, Taiwan SMEs Innovation Award Club, Next-Gen Entrepreneur Club, LOHAS Club, Raunchily Club, Travel Club, Friend Scholar's Club.

### ★ Community Active Award ★

210 Growth Club, SMART Club, Taiwan Exhibition and Extension Club, Milux Club, Shen Gen Club, Harmony Club, Elite Club, Refined Aesthetics Club.

### ★ Stable Club Affairs Award ★

Wu-Lin Fifty Club, Tienchien Club, Yuanyuan Club.



本會第一組成立之跨業聯誼會 - 同心會 30 周年慶

The cross-industry club activity of the first club we founded - 30th One Heart Club Anniversary.



# 國際經營

## International Affairs

- ◎ 國際商機交流系列活動  
Exchange Activities with International Commerce and Industry Groups
- ◎ 臺北市補助工商團體及廠商海外推展貿易計畫  
Taipei City Overseas Trade Expansion Funding Program for Industrial & Commercial Groups and Businesses

# 開拓市場新機會，共創國際新未來

## Tap Into New Market Opportunities and Embrace A New International Outlook

在當今全球經濟的複雜多變格局下，國內中小企業正面臨前所未有的機遇及挑戰，持續發展與成功開拓新市場並共創國際新未來，儼然已成為中小企業當務之急，透過積極尋找新興市場機會、進行數位轉型、建立國際合作夥伴並注重永續發展，不斷創新和適應，中小企業才能在國際舞台上締造屬於自己的輝煌未來。

為促進我國中小企業拓展國際市場，除不定期有相關交流外，本會亦與僑委會共同鏈結海外僑臺商攜手辦理世界臺商高科技產業參訪團、青商潛力之星邀訪團及連鎖加盟產業參訪與商機交流團等活動，促進其與國內中小企業及產官學研相關單位進行各項交流活動，透過深化鏈結國內外產業機構網絡，帶領國內優質企業邁向國際市場；促進我國對外的經貿發展及商機拓展，藉以帶動國家整體經濟發展。

SMEs in the country are faced with unprecedented opportunities and challenges amid the complex and changing global economy. Continuing to develop and successfully tap into new markets and embrace a new international outlook has become paramount for SMEs. Only by proactively seeking opportunities in emerging markets, engaging in digital transformation, as well as forging international partnerships, emphasizing sustainable development, and constant innovation and adaptation will SMEs be able to shape their glorious future on the international stage.

To help Taiwan's SMEs tap into the international market, in addition to regular exchanges, the Association has also joined forces with the Overseas Community Affairs Council and overseas Taiwanese SMEs to organize activities such as high-tech industry visiting groups for overseas Taiwanese SMEs worldwide, the global young entrepreneur stars visiting group, as well as visiting and business opportunity exchange groups for the chain and franchise industry. The aim is to promote various exchange activities with domestic SMEs and relevant units of the industry, government, academia, and research institutions. By forming a stronger bond with networks of domestic and foreign industrial organizations, the Association will help outstanding domestic businesses tap into the international market, in turn facilitating the country's external economic and trade development and business opportunities, and driving the overall economic development of Taiwan.



## 國際商機交流系列活動



本會林倬立副理事長、磐石獎得主等代表參與由經濟部中小及新創企業署何晉滄署長帶領之印度食品加工及機械參訪團 Vice Chairman Cho-Li Charlie Lin and winners of winners of the National Award of Outstanding SMEs act as the representatives for joining the group led by Chin-Tsang He, Director General of the Small and Medium Enterprise and Startup Administration for visiting the Indian food processing and machinery companies.

為協助中小企業拓展國際商機，培育國際競爭力，本會歷年來積極為中小企業發聲，爭取國際交流資源，極力往國際發展，同時也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)、兩岸經貿峰會活動等，同時也與國際和兩岸重要代表交流聯繫，希望能藉此引領臺灣中小企業接軌國際。

本會歷年來不定期與國際相關單位進行交流，今年由林倬立副理事長代表參與由經濟部中小及新創企業署主辦之印度訪問團，活動包含企業及商會參訪、食品科技展會等，藉此機會與各單位決策層級直接洽談合作，進而鎖定印度人口紅利，與政府協力打進新南向最大市場。

### 兩岸企業家峰會

兩岸企業家峰會於民國 102 年 7 月分別在台北與北京成立，共設有綜合合作交流、資訊通信、能源及環保節能、金融、中小企業合作暨青年創業、生物科技與健康照護、現代服務業暨及文化創意，以及智能製造及裝備等 8 個產業合作推動小組，各組不定期探討各項具體

的產業合作。本會李育家理事長則擔任「中小企業合作暨青年創業推動小組」召集人，共同協助兩岸中小企業及青年創業相關發展。

112 年度年會於 12 月 14、15 日在南京召開，本次主題為「新格局中融合發展與高質量發展」。會後本小組舉辦中小企業論壇，針對「兩岸合作與企業傳承」議題進行交流，共同探討世代交替及轉型所面臨的機遇與挑戰。

### 世界臺商高科技產業參訪團

僑務委員會為協助海外僑臺商創業及提升僑營事業競爭力之需求，增益僑臺商對當前國內高科技產業發展情勢、優勢及技術之瞭解，特安排此參訪團，透過擔任海外僑臺商與國內產官學研等各界雙邊互動媒介，促進海內外交流媒合，以期壯大臺灣量能。

民國 112 年 9 月 4 日至 8 日辦理為期 5 天 4 夜之參訪行程，除拜會國家科學及技術委員會並參訪高科技相關產業有意與海外合作之企業外，由企業就經營實務及可合作投資項目進行座談、交流，促進本次參訪團僑臺商投資合作。

此外，為媒合僑臺商與國內高科技產業之商機交流及帶動產業發展，本會參訪行程中額外安排商機媒合交流會，邀請 10 家高科技產業公司，促使具有投資能力之海外僑臺商與在臺高科技產業公司合作、投資，進而促使臺灣廠商開發海外市場，共同拓展商機。

### 全球青商潛力之星邀訪團

因應海外青商創業及事業競爭力需求，僑務委員會每年均規劃辦理多項邀訪培訓活動，以協助海外優秀青商學習相關專業技能。

為配合政府加速投資臺灣政策，結合海外僑臺青商力量，建立僑臺商與國內企業商機交流平臺。112 年度舉辦本活動，參加者來自 4 個州別、8 個國家，共 22 位海外青商代表齊聚一堂，針對臺灣新創產業進行一系列的參訪行程，除拜會亞洲矽谷、參訪國內績優新創事業及辦理專題演講外，並舉行新創商機媒合洽談會及青年企業家座談會，邀請國內多家優質新創企業及傑出青年企業家共同參與，藉此增進學員對於國內產業現況、優勢及創新技術之了解，促進與國內新創事業商機交流及技術合作，進而帶動投資及產業發展，協助國內企業開創海外通路及商機。

### 連鎖加盟產業參訪與商機交流團

僑務委員會策輔海外僑臺商獲得國內最新相關資訊，協輔企業技術升級與產業轉型，同時促進媒合國內業者合作商機，作為推動臺灣連鎖加盟產業國際經營貿易的重要橋梁。



太平洋島國青年領袖培訓計畫 - 與國立中山大學師生交流互動  
Pacific Islands Leadership Program With Taiwan (PILP) - Interaction with professors and students of National Sun Yat-sen University.



外交部政務次長兼外交及國際事務學院院長與受邀貴賓及參訓學員合影

A photo of the political deputy minister of Ministry of Foreign Affairs, ROC (Taiwan), concurrently served as the President of the Institute of Diplomacy and International Affairs, guests, and the participants of the training.

本交流團於民國 112 年 11 月 13 日至 17 日辦理為期 5 天 4 夜之拜會及參訪行程，除拜會經濟部商業發展署及臺灣連鎖加盟促進協會，亦安排參訪國內連鎖加盟相關產業並有意與海外合作之企業，本團除實地參訪其營運，並由企業就經營實務及可合作投資項目與團員座談及商機交流。

此外，亦協助國內多家連鎖加盟產業與海外僑臺商進行商機交流，除增進海外僑臺商瞭解臺灣目前連鎖加盟產業狀況與相關資源，也提供海外僑臺商與我國績優廠商交流、合作場域，藉機帶動連鎖加盟海內外商機。

### 太平洋島國青年領袖培訓計畫

外交部外交及國際事務學院期望透過本計畫培訓太平洋島國地區青年領袖，以投資青年人才及協助友邦，並凝聚區域共同體意識。112 年度參加學員分別來自諾魯、吐瓦魯、馬紹爾、帛琉等友邦國家，其中美國階段於夏威夷舉行 4 週，在臺培訓階段為 6 週。課程以氣候變遷、糧食安全、海洋資源、環境永續、循環經濟及太平洋公衛議題等為主軸，內容包含安排學員拜會海洋委員會及原住民委員會，並赴新竹科學園區及高雄鳳山熱帶園藝試驗所等機構參訪學習，並與國立臺灣大學及國立政治大學相關系所師生互動交流，經過完整的培訓課程，於民國 112 年 11 月 29 日舉行學員結訓典禮，並由外交部田中光次長親自頒發結訓證書。



## Exchange Activities with International Commerce and Industry Groups



僑務委員會阮昭雄副委員長（右六）與團員合影留念

A photo of Chao-Hsiung Juan, the Deputy Chairman of Overseas Affairs Commission (6th right) and members.

To assist SMEs in expanding international business opportunities and enhancing their international competitiveness, the Association has proactively spoken for them to harness international exchange resources and strive for international development. At the same time, the Association has promoted international industrial collaborations as well as cross-strait economic and trade exchanges in support of Taiwan's external trade development. These include attending the International Small Business Congress (ISBC) and Cross-Strait Economic and Trade Summit. The Association has also communicated with and contacted important international and cross-strait representatives in a bid to keep Taiwan's SMEs abreast of international developments.

Over the years, the Association has constantly communicated with relevant international organizations. This year, Vice Chairman Cho-Li Charlie Lin participated in the India visiting group organized by the Small and Medium Enterprise Administration, Ministry of Economic Affairs (MOEA) on behalf of the Association. The visiting group's activities include visits to businesses, chambers of commerce, and food technology

exhibitions, taking this opportunity to negotiate collaborations with the decision-makers of various organizations, thereby targeting India's demographic dividend and cooperating with the government to tap into the largest new southbound market.

### Cross-Strait CEO Summit

The summit was founded in July 2013 in Taipei and Beijing, forming eight industrial collaboration promotion teams including information and communication, energy and environmental protection and energy conservation, finance, SME collaboration and youth entrepreneurship, and smart manufacturing and equipment. Each team explores the various specific industrial collaborations from time to time. For the annual meeting of 2023, the first post-pandemic major offline meeting was held in Nanjing on December 14 and 15 under the theme of "Integrated Qualitative and Quantitative Development Under a New Framework." The event saw the attendance of approximately 800 people and speeches were delivered by cross-strait industry experts and scholars after the opening ceremony. Cross-strait industrial collaboration promotion teams also engaged in exchanges.

The eight industrial collaboration promotion teams formed by the summit also conducted a briefing on their annual implementation status. The team (SME Collaboration and Youth Entrepreneurship Promotion Team) also submitted relevant summary reports. Both parties have maintained close contact to promote tangible and in-depth collaborations among cross-strait SMEs.

### High-tech industry visiting groups for Taiwanese business people worldwide

To help overseas Taiwanese SMEs start their companies and improve their competitiveness, as well as increasing their understanding of the state of current development of the domestic high-tech industry, advantages, and technologies, the visiting group was specially arranged by the Overseas Community Affairs Council (OCAC). By serving as a bilateral interactive medium between overseas Taiwanese SMEs and the domestic industry, government, academia, and research institutions, the Association aims to facilitate exchanges and matchmaking at home and abroad to bolster Taiwan's capabilities.

A 5-day and 4-night visit was held from September 4 to 8, 2023. Apart from visiting the National Science and Technology Council and companies in high-tech industries that are interested in working with overseas firms, the companies also engaged in discussions and exchanges on business practices and potential joint investment projects to promote investment collaboration among overseas Taiwanese SMEs in the visiting group.



亞洲矽谷參訪活動  
Visit to Asia's Silicon Valley.

Moreover, to match business opportunities between overseas Taiwanese SMEs and the domestic high-tech industry and foster industrial development, the Association has organized an additional business opportunity matchmaking exchange meeting, inviting ten high-tech industry companies and allowing overseas Taiwanese SMEs capable of making investments to collaborate and invest with them, thereby encouraging Taiwanese manufacturers to tap into overseas markets and expand business opportunities together.

### Global Young Entrepreneur Stars Visiting Group

To cope with the needs of overseas young entrepreneurs for starting a business and ensuring business competitiveness, the OCAC has devised several visiting and training activities annually for overseas young entrepreneurs to acquire relevant professional skills.

In line with the government's policy of promoting investment in Taiwan, the Association started to work with overseas Taiwanese young entrepreneurs to establish a platform for overseas Taiwanese SMEs and domestic enterprises to exchange business opportunities. In 2023, a total of 22 overseas young entrepreneur representatives from four states and eight countries came together and visited the startup industry in Taiwan. In addition to visiting the Asia Silicon Valley and startup companies in Taiwan with remarkable performance, as well as keynote lectures on entrepreneurship, the Association also held a business opportunity matchmaking event for startups and a seminar for young entrepreneurs, inviting excellent startup companies and outstanding young entrepreneurs in Taiwan to participate. The students were able to gain insight into the current situation, advantages, and innovation technologies of the domestic industries, while the business opportunity exchange and technical collaboration with domestic startups were also promoted, in turn generating investment and industrial development and assisting Taiwanese businesses to open up overseas channels and business opportunities.



### Visiting and business opportunity exchange groups for the chain and franchise industry

OCAC has helped overseas Taiwanese SMEs obtain the latest information on relevant domestic issues, and it has also assisted businesses in upgrading technology and industrial transformation. At the same time, OCAC has facilitated collaborations among domestic industry players and served as an important conduit for promoting international business and trade in Taiwan's chain and franchise industry.

This exchange group embarked on a 5-day and 4-night visit from November 13 to 17, 2023. Besides visiting the Administration of Commerce, MOEA, and the Association of Chain and Franchise Promotion, Taiwan, the group also visited domestic chain and franchise-related industries and companies that have expressed interest in working with overseas companies. In addition to observing their business operations, the companies also discussed and exchanged business opportunities with group members on business practices and potential joint investment projects.

Additionally, the Association has also helped numerous domestic chain and franchise industries to exchange business opportunities with overseas Taiwanese SMEs. Besides enhancing overseas Taiwanese SMEs' understanding of Taiwan's current chain and franchise industry conditions and relevant resources, it also provides a venue for exchanges

and partnerships between overseas Taiwanese SMEs and major manufacturers in the country, taking the opportunity to promote chain and franchise business opportunities at home and abroad.

### Pacific Islands Leadership Program With Taiwan (PILP)

The Institute of Diplomacy and International Affairs, Ministry of Foreign Affairs (MOFA) hopes to train young leaders in the Pacific Islands region by investing in young talents and assisting friendly countries to establish a sense of regional community. Participants in 2023 came from Nauru, Tuvalu, Marshall Islands, Palau, and other friendly countries. In particular, the American phase was held in Hawaii over the course of four weeks, while the training phase in Taiwan lasted for six weeks. The course emphasized topics including climate change, food security, marine resources, environmental sustainability, circular economy, and Pacific public health. The course content includes arranging for students to visit the Ocean Affairs Council and the Council of Indigenous Peoples, as well as the Hsinchu Science Park and the Fengshan Tropical Horticultural Experiment Branch. They also interacted with teachers and students from relevant departments of National Taiwan University and National Chengchi University. After completing the training course, a training closing ceremony was held on November 29, 2023, where the Deputy Minister of Foreign Affairs Chung Kwang Tien presented them with the training certificate in person.



連鎖加盟產業參訪與商機交流團 - 僑務委員會阮昭雄副委員長 (右六)、僑商處王偉讚處長 (左五)、游凱全副處長 (右五) 與來賓合影

Visiting and business opportunity exchange groups for the chain and franchise industry - Chao-Hsiung Juan, the Deputy Chairman of Overseas Affairs Commission (6th right), Wang Wei zan, the Director of Department of Overseas Compatriot Business Affairs (left 5), Yu Kai Chuan, the Vice Director of Department of Overseas Compatriot Business Affairs and members.

# 臺北市補助工商團體及廠商海外推展貿易計畫

## Taipei City Overseas Trade Expansion Funding Program for Industrial & Commercial Groups and Businesses



海外展覽實況 - 泰國國際食品展  
Pictures of overseas exhibition - THAIFEX-Anuga Asia.

臺北市政府希望透過本計畫鼓勵轄下廠商積極參與海外展覽，協助企業拓展對外貿易商機及傳遞海外參展補助計畫的資源，讓中小企業在參展過程中，都能夠有所助益。

112 年度共補助工商團體 17 案、個別廠商 99 案，總計 116 案，總補助經費約新臺幣 880 萬元，期望透過本補助，提高各工商團體及廠商在國際市場的能見度，積極爭取海外訂單。

為因應線上化和數位化成為中小企業拓展國際市場的重要趨勢，當年度共辦理線上研習工作坊、諮詢輔導服務、數位教材影片等 3 項補助方式，期望透過數位內容讓國內中小企業皆能以線上管道提升數位行銷及運用數位工具，提升其在國際市場的競爭力，藉以引領企業進軍國際市場、網羅更多海外商機，實現更長遠的發展目標。

The Taipei City Government hopes to utilize the project to encourage businesses to vigorously take part in overseas exhibitions, assist SMEs in expanding foreign trade opportunities, and communicate the resources of the overseas exhibition subsidy program so that SMEs can reap the benefits of exhibitions.

In 2023, 17 industrial and commercial groups and 99 individual manufacturers were subsidized. In other words, 116 applicants received a total subsidy of approximately NTD8.8 million. Through the subsidies, it is hoped to increase the exposure of various industrial and commercial groups and manufacturers in the international market, in turn enabling them to acquire orders from abroad.

In response to the online and digital trend among SMEs expanding into the international market, three supplementary approaches were provided in the year including online learning workshops, consulting services, and digital teaching materials and videos. It is hoped that through digital content, domestic SMEs can elevate their digital marketing and apply digital tools through online channels to enhance their competitiveness in the international market, lead other businesses to tap into the international market, capitalize on more overseas business opportunities, and materialize long-term development goals.



諮詢輔導服務實況  
Counseling and guidance service.



# 研究發展

## Research Development

- ◎ 中小企業法規調適及推廣服務計畫  
SME Regulatory Flexibility and Legal Service Promotion Program
- ◎ 推動區域中小企業法制創新與策略協進計畫  
The Project of Providing SME Legal Consultation and Cooperative Strategic Planning on a Regional Basis for Innovation Development
- ◎ 因應淨零排放之製造業轉型策略及人才培訓調查計畫  
Manufacturing Transformation Strategy and Talent Training Survey Plan for Net Zero Emissions
- ◎ 產業數位發展法制建構與整備計畫  
Legal Construction and Improvement Program for Industrial Digital Development
- ◎ 氣象法及相關法規調適研究案  
Research on the Adjustment of the Meteorological Act and Relevant Regulations
- ◎ 資料應用輔導暨資料治理研析服務案  
Data Application Guidance and Data Governance Research Service Project

## 彙集法規人才能量，以韌性創新因應變動

# Consolidating the Strengths of Regulatory Talents – Responding to Change with Resilience and Innovation

近年來，COVID-19 疫情與地緣政治衝突造成整體環境迅速變換，隨著數位綠色雙轉型的浪潮，中小企業以其韌性、創新因應環境時勢之變遷，為社會穩定之基石。對此，如何從法制、政策及產業面，加速營造友善中小企業的經營環境，為帶動國家競爭力之關鍵。

本會承辦經濟部中小及新創企業署法規調適相關計畫，蒐集中小企業發展面臨問題，並與相關部會協商法規鬆綁或調整。同時，透過創新法規諮詢釐清及商模策略，協助降低中小企業推動創新之風險；另承辦數位部數位產業署「產業數位發展法制建構與整備計畫」及交通部中央氣象署「氣象法及相關法規調適研究案」，協助完善個別領域產業法制環境；亦辦理勞動部勞動力發展署「因應淨零排放之製造業轉型策略及人才培訓調查計畫」及國家發展委員會「資料應用輔導暨資料治理研析服務案」，自淨零排放及資料治理趨勢出發，強化製造業淨零轉型所需人才培訓，並推動資料跨域協作輔導作業，完備我國政府數位發展政策。

In recent years, the COVID-19 pandemic and geopolitical conflicts have resulted in rapid changes in the environment. Amid the trend of twin green and digital transition, small and medium-sized enterprises (SMEs) can adapt to environmental changes with their resilience and innovation, in turn becoming the bedrock of social stability. In light of this, how to expedite the creation of an SME-friendly business environment from a legal, policy, and industrial perspective is the key to fostering national competitiveness.

The Association has undertaken projects related to the regulatory adjustment of the Small, Medium, and New Enterprises Agency of the Ministry of Economic Affairs, collected problems faced by the development of small and medium-sized enterprises and negotiated with relevant ministries to loosen or adjust regulations. Meanwhile, the aim is to help SMEs lower the risks of implementing innovation through consultation and clarification of innovation-related regulations and business model strategies. Furthermore, by undertaking the Administration for Digital Industries, Ministry of Digital Affairs (MODA)'s "Legal Construction and Improvement Plan for Industrial Digital Development" and the Central Weather Administration, Ministry of Transportation and Communications (MOTC)'s "Research on the Adjustment of Meteorological Act and Relevant Regulations," the Association helps to improve the legal environment for industries in respective fields. The association also organizes the Workforce Development Agency, Ministry of Labor (MOL)'s "Manufacturing Transformation Strategy and Talent Training Survey Plan for Net Zero Emissions" and the National Development Council (NDC)'s "Data Application Guidance and Data Governance Research Service Project," focusing on the trend of net zero emissions and data governance to reinforce the training of talents needed for the net-zero transition of the manufacturing industry and facilitate data crossover collaboration and guidance to complete Taiwan's digital development policy.



## 中小企業法規調適及推廣服務計畫 SME Regulatory Flexibility and Legal Service Promotion Program



中小條例研修產業意見蒐集座談會

Act for Development of Small and Medium Enterprises Study and Research Industry Opinion Collection Seminar.

中小企業體質、資源不如大企業健全，且知能有限，面對繁雜之法規政策環境，如何妥適應對與經營仍有賴各方協助。為求建構適合中小企業發展的友善環境，並瞭解產業營運是否遭遇任何不合時宜的監管問題或有相關政策措施需求，本計畫透過經貿、金融、勞工、環衛、財稅等五個面向，進一步研析產業在法規是否存在需協助排除之窒礙或有待釐清之規範盲區或政策推動方向之建言。

112 年度於碳中和、外國人才運用、長照機構等議題已進行相當研究，並在一次用旅宿用品限制、營業人申報退還溢付稅額、創新板限制、自助儲物空間使用定性、溫室氣體驗證限制獲取階段性成果。此外，亦籌措遴聘新一屆之榮譽律師，並就消保資訊進行相關推廣，整併相關法律諮詢與宣導之數位化網站，提供中小企業完善的法律協助管道。

未來法規調適團隊將持續關注數位轉型、淨零排放及相關政策之變動，深化研析法規對產業之影響，藉由多元協處及資訊宣傳等方式，協助中小企業擁有更健全之法制發展環境。

SMEs are not as robust as larger corporations in terms of physical structure, resources, knowledge, and capabilities. When faced with a complex regulatory and policy environment, how to adapt and manage adequately relies on the assistance of all parties. To create a friendly environment suitable for the development of SMEs, and to understand whether industrial operations are facing any untimely regulatory problems require for relevant policy measures, the program further studies the five aspects of economy and trade, finance, labor, environment, as well as taxation to analyze whether there are obstacles in industrial regulations that must be eliminated, regulatory blind spots that must be clarified, or suggestions on the direction of policy advancement.

In 2023, a considerable amount of research has been conducted on topics such as carbon neutrality, the use of foreign talents, and long-term care institutions, where phased targets have been achieved in terms of restrictions on disposable travel and accommodation supplies, business operators' claim of refund of overpaid taxes, restrictions on Taiwan Innovation Board, qualitative use of self-service storage spaces, and greenhouse gas (GHG) verification limitations. Moreover, the program have also recruited and appointed a new term of honorary lawyers, conducted the relevant promotion of consumer protection information, consolidated relevant legal consultation and digital publicity websites, and provided comprehensive legal assistance channels for SMEs.

In the future, the regulatory adjustment team will focus on policy changes related to digital transformation and net zero emissions closely. The program will also conduct in-depth studies and analyses of the regulations' impact on the industry to assist SMEs in embracing a more robust legal development environment. This goal is accomplished through diverse collaboration and information promotion.

# 推動區域中小企業法制創新與策略協進計畫

## The Project of Providing SME Legal Consultation and Cooperative Strategic Planning on a Regional Basis for Innovation Development



向經濟部政務次長陳正祺（右一）、經濟部中小及新創企業署副署長吳佳穎（右二）說明創新法規門診

Explained the Innovative Legal Clinic to Cheng-Chi Chen, Deputy Minister of the Ministry of Economic Affairs (1st right), Chia-Ying Wu, Deputy Director-General of the Small and Medium Enterprise and Startup Administration (2nd right).

在科技快速演進的時代，法規環境是否能夠及時調整以因應各種創新應用，將影響一個國家的產業競爭力。本計畫目的為扮演產業與政府之間的溝通橋樑，藉由提供創新法規諮詢服務，協助業者釐清法規疑義及調整商業模式以符合現行法規，並就業者遭遇之法規障礙研擬法規修正建議、提供主管機關參考。今年已協助各類創新業者釐清相關疑義，包含醫療平台、廣告媒合平台、公益法人發行NFT等案例，橫跨醫療照護、電子商務、金融、交通及不動產等多元領域。

本會自民國 110 年承接此計畫起持續累積研究能量，關注資料應用及健康照護議題，透過提供法規建議及召開座談會等方式，促進人工智慧基礎法制建立及鼓勵長照導入創新科技。亦針對綠色創新下之循環經濟案例，研析並建議農業廢棄物再利用規範之因應模式與調整。同時亦積極參與區域創新業者交流活動，接觸各領域之創新業者，以擴散創新效益。

未來將持續觀察國內外創新趨勢與法規走向，以及創新業者之需求，透過提供策略及法制雙面向之協助等方式，擴大計畫影響力，持續為創新業者爭取更佳的法規環境，達成促進創新創業雨林生態系永續共榮之目標。

In the era of rapid technological advancement, whether the legal environment can make adjustments in time to accommodate various innovative applications will determine a country's industrial competitiveness. The project intends to serve as a communication bridge between the industry and the government, providing innovation regulation-related consultation services to help employers clarify regulatory uncertainties and adjust their business models to comply with current regulations. The Project will also provide competent authorities with recommendations on regulatory amendments, which also serve to help businesses overcome regulatory obstacles. This year, the project has assisted various innovative startups in clarifying relevant uncertainties including medical care platforms, advertising matchmaking platforms, and the issuing of NFTs by public welfare corporations, spanning diverse fields such as medical care, e-commerce, finance, transportation, and real estate.

Since taking on the project in 2021, the Association has continued to build research momentum, focusing on issues such as data application and healthcare, as well as facilitating the establishment of fundamental legal systems and the introduction of innovative technology to long-term care by offering regulatory advice and convening forums. For the case study on circular economy under green innovation, the Association has analyzed and proposed suggestions on legal response strategy and adjustments to regulations on agricultural waste. Meanwhile, it has vigorously engaged in exchange activities for regional innovative startups to get in touch with innovative startups in various fields and expand the benefits of innovation.

In the future, it will continue to observe domestic and international innovation and regulatory trends, as well as the requirements of innovative startups. By offering strategic and legal assistance, the project's impact can be expanded, allowing the Association to fight for a better regulatory environment for innovative businesses, in order to achieve the goal of Innovation and Entrepreneurship Rainforest Ecosystem for sustainable co-prosperity.



## 因應淨零排放之製造業轉型策略及 人才培訓調查計畫

### Manufacturing Transformation Strategy and Talent Training Survey Plan for Net Zero Emissions



專家諮詢會議會議  
Expert counseling meeting.

氣候議題引發國際高度重視，各國陸續提出「2050 淨零排放」的宣示與行動。為呼應全球趨勢，我國於民國 111 年 03 月由國家發展委員會正式公布「臺灣 2050 淨零排放路徑及策略總說明」；為打造具競爭力、循環永續、韌性且安全之各項轉型策略及治理基礎，創造綠色就業以及避免淨零轉型過程對產業及勞工所造成之衝擊，應儘早進行調查分析以因應即將到來的各項挑戰。

本會依官方淨零轉型政策方案的政策指引下，同步考量產業界的製造業淨零轉型任務需求，分別從製造業淨零轉型之政府政策面向、產業需求面向與學術研究資源面向等三方面進行調查與分析、文獻蒐集研討、深度訪談與焦點座談，研究架構則以三大方向「製程改善、能源轉換、循環經濟」為切入角度，調查製造業淨零轉型任務衍生職缺、新增職能與人才培訓議題，綜合分析後對主辦單位現有課程提出調整建議。

The climate topic has attracted a great deal of international attention, and countries around the world have proposed their "Net Zero by 2050" declarations and actions. In response to the global trend, Taiwan's NDC officially unveiled "Taiwan's 2050 Net Zero Emissions Path and Strategy" in March 2022. To establish competitive, circular, sustainable, resilient, and safe transformation strategies and governance foundations, as well as fostering green employment and avoiding the impact of the net zero transition process on the industry and workers, a survey and analysis should be carried out as early as possible to respond to the barrage of impending challenges.

Guided by the official net zero transition policy, the Association takes the needs of the industry's manufacturing net zero transition task into consideration to conduct a survey and analysis, literature gathering and review, in-depth interview, and focus group interview from the following three dimensions of manufacturing industry net zero transition: government policies, industry needs, and academic research resources. In terms of the research framework, three major directions of "process improvement, energy conversion, and circular economy" are applied to investigate the job vacancies, new functions, and talent training issues derived from the net zero transition task of the manufacturing industry. Furthermore, the aim is to propose adjustment suggestions for the organizer's existing courses after a comprehensive analysis is performed.

# 產業數位發展法制建構與整備計畫

## Legal Construction and Improvement Program for Industrial Digital Development



電子簽章推廣暨修法預期效益說明會 - 台中場  
Seminar for expected outcomes of electronic signature promotion and legislative amendment - Taichung Session.

數位部數位發展署為於研議產業政策時，能有效掌握產業脈動訊息，獲取專業建議，協助其提升遵法適法認知並克服法規困境，特規畫本計畫，透過邀集學者專家、產業公協會代表、公眾意見領袖等，就電子商務、資訊安全、雲端服務、金融科技、電信網路、數位醫療等不同數位經濟領域，蒐集業者對於法規、資源需求，並彙整相關意見，協助反映以利後續政策推動。112 年度著重於電子簽章、數位身分、隱私強化等多面向議題，就多元複雜之數位產業現況與需求，透過規劃專家學者座談會，深入討論特定議題，提供法規諮詢及法規鬆綁，協助產業突破發展瓶頸。

展望未來，數位發展法制團隊將持續推動政策與時俱進，協助業者提早適應政策變動，並持續與數位經濟產業保持溝通，探討數位經濟發展現況、法規應用問題、未來需求、降低業者適用法規障礙等措施，提高數位產業法規知能，友善公部門與產業之溝通，共創數位經濟法規發展良性生態。

To effectively monitor industry trend-related information and obtain expert advice when devising industrial policies, as well as helping enhance its awareness of legal compliance and overcoming regulatory difficulties, the Administration for Digital Industries, MODA has especially formulated the program. Scholars, experts, industry association representatives, and opinion leaders were invited to gather information on regulations and resource needs from industry players in different digital economic fields such as e-commerce, information security, cloud services, financial technology, telecommunications networks, and digital health, and compile relevant feedback to facilitate subsequent policy advancement. In 2023, the Association focused on a variety of issues such as electronic signatures, digital identity, and privacy enhancement. Based on the status quo and needs of the diverse and complex digital industry, the Association engaged in in-depth discussions on specific issues by planning expert and scholar forums, providing regulatory consultation and regulatory relaxation to help the industry overcome development obstacles.

Looking ahead, the digital development legal team will continue to keep the policy up to date and help businesses adapt to policy changes in advance. It will continue to communicate with the digital economy industry to ascertain the current status of digital economy development, regulatory application issues, future needs, and measures to lower regulatory barriers for industry players. In addition, it will strive to improve knowledge of digital industry regulations and engage in communication with the public sector and industry to create a healthy ecosystem for the development of digital economy regulations.

# 氣象法及相關法規調適研究案

## Research on the Adjustment of the Meteorological Act and Relevant Regulations



拜會天氣風險管理開發有限公司，彭啟明總經理（左）與臺大黃銘傑教授合影（右）

A visit to WeatherRisk Explore Inc., and a photo of President Chi-Ming Peng (left) and Ming-Chieh Huang, Professor of National Taiwan University (right).

近年，隨著科技及天氣預報技術的進步，氣象資訊之取得成本下降、需求增加，世界各國開始積極扶植氣象產業發展。除了傳統的氣象預報外，氣象服務尚可應用於不同產業領域，包含水資源管理、公共工程、保險及零售業預估等層面。各項精緻化、客製化的氣象資訊服務亦逐漸受到重視，交通部中央氣象署亦從氣象服務的提供者逐漸轉型，成為中上游基礎設施之建置者。

民國 112 年 09 月 15 日交通部中央氣象署正式改制，將更進一步支援國家因應氣候變遷及協助民間有效應用氣象資訊。為因應全球氣候變遷、促進民間氣象產業發展，以及培育氣象相關專業人才、強化公私協力機制，交通部中央氣象署委由本會協助進行氣象法制之調適。

本會配合交通科技產業會報、氣象產業政策白皮書及組織改造等方向，規劃氣象法調修七大議題，包括促進氣象產業發展、認證標準、關鍵基礎設施、資料開放、機關互動、國家標準、組織改造等進行法制整備作業。未來本計畫將持續關注全球氣象產業發展趨勢，協助我國完善氣象法規制度，打造良好友善法規環境。

In recent years, advancements in technology and weather forecasting techniques have decreased the cost of and increased the demand for acquiring weather information. As a result, countries around the world are vigorously supporting developments in the meteorological industry. In addition to traditional weather forecasts, meteorological services can also be applied to different industrial fields such as water resources management, public works, insurance, and retail forecasting. Various more refined and customized weather information services are also receiving increased attention. The Central Weather Administration, MOTC has gradually transformed from a weather service provider to a builder of midstream and upstream infrastructure.

On September 15, 2023, the Central Weather Administration, MOTC was officially restructured to further support the country's response to climate change and assist the public in the effective application of weather information. In response to global climate change and to foster developments in the private meteorological industry, as well as cultivating meteorology-related professionals and bolster the public-private partnerships (PPPs) mechanism, the Central Weather Administration, MOTC has commissioned the Association to assist in the adjustment of meteorological laws.

In supporting the Transportation Science and Technology Industry Conference, Meteorological Industry Policy White Paper and organizational transformation, the Association has formulated seven major topics for the revision of the Meteorological Act, including promoting the development of the meteorological industry, certification standards, critical infrastructure, data openness, agency interaction, national standards, and organizational transformation. In the future, the project will continue to monitor developments in the global meteorological industry to help the country enhance its meteorological legal system and create a friendly legal environment.

# 資料應用輔導暨資料治理研析服務案

## Data Application Guidance and Data Governance Research Service Project



政府資料開放領獎典禮 - 陳建仁院長（中）、唐鳳部長（左2）與得獎代表合影

Open Data Awards - A photo of Chien-Jen Chen, the Premier of Executive Yuan (middle), Audrey Tang (2nd left), the head of the Ministry of Digital Affairs, and representatives of the winners.

本案以「資料」為本，藉由觀測國際資料治理趨勢，完備我國政府數位發展政策，專案範圍包括國際資料治理政策、技術及法制之趨勢研析、資料應用跨域協作與輔導、辦理政府資料開放頒獎作業、總統盃黑客松卓越團隊導入輔導與進度追蹤等。透過公私跨域資料協作，發展具公益性且民眾有感之資料應用服務，加速跨域資料協作及資料加值運用，落實於公私領域決策環境，資料治理與多元資料應用之推展，促進資料治理生態之建構，作為我國未來規劃資料治理政策之參考，並產出資料應用亮點案例及數據公益示範模型，激勵公私協作，促進資料應用專案成果在專案結束後發揮其影響力。

自民國 111 年起徵得來自政府機關、新創企業、非營利組織共 28 件資料應用輔導申請案，由專家輔導團選出 10 案進行陪伴輔導，最後有 5 案將實驗性概念測試的 POC 落地，成為可行資料應用解決方案。112 年度以政府機關為主要培力對象，透過資料應用工作坊、一般諮詢輔導、陪伴協作輔導，發展以資料為核心的政府決策環境與能力。

The project focuses on "data" and monitors the international data governance trend to improve Taiwan's digital development policy. The project scope includes international data governance policy, technological and legal trend analysis, crossover collaboration and guidance on data application, organizing government data openness awards, and Presidential Hackathon outstanding team introduction guidance and progress tracking. Through public-private crossover data collaboration, the Association will develop public welfare-related data application services, accelerate crossover data collaboration and data value-added application, implement them in the public and private decision-making environment, foster data governance and diverse data applications, promote a data governance ecosystem as a reference for Taiwan to plan for its future data governance policies. Furthermore, case studies in data application and data public welfare demonstration models are generated to encourage PPPs and allow data application project results to exert their influence upon its completion.

Since 2022, a total of 28 applications for data application counseling have been received from government agencies, startups, and non-profit organizations. An expert counseling team has chosen ten applications for counseling, and ultimately five applications have implemented proof of concept (POC) to become feasible data application solutions. In 2023, training will be focused on government agencies, where a data-oriented government decision-making environment and capabilities will be developed through data application workshops, general consulting and coaching, and collaborative coaching.



# 獎項表揚

## Awards Commendations

- ◎ 第32屆國家磐石獎暨第25屆海外臺商磐石獎  
The 32nd National Award of Outstanding SMEs and  
the 25th Outstanding Overseas Taiwanese SMEs Award
- ◎ 總統盃黑客松  
Presidential Hackathon Series Awards
- ◎ 國家人才發展獎  
National Talent Development Awards
- ◎ 第30屆創新研究獎及第22屆新創事業獎  
The 30th SMEs Innovation Award and  
the 22nd Business Startup Award
- ◎ 國家食農教育傑出貢獻獎選拔  
Selection of the winners of National Food and Farming Education  
Outstanding Contribution Award
- ◎ 運輸工具製造業因應國際供應鏈淨零碳排輔導計畫  
Program for transport equipment manufacturing industry  
corresponding to net zero emissions of international supply chain

## 拔尖創新，褒揚卓越代表

### Outstanding innovation, recognition of excellent representative

為鼓勵對國家經濟、創業創新、人才發展等有卓越表現之中小企業，本會與政府共同辦理「國家磐石獎暨海外臺商磐石獎」；亦協助執行「中小企業創新研究獎」、「新創事業獎」、「國家人才發展獎」，藉以褒揚企業卓越成就，樹立學習典範，加速企業升級。另，配合國家社會政策與永續發展需求，辦理「總統盃黑客松」及「運輸工具製造業因應國際供應鏈淨零碳排輔導」，展現政府對開放資料、運輸工具及創新科技運用之重視，鼓勵公部門各機關及全民主動創新，與跨機關、跨領域協力共創，提出創新創意且實際可行的解方，加速公共服務優化，厚植產業競爭優勢，邁向永續的未來。

本會憑藉多年辦理大型典禮豐富經驗，貫徹公正與客觀立場，各獎項評選皆由產官學界翹楚參與，以建立獎項之專業價值與典範效益，並接軌國際趨勢與發展。

To reward SMEs with outstanding performance in promoting economic development, innovation and talent development, the NASME and the government organize the "National Award of Outstanding SMEs and Outstanding Overseas Taiwanese SMEs Award," and the NASME helps organize the "Innovation Awards" "Business Startup Awards" and "National Talent Development Awards," to praise extraordinary achievement of the corporation, set up an example, and accelerate SME upgrading. In addition, to cope with the national and social policy and sustainable development needs, the NASME organizes the "Presidential Hackathon" and the "Transport equipment manufacturing industry corresponding to net zero emissions of international supply chain," to demonstrate the government's concern about open data, transport equipment and innovative technological utilization. The NASME encourages all agencies of the public sector and people to take part in innovation actively, work with different governmental departments and industries on co-production, create innovative, creative, feasible solutions, expedite optimization of public service, build the competitive advantage of the industry, and forge ahead to a sustainable future.

With years of experience in organizing large ceremonies, we are always fair and objective. Outstanding people from industry, government and academia circles take part in election of all awards to create a professional value and efficiency of the award, set an example for other awards, and keep with the international trend and development.



## 第 32 屆國家磐石獎暨 第 25 屆海外臺商磐石獎



蔡英文總統（左六）與本屆國家磐石獎得主合影

A photo of President Ing-Wen Tsai (6th left) and the winners of National Award of Outstanding SMEs this year.

本獎項頒獎典禮業於 11 月 7 日假臺北君悅酒店隆重舉行，蔡英文總統親臨頒獎嘉勉，展現獲獎企業之榮耀，並與現場來賓同享喜悅。典禮次日，得獎代表亦至行政院、勞動部及僑委會拜會部會首長，透過互動交流傾聽企業心聲。

「國家磐石獎」民國 81 年由時任中華民國中小企業協會（中華民國全國中小企業總會）理事長李成家創設並主辦至今，已邁入第 32 屆，獲獎企業達 340 家，其中已有 150 多家上市上櫃。第 32 屆獲獎企業共計 7 家，產業領域包含智能車載工業電腦、5G 通訊、手工具設備、車用零件設備產業等，積極落實 ESG 企業永續發展，朝數位化智能化邁進，選擇持續擴大投資臺灣，為臺灣經濟盡一份心。

為鼓勵海外經營有成且對國際社會有相當貢獻之海外臺商企業，於民國 88 年與僑務委員會共同主辦「海外臺商磐石獎」，25 年來累計得獎企業分布 20 多個國家，得獎家數達 149 家，本屆得獎企業分布於美國、越南、泰國、馬來西亞等國家，產業範圍涵蓋保健食品製造、資訊系統規劃整合、鋁製品製造開發、橡膠工業生產、食品添加劑等，臺商企業依當地政經環境擬定經營策略與方針，其前瞻思考與決心毅力實為各界標竿，同時不忘熱情參與僑界與公益活動，為提升臺灣形象帶來正向效果。



本屆磐石獎得主與陳建仁院長合影

A photo of winners of the National Award of Outstanding SMEs and Chien-Jen Chen, the Premier of Executive Yuan.

## The 32nd National Award of Outstanding SMEs and the 25th Outstanding Overseas Taiwanese SMEs Award

The award ceremony was held on November 7 at the Grand Hyatt Taipei. President Ing-Wen Tsai personally presented the awards, honoring award winners, and sharing happiness with guests. On the next day of the ceremony, representatives of the winners visited ministers at the Executive Yuan, the Ministry of Labor and Overseas Affairs Commission. The ministers listened to corporate opinions through interaction and exchange.

In 1992, Cheng-Chia Lee, the Chairman of the National Association of Small & Medium Enterprises, R.O.C. (NASME), established and organized the first "National Award of Outstanding SMEs." The Award has been organized for 32 years. There have been up to 340 award winning companies, and 150 of them have become TSE and OTC listed companies. Seven companies covering the industries of smart on-board industrial computer, 5G communication, hand tool equipment, auto part equipment industry, etc., received the 32th National Award of Outstanding SMEs. They actively implement ESG corporate sustainable development, and gear toward digital smart automation, decide to continue to invest more in Taiwan, and do their bit for Taiwanese economy.

To encourage overseas Taiwanese SMEs running their overseas businesses successfully and making considerable contributions to the international community, we started to organize the "Outstanding Overseas Taiwanese SMEs Award" with the OCAC in 1999. The award has been provided for 25 years so far, and throughout these years, up to 149 companies from more than 20 countries have earned the award. The award-winning companies of this year were located in countries such as the U.S., Vietnam, Thailand and

Malaysia, covering the industries of health food manufacturing, information system planning and integration, aluminum product manufacturing and development, rubber industry production, food additives, etc. Taiwanese companies formulated business strategies and approaches based on local political and economical environment. Their prospective thinking, determination and persistence set the benchmark for all sectors. In the mean time, they take part in overseas community activities and charitable events, bringing positive outcomes for enhancing Taiwan's image.

### 本屆磐石獎得獎企業 List of Winners

國家磐石獎 The National Award of Outstanding SMEs Award	
川方企業(股)公司 COMEUP INDUSTRIES INC.	
化新精密工業(股)公司 Atrans Precision Industries Co., Ltd.	
博盛半導體(股)公司 Potens semiconductor crop.	
富致科技(股)公司 FUZETEC TECHNOLOGY CO., LTD.	
銳泰精密工具(股)公司 RE-DAI PRECISION TOOLS CO., LTD.	
優達科技(股)公司 Ufi Space Co., Ltd.	
鑫創電子(股)公司 SINTRONES TECHNOLOGY CORP.	
海外臺商磐石獎 The Outstanding Overseas Taiwanese SMEs Award	
吉星科技公司 GST, Inc	
禾寶藍(股)公司 Herbaland Naturals Inc.	
宜興國際責任有限公司 Gold Well International Co., Ltd.	
第一橡膠有限公司 First Rubber Co., Ltd.	
環泰企業(馬)有限公司 Taiwan Fructose (M) Sdn Bhd	



## 總統盃黑客松



蔡英文總統（左六）與總統盃黑客松卓越團隊代表合影  
A photo of President Ing-Wen Tsai (6th left) and outstanding teams of Presidential Hackathon.

「總統盃黑客松」係由總統府指導、行政院主辦、數位發展部協辦，並由各部會輪流承辦之競賽活動，自民國 107 年起奉總統核定辦理，宗旨為展現政府對開放資料及資料運用之重視，鼓勵公部門主動創新，並促進跨機關、跨領域協力共創，由資料擁有者、資料科學家與各領域專家共同交流，提出創意解方，加速公共服務優化。

112 年度由交通部承辦，呼應蔡總統宣示 2050 淨零轉型，以「零碳轉型·幸福前行」為主題，從能源、產業、生活及社會轉型四大構面出發，號召全民許願，本次共募集 352 個心願，為歷屆最高，其中有 20% 的願望與「交通」相關為最高，而 16% 的願望與「淨零減碳」有關為次高，顯示民眾關心之議題恰好呼應主題，由黑客認領心願解題，達到政策與民同行之精神。

本次所募集的 154 件心願解鎖提案，經審查選出 20 組初審入選團隊，由本會協助提供資料媒合、輔導諮詢與工作坊實作等資源挹注，

經過層層關卡後選出最終 5 組卓越團隊，並於民國 112 年 9 月 24 日由蔡英文總統親自頒發獎盃與獎狀予以嘉勉。

總統盃黑客松為國內層級最高之黑客松競賽，獲選之卓越團隊提案也將落實於政策當中，截至 112 年度已選出 30 組卓越團隊，未來也將繼續推廣，讓總統盃黑客松成果遍地開花。



徵件啟動儀式 - 行政院鄭文燦副院長（右五）、總統府張惇涵副秘書長（左五）、交通部王國材部長（左四）及數位發展部唐鳳部長（右四）及貴賓共同合影

Call for entries launch - A photo of Wen-Tsan Cheng, Vice Premier of Executive Yuan (5th right), Tun-Han Chang, Deputy Secretary-General to the President (5th left), Kuo-Tsai Wang, the head of the Ministry of Transportation and Communication (4th left), Audrey Tang, the head of the Ministry of Digital Affairs (4th right), and guests.

## Presidential Hackathon Series Awards

The "Presidential Hackathon" is directed by the Office of the President, organized by the Executive Yuan, and co-organized by the Ministry of Digital Affairs. All departments take turns to undertake this contest. The contest has been executed based on approval of the President since 2018. It hopes to show the government's concern about open data and data utilization, encourages public sectors to take part in innovation actively, and urge different governmental departments and industries to work on co-production. Data owners, data scientists and experts in all domains exchange with each other, bring up creative solutions, and expedite optimization of public service.

In 2023, the Ministry of Transportation and Communications undertakes this contest. In response to President Ing-Wen Tsai's declaration of 2050 net-zero transition, the theme of the competition is "Net-zero transition, forge ahead with happiness." Starting from four aspects, energy, industry, life and social transition, this contest calls on everyone to make a wish. 352 wishes have been collected this time, a record high. 20% are

related to transportation, the highest, and 16% are related to net-zero emissions, the second highest. This indicates that the topics people care about accidentally respond to this theme. Hackers decide the problems related to these wishes they want to solve. This achieves the spirit that the policy must be in line with people's expectation.

We collected 154 wish proposals. 20 proposal teams are selected for preliminary review. We helped provide resources such as data matching, counseling and workshop practice. Five excellent teams were selected during numerous reviews. President Ing-Wen Tsai honored the trophy and certificate of merit to them for recognition on September 24, 2023.

Presidential Hackathon is the top domestic hackathon. Proposals from honored outstanding teams will be implemented in the policy. 30 outstanding teams have been selected by 2023. It will continue to be promoted in future for the achievement of Presidential Hackathon to be seen everywhere.



總統盃黑客松頒獎典禮合影

A photo of a group of attendants of the award ceremony of Presidential Hackathon.



## 國家人才發展獎

### National Talent Development Awards



行政院陳建仁院長（中）、行政院李孟諺秘書長（左七）勞動部許銘春部長（右七）與得獎單位代表合影

A photo of Chien-Jen Chen, the Premier of Executive Yuan (middle), Meng-Yen Li, the Secretary-General of the Executive Yuan (7th left), Ming-Chun Hsu, the head of the Ministry of Labor (7th right), and the representatives of the award-winning units.

面對全球變動快速環境，臺灣要在全球供應鏈中維持重要角色，關鍵人才發展及養成是必不可少的重要因素，為掌握全球產業鏈重組的契機，政府積極與各界合作人才發展，以提升國家人力資本與競爭力，充裕產業所需人才。勞動部舉辦「國家人才發展獎」選拔表揚活動，迄今已邁入第九年，其獎項整合人才創新發展與訓練品質精神，並與國際人資獎項評審指標接軌，每年透過表揚國內優良單位，以達成擴散人力資源發展領域卓越觀點及創新方法之外溢效果。

112 年度逾百個事業單位及機關團體報名參選，歷經資格審查、複審及決審等層層關卡檢視與考驗，最終評選出 17 家來自企業、公協會、訓練機構等成效卓越之績優單位，於民國 112 年 12 月 5 日假台北寒舍艾美酒店盛大舉行頒獎典禮，由行政院陳建仁院長親臨頒獎，獲獎單位不論在人才發展體系完整性、穩健度及績效連結與創新發展等面向皆有優異表現，不僅具備完整的人才培育策略與架構，更與產業永續經營共創共學，期望透過得獎單位成功經驗的擴散，能引領各界在人才發展領域上攜手共進，讓臺灣成為人才永續的寶島。

To face the fast-changing global environment, Taiwan maintains an important role in global supply chain. Key talent development and fostering is an essential factor. To seize the opportunity of global industrial chain restructuring, the government actively works with all sectors on talent development, enhance national talent capital and competitiveness, and enrich talents needed for industries. The Ministry of Labor organizes the selection and recognition event of the National Talent Development Awards, which has been held nine years. The Awards integrate talent innovative development and training quality spirit, and keep up with the review indicator of the international human resource award. Every year, outstanding domestic units are praised to achieve the spillover effect of extraordinary aspect and innovative method in the domain of human resource development.

In 2023, hundreds of business units, agencies and groups signed up. 17 excellent units were selected during numerous reviews and tests from qualification review and preliminary review to final review. These units include corporations, unions, associations and training agencies with outstanding outcomes. A grand award ceremony was held at Le Méridien Taipei on December 5, 2023. The award was honored by Chien-Jen Chen, the Premier of Executive Yuan. The honored units performed great in integrity, stability, performance link and innovation development of talent development system. They have a complete talent fostering strategy and structure, execute co-production and co-learning with the idea of sustainable operation of industry. We hope that spreading of the success of the honored unit can lead all sectors to work together on talent development and Taiwan can become a great country of talent sustainability.

# 第 30 屆創新研究獎及 第 22 屆新創事業獎

## The 30th SMEs Innovation Award and the 22nd Business Startup Award



經濟部王美花部長、中小及新創企業署何晉滄署長與本屆中小企業創新研究獎得主合影

A photo of winners of the 30th SMEs Innovation Award, Mei-Hua Wang, the head of the Ministry of Economic Affairs, and Chin-Tsang He, Director of the Small and Medium Enterprise and Startup Administration.

### 第 30 屆創新研究獎

經濟部中小及新創企業署為鼓勵中小企業從事創新研究發展、提升技術與服務水準、增強競爭力，自民國 82 年起辦理本選拔表揚活動，迄今已邁入第 30 屆，共有 4,650 件標的提出申請，遴選出超過 1,000 件卓越標的，獲獎標的及技術已於市場上被廣泛運用，實為中小企業創新研發之標竿典範。

112 年度獎項依標的屬性分為 5 大類別，分別為：電子資通訊與軟體系統類、運輸與機械自動化類、生技與醫療類、化工與材料類及創意設計與服務類。本屆共近 120 件標的參選，透過委員專業與嚴謹的審查，最終選出 22 件極具創新性與潛力之標的獲此殊榮，充份展現出臺灣中小企業持續研發的創新能量。並於民國 112 年 11 月 22 日假臺大醫院國際會議中心舉行三獎聯合頒獎典禮，由經濟部王美花部長親臨頒獎，獲獎標的除著重 AI 於製造業安全監控、

智慧農業及醫療等領域應用發展，充分展現臺灣中小企業在各領域提升產業競爭優勢與創新發展之具體成效。

為延續獲獎效益，亦推薦企業參與「臺灣創新技術博覽會」，該博覽會於民國 112 年 10 月 12-14 日在臺北世貿一館舉辦，並同步辦理線上展至民國 113 年 3 月 6 日，協助得獎企業展出精湛技術與應用產品，充分展現創新成果、研發經驗與成效，增加商機媒合機會、營造技術提升與交流環境。

### 第 22 屆新創事業獎

為表揚具備優質營運模式之新創事業蓬勃發展，樹立成功典範並帶動國內創新創業之風氣，經濟部中小及新創企業署辦理本獎項選拔，鼓勵成立 8 年內並符合中小企業認定標準之企業，以自行研發並已商業化或量產或運用之創新產品、技術、流程或服務等參選。



本獎項是我國唯一以新創事業為遴選標的之國家級獎項，自民國 93 年開辦迄今，遴選出 330 家卓越企業，廣含科技類、生技健康、金融科技、傳產創新及資訊應用等。其中曾上市（櫃）、興（創）櫃或公開發行者有 41 家，展現獲獎企業優質的競爭實力深受市場高度支持。112 年度經資格審、初審及決審數月的嚴格審查，從「科技產業」、「創新傳產」、「創新服務」等三大類組，遴選出 20 家獲獎企業，涵蓋智慧交通、智慧醫療、宗教文化科技等，其多為深科技與創新商模且半數以上已跨國際市場，實質鼓舞著更多新創勇敢前行。

本屆新創事業獎於民國 112 年 11 月 22 日假臺大醫院國際會議中心舉行聯合頒獎典禮，由經濟部王美花部長親臨頒獎，在數位轉型及淨零碳排經濟浪潮下，獲獎企業大多與資訊數位、ESG 等相關，更在不同產業中有著「新」的關鍵地位，以變革創新及永續發展，充分展現臺灣新創量能。

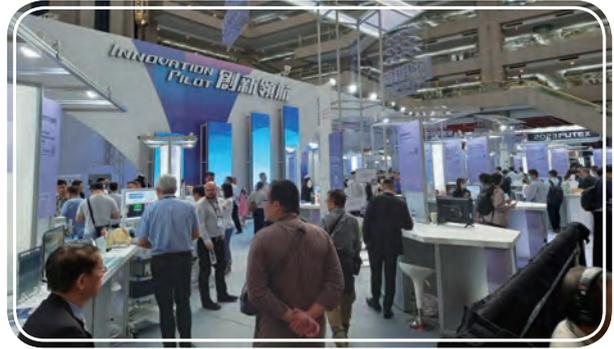
### The 30th SMEs Innovation Award

Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs intends to motivate SMEs to execute innovative research development, enhance technical and service level, and increase competitiveness, this selection and recognition event has been held since 1993, 30 years consecutively. 4,650 targets have been submitted and over 1,000 excellent targets have been selected. Honored targets and technologies have been utilized in the market,



初審說明會

Preliminary review seminar.



中小企業創新研究獎曾獲獎廠商，參與臺灣創新技術博覽會  
Previous winners of the SMEs Innovation Award attended the Taiwan Innotech Expo.

setting an example of innovation, research and development among SMEs.

Awards in 2023 are divided into five types based on the target attribute, electronic communication and software systems, transportation and mechanical automation, biotechnology and medical, chemical engineering and materials, and creative design and service. 120 targets are submitted this year. Through professional and rigorous review by committees, 22 targets with great innovation and potential are selected, fully demonstrate innovation energy of continuous research and development by Taiwanese SMEs. The ceremony of these three awards will be held at the NTUH International Convention Center on November 22, 2023. The award is honored by Wang Mei Hua, the head of the Ministry of Economic Affairs. The honored targets focus on AI application and development in safety monitoring of manufacturing industry, smart farming and medical care, and fully show concrete outcomes of how Taiwanese SMEs enhance industrial competitive advantage and innovative development.

To extend the benefit of award-winning and recommend enterprises to join the "Taiwan Innotech Expo," the Expo is held at Taipei World Trade Center Hall One Floor on October 12 to 14, 2023. The online exhibition is held until March 6, 2024 at the same time. The Expo helps the honored enterprises exhibit products with sophisticated technology and application, fully showing innovative outcomes, research and development experience

and achievement, increasing opportunities of business matching, and creating an environment of technological enhancement and exchange.

### 22th Business Startup Award

To praise the prosperous development of startup industry with great business model, set up a successful example, and drive the innovation and startup trend in Taiwan, the Small, Medium, and New Enterprises Agency of the Ministry of Economic Affairs holds the selection of this award, encourages corporations founded in eight years and meet the criteria of SME to submit self-developed innovative product, technology, process or service that has been commercialized, put into mass production and utilized.

This award is the only national award that selects startups. 330 outstanding corporations have been selected since this award has been held since 2004, covering technology, biotechnology and health, fintech, traditional industry innovation, and information application. 41 were listed and OTC companies, emerging stock companies, TIB and public companies, showing that great competitiveness of honored corporations is highly supported by the market. After several months of rigorous review, from qualification review and preliminary review to final review,



實地訪審  
Onsite visit and review.

20 corporations are selected from "technological industry," "innovative traditional industry" and "innovative service" in 2023, covering smart transportation, smart medical care, religion, culture and technology. Most are deeptech and innovative business model, and more than half have gone global, encouraging more startups to forge ahead. The joint award ceremony of the Business Startup Awards this year is held at the NTUH International Convention Center on November 22, 2023. The award is honored by Wang Mei Hua, the head of the Ministry of Economic Affairs. Under the economic wave of digital transition and net-zero emissions, most of the awarded companies are related to information, digital and ESG. They have new critical positions in different industries, and fully demonstrate startup energy of Taiwan via transition, innovation and sustainable development.



經濟部王美花部長（左六）、中小及新創企業署何晉滄署長（左七）與第 22 屆新創事業獎得主合影

A photo of Wang Mei Hua, the head of the Ministry of Economic Affairs (6th left), Chin-Tsang He, Director of the Small and Medium Enterprise and Startup Administration (7th left), and the winners of the 22nd Business Startup Award.



## 國家食農教育傑出貢獻獎選拔

# Selection of the winners of National Food and Farming Education Outstanding Contribution Award



農業部及食農教育專學者辦理專家小組會議

An expert group meeting held by the Ministry of Agriculture, and experts and scholars of food and agricultural education.

為落實食農教育各項條文，鼓勵各界積極參與食農教育工作，特舉辦國家食農貢獻獎，希冀能提升全民食農教育參與度，發掘各地優秀之食農教育推動者，布局全民食農教育推動的廣度，期以獎勵對食農教育具貢獻者，以樹立食農教育優良典範。

本獎項預計於民國 113 年辦理第一屆，以嚴謹的態度，從籌組專家小組擬定審查機制、啟動儀式公開徵件到進入審查階段，以及最終的決審、頒獎表揚、交流分享會、場域觀摩及體驗，旨在呈現國家對食農教育推動者的肯定與重視。未來將偕同各地方政府，藉由橫向串聯以及垂直整合，引動民間非營利組織及各公民團體共同推動食農教育，促進全民共同參與，讓國人認同在地農產，提升全民糧食安全意識，養成珍惜食物減少浪費，實現地產地銷、永續農業的目標。

To fulfill all articles of food and farming education, we encourage all sectors to actively take part in food and farming education. We hope to enhance public engagement in food and farming education, discover excellent promoters of food and farming education everywhere, deploy the breadth of public promotion of food and farming education. We intend to praise contributors of food and farming education, and set an example of food and farming education.

This award will be held for the first time in 2024. An expert group will be organized to formulate a review mechanism rigorously, a kick-off ceremony will be held to call for submissions openly, a review will be executed, a final review, award ceremony, exchange and sharing meeting, onsite observation and hands-on experience will be executed. All of these strive for demonstrating how a country recognizes and cares about promoters of food and farming education. In future, we will work with all local governments, encourage private NPOs and all civil societies to promote food and farming education, and urge public engagement. We hope that people with recognize local produce, and expect to raise public awareness of food safety, promote people to cherish food, reduce waste, and achieve the goal of local production and consumption, and sustainable farming.

# 運輸工具製造業因應國際供應鏈 淨零碳排輔導計畫

## Program for transport equipment manufacturing industry corresponding to net zero emissions of international supply chain



NETZERO 解題賽移動生活組最佳實踐獎得獎團隊與產業發展署林德生主任秘書（左一）合影

A photo of the winning team of Best Practice Award of Mobile Life Group in NETZERO, and Te-Sheng Lin, Secretary General of the Industrial Development Administration (1st left).

因應臺灣 2050 淨零排放政策，臺灣將與世界共同邁向淨零未來，預計於 2030 年達到市區公車全面電動化的目標，本計畫辦理「2023 DECODING THE FUTURE 公共運輸再進化 NetZero 解題賽」向全民請益對於未來交通的想像，集結各方之智，包含產業、公協會、專家學者、相關產業之學生、對於此議題有興趣之社會大眾等，跨域合作提供解方，以「公共運輸 - 電動巴士」為主軸運具發想，加速電動巴士創新並優化公共運輸乘車體驗，提供市區公車全面電動化 2.0 方案。

本次活動分為「未來運具」和「移動生活」二大組，進行推廣與徵件、評審和表揚等，更成立「GO Green! 運輸學院」補給站，協助提案團隊落實計畫，辦理線上課程提供全方位的領域知識補充。期盼能匯聚產業先進智慧能量，激發以人為本位、安全、健康環境的友善發展思維，產出兼具商業價值、科技創新與實際可

行的解決方案，提供產業邁向淨零碳排的突圍對策，協助產業接軌全球淨零趨勢，厚植產業淨零轉型競爭優勢，邁向永續的未來。

To cope with the net-zero emissions policy of 2050, Taiwan will gear toward a net-zero future with the world. It expects to achieve the goal that all city buses will be electric buses by 2030. In this program, the "2023DECODING THE FUTURE, re-revolution of public transportation NetZero problem-solving contest" is held to ask everyone their imagination of transportation in future, and gathers wisdom ideas from industries, unions, associations, experts, scholars, students in relevant industries, and people interested in this topic. This event expects that people from different domains can work together to provide solutions, and come up with ideas based on the theme "public transportation - electric bus," accelerate innovation of electric bus. It intends to optimize public transportation, and offer the 100% electric city bus 2.0 program.

The event is divided into "Future vehicle" and "Mobile life" to execute promotion, calling for submissions, review and recognition. "GO Green! Transportation Academy" Refreshment Station has been set up to help proposal teams execute programs. It opens online courses offer knowledge in all fields. This event hopes to gather advanced smart energy in the industry, stimulate friendly development thinking that is human-oriented, safe, and cares about healthy environment. It expects to generate feasible solutions with commercial value and technological innovation, helps industries keep up with global net zero trend, build profound competitive advantage of net-zero transition in the industry, and head toward a sustainable future.



# 企業輔導

## SME Guidance & Assistance

- 創業輔導系列計畫  
Entrepreneurial Guidance Programs
- 協助事業單位員工進修訓練系列計畫  
Series Program to Assist Business Training
- 雲世代小微企業數位轉型創新服務計畫  
Cloud Generation SME Digital Transformation Innovation Service Program
- 雲世代產業數位轉型-數位翻轉原住民族事業  
Cloud Generation Industry Digital Transformation –  
Digitalizing Indigenous Enterprises
- 推動企業聘用運動指導員暨國民體適能專業人才提升計畫  
Program to Encourage Enterprises to Employ Sports Instructors and  
Promote Physical Fitness Professionals
- 青年輔導系列計畫  
Program for Promotion and Guidance of Youths
- 客庄青年小微企業雲世代輔導計畫  
Cloud Generation Guidance Program for Youth and Microenterprises  
in Hakka Communities
- 推動產訓認同與應用職能基準計畫暨人才發展計畫  
Promoting Industrial Training Recognition, Application of  
Occupational Skill Standards, and Talent Development Program
- 文化創意產業系列計畫  
Programs for Cultural and Creative Industries

## 陪伴式服務，輔導企業迎接數位化浪潮

# Companion Service: Guiding Companies to Embrace Digitalization Trends

本會多年積極協助政府推動各項企業輔導計畫，促進中小企業改善經營環境、管理合理化與生產技術現代化、推動中小企業持續創新及永續發展；企業輔導是一個互動合作的過程，同仁運用專業知識和豐富經驗，引導企業發掘自身需要，陪伴面對各種困難障礙，提供助力，共同實踐新的思維和運營模式，提升我國中小企業競爭力，顯見本會對臺灣經濟發展與社會安定的付出不遺餘力。

在政府積極推動各項措施中，本會協助中小企業運用政府輔導資源，內容多元，涵蓋創業籌資、人才培訓、青年輔導、職能基準、文化創意及數位轉型等政策，尤其專注於中小企業數位化轉型方向的指引，以在疫後變化多端的大環境下，把握數位轉換的契機，同時積極凝聚產官學界各方共識，藉以促進中小企業健全發展，提升臺灣經濟環境布局未來新動能。

The National Association of Small and Medium Enterprises (NASME) has long assisted the government in promoting various enterprise counseling programs. These initiatives aim to facilitate the improvement of the overall business environment, rationalization of management, modernization of production technology, continuous innovation and sustainable development of small and medium enterprises (SMEs). Enterprise counseling involves an interactive cooperative process where our team leverages their professional knowledge and rich experience to guide companies in identifying their specific needs. We accompany them through various challenges, offering support and jointly implementing new concepts and operational models. This process enhances the competitiveness of Taiwan's SMEs. It's evident to all that NASME spares no effort in contributing to Taiwan's economic development and social stability.

With the government actively launching various initiatives, NASME aids SMEs in utilizing governmental support resources. The assistance encompasses various aspects, such as funding for entrepreneurs, nurturing talent, mentoring young entrepreneurs, setting skill standards, fostering cultural creativity, and implementing policies for digital transformation. Our specific emphasis is guiding SMEs through digital transformation, capitalizing on opportunities within the dynamic post-pandemic market landscape. Additionally, we are actively engaged in fostering consensus among industry, government, and academia to advance the robust growth of SMEs, with the goal of promoting the growth of Taiwan's economic development through forward-looking initiatives.



## 創業輔導系列計畫 Entrepreneurial Guidance Programs



創業顧問交流研習會 - 勞動部勞動力發展署創新中心游明鑫主任（左六）及與會顧問合影

A photo of Ming-Hsin Yu, Director of Workforce Development Innovation Center, Workforce Development Agency, MOL (6th left), and consultants at the Startup Consultant Exchange Seminar.

### 創業諮詢輔導服務計畫

本計畫實施十餘年，以「厚植創業力，提升勞參率」為計畫定位，勞動部勞動力發展署與各分署齊力分工，負責計畫發展方針擬定，包括規劃課程綱要、訂定顧問輔導規範及 SOP、精進貸款送件流程及修法，並擔任各分署計畫管考及彙管工作等。各分署則站在輔導工作第一線，透過「創業服務鐵三角」，提供創業者階段性課程、顧問諮詢陪伴、政策性貸款推廣及收件服務，提供民眾創業前、中、後期全程的輔導陪伴。

計畫起始迄今，本會即協助計畫績效彙整並精進各項創業服務，扮演政策修訂幕僚；自民國96年起，全國已開辦創業課程近3千場次，累計約18.5萬人次參與研習課程培訓；在創業輔導部分，累積安排諮詢輔導達6.7萬人次，創造7.8萬個就業機會；在融資協助部分，辦理創業貸款審查會已累積1.6萬件，通過件數逾9千件，核貸總額累計超過53億元。未來期待在創業的不同階段，藉由課程知識的加持、顧問專業諮詢輔導及資金週轉的協助，扶植微型創業者持續成長茁壯，提高創業成功率。

### 促進社會創新合作計畫

本計畫透過多方合作模式串聯工商各界資源，結合社會創新實驗中心及社會創新平台，線上及線下強化社會創新組織體質與發展；透過品牌結盟、產業網絡，提升社會創新採購及異業合作動能。另，以國際交流、趨勢議題串聯，協助組織商模轉型及國際拓展能力，使社會創新成為驅動經濟新力量。

本會藉由「維運社會創新組織登錄資料庫」與「社會創新合作」兩大項服務，鼓勵組織投入社會創新與發展，其成效包含：(一) 招募超過1,500家組織申請登錄資料庫，其中近900家組織依照「社會創新組織登錄原則」成功於系統上架資料，俾利公眾瞭解其社會創新內涵。(二) 評估申請登錄之業者是否存在爭議事項，維護資料庫品質及公信力。(三) 提供業務單位及計畫團隊社會創新相關業務之適法建議，釐清各方權利義務。(四) 諮詢輔導服務，輔導各申請單位培養創新競爭能量。(五) 優化平台介面，聚焦組織價值內容，提升外界合作的有效參考資訊。(六) 透過「社會創新公私資料集」推播社創資訊、資源及企業亮點。(七) 舉辦社會創新合作

搭橋活動，串連超過 100 位利害關係人與社創組織交流，創造超過 200 萬元合作商機，並運用自媒體平台露出社會創新影片、專文及案例等成果，以延續活動議題熱度。透過此兩項服務，為國內中小企業奠定更加豐碩、創新、多元之社會創新組織發展環境與生態圈體系。

### 臺灣創業合作發展計畫

本計畫以 8 年內之新創企業、歷屆獲新創事業獎之企業為主，提供創業輔導服務，導入企業所需資源；辦理媒合交流活動，推動新創事業擴展商機，並頒發獎項予優良新創事業，以鼓勵新創精神。

112 年度以「新創俱樂部」為名，邀請臺灣各領域優秀新創參與主題研習、跨域交流及一對一業師輔導服務，近 50 家新創企業參與研習輔導。此外，為協助新創找到持續競爭優勢和價值創造的新途徑，與智慧晶片大廠高通和邁特電子集團辦理新創交流會，探討 AI 未來發展也分享和新創合作的案例；另，為鼓勵產業數位轉型，並與中小企業傳承培訓班搭配辦理 The future is NOW 二代「智」取策略，請接班人分享轉型痛點，引導新創企業思考解方。

為協助中小及新創企業了解產業趨勢和國際市場，112 年度與臺灣輔具暨長期照護產業發展協會合作辦理「高年級生的健康科技」交流，探討新科技於高齡社會的應用，並跨海邀請日本介護保險福祉用具給支付首席顧問專家 -The



台北市融資永康商圈說明會  
Taipei Financing Yongkang Shopping Area Seminar.



新創俱樂部 - 財務新思維研習活動  
Startup Club - Seminar of New Financial Thinking.

Association for Technical Aids (ATA) 五島清國部長參與，為活動帶來更多元的觀點。在協助新創企業成長之餘，亦鼓勵具優質營運模式之事業單位參與「第 22 屆新創事業獎」選拔活動，經審查評選出 20 家優秀企業，給予公開表揚。

### 新北市幸福創業微利貸款計畫

新北市政府於民國 98 年，領先全國首創本計畫，以新北市中低收入市民為主要扶助對象，提供低利貸款利息補貼，輔以課程、行銷等各項協助，輔導其創業成功脫離貧困，進而帶動整體勞動參與的提升。從服務市民角度出發，完備新北市創業資源服務平台，縱向紮根提昇輔導品質，橫向串接政府與企業資源，透過創業一條龍服務，在創業過程中全程陪伴創業民眾，真正落實「幸福創業」的宗旨。

本會承辦此計畫即將邁入第 14 年，每年精進服務內容，依循計畫目標持續推動，戮力達成各項績效指標。於新北市政府就業服務處中和就服站設置計畫服務窗口，協助各項創業輔導工作，並透過創業前 - 課程知識加持、創業中 - 顧問諮詢輔導與資金協助以及創業後 - 持續關懷、行銷配套與交流活動，全程陪伴創業者成長，開展幸福人生。

本計畫至今，已開辦創業研習課程逾 230 場次，累計超過 1 萬 6 千人次參與研習；在創業輔導方面，安排專業顧問進行創業諮詢輔導達 5 千人次，其中包含近 160 名新住民朋友；在融資協助部分，統計辦理創業審查貸款已累



計逾 355 件次，通過件數近 265 件次，核貸總額累積超過 1 億元。

### 臺北市融資貸款行政支援暨企業關懷輔導計畫

為強化中小企業經濟體質，提供營運所需資金，臺北市政府產業發展局、中小企業信用保證基金、台北富邦及玉山銀行共同合作，自民國 98 年起陸續開辦「臺北市中小企業融資貸款專案」及「臺北市青年創業融資貸款」，協助減輕中小企業經營及青年創業所面臨的資金融通壓力，進而促進產業發展並帶動經濟成長。

本會執行本計畫已有近 15 年經驗，每年精進服務內容，包括滾動式修正融資貸款要點，因應疫後振興措施等。363 振興融資貸款政策實施期間，中小貸款提供利息補貼 6 個月（年息 2%）、免收信保手續費；青創貸款則提供 6 個月寬限期、免收信保手續費；另創建北市府產業融資貸款新申辦網，提升服務優化、強化民眾申辦與諮詢便利度，快速獲得所需貸款專案及產發局的相關資訊。

112 年度共舉辦超過 20 場貸款審查會議，青年創業貸款核准件數 163 件，核准金額近 1.3 億元；中小企業貸款核准件數超過 400 件，核准金額超過 4.4 億元，並完成 40 家次創業貸款計畫書撰寫輔導教學以及 320 家次貸前（後）關懷訪視及輔導。歷年累計申請件數為 8,885 件，核准通過 7,365 件，通過率 83%，核貸金額逾 59.5 億元。



新北就業博覽會安排創業顧問現場諮詢

Startup consultants are arranged at New Taipei City Job Fair to offer onsite counseling.



包裝轉型活動 - 低碳綠包裝與會者合影

Packaging Transformation Event - A photo of attendants of the promotion event of low-carbon green packaging.

### 退除役官兵創業諮詢輔導服務計畫 工作成果

為協助榮民與第二類退除役官兵降低創業風險，本計畫結合各區榮民服務處，盤點創業需求，建立輔導個案管制，安排顧問進行創業諮詢輔導，適時導入政府創業資源，並辦理創業知能課程、創業座談及創業研習活動，協助事業穩定營運發展，透過電話追蹤關懷，檢視執行情形，完善輔導作為。

本計畫輔導共 830 人次，依個案創業狀態安排創業諮詢及診斷，一般性諮詢以初具創業動機及想法之未創業者為對象；另針對潛力型創業者規劃專案輔導診斷，客製化輔導方案，以解決創業過程中面臨之難題與瓶頸；112 年度開辦創業知能課程，協助學員精進財務、營銷及 BP 撰寫知識；並於各地區榮民服務處辦理座談活動，邀請具創業意願之對象參與，參與約 400 人次；並透過創業研習活動，提供企業觀摩及見習機會，透過顧問點評及企業經驗傳承，提升本計畫課程內容豐富度。

透過定期後續追蹤關懷，了解個案創業協助績效，共協助 42 名輔導個案從 0 到 1 完成創業夢想（包含完成工商登記或開業），輔導員亦協助個案參與政府獎項、補助或政策性貸款，協助 5 位申請人獲貸，金額達新臺幣 655 萬元。

### Entrepreneurial Consultation and Guidance Programs

For over a decade, this program has been focused on "cultivating entrepreneurship and enhancing labor participation rates." The Ministry of Labor's Workforce Development Agency (WDA) collaborates with various branches to formulate and delineate the program's development strategies. This includes outlining course structures, establishing guidelines and SOPs for guidance counseling, streamlining loan application processes, proposing legislative amendments, and overseeing and consolidating the management of various programs by WDA branch offices. Each WDA branch stands at the forefront of guidance work, offering an "entrepreneurship service triangle." This triangle includes phased courses for entrepreneurs, advisory consultations and hands-on support, promotion of policy-related loans, and collection services. This approach ensures comprehensive guidance and support for individuals throughout the entire entrepreneurial journey, from the pre-launch phase to the later stages.

Since the inception of the program, NASME has actively contributed to consolidating program performance and finetuning various entrepreneurial services, playing a supporting role in policy revisions. Since 2007, the nationwide implementation of entrepreneurial courses has exceeded 3,000 sessions, involving approximately 185,000 participants in various training programs. In terms of entrepreneurial guidance, consultations have been arranged for around 67,000 individuals, generating 78,000 employment opportunities. Regarding financing assistance, over 16,000 entrepreneurial loan review meetings have been conducted, with approvals surpassing 9,000 applications, and a cumulative total loan approval exceeding NT\$5.3 billion. Looking ahead, the aim is to enhance the success rate of startups across different stages by providing informed knowledge through courses, professional guidance from consultants, and assistance with financial turnover. This ongoing support is geared towards nurturing and strengthening micro-entrepreneurs, enabling their sustained growth in the entrepreneurial landscape.

### Promoting Social Innovation Collaborative Program

This program adopts a collaborative approach to link up resources from various industries, integrating them with social innovation labs and platforms. It aims to strengthen organizational capabilities and growth of social innovation both online and offline. Additionally, by fostering partnerships and networks within industries, it seeks to bolster the capacity for social innovation procurement and facilitate collaboration across different sectors. Furthermore, through international exchanges and connecting trending issues, our objective is to empower organizations to reshape their business models and bolster their potential for global expansion. This transformation is aimed at making social innovation a driving force for economic development.

NASME encourages engagement in social innovation through two primary services: (1) the management of the "Social Innovation Organization Operations Registration Database" and "Social Innovation Collaborations." The positive outcomes include the recruitment of over 1,500 organizations to apply for registration. Of those, close to 900 organizations have effectively uploaded their information onto the system, aligning with the "Principles for Registering Social Innovation Organizations." This allows for greater public insight into the essence of their social



台北市融資課程宣導

Promotion of financing course in Taipei.



innovation initiatives. (2) To assess whether any applicant organizations have ongoing disputes, and maintain the quality and credibility of the database. (3) To offer lawful advice to business units and project teams engaged in social innovation-related business, clarifying rights and obligations. (4) To provide consultancy services, guiding each applicant unit in fostering innovative competitive capabilities. (5) To optimize the platform interface, focusing on organizational value context, refining references for external collaboration that are of value. (6) To spread and promote social innovation information, resources, and enterprise highlights through the "Social Innovation Public-Private Dataset." (7) To organize events that foster collaboration and bridge-building in social innovation, linking more than 100 stakeholders with organizations dedicated to social innovation, resulting in opportunities for collaboration valued at over NT\$2 million. Leveraging self-media platforms to feature videos, articles, and case studies on social innovation to maintain the momentum of these initiatives. Through these services, we aim to establish a more prolific, innovative, and diverse development environment and ecosystem for social innovation organizations in the domestic SME sector.

### Taiwan Entrepreneurship and Collaboration Development Program

This program primarily caters to startup enterprises established within eight years and companies that have received the Startup Award in past editions. The program offers entrepreneurial guidance services, providing necessary resources to businesses, arranging networking and exchange events, promoting business expansion opportunities for new ventures, and recognizing outstanding new entrepreneurial endeavors to encourage an entrepreneurial spirit.

In the 2023, the "Startup Club" invited outstanding startups from various fields in Taiwan to participate in themed workshops, cross-domain exchanges, and one-on-one mentorship, engaging nearly 50 new startup companies in guidance sessions. Moreover, to facilitate startups in finding new pathways for sustained competitive advantages and value creation, NASME conducted a startup exchange meeting with leading chip companies like Qualcomm and Might Electronic, exploring AI's future development and sharing collaborative case studies. Additionally, to encourage digital transformation of various industries, NASME collaborated with SME Succession Training Courses to conduct "The Future is NOW", where



創業座談會 - 苗栗榮民服務處  
Startup seminar - Miaoli Veterans Service Office.

next-generation business leaders shared insights and strategies into business transitional challenges, guiding new startup companies to contemplate solutions.

To help small and new enterprises contemplate industry trends and the international market, in 2023, NASME cooperated with the Taiwan Assistive Technology and Long-Term Care Industry Association to host the "Health Technology for Seniors" exchange event. This event explored new technology applications in an aging society and invited experts such as Mr. Kiyokuni Goshima, a chief consultant expert in Japanese caregiving insurance and welfare equipment from the Association for Technical Aids (ATA) in Japan, bringing diverse perspectives to the event. While assisting the growth of new startup companies, the NASME encourages businesses with quality operation models to participate in the selection activities for the "22nd Startup Award." After thorough review and selection, 20 outstanding enterprises were publicly recognized.

### New Taipei City Happy Entrepreneurship Micro-Loan Program

The New Taipei City Government pioneered this program in 2009, aiming to assist primarily low-income citizens in New Taipei City by offering low-interest loan interest subsidies, along with various assistance like courses and marketing support, guiding them toward successful entrepreneurship, uplifting overall labor participation rate. From a citizen-centric perspective, the New Taipei City Entrepreneurship Resource Service Platform was refined to vertically improve guidance quality and horizontally integrate government and enterprise resources. Through a one-stop holistic approach to entrepreneurship, NASME accompanies entrepreneurs throughout their entrepreneurial journey, embodying the essence of "happy entrepreneurship."

NASME has undertaken this program for nearly 14 years, annually enhancing service content and continuously advancing toward the program's goals, striving to achieve various performance



桃竹苗分署林淑媛分署長（前排左五）與轄區工會及地方政府等貴賓參與微型創業鳳凰聯合行銷活動啟動典禮

Shu-Yuan Lin, Director of Taoyuan-Hsinchu-Miaoli Branch (5th left in the front row), members of the unions under the jurisdiction of Taoyuan-Hsinchu-Miaoli Branch, and representatives of the local government, attended the kick-off ceremony of Phoenix Micro Funds joint-campaign.

indicators. At the Zhonghe Service Station of the New Taipei City Government Employment Service Office, we have established a service window for the program to assist various entrepreneurship guidance tasks. Through the pre-startup knowledge courses, consultation and financial assistance during the startup process, and post-startup continuous care, marketing support, and exchange activities, we accompany entrepreneurs throughout their growth journey, initiating a fulfilling and rewarding life.

To date, the program has conducted over 230 entrepreneurship workshop sessions, with over 16,000 participants. In terms of entrepreneurship counseling, professional consultants have advised and guided approximately 5,000 individuals, including nearly 160 new immigrants. In terms of financing assistance, we have processed over 355 startup loan reviews, approving nearly 265 applications, with a total lending amount exceeding NT\$100 million.

### Taipei City Administrative Support and Business Assistance Program for Financing Loans

To enhance the economic resilience of SMEs and provide necessary business operational funding, the Taipei City Government's Department of Economic Development, Small and Medium Enterprise Credit Guarantee Fund of Taiwan (TSMEG), Taipei Fubon Bank, and Yuanta Bank have collaborated since the year 2009 to launch



the "Taipei City SME Financing Loan Program" and the "Taipei City Youth Entrepreneurship Financing Loan." These initiatives aim to alleviate the financial pressures faced by SMEs and young entrepreneurs, fostering industrial development and driving economic growth.

With nearly 15 years of program execution, the NASME continues to refine its services on an annual basis. This includes continuously adjusting the financing loan criteria in response to post-pandemic economic stimulus measures. During the implementation period of the 363 Stimulus Financing Loan Policy, the program offered a 6-month interest subsidy (annual interest rate of 2%) and waived the credit guarantee handling fee. For youth entrepreneurship loans, a 6-month grace period and waiver of the credit guarantee handling fees were provided. Furthermore, a new application network for Taipei City Government's industry financing loans was established to streamline services, improve accessibility for applicants and inquiries, and facilitate swift access to the required loan programs and relevant information from the Department of Economic Development.

In 2023, over 20 loan review meetings were held, resulting in 163 approved youth entrepreneurship loans totaling nearly NT\$130 million. Additionally, over 400 SME loans were approved, with a cumulative value exceeding NT\$440 million, accompanied by the completion of 40 entrepreneurship loan program proposals and guidance work, as well as 320 pre- and post-loan follow-up visits and guidance sessions. The cumulative number of applications over the years reached 8,885, with 7,365 approvals—a pass rate of 83%—and loan disbursements exceeding NT\$5.95 billion.

#### Achievements of the Veteran Entrepreneurship Consultation and Guidance Service Program

To assist veterans and second-category retired military personnel in mitigating entrepreneurship risks, this program collaborates with various veterans' service offices in each region to assess entrepreneurship needs, establish case management, arrange consultations with advisors, integrate



新北幸福餐車實訪

A visit to the happy dining car at New Taipei City.

government entrepreneurship resources promptly, conduct entrepreneurship competence courses, seminars, and workshops. These initiatives are intended to support stable business operations and development. Additionally, regular follow-ups via telephone care have been implemented to monitor execution and improve counseling efforts.

This program has counseled a total of 830 individuals. Based on their startup entrepreneurship status, counseling and diagnosis were tailored: general consultations were provided for those with initial entrepreneurial motives and ideas, while tailored guidance programs were devised for potential entrepreneurs to address challenges encountered during the entrepreneurial process. In 2023, entrepreneurship competence courses were conducted, enhancing participants' knowledge in finance, marketing, and business plan formulation. Around 400 individuals participated in seminars held across various veterans' service offices. Entrepreneurship workshops were organized to offer enterprise observations and apprenticeships, enriching the program content through consultant feedback and sharing of entrepreneurial experiences.

Following consistent monitoring, 42 cases were guided from their initial stages to actual establishment, including completing business registrations or commencing operations. Consultants also assisted these cases in applying for government awards, grants, or policy loans, enabling five applicants to secure loans totaling NT\$6.55 million.

## 協助事業單位員工進修訓練系列計畫 Series Program to Assist Business Training



來企桃在職訓練一把罩活動與會者合影

A photo of the attendants of the event On-Job-Training Instruction.

勞動部勞動力發展署提供多元的職訓方案，協助企業提升勞工職場能力、優化產業人才結構，並鼓勵企業辦理在職員工教育訓練，促進就業穩定及提升整體競爭力，本會長期辦理相關職訓計畫，如依企業就業保險人數不同所設立的「企業人力資源提升計畫」（簡稱大人提）、「小型企業人力提升計畫」（簡稱小人提）二項分別為補助型及輔導型計畫；另因特殊事故影響經濟環境所建立的穩定就業補助計畫，內容包含像是開辦因應貿易自由化影響則受理企業申請「充電起飛計畫」以及當企業遭遇重大災害、經濟景氣情勢驟變影響整體運作所提出的「充電再出發」計畫。



北基宜花金馬分署種子師資研習活動

The seminar for the seed teacher of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch.

本會承接勞動力發展署相關計畫彙管作業服務，為有效推動並使計畫各階段執行順利，112 年度辦理 2 場次工作協調聯繫會議，以利各分署能有效溝通執行業務達一致性，並有效掌握各計畫執行情況。

北基宜花金馬分署大人提及充電起飛計畫 112 年度審查通過近 350 家，核定補經費共計約 1.3 億元，小人提企業輔導案數近 600 案，課程核定經費共計約 5.4 千萬。另舉辦種子師資研習活動，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，於計畫執行期間辦理各階段說明會、研討會、人才發展趨勢活動、以及安排成功案例專訪等，藉此與中小企業的業主和大型事業單位人資人員交換意見，協助企業持續投資人才培育。112 年度超過 230 家事業單位通過補助申請，核定補助總經費共計約 8.6 千萬元，小人提企業輔導案數約 240 案，課程核定總經費近 2 千萬。



The Workforce Development Agency (WDA) of the Ministry of Labor provides diverse vocational training programs to assist companies in enhancing workforce capabilities, optimizing industry talent structures, and promoting in-service employee education. The NASME has long been involved in related training programs, such as the "Corporate Human Resource Enhancement Program" (Corporate HR Enhancement Program) and the "Small Enterprise Human Resource Enhancement Program" (Small HR Enhancement Program), established based on the number of employees covered. Additionally, there's a Stable Employment Subsidy Program established due to specific incidents affecting the economic environment. This includes initiatives to address the impact of trade liberalization on enterprises (Charge Up and Take Off Program) and situations where enterprises face major disasters or rapid changes in economic conditions (Recharge and Restart Program).

NASME assumes the responsibility of managing operational services for relevant programs under the WDA. To effectively drive and ensure smooth execution across various stages of the programs involved, in 2023, we held two coordination meetings, ensuring cohesive business execution and streamlined monitoring of program implementation.

The Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA reviewed nearly 350 cases under the Corporate HR Enhancement Program and Charge Up and Take Off



來企桃在職訓練一把罩  
On-Job-Training Instruction.

Program in 2023, with approved funding totaling approximately NT\$130 million. Nearly 600 cases were handled under the Small HR Enhancement Program, with approved training expenses totaling around NT\$54 million. Moreover, a "Seed Trainer Training Workshop" was organized, gathering HR professionals for mutual observation, exchange, and learning.

The Taoyuan-Hsinchu-Miaoli Regional Branch of the WDA held explanatory sessions, seminars, talent development trend events, and interviews with successful cases under the Corporate HR Enhancement Program and Charge Up and Take Off Program. These initiatives facilitated dialogue between SME business owners and human resource personnel from large corporations, aiding ongoing investments in talent development. In 2023, over 230 business units were approved for subsidies, totaling approximately NT\$86 million, and around 240 cases received Small HR Enhancement Program guidance, with a total approved budget of nearly NT\$20 million.



北基宜花金馬分署 - 種子師資研習活動

Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch - The seminar for the seed teacher.

# 雲世代小微企業數位轉型創新服務計畫

## Cloud Generation SME Digital Transformation Innovation Service Program



經濟部中小及新創企業署陳秘順副署長（前排中）與小微企業店家於挑戰營活動合影

A photo of Mi-Shun Chen, Deputy Director-General of the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs (middle in the front row), and the SMEs at a challenge camp.

經濟部中小及新創企業署為協助 9 人以下之小微企業運用數位工具及雲端服務、提升營運效能、推動數位行銷及拓展商機，透過本計畫，以陪伴式輔導型塑 25 案特色場域，協助 859 家小微企業運用雲端數位工具創新營運模式，透過實戰培訓，引導學習數據判讀，開發新客群、拓展新商機。

本會主要以城鄉私塾、城鄉厚禮、城鄉島遊三大策略輔導企業，從打基礎開始，依照受輔導小微企業需求安排主題課程，同時每個月掌握受輔導企業所導入之雲端解決方案使用狀況，再協助其拓展通路，輔以城鄉島遊帶進顧客，創新商機。

透過「城鄉私塾」辦理數位工具應用、社群行銷、商品攝影及電商等各大主題課程，協助小微企業建立數位能力基礎。「城鄉厚禮」在線下媒合小微企業商品至百貨公司、企業福委會、成果展售會、國道休息站或日本通路，在國內外市場建立實體通路。線上銷售部分則是與 7-11 iOPEN Mall 平台合作，5 個月來銷售超過 1 萬筆訂單，營業額超過新臺幣 1.2 千萬。另，規劃 44 條以上優質旅遊行程於「城鄉島遊」平台，促進遊客透過遊程走進小微企業，增加其曝光機率，讓臺灣小微企業也能透過數位工具掌握顧客資訊。

The Small and Medium Enterprise and Startup Administration of the Ministry of Economic Affairs aims to assist micro-enterprises with fewer than 9 employees in utilizing digital tools and cloud services, enhancing operational efficiency, driving digital marketing, and expanding business opportunities. Through this initiative, the NASME aims to mentor and shape 25 distinctive field venues, aiding approximately 859 micro-enterprises in innovating operational models with cloud-based digital tools. Furthermore, the NASME shall conduct practical training sessions, guiding participants in data interpretation to develop new customer bases and expand business opportunities.

Our approach primarily involves guiding enterprises through three main strategies— Urban–Rural Academies, OTOP Taiwan Special Souvenirs, and Urban–Rural Island Tour Guides. Beginning with foundational aspects, we tailor thematic courses based on the needs of counseled micro-enterprises. Simultaneously, we monitor the usage of the cloud-based solutions implemented by the counseled enterprises each month. Subsequently, we assist them in expanding their distribution channels, complemented by urban–rural island tours to attract customers, fostering innovative business opportunities.

The "Urban–Rural Academies" host major courses covering digital tool applications, social media marketing, product photography, and e-commerce, assisting micro-enterprises in establishing foundational digital competencies. "OTOP Taiwan Special Souvenirs" facilitates offline matchmaking between micro-enterprises and department stores, corporate welfare committees, product exhibitions, highway rest stops, or Japanese distribution channels, establishing physical sales channels in domestic and international markets. For online sales, the program collaborated with the 7-11 iOPEN Mall platform, generating sales exceeding 10,000 orders over 5 months, with accrued revenues exceeding NT\$12 million. Additionally, we've planned more than 44 high-quality travel itineraries on the "Urban–Rural Island Tours" platform, promoting visitor entry into micro-enterprises through these tours, increasing their exposure and allowing Taiwanese micro-enterprises to access customer information via digital tools.



## 雲世代產業數位轉型 - 數位翻轉原住民族事業 Cloud Generation Industry Digital Transformation – Digitalizing Indigenous Enterprises



「2023 精采臺灣·城鄉厚禮」成果發表會暨聯合市集展覽 - 李育家理事長（前排右三）與原住民族企業合影

"2023 Splendid Taiwan – Special Souvenirs" Presentation and Joint-Bazaar Expo - Chairman Yu-Chia Li (3rd right in the front row) and the employees of Taiwanese aboriginal companies.

為縮小城鄉之間的數位差距，原住民族委員會積極推動本計畫，112 年度協助原住民族小微企業導入數位轉型工具的應用，其中包括 318 家企業運用數位工具、224 家建置雲服務，以及 159 家次以上行動支付使用，進一步提升其營運效能並優化數位能力。透過協助原住民族小微企業進行數位轉型或優化，鼓勵其採用數位工具和雲端服務，優化企業銷售流程，以提高經營效率並透過大數據分析，掌握市場動態和客戶需求，以增進其營運績效。

本會籌組跨界輔導顧問團隊，手把手共同協助企業進行數位診斷，深入了解原住民族小微企業的數位應用現況，提供相應的經營諮詢和輔導服務，培育在地數位創新人才，建立原住民族小微企業的創新體質和競爭力。透過數位學習和實體培訓的雙管道，致力於提升原住民族產業的數位能力和文化涵養，展現其數位創新實力。

To narrow down the digital divide between urban and rural areas, the Council of Indigenous Peoples actively promoted this program. In 2023, the program aided indigenous micro-enterprises in adopting digital transformation tools, covering a total of 318 businesses utilizing digital tools, 224 implementing cloud services, and over 159 companies offering mobile payment options, further enhancing their operational efficiency and digital capabilities. By supporting Indigenous micro-enterprises in their digitalization or optimization process, we promote the use of digital tools and cloud services. This helps simplify sales procedures, enhance operational efficiency, and harness big data analysis to gain insights into market trends and customer preferences, ultimately boosting their overall operational performance.

The NASME has established a cross-disciplinary consulting team to assist enterprises with digital diagnostics, thoroughly understanding the current digital applications of indigenous micro-enterprises. We provide corresponding business consulting and counseling services, fostering local digital innovation talent and building the innovative nature and competitiveness of indigenous micro-enterprises. By leveraging both digital learning and physical training avenues, we are dedicated to enhancing the digital capabilities and cultural enrichment of Indigenous industries, showcasing their prowess in digital innovation.



新竹五峰鄉計畫推廣說明會

Project Promotion seminar of Wufeng Township, Hsinchu County.

# 推動企業聘用運動指導員暨 國民體適能專業人才提升計畫

## Program to Encourage Enterprises to Employ Sports Instructors and Promote Physical Fitness Professionals



運動指導員增能課程  
Development course of sports instructors.

為鼓勵企業聘用體育運動相關背景專業人員，教育部體育署推動本計畫迄今邁入第 6 年，辦理職工運動經費補助、提供運動人才的就業媒合平台、安排專業顧問提供輔導諮詢服務等，在「國民體適能專業人才提升」方面，配合各縣市政府辦理國民體適能指導員檢定考試與研習課程，全方位予以企業及運動人才對應資源支持。

112 年度共計輔導 64 家企業聘用近 80 名運動指導員，補助企業辦理超過 300 項員工運動活動，逾 6 萬人次參與，並提供企業與運動指導員輔導諮詢服務。檢定考試方面，辦理 46 場強化課程暨檢定考試，有助於供給專業指導人力需求。

為鼓勵企業持續發掘運動人才與發展職工運動文化，112 年 11 月 14 日假台北喜來登大飯店辦理「成果交流茶會暨企業聘用運動指導員表揚活動」，由企業代表分享聘用運動人才與推展職工運動經驗，並由體育署頒發感謝獎座予參與企業。藉由提倡職工運動，培養員工規律運動習慣，將運動場上團隊合作的精神轉化為職場上的凝聚力，讓員工有好的身心狀態在工作上展現續航力，以打造活力、健康具競爭力的幸福企業。

For the past six years, the Sports Administration under the Ministry of Education has been actively promoting a program aimed at encouraging businesses to hire professionals with backgrounds in sports. This initiative involves various measures such as subsidizing employee sports activities, establishing platforms that match sports talents with job opportunities, and facilitating guidance services by expert consultants. Additionally, on the aspect of "Enhancing National Physical Fitness Professional Talent," we collaborate with various county and city governments to organize certification exams and training courses for National Physical Fitness instructors, providing comprehensive support for both enterprises and sports talents.

In 2023, a total of 64 enterprises were guided to employ nearly 80 sports instructors, conducting over 300 employee sports events with over 60,000 participants, providing counseling services for enterprises and sports instructors. Regarding certification exams, we conducted 46 reinforced courses alongside these exams contributes to meeting the demand for professional sports instructor manpower.

To encourage enterprises to continuously discover sports talent and develop a culture of employee sports, on November 14, 2023, the "Achievements Exchange Tea Party and Recognition Event for Enterprises Employing Sports Instructors" was held at the Taipei Sheraton Hotel. Enterprise representatives shared experiences of hiring sports talent and promoting employee sports, and the Sports Administration awarded trophies to participating enterprises. By promoting employee sports and exercise, we aim to cultivate regular exercise habits among employees, translating the team camaraderie from sports to the workplace, enabling employees to demonstrate stamina with good physical and mental states at work, creating dynamic, healthy, and competitive happy enterprises.



## 青年輔導系列計畫 Program for Promotion and Guidance of Youths



農村水保署林長立副署長（左五）、王智緯簡任正工程司（右五）與回鄉計畫青年夥伴於「從 i 開始，青村永續」回鄉青年交流論壇合影

A photo of Chang-Li Lin, Deputy Director-General of Agency of Rural Development & Soil and Water Conservation, MOA (5th left), Chih-Wei Wang, Senior Engineer, (5th right), and youths of the Program for Guidance of Youths Returning to Rural Areas, at the exchange forum of "Start From Me, Sustainable Youth Career in Rural Area" for youths returned to the rural area.

### 青年壯遊點計畫

教育部青年發展署與在地非營利組織及大專校院合作以非營利方式在全國各地建置 75 個青年壯遊點，提供 15-35 歲青年全年度常態且深度的在地服務，透過辦理以文化、部落、生態、農村、漁村、志工、體能等多元活動，讓青年體驗臺灣在地生活及文化，並提供壯遊體驗資訊諮詢等服務，進而培養青年對這片土地的認同感及責任心，同時活絡在地動能，促進在地產業永續發展。

112 年度於臺南辦理青年壯遊點工作會議，幫助青年壯遊點（以下稱壯遊點）經驗共享與資源串聯，達到精進體驗學習活動品質及營運策略之效；提供壯遊點實作中所需之諮詢診斷與建議，配置業師於各實驗青年壯遊點（以下稱實驗點）及壯遊點據點，藉由諮詢輔導提升壯遊點經營管理能量；辦理壯遊體驗活動企劃見習專案，鼓勵青年深度在地探索與實作體驗，與壯遊點共創共學，促進壯遊點營運創新及厚植人才。針對新加入之實驗點辦理計畫進度執行說明交流；透過於實驗點及壯遊點訪視，以瞭解其辦理情形及

計畫落實度；辦理高級中等學校體驗活動，透過推動戶外教育，以落實向下扎根。

透過各項協助青年壯遊點營運之活動辦理，搭配壯遊點影片拍攝、官網及粉絲專頁等行銷宣傳，吸引更多青年朋友參與青年壯遊點辦理之各項活動，壯遊臺灣深度探索體驗。

### 青年回鄉行動輔導計畫

我國面臨人口老化及全球高齡就業趨勢，農業與農村的人力老化及勞動力不足問題急需解決，因此農業部農村發展及水土保持署積極制定相關政策，推動本計畫旨在鼓勵青年學子和回鄉青年參與農村再生發展，提出實驗性或創新性的計畫，解決農村生活、環境、產業、教育及就業等多方面問題，實現回鄉服務農村、創造農村新價值的目標。

在計畫執行中，積極利用知名業師與專家參與實地輔導和企業資源串接，提升青年回鄉計畫的實踐效果。同時，推動「雲林食育軸帶」、「臺灣農香培力營」、「社會性農場」

等主題策略聯盟，促使青年之間建立合作關係，打造品牌形象，並建立未來產品上架通路，為農村帶來更多發展可能性。

112 年度參與青年人數近百位，輔導次數超過 230 次，辦理青村永續論壇、青村集市、惜食推廣活動等，並針對 113 年徵件提案，辦理線上實體徵件說明會，在後疫情時代下，其提案數較以往大幅成長，總提案數約 250 件。本會透過多元的資源連結，協助更多回鄉青年參與計畫，成為創新構想和商業模式的輔助者，共同建立農村在地的永續發展和人才培育，活化農村經濟和勞動力。

### 大專生洄游農村計畫

農業部農村發展及水土保持署委由本會辦理「大專生洄游農村競賽」，旨在引起大專青年對農村的關注，透過創意提案、駐村體驗和競賽獎勵，激勵大專生積極參與農村再生的初始階段。112 年度競賽以「農村永續」為主軸，並首次以大專院校老師和農村社區為宣導對象進行推廣。競賽共吸引 80 支隊伍，來自近 60 所大專院校、橫跨約 150 個不同科系，總報名人數超過 560 位，最終有 25 隊進駐農村社區。在駐村前，辦理共識營培訓，協助駐村團隊調查、修習計畫書，以及提升實務應用能力，使其能夠將農村再生知識轉化為具體的策略和創新方案。

本計畫目標在於吸引年輕人關心農村發展，並在短期內培養一批有志於農村再生的年輕領袖。同時，透過中長期的努力，期望這些青年能夠在農村建立可持續的事業，促進農村經濟的穩健增長。最終，透過青年的投入和創新，將實現農村再生的目標，為臺灣的農業和農村帶來新的生機。

### Youth Travel in Taiwan Program (Youth Travel Spot)

The Youth Development Administration of the Ministry of Education has collaborated with local non-profit organizations (NGOs) and universities to establish 75 Youth Travel Spots nationwide in a not-for-profit approach. These locations provide regular and in-depth local services for youths aged 15 to 35

throughout the year. Through various experiential activities such as culture, tribes, ecology, rural farms, fishing villages, volunteering, and physical activities, youths get to profoundly experience local life and culture in Taiwan. The program provides information consultations for exploratory experiences, nurturing the youths' sense of identity and responsibility toward this land, simultaneously activating local energy and promoting sustainable development in local industries.

In 2023, a working conference for Grand Tour locations was held in Tainan, facilitating the sharing of experiences and resource connections among these locations (hereinafter referred to as Youth Travel Spots), aiming to enhance the quality of experiential learning activities and operational strategies. This involves providing consultation, diagnostics, and recommendations tailored to the practical needs of the Youth Travel Spots. Furthermore, we deployed professional mentors to both experimental Youth Travel Spots locations (referred to as Experimental Youth Travel Spots) and established Youth Travel Spots to enhance the operational management capabilities of these adventure hubs through consultation and guidance. Additionally, implementing an internship program for Youth Travel Spot activity planning encourages youth to explore in-depth and engage in practical experiences within their localities. This collaborative learning approach with Youth Travel Spots fosters innovation in their operational strategies and nurtures talent within these hubs. We facilitated plan execution explanatory briefings for newly



推動戶外教育高級中等學校體驗活動教師們體驗劍獅 DIY  
The outdoor education senior and junior high school hands-on activity is promoted. Teachers tried to make their own sword lion.



joined Experimental Youth Travel Spots, visited these hubs to understand their progress and implementation status. Additionally, we conducted senior high school experiential activities, promoting outdoor education to firmly establish grassroots engagement in the community.

Through various activities assisting in the operation of Youth Travel Spots, complemented by marketing and promotion through video production, official websites, and fan pages, we aim to attract more youths to participate in various activities offered by Youth Travel Spots, allowing them to explore Taiwan in depth.

#### Youth Return to Hometown Action Guidance Program

Taiwan grapples with an aging populace and conforms to the global shift toward an older workforce. The Agency of Rural Development and Soil and Water Conservation of the Ministry of Agriculture is proactively formulating policies to champion a program that invites young students and returning youths to engage in revitalizing rural areas. The program is scouting for experimental or groundbreaking projects that address diverse challenges in rural life, encompassing the environment, industries, education, and employment. Our goal is to uplift rural communities and foster value creation within these regions.

During program execution, renowned experts and professionals were actively involved in on-site guidance and enterprise resource integration, enhancing the practical effect of youth return programs. Furthermore, we promoted thematic alliances such as "Yunlin Food Education Axis," "Taiwan Agricultural Fragrance Empowerment Camp," and "Social Farms," fostering collaboration among youths, building solid brand images, and establishing future product shelf channels, bringing more development possibilities to rural areas.

In 2023, nearly a hundred young individuals participated, receiving guidance over 230 times. Events such as the Youth Village Sustainability Forum, the Youth Village Market, and campaigns promoting food conservation were organized. For

proposal solicitations for 2024, both online and in-person explanatory briefing sessions were held. In the post-pandemic era, there was a significant increase in proposal submissions, totaling around 250, surpassing previous years. Through diversified resource connections, we facilitate the participation of more returning youth in various programs, enabling them to become facilitators of innovative ideas and business models. Together, we aim to establish sustainable local development and talent cultivation in rural areas, revitalizing rural economies and labor forces.

#### Rural UP! Program

The Agency of Rural Development and Soil and Water Conservation of the Ministry of Agriculture commissioned the NASME to organize the "Rural UP! Competition," which aims to draw the attention of college-age youths towards rural areas by encouraging creative proposals, immersive village experiences, and competition rewards, motivating them to actively engage in the initial stages of rural regeneration. In 2023, the competition focused on "Rural Sustainability" and, for the first time, targeted faculty and rural communities for advocacy. The competition attracted 80 teams from nearly 60 universities and colleges, spanning approximately 150 different disciplines, with a total registration of over 560 individuals. Eventually, 25 resident teams entered rural communities. Before stationing in the villages, consensus camps were held, aiding the resident teams in research, plan drafting, and enhancing practical application skills. This process aimed to transform knowledge of rural regeneration into tangible strategies and innovative solutions.

The program's goal is to foster youth interest in rural development and cultivate a group of young leaders passionate about rural regeneration within a short timeframe. Simultaneously, through sustained efforts, these youths are expected to establish sustainable ventures in rural areas, driving stable economic growth in these regions. Ultimately, the involvement and innovation of these youths is envisaged to revitalize rural areas, bringing new vitality to Taiwan's rural agricultural sectors.

# 客庄青年小微企業雲世代輔導計畫

## Cloud Generation Guidance Program for Youth and Microenterprises in Hakka Communities



手把手協助客庄小微企業學習雲端工具  
We helped Hakkanese SMEs to learn the cloud tool.

為建構客庄地區返鄉青年數位資源環境，客家委員會整合公私部門資源，以區域治理模式持續推動 369 客庄環境優化，促進人文、產業、觀光及生態之總體發展，並運用數位科技結合客庄特色扶植在地企業，提升客庄青年企業經營管理能量，帶動客庄地方產業邁向永續發展。

為強化客庄地區青年企業數位化發展，本會於北中南辦理推廣招募說明會，製作數位教學手冊，優化客庄小微企業學習介面，降低數位導入門檻，並建構「1 對 1 實地教學陪伴式輔導」機制，協助客庄區小微企業導入雲市集服務、數位工具及數位支付，強化商品與服務管理，調整庫存，制定更精確之行銷策略，促進企業營銷。

至今本會共輔導逾 600 家客庄小微企業數位化發展，包含數位優化方案導入、建置及教學數位工具、數位支付等多元服務，手把手協助企業學習雲端工具，強化服務介面與服務流程。未來，規劃進一步整合富含地域或文化特色之客庄企業共創商機，帶動地方產業活絡與創價服務。

To construct a digital resource environment for returning youth in Hakka regions, the Hakka Affairs Council has consolidated public and private resources. It sustains the ongoing promotion of the environmental improvement of 369 Hakka communities by employing a regional governance model, fostering holistic development in humanities, industries, tourism, and ecology. Additionally, it utilizes digital technology to boost local enterprises, empowering Hakka youth entrepreneurs in business management, propelling local industries towards sustainable development.

To further strengthen digital development in the Hakka region, the NASME conducted promotional recruitment briefings in the northern, central, and southern regions. We created digital instructional manuals, optimized learning interfaces for Hakka micro-enterprises, reduced barriers to digitalization, all while establishing a "1-on-1 on-site teaching and mentoring" mechanism. This assistance helps Hakka micro-enterprises adopt cloud market services, digital tools, and payments, enhancing product/service management, inventory adjustments, and formulating more precise marketing strategies to promote business sales.

To date, the NASME has supported more than 600 Hakka micro-enterprises in their digital growth journey. This support includes a range of services like implementing digital optimization solutions, creating tools, and adopting digital payment methods. The aim is to guide these businesses step-by-step through cloud-based tools, enhance service interfaces, and streamline service processes. Looking ahead, we plan to further integrate Hakka enterprises that are rich in regional or cultural heritage, thereby creating business opportunities that stimulate local industries and innovative services.



## 推動產訓認同與應用職能基準計畫暨 人才發展計畫



職能共學沙龍 - 勞動力發展署職能標準與技能檢定組黃俐文組長（前排中）與國家人才發展獎得獎單位代表合影  
Competency Co-Learning Salon - A photo of Li-Wen Huang, Section Chief of Vocational Qualification and Skill Assessment Division, Workforce Development Agency (front row middle), and the representatives of the winners of National Talent Development Awards.

勞動力發展署為提升各界認同與應用職能基準，積極推動產業、企業與訓練夥伴實際多元應用職能基準，透過策略聯盟推廣應用與人才培訓相關活動，促進我國人才價值提升與永續發展。

112 年度本會結合民間專業單位與各產業組織運用策略聯盟方式辦理超過 50 場次職能應用活動，超過將近 1,400 人次參與，獲得 300 個以上來自企業、大專院校、產業公會等單位認同並應用職能基準；同時辦理「職能沙龍共學」，活動邀集國家人才發展獎各得獎單位高階經理人，暢談人才發展與經營之道，與會人員互相雙向交流人才發展經驗。

為帶動產業實際應用 iCAP 課程，本會偕同全國工業總會與工業協進會共同合作，發展通過 3 門職能導向課程，分別為「數位行銷初階班」、「品牌企劃人員」與「企業溫室氣體盤查人員培訓」。此外為協助培育職能應用人

才，於北、中、南分別辦理職能分析、訓練規劃與評量以及 iCAP 職能導向申請認證實作班等 3 項職能導向課程共 12 梯次，培訓 300 位推動職能基準發展所需之專業人員，並持續辦理發展職能基準與職能導向課程補助計畫相關作業，鼓勵相關單位以職能為導向的應用發展，協助輔導超過 60 項計畫申請職能導向課程補助。



iCAP 職能導向課程研習  
iCAP competency-oriented training seminar.

## Promoting Industrial Training Recognition, Application of Occupational Skill Standards, and Talent Development Program

The Workforce Development Agency (WDA) of the Ministry of Labor actively promotes the recognition and practical application of occupational competency standards across various sectors. This initiative aims to facilitate diverse applications of competency standards by industries, enterprises, and training partners. Through strategic alliances, the WDA advocates for the application and talent development through related activities, thereby fostering the enhancement of Taiwan's talent value and sustainable development.

In 2023, the NASME, in collaboration with private professional entities and various industry organizations, conducted over 50 occupational competency application events, engaging nearly 1,400 participants. Over 300 units from enterprises, higher education institutions, and industry associations acknowledged and applied these competency standards. Simultaneously, we organized "Competency Salon Collaborative Learning," inviting senior managers from winning entities of the National Talent Development Awards to discuss talent development and operational strategies, enabling a two-way exchange of experiences in talent development.

To drive practical application of the iCAP (Industry Competency Assessment Program) courses, the NASME collaborated with the Chinese National Federation of Industries and the Industrial Technology Research Institute to develop three competency-oriented courses: "Fundamentals of Digital Marketing," "Brand Planning Specialist Training," and "Enterprise Greenhouse Gas Inventory Specialist Training." Additionally, in our efforts to foster expertise in competency application, we organized a series of three competency-oriented courses across the northern, central, and southern regions, spanning a total of 12 sessions. These courses encompassed competency analysis, training planning and assessment, and practical workshops oriented towards iCAP certification. Through these initiatives, we equipped 300 professionals essential for advancing the development of competency standards. Furthermore, ongoing administration of operations linked to the development of competency standards and subsidy plans for competency-oriented courses has been upheld. This drive encourages organizations to craft applications driven by competencies, resulting in our support of over 60 projects seeking competency-oriented course subsidies.



iCAP 職能導向課程研習

iCAP competency-oriented training seminar.



## 文化創意產業政策推動協力計畫



台灣時尚新創共同投資啟動儀式 - 原文化部次長李連權（右五）、立法委員吳思瑤（右三）、文策院董事長李明哲（右四）與台灣時尚新創董事長孫正華（左六）及與會者合影  
Taiwan Fashion Startup Co-Investment Kick-off Ceremony - A photo of Lien-Chuan Li, the former Deputy Minister of the Ministry of Culture (5th right), Ssu-Yao Wu, Member of the Legislative Yuan (3rd right), Ming-Che Li, Minister of Taiwan Creative Content Agency (4th right), Cheng-Hua Sun, Chairman of Taiwan Fashion Startup (6th right), and attendants.

### 文化創意產業系列計畫

為扶植臺灣的文化創意產業，本計畫邀請提供法務及稅式支出評估諮詢顧問提供相關研析資料、研擬文化部子法法條、修訂國家戰略重點文化創意產業範圍、陪同出席修法相關會議及辦理會議幕僚作業等，並於民國 112 年 5 月至 7 月期間協助辦理文創發展法子法研修討論會議。根據會議需求，積極協助簡報及說帖製作等相關文書資料處理和會議籌備工作。

依各個文創業者需求於文化創意推動服務網提供文創即時訊息，包含文創新聞、獎補助資訊、藝文活動、政策法規等。112 年度於文化創意推動服務網開立「線上課程專區」，針對各類主題知能課程，邀請業界專業講師授課，提供文創業者及對文創有興趣者進修或研習。

本計畫透過辦理文創產業政策推動資源說明會，建置文創產業支持平臺，邀請法律專家擔任講師，提供一站式資訊說明，參加人數逾 120 位，藉以協助文創業者及對文創有興趣的民眾，有效運用文化部文創產業相關補助、租稅優惠資源、文策院投融资及支持資源等相關計畫，以達扶植臺灣文創產業發展與推廣之成效。

### 加強投資文化創意產業實施方案文化內容投資計畫

本計畫自民國 107 年 4 月起推動，初期以影視產業為主，延續前期計畫，促成產業領域健全發展，後期投資調整以影視、音樂、出版、設計及文化科技應用等各文化內容產業之整合化、國際化發展為目標，並佈局人才培育、遊戲開發及動漫 IP 衍生以及沉浸式體驗等多樣化產業類型。

經民國 111 年修正文化部辦理文化內容投資計畫作業要點，放寬投資限制及流程，包含投資對象增加文化創意產業專案、鬆綁共同投資者相關限制及增加申請預投審查之操作方式。透過政府政策引導，以吸引更多民間資金參與共同投資，有助於為文化內容產業注入資金活水，健全產業生態系進而達成國際化目標，邁向產業發展的下一里程碑。

本會透過法律、財務管理等專業知能及過往執行實績，協助投資協議書及公司相關法規之遵循、提出財務分析評估及法律意見，同時也積極追蹤各被投資事業 / 專案最新發展，提供有關公司治理、法遵及財會等諮詢服務，更促進主辦單位與共投方、被投資公司之溝通協調，建立三方信任，以為長期投資及文化內容產業發展奠定基石。自民國 108 年起本計畫參與投資管理約 40 案，核定管理投資金額合計約新臺幣 35 億元。



文創發展法子法戰略產業研修討論會議

Strategic industry study and research discussion meeting for the branch law of the Development of the Cultural and Creative Industries Act

# Cultural and Creative Industry Policy Promotion Collaboration Program

## Cultural and Creative Industry Series Program

To bolster Taiwan's cultural and creative industry, this initiative engages legal and tax assessment consultants to analyze data, draft Ministry of Culture sub-laws, amend the national strategic direction for cultural and creative industries, participate in relevant legislative meetings, and manage secretariat duties during meetings. Moreover, between May and July 2023, NASME supported the organization of workshops aimed at crafting cultural and creative legislation. Based on meeting requirements, we actively assisted in document preparation, including presentations and speeches, as well as other preparatory work for meetings.

Meeting the needs of various cultural and creative entrepreneurs, the NASME provides real-time information on cultural and creative initiatives through the Taiwan Cultural and Creative Industries Promotion Service Network, including news, grant information, arts and cultural events, policies, and regulations. In 2023, we launched an "Online Course Section" on the Taiwan Cultural and Creative Industries Promotion Service Network, offering various thematic knowledge courses. Industry professionals were invited as lecturers to provide learning opportunities for cultural and creative entrepreneurs and those interested in this field.

This program conducts Cultural and Creative Industry Policy Promotion Resource Briefings, establishing a support platform for the cultural and creative industry. We invite legal experts as speakers, providing comprehensive information to assist over 120 participants, including cultural and creative entrepreneurs and individuals interested in this sector. This initiative aims to effectively utilize resources such as the Ministry of Culture's cultural and creative industry-related subsidies, tax incentives, funding and financing from cultural agencies, and other support resources, tangibly contributing to the development and promotion of Taiwan's cultural and creative industries.

## Strengthen Investment in the Cultural and Creative Industries Embodiment Content Investment – Cultural Content Investment Program

First initiated in April 2018, the program initially focused on the film and television industry, but has since been extended from the previous phase to foster holistic development of the industry. In the later stages, the investment was adjusted to integrate and internationalize various cultural content industries such as film, music, publishing, design, and the application of cultural technology. The program also covers diversified industry types such as talent cultivation, game development, animation IP derivatives, and immersive experiences. In 2022, the Ministry of Culture revised the "Operational Guidelines for the Cultural Content Investment Program," which relaxed investment restrictions and procedures, including broadening the scope of investment to cultural and creative industry projects, loosening restrictions on co-investors, and introducing a pre-investment review application mechanism. Through government policy guidance to attract more private sector involvement in joint investments, there has been increased capital injection into the cultural content industry. This infusion aims to fortify the industry ecosystem, achieve internationalization goals, and propel the industry towards its next developmental milestone.

The Association uses professional expertise in law, financial management, and prior execution experiences to support compliance with investment agreements and pertinent corporate regulations. This involves delivering financial analyses, legal assessments, and vigilant monitoring of ongoing developments within invested businesses or projects. Moreover, The Association provides advisory services concerning corporate governance, legal compliance, and financial matters to facilitate communication and collaboration among the organizing entity, co-investors, and invested parties. This approach aims to build trust and create a solid foundation for long-term investment and the advancement of the cultural content industry. Since 2019, this program has participated in managing approximately 40 investment projects, with a total approved investment amounting to approximately NT\$3.5 billion.



# 人才培育

## HR Cultivation and Development

- ◎ 二代傳承系列活動  
New Generation Succession Activities
- ◎ 數位青年T大使推動計畫  
The Project for Empower Youth with Digital Capabilities
- ◎ 農業培訓系列計畫  
Agricultural Training Activities
- ◎ 全民外交研習營  
Public Diplomacy Seminars

# 育成關鍵產業專才，強化國家人力資源

## Cultivate Critical Industrial Talent – Bolster National Human Resources

隨著全球數位化浪潮及疫後的新常態，臺灣在全球經濟發展中扮演著重要角色，如何掌握數位技能和關鍵知識的專業人才變得更加重要。人才培育必須迅速適應時代變化，縮短人才供需間的差距，並保持創新思維，以應對未來產業的多樣化需求。

本會多年來辦理多項人才培訓活動，積極培育產業關鍵人才，包括「二代傳承系列活動」培育企業接班即戰力，協助企業經營傳承永續發展、「數位青年 T 大使推動計畫」則呼應產業數位轉型，培育青年為企業提供精準人才、「農業培訓系列計畫」除吸引多元、跨領域人才投入農業，也透過輔導及培訓，培育優質農業從業人力、「全民外交研習營」推廣全民外交政策、提升民眾國際視野。未來本會將持續推動人才培育工作，提升產業人才競爭力，以帶動中小企業成長與發展。

With the global digitization trend and the post-pandemic new normal, Taiwan plays a crucial part in global economic development, and thus how to grasp digital technology and professionals with key knowledge has become even more critical. Talent cultivation must rapidly adapt to changing times to shorten the talent demand–supply gap. It is also imperative to maintain innovative thinking to respond to the diverse needs of future industries.

Over the years, the Association has organized numerous talent training activities to proactively cultivate key industrial talents. These include the "New Generation Succession Activities" to train the next generation of corporate talents and help businesses carry on their heritage for the sake of sustainable development; "The Project for Empower Youth with Digital Capabilities" trains youths to provide businesses with the necessary talents in response to industrial digital transformation; the "Agricultural Training Activities" serves to attract diverse, cross-field talents to engage in agriculture and train outstanding agricultural talents through guidance and training; and the "Public Diplomacy Seminars" aims to promote the public diplomacy policy and expand the public's international horizon. In the future, the Association will continue to advance talent cultivation activities and increase the competitiveness of industrial talents in order to stimulate the growth and development of SMEs.



## 二代傳承系列活動



二代大學第六屆畢業暨第七屆開學典禮，全體師生、傳承方、歷屆學長姐合影留念

A group photo of all teachers, students, corporate founders and alumni at the 6<sup>th</sup> Graduation and 7<sup>th</sup> Opening Ceremony.

### 二代大學

在本會李育家理事長的支持推動下，於民國 107 年成立二代大學，為中小企業永續傳承紮根，是家族接班人的學習平台。以專屬教練之模式，聘任國際級企業的 CXO 組成全方位的策略業師團，並透過專屬接班人之外部決策小組概念，運用豐沛的業界實戰經驗，協助學員檢視現有企業經營之問題，培育接班者綜觀全局的經營思維，並提供各項建議及資源導入，期望輔以傳承方及接班子女在傳承接班的路途上更加順遂外，亦帶入創新轉型資源，讓企業得以走得更加長遠。

二代大學開辦至今已邁入第七屆，學員數已超過 120 位，策略業師團亦擴增至 30 位以上，在二代社群中建立良好的品牌形象和深刻的影響力。二代大學以量身訂製的一對一深度輔導為主軸，輔以私人董事會、策略工作坊、企業參訪等多樣化共學活動，串聯本會中小企業網絡及歷屆校友資源，打造獨特的二代交流平臺與生態體系，協助每一位企業接班人創造足以

讓家族企業轉型、升級的具體戰功，為企業之永續發展奠定最扎實的基礎。

### 中小企業傳承培訓班

經濟部中小及新創企業署自民國 103 年起開辦本培訓班，期待協助更多企業加速啟動傳承接班，凝聚「傳」與「承」兩方的經營共識，拉近世代對話。

本培訓班歷經 10 年熬煉，已成功累積近 800 家成功傳承接班案例。延續「共學·共享·共創雙贏」之精神，112 年度更以「十年傳承·永續不歇」為主軸，聚焦產業聚落面臨的經營課題，提供傳承創新、領導溝通、永續數位三大面向打造全新課程，同時也搭配趨勢論壇、實境模擬賽、記憶拼圖工作坊、標竿企業參訪等多樣化精粹單元。更於 112 年度 9 月辦理一場跨域、跨屆、跨世代的傳承十年發展論壇，活動當日除當屆學員及傳承方，亦邀集歷屆傳承班學長姐，全場近 150 人，一同見證十年來傳承發展，擴散傳承班學習典範效益。

## New Generation Succession Activities

### New Generation College

With the support of the Association's Chairman Yu-Chia Lee, the New Generation College was founded in 2018 to put down roots for the heritage of SMEs and create a learning platform for family successors. By adopting a personal trainer approach, CXOs of world-class businesses are assembled to form an all-round strategic advisor group. The concept of an exclusive external decision-making group for successors is complemented by a wealth of practical experience in the industry to help students examine existing business management issues and train successors to apply holistic business thinking. Moreover, the Association has provided various suggestions and introduced resources, hoping that the successors will face fewer obstacles on their journey to succession. Resources for innovation and transformation are also introduced to ensure the sustainability of the SMEs in the long run.

Now in its seventh year, the New Generation College has more than 120 students, and its strategic mentor group has expanded to over 30 people, establishing a good brand image and profound influence among the new generation community. New Generation College provides customized, personalized, and in-depth guidance and plans complemented by co-learning activities such as the private board of directors, strategic workshops, and corporate visits. In addition, the college has consolidated the Association's SME network and alumni resources to create a unique next-generation communication platform and ecosystem to assist business successors in attaining concrete achievements that can transform and upgrade their family business, thereby laying a sound foundation for the sustainable development of the enterprises.

### Succession Training for SMEs

The Small and Medium Enterprise Administration, MOEA launched the training class in 2014 to accelerate the succession process of

businesses by forging a management consensus between "predecessors" and "successors," thereby initiating a cross-generational dialogue.

After a decade of painstaking training, the course has culminated in nearly 800 successful succession cases. Continuing the spirit of "co-learning, co-sharing, and co-creation of a win-win situation," in 2023, the course adopted the theme of "A Decade of Heritage – Perpetual Sustainability" to examine management topics faced by industrial clusters, designing brand new courses along the three major dimensions of heritage and innovation, leadership and communication, and sustainability and digitization. Meanwhile, the course also features diverse and sophisticated content such as trend forums, real-life simulation competitions, memory puzzle workshops, and visits to benchmark companies. In September 2023, a cross-field, cross-term, and cross-generation forum entitled A Decade of Heritage and Development was held. On the day of the event, in addition to current students and their predecessors, senior students from previous classes were also invited. Nearly 150 people bore witness to the heritage and development that took place in the last decade, allowing them to propagate the benefits of learning from the classes.



中小企業傳承培訓班：十年發展論壇 - 經濟部中小及新創企業署何晉滄署長與來賓合影

Succession Training for SMEs: Decade of Heritage and Development - A photo of Chin-Tsang He, Director-General of the Small and Medium Enterprise and Startups Administration, and guests.



## 數位青年 T 大使推動計畫



春季號領袖會師 - 數位發展部唐鳳部長（中）和與會者合影

Spring Leadership Gathering - A photo of Audrey Tang, the head of the Ministry of Digital Affairs (middle), and participants.

為協助產業培育所需的數位轉型人才，本計畫鼓勵大專院校應屆及畢業 3 年內的青年，參與 20 週的密集實作培訓，課程包括數位行銷、智慧製造、智慧服務、人工智慧等 4 大類。此外，由企業導師帶領學員實際參與企業的數位轉型專案，更協助其取得 Google、Microsoft、Meta 及 AWS 等國際證照，培育既有知識又有實務經驗的人才，以滿足企業推動數位轉型的需求。

本會自民國 109 年執行至今，共培訓近 2,000 位 T 大使。學員中有 88% 非資訊管理或工程科系的畢業生，在結訓後三個月內的平均就業率高達 50% 以上，青年學員們充分運用自己的數位專長，走遍臺灣各地完成 128 場服務，縮小各地數位差距。不僅協助國小學童了解數位趨勢、教導社區長輩使用數位工具，更走向離島建置數位導覽，保存在地文化提升觀光人流。

未來希望能為臺灣培育更多優秀的數位轉型專才，這不僅將有助於填補企業對數位人才的需求，也為青年族群提供更多就業和事業發展的機會，同時也將致力推動更多數位轉型專案，以解決產業實際問題，並共同推動臺灣數位經濟發展。



夏季號領袖會師：T 世代交流座談 - 數位發展部李懷仁次長（左三）與貴賓合影

Summer Leadership Gathering: Generation-T Exchange Seminar - A photo of Huai-Jen Li, Deputy Minister of the Ministry of Digital Affairs (3rd left), and guests.

## The Project for Empower Youth with Digital Capabilities

To help the industry train the necessary digital transformation talent, the program encourages youths who have graduated from university within the last three years to participate in 20 weeks of intensive learning and company visits. The courses include digital marketing, smart manufacturing, smart services, and artificial intelligence (AI). Furthermore, corporate mentors will lead students to get involved in corporate digital transformation projects and assist them in acquiring international licenses from Google, Microsoft, AWS, and Meta, in turn training talents armed with knowledge and practical experience to satisfy businesses' needs in implementing digital transformation.

The Association has trained nearly 2,000 T ambassadors since 2020. 88% of the students are graduates from non-information management or engineering departments, and the average employment rate within three months after

completing the training course is over 50%. The young students took advantage of their digital expertise to complete 128 on-site services throughout the country to shorten the digital divide across different regions. They not only helped elementary school students understand the digital trend and taught older people in the community to use digital tools but also visited offshore islands to preserve local culture and increase tourist traffic.

It is hoped to cultivate more outstanding talents in digital transformation for Taiwan, as it not only helps to meet the businesses' needs for digital professionals but also provides young people with more employment and career development opportunities. At the same time, the Association will be committed to launching more digital transformation projects to help resolve practical problems in the industry and foster the development of Taiwan's digital economy.



第四屆 T 大使畢業典禮暨就業媒合嘉年華 - 數位發展部數位產業署胡貝蒂副署長（左 7）及與會貴賓合影  
Fourth T Ambassador Graduation Ceremony and Job Fair Carnival - A photo of Pei-Ti Hu, Deputy Director-General of Administration for Digital Industries, MODA (7th left) and guests.



## 農業培訓系列計畫



國軍屆退官兵起前職訓農事訓練育成專班結訓典禮合照

A photo of graduation ceremony of farming training incubation course for officers and soldiers before discharge.

### 電農培訓及輔導專案管理計畫

為打造農產品電子商務發展根基，積極協助農漁民進入電子商務銷售渠道，以利農產品電子商務能長遠穩健地發展，農業部自民國 106 年開始推動本計畫，針對尚未以電商平臺販賣或正在初步探索網路銷售的農業生產者或農漁民組織成員，培訓各種新創的網路行銷方法，拓展多元銷售通路。並以一站式輔導方式，透過知能培訓、實務輔導和商機媒合三階段培育，讓農民從課程培訓、陪伴輔導到電商媒合，都可以得到解決方案。

目前已辦理培訓專班累計約 50 班，培訓超過 1,500 人次，協助農民掌握電子商務行銷知能，後續透過一對一的商業營運指導或主題式輔導，以及電商媒合會協助農民找到合作的電商平臺，讓許多傳統農民成功化身為電農。本會秉持服務創新理念，112 年度新增辦理「電農尚青產地直購」成果展活動，透過示範體系凝聚農民，藉由自建的電子商務銷售平臺，讓消費者能透過電商購買到更優質的國產農產食品，同時拉近消費者與農業生產者及產地之間的關係，縮短產地到餐桌的距離。未來將整合更多農民進入虛實整合的銷售通路，帶動臺灣農業產銷永續發展與共好。

### 國軍屆退官兵育成及農場見習實施作業計畫

為提高農業接班人效能，並累積新農民的實際操作經驗，本計畫建立農場見習甄選及管理查核機制，協助農民學院初階訓練以上結業學員、農業相關科系畢業生及其他農業專業訓練結訓之新進農民，在正式投入農業經營前，先至見習農場進行農業實務訓練，透過實地實作見習，提升新進農民經營實務能力，加速產業多元化發展。

本計畫於民國 108 年與國防部合作修訂「國軍屆退官兵就業輔導措施實施要點」，透過專班課程培訓，投入其有興趣之類別，協助國軍屆退官兵累積實戰經驗，同時降低從農風險。至今累積辦理 4 屆的國軍退前職訓農事訓練育成專班，培訓近百位學員投入農業，112 年度辦理之招募見習農場說明會約有 200 位農場主參加、培育約 250 位學員參與見習工作，並提供後續追蹤查核與實務輔導服務，期望能夠為臺灣農業帶進更多優質農民，解決產業人力不足的問題。

### 農業經營準備金推動工作管理計畫

考量新進農民經營初期面對較高的營農風險，為穩定其生活並營造良好的農業經營環境，農業部自民國 109 年開始推動「青年農民農業

經營準備金」方案，期盼促使青年投入農業，逐步調整從農人口結構。本計畫針對已取得農業經營場域的新進青農，提供 2 年最高新臺幣 36 萬至 72 萬元的準備金幫助穩定專業經營，促進臺灣農業永續發展。

本會建置線上申辦整合系統以利新進青農完成申請作業，提升計畫整體執行效能。申請期間以直播方式辦理線上說明會，並於會後上傳影片提供瀏覽。本計畫申請者涵蓋農糧、畜牧、水產養殖及近海漁撈等，112 年度成功補助約 160 人次，補助經費約 5.8 千萬元。

#### 農糧署與中華郵政聯合推薦專區計畫

農糧署與中華郵政攜手合作，自民國 110 年起推出「聯合推薦專區」，協助農民拓展多元的農產行銷通路與學習現代網路新零售模式，並透過推廣與輔導通過產銷履歷或有機驗證的農民上架「i 郵購」電商平臺，讓民眾能輕鬆購入優質、品質有保證的臺灣在地農產品。

本計畫除規劃電商經營銷售及品牌行銷等課程，讓 i 郵購廠商合作可學習線上電商平臺之知識技能及線下實體銷售的能力外，民國 112 年 11 月 4、5 日於高雄衛武營榕樹廣場辦理「農郵尋寶趣」園遊會，集結超過 20 家優質品牌廠商參展，透過各種有趣活動，讓民眾深入瞭解臺灣的優質小農產品，同時也設計豐富的食農教育和親子互動 DIY，結合胖卡餐車、親子舞台表演、野餐區與露天電影院，讓參與者能夠身歷其境感受食農的樂趣，以及發掘臺灣農產品的獨特魅力。

#### 農業保險推廣教育訓練計畫

因全球暖化造成氣候環境之劇烈變遷，導致天然災害發生之強度及頻率不斷增加，農業生產風險提高，依賴政府預算支應的天然災害救助已不足以保障農民的收益及財產安全，農業部農業金融署因而參考國外農業保險制度及作法，推動農業保險，進一步保障農民收入，協助農民分散經營農業所面臨之風險。

112 年度辦理全臺巡迴推廣教育訓練課程，包含高階主管班及業務人員班，課程除邀請農業金融署長官說明農業保險政策外，亦邀請農業保險基金、農試所與農改場等專業講師授課。為宣導其政策並彰顯農業保險守護農民的形象，藉由辦理教育訓練課程及製作宣導影片，期盼提升社會大眾及全國農漁會對農業保險的瞭解、支持及關注，進而強化農業經營保障、穩定農漁民收入及創造安心幸福的從農環境。

#### 基隆市食農教育資源整合計畫

隨著民國 111 年「食農教育法」的頒布和農業部推動的第一期食農教育計畫（112-116 年），食農教育正式獲得法源依據和計畫預算的支持。112 年度基隆市政府透過本計畫建立食農教育的基礎，旨在促進市民對飲食、環境和農漁業的深入理解，以強化市民對在地農漁產品和文化的認同。

本會協助基隆市政府盤點轄內外的食農教育場域、教案、教學資源、師資和人才，並將資料整合在基隆休閒產業網的食農教育專區，供業者和民眾輕鬆獲取準確的資訊。同時，通過深度訪談此領域代表性單位，深入瞭解實施食農教育時所面臨的困難、挑戰，以及對未來政策的期望和建議。

此外，亦邀請對食農教育推動有興趣的相關產業業者和導覽解說師資參加於八斗社區和瑪陵休閒農業區舉辦的工作坊，透過親身參與食農教育活動和遊程，鼓勵業者互相串聯資源，提高業者對食農教育的認識和理解，進而提升業者的收入和產品、活動及遊程的附加價值。

另，協助召開食農教育推動委員會，凝聚產官學界對基隆市食農教育發展的共識，進而確立中長期的食農教育推動方向，並透過專業諮詢、政策建議及制定政策建議改善報告，以提供基隆市政府擬定政策參考。



## Agricultural Training Activities



農業部國際事務司袁華興簡任技正（後排左4）走訪電農培訓及輔導專案之業者展攤

Hua-Hsing Yuan, senior specialist of Department of International Affairs, MOA (4th left in the back row), visited the vendors of e-farmer training and guidance program.

### Management plans for training and counseling projects for e-farmers

To create a foundation for the development of e-commerce for agricultural products, the Association has vigorously helped farmers and fishermen tap into e-commerce sales channels and facilitated the long-term development of e-commerce for agricultural products. The Ministry of Agriculture (MOA) has promoted this project since 2017, concentrating on products that have not yet been sold on e-commerce platforms or agricultural producers or farmers and fishermen who have only just begun exploring online sales, training them with a wide range of online marketing techniques to expand diverse sales channels. A one-stop counseling approach is applied to offer farmers solutions in course training, guidance, and e-commerce matching through the three stages of knowledge training, practical guidance, and business opportunity matching.

Currently, approximately 50 special training classes have been organized for over 1,500 people, helping farmers master e-commerce and marketing-related knowledge. Thereafter, one-on-one business operation guidance or theme-based counseling is conducted in conjunction with e-commerce matchmaking sessions to assist farmers in partnering up with e-commerce platforms, thereby successfully transforming many traditional farmers

into e-farmers. Upholding the philosophy of service innovation, the Association has organized the new "E-farmers' Freshest Products From Farm to Table" achievement exhibition in 2023 to unite farmers through a demonstration system. Consumers can purchase premium domestic agricultural products through the proprietary e-commerce sales platform. At the same time, consumers, agricultural producers, and production areas are brought closer together, in turn reducing the distance from farm to table. In the future, more farmers will be incorporated into the integrated online and offline sales channels to promote the sustainable development and common good of Taiwan's agricultural production and marketing.

### Plans for cultivating pre-retirement soldiers and implementing internships in farms

To improve the efficiency of succession and for farmers and accumulate their practical experience, the program has established an inspection system for the selection and management of interns in farms, helping participants who finished the preliminary training at The Farmers' Academy or graduated from agriculture-related departments, or new farmers who have completed other professional agricultural training to receive practical agricultural training at a training farm. Through on-site practical training, new farmers can improve their practical business skills and expedite diverse industrial developments.

In 2019, the Association collaborated with the Ministry of National Defense (MND) to revise the "Guidelines for Employment Counselling for Retired Soldiers." Through special class training, the Association can invest in categories of interest to help retired military officers and soldiers accrue practical experience while lowering the risks of engaging in agriculture. As of today, four career and agricultural training programs for pre-retirement soldiers have been organized, training nearly 100 students to join the agricultural industry. In 2023, the Association held a briefing to recruit

about 200 farm owners and 250 students to join the internship. Furthermore, it also provided follow-up verification and practical guidance services, hoping to introduce more high-quality farmers to Taiwan's agriculture and address the problem of inadequate industrial manpower.

#### Management plan for the development of reserve funds for agricultural operations

In light of the higher risks encountered by new farmers in the early stages of business operations, and to provide them with a more stable livelihood and shape a sound agricultural business environment, the MOA has launched the "Reserve Funds for Young Farmers and Agricultural Operations" program in 2020, hoping to encourage young people to engage in agriculture and gradually adjust the structure of the rural population. The program is targeted at new young farmers who have already acquired agricultural premises for conducting business, providing them with funds ranging from NTD 360,000 to NTD 720,000 over two years to help stabilize their professional operations and foster sustainable agricultural development in Taiwan.

The Association has established an integrated online application system to facilitate new young farmers' applications and elevate the overall execution performance of the program. Online briefings are conducted in the form of live streaming, and the video will be uploaded for public viewing. Applicants for this program come from sectors such as agri-food, livestock, aquaculture, and offshore fishing. In 2023, roughly 160 people successfully received subsidies amounting to approximately NTD 58 million.

#### The joint recommendation section project by the Agriculture and Food Agency (AFA) & Chunghwa Post

AFA and Chunghwa Post joined forces in 2021 to launch the "joint recommendation section" to help farmers tap into diverse agricultural marketing channels and learn contemporary online retail models, as well as promoting and assisting farmers who have passed production and sales traceability or organic certifications to sell their

products on the "Postmall" e-commerce platform, allowing the public to purchase high-quality local agricultural products from Taiwan.

In addition to designing courses such as e-commerce sales and brand marketing, the program also allows Postmall vendors to learn the knowledge and skills of online e-commerce platforms and offline sales capabilities, the "Agriculture and Post Treasure Hunt" was held at the Banyan Plaza of Weiwuying on November 4 and 5, 2023, bringing together more than 20 high-quality brand manufacturers to participate in the exhibition. Through various interesting activities, the public can gain insight into high-quality agricultural products from Taiwan's small farmers. Meanwhile, a diverse array of agricultural education and family interactive DIY activities were designed in conjunction with Pancar food trucks, family stage performances, picnic areas, and open-air cinemas, allowing participants to enjoy an immersive experience of food and farming education, as well as discovering the unique charisma of Taiwan's agricultural products.

#### Agricultural insurance promotion education and training program

Extreme changes in the climate environment caused by global warming have increased the intensity and frequency of natural disasters, leading to more risks in agricultural production. As a result, natural disaster relief that relies on government



農郵尋寶趣啟動儀式 - 農糧署姚志旺副署長（左五）、中華郵政吳宏謀董事長（左六）及與會貴賓合影

Countryside treasure hunt kick-off ceremony - A photo of Chih-Wang Yao, Deputy Minister of the Agriculture and Food (5th left), Hung-Mou Wu, Chairman of Chunghwa Post (6th left), and guests.



budget support is no longer sufficient to guarantee farmers' income and asset security. In light of this problem, the Agricultural Finance Agency (AFNA), MOA has referred to agricultural insurance systems and practices abroad to advance agricultural insurance in a bid to protect farmers' income and help them diversify agricultural operation-related risks.

The itinerant education and training course conducted countrywide in 2023 included classes for senior management class and sales personnel. In addition to inviting senior AFNA officials to explain agricultural insurance policies, professional lecturers from the Taiwan Agricultural Insurance Fund, Taiwan Agricultural Research Institute, and Agricultural Research and Extension Stations were also invited to conduct relevant lectures. To promote its policy and highlight the image of agricultural insurance as farmers' guardians, the Association has organized education and training courses and produced promotional videos to increase the understanding of agricultural insurance among the general public, farmers' associations, and fishermen's associations countrywide, as well as gaining their support and attention. The aim is to fortify agricultural management protection, stabilize farmers' and fishermen's income, and create a safe and happy farming environment.

### Keelung City food and agricultural education resource integration plan

With the promulgation of the Food and Agricultural Education Act in 2022 and the first phase of MOA's food and agricultural education

plan (2023–2027), food and agricultural education is now officially supported by a legal basis and project budget. In 2023, Keelung City laid the foundation of food and agricultural education through the project to foster citizens' in-depth understanding of food, environment, agriculture, and fishery, thereby strengthening their recognition of local agricultural and fishery products and culture.

The Association has assisted the Keelung City Government in taking an inventory of food and agricultural education venues, teaching plans, teaching resources, teachers, and professionals within and outside its jurisdiction. Furthermore, the data will be integrated into the food and agricultural section of the Keelungfarm website to allow businesses and citizens to easily obtain accurate information. At the same time, in-depth interviews are conducted with representative organizations in this field to gain insight into the difficulties and challenges associated with implementing food and agricultural education, as well as expectations and suggestions for future policies.

Moreover, businesses and docents interested in promoting food and agricultural education are invited to join the workshops held in the Badou Community and Maling Leisure Farm Area. By partaking in food and agricultural activities and itineraries, businesses are encouraged to consolidate their resources, in turn enhancing their understanding and awareness of food and agricultural education and increasing the added value of their income, products, activities, and itineraries.

Also, a Food and Agricultural Education Promotion Committee was convened to foster consensus among industry, government, and academia on food and agricultural education development in Keelung City, formulating medium- and long-term directions for the advancement of food and agricultural education. In addition, the aim is to provide professional consultation and policy recommendations, as well as formulating a policy suggestion and improvement report to provide a reference for the Keelung City Government during policy formulation.



「電農尚青產地直購」計畫成果展覽

Presentation exhibition of the plan "E-farmers' Freshest Products From Farm to Table".

## 全民外交研習營 Public Diplomacy Seminars



外交部外交及國際事務學院李新穎副院長（中）、劉克裕大使（左一）與學員合影

A photo of Hsin-Ying Li, Vice President of the Institute of Diplomacy and International Affairs, Ministry of Foreign Affairs (MOFA) (middle), and Ambassador Ke-Yu Liu (1st left), and participants.

為提升國內民眾之外交實務知識，以利理解我國目前外交處境。外交部外交及國際事務學院透過本研習營於全國各地舉辦研習講座，邀請地方政府官員、企業家、NGO 代表、社會菁英及青年學生等各界人士參與，政府充分協助工商界人士拓展海外市場，提高我國參與區域經濟貿易組織之知識水平，同時增強地方政府的國際交流實務能力，並促進青年群體對外交和國際事務的理解。

112 年度為疫後首次恢復實體講座，根據不同目標受眾，分別於全臺及離島的地方政府及校園辦理地方政府班、社會菁英班、青年班和青年論壇，吸引 2,000 人次以上參與。希望透過多元化課程，除協助國人接軌國際事務，提高國民對外交工作的熱情和積極參與度外，亦啟發年輕學子投身外交工作，充分發揮外交實力，凝聚及爭取國人對臺灣外交的支持。

To enhance the people's practical knowledge of diplomacy and facilitate their understanding of Taiwan's current diplomatic position. The Institute of Diplomacy and International Affairs, Ministry of Foreign Affairs has conducted lectures across the country through the

seminar, inviting local government officials, entrepreneurs, NGO representatives, social elites, and young students to participate. The government strives to support businesspeople in expanding overseas markets, elevating the knowledge standards of Taiwan's engagement in regional economic and trade organizations while bolstering the local government's practical skills in international exchanges, and promoting young people's understanding of diplomacy and international affairs.

In 2023, offline lectures were resumed for the first time after the pandemic for different target audiences. Local government classes, social elite classes, youth classes, and youth forums were organized in local governments and schools across the country and offshore islands, attracting over 2,000 participants. Through diverse courses, it is hoped to not only help citizens stay in touch with international affairs and increase their enthusiasm and engagement in diplomatic work, but also inspire young students to commit to diplomacy, thereby unleashing their diplomatic prowess and garnering people's support for Taiwan's diplomatic endeavors.



# 就業輔導

## Employment Counseling

- ◎ 銀髮人才系列計畫  
Programs for Senior Workforce
- ◎ 就業服務系列計畫  
Employment Services Series Program
- ◎ 青年輔導訓練系列計畫  
Youth Training Series Program
- ◎ 職業訓練輔導系列計畫  
Vocational Training Series Program
- ◎ 委託或補助辦理職前訓練評鑑計畫  
Commissioned or Subsidized Implementation of Pre-employment  
Training Evaluation Program
- ◎ 台灣就業通網實整合服務計畫  
Taiwan Employment Network Integration Service Program
- ◎ 中階技術人力專案服務中心計畫  
Mid-Level Technical Manpower Project Service Center Program

# 政府與民間攜手，創造勞動力新時代

## Government and Private Sector Partnership: Creating a New Era for the Workforce

在時代變遷的浪潮中，臺灣面臨國內經濟結構轉型、全球化、科技發展、勞動力不足以及新冠疫情等多重挑戰，對我國的競爭力產生影響。

為應對時勢，政府對於受疫情影響的勞工、開發非勞動力資源、留用本國人才、引進海外人才、開放移民等提供協助。這一系列綜合性措施旨在有效維持或及時補充勞動力，不僅有助於解決勞動力不足問題，還能活絡本國的勞動力市場，保持我們在全球經濟中的競爭力。

同時，政府也正視人口老化和少子化等問題所帶來的挑戰，除強化現有的就業服務外，政府更注重特定人群的就業服務，包括青年就業方案、中高齡及高齡者的人力運用、以及婦女的二度就業等，此有助於填補市場上的勞動力缺口，同時促進不同年齡層之間的合作，減緩產業勞動力的斷層現象。

為實現目標，本會積極協助勞動部相關計畫，包括人力資源提升、企業輔導、職業訓練、創業服務等。透過專家合作，整合民間資源，推動多元人力發展，創造勞資雙贏的就業環境，使我國競爭力跟上世代更迭的步伐，實現人才發展的永續目標。

Amidst constantly evolving and dynamic changes, Taiwan is facing a multitude of challenges such as domestic economic structural transformation, globalization, technological development, labor shortages, and the impact of the COVID-19 pandemic, all of which are affecting the nation's competitiveness.

To address these challenges, the government is taking comprehensive measures to assist workers affected by the pandemic, develop non-labor resources, retain local talents, attract foreign talents, and open up to immigration. These measures aim to effectively maintain or promptly replenish the workforce, not only helping to solve the problem of labor shortages but also invigorating the domestic labor market, maintaining our competitiveness in the global economy.

Simultaneously, the government recognizes the challenges posed by an aging population and low birth rates. In addition to reinforcing current employment services, the government is concentrating on tailored employment initiatives for distinct demographic groups. These include programs targeting youth employment, harnessing the skills of middle-aged and senior workers, and facilitating re-employment opportunities for women. This helps fill labor gaps in the market, fosters collaboration between different age groups, and mitigates the stratification of industry labor.

To achieve these goals, the NASME actively assists the Ministry of Labor in various initiatives, including human resource enhancement, business guidance, vocational training, and entrepreneurial services. Through expert collaboration and the integration of private sector resources, we are driving diversified human resource development, creating a win-win employment environment, and ensuring that Taiwan's competitiveness keeps pace with generational changes, achieving sustainable goals in talent development.



# 銀髮人才系列計畫 Programs for Senior Workforce



新北市中高齡者及高齡者友善職場認證表揚活動 - 新北市勞工局陳瑞嘉局長（右四）及葉建能處長（左三）及陳正元副處長（右二）與獲贈單位合影

New Taipei City middle-aged and senior friendly workplace certification and commendation activity - A photo of Director-General Jui-Chia Chen of the New Taipei City Labor Affairs Department (4th right), Director Chien-Neng Yeh (3rd left), Deputy Director Cheng-Yuan Chen (2nd right), and the winning units.

## 銀髮人才發展與就業服務計畫

本會於民國 103 年起協助勞動部勞動力發展署北基宜花金馬分署建置銀髮人才資源中心（以下簡稱銀髮中心），亦協助銀髮中心跨部會共同合作推動高齡人口就業，建置主辦單位轄區內銀髮就業服務資源體系，定位其為「北基宜花金馬地區銀髮勞動力發展、運用與推廣的區域運籌資源平台」。

在活絡銀髮人才和落實政策上，本會與主辦單位積極鼓勵企業聘用銀髮人力，其中「職場體驗式徵才活動」更為典範，獲各分區銀髮中心及據點推動中高齡就業服務之仿效。為整合政府資源，除跨域合作，促進銀髮中心與新北市榮民服務處合作開發職缺、提供就業服務外，更協助中央與地方政府鏈結，共同輔導臺北市、新北市、基隆市及宜蘭縣等四縣市地方政府成立 6 個銀髮人才服務據點。

本會協助銀髮人才發展與就業服務計畫已邁入第九年，盼藉由本會之力廣續公私協力、

跨域並府際合作推動銀髮就業，協助國內中高齡及高齡者勞動力遍地開花，達到銀髮勞動力永續發展願景。

## 弱勢婦女暨中高齡就業服務計畫

新北市就業服務處（以下簡稱新北就服處）首開先河，以減緩勞動力流失、延緩中高齡在職者退休為策略，委由本會推動「中高齡者職場續航輔導計畫」，並於民國 107 年成立「新北市中高齡者職場續航中心」，透過關懷中高齡在職者，提升其職場續航力，及企業輔導服務，致力營造友善中高齡就業環境，達成穩定中高齡勞動力之目標。

爾後新北就服處觀察到許多女性因家庭照顧因素離開勞動市場，後續想再重回職場時，卻因與就業市場的脫節，成了就業的一大阻礙；故新北就服處率全國之先，自民國 109 年起將婦女納入服務對象，正式轉型為「婦女及中高齡者職場續航中心」，並於民國 112 年拓點三重區，致力排除婦女就業障礙，落實推動女性及中高齡者職場就業力。

本計畫開辦迄今，透過個案關懷、連結資源、辦理多元化講座及企業服務，服務近 4,500 位中高齡及婦女穩定續留職場，完成近 250 間企業輔導，成功招攬近百家企業簽署加入「顧家好企業」，並藉由產官學界的參訪交流，達到橫向倡議宣導，推廣延緩退休續留職場觀念，鼓勵企業單位打造無齡、性別友善職場環境。

### 新北市銀髮人才服務據點就業服務計畫

新北市政府勞工局於民國 110 年在板橋成立「新北市銀髮人才服務據點」，採一站式「一案到底」的服務，針對不同銀髮族需求，提供就業媒合、就業諮詢、職場適應班、職場見習體驗及職場關懷等多元服務，協助銀髮族快速重返就業市場。

本服務據點不僅協助銀髮族二度就業、媒合專業技能職缺，也針對企業端提供求才諮詢、職缺開發及客製化徵才服務。更結合「新北市婦女及中高齡者職場續航中心」的在職關懷服務，提供銀髮族從「求職到在職」完整職涯支持，促進雇主聘僱專業銀髮人才傳承技術及經驗。為提供更加完善及便利的服務，於民國 112 年成立「新北市三重銀髮人才服務據點」，由單點式的全區服務，升級成溪南、溪北雙核心分區服務，深入社區擴大在地服務，讓更多銀髮族受惠。



銀髮中心與王品合作辦理體驗徵才活動  
The senior center collaborated with Wowprime Corp. to hold the talent recruitment activity.



雲嘉南分署長官參訪新北市銀髮人才服務據點  
Officers of Yunlin-Chiayi-Tainan Regional Branch visited the service hubs of senior talents in New Taipei City.

本計畫為持續深化企業及銀髮人力觀念，與摩斯漢堡、遠東愛買等批發零售業合作開設職場體驗班，促進銀髮族認識不同職場，提供多元求職選擇。同時辦理「銀光講堂」，強化銀髮族再就業之準備，已協助超過 1,200 位銀髮族找尋就業機會、開發銀髮友善企業超過 100 家，並辦理「倡議世代合作」、「銀光講堂」及「企業職場體驗班」，共計近 600 人次參與，期望落實銀髮勞動議題的推廣，促進中高齡及高齡人力再就業，協助建置青銀共事的友善環境，培養銀髮人力發展多元職涯等機會。

### 北基宜花金馬區中高齡者職務再設計專案單位計畫

勞動部為營造友善工作環境，協助員工減緩因年齡增長或產業變動等因素所致工作障礙，增進其工作效能，促進其穩定就業，於民國 111 年修訂「推動職務再設計服務計畫」，透過職務再設計五大策略：提供就業輔具、改善職場工作環境、改善工作設備或機具、改善工作條件、調整工作方法，並結合本會團隊「以勞工為中心」理念，同理並依據個案主訴身體功能現況、工作職務說明、工作器具使用情形等面向，協助中高齡及高齡勞工解決就業困境，使其能夠在崗位上持續發光發熱。



112 年度服務 530 位以上中高齡及高齡勞工，透過專業團隊同理心的評估訪視，改善中高齡及高齡勞工因老化造成的就業困境。同時也協助勞動部勞動力發展署北基宜花金馬分署參與第 8 屆職務再設計創意競賽，其中共有 3 項作品入圍，1 項作品獲獎。

### 中高齡者暨高齡者友善職場認證計畫

新北市政府勞工局為支持事業單位建立友善員工制度，建置照顧友善措施，以協助中高齡者及高齡者穩定就業、技術與經驗傳承，達到職場續航及世代交流合作的成果，透過本計畫期能進一步延伸新北市企業輔導的成果。

為鼓勵所屬之事業單位加入並共創中高齡者及高齡者友善職場環境，並瞭解認證指標內容及申請文件之填寫方針，於民國 112 年 4 月辦理多場次認證與申請審查工作坊暨說明會，活動中邀請專家學者配合指標授課分享，藉由其專業經驗與與會者分享相關案例，擴散企業建構中高齡及高齡者友善職場之目的。

112 年度共 60 家企業單位申請，經過專家學者嚴格的審查並實地查訪，共有近 37 家事業單位獲得認證，其中 7 家獲得卓越，所有獲證單位產業中包含製造業、零售業、服務業及長照業等。民國 112 年 11 月 7 日假新板希爾頓酒店宴會樓舉行獲證表揚活動，由勞工局陳瑞嘉局長親臨頒發獎座，透過邀請獲卓越之單位代表分享經驗與案例，搭配現場靜態展示獲證單位之成果，及發送認證專刊，達到事業單位間彼此交流建置友善機制的目的，期能持續優化中高齡者及高齡者友善職場環境，並以社會倡議與獎勵的形式，鼓勵轄內企業加入。

### Senior Talent Development and Employment Service Program

Since the year 2014, the NASME has been assisting the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA to establish Senior Talent Resource Centers, actively promoting the employment of seniors, and creating



續航中心辦理職場適應團體課程，增進婦女及中高齡者職場適應力及自信心

The continuing journey center organized the workplace adaptation group course to enhance adaptation and confidence of women, and middle-aged and senior workers, at the workplace.

a regional coordination resource platform for senior labor force development, positioning it as the "Regional Coordinated Resource Platform for the Development, Utilization, and Promotion of Senior Workforce in Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu."

In promoting the vitality of the senior workforce and implementing policies, our organization actively encourages businesses to hire senior employees. The "Workplace Experiential Recruitment Event" stands out as a benchmark model, gaining emulation from various regional senior centers and service points in promoting employment services for the middle-aged and seniors. To integrate government resources, NASME engages in cross-domain collaboration, facilitating cooperation between senior centers and the New Taipei City Veterans Service Office to develop job opportunities and provide employment services. Furthermore, NASME assists in linking central and local governments to collectively guide the establishment of six senior talent service points in Taipei City, New Taipei City, Keelung City, and Yilan County.

NASME's assistance in the development and employment service program for senior talents has now entered its ninth year. We hope to contribute to the continued collaboration between

public and private sectors, cross-domain and intergovernmental cooperation, promoting senior employment and facilitating the flourishing of middle-aged and senior labor nationwide, aligning with the vision of sustainable development for the senior workforce.

### Employment Services for Vulnerable Women and Middle-Aged Persons Program

The New Taipei City Employment Service Office took the lead in adopting a strategy to alleviate labor force attrition and delay the retirement of middle-aged and senior workers. The NASME was commissioned to implement the "Middle-Aged and Senior Workforce Sustainability Program." In 2018, the "New Taipei City Middle-Aged and Senior Workforce Sustainability Center" was established, focusing on caring for middle-aged and senior workers, enhancing their workplace continuation capabilities, and providing guidance to businesses. The aim is to create a friendly working environment for middle-aged and senior individuals, achieving the goal of stabilizing the middle-aged and senior workforce.

Subsequently, the New Taipei City Employment Service Office observed that many women left the

labor market due to family caregiving responsibilities. When attempting to re-enter the workforce, they faced obstacles due to being out of touch with the job market. Therefore, in a pioneering first in the nation, the New Taipei City Employment Service Office expanded its target subjects to include women starting from 2020, officially transforming into the "New Taipei City Women's, Middle-Aged and Senior Workforce Sustainability Center" in 2023. Furthermore, a branch was established in Sanzhong District, dedicating efforts to eliminate obstacles to women's employment and actively promoting workplace competencies for women and middle-aged to senior individuals.

Since the commencement of the program to date, through case-by-case care, resource connections, diverse seminars, and corporate services, the program has served nearly 4,500 middle-aged and female individuals, ensuring their stable retention in the workforce. Approximately 250 companies have received guidance, with nearly a hundred companies successfully signing up to join the "Family-Friendly Business" initiative. Through visits and exchanges with industry, government, and academic sectors, the program has achieved horizontal advocacy, promoting the concept of delaying retirement and continuing in



認證與申請審查工作坊暨說明會 - 與新北市勞工局陳淑貞副局長（前排右三）合影

Certification and Application Review Workshop and Seminar - A photo of participants of the Workshop with Shu-Chen Chen, the Deputy Commissioner of Labor Affairs Department, New Taipei City Government (3rd right in the front row).



the workforce while encouraging companies to create age-neutral and gender-friendly workplace environments.

### Employment Service Program of the New Taipei City Senior Talents Service Hub

In 2021, the New Taipei City Government Labor Affairs Department established the "New Taipei City Senior Talent Service Point" in Banqiao District, adopting a one-stop integrated service solution. The services are tailored to the diverse needs of seniors, providing job matching, career counseling, workplace adaptation classes, workplace experiential learning, and workplace care, assisting middle-aged and senior individuals in quickly re-entering the job market.

This service point not only assists in the re-employment of seniors, matching them with professional and skilled positions, but also provides talent-seeking advice, job vacancy development, and customized recruitment services for employers. By integrating with the "New Taipei City Women's, Middle-Aged and Senior Workforce Sustainability Center," the service offers comprehensive career support for seniors from "job-seeking to employment." This promotes the hiring of professional senior talent by employers, ensuring the transfer of valuable skills and experiences. To enhance service coverage and convenience, the "New Taipei City Sanchong New Taipei City



中高齡者及高齡者職務再設計工具實務操作 - 肌肉骨骼類  
Middle-aged and senior worker, and senior worker job re-design tool practice - Muscle and Skeleton Type.

Senior Talent Service Point" was established in 2023, transitioning from a single-point service for the entire district and expanding to dual-core location services in the Xinan and Xibei sub-districts, expanding community services to benefit more senior citizens.

To deepen the concept of enterprise and senior manpower, the program collaborates with wholesale and retail industries such as MOS Burger and Far Eastern A.Mart, establishing workplace experiential classes to encourage seniors to explore diverse job opportunities. Concurrently, the "Silver Light Lecture Series" has been organized to strengthen the preparation for the reemployment of seniors. It has assisted over 1,200 silver individuals in finding job opportunities and facilitated the development of over 100 senior-friendly enterprises. Initiatives such as the "Advocating Generational Collaboration," "Silver Light Lecture Series," and "Enterprise Workplace Experiential Classes" have seen the participation of nearly 600 individuals. The aim is to realize the promotion of senior labor issues, foster middle-aged and senior individuals' re-entry into the workforce, help establish a friendly environment for intergenerational collaboration between the younger and older workforce, and cultivate opportunities for diverse career development among the senior workforce.



北基宜花金馬分署謝宜容分署長（左八）與宜蘭縣政府林姿妙縣長（右六）共同揭牌成立銀髮人才服務據點  
I-Jung Hsieh, Director of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch (8th left), and Tzu-Miao Lin, County Mayor of Yilan County Government (6th right), held the unveiling ceremony for service hubs of senior talents.

### Middle-Aged and Senior Job Redesign Program

To create a friendly working environment and assist employees in mitigating job barriers resulting from aging or industry changes, the Ministry of Labor revised the "Promoting Job Redesign Service Program" in 2022, providing services such as employment aids, improvement of workplace environments, enhancement of work equipment or tools, improvement of working conditions, and adjustment of work methods. NASME's professional team, guided by the principle of "Putting Workers First," utilizes empathy and professional assessments to develop strategies for job redesign. This empowers middle-aged and senior workers to shine in their respective positions.

In 2023, the program served approximately 530 middle-aged and senior workers by conducting empathetic assessments and visits to address employment challenges stemming from aging. Additionally, the program assisted the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA in participating in the 8th Job Redesign Creative Competition. Three entries were nominated, and one entry received an award.

### Middle-aged and Senior Friendly Workplace Certification Program

The New Taipei City Government's Labor Affairs Department supports affiliated businesses in establishing employee-friendly systems and implementing caring measures to assist middle-

aged and senior workers in achieving stable employment, technical expertise, and experience transfer. The goal of this program is to promote workplace sustainability and intergenerational collaboration, building on the laudable successes of the New Taipei City's enterprise guidance initiatives.

To encourage affiliated business units to join and collaboratively create a workplace environment friendly to middle-aged and senior workers, as well as understanding the content of certification indicators and guidelines for completing the application documents, the department organized multiple certification application review workshops and explanatory sessions in April 2023. Experts and scholars were invited to lecture on certification indicators and share related case studies. Through their professional experiences, participants gained insights into creating a workplace environment friendly to middle-aged and senior workers.

In 2023, a total of 60 businesses applied for certification. After rigorous review by experts and on-site audits, nearly 37 businesses received certification, with 7 achieving excellence rating. The certified entities spanned various industries, including manufacturing, retail, services, and long-term care. On November 7, 2023, a recognition award ceremony was held at the banquet hall of the Hilton Taipei Sinban. Director-General Jui-Chia Chen of the New Taipei City Labor Affairs Department personally presented the awards. The event included inviting representatives from recognized units to share their experiences and case studies. Static displays showcased the achievements of certified units, and a certification booklet was distributed. The event aimed to facilitate mutual communication among businesses, fostering the establishment of friendly mechanisms. The ultimate goal is to continuously optimize the working environment for middle-aged and senior individuals, promoting social advocacy and incentivizing businesses within the jurisdiction to actively participate.



職務再設計創意競賽頒獎

The award ceremony for Job Re-Design Creativity Contest.



## 就業服務系列計畫 Employment Services Series Program



基隆就業中心徵才活動

Talent recruitment activity held by Keelung Employment Service Station.

### 就業服務工作勞務計畫

就業服務工作計畫國軍退除役官兵輔導委員會（以下簡稱輔導會）為協助榮民（眷）、第二類退除役官兵順利就業轉業及縮短安置時間，委託本會任用就業輔導員進駐輔導會、各縣市榮民服務處及職訓中心，提供退除役官兵就學、就業及職訓服務等措施，並主動聯繫（拜訪）廠商，開發優質職缺。

為增加就業誘因及穩地性，「國軍退除役官兵輔導條例部分條文修正案」將就業穩定津貼等給付列入法律規範，以保障權益，同時亦能補足勞動力缺口。本會配合此計畫，針對「全日職訓班隊」及「推介就業」訓後穩定就業3個月者，發給穩定津貼4仟至1萬2仟元不等，以協助退除役官兵適應民間職場，促進長期、穩定就業。

112年度共推介就業8,000人次及穩定就業6,000人次成效。此外，為讓屆退官兵了解退伍後各項權益，每季協助辦理多場次「國軍屆退官

兵權益說明會暨現場徵才活動」，現場邀請職涯諮商顧問辦理適性評量，並邀廠商辦理現場徵才，期待屆退官兵於退伍後順利與職場銜接。

### 就業服務據點及就業服務外展勞務需求計畫

有鑑失業者多隱藏地方各基層，為發揮區域性多元化服務之效益，透過整合性就業服務模式跨大並加深轄區內服務人口，本會承接勞動部勞動力發展署桃竹苗分署業務案，由於現有「靜態」就業服務據點建構基礎，建構「動態」就業服務外展模式，透過走動式服務，主動發掘並關懷失業者，深入地方各民間團體與基層，傳遞就業機會及各項就業促進措施，期活化地區及就業服務體系末端之就業服務工作。

本計畫分別安排就業服務員派駐竹北、新竹及苗栗就業中心與桃竹苗分署，推展就業服務政策與相關業務，受理新登記求職人數34,000人次，有效求職推介就業人數25,000人次，辦理新登記求才數82,000人次，投保就業人數13,000人次，亦有就業諮詢服務及推展其

他就業相關專案工作與從事因應貿易自由化就業協助相關業務。

#### 特定對象就業促進實施計畫

為積極協助特定對象暨就業弱勢求職者瞭解與運用就業相關資源，加強就業知能、建立正確職涯觀念，以提升職場競爭力，勞動部勞動力發展署北基宜花金馬分署，委託本會任用就業服務人員執行本計畫，提供目標對象就業相關資源，加強就業知能及建立正確職涯觀念，同時透過社會資源連結建構服務機制等多元服務，積極促進適性就業及自立，提升特定對象勞工職場競爭力，進而脫離貧窮，改善家庭經濟能量。112 年度分別派駐於基隆、羅東、花蓮、玉里、金門、連江就業中心及北基宜花金馬分署等地，共協助特定對象暨就業弱勢者超過 4,000 名求職登記、有效推介就業超過 2,200 名。

#### 推動外展及鄉鎮台等就業服務計畫

為強化區域就業服務功能，勞動部勞動力發展署北基宜花金馬分署委託本會任用就業服務員執行本計畫，除提供定點就業服務據點外，亦採取主動式服務模式，為民眾提供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，此外在鄉鎮公所內另設就業服務台據點，以利在地民眾就近辦理辦理求職登記、求才登記、推介就業、就業服務諮詢等服務。



苗栗就業中心聯合徵才活動  
Joint Recruitment Activity held by Miaoli Employment Service Station.

112 年度計畫人員分別派駐於基隆、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，駐點服務共計辦理超過 1,000 場次。

#### 提升就業服務與法令諮詢電話服務績效實施計畫

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，透過桃園市政府勞動局話務諮詢中心，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，俾利服務廣大民眾和促進身心障礙者就業。

112 年度安排話務諮詢人員，派駐於桃園市政府勞動局電話服務諮詢中心及桃園市政府勞動檢查處，其中電話服務績效近 63,000 通，配合本計畫需求與關懷勞工，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。

#### Employment Services Work Program

The Veterans Employment Service Guidance Committee (hereinafter referred to as the Veterans Employment Guidance Committee) is dedicated to assisting veterans (and their dependents) and the second-time discharged military personnel in successfully transitioning to employment, thereby reducing the time needed for placement. The Committee entrusts NASME to employ employment counselors stationed at the premises of the Committee, various county and city veterans service offices, and vocational training centers. We provide measures for the educational, employment, and vocational training needs of discharged military personnel, actively contacting (visiting) companies, and developing high-quality job opportunities.

In order to boost employment incentives and stability, the "Partial Amendment to the ROC Veterans Assistance Act" includes legal provisions for employment stability allowances. This is aimed at safeguarding the rights and interests of veterans while also addressing labor shortages. In alignment with this program, the NASME



provides employment stability allowances ranging from NT\$4,000 to NT\$12,000 to those who have completed "Full-time Vocational Training Programs" or have been stable in employment for three months "after referral." This initiative aims to assist discharged veterans in adapting to civilian workplaces, promoting long-term and stable employment.

In 2023, a total of 8,000 individuals were referred for employment, with 6,000 achieving stable employment. Moreover, to guarantee that departing military personnel are well-informed about their rights and benefits post-military service, quarterly events like the "Recruitment and Benefits Explanation Meeting for Retiring Military Personnel and On-site Recruitment" are arranged. These gatherings feature career counseling sessions led by consultants and on-site recruitment activities hosted by employers. The objective is to facilitate a seamless transition for retiring officers and soldiers into the civilian workforce.

### Employment Service Points and Outreach Service Demand Program

Recognizing that unemployed individuals are often dispersed across various corners of society, and to maximize the benefits of regional and diversified services, the Taoyuan-Hsinchu-Miaoli Regional Branch of the WDA commissioned the NASME to develop an integrated employment service model. This model involves establishing both static and dynamic employment service points to reach and engage with the local population in depth. Through a mobile service approach, we proactively identify and support unemployed individuals, collaborating with local civic organizations and grassroots communities to convey employment opportunities and various employment promotion measures. The goal of this initiative is to revitalize regional areas and enhance the effectiveness of the terminal end of the employment service system.

This program allocates employment service personnel to be stationed in Zhubei, Hsinchu, and Miaoli Employment Centers, as well as the



竹北就業中心 - 中高齡職場體驗活動  
Zhubei Employment Center-Workplace experience activities for middle-aged and senior workforce.

Taoyuan-Hsinchu-Miaoli Regional Branch of the WDA. The program aims to promote employment service policies and related businesses, and handled 34,000 new registered job seekers, effectively recommending employment for 25,000 individuals, registering 82,000 job vacancies, and providing employment insurance for 13,000 individuals. Additionally, the plan involves employment counseling services, the promotion of other employment-related projects, and assistance to address and mitigate the impacts of trade liberalization.

### The Implementation of Employment Promotion for Specific Targets Program

To proactively support specific subjects and job seekers facing employment disadvantages in understanding and utilizing relevant employment resources, enhancing job competencies, fostering accurate career concepts, and boosting competitiveness in the job market, the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA has entrusted the NASME to deploy employment service personnel for the implementation of this program. The objective is to provide targeted groups with employment-related resources, strengthen their job competencies, instill accurate career concepts, and actively promote adaptive employment and self-reliance through diverse services connected to social resources. The goal is to elevate the competitiveness of workers in specific groups, assisting them in overcoming poverty and enhancing the family's economic situation. In 2023, NASME personnel were stationed at Keelung, Luodong, Hualien,

Yuli, Kinmen, and Matsu Employment Centers, as well as the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA. The personnel assisted over 4,000 job seekers with registration and effectively recommend employment opportunities for more than 2,200 individuals.

#### Outreach Employment Services and Township Station Promotional Program

To strengthen regional employment services, the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA entrusted the NASME to employ employment service personnel to execute this program. In addition to providing fixed employment service locations, an active service model is adopted to offer employment services that are accessible and localized for the public. This approach aims to save the public time traveling to and from public employment service institutions. Additionally, employment service desks are set up within town halls to facilitate local residents in handling job registration, talent search registration, job recommendations, and employment service consultations conveniently.

In 2023, program staff were stationed at employment centers in Keelung, Luodong, Hualien, Yuli, Kinmen, and Matsu, as well as the Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA. Over 1,000

sessions were conducted at resident locations to promote employment service policies and related initiatives.

#### Program for the Improvement in the Performance Regrading Employment Services and Regulatory Consultation Phone Services

To actively foster industry and economic development in Taoyuan City by supplying local businesses with high-quality labor and creating abundant employment opportunities for the unemployed or those with special circumstances, the Taoyuan City Government has inaugurated the Taoyuan City Department of Labor Helpline Consultation Center. This center serves as a consolidated service platform for legal consultation and employment information services, aiming to benefit the general public and encourage the employment of individuals with disabilities.

In 2023, telephone service personnel were stationed at the Taoyuan City Department of Labor Helpline Consultation Center and the Taoyuan City Government Labor Inspection Office. The helpline service performance reached nearly 63,000 calls, aligning with the goals of this program to address labor needs, provide care for workers, and disseminate information on employment and labor laws, as well as related employment promotion measures.



就業輔導員教育訓練

Employment Counsellor Education Training.



# 青年輔導訓練系列計畫 Youth Training Series Program



大專青年預聘計畫宣導說明會 - 勞動部勞動力發展署鍾錦季副署長(右五)、桃竹苗分署林淑媛前分署長(右四)與來賓共同合影

The explanatory sessions of Pre-employment Program - Chung Chin-Chi, Deputy Director-general of Workforce Development Agency, MOL (5th right) and Shu-Yuan Lin, Director of Taoyuan-Hsinchu-Miaoli Branch.

## 青年職業訓練系列計畫

本計畫內容為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。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；而針對職前階段的青年，提供產業新尖兵試辦計畫及青年專班訓練，使青年獲取適性、適訓之課程訓練。



北基宜花金馬分署謝宜容分署長參加大專青年預聘計畫專案媒合活動

I-Jung Hsieh, Director of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch, attended the Pre-employment Program for College Youth Matching Event.

為有效管控本計畫各執行進度與績效管理，112 年度辦理大專就業學程計畫評鑑指標研討會議，透過諮詢專家學者等方式，亦提出修正建議。另，為確保計畫申請單位執行品質，辦理評鑑單位說明會、評鑑委員共識會及評鑑檢討會議。

## 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

透過推動「補助大專校院辦理就業學程計畫」、「大專青年預聘計畫」，運用大專校院現有制度或課程，導入業界資源，創新教學內涵，強化大專校院在校生職場實務技術職能，協助青年畢業即就業。另，為協助青年掌握國家產業發展契機，引領取得 5+2 產業及具發展前景之製造產業之關鍵技術能力，推動「產業新尖兵計畫」及「失業青年職前訓練獎勵」鼓勵無法就業之青年參加職業訓練，精進並儲備未來所需職業技能。本計畫整合政府、學校與民間單位三方資源，使技職教育及職業訓練合流，讓青年精進及儲備未來所需職業技能，成為企業最佳生力

軍，營造讓企業「蓄才於校」，使學子「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。

在「雙軌訓練旗艦計畫」部分，北基宜花金馬分署轄區結合 4 所學校及 25 家事業單位，合作辦理 7 個職類，提供該計畫近 130 位訓練生進行工作崗位訓練。「補助大專校院辦理就業學程計畫」部分，結合 24 所學校，共同辦理超過 70 項就業學程、逾 40 個共通核心職能課程專班，參訓學生數近 3,000 人。「大專青年預聘計畫」參加合作事業單位數近百家、核定職缺數近 800 人；「產業新尖兵計畫」部分，結合轄區學校、工商業團體，培訓近 4,200 位待業青年。

#### Youth Vocational Training Series Program

The content of this program focuses on training young talents needed by industries. For current students, flagship programs include the Dual System of Vocational Training Program, Industry–Academia Collaboration Training, and Subsidy for Employment Programs in Colleges and Universities. The Youth Employment Flagship Program and Youth Employment Navigation Program are tailored towards graduates. Using a job-post training model, it enhances the professional knowledge and job competencies of young people through hands-on learning. For pre-employment young individuals,

the program provides pilot programs such as the Industry New Elite Program and specialized training for youth, offering courses tailored to their aptitude and needs.

To effectively manage the progress and performance of the program, a seminar on evaluation indicators for university employment programs was conducted in 2023. Through consultations with experts and scholars, suggestions for revisions were also proposed. To ensure the quality of the plan's execution by the applying units, explanatory meetings, consensus meetings among the evaluation committee, and review meetings were conducted.

#### The Dual System of Vocational Training Program & the Subsidy for Employment Programs in Colleges and Universities – Consolidated Operation Services

By promoting the "Subsidy Program for Tertiary Institutions to Implement Employment Programs" and the "Pre-Employment Program for College Youth," the program leverages existing systems or courses in tertiary institutions, incorporating industry resources, innovating teaching content, and enhancing practical skills, with the goal of strengthening the practical and technical competencies of college students and facilitate their prompt gainful employment upon graduation.



雙軌訓練旗艦計畫評鑑委員行前共識會

Dual System of Vocational Training Program Evaluation Committee Preparation Consensus Conference.



Additionally, to help young people seize opportunities in the country's industrial development and acquire key technological competencies in the 5+2 industries and high potential manufacturing sectors, initiatives such as the "Industry New Elite Program" and the "Pre-Employment Training Incentive for Unemployed Youth" are being promoted. These programs encourage young individuals who are unable to find employment to participate in vocational training, enhancing and preparing them with the necessary occupational skills for their future careers. This program integrates resources from the government, academia, and private sectors, integrating technical and vocational education with occupational training. The objective is to empower young individuals to improve and cultivate skills essential for the future, transforming them into a valuable workforce for enterprises. The program seeks to establish an environment where companies can "reserve talent in schools," ensuring a smooth transition for students from learning to practical application. This effort aims to create a conducive environment with minimal gaps between learning and application, and foster collaboration between industry and academia to realize the vision of "seamless talent integration."



大專青年預聘計畫專案媒合活動現場洽談  
Onsite interview at the Pre-employment Program for College Youth Matching Event.



北基宜花金馬分署李燕玲副分署長於大專青年預聘計畫專案媒合活動中致詞

Yen-Ling Li, Deputy Director of Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch, delivered a speech at the Pre-employment Program for College Youth Matching Event.

In the "Dual System of Vocational Training Program," Taipei-Keelung-Yilan-Hualien-Kinmen-Matsu Regional Branch of the WDA has collaborated with four academic institutions and 25 enterprises. Together, they have implemented seven occupational categories, providing hands-on training opportunities for approximately 130 trainees in various job positions. Regarding the "Subsidy for Employment Programs in Colleges and Universities," a collaboration involving 24 academic institutions collectively offers over 70 employment programs, comprising more than 40 specialized courses with common core competencies. The program has engaged nearly 3,000 participating students. The "College Youth Pre-Employment Program" involves partnerships with nearly a hundred enterprises, with an approved quota for job openings reaching close to 800 positions. The "Industry New Elite Program," engaged with local schools and industry and business associations to train nearly 4,200 unemployed youths.

# 職業訓練輔導系列計畫

## Vocational Training Series Program



產業人才投資方案-Line@ 數位工具應用新知座談會

Industrial Human Resource Investment Program -Line@ Digital Tool Application New Knowledge Seminar.

### 在職訓練彙管業務服務計畫

為提升在職勞工知識、技能及態度，本會協助桃竹苗分署，結合勞工團體與轄區內優質訓練單位，依區域產業需求，提供具實務導向的多元化訓練課程，包含語文、管理、電腦資訊技術、工業製造、精密機械、建築土木工程等多元的實務導向職訓補助課程，並協助強化各訓練單位之辦訓品質，增強就業職能及更多優質職業訓練選擇，保障勞工參訓品質，協助國家累積人力資本，提升國家整體競爭力。

112 年度桃竹苗轄區內，共辦理近 900 門在職訓練課程，補助經費約新臺幣 1 億 3 仟萬元，服務近 19,000 人次在職勞工。

### 職前職業訓練推廣彙管業務計畫

為提升失業勞工知識、技能及態度，勞動力發展署桃竹苗分署，結合勞工團體與轄區內優質訓練單位，依區域產業需求，提供具實務導向的多元化訓練課程，包含：工業類、資訊

類、服務類、商業類、身心障礙融合式、新住民專班、原住民專班、青年專班等，並協助強化各訓練單位之辦訓品質，增強失業者就業職能協助其順利返回職場就業，降低國家人口失業率協助國家累積人力素質，提升國家整體競爭力。

112 年度桃竹苗轄區，職前訓練亦針對不同職類開設失業者訓練專班，共開辦超過 200 門職前訓練專班，服務逾 11,600 人次之失業者；補助經費約新臺幣 2 億 4 仟萬元。

### 青年工作崗位訓練計畫

為提升青年就業，北基宜花金馬發展署規劃「青年就業旗艦計畫」，幫助 15 歲至 29 歲的離校青年以先僱後訓模式提供工作崗位訓練，補助雇主「訓練指導費」，藉由資深員工擔任職場導師指導參訓青年紮實的技能，增加企業僱用意願。112 年度辦理計畫推動說明會、核銷說明會及座談會等相關活動，協助近 400 家廠商招募成功，在訓人數近 3,000 人。



「青年就業領航計畫」為鼓勵高中職應屆畢業生透過職場體驗、探索並確立人生規劃方向，提供至多 3 年補助，以先就業再升學，推動先僱後訓及專人指導訓練模式，期建立正確之職業價值觀，並發展職涯抉擇。112 年度共辦理計畫說明會、企業參訪、職場導師教學及輔導知能訓練課程，核定超過 7,100 個職缺數，媒合上工人數約 250 人，截至目前仍持續上工者計約 650 人。

### 產業人才投資方案系列計畫

為強化我國勞動力人口知識及技能激發自主學習，累積個人人力資本，提升國家整體人力素質，以因應國際急速的經濟變遷與挑戰，勞動部勞動力發展署北基宜花金馬分署委託本會成立專案團隊，結合轄區內通過 TTQS 之優質訓練單位，提供多元化實務導向之訓練課程，以及補助勞工課程訓練費用。

112 年度結合轄區內近 400 個優質訓練單位，共同執行產業人才投資方案（含充電起飛計畫），辦理近 1,700 門課程，補助經費超過新臺幣 2 億 7 千萬元，服務近 40,000 人次的在職勞工，成果豐碩。

### 行政管理與營運計畫暨技能檢定及競賽計畫

勞動部勞動力發展署桃竹苗分署規劃本計畫，除應積極推展職業教育與職業訓練，辦理技能檢定與建立專業職業證照制度有非常密切關係，亦提供業界選才客觀標準更促進各行各



委外訓練計畫訓練品質工作坊  
Outsourcing Training Program Training Quality Workshop.

業技術日益精進，促進全國各界對技術教育與訓練之重視，鼓勵青年及社會技術人才參加職業訓練，成為國家經濟、社會建設主要力量。

112 年度派駐相關人力於勞動力發展署桃竹苗分署、幼獅職業訓練場，進行辦理技能檢定競賽及行政庶務等業務。技能檢定業務服務人數近 1,500 人次、培訓超過 300 名選手，辦理全國技能競賽北區分區技能競賽活動，訪視培訓選手相關合作學校，辦理各級參訪座談等規劃接待案件，和職業訓練生活津貼超過 400 件，辦理青年獎勵金 150 件，協助辦理檔案管理及檔案借調業務共 32,000 件。

### In-service Training Management and Service Program

To enhance the knowledge, skills, and attitudes of unemployed workers, the Taoyuan-Hsinchu-Miaoli Branch of the WDA collaborates with labor groups and high-quality training entities within its jurisdiction. To align with the needs of local industries, a diverse range of practical training programs encompassing language, management, computer information technology, industrial manufacturing, precision machinery, construction, and civil engineering are offered. These targeted vocational training initiatives are designed to elevate the training standards across various units, improve employability skills, expand access to high-quality vocational training alternatives, ensure the excellence of workers' training, contribute to the accumulation of national human capital, and ultimately enhancing the overall competitiveness of the country.

In 2023, within the jurisdiction of the Taoyuan-Hsinchu-Miaoli Branch of the WDA, a total of nearly 900 in-service training courses were conducted, with subsidies amounting to approximately NT\$130 million. These initiatives provided training services to nearly 19,000 employed individuals.



桃竹苗分署區域勞動力發展策進諮詢委員會議

Taoyuan-Hsinchu-Miaoli Branch Regional Workforce Development Policy Consultation Committee meeting.

### Pre-employment Vocational Training Promotion Management and Service Program

To enhance the knowledge, skills, and attitudes of unemployed workers, the Taoyuan-Hsinchu-Miaoli Branch of the WDA collaborates with labor groups and high-quality training entities within its jurisdiction. To align with the needs of local industries, the program offers practical and diversified training courses, including industrial, information technology, service, business, integrated programs for individuals with disabilities, classes for new immigrants, classes for indigenous peoples, and youth classes. Additionally, the program assists in strengthening the training quality of various units, reinforcing the employability skills of the unemployed, facilitating their smooth return to the workforce, reducing the national unemployment rate, contributing to the accumulation of national human capital, and ultimately enhancing the overall competitiveness of the country.

In 2023, within the jurisdiction of the Taoyuan-Hsinchu-Miaoli Branch of the WDA, pre-employment training were organized for various job categories, offering over 200 specialized classes for unemployed individuals, serving more than 11,600 participants. The allocated subsidy amounted to approximately NT\$240 million.

### On-the-job Training for Youth Program

To improve youth employment, the Taoyuan-Hsinchu-Miaoli Branch of the WDA has devised the "Youth Employment Flagship Program," assisting individuals aged 15 to 29 in gaining work-related training through a pre-employment training model. The program subsidizes employers with "training guidance fees," encouraging them to utilize experienced employees as workplace mentors to guide young participants in acquiring solid skills and increasing the willingness of enterprises to hire.

In 2023, the program conducted explanatory sessions, verification briefings, and seminars to promote the initiative, assisting nearly 400 companies in successful recruitment. The training involved close to 3,000 individuals.

The "Youth Employment Navigation Program" encourages recent high school/vocational high school graduates to explore and establish their life goals through workplace experiences. It provides up to three years of subsidies, promoting the "work first, further education later" approach and personalized guidance training models to cultivate correct vocational values and facilitate career choices. In 2023, explanatory sessions, company visits, workplace mentor teaching, and



參訪政府服務獎社會關懷服務類 - 舊山線鐵道文化  
Social Care Service Group of Visit Government Service Award - Old Mountain Line Rail Culture.

counseling skills training courses were conducted under the program. Over 7,100 job openings were approved, with approximately 250 individuals successfully matched with employment. As of today, around 650 individuals continue to be engaged in their respective jobs.

### Industrial Human Resource Investment Series Program

To enhance the knowledge and skills of the workforce in our country, foster self-directed learning, accumulate individual human capital, and elevate the overall quality of the national workforce, in response to the rapid economic changes and challenges in the international market, the Taoyuan-Hsinchu-Miaoli Branch of the WDA commissioned NASME to establish a project team. This team collaborates with high-quality training units in the jurisdiction certified through TTQS, offering diverse and practical training courses, as well as subsidizing training fees for labor courses. In 2023, in collaboration with nearly 400 high-quality training entities in the jurisdiction, the program executed the Industrial Talent Investment Program (including the Charge Up and Take Off Program), organizing nearly 1,700 courses and providing subsidies exceeding NT\$270 million. These efforts served nearly 40,000 in-service workers, yielding fruitful results.

### Administrative Management and Operation & Skills Certification and Competition Program

The Taoyuan-Hsinchu-Miaoli Branch of the WDA planned this program. In addition to actively promoting vocational education and training, the implementation of skills certification and the establishment of a professional vocational certification system are closely interrelated. This not only provides objective criteria for industry talent selection but also stimulates ongoing advancements in various technical fields. It fosters nationwide recognition and emphasis on technical education and training, encouraging young individuals and technical professionals in society to participate in vocational training and become a primary force in the economic and social development of the nation.

In 2023, personnel were stationed at the Taoyuan-Hsinchu-Miaoli Branch of the WDA and the Youshi Vocational Training Center to carry out tasks related to organizing skills certification competitions and administrative affairs. The services related to skills certification involved nearly 1,500 individuals, training over 300 contestants. Activities included organizing regional competitions for the National Skills Competition, conducting visits to collaboration schools for trained participants, planning and hosting various levels of visits and discussions, processing over 400 cases of living allowances for vocational trainees, handling 150 cases of youth incentive awards, and assisting in the management and loan of 32,000 documents related to file management.



領航計畫 - 職場導師教學及輔導知能訓練課程

Explore Supporting Program - The cognitive competence training in teaching and counseling for the workplace mentors.

## 委託或補助辦理職前訓練評鑑計畫

# Commissioned or Subsidized Implementation of Pre-employment Training Evaluation Program



受評單位說明會，逾 350 人線上線下同步參與  
Over 350 people attended the seminar for the unit to be evaluated online and offline at the same time.

本計畫針對一般類與托育照服類單位辦理書面評鑑作業，並公告評鑑結果於台灣就業通網站，提供失業者選擇優質訓練單位之參據。為檢視訓練單位實際辦訓情形及了解整體之訓練成效，亦新增實地評鑑機制、擬定實地評鑑指標及建置委員名單，針對一般類單位抽樣辦理試評作業，112 年度更擴大針對所有一般類訓練單位辦理輔導性實地評鑑作業。

為使實地評鑑作業順利進行與提升評鑑結果信效度，112 年度辦理委員共識會議，凝聚評鑑評分共識。另於全國線上線下同步辦理受評單位說明會，說明實地評鑑精神與指標制度，參加人數逾 350 人。另，透過約 230 家輔導性實地評鑑作業，蒐集委員建議、單位回饋與彙整評鑑結果，產出實地評鑑結果評估報告，提出評鑑機制之檢討及改善建議，作為後續執行實地評鑑作業與促進職前訓練產業提升辦訓品質之參考。

This program conducts written evaluations for general and childcare training units, and announces the evaluation results on the TaiwanJobs website portal, providing a reference for unemployed individuals to choose high-quality training entities. To validate the actual training conditions of training units and understand the overall training effectiveness, a new on-site evaluation mechanism has been added. This includes the formulation of on-site evaluation indicators and the establishment of a committee list. For general training units, a random trial evaluation is conducted, and in the 2023, the scope was expanded to conduct coaching on-site evaluations for all general training entities.

To facilitate the smooth progress of on-site evaluation operations and enhance the reliability and validity of evaluation results, a consensus meeting for committee members was held in 2023. In addition, nationwide online and offline briefings were conducted for evaluated entities, explaining the spirit and indicator system of on-site evaluations, with the participation of over 350 individuals. Through approximately 230 coaching on-site evaluation operations, feedback from committee members, unit feedback, and the consolidation of evaluation results were collected. This information was used to generate evaluation reports on on-site results, proposing a review of the evaluation mechanism and improvement suggestions. These reports serve as references for subsequent on-site evaluation operations and contribute to enhancing the quality of vocational training in the pre-employment training industry.



## 台灣就業通網實整合服務計畫

# Taiwan Employment Network Integration Service Program



就業服務網站資源應用工作坊課程紀錄

The course records of the workshop for utilizing the resources on the employment service websites.

勞動部勞動力發展署創立「台灣就業通」品牌，整合了全國公立就業機構實體服務與虛擬網路服務，提供就業、職訓、技能檢定、創業協助等為民服務項目。

本計畫為強化公立就業服務機構服務與整合其線上線下資源，由本會協助行銷推廣「台灣就業通」，透過相關活動提升品牌能見度外，同時辦理五分署就業服務網站資源應用工作坊，加強各實體就業中心服務同仁的工作知識與能力。另，協助建置維運求職求才資訊視覺化系統，將就業服務資訊透過系統數據剖析彙整，便於掌握整體服務資訊供使用者做決策分析。

112 年度辦理實體就業博覽會、線上就業博覽會、企業經理人 / 高階主管專訪、繪製就業服務創意漫畫、拍攝職業介紹影音及製作職涯發展規劃網頁，讓求職者更了解企業職缺訊息與產業趨勢資訊，也透過漫畫與互動網頁知曉政府提供之資源及職涯發展相關知識。

The WDA has established the "TaiwanJobs" brand, integrating nationwide public employment services, both physical and virtual, to provide services for the public, including employment assistance, vocational training, skills certification, and entrepreneurship support.

This project aims to strengthen the services of public employment agencies and integrate their online and offline resources. The NASME assists in marketing and promoting the TaiwanJobs portal through relevant campaigns to enhance brand visibility, and workshops are conducted for the employment service websites of the five branches of the WDA to improve the knowledge and capabilities of service personnel at various employment centers. Additionally, the NASME provided assistance in establishing and operating a visualized system for job seekers and employers. This system analyzes and consolidates employment service information through data, making it easier to grasp overall service details for users to make informed decisions.

Throughout 2023, a range of initiatives were undertaken, including physical employment expos, online job fairs, interviews with corporate managers and high-level executives, the creation of creative comics illustrating employment services, the production of occupational introduction videos, and the development of career planning webpages. These endeavors are designed to offer job seekers better insights into job openings and industry trends. Through the use of comics, interactive webpages, and videos, the goal is to inform individuals about government-provided resources and knowledge pertaining to career development.

# 中階技術人力專案服務中心計畫

## Mid-Level Technical Manpower Project Service Center Program



移工留才中心在職訓練 - 事務中心陳暉江專委（前中）與同仁合影

Retention of Skilled Foreign Workers On-the- Job Training - A photo of Hui-Chiang Chen, Specialist committee of Affairs Center (front row middle) and other employees.

勞動部勞動力發展署委託本會於新竹縣竹北市成立「移工留才久用服務中心」（下稱留才中心），包含軟硬體建置及人員培訓管理，留才中心已自民國 112 年 9 月起提供電話諮詢、辦理入廠輔導、宣導說明會及一案到底等相關服務，之後更增開臨櫃服務提供申辦中階技術人力者諮詢，或協助線上申辦服務等。未來將透過「申辦 123 留才好簡單」服務口訣，讓民眾有感服務「又快、又好、又方便」。

112 年度留用外國中階技術人力產業類超過 7,000 人、社福類近 11,000 人，總核准總人數約 18,000 人。同時留才中心也辦理「製造業移工留才久用服務方案說明會」，持續協助雇主將優秀移工申請轉任中階技術人力，參加廠商家數約 240 家；同時也辦理製造業入廠輔導，服務企業達 20 家。

The WDA has commissioned the NASME to establish the "Foreign Workers Retention and Employment Service Center" (referred to as the Foreign Worker Retention Center) in Zhubei City, Hsinchu County. This includes both hardware and services, as well as personnel training and management. Since September 2023, the Foreign Worker Retention Center has been providing services such as telephone helpline, on-site guidance, organizing explanatory meetings, and handling comprehensive case support. Additionally, counter services have been expanded to facilitate inquiries from mid-skilled technical personnel or assist with online application services. In the future, through the service slogan "Retaining Talent is as Easy as 123," we aim to provide the public with a service that is "fast, good, and convenient."

In 2023, the Foreign Worker Retention Center approved a total of approximately 7,000 foreign mid-skilled technical personnel in the industry sector and 11,000 workers in the social welfare sector, amounting to an approved total of approx. 18,000 workers. Additionally, the Foreign Worker Retention Center has conducted "Manufacturing Industry Foreign Worker Retention and Employment Service Program Seminars," continually assisting employers in transferring outstanding foreign workers to mid-skilled technical positions, with approximately 240 participating companies. The Center also provided on-site guidance for the manufacturing industry, serving around 20 companies.



# 政策宣導

## Policy Promotion

- ◎ 臺美中小企業交流活動  
Taiwan-US small and medium enterprises networking activity
- ◎ 深耕商圈故事品牌力推動計畫  
Shopping Districts Story Brands Promotion Project
- ◎ 商圈及小微企業疫後升級轉型計畫  
Post-pandemic Upgrading and Transformation Plan for Shopping Districts and Small and Micro Enterprises
- ◎ 移工相關系列計畫  
Foreign Workers Related Programs
- ◎ 桃竹苗區域運籌人力資源整合服務計畫  
Taoyuan-Hsinchu-Miaoli Regional Human Resources Integration Service Program
- ◎ 電動機車產業升級轉型低碳推動計畫-傳統機車行升級轉型  
Project of Low-carbon and Electrified Transformation of the Traditional Scooter Industry for Upgrade and Transformation of Traditional Scooter Shops
- ◎ 臺灣品牌國際賽增能研習計畫  
Program of Sport Event Taiwan Workshop
- ◎ 大專青年預聘計畫記者會  
Press Conference for the Pre-employment Program for College Youth
- ◎ 非政府及民間組織數據培力暨應用輔導服務案  
Data Empowerment and Application Assistance Services for Non-governmental and Civil Society Organizations
- ◎ 資通安全法令暨業務溝通說明會服務案  
Briefings of Legislation and Tasks Regarding Information Security

## 多元互動溝通管道，政策宣導零距離

### Diversified Interaction and Communication Channels for Obstacle-free Policy Promotion

新型式的溝通媒體不斷出現，媒體日益多元和普及，政府部門在規劃眾多良善之法規與公共政策時，如何有效達到宣導目的，並充分發揮預算效益，是在推動政策過程中不容忽視的重要工作之一。近年來，政府部門在宣導方面越來越重視推廣的整合觀念與技巧，藉以強化政府的政策宣導和溝通效果，促使政策執行更為順暢，造福民眾。

本會作為政府與中小企業之間的溝通橋梁，歷年來致力宣導與落實政府各項政策，除運用各類廣宣管道，亦結合全臺各縣市近 60 個次級組織的力量，與政府一同思考政策規劃方向，持續提供國內各地中小企業多元服務，使其即時獲得最新的政策資訊，並透過雙向溝通躍升成長。未來本會將持續堅守崗位並落實政府及企業溝通的橋樑，爭取政府資源之餘也致力宣導中小企業對於政策的瞭解與認同，成為政府部門最可靠的夥伴、中小企業最堅強的後盾，打造雙贏局面。

Novel types of communication media have been emerging one after another. With the increasing diversity and penetration of media, how the government sector could effectively accomplish the purpose of information dissemination and make full use of the budgets for the planning of a series of good regulations and public policies has become part of the important work to be reckoned with in the process of policy promotion. In recent years, the government sector has placed more and more attention on the integrated concepts and skills of promotion in the aspect of information dissemination, with a view to enhancing the government's policy promotion and communication effects, securing smoother policy implementation, thereby benefitting people.

As a bridge of communication between the government and SMEs, the Association has been devoted to the promotion and implementation of various government policies for years. In addition to a variety of dissemination channels, we have also combined the strengths of nearly 60 secondary-level organizations in different counties and cities nationwide to jointly think over the directions of policy planning with the government, so that the SMEs around Taiwan can be constantly provided with diversified services, enjoy the timely access to the latest policy information, and grow through two-way communication. In the future, we will continue to firmly remain at our position and stick to our role as the bridge of communication between the government and enterprises. Besides ensuring government resources as much as possible, we will also carry on the efforts to increase SMEs' understanding and recognition of policies, serving as the most reliable partner of the government sector and the strongest supporter of SMEs to create a win-win situation.



## 臺美中小企業交流活動 Taiwan-US small and medium enterprises networking activity



臺美中小企業諮詢會 - 李育家召集人 (左六)、經濟部中小及新創企業署何晉滄署長 (左七) 及委員代表合影  
Taiwan-U.S. SME Consultation Meeting - Convener Yu-Chia Li (6th left), Chin-Tsang He, Director-General of the Small and Medium Enterprise and Startup Administration (7th left), and the representatives of the committees.

臺美 21 世紀貿易倡議已於民國 112 年 6 月簽署首批協定，包括「中小企業專章」，旨在提升臺美中小企業的貿易和投資機會，協議內容涵蓋建立資訊分享網頁和建立中小企業對話機制，以促進雙方中小企業的經驗交流和合作。

本會理事長李育家於臺美中小企業諮詢會擔任共同召集人，表示將持續與經濟部配合，透過產官攜手合作，瞭解產業界需求與發展現況，作為政策推動之參考。後續將共同討論臺美合作議題規劃、中小企業赴美經商等議題，促進臺美中小企業更多實質合作與商機。

目前已協助建置臺美中小企業經商資源工具包，提供中英文版本，整合出口程序及規定，以及赴美經商所需資訊，降低中小企業搜尋相關資訊的成本，使雙邊經商更加順利。本會也與北美洲臺灣商會聯合總會合作，於民國 112

年 11 月 21 日於臺北共同主辦「臺美攜手、協力共贏－MOU 簽署儀式暨臺美經貿趨勢觀點交流」活動，以「合作與連結 (Cooperation and Connection)」為主軸，簽署合作備忘錄，活動亦邀請到國家級智庫 - 中華經濟研究院進行臺美經貿趨勢剖析，針對北美洲商情與投資現況、如何促進臺美中小企業合作夥伴關係等議題進行觀點交流討論，開啟雙邊合作新契機。

The first batch of agreements under the US-Taiwan Initiative on 21st Century Trade have been signed in June 2023. These include a dedicated chapter on small and medium-sized enterprises aimed to increase trade and investment opportunities for SMEs in Taiwan and the US; the agreement of the chapter covers the setup of an information sharing website and a SME Dialogue mechanism to facilitate the experience sharing and collaboration between SMEs of both countries.

The Chairman of the Association, Yu-Chia Li, has acted as the co-convener of the US–Taiwan SME Advisory Committee. He said that the cooperation with the Ministry of Economic Affairs would be carried on, so that the Association could stay aware of the needs and current development status of industries through industry-government collaboration for reference of policy introduction. Topics of collaboration planning between Taiwan and the US, SMEs' possibility to operate their businesses in the US, etc., will be further discussed together. This will open up more substantial collaboration and business opportunities for SMEs in Taiwan and the US.

So far, we have assisted in developing the business resource toolkit (available in Mandarin and English) for SMEs in Taiwan and the US, and in compiling procedures and regulations for export as well as the necessary information on running

businesses in the US. These actions have helped lower SMEs' cost of relevant information searching and made business operations easier for both sides. The Association also worked with the Taiwanese Chambers of Commerce of North America to jointly organize the "Taiwan–US Collaboration for a Win-win Situation – MOU Signing Ceremony and Exchange of Opinions on Taiwan–US Economic and Trading Trends" on November 21, 2023. With the event focused on "Cooperation and Connection", an MOU was signed, and the Chung-Hua Institution for Economic Research, a think tank of national level, was invited to provide an analysis of the economic and trading trends between Taiwan and the US. Opinions on the market conditions and investment status in North America and on how the partnerships between SMEs in Taiwan and the US could be improved, etc., were shared and discussed, creating new collaboration opportunities for both sides.



本會與北美洲臺灣商會聯合總會以視訊簽署 MOU，李育家理事長（左二）及北美洲臺灣商會聯合總會江俊霖總會長（視訊左一）代表簽署

We signed the MOU with the Taiwanese Chambers of Commerce of North America via video conference. Chairman Yu-Chia Li (2nd left) and Chun-Lin Chiang, the President of Taiwanese Chambers of Commerce of North America (1st left on the video conference) signed a contract on the behalf of both parties.



## 深耕商圈故事品牌力推動計畫



精采台灣城鄉厚禮成果展售會 - 經濟部王美花部長 (右五)、經濟部中小及新創企業署何晉滄署長 (右三)、李育家理事長 (左四) 和與會者合影

"2023 Splendid Taiwan – Special Souvenirs" Presentation - A photo of Wang Mei Hua, the head of the Ministry of Economic Affairs (5th right), Chin-Tsang He, Director-General of the Small and Medium Enterprise and Startup Administration (3rd right), Chairman Yu-Chia Li (4th left) and attendants.

經濟部推動地方商圈發展及整體商業環境改造，階段性進行國內商圈發展之開發、輔導及塑造，本計畫希望引用品牌識別系統 (BIS) 概念，協助商圈找到屬於地方的專屬故事，為商圈建立自有品牌，進而發展品牌永續經營之商業模式。

本會以「商圈品牌創新、永續經營之輔導與推廣」為主軸，強化商圈品牌行銷經營，培養在地經營人才和永續發展，協助商圈商品特色開發及差異化推廣，並透過多元化的線上線下活動推廣與拓展更多消費族群。亦運用各式管道曝光商圈資訊，如：KOL 合作推廣、商圈形象影片製作，以吸引更多民眾及店家加入城鄉島遊，對外也推廣商圈品牌國際化、對內立定城鄉傳承模範。

112 年度以「城鄉好物選品推廣、多元通路平臺拓展」為出發點，培訓在地數位種子為核心，並將輔導及推廣範疇延伸至周邊場域、商業街區、產業設全 (聚落)、觀光據點，以「城鄉生活圈」為推動精神，與跨部會整合資源、

攜手合作，藉此進行社群營運，透過「城鄉厚禮」通路展售輔導、提升在地店家數位知能、媒合國內國外線上及線下零售通路及設計在地體驗深度遊程為商圈導入人潮，以在地經濟活絡帶動整體國家基礎經濟力的提升。

「推廣知能提升、串聯在地體驗、通路媒合拓銷、數據掌握分析」為商圈帶動實際經營的宗旨，未來本會將持續深耕與推動商圈永續經營及在地故事傳遞。



低碳遊程服務體驗工作坊

Low-carbon tour service experience workshop.

## Shopping Districts Story Brands Promotion Project



於台北車站大廳辦理精采台灣城鄉厚禮成果展售會  
"2023 Splendid Taiwan – Special Souvenirs" Presentation was held in the lobby of Taipei Main Station.

The Ministry of Economic Affairs promotes the development of local shopping districts and the transformation of the overall commercial environment by developing, guiding and building domestic shopping districts in phases. Based on the concept of brand identity system (BIS), this project is aimed at supporting shopping districts to explore their unique local stories and create their exclusive brands, so that a business model of sustainable brand management can be developed.

With "guidance and promotion of innovative and sustainable operations of shopping district brands" as the focus, the Association enhances the marketing and management of brands in shopping districts, facilitates the growth of local management talents and sustainable development, assists with the exploration of features and differentiation for products of shopping districts and does promotion, as well as reaching more consumer groups through diversified online and offline events. We also make use of different means to spread the information of shopping districts, such as collaborating with KOLs and producing commercial videos for shopping districts, in order to attract more people and stores to join the Lohas-go. By doing so, we externally encouraged the internationalization of shopping district brands, and internally set examples of maintaining the uniqueness in urban and rural areas.

The efforts made in 2023 were based on the starting point of "promotion of good urban/rural products and expansion of diverse channels/platforms" and the core of training local potential talents, with the scope of guidance and promotion further extended to nearby areas, commercial blocks, industrial groups (clusters) and tourist spots. Holding the spirit of "urban/rural life circles," we stimulated social operations through cross-sector resource integration and collaboration, such as providing guidance on product display and sale via the channel of "OTOP Taiwan Special Souvenirs," enhancing the digital literacy of local stores, establishing connections to domestic and international online/offline retail channels, and designing in-depth local tours to bring visitors to shopping districts, improving the country's overall fundamental economic strength with local economies.

"Boosting the promotion ability, linking up local, expanding marketing channels and analyzing data" are the primary targets to encourage the actual operations of shopping districts. The Association will keep developing and elevating the sustainable management and local storytelling of shopping districts in the future.



示範店家觀摩暨研討會議 - 海廢植栽 DIY 體驗  
Demonstrated store observation and learning and seminar - Marine debris plant DIY.



## 商圈及小微企業疫後升級計畫

### Post-pandemic Upgrading and Transformation Plan for Shopping Districts and Small and Micro Enterprises



彰化田中示範亮點 - 田中馬拉松路跑體驗  
Demonstrated highlight in Tianchung, Changhua - Experience of Tianzhong Marathon.

經濟部中小及新創企業署為協助商圈及其小微型企業（店家）面對後疫情時代的經營環境，及新世代大眾新消費習慣，委由本會辦理本計畫，藉由導入綠色創新概念以及數位工具等，進行優化既有特色產品、包裝設計、串聯店家間體驗遊程，協助商圈及小微企業（店家）朝向升級轉型發展，創造未來趨勢及帶動新商機。

本會以「提倡城鄉友善服務體驗、拓展企業國際通路商機」為核心主軸，將數位、低碳、永續等新思維概念融入傳統商圈消費領域，並於 112 年度開發低碳體驗、示範型輔導及串聯線上線下通路展售活動，打造商圈新經營模式，帶動在地城鄉生活圈之永續發展。

另，透過舉辦友善體驗遊程競賽，集結 112 年度「城鄉島遊」平台上優質精選遊程，邀請民眾參與票選活動，活絡遊程熱度並同步帶動店家與城鄉間的深度發展，亦開發獨有的遊程體驗券，作為競賽抽獎獎品，吸引更多民眾的關注。本計畫透過低碳遊程及行銷推廣，提升店家智慧化及低碳化之能力，讓臺灣商圈持續朝永續發展目標邁進。

With a view to supporting shopping districts and small and micro enterprises (stores) to adapt to the post-pandemic business environment and new consumer habits of the new generation, the Small and Medium Enterprise and Startup Administration, MOEA commissioned the NASME to launch this plan. By introducing the concept of green innovation and digital tools, etc., we have optimized the existing featured products and packaging designs, and linked up experience tours of multiple stores, facilitating the upgrade and transformation of shopping districts and small and micro enterprises (stores) while creating future trends as well as new business opportunities.

With the core of "promoting friendly urban/rural services/experiences and creating international channels/business opportunities for enterprises," the Association has incorporated the new concepts of digitalization, low carbon and sustainability into the consumer sector of traditional shopping districts. In 2023, we devised low-carbon experiences and demonstrative guidance, and connected online and offline channels for product exhibition and sale, creating new business models for shopping districts and fostering the sustainable development of local urban/rural life circles.

In addition, we held a friendly experience tour contest where people were invited to vote on the excellent high-quality tours on the "Lohas-go" platform in 2023 that we had collected. The contest increased the popularity of the tours and encouraged the profound development of stores and urban/rural areas at the same time. Exclusive experience vouchers were also prepared as the prizes of the contest's prize drawing activity to capture more attention. Through low-carbon tours and marketing, this plan helped enhance the capabilities of intellectual and low-carbon operations of stores, enabling shopping districts in Taiwan to move towards the goal of sustainable development in a constant manner.

# 移工相關系列計畫

## Foreign Workers Related Programs



直聘中心辦理同仁教育訓練

Direct Hiring Service Center organized the education training for employees.

### 直接聘僱聯合服務中心計畫

本會於民國 96 年承辦本計畫迄今，總服務雇主人數及服務外國人人數超過 18 萬 6 千人。為使直接聘僱服務持續便民化，並符合單一窗口機制的服務精神，自民國 107 年起即推動提供雇主個案管理制度，民眾可透過單一窗口進行申請及諮詢服務。受理方式除了實體渠道，亦可郵寄案件或採用線上申辦。此外，亦受理申請接續聘僱在臺外國人服務，提供各國語言諮詢，更主動以電話及簡訊方式提醒雇主聘僱後應辦事項，多層面輔助雇主相關事宜。另，推出「聘僱移工小幫手 A P P」，提供案件進度查詢、聘僱期間管理應辦事項試算等功能，透過官網 (<https://dhsc.wda.gov.tw>) 提供申請流程、申請文件下載、健康檢查、居留證、勞動契約等多元資訊，方便雇主自行管理外國人。

為保障移工權益，考量移工不諳中文及我國各項給付申請規定，勞動部自民國 111 年 8 月 1 日起擴增中心服務事項，協助移工申請及提供四國語言諮詢之非就業服務事項服務，同時設置免付費專線、三方通話功能和即時翻譯服務，以協助移工相關支援。

近年來，直聘中心更積極輔導事業單位採用直接聘僱專案選工方案引進外國人，事業單位可向直聘中心提出招工需求，將採用客製化方式協助製造業雇主聘僱外國人，能夠更符合事業單位聘僱條件，持續創造勞雇雙贏。

### 外國人申請案件處理業務計畫

除外國人聘僱業務，112 年度更推動「移工留才久用方案」，開放外國人從事中階技術工作、開放移工自行申辦轉換雇主、移工入國一站式講習等，為協助勞動部勞動力發展署作業各類龐大的工作許可申請案件審核及提供諮



直接聘僱聯合服務中心參與「菲律賓 125 年國慶暨移工歡樂路跑友誼賽」

Direct Hiring Service Center participates in FUNRUN 2023 - 125th Philippine Independence & Migrant Workers Day Celebration.



詢服務，本會派駐相關同仁，每月平均辦理 11.6 萬件申請案，並提供電話諮詢及就業安定費、收容費、強制執行業務等工作。

本會長期在外國人工作許可業務的投入，除配合政策隨時調整調度，在最短的時間內完成交付的任務，同時也不忘持續加強派駐人員的專業知識，營造工作與生活平衡的友善職場，重視員工身心健康，提供民眾更優質及有效率的服務。

### 製造業雇主申請外國人案件之前期審查業務

為協助製造業業者解決辛苦、危險等環境與勞動條件不佳之製程人力不足現象，勞動部修正「外國人從事就業服務法第四十六條第一項第八款至第十一款工作資格及審查標準」，自民國 99 年 10 月 1 日起調整經常性開放製造業特定製程申請引進外國人。符合前述公告之業者，可依需求狀況向中央目的事業主管機關提列申請案，並據此進行案件資格審查，以供該部核配外國人參考。

本會承辦經濟部產業發展署委託，協助處理製造業業者申請外國人案件之審查工作及其他行政業務。



日本勞動政策研修機構參訪直聘中心  
The research institution of Japanese labor policy visited the Direct Hiring Service Center.



直聘中心辦理家庭看護工說明會  
Direct Hiring Service Center held the caretaker seminar.

### Direct Hiring Service Center Program

The Association has undertaken this program since 2007, and the number of employers and foreigners served has exceeded 186,000. Since 2018, in order to make the direct hiring services consistently convenient for the public and stick to the spirit of one-stop services, we have provided employers with a case management system for which the application and consultation services are accessible in a one-stop manner. Requests for the services can be made not only through in-person channels but also via email or online means. In addition, applications for employer transfer in relation to foreign workers in Taiwan may also be filed; the consultation services are available in different languages, and reminders about the matters to be handled after the employment are given to employers via phone calls and texts to assist employers in multiple aspects. Further, a "Migrant Worker Employment App" with the functions such as case progress query and trial calculation for managing the matters to be handled during the employment has been launched, and various information, including the application process, download of application documents, health check-ups, residence permits and labor contracts, is provided on the official website (<https://dhsc.wda.gov.tw>), allowing employers to manage their foreign workers on their own.

In consideration that migrant workers might be unfamiliar with Mandarin and the regulations

regarding the application for all kinds of benefits, the Ministry of Labor has expanded the DHSC's services starting from August 1, 2022 to protect their rights. Migrant workers can now receive assistance with applications and the 4-language consultation services for non-employment matters. Meanwhile, a dedicated toll-free helpline with a 3-way calling function and real-time interpreting services has been set up to provide them with relevant support.

In recent years, the DHSC has even actively supported the business entities to hire foreigners through the Employee Selection Plan under this program. Business entities may inform the DHSC of their recruitment needs; the DHSC will then provide customized help for the employers in the manufacturing industry to employ foreign workers. The recruitment is thus better aligned with the business entities' employment requirements, constantly creating a win-win situation for the workers and employers.

#### Project for Foreign Worker Application Processing

Aside from the matters in relation to hiring foreign workers, the "Long-term Retention of Skilled Foreign Workers Program" has also been implemented in 2023. Under the program, foreign nationals are allowed to take intermediate-skilled jobs, migrant workers can apply for employer transfer on their own, and one-stop lectures related to the entry are provided for migrant workers. To assist the WDA of the MOL in reviewing numerous work permit applications of different categories and providing consultation services, the Association has assigned relevant personnel to address 116 thousand applications per month on average, and to take care of telephone consultation services as well as the work regarding employment security fees, detention expenses and legal compulsory proceedings.

The Association has been devoted to the matters regarding foreigners' work permit for long. We ensure timely adjustment and coordination in response to policies to accomplish the assigned

tasks within the shortest possible time, and keep enhancing the expertise of the appointed personnel and creating a friendly workplace with work-life balance, placing importance on employees' physical and mental health while providing the public with services of better quality and efficiency.

#### Preliminary Review of the Manufacturing Industry Employers' Applications for Foreign Workers

To assist manufacturers in dealing with the insufficient manpower caused by tough and dangerous environments as well as poor working conditions, the MOL amended the "Review Standards and Employment Qualifications for Foreign Workers Engaging in Work Specified in Subparagraphs 8 to 11, Paragraph 1, Article 46 of the Employment Service Act." Since October 1, 2010, the manufacturing industry has regularly received permission to apply for the introduction of foreign workers for specific manufacturing processes. Manufacturers who meet the criteria specified in the aforementioned announcement may submit an application to the relevant central competent authority in accordance with their needs. The authority will review the qualifications accordingly as a reference for the MOL to distribute the foreigners.

Commissioned by the Industrial Development Administration, MOEA, the Association has assisted with the review of manufacturing industry employers' applications for foreign workers, and other administrative work.



外國人申請業務在職訓練

On-the-job-training for foreigner application business.



## 桃竹苗區域運籌人力資源整合服務計畫



雇主焦點座談人力提升成果發表會  
 Labor enhancement presentation of employer highlight seminar.

本會自民國 107 年起承接勞動部勞動力發展署桃竹苗分署辦理「人力資源系列課程」及「前瞻性產業講座」，廣獲事業單位相當好評；112 年度更整合桃竹苗分署與事業單位相關服務資源，提供事業單位輔導諮詢、專業講座、意見交流與人才培育資源搜尋等提供全方位人力資源服務，期能透過運用政府資源協助解決企業於徵、選、育、用、留才等各階段可能面臨問題，並藉以加強政府部門與企業連結度。

「人力資源系列課程」旨在協助解決企業雇主於徵、選、用、育、留才等階段可能面臨問題，透過回歸最基礎核心的議題，提升 HR 的專業素養及自我價值，協助企業領導與管理人才，達成經營目標，112 年度累計培訓近 2,000 人次。「前瞻性產業講座」透過了解目前前瞻指標性的產業現狀，以及政府的發展願景與人才培育策略，藉此讓企業雇主得以提早籌畫企業人力布局，因應未來產業變化。



人力資源服務平台啟動儀式暨綠色人才趨勢論壇  
 Labor Resource Service Platform Kick-Off Ceremony and Green Talent Trend Forum.

為推動區域產業聚落交流、連結並加深與桃竹苗區域事業單位團體之互動關係，持續強化交流與合作以達區域運籌整合的目的，拜訪轄區工商團體，雇主團體交流座談會等活動，累計與會來賓 70 人次，並配合分署規劃進場企業輔導，提供事業單位有關組織經營、轉型、勞動力發展及勞動條件等多元入場輔導服務，以協助其健全經營體質，進而提升勞動就業環境。

## Taoyuan-Hsinchu-Miaoli Regional Human Resources Integration Service Program

Since 2018, the Association has been commissioned by the Taoyuan-Hsinchu-Miaoli Regional Branch of the WDA under the MOL to organize the "Human Resources Serial Courses" and the "Lectures on Forward-looking Industries." Both events have been highly praised by the business entities. In 2023, we further integrated the service resources of the said Branch and business entities to offer business entities comprehensive HR services such as guidance and consultation, professional lectures, opinion exchanges and resources for talent cultivation query, in the hope of leveraging government resources to help address the issues enterprises may face during the recruitment, selection, cultivation, employment and retention of talents, and thereby strengthening the link between the government sector and enterprises.

The "Human Resources Serial Courses" aimed to help address the problems that employers may run into during the recruitment, selection, employment, cultivation and retention of talents. We improved HR personnel's professional competence and personal values by focusing on the most fundamental core issues, so that enterprises could be given assistance in leading and managing talents and thus achieve their business goals;

nearly 2,000 participants were trained in 2023. As for the "Lectures on Forward-looking Industries," they increased the understanding of the current forward-looking industries' latest status as well as the government's developmental vision and talent cultivation strategies, allowing employers to make early plans for corporate HR deployment and respond to industrial changes in the future.

With a view to facilitating the communication between industrial clusters as well as building and strengthening the link of interaction among business enterprises in the Taoyuan-Hsinchu-Miaoli region, we continued to enhance the conversation and collaboration for the purpose of regional logistics integration. We arranged activities such as visits to the industrial/commercial groups in the region and exchange seminars for employer groups, which involved 70 guests in total. Meanwhile, we cooperated with the Branch to organize on-site guidance activities for enterprises, providing them with multiple on-site counseling services related to organizational operation, transformation, workforce development and labor conditions. With the services, enterprises were able to develop robust operations and further improve the labor and employment environment.



人力資源服務平台啟動儀式暨綠色人才趨勢論壇

Labor Resource Service Platform Kick-Off Ceremony and Green Talent Trend Forum.



## 電動機車產業升級轉型低碳推動計畫 - 傳統機車行升級轉型

### Project of Low-carbon and Electrified Transformation of the Traditional Scooter Industry for Upgrade and Transformation of Traditional Scooter Shops



「A 級玩家養成」與會者合影  
A photo of participants of "Grade A Player Raising".

為協助國內車輛產業長期發展與推動，經濟部產業發展署推動本計畫，提供多元資源、產業發展趨勢及經營管理等專業知能導入，本會自民國 108 年起承辦有關協助傳統機車行升級轉型之相關推廣業務，受到機車同業熱烈的迴響，奠定歷年機車從業人員信任基礎。

透過參與此計畫的機車產業業主回饋，得知在高齡化、少子化以及社會對「黑手」刻板認知下，人才難尋一直是業主的痛點，為協助吸引更多勞動力投入，挹注轉型升級進階動能，112 年度推動以機車將帥人才養成為主軸的小型系列交流活動，包括「人才跨界分享會」。透過辦理全臺各地的交流活動，為機車從業人員提供嶄新觀點，助力機車產業業主及人才看見多元發展商機與未來可能，一同提升台灣國際永續競爭力。

To support the long-term development and promotion of the domestic automotive industry, the Industrial Development Bureau, MOEA has launched this project to provide diverse resources and introduce professional competence related to the industry development trends and business management. Since 2019, the Association has been responsible for the promotion relevant to the upgrade and transformation of traditional scooter shops. We have received favorable feedback from the operators in the scooter industry, and been trusted by the practitioners over the years.

Based on the participation in this project and the feedback from the operators in the scooter industry, we realized that the difficulty in finding talents had always been a pain point of the operators due to population ageing, sub-replacement fertility, and the stereotype about mechanics in the society. To attract more people to the workforce for them, we invested the momentum of transformation and upgrade by holding a series of small exchange events focused on developing leading talents of the scooter industry in 2023, including the "Cross-sector Talent Sharing." By organizing exchange events across Taiwan, we brought scooter industry practitioners new viewpoints, supported the operators and talents of the scooter industry to discover the business opportunities of diverse development and future possibilities, and jointly enhanced Taiwan's sustainable competitiveness in the world.

# 臺灣品牌國際賽增能研習計畫

## Program of Sport Event Taiwan Workshop



臺灣品牌國際賽研習營啟動論壇與會者合影

A photo of participants of Sports Event Taiwan Workshop Launch Forum.

為精進臺灣國際賽事品質與量能，教育部體育署辦理「臺灣品牌國際賽研習營」，112年度以「Young & Green」為主軸，展開一系列精采活動。

除與臺灣運動創新加速器（HYPER GVA Taiwan）、日本運動觀光聯盟（JSTA）、亞洲運動管理協會（AASM）以及美國大克里夫蘭運動委員會（GCSC）簽署合作備忘錄，體育署及本會於民國 112 年赴日拜會 JSTA 與東京馬拉松基金會，並在東京辦理 ASPN 國際論壇暨臺灣運動創新加速器成果發表會，使臺灣運動產業緊密連結國際，創造合作機會，也為研習營注入豐沛資源。

本研習營辦理線上課程集結 12 國 65 位專家擔任講師，更由跨領域 9 位講師交替擔任主持人。每堂課即時口譯，中英雙語同步直播；在聽障主題課程中，更首次引入手語即時翻譯。課程獲得廣泛支持與回饋，累積 12,800 以上觀看次數。

呼應青年參與主題，「夯運動黑客松競賽」由 66 位學生組成 16 組團隊，在指導老師指引下，與創新團隊、單項運動協會協作，結合永續與科技，針對臺灣品牌賽事進行解題提案，彰顯黑客松創發精神，也提供賽事單位未來執行的具體參考。



臺灣品牌國際賽研習營交流分享會—交流座談「賽事辦理及推廣案例分享」

The Panel Discussion of the Sports Event Taiwan Workshop Annual Forum "Execution and Promotion of Sports Events".

在「臺灣品牌國際賽研習營交流分享會」中，邀請來自日本、新加坡、波蘭、英國、紐西蘭等國際嘉賓蒞臨現場，進行專題演講與交流座談，提供關於運動產業、永續轉型的實例與洞見，體現研習營串聯國際與多元議題融合的成果。本活動規劃貫徹「Young & Green」主軸，落實綠色賽事願景發展增能，打造獨一無二的臺灣品牌。



To improve the quality and capacity of the international events in Taiwan, the Sports Administration, Ministry of Education organized the "Sport Event Taiwan Workshop" in which a series of exciting activities were launched in 2023 with "Young & Green" as the core.

In addition to signing an MOU with HYPE GVA Taiwan, Japan Sport Tourism Alliance (JSTA), Asian Association for Sport Management (AASM) and Greater Cleveland Sports Commission (GCSC), the Sports Administration and the Association visited JSTA and the Tokyo Marathon Foundation in Japan in 2023, and held the ASPN Dialogue X HYPE GVA Taiwan Demo Day in Tokyo, linking Taiwan's sports industry closely to the world, creating collaboration opportunities, and bringing abundant resources to the workshop.

For the online courses of this workshop, 65 experts from 12 countries converged as lecturers, and 9 lecturers from different fields alternately served as the hosts. The simultaneous interpreting service was provided in each class for live streaming in Mandarin and English at the same time; for deaf- and hard-of-hearing-oriented courses, real-time sign language interpreting was

even introduced for the first time. The courses, with more than 12,800 views so far, have received widespread support and feedback.

In line with the topic of youth participation, the "Fun Sports Hackathon" was attended by 16 teams consisting of 66 students who, under the guidance of their instructors, worked with innovation teams and associations for specific sports to propose solutions for Taiwan's sport events with the combination of sustainability and technology. They demonstrated the hackathon's spirit of creativity, and also provided the event units with clear reference for future implementation.

In the "Sport Event Taiwan Workshop Annual Forum," international guests from Japan, Singapore, Poland, the UK, New Zealand and other countries were invited to deliver keynote speeches and Panel discussions. They shared the examples and insights into the sports industry and sustainable transformation, reflecting the results of the workshop's connection to the international society and the integration of diverse topics. The planning of this event stuck to the core of "Young & Green" to develop the capacity for the vision of green events and create unique Taiwanese brands.



臺灣品牌國際賽研習營啟動論壇與會貴賓合影  
A photo of guests of Sports Event Taiwan Workshop Launch Forum.

# 大專青年預聘計畫記者會

## Press Conference for the Pre-employment Program for College Youth



大專青年預聘計畫記者會

Press Conference for the Pre-employment Program for College Youth.

勞動部因應青年求職困難，就業市場卻同時存在缺工現象，本活動將邀集相關重點產業及學校等代表，共同宣告民國 112 年為企業預聘大專畢業青年元年，推展「企業預聘大專生訓練」，鼓勵青年勇於接受 5+2 重點產業實習的挑戰，並廣邀事業單位共同培訓及預聘重點產業所需優秀人才，以協助青年畢業即就業。

本會協助辦理本記者會，透過召開預聘啟動記者會，邀集相關重點產業、學校及學生等代表，並宣布推動展開企業預聘大專生訓練，以 112 年度為企業預聘大專畢業青年元年，培訓重點產業所需優秀人才，並協助青年畢業即就業。期望以學功夫、惜人才、共創新未來的精神，廣邀更多事業單位共同參與，引領預訓預聘風氣。

To cope with the youth's difficulty of finding a job and the labor shortage in the job market, the Ministry of Labor launched this event where representatives of relevant key industries and schools were invited to jointly declare 2023 as the first year of enterprise pre-employment program

for young college graduates. The "College Student Training for Enterprise Pre-employment" were arranged to encourage young people to bravely take on the challenge of internships in the 5+2 key industries; various business entities were invited to cooperatively provide training and pre-employment offers for outstanding talents needed by the key industries, in order to support young people's seamless transition from graduation to work.

The Association assisted in organizing the press conference. By holding a pre-employment kick-off press conference, we gathered representatives of relevant key industries, schools and students, and announced the launch of College Student Training for Enterprise Pre-employment. With 2023 as the first year of enterprise pre-employment program for young college graduates, we trained the exceptional talents needed by the key industries and supported young people's direct transition to work after graduation. It is hoped that based on the spirit of learning skills, valuing talents, and jointly creating a new future, more and more business entities can come together to lead the trend of pre-training and pre-employment.



# 非政府及民間組織數據培力暨應用輔導服務案 Data Empowerment and Application Assistance Services for Non-governmental and Civil Society Organizations



數據賦能公益創新數據應用工作坊  
Data Empowerment Public Welfare Innovation Data Application Workshop.

我國公益產業每年吸引逾千億元捐款，其中更以青壯年族群為捐款大宗，然而 NGO/NPO 組織面對供應商、捐助者、服務個案或客戶，外部互動仍以電腦紀錄為主，較無導入系統管理，甚有相當比例 NGO/NPO 組織，仍未進行有意義之數據蒐集或應用。

為提升 NGO/NPO 組織之數位韌性，使其建立數據思維，促進數據之應用與創新，同時其建立夥伴關係、多元涵容地相互協力，有效提升公益領域的數位基礎，以達到整體社會皆能快速回應突發事件的韌性，期望藉由建構 NGO/NPO 組織數據培力地圖及辦理分眾數據培力課程，協助其具體發展數據應用能力，同時引進數據專家輔導 NGO/NPO 組織善用自身數據，促使輔導個案得以運用數據發揮創意，進而實現公益願景，達成強化我國數位韌性之目標。

The public welfare industry in Taiwan attracts more than NT\$100 billion in donations every year, with young and middle-aged people accounting for most of the donors. However, the external

interaction of NGOs/NPOs with suppliers, donors, served cases or customers still primarily relies on computer records instead of system-based management. Even a considerable proportion of NGOs/NPOs have yet to perform meaningful data collection or application.

It is our goal to enhance the digital resilience of NGOs/NPOs for data mindset development and better application and innovation of data, and facilitate NGOs/NPOs' partnerships and collaboration with each other in a diverse and inclusive manner to effectively reinforce the digital foundation in the public welfare sector, so that the overall society has the resilience for rapid responses to emergencies. We hope to help NGOs/NPOs develop their data application capabilities by producing a data empowerment roadmap and providing segment data empowerment courses, while introducing data experts to assist them in making good use of their own data, inspiring the guided cases to be creative based on data and further reach the public welfare vision as well as the goal of strengthening the digital resilience in Taiwan.

# 資通安全法令暨業務溝通說明會服務案

## Briefings of Legislation and Tasks Regarding Information Security



資通安全管理法修法說明會 - 臺中場  
Seminar of Amendment of Cyber Security Management Act - Taichung Session.

有鑑於資安威脅及網路攻擊事件與日俱增，我國 2017 年核定之「第五期國家資通安全發展方案」，以資安即國安為戰略目標，並打造安全可信賴的數位國家為政策願景，依此推動各項資安升級政策及措施。最為關鍵的即是 2018 年立法院三讀通過、2019 年施行的「資通安全管理法」，作為我國首部資安專法，象徵著我國資安管理邁向制度化，並為我國落實及精進各項資安防護工作提供法源依據。

為落實推動「資安法」，透過辦理全國巡迴修法說明會及工作坊，廣納多方意見，以期修法方向更趨周延，同時也結合資安法制教育訓練及業務宣導，促進政府機關、關鍵基礎設施提供者、特定非公務機關及潛在納管對象等關係人，掌握「資安法」規範重點，以加速落實我國資安環境建置。

In view of the increasing information security threats and cyberattacks, various policies and measures for information security upgrade have been implemented under Taiwan's "Phase 5 National Information Security Development Plan," a plan

approved in 2017 that defines information security as national security for its strategic goal, and adopts the policy vision of building a safe and reliable digital country. The "Cyber Security Management Act" approved based on the three readings of the Legislative Yuan in 2018 and coming into force in 2019 is the most critical effort. As the first information security law in Taiwan, it symbolizes the institutionalization of Taiwan's information security management, and provides a legal basis for carrying out and improving a variety of information security protection tasks.

To implement the "Cyber Security Management Act," we have made nationwide tours of law amendment briefings and workshops to collect opinions from multiple parties, so that the direction of law amendment can be as comprehensive as possible. Meanwhile, we have made use of the educational training and task dissemination regarding information security legislation to help related parties such as government agencies, key infrastructure providers, specific non-public agencies, and potential parties to be managed understand the key points of the "Cyber Security Management Act," in order to accelerate the setup of Taiwan's information security environment.



資通安全管理法修法說明會  
Seminar of Amendment of Cyber Security Management Act.



# 關於全國中小企業總會

## About NASME

- ◎ 組織介紹  
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- ◎ 組織架構圖  
Organization Framework
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Tasks Handled by Each Center
- ◎ 全國網絡資源  
NASME's Network Nationwide
- ◎ 理監事名單  
Board of Directors / Supervisors Directory
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Information of Applying Membership
- ◎ 會員入會申請表  
Membership Application Form
- ◎ 中小企業認定標準  
The Definition of SMEs in Taiwan, R.O.C.

# 組織介紹

## About NASME

### 會員大會 Membership Assembly

本會會員分佈國各行各業，包括製造業、服務業、商業等；在會員組成方面，公司會員佔 60%，個人會員佔 29%，團體會員佔 10%，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，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 commerce industries. Corporate members account for 60% of the membership, individual members account for 29%, group members account for 10% 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 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

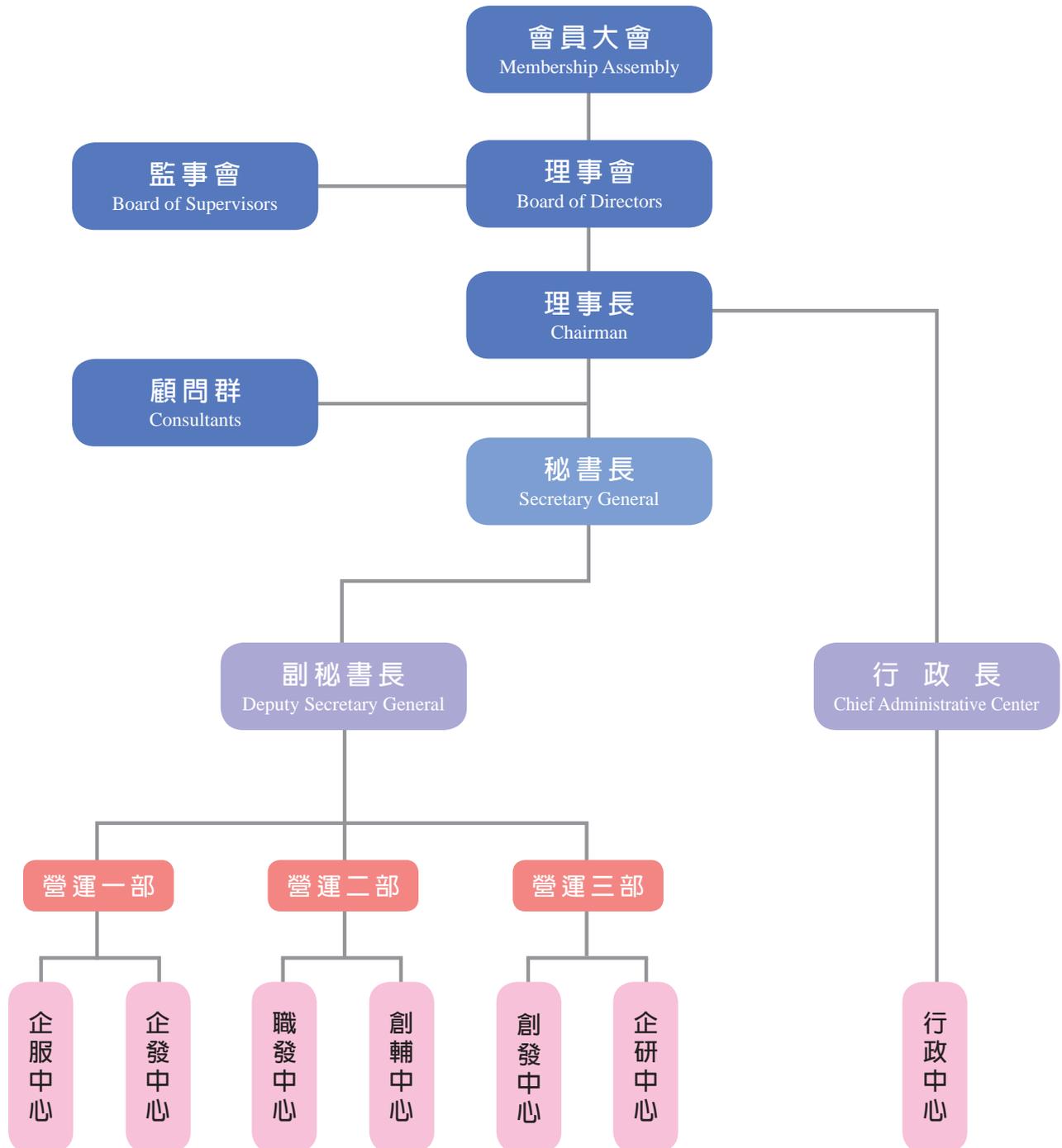
本會理監事會由 46 位企業精英代表組成（名單如後述），每半年召開一次理監事會、每季召開一次常務理監事會、每年召開一次會員大會。

The NASME boasts the strong support of our Board of Directors and Supervisors made up of 46 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.



# 組織架構圖

## Organization Framework



# 各中心掌理項目

## Tasks Handled by Each Center

### 行政中心 |

#### Administrative Center

- 會員服務與會務推廣  
Membership services and association affairs
- 政策性或公益事務之舉辦與參與  
Operation and Participation in Public policy and welfare
- 國內外磐石獎選拔及表揚  
Selections and commendations of Outstanding SMEs in Taiwan and overseas.
- 分級組織及聯誼會推廣與運作  
Promotion and operation of the suborganization
- 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

### 營運一部

#### Operations Department One

### 企服中心 |

#### Enterprises Service Center

- 推動中小企業法規調適及諮詢服務  
Promotion of the SME legal adaptation and consultation services
- 調和因應區域創新發展之法制環境  
Harmonization of the legal environment built for regional innovation and development
- 整備產業創新趨勢所需之法制架構  
Preparation of the legal structure needed for the trends of industrial innovation
- 促進在地城鄉特色發展及數位振興  
Facilitation of the characteristic development and digital revival of local cities and townships
- 協助企業傳承接班及高階團隊培訓  
Assistance in the corporate succession and the senior management training

### 企發中心 |

#### Enterprises Development Center

- 辦理創新研究獎及中高齡職場認證  
Organizing the SMEs Innovation Award and workplace certification for middle-aged and older people
- 體育運動人才媒合與國際賽事推廣  
Matching sports talents and promoting international competitions
- 青年體驗學習及國際青年領袖培訓  
Youth experiential learning and international youth leadership training
- 原住民族企業數位轉型及展覽補助  
Digital transformation of indigenous businesses and exhibition subsidies

### 營運二部

#### Operations Department Two

### 職發中心 |

#### Career Development Center

- 人力資源規劃與輔導  
Workforce planning and guidance
- 職涯發展暨就業服務  
Career development and employment service
- 中高齡及高齡者人力再運用  
Re-use of the middle-aged and senior workforce
- 外籍移工直接聘僱暨審件服務  
Direct employment and document review for migrant workers
- 數位青年轉型推動與培育  
Digital youth transformation promotion and cultivation
- 推動青年農村再生與永續方案  
Implementation of rural regeneration and sustainability programs for the youth.

### 創輔中心 |

#### Business Startup Assistance Center

- 辦理新創事業獎  
Implementation of the Business Startup Award
- 扶植潛力新創並辦理多元媒合交流活動  
Support to the potential business startups and the organization of diverse matching and communication activities
- 新創事業紮根輔導服務 / 政策貸款協助  
Startups strengthening counseling service / Mortgage Assistance Policy for Startups
- 支援社會創新企業  
Supporting social innovation enterprises

### 營運三部

#### Operations Department Three

### 創發中心 |

#### Innovations Development Center

- 推動小微企業服務創新  
Promoting service innovation among small and micro businesses
- 推廣農業發展整合服務  
Promoting agricultural development and integration services
- 協助職能基準發展與認證輔導  
Assisting competency development and certification coaching
- 推動僑台商投資暨商機促進  
Promoting overseas Taiwanese business investment and business opportunities

### 企研中心 |

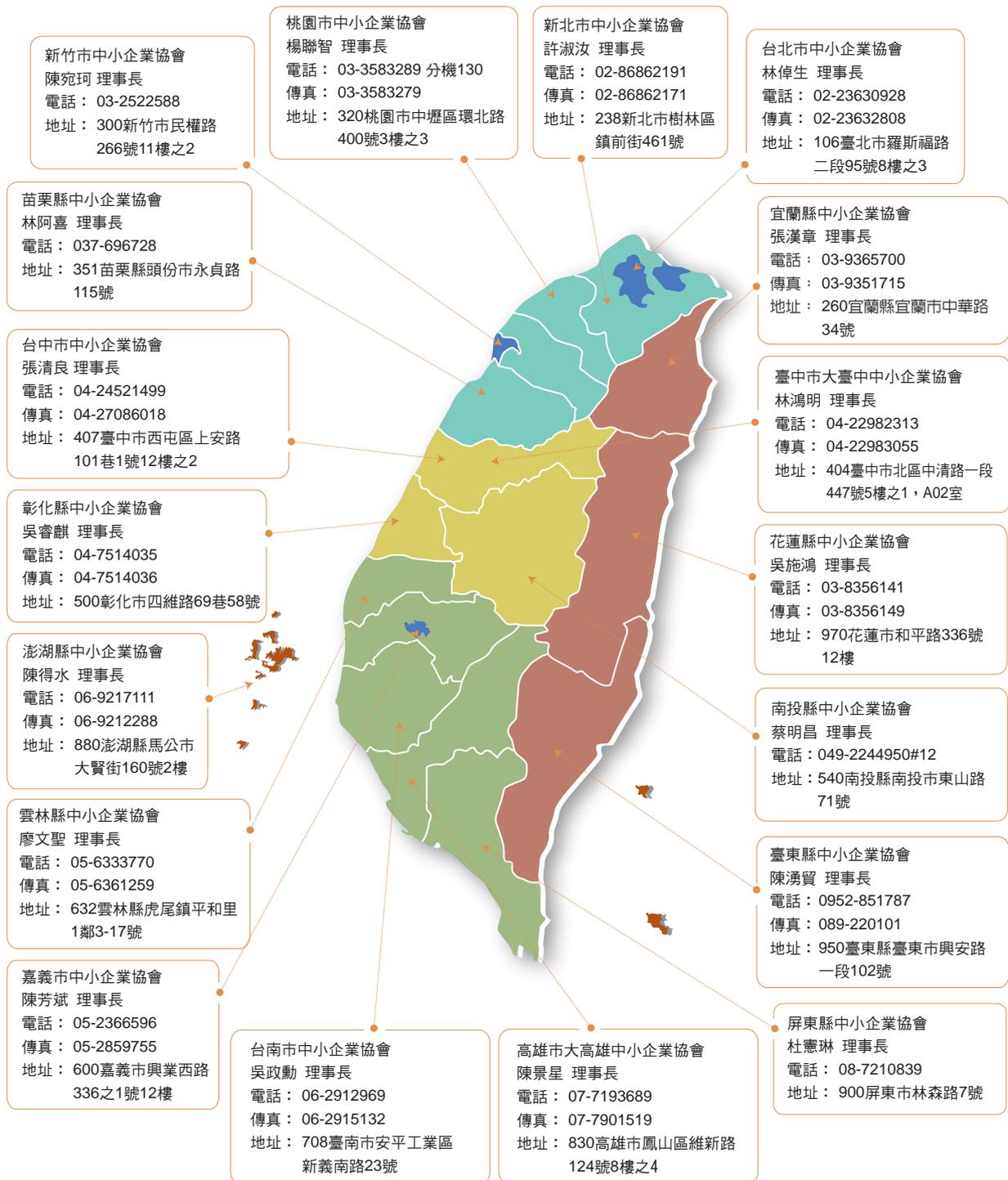
#### Enterprise Research Center

- 協助企業人力資源提升  
Assist to enhance the HR of business
- 鼓勵勞工自主學習  
Encourage staffs' self-learning
- 協助青年就業政策推動與服務  
Youth employment policy promotion and service
- 網實整合之職涯發展服務  
Bricks and clicks career development services



# 全國網絡資源 NASME's Network Nationwide

## 各縣市中小企業協會 Nationwide SME Association



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



菁睿聯誼會



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



串門子聯誼會



台灣展拓聯誼會



快樂成長聯誼會



## 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	歐淑芳	大學光學科技(股)公司	董事長
副理事長	陳萬來	振躍精密滑軌(股)公司	董事長
副理事長	林倬立	逸寶國際(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	蘇偉倫	日馳企業(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	吳昆民	祥圃實業(股)公司	董事長
常務理事	陳瑞宏	堡安消防(股)公司	董事長
常務理事	游永全	立點效應媒體(股)公司	董事總經理
常務理事	賴淑芬	曼都國際(股)公司	董事長
理事	陳國統	漢東建設(股)公司	經營顧問
理事	朱欽賢	樺晟企業有限公司	董事長
理事	楊孟義	美商台灣分公司	總經理
理事	鍾淑玲	台灣歐西瑪(股)公司	副董事長
理事	林守堂	康淳科技(股)公司	董事長
理事	吳定國	桓達科技(股)公司	總經理

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	趙應標	台奕電機技術顧問有限公司	董事長
理 事	吳俊億	玖都建設機構	總 裁
理 事	陳玲玲	台灣育成中小企業開發(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	黃中亢	簧十廣告公司	總經理
理 事	江宏志	原宏開發建設有限公司	董事長
理 事	楊明哲	台北富邦銀行	區 長
理 事	江廷芳	芳成工業(股)公司	董事長
理 事	謝朝旺	富元旅行社有限公司	負責人
理 事	莊承濬	鉅航企業有限公司	總經理
理 事	吳政鴻	聯寶國際文化事業有限公司	總經理
理 事	鄭詠紘	富鈞水資(股)公司	總經理
理 事	賴鴻麟	穩勝福(股)公司	董事長
理 事	邱俊維	創映國際有限公司	負責人
理 事	洪慶忠	嚙德有限公司	董事長
理 事	蔡易潔	鼎泰豐科技集團	創辦人
理 事	楊文西	元心建設(股)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
監事長	林坤榮	英城營造(股)公司	董事長
常務監事	楊益成	育華管理顧問(股)公司	監察人
常務監事	黃祺娟	睿澤企業(股)公司	總經理
監事	吳國源	巨東企業有限公司	總經理
監事	趙茂林	萬能福企業(股)公司	董事長
監事	程鈺婷	亮軒企業有限公司	總經理
監事	趙敏光	久允工業(股)公司	總經理
監事	包蒼屏	包安科技(股)公司	董事長
監事	張美麗	全國停車場(股)公司	董事長
監事	張琍華	琍華珠寶公司	董事長
監事	陳昭蓉	一杏醫美集團	執行長

# 申請入會資訊

## Information of Applying Membership

### 會員別／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	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。 ※ 得選派會員代表二人，以行使權利。	1,000 元	5,000 元
團體會員	1. 本會所屬各分級組織應加入本會為團體會員。 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。 ※ 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。	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"> <li>1. 發言權</li> <li>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）</li> <li>3. 本會所舉辦各種服務事業上之優惠利益</li> <li>4. 其他會員應享之權利</li> </ol>
義務	<ol style="list-style-type: none"> <li>1. 遵守本會章程及決議案</li> <li>2. 擔任本會推定之職務或指派之任務</li> <li>3. 按期繳納會費</li> </ol>
加值服務	<ul style="list-style-type: none"> <li>• 提供本會年報、線上會員名錄和中小企業報馬仔電子報</li> <li>• 中小企業相關獎項選拔諮詢</li> <li>• 提供企業內訓規劃和課程辦理諮詢</li> <li>• 優先參加本會辦理之各項研討會、專題演講</li> <li>• 優先參加本會辦理之國內外商務考察團</li> <li>• APEC 商務卡推薦申請（符合推薦資格者得以推薦）</li> </ul>

★ 入會方式

1. 線上填寫會員入會申請表格，並依「申請類型」檢附相關資料類

2. 會費繳納以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

- 銀行：玉山銀行 古亭分行（代碼808）

- 帳號：0989-940-020998

# 會員入會申請表

## Membership Application Form



會員線上申請  
QR CODE

申請類型	<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				照片 (請附上二吋大頭照乙張)				
會員姓名		職稱		身份證字號					
出生年月日	西元	年	月	日		姓別 <input type="checkbox"/> 男 <input type="checkbox"/> 女			
通訊地址	□□□								
電話		傳真			簽章				
E-mail									
公司資料									
公司名稱 (服務機構)									
公司地址	□□□ <input type="radio"/> 同通訊地址								
工廠地址	□□□								
主要產品 (25字以內)			海外 投資狀況	是否有在海外投資： <input type="radio"/> 是 <input type="radio"/> 否 海外設廠地點：					
創立 日期	西元	年	月	日	實收 資本額	萬元	員工 人數	<input type="radio"/> 0-10人 <input type="radio"/> 101-200人 <input type="radio"/> 11-50人 <input type="radio"/> 201人以上 <input type="radio"/> 51-100人	
行業 大類	<input type="radio"/> A 製造業 <input type="radio"/> B 服務業 <input type="radio"/> C 其他			行業 小類	(請參閱附件表填寫代號：如 A01)				
第二位會員代表資料(個人及贊助會員免填)									
會員姓名		職稱		身份證字號					
出生年月日	西元	年	月	日	姓別 <input type="checkbox"/> 男 <input type="checkbox"/> 女				
E-mail									
聯絡人資料									
<input type="checkbox"/> 同會員代表 1 <input type="checkbox"/> 同會員代表 2									
姓名		電話		E-mail					
介紹人									
姓名		會員編號		簽章					
姓名		會員編號		簽章					
填表日期	西元	年	月	日	生效日期	西元	年	月	日 (由審核人員填寫)
填表日期	<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一份								

\* 請以線上表格為主。



## 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 The Standards have been drawn up in accordance with the provisions of Paragraph 2, Article 2 of the Small and Medium-sized Enterprise Development Statute (hereinafter 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，實收資本額在新臺幣一億元以下，或經常僱用員工數未滿二百人之事業。

Article 2 The term "small and medium-sized enterprise (SME)" as referred to under the Standards shall mean an enterprise which has completed company registration or business registration in accordance with relevant laws, and whose paid-in capital is no more than NT\$100 million, or which hires fewer than 200 regular employees.

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 (刪除)  
(Deleted)

第五條 本標準所定經常僱用員工數，係以勞動部勞工保險局受理事業最近十二個月平均月投保人數為準。

Article 5 The number of regular employees under the Standards refers to the average monthly number of insured employees that an enterprise has registered with the Bureau of Labor Insurance, Ministry of Labor in the most recent 12 months.

第六條 具有下列情形之一者，視同中小企業：

Article 6 An enterprises shall be deemed to be a SME if any of the following is applicable:

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。
1. In the case of a SME which has received guidance for expansion, where after expansion the size of the enterprise exceeds the standards listed in Article 2, such enterprise shall continue to be deemed to be a SME for two years immediately after 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。
2. In the case of a SME which has received guidance for merger, where after the merger the size of the enterprise exceeds the standards listed in Article 2, such enterprise shall continue to be deemed to be a SME for three years immediately after the date of the 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。
3. Where a guidance agency, guidance system or relevant agency undertakes the provision of collective guidance for SMEs in a given industry, if some of the enterprises exceed the standards listed in Article.

第七條 本標準自發佈日施行。

Article 7 The Standards shall come into effect on the date of promulgation.

資料來源：經濟部中小企業處民國 109 年 06 月 24 日經企字第10904602890號令修正發布

Data source: The amendment announced by the Small and Medium Enterprise Administration MOEA with the MOEA. SMB. Order No. 10904602890 issued on June 24, 2020.



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