



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

年報

115

2026 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





突破重圍 逆風高飛 開啟企業轉型新篇章

回首過去一年，面對地緣政治的劇烈牽動，以及美國對等關稅政策等變數，國際局勢愈顯嚴峻複雜。身處這場前所未見的變局風暴中，我深知每一位中小企業主在經營上所承擔的巨大挑戰與壓力，正是這份壓力，激發出臺灣中小企業無可取代的強大韌性。

根據 2025 年中小企業白皮書顯示，臺灣中小企業數量已超過 171.5 萬家，占全體企業的 98% 以上，再創歷年新高，堅強地扮演著「護國山脈」的角色。雖然外在經貿發展受限，但 AI、高效能運算及雲端資料服務等新興科技商機持續拓展，帶動去年臺灣經濟成長約 8.63%，臺灣經濟表現很好，前景更是看好。

在這產業轉型的關鍵，本人深感榮幸能擔任行政院經濟發展委員會「包容成長組」共同召集人及「臺美貿易倡議小組」召集人，於國家級決策平台上為產業發聲。針對現況，建議採取「雙軌並進」策略：一方面針對傳統產業，推動整合與合併以構築更強韌的產業鏈，助力業者以團體戰共逐國際市場；另一方面，則全力協助中小企業加速數位轉型與 AI 應用落地，以科技賦能提升競爭力。

特別感謝政府透過務實談判取得重大突破，成功確立臺灣銷美關稅降至 15% 且不採累加計算，並保障半導體產品享有「232 條款」最優惠待遇。這些得來不易的成果，不僅鞏固了我國在全球供應鏈的關鍵地位，更為廣大中小企業爭取到公平競爭的發展空間。

政府對中小企業的高度重視與資源挹注，是我們最堅實的後盾，本人對此深表感謝。未來，本會將持續扮演中小企業與政府溝通的橋梁，協助政府攜手推動各項政策，讓各項補助與計畫能精準對接、扎實落地，扶持中小企業在變局中穩舵前行，共創永續經營環境。

理事長 李育象

Break through barriers and soar against the headwinds to usher in a new era of corporate transformation

Looking back over the past year, despite significant geopolitical shifts and variables such as U.S. reciprocal tariff policies, the international situation has become increasingly severe and complex. In this unprecedented time of upheaval, I deeply understand the immense challenges and pressures faced by every SME owner. It is this pressure that has fostered the remarkable resilience of Taiwanese SMEs.

According to the 2025 SME White Paper, there are more than 1.715 million SMEs in Taiwan, accounting for over 98% of all enterprises. This number has broken the record, showing SMEs' role in playing the “backbone of the nation.” Although external trade development is limited, emerging technology opportunities in areas such as AI, high-performance computing (HPC), and cloud data services continue to expand, driving Taiwan’s economic growth to approximately 8.63% last year. Taiwan's economic performance is strong, and the outlook remains positive.

In this critical period of industrial transformation, I am deeply honored to serve as co-convenor of the “Inclusive Growth Group” and convenor of the “Taiwan–U.S. Trade Initiative Task Force” under the Economic Development Commission of the Executive Yuan, and to advocate for the industry on a national decision-making platform. In response to the current situation, a dual-track approach is recommended: on one hand, promote integration and mergers for traditional industries to build a more resilient industrial chain, helping businesses compete in the international market through collaboration. On the other hand, fully assist SMEs in accelerating digital transformation and AI implementation to enhance their competitiveness through technology empowerment.

I would like to express my gratitude to the government for achieving a significant breakthrough through pragmatic negotiations by successfully establishing a 15% tariff rate on Taiwanese exports to the U.S. without cumulative calculation and ensuring that semiconductor products receive the most favorable treatment under Section 232. These hard-won achievements not only consolidate Taiwan's key position in the global supply chain but also secure fair competition and development opportunities for SMEs.

The government's strong support and investment in SMEs provide a solid foundation for us, and I am deeply grateful for this. In the future, the Administration will continue to serve as a bridge of communication between SMEs and the government, assisting in jointly promoting various policies to ensure that subsidies and plans are accurately targeted and effectively implemented. We support SMEs in navigating the changing landscape and in creating a sustainable business environment together.

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 07 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 54 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 54 years.

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

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

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

Today, the nationwide SME network of NASME comprises approximately 60 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梁
- 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)
- 山頂尾溜嘉年華會登山健行
- 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.
- Improve personnel quality.
- Provides consultation and guidance for entrepreneurship.
- Provides guidance and encouragement for industrial upgrade.
- Enhance & integrate employment resources.

What activities has NASME organized?

- Meeting the president and making recommendations
- 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：

包括電子零件業、藥品及化學製品業、機械設備業、食品業、紡織業、家具業、電力設備業、橡膠製品業、金屬製品業、運輸工具業等。

服務業：

包括營造業、運輸及倉儲業、金融及保險業、批發及零售業、不動產業、住宿及餐飲業等。

其他：

包括農林漁牧業、礦業及土石採集業等。

會員組成結構

個人會員：

凡經核准入會，從事經營中小企業或具有興趣及研究之個人。

公司會員：

凡經核准入會，其經營本質屬中小企業發展條例第二條規定標準之公民營公司行號。

團體會員：

1. 本會所屬各分級組織。
2. 凡贊同本會宗旨或本會輔導之各相關團體。

贊助會員：

對於本會有特殊貢獻或每年贊助經費新臺幣壹萬元以上之團體或個人。



Members Industries

Manufacture：

including electronic parts and components manufacturing, pharmaceutical and chemical material manufacturing, chemical productions, mechanical equipment, food, textile, furniture manufacturing, electrical equipment, rubber and plastic manufacturing, metal, transportation tools.

Service：

including construction, transportation service and storage, financial and insurance, wholesale and retail trade, real estate, accommodation and food services.

Others：

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

Members Composition

Personal membership：

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

Corporate membership：

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

Group membership：

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

Sponsor membership：

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

年度重要記事 Major Events

1月

- ▶ 01/14 第一屆國家食農教育貢獻獎頒獎典禮
1st National Food & Agriculture Education Outstanding Contribution Award Ceremony

2月

- ▶ 02/11 全國中小企業聯合新春團拜
National SME Chinese New Year Gathering
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
- ▶ 02/14 八大工商團體春節聯誼
Lunar New Year Gathering With Eight Major Industrial and Commercial Organizations

3月

- ▶ 03/26 第15屆第5次常務理監事會議
5th meeting of the 15th Executive Board of Directors and Supervisors

4月

- ▶ 04/09 TTQS金牌單位授證暨職前訓練評鑑五星單位授獎儀式
TTQS Gold Medal Award & Five-Star Pre-Employment Training Evaluation Award Ceremony
- ▶ 04/22-26 理監事海外聯誼活動
Overseas networking for Board of Directors and Supervisors

5月

- ▶ 05/15 第15屆第8次理監事會議
8th meeting of the 15th Board of Directors and Supervisors
- ▶ 05/19 全國企業運動賽事-3x3籃球交流賽啟動記者會
National Corporate Sports Games – 3x3 Basketball Exchange Tournament Kick-off Press Conference
- ▶ 05/27 磐石獎聯誼委員會第14、15屆總會長交接典禮
President Handover Ceremony of the 14th and 15th Friendship Club of Winners of National Award of Outstanding SMEs

6月

- ▶ 06/24 第15屆第4次會員大會暨第17屆國家磐石關懷獎章贈獎典禮
4th meeting of the 15th General Assembly and the 17th National SME Care Medal Presentation Ceremony

9月

- ▶ 09/11 第15屆第6次常務理監事會議
6th meeting of the 15th Executive Board of Directors and Supervisors
- ▶ 09/25-29 第103屆國際合作社節大會暨聯合成果展銷活動
103rd International Day of Cooperatives Conference and Joint Achievement Exhibition and Sales Event

- ▶ 09/27-28 水產精品頒獎典禮暨食魚園遊會
Premium Aquatic Products Award Ceremony and Fish-education Fair

10月

- ▶ 10/05-10 臺美中小企業聯誼會前往亞利桑那州參與智慧醫療訪問交流
Taiwan-USA SME Club visited Arizona for smart healthcare exchange

- ▶10/06 精采臺灣·城鄉厚禮成果發表會
Achievement Presentation of Wonderful Taiwan: Local Gifts
- ▶10/10 山頂尾溜嘉年華會
Peak Mountaineering Picnic Carnival
- ▶10/27 第34屆國家磐石獎暨第27屆海外臺商磐石獎頒獎典禮
34th National Outstanding SMEs Award and 27th Outstanding Overseas Taiwanese SMEs Award
- ▶10/29 本屆磐石獎得主拜會部會首長(行政院、勞動部、僑務委員會)
Winners of this year's National Award of Outstanding SMEs visting ministers (Executive Yuan, Ministry of Labor, Overseas Compatriot Affairs Commission)
- ▶10/31 二代大學第8屆畢業暨第9屆開學典禮
8th Graduation Ceremony & 9th Opening Ceremony of New Generation College

11月

- ▶11/04 新北市中高齡者及高齡者友善職場認證表揚活動
Recognition of New Taipei City Middle-aged and Elderly Friendly Workplace Certification
- ▶11/07 青年回鄉行動獎勵計畫「青村大會師」
Incentive Program for Young People to Return to Their Hometown for Work "Youth Village Rally"
- ▶11/17 中小企業榮譽律師授證典禮暨服務講習會
SME Honorary Lawyer Certification Ceremony and Service Workshop
- ▶11/18 企業聘用運動指導員表揚活動
Commendation Event for Enterprises Hiring Fitness Instructors
- ▶11/19 小巨人獎、新創事業獎、創新研究獎及女性創業菁英獎聯合頒獎典禮暨聯誼會交流晚宴
Joint Award Ceremony for The Rising Star Award, Business Startup Award, SMEs Innovation Award, and The Women Entrepreneur Award and Networking Dinner
- ▶11/21 臺灣品牌國際賽研習營交流分享會
Sport Event Taiwan Workshop
- ▶11/24 洄游之光-AI青年創意挑戰賽暨頒獎典禮
Light of Migration – AI Youth Creative Challenge and Award Ceremony
- ▶11/26-30 亞洲技能競賽(WSA)-國際系列活動
WorldSkills Asia (WSA) – International Series

12月

- ▶12/04 國家人才發展獎頒獎典禮
National Talent Development Award Ceremony
- ▶12/05 第六屆數位之星競賽暨畢業典禮
6th Digital Star Competition and Graduation Ceremony
- ▶12/14 總統盃黑客松頒獎典禮
Presidential Hackathon Award Ceremony
- ▶12/16 第15屆第9次理監事會議
9th 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
- ⚙️ 山頂尾溜嘉年華
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

堅實企業溝通橋梁 拓展產業共榮視野

Strengthening corporate communication and expanding the horizon of industrial co-prosperity

本會成立迄今 54 年，一路秉持專業與熱誠，多次榮獲「全國性社會團體工作績效評鑑優等」及「全國性社會團體公益貢獻獎」的肯定，服務品質也受各單位團體認同。

為落實中小企業服務，在關稅貿易戰趨勢下，亦彙整產業訴求，協助中小企業向政府發聲。同時，亦就勞資議題展開溝通、提出建言，盼在動盪的經濟環境中，共同協助整體產業持之以恆。

本會於全臺有近 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，涵蓋企業會員逾萬家，定期舉辦會員大會、新春團拜及山頂尾溜嘉年華，以活絡社群能量。亦辦理績優中小企業社團與績優跨業聯誼會選拔活動，激勵中小企業社團精進及永續經營，為在地社團編織生生不息的共享網絡。

此外，本會與關懷中小企業基金會共同設立「國家磐石關懷獎章」，每年表揚對我國中小企業發展具有重大貢獻人士。另，由歷屆國家磐石獎與海外臺商磐石獎得主組成的「磐石獎聯誼委員會」亦定期舉辦例會活動，匯聚產業先行者，交流實務經驗，秉持磐石精神，承先啟後，打造共榮環境，並以此持續灌溉社會根基。

Since its establishment 54 years ago, NASME has consistently upheld professionalism and enthusiasm, and has been repeatedly recognized with both “National Social Organization Work Performance – Excellent” and the “National Social Organization Public Welfare Contribution Award.” The quality of our services has been acknowledged by various organizations and groups.

To support services for SMEs and in light of the trend toward trade wars, we have also compiled industry concerns to help SMEs voice them to the government. At the same time, we are engaging in dialogue and offering recommendations on labor-management issues, with the hope of jointly supporting the sustained development of the industry in this turbulent economic climate.

NASME has established nearly 60 sub-organizations across Taiwan, including county and city SME associations as well as inter-industry clubs, with approximately 1,300 direct members from over 10,000 enterprises. We regularly organize General Assemblies, Lunar New Year Gatherings, and Peak Mountaineering Picnic Carnivals to invigorate community spirit. We also outstanding county and city SME association competitions and Outstanding Inter-industry Club competitions to encourage SMEs to improve, engage in sustainable management, and build a thriving network for local associations.

In addition, we have jointly established the “National SME care Medal” with the Small and Medium Enterprise Foundation to recognize those who make significant contributions to the development of Taiwan's SMEs. Additionally, the “Friendship Club of Winners of National Award of Outstanding SMEs” – comprised of past winners of the National Award for Outstanding SMEs and the Outstanding Overseas Taiwanese SMEs Award – also holds regular meetings. These meetings aim to gather industry pioneers, exchange practical experiences, uphold the spirit of the National Award for Outstanding SMEs, build on past achievements, create a collaborative environment, and continue to strengthen the foundations of society.

會員大會暨理監事會議



行政院卓榮泰院長（左四）、全國中小企業總會理事長李育家（右四）與本屆國家磐石關懷獎章得主合影
Group photo: Premier Cho Jung-Tai of Executive Yuan (4th from left) and Chairman Li Yu-Chia of NASME (4th from right) with this year's National SME Care Medal winners.

會員大會

第 15 屆第 4 次會員大會於民國 114 年 06 月 24 日下午 2 時假臺北喜來登大飯店舉行，會中行政院卓榮泰院長、時任經濟部郭智輝部長、勞動部黃玲娜次長，以及各部會首長蒞臨致意，為大會增添光彩，現場氣氛歡騰。

大會援例與關懷中小企業基金會共同舉辦「第 17 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 16 屆共 79 位人士，本屆共有臺北科技大學管理學院范書愷院長、台灣中小企業聯合輔導基金會徐定禎董事長、臺灣證券交易所李愛玲總經理、賴瑞隆立法委員及今周刊許秀惠總編輯等 5 位獲獎。卓榮泰院長致詞時肯定這 5 位得獎人在各自領域展現十八般武藝，他們各自從學術能

量、金融支持，到結合社會關懷、媒體力量，讓有潛力但資源有限的中小企業逐步站穩腳跟、建構臺灣整體經濟韌性。

除頒獎典禮外，大會亦依序進行例行會務報告與提案審議，並就第 15 屆第 3 次會員大會之決議執行情形逐案說明，會中針對各項提案進行討論，最終在圓滿的氣氛中落幕。

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 26 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 4 次會員大會、國家磐石關懷獎章、山頂尾溜嘉年華會、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 4th General Assembly of the 15th term was held at the Sheraton Grand Taipei Hotel on June 24, 2025, at 2 PM. Executive Yuan Premier Cho Jung-Tai, then-Economic Affairs Minister J.W. Kuo, and Deputy Minister of Labor Huang Ling-Na attended and offered their congratulations, contributing to the celebratory atmosphere of the event.

As is customary, the conference jointly held the “17th National Outstanding SMEs care Medal” ceremony, which was organized by NASME and the Small and Medium Enterprise Foundation. The National Outstanding SMEs care Medal was established to honor those who have made significant contributions to the development of Taiwan's SMEs, with a total of 79 recipients over the past 16 years. This year's recipients include Dean Fan Shu-Kai of the College of Management at NTUT, Chairman Hsu Ting-Chen of SMECF, General Manager Li Ai-Ling of the Taiwan Stock Exchange, Legislator Lai Rui-Long, and Editor-in-Chief Hsu Hsiu-Hui of Business Today. In his speech, Premier Cho Jung-Tai commended the five awardees for their professionalism and dedication in their respective fields, which range from academic expertise and financial backing to integrating social responsibility and media influence. They have helped SMEs with high potential but limited resources gain a firm footing and strengthen Taiwan's overall economic resilience.

In addition to the award ceremony, the General Assembly also addressed routine affairs reports and proposal discussions. A total of four proposals were considered, including a

resolution to amend Article 15 of Chapter 4 of the Association's Articles of Incorporation. The meeting concluded successfully with consensus.

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Meeting of the Board of Directors and Supervisors

To smoothly conduct the meeting and reach a consensus among the board of directors and supervisors, a meeting of the board of directors and supervisors was held in accordance with Article 26 of the Charter. Work reports, the financial report, and motions were discussed at the meeting. The motions were: the 4th General Meeting of the 15th Term; National Outstanding SMEs care Medal; Peak Mountaineering Picnic Carnival; Selection of county and city SME association Year-end Party; National SME Chinese New Year Gathering; and appointment of NASME's consultants.



行政院卓榮泰院長致詞

Speech by Premier Cho Jung-Tai of Executive Yuan.

全國中小企業聯合新春團拜



團拜祈福儀式互道祝福 - 賴清德總統 (左四)、時任經濟部郭智輝部長 (右三)、李育家理事長 (右四)、關懷中小企業基金會李成家董事長 (左三)

Exchanging New Year greetings during the Chinese New Year Gathering – President Lai Ching-Te (4th from left), former Minister of Economic Affairs Kuo Chih-Hui (3rd from right), Chairman Li Yu-Chia (4th from right), and Chairman Li Cheng-Chia of the Small and Medium Enterprise Foundation (3rd from left).

為促進中小企業與政府攜手推動經濟發展，本會自民國 91 年起與全臺中小企業協會及跨業聯誼會共同舉辦新春團拜。本次活動於民國 114 年 02 月 11 日假典華旗艦店舉行，逾千位企業夥伴齊聚交流，共迎新年度挑戰。

本次以「金蛇賀歲慶豐收」為主題，會中賴清德總統、時任經濟部郭智輝部長、國家發展委員會詹方冠副主委等貴賓均臨會場嘉勉。



千禧聯誼會於團拜表演嘻哈舞蹈

The Millennium Club performed a hip-hop dance at the Chinese New Year Gathering.

賴總統致詞表示，新的一年，全球經濟局勢持續變化，政府會做中小微型企業的後盾，未來將協助小微企業數位轉型及淨零轉型；並推出多項方案，提供企業所需資金；亦將協助加速小微企業國際化，開拓海外市場，提升國際競爭力。並盼大家團結合作，讓臺灣經濟持續穩健成長。

「日進斗金，福財雙至」的祈福儀式，貴賓按壓手型啟動板，象徵掌握局面，開啟未來，當翻牌儀式啟動，展露新春全新樣貌，代表揭開新篇章，好運環繞一整年。此外，今年活動外場增設祈福小卡與福氣扭蛋之互動遊戲，增加活動趣味與驚喜感，共同為新年度許下願景，期盼蛇年能迎來更多突破與好運。

另為鼓勵各團體提升服務品質與永續經營，本會亦頒發績優縣市中小企業社團及跨業聯誼會獎項，表彰其在商機媒合、交流合作與促進產業鏈結上的卓越貢獻。此次活動圓滿成功，不僅展現中小企業的團結活力，更為新的一年注入前行的力量與信心。

National SME Chinese New Year Gathering

To promote economic development through collaboration between SMEs and the government, the Association has been co-hosting the SME Chinese New Year Gatherings with county and city SME association and inter-industry clubs across Taiwan since 2002. The event was held on February 11, 2025, at Denwell, with over a thousand business partners in attendance for networking and to address the challenges of the new year.

The theme of this event was “Golden Snake Welcomes the Lunar New Year and Celebrates a Bountiful Harvest,” and President Ching-te Lai, then-Economic Affairs Minister J.W. Kuo, and National Development Council Deputy Chairman Jan Fang-Kuan were present to offer their congratulations. President Lai delivered a speech, stating that as the global economic situation continues to evolve in the new year, the government will serve as a strong backer for MSMEs. The government will assist them with digital and net-zero transformations and launch various programs to provide the necessary funding. Furthermore, the government will help accelerate the internationalization of MSMEs, expand overseas markets, and enhance international

competitiveness. We look forward to working together to ensure the continued steady growth of Taiwan's economy.

The blessing ceremony of “Fortune and Wealth” featured VIPs pressing a hand-shaped activation plate to symbolize taking control and ushering in the future. As the card-flipping ceremony began, a fresh new look for the new year was unveiled, representing a new chapter and a year of good fortune. Additionally, this year's event featured interactive games – blessing cards and fortune gashapon – to add fun and surprises, allowing participants to collectively make wishes for the new year and hope for breakthroughs and good fortune in the Year of the Snake.

Additionally, to encourage organizations to enhance service quality and sustainable management, NASME also presented awards to outstanding county/city SME association and inter-industry clubs, recognizing their exceptional contributions to business matching, exchange and cooperation, and the promotion of industrial linkages. The event was a resounding success, demonstrating the unity and vitality of SMEs and injecting momentum and confidence into the new year.



績優跨業聯誼會得獎團體合影

Group photo of the winning teams from the Cross-Industry Club.

山頂尾溜嘉年華會



啟程儀式大合照
Group photo at the kickoff event.

每逢「雙十國慶」，本會總以嶄新且更貼近會員生活的方式，將節慶化作交流的舞台。過去曾舉辦野餐、園遊會及烤肉等，活動形式年年推陳出新，只為在平日忙碌之餘，讓大家走出生活，體驗各式各樣的活動。不僅是家庭親子同樂的溫馨時光，也緊緊牽引著會員彼此間的凝聚力。



健行打卡集點活動
Hiking check-in rewards program.

114 年度將以往常見的山林轉往海岸，帶著會員首度來到風光明媚的漁人碼頭，以山頂尾溜初衷為核心，結合淡水知名景點，安排遊港健行活動，從浪漫地標的情人橋，到自然之美的滬尾石滬，伴隨海風與遼闊的天際一路相隨。同時，於觀海廣場規劃一系列活動，包含童趣遊戲挑戰「漁你玩作伙」、推廣在地青農的「青村集市」以及展現城鄉魅力的「城鄉島遊」，且安排專業舞蹈老師與表演團體現場與大家一同唱跳共舞，熱鬧歡騰的慶典也為漁人碼頭注入一股蓬勃生氣。

中午在福容大飯店，接續舉辦眾所矚目的餐宴及摸彩活動，備有豐富的精美獎品，其中最大獎「SOGO 禮券 2 萬元」及「iPad」，讓現場氣氛炒到最高點，舉杯歡騰之際，讓每個角落都洋溢著喜悅與活力。

Peak Mountaineering Picnic Carnival

Every Double Tenth Day, NASME consistently presents new and more relatable ways for members to come together and celebrate the festival. In the past, we have organized picnics, garden parties, and barbecues. We continually refresh our activities each year to encourage everyone to step away from their busy routines and enjoy a diverse range of experiences. Not only does this event provide quality family time, but it also strengthens the bonds between members.

In 2025, we moved our annual event from the mountains to the coast, bringing our members to the scenic Fisherman's Wharf for the first time. Inspired by the spirit of our traditional Peak Mountaineering Picnic Carnival, we combined popular Tamsui attractions into a harbor hiking experience. The route took the participants from the romantic Lover's Bridge to the natural wonder of Huwei Shihu, all while enjoying the sea breeze and expansive sky. At the same time, a series of activities were planned at the Sightseeing Platform, including the playful game challenge "Having Fun at the Fishery," the "Rural Youth market" promoting local youth agriculture, and the



活動攤位 - 城鄉島遊
Activity stall - Lohas-go.

"Lohas Go" showcasing the charm of rural areas. Professional dance teachers and performing groups were also on-site to lead everyone in singing and dancing together. The vibrant festival injected new energy into Fisherman's Wharf.

Lunch was held at Fullon Hotels & Resorts, followed by the much-anticipated banquet and lucky draw featuring a wide range of exquisite prizes. The grand prizes – a NT\$20,000 SOGO gift voucher and an iPad – livened up the atmosphere, filling every corner with joy and vitality as everyone raised their glasses in celebration



活動暖身帶動跳
Warm-up dance before kick-off.

磐石獎聯誼委員會



第 14、15 屆總會長交接典禮
Handover ceremony of the 14th and 15th presidents.

「磐石獎聯誼委員會」是得獎企業專屬之交流平台，透過人脈串聯、商機媒合與經營經驗的深度傳承，為企業開創多元發展契機。回顧過去一年，本聯誼委員會藉由多元化的交流與參訪活動，展現磐石企業在變局中的韌性與創新。

114 年度 5 月盛會由北區例會暨總會長交接典禮揭開序幕，在產官學界眾多貴賓與會員的共同見證下，由可文山總會長將印信交接予

新任總會長吳定國，象徵磐石精神的薪火相傳。會中特別邀請和碩聯合科技童子賢董事長分享產業發展與世界局勢，並由時任行政院龔明鑫秘書長剖析全球政經變動下的產業布局，協助會員在多變局勢中精準定位，洞察未來商機。

9 月中區例會聚焦產業升級與綠色永續，帶領會員觀摩「久允工業」了解傳統產業如何成功導入自動化生產完成轉型，並走訪「正瀚生技」探尋低碳精準農業與循環經濟的實踐成果；11 月時舉辦盛大的迎新晚宴，歡迎海內外新進得獎企業加入磐石大家庭，在經濟部何晉滄次長與僑委會李妍慧副委員長的勳勵下，現場磐石精英交流熱絡，凝聚海內外企業家的向心力。

總結 114 年度的交流活動，不僅強化了得獎企業間的橫向連結，更透過產官學各界領袖的智慧分享，共同厚植臺灣產業實力，為磐石家族的永續發展奠定堅實基礎。



經濟部何晉滄次長於迎新晚宴致詞
Deputy Minister Ho Chin-Tsang of the Ministry of Economic Affairs delivered remarks at the welcome dinner.

Friendship Club of Winners of National Award of Outstanding SMEs



中區例會 - 參訪久允工業

Central District Meeting - Visit KWCT.

The “Friendship Club of Winners of National Award of Outstanding SMEs” is an exclusive networking platform for award-winning companies, fostering connections, facilitating business matching, and enabling in-depth sharing of business experiences to unlock diverse development opportunities. Looking back at the past year, NASME has showcased the resilience and innovation of SME winners through a variety of exchange and visit activities in a changing environment.

The 2025 May event kicked off with the North Region Regular Meeting and the President Handover Ceremony. With numerous distinguished guests from industry, government, and academia in attendance, President Ke Wen-Shan passed the seal to new President Wu Ting-Kuo, symbolizing the continuation of the spirit of the National Award for Outstanding SMEs. During the meeting, we were honored to have T.H. Tung, Chairman of Pegatron Corporation, share his insights on industry development and the global landscape. Kung Ming-Hsin, then Secretary-General of the Executive Yuan, analyzed industrial strategies in light of evolving global political and economic conditions, assisting members in accurately positioning themselves and identifying future business opportunities in a dynamic environment.

In mid-September, the Central Region Regular Meeting focused on industrial upgrading and sustainability. Members were led to visit “K&W Tools Co., Ltd.” to learn how traditional industries successfully adopted automated production to complete their transformation. They also visited “CH Biotech R&D Co., Ltd.” to explore the practical results of low-carbon precision agriculture and the circular economy. In November, a grand welcome dinner was held to honor new award-winning companies from both home and abroad. With encouragement from Deputy Minister of Economic Affairs Ho Chin-Tsang and Deputy Minister Lee Yen-Hui of OCAC, these National Award Outstanding SMEs winners networked enthusiastically, strengthening bonds among entrepreneurs at home and abroad.

In summary, the exchange activities in 2025 not only strengthened connections between the winning companies but also enhanced Taiwan's industrial strength through wisdom shared by leaders in industry, government, and academia, laying a solid foundation for the sustainable development of the National Award for Outstanding SMEs family.

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穩健發展，並邁向高附加價值，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準確且即時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。

為強化各縣市中小企業協會的鏈結與健全服務網絡，本會於民國 114 年 02 月 11 日舉辦「縣市中小企業協會理事長聯誼會」，邀請各縣市理事長及代表齊聚一堂，分享會務經營經驗。此外，活動亦安排參訪國家磐石獎得獎企業「睿澤企業」，透過觀摩與交流，促進經驗分享與實務學習。

本會每年透過「提升各縣市中小企業基層服務補助計畫」，結合民間社團力量，扮演政府與中小企業之間的重要橋梁，深入基層提供即時服務與關懷。本年度活動聚焦三大主題：數位轉型、永續轉型與大健康產業，舉辦逾百場多元化活動，包括政策領航交流會、前瞻趨

勢講堂、產業合作交流會、產業觀摩交流會，以及企業關懷訪視等。透過這些活動，有效傳遞政策資訊，協助中小企業掌握產業趨勢，並推動轉型升級與創新發展。

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，114 年度獲獎名單如下：

★卓越永續獎★

台北市中小企業協會、苗栗縣中小企業協會、大臺中中小企業協會、彰化縣中小企業協會、南投縣中小企業協會、雲林縣中小企業協會、台南市中小企業協會、屏東縣中小企業協會、臺東縣中小企業協會

★服務躍升獎★

宜蘭縣中小企業協會、桃園市中小企業協會

★熱忱活力獎★

高雄市大高雄中小企業協會

County/City SME Association Activities

To assist SMEs in achieving stable growth in a highly competitive environment and transitioning to higher value-added products and services, NASME and the SME associations across Taiwan have long served SMEs by effectively integrating resources and assistance, ensuring that information is accurately and promptly delivered to them.

To strengthen the SME associations across Taiwan, making them more closely linked and improving their service networks, we organized a “Meet-up for the Chairpersons of the County and City SME Associations” on February 11, 2025. All association chairmen were invited to the meeting to share their business experiences. Additionally, the activity included a visit to Aromate Industries, a National Outstanding SMEs Award winner, to promote experience sharing and practical learning through observation and interaction.

Each year, NASME implements the “Subsidy Program for Enhancing Basic Services for SMEs in Counties/Cities,” collaborating with private associations to serve as a key bridge between the government and SMEs, providing timely services



苗栗縣中小企業協會 - 前瞻趨勢講堂

Miaoli County SME Association - Lecture on Forward-thinking Trends.

and support at the grassroots level. This year’s activities focused on three main themes: digital transformation, sustainability transformation, and the comprehensive health industry, with over a hundred diverse events, including Policy Navigation Exchanges, Seminars on Forward-looking Trends, Industry Collaboration Exchanges, Industry Observation Exchanges, and Corporate Care Visits. Through these activities, we effectively communicate policy information, helping SMEs stay abreast of industry trends and drive transformation, upgrading, and innovation.

In addition, to encourage SME clubs to improve the quality of their services and to develop in a sustainable manner, we organize an “Outstanding SME Club Competition” each year. The winners for 2025 are as follows:

★ Outstanding Sustainability Excellence Award ★

Taipei Small-Medium Enterprise Association,
Miaoli Small-Medium Enterprise Association,
Greater Taichung Small-Medium Enterprise Association,
Changhua Small-Medium Enterprise Association,
Nantou Small-Medium Enterprise Association,
Yunlin Small-Medium Enterprise Association,
Tainan Small-Medium Enterprise Association,
Pingtung Small-Medium Enterprise Association,
Taitung Small-Medium Enterprise Association.

★ Outstanding Service Improvement Award ★

I-Lan Small-Medium Enterprise Association,
Taoyuan Small-Medium Enterprise Association.

★ Passionate Vitality Award ★

Kaohsiung Small-Medium Enterprise Association

中小企業跨業聯誼會活動



新一代企業家聯誼會舉辦企業參訪活動
Next-Gen Entrepreneur Club organizes company visits

為協助中小企業在競爭激烈的環境中穩健成長，並建立良好的企業合作環境並擴大產業交流，本會自民國 83 年起積極推動中小企業間的互助與連結，透過共同合作、知識分享與資源整合，強化整體競爭力。面對快速變動的全球環境，本會致力協助企業提升經營能力、拓展國際視野，持續創造新商機。

經歷 30 年的努力，目前共有 34 組跨業聯誼會，會員人數已達 1,900 人，每組定期辦理月例會，活動更具多元面向，如：專題演講、企業觀摩、交流聯誼、健康休閒、公益活動及



學友會組織龍舟隊參與比賽
Friendscholar's Club organizes a dragon boat team and participates in competitions.

實質合作等，另外也積極參與政府推動的各項政策與活動，藉由多元資源的整合與交流，提升知識運用與創新發展。

此外，本會依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公開表揚，114 年度表揚名單如下：

★團隊優質獎★

台北石油聯誼會、同心聯誼會、久久聯誼會、32 利基聯誼會、學友聯誼會、緣久聯誼會、十二聯誼會、UPS 聯誼會、傑出仕女聯誼會、千禧聯誼會、木蘭聯誼會、產經聯誼會、金世紀聯誼會、樂活聯誼會、創新研究獎聯誼會、美力聯誼會、圓融聯誼會

★社群活躍獎★

圓緣聯誼會、深耕聯誼會、群賢聯誼會、新一代企業家聯誼會、緣遊聯誼會、精品美學聯誼會、台灣展拓聯誼會

★會務穩健獎★

210 成長聯誼會、SMART 聯誼會

SME Cross-Industry Club Activities

To assist SMEs in achieving steady growth in a competitive environment and to foster a positive atmosphere for business collaboration and expanded industrial exchange, NASME has actively promoted mutual assistance and networking among SMEs since 1994. This is achieved through joint cooperation, knowledge sharing, and resource integration to strengthen overall competitiveness. In response to the rapidly changing global environment, NASME is committed to helping businesses enhance their management capabilities, broaden their international perspectives, and continue creating new business opportunities.

After three decades of hard work, we now have 34 inter-industry clubs with over 1,900 members. Each club holds regular monthly meetings and offers a diverse range of activities, including lectures, corporate visits, networking events, health and leisure programs, public welfare activities, and opportunities for practical collaboration. We also actively participate in government-promoted policies and initiatives, leveraging integrated resources and fostering

exchanges to enhance knowledge application and drive innovation.

In addition, NASME holds an Outstanding Inter-industry Club competition, and the results are revealed at the Lunar New Year's greetings event. The winners in 2025 are as follows:

★ Teamwork Excellence Award ★

Taipei Lube Association, One Heart Club, 99 Club, 32 Niche Club, Friendscholar's Club, Raunchily Club, Twelve Club, UPS Club, Outstanding Lady Club, Millennium Club, Mulan Club, Business and Economy Club, Gold Century Club, LOHAS Club, Taiwan SMEs Innovation Award Club, Milux Club, Harmony Club.

★ Community Active Award ★

Yuanyuan Club, Shen Gen Club, Elite Club, Next-Gen Entrepreneurs Club, Travel Club, Refined Aesthetics Club, Taiwan Exhibition and Extension Club.

★ Stable Club Affairs Award ★

210 Growth Group, SMART Club.



傑出仕女會至臺東長濱國小關懷

Outstanding Lady Club visited Chang-Bin Elementary School in Taitung to make a donation.

國際經營

International Affairs

- ⚙️ 國際商機交流系列活動
Exchange Activities with International Commerce and Industry Groups
- ⚙️ 亞洲技能競賽暨國際合作交流計畫
WorldSkills Asia Competition & International Collaboration and Exchange Program
- ⚙️ 臺北市補助工商團體及廠商推展貿易計畫
Taipei City Trade Expansion Funding Program for Industrial & Commercial Groups and Businesses

強化國際接軌 拓展多元交流版圖

Strengthen International Alignment and Expand Diverse Exchange Opportunities

在全球經貿環境快速演變的情勢下，掌握國際脈動已成為企業強化競爭力的關鍵。本會以協助產業佈局國際視野、拓展海外商機為核心，透過跨國交流、合作互動與趨勢分享，協助企業、團體及技術人才掌握市場變化，累積跨域經驗，並提升全球化挑戰的應變能力。

本會透過「國際商機交流系列活動」、「亞洲技能競賽暨國際合作交流計畫」、「臺北市補助工商團體及廠商海外推展貿易計畫」等多項計畫，持續深化產業與海外市場互動，協助企業掌握新興市場脈動，並建立跨國合作基礎。未來，本會將依據全球產業趨勢調整推動方向，強化企業拓展海外市場的實務量能，同時以更完善的支援機制，推動臺灣產業持續提升國際競爭力與經濟發展動能。

In the rapidly changing global economic and trade environment, understanding international trends has become crucial for businesses seeking to enhance their competitiveness. NASME focuses on assisting industries in expanding their international perspectives and developing overseas business opportunities. Through cross-border exchanges, collaborative interactions, and trend sharing, we help businesses, organizations, and technical talent grasp market changes, accumulate cross-domain experience, and enhance their adaptability to global challenges.

Through various programs such as the “Exchange Activities with International Commerce and Industry Groups,” “WorldSkills Asia Competition & International Collaboration and Exchange Program,” and “Taipei City Overseas Trade Expansion Funding Program for Industrial & Commercial Groups,” NASME continues to deepen interactions between industries and overseas markets, assisting businesses in capturing emerging market trends and establishing a foundation for international collaboration. In the future, NASME will align its strategic direction with global industrial trends, enhance the practical capabilities of enterprises to expand into overseas markets, and further bolster Taiwan's international competitiveness and economic growth through a more robust support system.

國際商機交流系列計畫



僑臺商數位轉型及智慧行銷研習班學員合影

Group photo of participants in the Overseas Taiwanese Business Digital Transformation and Smart Marketing Workshop.

僑臺商數位轉型及智慧行銷研習班

為協助僑臺商掌握政府推動產業數位轉型政策方向與資源，提升智慧行銷能力並掌握數位轉型趨勢。僑務委員會規劃本研習班於民國114年05月19-23日針對28位來自全球僑臺商商會重要幹部、具代表性之僑臺商企業負責人，以及國內相關單位與產業界代表來臺進行五天四夜之研習，以促進國際商機交流與跨國合作。

本次研習以數位轉型之國際視野與臺灣機會為主題，規劃「產業趨勢」、「數位轉型企業經營策略」與「Martech 驅動新商機」三大主軸專業課程，期間帶領學員拜會中華民國對外貿易發展協會、參訪精誠資訊、台灣大哥大、中華電信學院，及參觀 Computex 2025 臺灣國際電腦展。讓學員能深入瞭解臺灣數位轉型發展趨勢，強化海外僑臺商與國內產業鏈結，鼓勵僑臺商回臺投資進而創造互惠多贏、共同發展的局面。

海外商會領導班暨海外商會菁英班

為協助海外僑臺商組織健全發展、培訓幹部人才、強化專業服務，以及增益組織領導及青年幹部對當前國內產業發展情勢及技術之瞭解，搭建海外僑臺商與國內產官學研等各界雙邊互動溝通平臺，促進海內外交流合作，共拓全球市場商機。

114年度於09月15-19日，連續5天5夜於格萊天漾大飯店辦理，主要培訓來自全球六大洲23個國家共72位僑臺商現職商會菁英。課程內容融合「商會經營」、「組織危機管理」、「AI趨勢專題」及安排產業參訪與聯誼交流活動，如組織經營專題報告及海外僑臺商經驗交流會等，提供多元面向觀摩學習與互動機會，藉以從理論、創新到市場化的完整視野，深化學員對臺灣產業現況及未來趨勢理解和認同，願意進一步挖掘商機及資源媒合的機會，激盪合作火花，共創雙贏。

Exchange Activities with International Commerce and Industry Groups



海外僑臺商會經驗交流會合影

Group photo of OCAC Overseas Chamber of Commerce Experience Sharing Session.

Digital Transformation of Overseas Taiwanese Enterprises and Smart Marketing Training Workshop

This program was designed to help overseas Taiwanese businesses understand the government's policies and resources for industrial digital transformation, enhance their smart marketing capabilities, and grasp digital transformation trends. The Overseas Community Affairs Council organized this program from May 19 to 23, 2025,



課程始業式 - 時任僑務委員會阮昭雄副委員長開訓致詞
Course opening ceremony - then Deputy Minister Ruan Zhao-Syong of OCAC delivered opening remarks.

for 28 key officials from overseas Taiwanese chambers of commerce, representative leaders of Taiwanese businesses, and representatives from relevant domestic agencies and industries. The five-day, four-night program aimed to facilitate international business opportunities and cross-border collaboration.

This program focused on international perspectives and opportunities for digital transformation in Taiwan, featuring three main professional courses: “Industry Trends,” “Digital Transformation Business Strategies,” and “MarTech-driven New Business Opportunities.” During the workshop, participants visited the Taiwan External Trade Development Council (TAITRA), Systex, Myfone Taiwan Mobile, and Chunghwa Telecom Training Institute, and attended Computex 2025. The participants gained a deep understanding of the development trends of digital transformation in Taiwan, strengthened



海外商會領導班暨海外商會菁英班學員合影

Group photo of participants in the OCAC Overseas Chamber of Commerce Leader and Elite Program.

the industrial linkage between overseas Taiwanese businesses and domestic industries, and were encouraged to invest in Taiwan. This helped create a mutually beneficial and collaborative environment for shared growth.

OCAC Overseas Chamber of Commerce Leader and Elite Program

At NASME, we are committed to assisting overseas Taiwanese business organizations in their sound development, cultivating skilled personnel, strengthening professional services, and enhancing the understanding of organizational leaders and young professionals regarding current domestic industrial trends and technologies. Based on this notion, we have established a platform for two-way interaction and communication between overseas Taiwanese businesses and domestic industries, government, academia, and research institutions. This program aims to promote exchanges and cooperation both domestically and internationally, and to jointly expand global market opportunities.

In 2025, this program was held for five consecutive days and nights, from September 15 to 19, at the Great Skyview Hotel, primarily training 72 business leaders from 23 countries across six

continents. The course integrated “chamber of commerce management,” “organizational crisis management,” and “AI trend topics.” Industry visits and networking events were also arranged, such as organizational management topic reports and exchange meetings with overseas Taiwanese business leaders. This provided opportunities for diverse perspectives, learning, and interaction. By bridging theory, innovation, and market application, the course deepened participants' understanding of the current state and future trends of Taiwan's industry, encouraging them to further explore business opportunities and resource matching, foster collaboration, and create mutually beneficial outcomes.



僑臺商組織經營專題報告發表

Presentation of Special Reports on Management of Overseas Taiwanese Business Organizations.

亞洲技能競賽暨國際合作交流計畫



國際技能組織會員大會合影
Group photo of the WorldSkills General Assembly.

亞洲技能競賽於民國 114 年 11 月 26-28 日假臺北南港展覽館舉辦，是繼民國 82 年於臺北舉辦第 32 屆國際技能競賽後，相隔 30 年再次取得國際技能競賽主辦權。114 年度共來自 31 個國家參與，其中包括 19 個 WSA 會員國，競賽涵蓋青年組正式賽 36 個職類、青少年組 6 個職類，以及表演賽青年組 2 個職類，於賽事期間匯聚千位代表團成員，超過 300 位選手同場競技。不僅是技能競技，更是推動國際交流與合作的平臺，讓亞洲青年透過比拚互相學習、激勵成長，共同提升區域技能教育能量。

114 年度辦理亞洲賽相關國際活動，包含：會員大會、競賽委員會、理事會、國際技能教育研討會、國際研討會饗宴活動、媒體規範說明會及 VIP 城市參訪等周邊重要活動，有助於強化我國與亞洲各會員國及國際技能組織之溝通協調與實質合作，提升亞洲賽事籌辦與國際事務運作效能，並進一步擴大我國於國際技能體系之能見度與影響力。

為深化國際互動，勞動部洪申翰部長亦特別宴請國際技能組織官員、各國貴賓代表及我國友邦史瓦帝尼貴賓代表，藉此強化彼此合作關係，並分享我國在技職教育與技能競賽領域

的經驗成果。此外，另安排貴賓參訪行程 - 宜蘭傳藝中心與鶯歌陶瓷博物館，帶領外賓實地體驗我國完善的競賽場域、便捷交通與多元人文風情，同時展現臺灣成熟的技職教育能量與在國際技能賽事中累積的優異成績。

透過本屆賽事與一系列周邊交流活動，使會員國及非會員國更深入了解本屆賽事的整體規劃、執行成果，以及國際技能教育的未來發展議題。我們與各國分享寶貴經驗、深化交流互動，持續推動技能外交，為未來的國際技能合作奠定更堅實的基礎。



國際技能教育研討會 - 勞動部勞動力發展署黃齡玉署長贈禮合影

WorldSkills Education Seminar - Photo with Director-General Huang Ling-Yu of Workforce Development Agency, Ministry of Labor.

WorldSkills Asia Competition & International Collaboration and Exchange Program

The WorldSkills Asia competition was held from November 26 to 28, 2025, at the Taipei Nangang Exhibition Center, marking Taiwan's return to hosting an international skills competition for the first time in 30 years, following the 32nd WorldSkills Competition in Taipei in 1993. In 2025, the event drew participants from 31 countries, including 19 WSA member countries. The competition encompassed 36 official categories in the Youth Category, 6 categories in the Junior Category, and 2 demonstration categories in the Youth Category. Over a thousand representatives and more than 300 athletes gathered to compete during the event. Not only was it a skills competition, but it also served as a platform for fostering international exchange and collaboration, enabling young people in Asia to learn from one another through friendly competition, inspiring mutual growth, and collectively strengthening regional skills education.

In 2025, we organized international activities related to the Asia Competition, including the general assemblies, competition committee meetings, board of directors meetings, international skills education seminars, international seminar dinners, media regulation explanation meetings, and VIP city visits. These activities helped strengthen communication, coordination, and substantive cooperation between Taiwan, other Asian member countries, and WorldSkills International; enhance the efficiency of organizing the Asian Games and international affairs operations; and further expand Taiwan's visibility and influence in the international skills system.

To deepen international interactions, Minister Hung Sun-Han of the Ministry of Labor also hosted a special dinner for officials of WorldSkills International, representatives of foreign dignitaries,

and representatives from our ally, the Kingdom of Eswatini. This strengthened mutual cooperation and shared Taiwan's experience and achievements in technical and vocational education and skills competitions. Additionally, VIP visits to the National Center for Traditional Arts – Yilan Park and the Yingge Ceramics Museum were arranged. These visits aimed to allow foreign guests to experience firsthand Taiwan's well-equipped competition venues, convenient transportation, and rich cultural attractions, demonstrating Taiwan's robust technical and vocational education system and its impressive results in international skills competitions.

Through the competition and a series of related exchange activities, member and non-member countries were able to gain a deeper understanding of the overall planning, implementation results, and future development issues in international skills education. We shared valuable experiences with various countries, strengthened exchanges and interactions, and continued to advance skills diplomacy, laying a more solid foundation for future international skills collaboration.



國際貴賓參訪 - 宜蘭傳藝中心

International VIP visits to the National Center for Traditional Arts in Yilan.

臺北市補助工商團體及廠商推展貿易計畫

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



國內展覽實況 - 「洞見未來科技股份有限公司」參加台北國際電腦展向顧客介紹產品

Domestic Exhibition Status - RelaJet Tech (Taiwan) Co.,Ltd. participated in the COMPUTEX TAIPEI introducing products to customers.

臺北市政府為鼓勵臺北市企業拓展國際貿易，持續推動參展補助措施，鼓勵中小企業進軍國際市場，掌握國際商機。同時藉由傳遞補助計畫資源，使中小企業在展會規劃、執行及辦理過程中獲得實質助益。

114 年度共補助工商團體與個別廠商總計 171 案，總補助經費約為新臺幣 1.1 千萬元。期望透過實際補助，提升各工商團體及廠商在國際市場能見度，積極爭取國際訂單。

因應新興市場布局、數位轉型與永續發展等全球趨勢，114 年度辦理多場次「全球貿易新航線工作坊」及 31 案次個案輔導服務，提供企業多元且實務的培訓與諮詢。以全方位資源整合，讓中小企業透過各種管道加強展會實務行銷、海外市場布局與出口調整能力，全面提升國際競爭力與拓銷實戰力。

To encourage Taipei City businesses to expand international trade, the Taipei City Government continued to promote exhibition participation subsidy measures, incentivizing SMEs to enter the international market and capitalize on global business opportunities. At the same time, by providing access to subsidy program resources, SMEs were able to receive substantial help with the planning, execution, and organization of exhibitions.

In 2025, a total of 171 industrial and commercial organizations and individual businesses were subsidized, with a total subsidy budget of approximately NT\$11 million. By providing subsidies, we aimed to increase the visibility of various industrial and commercial groups and manufacturers, striving to secure international orders.

In response to global trends such as emerging market development, digital transformation, and sustainable development, NASME hosted multiple “Global Trade New Routes Workshops” events and provided 31 case-by-case counseling services in 2025, offering businesses diverse and practical training and consulting. Through comprehensive resource integration, SMEs were able to strengthen their practical marketing at exhibitions, overseas market layout, and export adjustment capabilities via various channels, comprehensively enhancing their international competitiveness and practical marketing expansion capabilities.



國外展覽實況 - 「汪汪旺股份有限公司」參加日本東京寵物用品展覽會現場攤位情形

Overseas Exhibition Update - Not for Hoomans Co.,Ltd. participated in the Interpets Tokyo On-site stall situation.

研究發展

Research Development

-  中小企業法規調適計畫
SME Regulatory Adaptation Program
-  中小企業政策推動調研及推廣服務計畫
SME Policy Implementation Research and Promotion Service Program
-  商業環境法制及管理精進計畫
Business Environment Laws and Management Refinement Program
-  推動退除役官兵軍民專長轉銜對照
Promotion of Military–Civilian Specialty Transition Mapping for Veterans

掌握產業變化脈動 推動法規前瞻韌性

Keep Abreast of Industry Trends and Promote the Forward-Looking Resilience of Regulations

近年國際局勢與經貿環境持續變動，包含美國對等關稅措施、地緣政治風險升高、歐盟持續擴大減碳規範、全球供應鏈重整等，企業經營面臨更高不確定性。因應產經情勢快速變動與升級轉型挑戰，中小企業作為我國經濟結構的堅實基礎，以靈活與創新面對考驗，積極調整營運策略、導入數位技術，持續強化經營體質，讓臺灣走向世界。

為持續協助我國中小企業提升競爭優勢，本會承接經濟部中小及新創企業署所委託的「中小企業法規調適計畫」、「中小企業政策推動調研及推廣服務計畫」，以及經濟部商業發展署所委託的「商業環境法制及管理精進計畫」，針對全體中小企業及商業服務業發展所面臨的重要問題，提出具體建議方案。另亦透過行政院國軍退除役官兵輔導委員會「推動退除役官兵軍民專長轉銜對照」，協助完善企業人力資源銜接，提升國家人才資源韌性。未來本會也將藉由專案資源，持續精進我國中小企業之形，打造更具韌性的永續經營環境。

In recent years, the international political circumstances and economic landscapes have been in constant flux, with factors such as US reciprocal tariffs, increasing geopolitical risks, the EU's ongoing extension of carbon reduction regulations, and the restructuring of the global supply chain. All of these contribute to greater uncertainty for businesses. In response to the rapid changes and evolving challenges in the economic and industrial environment, SMEs, as the bedrock of Taiwan's economy, are demonstrating flexibility and innovation by proactively adjusting their business strategies and adopting digital technologies to continuously strengthen their operational resilience and expand Taiwan's global presence.

To continue assisting SMEs in enhancing their competitive advantages, NASME is entrusted by the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs, with the “SME Regulatory Adaptation and Promotion Service Program” and “SME Policy Implementation Research and Promotion Service Program,” and by the Administration of Commerce, Ministry of Economic Affairs, with the “Business Environment Laws and Management Refinement Program.” With these, we offer specific recommendations to address key issues faced by all SMEs and to support the development of the commercial service industry. Additionally, through the Veterans Affairs Council's “Promotion of Military-Civilian Specialty Transition Mapping for Veterans,” we assist companies in mapping their human resources needs to enhance the talent resilience of the country. In the future, NASME will continue to enhance the competitiveness of SMEs in Taiwan by using project resources to foster a more resilient and sustainable operating environment.

中小企業法規調適計畫



中小微企業多元振興發展宣講說明會 - 高雄場
Promotional briefing session on diversified revitalization and development for MSMEs-Kaohsiung

本計畫旨在協助中小企業因應政策法制變動帶來之影響，聚焦勞工、財稅、環衛、經貿、金融、數據及創新創業等領域，發掘中小企業面臨之制度性瓶頸，並反映予法規主管機關，推動各類法規鬆綁及優化。

114 年度本計畫聚焦於人工智慧及資料促進法制建構、資源循環雙法修訂、跨境電商電子勞務稅制優化、群眾集資定型化契約規範研訂，以及娛樂稅制之重新檢視及優化等議題，全面蒐整實務意見並提出具體修法與改善建議。

另，113 年度本會協助經濟部推動「中小企業發展條例」修法，優化研發支出投資抵減、智慧財產權作價入股緩課、增僱員工及員工加薪租稅優惠措施。114 年度則加強政策宣導，走訪全臺及離島地區，舉辦 17 場宣講說明會，累計逾 2,600 人次、192 個在地公協會及工商團體參與，透過面對面交流，協助企業即時掌握修

法重點資訊，期能帶動更多中小企業研發創新、多元增僱及加薪留才。

未來將持續推動中小企業經營法規之鬆綁及優化，並深化與法規主管機關之溝通互動，俾使法規之修訂，契合政府重要政策脈絡及產業發展趨勢，營造友善中小企業之經營法規環境。



中小微企業多元振興發展宣講說明會 - 彰化場
Promotional briefing session on diversified revitalization and development for MSMEs-Changhua.

SME Regulatory Adaptation Program

The program aims to assist SMEs in responding to the impact of policy and legal changes, focusing on areas such as labor, finance and taxation, environmental protection, trade, data, and innovation and entrepreneurship. It identifies institutional bottlenecks faced by SMEs and relays them to relevant regulatory agencies to promote deregulation and the optimization of regulations.

In 2025, this program focused on building a legal framework for artificial intelligence and data governance, promoting the revision of laws on resource circulation, optimizing the electronic service tax system for cross-border e-commerce operations, developing standardized contract terms for crowdfunding, and re-evaluating and improving the entertainment tax system. Comprehensive feedback was gathered from stakeholders, and concrete revision and improvement proposals were put forward under the program.

Additionally, in 2024, NASME assisted the Ministry of Economic Affairs in promoting amendments to the “Act for Development of

Small and Medium Enterprises,” focusing on optimizing tax incentives related to R&D expenditure and investment credits, deferred taxation for intellectual property rights as equity investments, and tax incentives for hiring additional employees and increasing employee wages. In 2025, we enhanced policy outreach by visiting various locations across Taiwan and its outlying islands, hosting 17 promotional events with a total attendance exceeding 2,600 individuals from over 192 local associations and industry groups. This direct engagement helped businesses stay informed about key legislative updates, aiming to stimulate greater R&D and innovation, employment diversification, and talent retention through increased compensation among SMEs.

In the future, we will continue to streamline and improve regulations for SMEs and strengthen communication with relevant regulatory agencies to ensure that legislative revisions align with key government policies and industry trends, creating a more SME-friendly business environment.



中小企業座談會與中小企業代表交流，了解產業問題

Forum with SMEs and exchanges with SME representatives to understand industry-related issues.

中小企業政策推動調研及推廣服務計畫



榮譽律師授證典禮暨講習會，經濟部中小及新創企業署李冠志署長（中）與新任榮譽律師合影
Honorary lawyer certification ceremony with Director-General Li Kuan-Chih (center) of the Small and Medium Enterprise Administration, Ministry of Economic Affairs, and the newly appointed honorary lawyers.

因應當前全球環境不確定性，本計畫聚焦「租稅優惠調查」、「法律知能推廣」及「政策溝通」三大面向，以協助中小企業穩健發展與創新轉型。透過企業問卷及深度訪談以掌握實務與挑戰，並製作法律知能影音，提升政策理解與法遵能力。

為掌握 113 年度「中小企業發展條例」修正後的實務現況，114 年度共收集逾千份問卷，輔以拜訪代表性企業進行深度訪談。法律諮詢則透過線上平台與實體面談雙軌運作，協助企業釐清法規疑義逾千件，涵蓋公司治理、契約審閱、智慧財產等領域，本計畫亦拍攝有關租稅優惠、性別平等、個資等議題的法規知能教育影片，期降低中小企業法遵風險，促進政策落地與資訊透明。

同時，於民國 114 年 11 月 17 日舉辦「榮譽律師授證典禮」，聘任 155 位榮譽律師加入服務，強化法律支援網絡；並於當年 11 月 20 日創新展會期間提供現場律師諮詢，協助企業因應複雜法制環境，提升經營穩健度與競爭力。

展望未來，本會將持續與中小企業協作，精準掌握研發、人力、法制及租稅措施需求，增強中小企業創新能力與智慧化發展，強化我國產業國際競爭力與韌性，進而確保政策投入發揮最大效益，支持企業穩健成長。

SME Policy Implementation Research and Promotion Service Program

In response to the current global uncertainty, this program focused on three key areas of “tax incentive research,” “legal awareness building,” and “policy communication” to help SMEs achieve stable growth and innovative transformation. Through questionnaire surveys and in-depth interviews, we identified practical issues and challenges, and produced legal knowledge videos to improve understanding of policies and enhance legal compliance capabilities.

To understand the current practical circumstances following the revision of the “Act for Development of Small and Medium Enterprises” in 2024, more than one thousand questionnaires were collected, and supporting in-depth interviews with representative companies were conducted in 2025. Legal consultations were provided through both online platforms and in-person meetings, assisting businesses in clarifying over a thousand regulatory issues covering areas such as corporate governance, contract review, and intellectual property. With the implementation of this program, educational videos were produced on topics including tax incentives, gender equality, personal data protection, and other legal topics,



Meet Taipei 活動中榮譽律師彭成翔提供企業法律諮詢服務
Meet Taipei event, Honorary Lawyer Peng Cheng-Hsiang provided legal consultation services for businesses.



榮譽律師授證典禮講習會，經濟部中小及新創企業署李冠志署長致詞勉勵

Honorary lawyer certification ceremony, Director-General Li Kuan-Chih of the Small and Medium Enterprise Administration, Ministry of Economic Affairs, delivered an encouraging speech.

aiming to reduce legal compliance risks for SMEs and promote policy implementation and information transparency.

Meanwhile, on November 17, 2025, NASME assisted the Small and Medium Enterprise and Startup Administration in hosting the “Honorary Lawyer Certification Ceremony,” appointing 155 honorary lawyers to join the service team and bolster the legal support network. During the innovation exhibition held on November 20, 2025, they provided on-site legal consultations to help businesses address complex legal issues and improve their operational robustness and competitiveness.

Looking ahead, NASME will continue to collaborate with SMEs to accurately identify their needs in R&D, human resources, legal systems, and tax policies, bolstering the innovation capacity and intelligent transformation of SMEs, strengthening the international competitiveness and resilience of Taiwan's industries, and ultimately ensuring that policy resources yield maximum benefits and support the steady growth of enterprises.

商業環境法制及管理精進計畫



零售業反詐騙宣導暨實務交流座談會
Retail industry anti-fraud promotion and practical exchange seminar.

為建立更健全之商業發展環境，本計畫建置專業且具動態彈性之商業法規調適及諮詢機制，協助主辦單位處理商業環境常見或重大消費糾紛及爭議，並透過舉辦專家諮詢會議、法規研商會議及消費者保護交流會議，廣泛蒐整產官學之遵法困境與實務意見，以確立商業法制精進方向，並提升業者消保及反詐騙知能。

114 年度著重於檢視並建構相關法令之適用基礎，聚焦「自助洗衣」、「商品（服務）禮券」及「電子遊戲機」三大核心議題，研析先進國家規範、我國實務案例及產業發展現況。針對新興自助洗衣產業之商業模式，延續 113 年度研究成果，逐步形塑定型化契約等規範架構，提供業者明確遵循基準；考量現行禮券樣態越趨多元，並兼顧產業實務運作與消費者權益保障，研擬商品（服務）禮券期限判定原則，作為各目的事業主管機關個案判斷之參考依據。此外，本計畫亦協助電子遊戲機查驗貼證

作業及經濟事務財團法人之定期查核，持續強化作業系統化運作，並優化執行流程及效能。

未來，商業環境法制團隊將持續關注新興商業型態，深化研析法規對產業之影響，協助企業降低消費爭議風險，進而促進整體商業環境之健全發展。



汽車買賣產業消保爭議實務討論暨交流會
Automobile sales industry consumer protection dispute resolution and exchange meeting.

Business Environment Laws and Management Refinement Program

To establish a more robust business development environment, this program creates a professional and dynamic mechanism for adapting to and consulting on business regulations, assisting the organizing unit in addressing common or major consumer disputes and controversies. By hosting expert consultation conferences, regulatory discussion seminars, and consumer protection forums, we broadly gathered insights on compliance challenges and practical opinions from industry, government, and academia to identify areas for improvement in commercial laws and enhance businesses' knowledge of consumer protection and fraud prevention.

In 2025, the implementation focused on reviewing and establishing the applicability basis of relevant regulations, aiming at three key issues of “self-service laundry,” “commodities (services) coupons,” and “electronic game consoles.” The regulations of advanced countries as well as practical cases and current status of industry development in Taiwan were analyzed for these purposes. For the business model of the emerging self-service laundry industry, we are

gradually establishing a framework of standardized contracts and other regulatory measures based on the research results in 2024 to provide businesses with clear guidelines to follow. In consideration of the increasing diversity of coupon formats and the balance between practical industry operations and consumer rights protection, we developed principles for determining the expiration dates of commodities and services coupons, providing these as a reference for relevant competent authorities to make judgments on a case-by-case basis. In addition, the program assisted in the verification and labeling of electronic game consoles and the regular inspections conducted by economic affairs-related associations. These further strengthened the systematized operation and optimized the implementation processes and performance.

In the future, our business environment law team will continue to pay attention to emerging business models, conduct in-depth analyses of how regulations impact the industry, help enterprises mitigate consumer dispute risks, and ultimately foster the development of a healthy business environment.



修正電子遊戲機及電子遊戲場管理辦法草案意見蒐集座談會

Opinion Collection Meeting for opinions on the draft amendments to the Regulation Governing Electronic Game Machine and Electronic Game Arcade business.

推動退除役官兵軍民專長轉銜對照



推動退除役官兵軍民專長轉銜對照計畫專家會議 - 退除役官兵輔導委員會池玉蘭處長（前排左五）與與會來賓合影

The expert meeting for the military-to-civilian skill transition and mapping initiative for veterans - Director Chi Yu-lan (front row, fifth from the left) of the Veterans Affairs Council takes a group photo with representatives.

國軍官兵長期在高度制度化與任務導向的軍事體系中服役，組織文化、工作流程、升遷制度與職涯規劃皆與民間產業迥異，致使退伍後在轉換職涯時常面臨工作情境落差、技能轉換不易與對產業生態陌生等挑戰。同時，企業端多半僅對軍職與其職能具概略印象，人力媒合缺乏共通語言，影響退伍官兵求職成效及企業辨識人才的效率，使軍職專長價值未能在勞動市場充分展現。

本會上承行政院國軍退除役官兵輔導委員會之政策指導，整合國防部、勞動部、經濟部及教育部等跨部會資源，共同推動「軍職專長轉銜民間職業對照表」建置工作。計畫採用系統化職能分析方法，將軍中各項軍職專長依其任務、知識與技能進行拆解，並轉譯為民間產

業可理解、可比對的共通語言，產出與軍中專長相應之民間職務對照，提供軍職專長與產業需求之精準連結，強化官兵求職及產業求才之媒合效能。

本計畫亦透過建立標準化職能對照架構，使官兵自入營起即可瞭解軍職專長與民間產業的相容程度，不僅有助於及早規劃退伍職涯，也強化軍職技能在民間市場的延續性與可移轉性。完整的轉銜機制不僅為退伍官兵開啟職涯新頁，也能為企業補充多元、穩定且具高度職業倫理與紀律素養的人力來源，進一步提升國家整體人力資源韌性，為經濟發展與社會穩定注入動能，並展現軍職人才在不同場域中的長期價值與貢獻。

Promotion of Military–Civilian Specialty Transition Mapping for Veterans

After serving for many years in a highly institutionalized, mission-focused system – with an organizational culture, work processes, promotion system, and career planning vastly different from those of the civilian sector – veterans often encounter challenges transitioning to civilian employment. These challenges include a mismatch between their experiences and others’ expectations, difficulties transferring their skills, and a lack of familiarity with the private sector landscape. Meanwhile, most companies have only a general understanding of military roles and their functions, and this lack of shared understanding in talent acquisition affects the job search success of veterans and the ability of companies to identify qualified candidates, preventing military specialties and experiences from being fully realized in the job market.

Under the guidance of the Veterans Affairs Council, NASME integrates resources from the Ministry of National Defense, Ministry of Labor, Ministry of Economic Affairs, and Ministry of Education to jointly promote the establishment of the “Mapping Table of Military Specialties to Civilian Occupations.” The program employs a systematic functional analysis to break down military specialties based on missions, knowledge, and skills; translates these into a common language that is understandable and comparable across private industries; and generates civilian jobs that are equivalent to military specialties. This facilitates precise alignment between military specialties and industrial demands and can enhance the effectiveness of job placement for veterans and talent acquisition for enterprises.



推動退除役官兵軍民專長轉銜對照計畫專家會議 - 職能專家實地訪談軍職代表實況

The expert meeting for the military-to-civilian skill transition and mapping initiative for veterans - occupational experts conduct on-site interviews with military representatives.

The program establishes a standardized function mapping framework, allowing soldiers to understand the compatibility between their military specialties and civilian industries from the moment they enter service. This not only helps them plan their post-military careers early on but also strengthens the continuity and transferability of military skills to the civilian market. The comprehensive transition mechanism not only opens up new career paths for retired service members but also provides enterprises with a diverse, stable, highly ethical, and disciplined workforce. This further enhances the overall resilience of the nation’s human resources, injects momentum into economic development and social stability, and demonstrates the long-term value and contributions of military personnel across different fields.

獎項表揚

Awards Commendation

- ⚙️ 第34屆國家磐石獎暨第27屆海外臺商磐石獎
The 34rd National Award of Outstanding SMEs & the 27th Outstanding Overseas Taiwanese SMEs Award
- ⚙️ 第32屆創新研究獎及第24屆新創事業獎
The 32st SMEs Innovation Award and the 24rd Business Startup Award
- ⚙️ 總統盃黑客松社會創新推動計畫
Presidential Hackathon for Social Innovation
- ⚙️ 國家人才發展獎
National Talent Development Awards
- ⚙️ 國家食農教育傑出貢獻獎
National Food and Agricultural Education Outstanding Contribution Award

驅動創新 強化競爭力的韌性典範

A Paradigm of Resilience that Drives Innovation and Enhance Competitiveness

本會長期協助政府推動各類企業獎項，如「國家磐石獎」、「國家人才發展獎」、「創新研究獎」、「新創事業獎」等，透過嚴謹評選機制，辨識具代表性的優質企業，形成產業升級重要驅動力。獎項不僅能為企業形象與品牌加分，也在技術研發、數位轉型、永續經營、國際市場拓展等面向，作為可學習的標竿，促使企業投入創新、強化經營方式與提升競爭力。

同時，獎項扮演政策工具的角色，協助政府掌握具成長潛力的產業，並透過後續輔導資源、國際媒合與增值推廣，讓得獎企業成為帶動供應鏈升級與在地產業鏈強化的核心。對多數企業而言，參與獎項過程也是自我檢視與策略調整的契機，有助完善管理體系、提升品質能量與加強企業永續性。

本會持續秉持公平公正原則，邀請產官學界翹楚參與評選，並藉由多元活動與國際接軌，擴展獎項影響力，厚植中小企業與產業發展關鍵基石。

NASME has long assisted the government in promoting various corporate awards, such as the “National Award of Outstanding SMEs,” “National Talent Development Awards,” “Innovation Award,” and “Business Startup Award.” Through a rigorous selection mechanism, we identify representative outstanding enterprises, which form an important driving force for industrial upgrading. These awards not only strongly endorse the image and brand of a company but also serve as benchmarks for learning in areas such as technological research and development, digital transformation, sustainable operations, and the development of international markets. They enable businesses to invest in innovation, improve their operational methods, and boost their competitiveness.

At the same time, these awards serve as a policy tool that helps the government identify high-potential industries. And, through follow-up supporting resources, international networking, and enhanced promotion, award-winning companies may act as key drivers for upgrading the supply chain and enhancing the local industry chain. For most companies, participating in award programs provides an opportunity for self-assessment and strategic refinement, helping to improve management systems, enhance quality performance, and strengthen corporate sustainability.

NASME continues to uphold the principles of fairness and impartiality and invites leaders from industry, government, and academia to participate in the selection process. Through diverse activities and international collaboration, NASME extends the awards’ reach and strengthens the key foundations for the development of SMEs and industries.

第 34 屆國家磐石獎暨 第 27 屆海外臺商磐石獎



賴清德總統（左五）與本屆國家磐石獎得主合影

President Lai Ching-Te (5th from left) poses for a group photo with this year's National Award of Outstanding SMEs recipients.

「國家磐石獎」自民國 81 年創設以來，即為國內中小企業界極具代表性的獎項，由本會與經濟部共同主辦，旨在表彰經營績效卓越且具永續發展潛力的企業。本獎項於民國 114 年邁入第 34 屆，歷經三十餘年推動，已選拔出 350 家標竿企業，其中近半數企業成功上市櫃，實為臺灣經濟發展的重要基石。

此外，自民國 88 年起與僑務委員會合辦「海外臺商磐石獎」，更將表揚範圍延伸至海外，藉此肯定臺商在國際市場的耕耘成果，並串聯全球臺商網絡。

頒獎典禮於民國 114 年 10 月 27 日假臺北君悅飯店盛大舉行，賴清德總統親臨致詞並頒獎，以實際行動展現對中小企業的高度重視。致詞中除肯定中小企業為經濟繁榮之本，更強調政府將持續做企業堅實的後盾；除推動 930 億元「關稅影響支持方案」外，今年啟動的「中小微企業多元振興發展計畫」亦致力於協助企業強化體質、提升國際競爭力，共同打造創新、包容且繁榮的臺灣。

本屆國家磐石獎最終選出 5 家優秀企業，包含瓜瓜園企業展現農業食品業的精緻化與高值化，逢興生物科技以科研實力在生技領域守護國人健康，而銖恩帕斯科技、金全益與貝爾威勒電子，則分別在半導體設備、金屬製品及電子零組件製造中，扮演全球供應鏈的關鍵角色。這些企業不論身處傳統或高科技領域，皆展現運用智慧化工具與落實 ESG 的卓越能力。

此外，本屆海外臺商磐石獎亦選出 7 家表現亮眼的國際標竿，包括 Everest Hospitality、中榮精密鑄造、印尼火箭、亞洲義大利門板、美國昕陸工程、神通科技及輝月國際。他們在海外克服挑戰，成功建立品牌與通路，成為臺灣軟實力的最佳延伸。綜觀本屆得獎名單，無論是深耕在地的國內得主，或是佈局全球的海外菁英，皆以實績回應了賴總統的期許，證明臺灣中小企業即使面對變局，依然能以靈活韌性與創新勇氣，如磐石般堅定地屹立於世界舞台。

The 34rd National Award of Outstanding SMEs & the 27th Outstanding Overseas Taiwanese SMEs Award

The National Award for Outstanding SMEs, established in 1992, is a highly prestigious award for small and medium enterprises in Taiwan. Co-organized by NASME and the Ministry of Economic Affairs, the event recognizes companies with exceptional business performance and potential for sustainable development. This award entered its 34th year in 2025. After more than 30 years of implementation, 350 benchmark enterprises have been selected, and nearly half of them have successfully gone public. These companies are a vital foundation for economic development in Taiwan.

In addition, starting in 1999, we have co-hosted the “Outstanding Overseas Taiwanese SMEs Awards” with the Overseas Community Affairs Council to further extend recognition to overseas Taiwanese businesses, thereby acknowledging their efforts in the international market and strengthening the global network of Taiwanese businesses.

The awarding ceremony was held on October 27, 2025, at the Grand Hyatt Taipei, with President Lai Ching-te in attendance to deliver remarks and present awards, demonstrating his strong support for small and medium enterprises. In addition to recognizing SMEs as the foundation of economic prosperity, the speech emphasized the government’s continued commitment to serving as a strong backing for enterprises. Beyond promoting the NT\$93 billion of “Tariff Impact Support Program,” the “MSME Revitalization and Development Program” launched this year is dedicated to helping enterprises strengthen their capabilities and enhance their international competitiveness, together building an innovative, inclusive, and prosperous Taiwan.

Five outstanding companies were finally selected for the National Award of Outstanding SMEs this year, including K.K. Orchard, showcasing refinement and high value in the agricultural and food industry; Welbloom Bio-



行政院卓榮泰院長（中）與本屆得主合影

Group photo: Premier Cho Jung-Tai of EY (center) with this year's winners.

Tech, leveraging its research capabilities to safeguard national health in the biotechnology sector; and Laien Parts Technology, Masterpiece Hardware Industrial, and Bellwether Electronic Corp., which play crucial roles, respectively, in the global supply chains of semiconductor equipment, metal products, and electronic components. These companies, whether in traditional or high-tech industries, demonstrate exceptional ability in leveraging smart tools and implementing ESG practices.

In addition, seven outstanding international companies were selected for the Outstanding Overseas Taiwanese SMEs Awards this year, including Everest Hospitality, Advance Die-Casting Industry, Rocketindo (Yosephin Global Indonesia), Asia Italian Door, Core Continental Construction, Supercomnet Technologies, and Kizuki International. They overcame challenges in overseas markets and successfully built their brands and distribution channels, serving as an excellent example of Taiwan’s soft power in action. Looking at this year’s winner list, both the five established leaders deeply rooted in Taiwan and the globally positioned overseas elites have met President Lai’s expectations through their accomplishments, demonstrating that Taiwanese SMEs can remain steadfast on the world stage with their agility, resilience, and bravery in innovation, even when facing changing circumstances.

第 32 屆創新研究獎及第 24 屆新創事業獎

The 32st SMEs Innovation Award and the 24rd Business Startup Award



創新研究獎頒獎典禮經濟部龔明鑫部長（中）、中小及新創企業署李冠志署長（右四）與獲獎企業合影
Photo of Minister Kung Ming-Hsin (center) of the Ministry of Economic Affairs, Director-General Li Kuan-Chih (4th from right) of the Small and Medium Enterprise Administration, and representatives from the winning companies at the SMEs Innovation Award ceremony.

第 32 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、提升技術水準、增強競爭力且促進產業升級，自民國 82 年起由本會辦理「中小企業創新研究獎」選拔表揚活動，迄今已邁入第 32 屆，共有 4,915 件標的參與，選拔出 1,054 件具代表性的創新標的，展現中小企業持續致力於創新突破、技術升級與產業轉型的堅韌精神。

獎項依標的性質分為以下 5 大類別：「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 145 件標的符合資格，歷經初審、決審委員專業與嚴謹的審查，最終選出 25 件具創新性之標的獲此殊榮。

本屆於民國 114 年 11 月 19 日假臺大醫院國際會議中心舉辦 2025「小巨人獎、新創事業獎、創新研究獎、女性創業菁英獎」聯合頒獎典禮，由經濟部龔明鑫部長親臨頒獎。從今年的獲獎標的清楚看到，AI 技術正快速擴散至各大產業，涵蓋製造、醫療、娛樂、運動等多元領域，如智慧神經眼動診斷、3D 多屏互動機台、職業運動情蒐系統。中小企業創新研究成果不僅展現技術突破，更廣泛融入日常生活中的各項服務與商品，不但推動中小企業升級轉型，也為民眾生活品質帶來全面提升。

第 24 屆新創事業獎

為營造優質的創業環境、形塑臺灣成為創業型社會，經濟部中小及新創企業署自民國 93 年起辦理本獎項選拔，提供成立未滿 8 年之新創事業參與。藉由鼓勵各界創新、支持新創企

業發展具優質營運模式，建立成功典範，進而提振創業家精神，帶動國內創新創業風氣，為臺灣經濟注入活力。

本獎項是國內唯一以新創事業為遴選標的國家級獎項。自開辦以來已選拔出 373 家卓越企業，其中共有 45 家曾上市（櫃）、興（創）櫃或公開發行，展現獲獎企業卓越的競爭實力與市場高度肯定。本屆新創事業獎涵蓋「科技產業」、「創新傳產」及「創新服務」三大類組，共遴選出 20 家獲獎企業，橫跨半導體、生技與智慧農業、資訊服務與 AI 應用等多元領域，充分展現我國新創能量的廣度與深度。獲獎企業以人工智慧為核心動能，推動產業智慧化與國際化，呼應全球智慧轉型趨勢，展現科技與永續驅動的新世代成長力。

本獎於民國 114 年 11 月 19 日假臺大醫院國際會議中心舉行聯合頒獎典禮，由經濟部龔明鑫部長親自頒獎，為臺灣最具潛力與韌性的中小企業喝采，同時象徵臺灣創新實力在全球價值鏈中持續閃耀。

The 32nd Innovation Award

Since 1993, the Small and Medium Enterprise and Startup Administration of the Ministry of Economic Affairs has organized the “Innovation Award” selection and commendation activities to encourage SMEs to engage in innovative research and development, improve technical standards, enhance competitiveness, and implement business upgrades. Now in its 32nd year, the event has seen a total of 4,915 submissions, with 1,054 representative innovative projects selected, demonstrating the resilience of SMEs in their continuous pursuit of innovation, technological advancement, and business transformation.

The award is divided into five categories based on the subject matter: “Electronic Communication And Software Systems Category” “Transportation And Mechanical



創新技術趨勢 × 產業市場對接活動

Innovative technology trends × industry market matching event.

Automation Category” “Biotechnology And Medical,” “Chemical Engineering And Materials Category” and “Creative Design And Service.” A total of 145 submissions qualified for this year's competition. Following an initial screening and a rigorous evaluation by the final judging panel, 25 of the most innovative submissions were ultimately selected for this honor.

The 2025 “Rising Star Award, Business Startup Award, Innovation Award, and Women Entrepreneur Awards” joint awarding ceremony was held on November 19, 2025, at the NTUH International Convention Center, with Minister Kung Ming-hsin of the Ministry of Economic Affairs personally presenting the awards. This year's recipients demonstrate the rapid extension of AI technology across diverse industries, including manufacturing, healthcare, entertainment, and sports, featuring products such as intelligent neural eye-tracking diagnostics, 3D multi-screen interactive systems, and professional sports scouting systems. The innovative research achievements of the SMEs represent technological breakthroughs and are increasingly integrated into everyday services and products, driving the upgrading and transformation of SMEs and significantly enhancing people's quality of life.

24th Business Startup Award

To create a quality entrepreneurial environment and establish Taiwan as an entrepreneurial society, the Small and Medium Enterprise and Startup Administration of the



新創事業獎得獎企業與經濟部龔明鑫部長（左五）及中小及新創企業署李冠志署長（右五）合影
Group photo of the Business Startup Award winners with Minister Kung Ming-Hsin (5th from left) and Director-General Li Kuan-Chih (5th from right) of the Small and Medium Enterprise Administration, Ministry of Economic Affairs.

Ministry of Economic Affairs has organized this award and selection event since 2004, offering opportunities for startups within their first eight years of operation. This award encourages innovation across all industries, supports startups in developing sound business models, revitalizes the entrepreneurial spirit, and fosters a domestic culture of innovation and entrepreneurship, thereby injecting new energy into Taiwan’s economy.

This award is the only national-level award specifically for startups in Taiwan. Since its launch, 373 outstanding companies have been selected, and 45 of them have been listed on the TWSE/TPEX, the Emerging Stock Market (ESM), the GISA, or have otherwise become public companies, showcasing the exceptional competitiveness and strong market validation of the winning companies. The current Business Startup Award covers three categories of “Technology Industry,” “Innovative Traditional Industry,” and “Innovative Service,” with a total of 20 winning companies selected from different fields such as semiconductors, biotechnology and smart agriculture, information services, and AI applications, fully demonstrating the breadth and depth of Taiwan’s startup ecosystem. The

winning companies leverage artificial intelligence as a core engine for driving industrial intelligence and international expansion, aligning with the global trend of smart transformation and showcasing a new generation of growth powered by technology and sustainability.

The joint awarding ceremony was held on November 19, 2025, at the NTUH International Convention Center. Minister Kung Ming-hsin of the Ministry of Economic Affairs personally presented the awards, recognizing Taiwan's most promising and resilient SMEs and symbolizing Taiwan's continuous innovation and strength in the global value chain.



中小企業創新研究獎 - 創新技術 × 產業應用對接交流媒合活動
SMEs Innovation Award - Innovative Technology × Industry Application Matching and Exchange Event.

總統盃黑客松社會創新推動計畫



總統盃黑客松團隊工作坊貴賓與團隊合影
Photo of VIPs and teams at the Presidential Hackathon Team Workshop.

為回應國家永續治理與公共服務創新的政策需求，行政院自民國 107 年起推動「總統盃黑客松」，由各部會輪流承辦，透過跨機關資料共享與公私協力，引入黑客文化加速政府服務再造，並以總統頒獎肯定卓越團隊的貢獻。

114 年度總統盃黑客松以「雙軸轉型與綠色成長」為主軸，聚焦「數位賦能」、「淨零轉型」、「創新經濟」與「均衡發展」四大面向，鼓勵團隊運用資料、科技與創意強化公共治理效能。今年新增「獎金機制」及「大會特別獎（AI 應用公共服務創新獎）」，強化提案落地可行性與高強度的跨界合作。

本屆自 08 月 01 日啟動徵件，期間導入「賽前諮詢室」，擴大社會參與與議題交流，共收到 178 件有效提案。經提案審查，遴選 20 組入選團隊提供更完善的提案優化、技術與資料協調等支持，最終遴選出 5 組卓越團隊及 1 組大

會特別獎，於 12 月 14 日假總統府由賴清德總統親臨頒獎肯定。

歷屆成果豐碩，迄今已累積 1,339 件提案，展現臺灣在資料創新治理上的先行示範。未來，總統盃黑客松將持續以開放資料、民眾參與跨域協作為核心，深化公共價值發展，引領永續治理願景，讓世界看見 Taiwan Can Lead。



蕭美琴副總統為入選總統盃黑客松團隊致詞鼓勵
Vice President Hsiao Bi-Khim delivered a speech to encourage the teams selected for the Presidential Hackathon.

Presidential Hackathon for Social Innovation

In response to the requirements of the policy for national sustainable governance and public service innovation, the Executive Yuan has promoted the “Presidential Hackathon” since 2018, with each ministry taking turns as the organizer. Through cross-agency data sharing and collaboration between the public and private sectors, hacker culture has been introduced to accelerate government service transformation. The President presented the award to recognize the contributions of the outstanding teams.

The 2025 Presidential Hackathon focused on “Dual-Axis Transformation and Green Growth” with four key areas – “Digital Empowerment,” “Net-Zero Transformation,” “Innovative Economy,” and “Balanced Development” – as its core. The teams are encouraged to utilize data, technology, and creativity to strengthen the effectiveness of public governance. This year, a “bonus mechanism” and a special award of “AI-Based Application and Public Service Innovation Award” were added to enhance the implementation feasibility of proposals and to foster strong cross-sector collaboration.

This year's call for submissions began on August 1, and a “pre-competition consultation service” was introduced to broaden public engagement and facilitate discussion of key issues. A total of 178 valid proposals were received. After reviewing the proposals, 20 teams were selected for further support in optimization, technology, and data coordination for their respective projects. Finally, five outstanding teams and one team receiving the special award were selected. President Lai Ching-te will personally present the awards and recognize the recipients’ accomplishments at the Office of the President on December 24.

The results over the years are substantial with a total of 1,339 proposals submitted to date, showcasing Taiwan's leading position in data innovation and governance. In the future, the Presidential Hackathon will continue to center on open data, public participation, and cross-domain collaboration to foster public value development, drive a vision of sustainable governance, and demonstrate that Taiwan Can Lead.



總統盃黑客松徵件啟動記者會合影

Photo of the press conference launching the Presidential Hackathon call for submissions.

國家人才發展獎



行政院院長卓榮泰（中）、行政院發言人李慧芝（左七）、勞動部常務次長陳明仁（右七）、勞動部勞動力發展署副署長施淑惠（右六）與大型企業、中小企業、機關（構）團體及非營利團體獎得獎單位代表合影

Group photo of Premier of the Executive Yuan Cho Jung-Tai (center), Spokesperson of the Executive Yuan Li Hui-Chih (7th from left), Vice Minister of the Ministry of Labor Chen Ming-Jen (7th from right), Deputy Director-General of the Workforce Development Agency, Ministry of Labor Shih Shu-Hui (6th from right), and representatives from large enterprises, SMEs, institutions, and non-profit organizations.

國家人才發展獎為我國人力資源領域最具指標性的獎項，也是每年人力發展的重要盛事。自 104 年度開辦以來已邁入第 11 年，透過完善的評選機制，鼓勵事業單位積極培育人才，並藉由表揚績效卓越單位，樹立產業標竿，進一步提升我國人力資源投資效益與國家競爭力。面對科技進展、產業變革與人力資源結構快速轉型，今年度特別將「數位轉型應用、ESG 永續實踐」及「性別多元平等」指標獨立為評選構面，鼓勵事業單位在提升競爭力的同時，兼顧環境永續、社會責任與多元共融發展。

獎項依事業單位屬性設有「大型企業獎」、「中小企業獎」、「機關（構）團體獎」、「非營利團體獎」及「傑出個案獎」等類別。今年

度共有 117 家事業單位參與評選，經過資格審查、複審及決審的層層考驗，最終評選出 16 家人才培育成效卓越的優秀單位，並於民國 114 年 12 月 04 日假台北寒舍艾美酒店舉行頒獎典禮。

本屆得獎單位在面對科技、產業與人力結構快速變遷的環境下，皆展現多項創新人才培育作法，從多語友善環境、新興技能專業訓練，到導入數位化培訓與管理工具，且建立完善的中高齡友善選才措施，以及無障礙與長照人才的培育模式，成功打造具韌性的跨世代人才隊伍，也透過標竿經驗分享促進各產業與領域相互學習，為我國就業穩定與人才永續奠定穩固基礎。

National Talent Development Awards

The National Talent Development Awards is the most prestigious human resources award and a key annual event in the field of human development in Taiwan. Since its launch in 2015, the program is now in its 11th year. By employing a robust evaluation system, it encourages business units to proactively cultivate talent and, by recognizing high-performing units, establishes industry standards to further improve the effectiveness of human resource investment and national competitiveness. In response to rapid advancements in technology, industry shifts, and the evolving structure of human resources, we specifically designated “Digital Transformation Applications,” “ESG Practices,” and “Gender Diversity and Equality” as independent assessment dimensions this year. This aims to encourage business units to balance improving competitiveness with environmental sustainability, social responsibility, and diverse and inclusive development.

Based on the nature of the business unit, the award is divided into the categories of “Large Business Award,” “SME Award,” “Institution and Organization Award,” “Non-profit Organization Award,” and “Outstanding Individual Case Award.” This year, a total of 117 business units participated in the selection process. After the qualification review, rejudging, and final judging, 16 organizations that excelled in talent cultivation were selected. The awarding ceremony



行政院院長卓榮泰於頒獎典禮致詞

Premier of the Executive Yuan Cho Jung-Tai delivered remarks at the award ceremony.

was held at Le Méridien Taipei on December 4, 2025.

In the face of a rapidly evolving technological landscape, shifting industries, and changing workforce dynamics, this year’s award winners showcased a range of innovative talent development strategies. These include fostering multilingual work environments, providing training in emerging skills, adopting digital learning and management tools, implementing robust recruitment practices for mid-career and older workers, and building pathways for individuals with disabilities and those in long-term care. These efforts have successfully created a resilient, multi-generational workforce. Furthermore, by sharing best practices, they are promoting cross-industry learning and establishing a strong foundation for employment stability and sustainable talent development in Taiwan.

國家食農教育傑出貢獻獎

National Food and Agricultural Education Outstanding Contribution Award



食農教育貢獻獎頒獎典禮獲獎人及貴賓合影

Group photo of The National Food and Agricultural Education Outstanding Contribution Award ceremony was attended by award recipients and VIPs.

本獎項為獎勵從事食農教育工作具有貢獻者，於民國 113 年度辦理競賽活動，競賽分為個人組及團體組，共有 273 件報名，三階段評審最終選出個人組特優獎 1 名、優等獎 4 名；團體組特優獎 2 名，優等獎 8 名，業於民國 114 年 01 月 14 日辦理第一屆國家食農教育貢獻獎頒獎典禮，邀請行政院卓榮泰院長到場為獲獎者祝賀，並增列特殊貢獻獎給予師範大學林如萍教授，感謝其協助食農教育法制定並提出食農教育「三面六項」制度，協助各地方政府及相關部會的協力，透過橫向串聯以及垂直整合，激勵民間非營利組織及各公民團體共同推動食農教育。

為透過標竿學習，促使食農教育工作者精進且提升地方主管機關輔導知能，特別辦理得獎人經驗交流會，分享食農教育推廣經驗及成果，並邀請全國食農教育工作者至得主 - 家福有限公司及臺東縣池上鄉農會，參與食農教育體驗活動，期能促進各界對國產農產品認同、傳承與農業永續發展目標。

This award recognizes individuals and groups who have made significant contributions to food and agriculture education. The competition, held in 2024, featured 273 entries divided into individual and group categories. After three stages of evaluation, one individual received the Special Excellence Award, four received Excellence Awards, two groups received Special Excellence Awards, and eight received Excellence Awards. The awarding ceremony of the 1st National Food and Agricultural Education Outstanding Contribution Award was held on January 14, 2025, with Premier Cho Jung-Tai of the Executive Yuan in attendance to congratulate the winners. A Special Contribution Award was presented to Professor Ju-Ping Lin of National Taiwan Normal University for her assistance in formulating the Food and Agriculture Education Act and proposing the “Three Aspects and Six Items” system for food and agriculture education, as well as for her efforts in facilitating collaboration between local governments and relevant ministries through horizontal networking and vertical integration, and in inspiring non-profit organizations and citizen groups to jointly promote food and agriculture education.

To facilitate benchmark learning and enhance the guidance capabilities of local authorities in food and agriculture education, we held an experience sharing session for award winners to share their experiences and achievements in promoting food and agriculture education. We invited food and agriculture education workers from across the country to participate in experiential activities at the premises of the winner, Presicarre Corp., and the Chihshang Township Farmers Association in Taitung County, with the goal of promoting recognition, inheritance, and sustainable development of domestic agricultural products.

企業輔導

SME Guidance & Assistance

- ⚙️ 二代大學
New Generation College
- ⚙️ 創業輔導系列計畫
Entrepreneurial Guidance Series Program
- ⚙️ 企業數位轉型系列計畫
Cloud Generation SME Digital Transformation Innovation Service Program
- ⚙️ 青年輔導系列計畫
Guidance for Youths Series Program
- ⚙️ 協助事業單位員工進修訓練系列計畫
Assisting Employees in Further Training Series Program
- ⚙️ 推動合作事業發展專業服務案
Professional Service Project for Promoting Cooperative Business Development
- ⚙️ 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
Promotion for Enterprises to Hire Fitness Instructors & Improvement for National Fitness Professionals
- ⚙️ 推動產訓認同與應用職能基準暨人才發展計畫
Promoting Industrial Training Recognition, Application of Occupational Competency Standards, and Talent Development Programs
- ⚙️ 基隆市潮嚮農漁產業整合推廣行銷計畫
Keelung City Integrated Marketing Promotion Program for Chaoxiang Agricultural and Fishery Industries
- ⚙️ 新創採購發展計畫
Startups Procurement and Development Program
- ⚙️ 文化內容投資計畫
Cultural Creative Content Program

智慧轉型 引領企業新未來

Smart Transformation Drives a New Future for Enterprises.

全球政經情勢持續動盪，面對國際競爭版圖加速變動，以及科技轉型日益加快，中小企業經營積極調整策略、強化韌性，政府持續推動多項企業輔導與創新政策，從經營管理、技術升級到人才培育，鼓勵企業深化組織文化、布局永續，並在全球產業鏈重塑的浪潮中找到新定位。在智慧驅動的環境下，本會結合專業顧問能量與智慧化科技工具，協助中小企業洞察市場變化、提升流程效率，讓科技不僅是工具，更是促進產業升級的助力，透過持續導入智慧化管理方式，協助中小企業以更高的生產力和更有效率的產能面對國內外市場挑戰。

本會持續整合政府各項輔導資源，協助中小企業在數位轉型、創新體驗、青年輔導、員工進修、人才提升、農漁整合及中小微企業數位轉型等全方位面向，提供完整支持，並因應社會需求及產業變化持續精進，共同推動中小企業持續創新、蓬勃發展，成為企業與政府間最穩固的合作夥伴。

Amid continuing global political and economic instability, and with the international competitive landscape shifting rapidly alongside accelerating technological transformation, SMEs are proactively adjusting their strategies and strengthening their resilience. The government continues to roll out a range of business support and innovation policies, covering areas from management practices and technology upgrades to talent cultivation. These policies encourage companies to deepen their organizational culture, embrace sustainability, and identify new opportunities within the ongoing reshaping of global supply chains. In a smart-driven environment, NASME leverages professional consulting expertise and smart technology tools to help SMEs identify market trends and enhance operational efficiency. We aim to make technology more than just a tool; we want it to be a true driver of industrial upgrading. By continuously adopting smart management practices, NASME empowers SMEs to overcome domestic and international market challenges with increased productivity and optimized output.

NASME continues to integrate various government resources to assist SMEs in digital transformation, enhance customer experience through innovation, provide youth support, offer employee training, cultivate talent, promote agricultural and fishery integration, and facilitate digital transformation for micro and small enterprises. We offer comprehensive support and continuously improve our services to address evolving social needs and industry trends. Together, we drive continuous innovation and robust development of SMEs, solidifying our position as a trusted partner to both businesses and the government.

二代大學



二代大學第八屆畢業暨第九屆開學典禮，全體師生、傳承方與家眷、歷屆學長姊合影留念

A group photo of all mentors, students, corporate founders, and alumni at the 8th Graduation & 9th Opening Ceremony of New Generation College.

本會於民國 107 年在李育家理事長的願景推動下創立「二代大學」，以陪伴臺灣中小企業接班人成長為使命，逐步打造兼具制度化與溫度感的接班學習平台。迄今已邁入第 9 屆，累計陪伴 168 位企業接班人，涵蓋製造、科技、食品、傳產與服務等多元產業，成為中小企業傳承路上的重要助力。

在此基礎上，二代大學以肯定上一代經營成果為起點，陪伴接班人理解企業累積的價值，回應中小企業在成長、轉型與世代交替過程中常見的接班挑戰。透過制度化培育架構與同儕交流機制，協助接班人逐步建立經營判斷力，在延續既有基礎上，穩健承接企業發展責任。

課程延續「全年陪跑」精神，以個別化與落地導向為核心。一對一專屬業師協助學員解析問題本質、將經營挑戰轉化為可行之行動計畫；超過三十位跨領域業師提供多元視角策略諮詢，幫助接班人在複雜決策中掌握全局。課

程聚焦四大核心能力：自我省察、領導素養、創新開拓及財務與風險管理，協助學員在實務中建立穩固基礎，並在變局中穩健前行。

同時，多元學習場域持續深化，包括策略工作坊、私董會、企業參訪及展會交流等，促進跨產業交流與觀點激盪；更設計「二代共學月」，讓兩代能在共同學習中分享觀點、彼此成長。歷屆校友社群亦逐步擴大，形成跨屆互助網絡，為接班人在不同階段提供更多合作與資源連結的可能。



「兩代共學月」邀請兩代共同學習，交流經營觀點與思維
"Intergenerational Co-learning Month" invites members of two generations to learn together and exchange business perspectives and ideas

New Generation College

The New Generation College was founded in 2018 under the vision of NASME Chairman Li Yu-Chia, with a mission to support the next generation of SME leaders in their development and to gradually build a succession learning platform that combines institutionalized systems with a human touch. It has now entered its ninth year, having supported 168 corporate successors across a range of industries, including manufacturing, technology, food, traditional sectors, and services, and has become a key resource for SME succession planning.

Building on this foundation, the New Generation College begins by acknowledging the accomplishments of the previous generation to help successors understand the accumulated value of an enterprise and address the common challenges SMEs face during their growth, transformation, and generational succession. Through an institutionalized development framework and peer learning mechanisms, it helps potential successors progressively build their business acumen and assume corporate development responsibilities based on the existing strengths of their respective companies.

The course continues the spirit of “year-round support” with a focus on individualization



業師及校務團隊於食品展中與參展學員交流
Mentors and academic team interacting with Second Generation program participants at the food exhibition.



學員參訪國家磐石獎企業 - 精呈科技(股)有限公司
Visit to National Award of Outstanding SMEs winner- Excetek Technologies Co., Ltd

and practical applications. One-on-one dedicated mentors help participants dissect the core of issues and convert business challenges into actionable plans. With a network of over 30 cross-disciplinary mentors, participants benefit from diverse perspectives and strategic advice to navigate complex decisions and gain a holistic understanding of the bigger picture. The courses focus on four core competencies of “self-reflection”, “leadership competency”, “innovation development”, and “financial & risk management”, helping participants build a solid practical foundation and navigate change with confidence.

At the same time, diverse learning opportunities are continually deepened, including strategic workshops, private board meetings, corporate visits, exhibitions, and exchanges, to foster cross-industry dialogues and the exchange of ideas. Furthermore, a “Intergeneration Co-learning Month” is designed to facilitate the sharing of intergenerational knowledge and mutual growth through collaborative learning. The alumni community has gradually expanded over the years, forming a cross-generational network of mutual support that provides future leaders with more opportunities for collaboration and access to resources at various stages of their careers.

創業輔導系列計畫

Entrepreneurial Guidance Series Program



創業顧問交流研習會 - 全國顧問合影

Seminar for Entrepreneurial Consultants - Group photo of national consultants.

創業諮詢輔導服務計畫

本計畫以「厚植創業力、提升勞動參與率」為核心目標，推動至今已 10 餘年，勞動部勞動力發展署攜手各分署持續努力推動，提供創業者穩定且堅實的資源協助，透過「創業服務鐵三角」：創業課程、專業顧問陪伴與政策性貸款，讓民眾在創業各階段獲得系統性的支持。

計畫自推行以來，本會即協助勞動部勞動力發展署擔任彙管的角色，並執行北基宜花金馬分署的輔導工作，持續精進創業服務並協助政策修訂；自民國 96 年起，全國已開辦超過 3,200 場創業課程，累計近 20 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 7.6 萬人次，創造 9.6 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 1.8 萬件，通過件數超過 1 萬件，核貸總額將近 60 億元。

此外，為確保創業者在不同階段都能獲得更精準與專業的協助，透過系統化的培訓課程，強化顧問對市場趨勢、數據應用與營運策略等知能，提供創業者更具前瞻性、策略性與

實務性的支持，讓「創業服務鐵三角」更為完整，進而擴大政策效益，持續為臺灣微型創業與勞動參與率並注入穩健動能。

促進社會創新合作計畫

本計畫透過建置社會創新平台、推動社會創新實驗中心及推廣社創採購，助益組織展現社會價值並拓展商機，同時提升國內社創認知與國際交流，強化臺灣經濟成長永續發展。

本會以「強化資料庫應用價值」及「促進組織永續發展與合作」兩大策略，推動「社會創新組織登錄資料庫」，藉由優化申請登錄作業、提升瀏覽體驗，並建立分級管理與白名單互惠制度，強化資料庫基礎建設並促進與利害關係人溝通。113 年度累積逾 2,000 家組織提出申請，其中超過 950 家依「社會創新組織登錄原則」自主揭露資訊，透過平台提高能見度並向外界推廣合作。為協助組織強化營運基礎，提供 82 家「一對一業師輔導支持」，取得近 800 萬元補助合作資金，並編製「社會創新資訊集」和辦理線上社創小聚，促進產業交流及掌握新知。

此外，在擴大社創組織登錄動能上，以北中南多元線上/線下管道，辦理多場登錄宣導活動，觸及 280 家次業者，更響應 SEWF 國際盛會，共同出展「2025 經濟部中小微企業多元永續創新展」，展現臺灣社會包容力與創新力。

臺灣創業服務發展計畫

本計畫以成立未滿 8 年之新創事業為主要服務對象，提供創業輔導與資源導入，並辦理媒合活動，協助企業拓展商機。同時舉辦新創事業獎，鼓勵創業精神、遴選亮點案例，具體展現創業服務與輔導成果。

114 年度聚焦「AI 智慧醫療」及「AI 智慧製造」兩大領域，分別與臺灣醫療暨生技器材工業同業公會及台北內湖科技園區發展協會合作，透過需求端（醫療機構、醫材與生技產業、傳統製造業）與供給端（具潛力新創）的深度媒合，促成新創解方落地應用，預估促成合作契機逾新臺幣 4 仟萬元。

為提升政策成效之整體呈現，本計畫將亮點案例與「新創企業白皮書」中的創業案例整併，並納入國科會、經濟部、中企署等部會輔導，以及具國際市場或企業合作實績之案例，轉化為故事內容。後續將透過線上「新創圓夢網」輔導專區及線下「新創企業白皮書」專書出版推廣，以展現政策成果與臺灣新創能量。



創業顧問教育訓練 - 青年交流研習會顧問合影
Entrepreneurial Consultant Training - Group photo of youth exchange workshop consultants.

Entrepreneurial Consultation/Counseling Service Program

This program, with the core goals of “strengthening entrepreneurial capabilities and increasing the labor force participate rate,” has been promoted for over a decade. The Workforce Development Agency, Ministry of Labor, works with its branches and continues to dedicate its efforts to providing entrepreneurs with stable and robust resource assistance. This is achieved through the “Entrepreneurial Service Triangle” – entrepreneurship courses, professional consultant support, and policy-based loans – to ensure that people can receive systematic support at every stage of their entrepreneurial journey.

Since the implementation of the program, NASME has assisted the Workforce Development Agency of the Ministry of Labor in a coordinating role and has provided guidance to the Northern, Central, Eastern, Kinmen, and Penghu branches. We continue to refine our entrepreneurship services and assist with policy revisions. Since 2007, over 3,200 entrepreneurship courses have been held nationwide, training nearly 200,000 participants. Regarding entrepreneurship counseling, we have arranged consultation services for a total of 76,000 participants, resulting in the creation of 96,000 job opportunities. In terms of financing assistance, we have held entrepreneurship loan review meetings for a total of 18,000 cases, approving over 10,000 cases with a total value of nearly NT\$6 billion.

Furthermore, to ensure entrepreneurs receive more precise and professional assistance at each stage of development, we provide systematic training courses to enhance consultants' expertise in market trends, data applications, and operational strategies. These will enable them to offer entrepreneurs more forward-looking, strategic, and practical support, strengthening the “Entrepreneurial Service Triangle” and maximizing policy effectiveness while fostering sustained growth in Taiwan's micro-entrepreneurship and labor force participation rate.

Cooperation Program for the Promotion of Social Innovation

This program aims to assist organizations in demonstrating their social value and expanding business opportunities by establishing a social innovation platform, promoting social innovation experimental centers, and encouraging social innovation procurement. This will also enhance domestic awareness of social innovation and international exchange, thereby strengthening the sustainable development of Taiwan's economy.

NASME promotes the “Social Innovation Organization Registration Database” through two key strategies of “enhancing the database's application value” and “fostering sustainable organizational development and collaboration.” This is achieved by streamlining the application process, improving user experience, and implementing a tiered management system with a whitelist reciprocity mechanism, ultimately strengthening the database infrastructure and improving communication with stakeholders. In 2024, over 2,000 organizations filed their applications, including more than 950 that proactively disclosed information in accordance with the “Social Innovation Organization Registration Principles” to increase their visibility and promote partnerships through the platform. To help organizations strengthen their operational foundations, NASME provided one-on-one mentorship support to 82 organizations and secured nearly NT\$8 million in collaborative funding. We also compiled the “Social Innovation Information Collection” and organized online Social Innovation Meetups to facilitate industry exchanges and acquire new knowledge.

In addition, to boost registration of social innovation organizations, we leverages a variety of online and offline channels in northern, central, and southern Taiwan to host dissemination events, reaching 280 businesses. We also supported the Social Enterprise World Forum (SEWF) event and co-exhibited at the “2025 MOEA Diverse & Sustainable Innovation,” showcasing Taiwan's social inclusivity and innovative spirit.

Development Program for Taiwan's Collaborative Entrepreneurship

This program primarily serves startups that



社創登錄宣導活動 - 中彰投多元計畫資料庫南投場宣導
Social Innovation Registration Briefing - Nantou Session for the Taichung-Changhua-Nantou Diversity Program Database.

have been developing for less than eight years by offering entrepreneurial guidance, resource support, and hosting matchmaking events to help enterprises expand their businesses. At the same time, the Business Startup Award is held to encourage entrepreneurship and identify promising ventures, showcasing the tangible results of our entrepreneurship services and support.

In 2025, the focus was on two key areas of “AI Smart Healthcare” and “AI Smart Manufacturing.” The collaboration with Taiwan Medical and Biotech Industry Association (TMBIA) and the Taipei Neihu Technology Park Development Association will facilitate deep matching between the players on the demand side (medical institutions, medical equipment and biotech industries, traditional manufacturers) and the supply side (potential startups) and realize practical application of innovative solutions to expectedly generate collaboration opportunities exceeding NT\$40 million.

To enhance the overall presentation of policy effectiveness, this program integrates highlighted cases with startup examples listed in the “Startup White Paper,” which includes cases supported by the National Science and Technology Council, the Ministry of Economic Affairs, and the Small and Medium Enterprise and Startup Administration, as well as those with demonstrated international market successes or corporate cooperations, compiling them into stories. Subsequently, the achievements and Taiwan's startup ecosystem will be promoted through the counseling section of the online New Startup Dream Network (startup.sme.gov.tw) and the offline published “Startup White Paper.”

企業數位轉型系列計畫



推動商業服務業數位應用暨轉型成長計畫－數位轉型聯盟輔導團成果分享會與經濟部商業發展署陳秘順副署長（左六）等合影 Alliance Counseling Group Achievement Sharing Session of the “Digital Application and Transformation Growth Project for the Commercial Service Industry” with Deputy Director-General Chen Mi-Shun (sixth from left) of the Administration of Commerce, MOEA, along with other participants for a group photo.

推動商業服務業數位應用暨轉型成長計畫

面對市場快速變動與消費行為的結構性轉變，商業服務業的數位轉型已成為企業提升競爭力與永續發展的重要關鍵。經濟部商業發展署透過本計畫以推動數位工具的落地應用為核心目標，期望讓數位化真正成為企業改善營運、提升效率的實質助力，協助中小及微型商業服務業以更穩健且有效率的方式迎接數位未來。

114年度本會與四大領域（生活服務、批發零售、餐飲服務及流通服務）、11個商業服務業產業公協會攜手合作，透過主題式工作坊、一對一輔導，共同協助企業導入多元支付、訂位系統、線上客服、AI網頁生成、智慧行銷、數位點餐等工具，協助企業在行銷曝光、流程管理、顧客互動與決策效率上取得具體升級，建立企業面對市場變動的韌性，攜手打造更具創新與前瞻性的商業服務業生態系。



商業服務業數位轉型交流論壇－經濟部商業發展署蘇文玲署長（右二）與貴賓合影

Commercial Services Digital Transformation Exchange Forum - Group photo of Director-General Su Wen-Ling (2nd from right) of the Administration of Commerce, MOEA, and VIPs.

中小微企業數位轉型計畫

經濟部中小及新創企業署推動產業鏈數位化，協助企業升級數位能力，本會辦理實體與線上數位培能課程，強化中小微企業在各項數位工具的應用能力，累計培訓約3,400人次，並透過顧問診斷協助近1,100家之企業採用適切的數位工具，從而促使企業順利落實數位轉型。

「法人AI試產線」以產業法人為推動核心，針對受關稅調整影響之產業，協助中小微企業提升競爭力。計畫期間共培育近580家次、740人次，協助企業員工學習運用人專業設備、AI及數據分析等工具進行新產品試驗製造，除有效提升企業員工對數位工具應用外，更進而調整營運策略與產能，提升營運效率並降低成本，促使上下游協力廠商願意共同投入數位轉型。

在市場拓展方面，透過與7-11 iOPEN Mall合作同時串聯線上平台及線下市集，推動企業建構O2O營運模式，把實體展接觸到的消費者導回線上平台消費，協助企業創造超過新臺幣3仟萬元的線上營收。

小微企業區域數位加值與創新體驗計畫

面對數位經濟時代的快速變動，臺灣中小企業須透過多元化通路策略，整合線上線下資源，建立可持續的市場競爭力。本計畫以「城鄉聯盟輔導」與「通路拓展布局」為核心，聚

焦地方產業升級與聯盟永續經營。透過導入數位加值應用(含行動支付)、創新體驗設計及陪伴輔導,運用整合式數位行銷策略,提升在地特色產業的市場能見度。114年度共輔導全臺灣22個城鄉聯盟、720家店家投入計畫,辦理工作坊、跨域交流與「城鄉聯盟大匯串」,培力在地經營人才超過3,400人次。

同時,積極串接九大通路資源,涵蓋旅遊業與交通業等主要合作通路,包括高鐵假期、JTB 世帝喜旅行社、長汎旅行社(長汎假期 X 立榮假期)、臺鐵車販、去趣 X iRent、宏祥旅行社、典馨旅遊、島內散步、yoxi等,透過多元通路合作模式,全面提升在地品牌的展示機會與銷售動能,讓店家產品與特色體驗對接市場通路,協助地方產業成長茁壯。

此外,為共同推廣城鄉聯盟店家,同步規劃「城鄉美食探索活動」、「城鄉 Pay 遊回饋加倍」、「HAPPY GO 集點活動」等措施,以數位集點方式降低參與門檻,更透過線上串連線下提升民眾互動體驗,成功吸引消費者走入城鄉、走進店家,進一步活絡地方產業商機。

客庄青年小微企業雲世代輔導計畫

長久以來,本會共輔導逾1,300家客庄區小微企業數位化發展,協助在地企業組成群聚,依據導入數位資源之特性,以場域為載體,整合地方特色或產業優勢訂定發展主題,集結企業資源及品牌,引領群體開發別具特色的數

位化模式,促成跨域、跨業合作,形成共益互惠且一同成長的群體,持續發揮「打群架」之效益優勢。

以數據驅動優化中小企業融資環境計畫

本計畫以中小企業融資創新技術與數據應用為核心,透過公私協力強化數據安全,導入新創輔導與激勵機制,協助優化融資流程與服務品質,提升中小企業抗風險能力與整體經濟韌性。

114年度以「信保基金」為實證場域,採「場域出題、企業解題」模式,合法合規釋出信保資料,結合金融機構數據與中小企業技術服務,共同提出優化融資環境的創新解方。

本計畫共徵集32件提案,經初審遴選10組團隊進入3個月實證協作,針對「內部流程優化」、「外部資源串接」及「資料創新應用」三大構面進行解題。提供56次專業輔導,協助信保基金與金融機構提升風險評估與決策效能,推動更包容與高效的金融資料共享環境。

民國114年10月30日舉辦成果交流會,邀請經濟部中小及新創企業署戴婉蓉副署長及信保基金魏明谷董事長蒞臨致詞勉勵,會中促成逾10場合作商機與創投及金融機構媒合。後續更協助3家亮點團隊於「台北國際金融博覽會」設立推廣攤位、安排今周刊媒體合作對談,以及為成果拍攝相關影片等辦理多元推廣。



城鄉聯盟大匯串 - 經濟部中小及新創企業署施麗麗副組長(二排右六)與各縣市聯盟代表合影

Urban-Rural Alliance Grand Gathering - Deputy Division Chief Shih Li-Li (second row, sixty from right) of the Small and Medium Enterprise Administration, Ministry of Economic Affairs, poses for a group photo with representatives from local alliances across various counties and cities.

Cloud Generation SME Digital Transformation Innovation Service Program



經濟部法人 AI 試產線成果分享交流會由經濟部中小及新創企業署李冠志署長（左九）、經濟部技術司郭肇中司長（左十）等合影
Group photo of Small and Medium Enterprise Administration Director General Li Kuan-Chih (9th from left) and Department of Industrial Technology, MOEA Director-General Kuo Chao-Chung (10th from left) at the MOEA AI Pilot Production Line Achievement Sharing and Exchange Forum.

Digital Application and Transformation Growth Program for the Commercial Service Industry

In the face of rapid market changes and structural shifts in consumer behavior, digital transformation is now a critical factor in enhancing competitiveness and ensuring the sustainable development of the commercial service industry. The Administration of Commerce, Ministry of Economic Affairs, aims to promote the practical application of digital tools through this program, with the core goal of helping businesses effectively leverage digitalization to improve their operations and efficiency. This program assists small and micro-sized commercial service companies in embracing a more stable and efficient digital future.

In 2025, NASME worked with 11 industry associations in the commercial services sector across four key areas of life services, wholesale and retail, catering and beverage, and distribution service. Through thematic workshops and one-on-one guidance, we helped businesses introduce tools such as diversified payment options, reservation systems, online customer support, AI-powered webpage generation, smart marketing tools, and digital ordering systems. These tools enabled

businesses to improve marketing exposure, process management, customer interaction, and decision-making efficiency, thereby building their resilience to market fluctuations. By doing so, we collaboratively fostered a more innovative, and future-oriented commercial service ecosystem.

MSME Digital Transformation Program

The Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs, is promoting the digitization of industrial chains and assisting enterprises in upgrading their digital capabilities. NASME offers both in-person and online digital training courses to strengthen the ability of small, medium, and micro enterprises to utilize digital tools and has trained a total of about 3,400 participants to date. We helped nearly 1,100 companies adopt suitable digital tools through consulting services, enabling them to undergo successful digital transformations.

The “AI Pilot Production Lines for Corporate Entities” is implemented with corporate entities at its core to help MSMEs, especially those impacted by tariff adjustments, improve their competitiveness. During the program period, nearly 580 companies, or 740 individuals, received training to help

their employees learn how to use professional equipment, AI, and data analysis tools for testing and manufacturing new products. This training not only effectively enhanced employees' digital skills but also enabled companies to adjust their operational strategies and production capacities, improve efficiency and reduce costs, and ultimately encourage upstream and downstream partners to jointly invest in digital transformation.

In terms of market expansion, we partnered with 7-Eleven iOPEN Mall and integrated online platforms with offline events to help businesses build an O2O business model. This initiative drives consumers from physical exhibitions to online platforms, resulting in online revenue of more than NT\$30 million for businesses.

Regional Digital Value-Added and Innovation Experience Program for Small and Micro Enterprises

In the face of rapid changes in the digital economy, Taiwan's SMEs need to adopt a diversified channel strategy, integrate online and offline resources, and build sustainable market competitiveness. This program focuses on upgrading local industries and ensuring the sustainable operation of the alliance. Centered around and “expanding distribution channels,” we enhance the market visibility of local specialty industries through on-site implementation of digital value-added applications (including mobile payment),



推動商業服務業數位應用暨轉型成長計畫 – 商業新生態趨勢論壇 – 台灣大車隊股份有限公司李瓊淑副董事長分享

New Business Ecosystem Trends Forum of the “Digital Application and Transformation Growth Project for the Commercial Service Industry” – Vice Chairman Cyong Shu Li of Taiwan Taxi Co., Ltd. delivered a sharing session.

innovative experience design, and dedicated support, coupled with integrated digital marketing strategies. In 2025, the program supported a total of 22 urban-rural alliances and 720 stores across Taiwan, hosted workshops and cross-domain exchanges, and organized the “Urban Rural Alliance Grand Gathering” to empower over 3,400 local business talents.

At the same time, we actively integrated nine major channel resources, covering key partners in the tourism and transportation sectors, including T Holiday, JTB Taiwan Ltd., EverFun Travel Services Corp. (EverFun Holidays X UNIAIR Holidays), TRC Service, X iRent, Edison Tours, Cozy Travel Service, Walk in Taiwan, and yoxi. By leveraging a diverse range of channel partnerships, we comprehensively increase the visibility and sales potential of local brands, connecting regional products and unique experiences with market access and supporting the growth of local industries.

In addition, to jointly promote businesses within the urban-rural alliances, we plan initiatives such as the “Urban-Rural Culinary Exploration Event,” “Urban-Rural Pay Travel Double Rewards,” and a “HAPPY GO Points Campaign.” By using a digital points system, we lower the threshold for entry and enhance public engagement through online integration with offline activities. This has successfully attracted consumers to visit both urban and rural areas, supported local businesses, and further stimulated regional economic opportunities.

Cloud Generation Counseling Program for Young Hakka Micro-Entrepreneurs

To accelerate the broader development of Hakka culture through digital technologies, the Hakka Affairs Council has established a digital resource platform in Hakka settlements. This platform supports returning young people in leveraging digital technology to integrate Hakka characteristics into local industries and foster the growth of small and micro enterprises in Hakka villages.

NASME assists in organizing multiple promotional recruitment events across northern, central, southern, and eastern Taiwan to reduce barriers to digital adoption. We establish a “one-on-one on-site instruction and mentorship program” and a “lead mentor” system to bolster the consulting service team’s capabilities. Paired with straightforward, visually supported guides and process manuals, this initiative helps small and micro Hakka enterprises quickly learn how to operate the systems and improve their self-learning efficiency.

Over the years, NASME has assisted more than 1,300 SMEs in Hakka regions with their digital transformation and the establishment of industrial clusters. Leveraging the specific characteristics of the digital resources implemented, NASME integrates local features and industrial strengths by utilizing venues as hubs to define development themes. This approach consolidates corporate resources and brands, leads these clusters to develop distinctive digital models, fosters cross-sector and cross-industry collaborations, and creates a mutually beneficial ecosystem for collective growth, thereby realizing the advantages of collaborative strength.

Data-Driven Program for Optimizing SMEs’ Financing Environment

This program focuses on innovative financing technologies and data applications for SMEs. It strengthens data security through public-private partnerships, introduces startup acceleration and incentive mechanisms, and optimizes financing processes and service quality to enhance the risk resilience of SMEs and overall economic resilience.

In 2025, credit guarantee data were released legally with the “Credit Guarantee Fund” as the demonstration site and the “site-based challenges and corporate-led solutions” as the application mode, and innovative approaches to optimization of the financing environment were put forward jointly by integrating the data from financial institutions with the technical services for SMEs.



成果交流論壇 - 和鼎創投劉奕成副董事長（左一）擔任主持人與信保基金郭裕信總經理（中）及第一網站蔣居裕總經理（右一）探討融資未來藍圖

Achievement Exchange Forum - Pegatron Venture Capital Vice Chairman Liu Yi-Cheng (1st from left) served as the host and discussed the future blueprint for financing with Small and Medium Enterprise Credit Guarantee Fund of Taiwan General Manager Kuo Yu-Hsin (center) and Firstweb Limited Vice President Chiang Chu-Yu (1st from right).

The program received 32 proposals and 10 teams were selected after an initial review to participate in a 3-month pilot collaboration, addressing challenges in three key areas of internal process optimization, external resource connection, and data innovation applications. We provided 56 professional counseling sessions to help the Credit Guarantee Fund and financial institutions enhance their risk assessment and decision-making effectiveness, and to promote a more inclusive and efficient financial data-sharing environment.

An achievement exchange meeting was held on October 30, 2025, with Deputy Director-General Amelia W. J. Day of the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs, and Chairman Wei Ming-ku of the Small and Medium Enterprise Credit Guarantee Fund delivering encouraging remarks. The meeting resulted in over ten potential collaborations and matchmaking opportunities between venture capital firms and financial institutions. Further, we assisted three outstanding teams in establishing promotional booths at the “Taipei International Financial Expo,” arranged interviews with Business Today, and organized diverse promotional events, such as filming related videos to showcase their achievements.

青年輔導系列計畫



青年壯遊點實地訪視基隆白米甕 - 教育部青年發展署陳雪玉署長(中)、諮詢委員、青年諮詢委員及青年壯遊點單位等合影
Photo during a site visit to Keelung Baimiweng - Deputy Director-General Chen Hsueh-Yu of the Youth Development Administration, Ministry of Education (center) and members of the advisory committees, Youth Advisory committees and representatives from the Youth Travel Spot.

青年壯遊點計畫

教育部青年發展署持續與在地非營利組織及大專校院合作，在全國建置 86 個青年壯遊點，提供 15 至 35 歲青年深度在地服務。透過辦理文化、部落、生態、農村、漁村、志工及體能等多元活動為核心，透過實作與體驗累積經驗，提升自主學習與應變力。

114 年度本會辦理青年壯遊點工作會議，聯繫全台各家壯遊點達成共識；並媒合專業業師提供深度諮詢輔導，實地走訪多處實驗點與壯遊點，優化見習流程，透過壯遊體驗見習，支持青年在地實作學習。同時推出「壯遊引力一匯聚國際青年創新計畫」，透過活動規劃優化、多語資訊整合、跨文化接待培訓及國際行銷合作，提升壯遊點對國際青年的應對力，也建立國際接待與交流的實務平台，使壯遊點成為臺灣文化的國際窗口，增進國際青年深度認識臺灣文化。

青年回鄉行動輔導計畫

面對農村勞動力斷層、人才外移與產業轉型需求，本會持續協助農業部農村發展及水土保持署辦理「青年回鄉行動輔導計畫」，114 年度進一步從「單點式培力」升級為「系統型治理」，以「青年返鄉支持體系」為主軸，從扎根培力，到市場驗證與跨域合作，建構完整

的人才循環鏈。依據青年特性與場域風險建立能力分級模型、商品孵化診斷、國際見學模板，強化政策執行的制度化與標準化。透過多層次課程、專家陪跑、跨部會資源導入與企業合作，強調以「議題解決 × 行動落地 × 市場導向 × 永續治理」為核心原則，促進青年成為地方治理、永續實踐與跨域創新的重要角色，使青年發展路徑與國家農村政策目標更緊密銜接。

114 年度本會為計畫建構三大「可複製治理模型」，強化本計畫作為農村創新政策的基礎工程。在人才面，形成青年能力「三階躍遷模型」，透過講堂、商品孵化、私董會與沉浸式個案研討，從「理解議題」走向「永續運營」並邁向「跨域合作」，如今已促成多項合作案例；在產業面，由回鄉商品孵化所建立四大商品診斷模型，協助青年完成產品定位調整、設計優化與通路策略，讓 30 位青年獲得 34 項國內外獎項肯定；在國際面，建立「3×3×3 九州見學框架」，可直接應用於後續國際合作與政策輸出。綜觀本計畫 114 年度影響力評估，更呈現跨年度累積效應：營業額達 8.4 億、創造逾 800 個工作機會、活化 90 甲休耕地、食農教育 1,174 場、家庭參與人次突破 3.1 萬，展現青年從執行者成為地方協作者，逐步構築台灣農村創新的長期治理能量。

Guidance for Youths Series Program



青年回鄉行動獎勵計畫「青村大會師」- 農村水保署蘇茂祥副署長（中）與畢業生合影

Youth Homecoming Action Incentive Program "Youth Village Grand Gathering" - Deputy Director-General Su Mao-Hsiang (center) of the Agency of Rural Development and Soil and Water Conservation, poses for a photo with graduates.

Youth Travel Spots

The Youth Development Administration, Ministry of Education, continues to collaborate with local non-profit organizations and universities to establish 86 youth travel hubs nationwide, offering immersive local service experiences for young people aged 15 to 35. Through a variety of activities centered on culture, indigenous communities, ecology, rural landscapes, fishing villages, volunteer work, and physical fitness, participants gained experience through hands-on practice and developed self-learning skills and response capabilities.

In 2025, NASME actively at various travel locations across Taiwan to build consensus at all levels. We connected young people with professional mentors for in-depth consultation and guidance, conducted on-site visits to pilot sites and travel locations to optimize the internship process, and supported youth in gaining practical local experience through travel. At the same time, the “Youth Travel Attraction: International Youth Innovation Program” was launched to enhance the appeal of youth travel destinations to international visitors through optimized event

planning, integrated multilingual information, cross-cultural hospitality training, and international marketing partnerships. This initiative aims to establish a practical platform for international exchange and reception, positioning these destinations as gateways to Taiwanese culture and fostering a deeper understanding of Taiwan among international youth.

Program for Young People to Return to Their Hometown for Work

In response to the labor shortage, talent migration, and the need for industrial transformation in rural areas, NASME continues to assist the Agency of Rural Development and Soil and Water Conservation, Ministry of Agriculture, in implementing the “Program for Young People to Return to Their Hometown for Work.” In 2025, the program was upgraded from “single-point empowerment” to “systemic governance” and focused on a “youth return support system,” establishing a comprehensive talent chain in the cycle from basic empowerment to market validation and cross-domain collaboration. A capability grading model is established based on the characteristics of young people

and environmental risks, along with product incubation diagnostics and international study tour templates, to strengthen the institutionalization and standardization of policy implementation. Through multi-level courses, expert mentorship, integration of cross-departmental resources, and corporate partnerships, the program emphasizes the core principles of “issue resolution × action implementation × market orientation × sustainable governance” to empower youth to become key contributors to local governance, sustainable practices, and cross-domain innovation, and to better align youth development pathways with national rural policy objectives.

In 2025, NASME planned to develop three “replicable governance models” to strengthen this program as the foundational infrastructure for rural innovation policies. In terms of talent development, a “three-stage leapfrog model” for youth capabilities was established, guiding participants from “understanding issues” to “sustainable operations” and ultimately to “cross-domain collaboration” through workshops, product incubation, private advisory boards, and immersive case studies. This has facilitated numerous collaborative projects. In the industrial sector, four product diagnostic models developed through the returning-talent product incubation program help young entrepreneurs



青年壯遊點實地訪視 - 諮詢委員與新竹峨眉壯遊點合影
Visit to Youth Travel Spots – Group photo of advisory committees and Hsinchu County, Emei Township.

refine product positioning, optimize design, and develop distribution strategies, enabling 30 young people to receive 34 domestic and international awards. Internationally, a “3x3x3 Kyushu study tour framework” is established for direct application to future international collaborations and policy dissemination. In the 2025 impact assessment of this program, the cumulative effects over the years are clear: NT\$840 million in revenue, creation of over 800 jobs, revitalization of 90 hectares of fallow land, 1,174 food and agricultural education events, and participation of over 31,000 individuals, counted by household units. This demonstrates a shift in which young people are evolving from implementers to local partners, progressively building long-term innovative governance capacity for rural Taiwan.



青年回鄉行動獎勵計畫「青村大會師」- 農村水保署蘇茂祥副署長（右三）、農村水保署吳菁菁組長（左三）與嘉賓合影
Youth Homecoming Action Incentive Program "Youth Village Grand Gathering" - Deputy Director-General Su Mao-Hsiang (3rd from right) of the Agency of Rural Development and Soil and Water Conservation, Team Leader Wu Ching-Ching (3rd from left) of the Agency of Rural Development and Soil and Water Conservation, and guests pose for a group photo.

協助事業單位員工進修訓練系列計畫

Assisting Employees in Further Training Series Program



種子師資研習結業師生合影

Group photo of seed instructor training graduates.

勞動部勞動力發展署提供多元職業訓練方案，協助企業提升勞工職場能力、優化產業人力結構，同時鼓勵企業辦理在職員工的教育訓練，以促進就業穩定與整體競爭力。本會長期承辦相關職訓計畫，包含依企業就業保險人數不同所設計的「企業人力資源提升計畫」（簡稱人提）與「小型企業人力提升計畫」（簡稱小人提）、為因應 ECFA 影響而設之「充電起飛計畫」，以及協助受重大災害、景氣變化或經貿條件影響之營運困難企業而提出的「充電再出發、減班休息勞工再充電計畫」。

另為支持中高齡及高齡勞工穩定就業與退休後再就業，亦推動「在職中高齡者及高齡者穩定就業訓練補助實施計畫」與「中高齡者退休後再就業準備訓練補助實施計畫」，提供訓練費用部分補助，鼓勵雇主指派其僱用之中高齡及高齡勞工參加訓練，以保障其受訓權益。

本會承接勞動力發展署及其下轄北基宜花金馬、桃竹苗分署相關計畫彙管作業服務，114 年度已辦理發展署工作協調聯繫會議，北基宜花金馬分署及桃竹苗分署人提暨起飛計畫審查通過共計 625 家，核定補經費逾 2 億元，小人提企業輔導案數共計 1,020 餘案，課程核定經費達 9,500 餘萬元。



種子師資研習 - 小組學員熱烈討論

Seed instructor training - group participants are engaged in lively discussion.

The Workforce Development Agency of the Ministry of Labor provides a variety of vocational training programs to help companies improve their workforce's skills and optimize industry talent structures. It encourages companies to offer training to existing employees to promote job stability and enhance overall competitiveness. NASME has long administered relevant vocational training programs, including the “Enterprise Human Resource Advancement Program” (referred to as “Human Advancement”) and the “Small Enterprise Human Resource Advancement Program” (referred to as “Small Human Advancement”), which are designed based on the number of employees covered by enterprise employment insurance. These also include the “Recharging for Takeoff Program” established to address the impact of the ECFA, and the “Recharging for Restart – Working Hours Reducing and Re-Skilling Program for Workers,” which assists companies facing operational difficulties due to major disasters, economic changes, or trade conditions.

In addition, to support the stable employment of middle-aged and elderly workers and their re-employment after retirement, the “Employment Training Subsidy Program for Middle-Aged and Elderly Employees” and the “Reemployment Preparation Training Subsidy Program for Middle-Aged and Elderly Workers after Retirement” are implemented, providing partial subsidies for training expenses and encouraging employers to designate their middle-aged and elderly employees to participate in the training to protect their rights.

NASME provides management services for the programs delegated by the Workforce Development Administration and its Bei-Kee-Yi-Hua-Jin-Ma and Tao-Chu-Miao branches. In 2025, NASME held two coordination meetings with the Administration. A total of 625 companies were approved for the Human Advancement and Takeoff programs under the Bei-Kee-Yi-Hua-Jin-Ma and Tao-Chu-Miao branches, with approved subsidies exceeding NT\$200 million. Over 1,020 companies were approved for the Small Human Advancement Program, and the approved course budgets totaled over NT\$95 million.



支持勞工安定就業措施企業交流座談會

Support for Worker Stability and Employment Initiatives: Corporate Dialogue Sessions.

推動合作事業發展專業服務案



第 103 屆國際合作社節大會暨聯合成果展銷活動
103rd International Day of Cooperatives Conference and Joint Achievement Exhibition and Sales Event.

本案係由內政部合作及人民團體司委託本會辦理的一項創新計畫，以健全我國合作社創業生態系統、扶植合作社振興發展為目標。內容涵蓋合作社教育訓練、育成輔導及各類推廣活動，透過多元且全面的培訓策略與支持機制，推動我國合作事業的整體發展。

在合作事業教育訓練方面，114 年度共完成多場訓練課程，累計逾 830 名學員參與，涵蓋講師、幹部、行政人員及新進同仁。課程內容除核心知能如合作社原則、法規與社務管理、會計財務與稅務外，亦納入新興趨勢，包括風險治理、數位轉型、永續經營與地方創生等面向，使全國合作社能在治理、財務透明與業務經營上持續精進，同時掌握國際潮流與創新發展脈動。

為推廣合作事業理念與制度，並響應聯合國將 2025 年訂為「第二個國際合作社年」，本會辦理第 103 屆國際合作社節表揚大會暨展售會，以「合作無界·跨界無限·共築永續未來」為主題。活動除表揚國內績優合作社及傑出人員，促進典範經驗擴散外，亦同步規劃展售會，

邀請 35 家合作社與相關單位參與，涵蓋生產、運銷、勞動、消費、公用等多元類型，五日展期間累計銷售額突破 155 萬元，展現合作社在產業與社區中的多元貢獻，亦獲九成以上參與者高度肯定。

整體而言，本計畫透過教育訓練強化合作社人才能量，並以活動策辦提升合作事業之社會能見度，逐步形塑合作社永續發展的良好環境。



國際合作社節展售會 - 內政部政務次長董建宏（右一）與廠商合影

Photo of the International Day of Cooperatives Exhibition - Deputy Minister of Interior Tung Chieh-Hung (1st from right) with vendors.

Professional Service Project for Promoting Cooperative Business Development



國際合作社節表揚大會合影

Group photo: International Day of Cooperatives Conference.

This program is commissioned by the Department of Cooperatives and Civil Associations, Ministry of the Interior, and aims to strengthen Taiwan's cooperative entrepreneurship ecosystem and promote the revitalization and development of cooperatives. It covers cooperative education and training, capacity building and guidance, and a variety of outreach activities. By employing diverse and comprehensive training strategies and support mechanisms, it promotes the overall development of the cooperative sector in Taiwan.

In terms of education and training for cooperative enterprises, a total of over 830 participants completed multiple training courses in 2025, including instructors, managers, administrative staff, and new hires. In addition to core knowledge areas such as cooperative principles, regulations and administrative management, accounting, finance, and taxation, the course incorporates emerging trends including risk governance, digital transformation, sustainable operations, and local revitalization to help cooperatives in Taiwan continuously improve their governance, financial transparency, and business practices while staying current with international trends and innovations.

To promote the concept and system of cooperative enterprises and in response to the United Nations' proclamation designating 2025 as the "Second International Year of Cooperatives," NASME held the 103rd International Day of Cooperatives, together with a commendation ceremony and an exhibition, with the "Borderless Collaboration, Boundless Innovation, and Building a Sustainable Future Together" as the theme. In addition to recognizing outstanding cooperatives and individuals in Taiwan and promoting the sharing of best practices, the event featured a trade show with 35 cooperatives and related organizations invited to participate. It covered a diverse range of areas, including production, marketing, labor, consumption, and public services. Total sales over the five-day event exceeded NT\$1.55 million, highlighting the multifaceted contributions of cooperatives to the industry and local communities, and earning high praise from more than 90% of the attendees.

Overall, the program aims to enhance the skills and capabilities of talent in the cooperative sector through education and training, and to raise the social profile of cooperative businesses through event planning and execution, thereby fostering a positive environment for the sustainable development of cooperatives.

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



全國企業運動賽事 -3x3 籃球交流賽啟動記者會 - 運動部綜合規劃司呂忠仁副司長(中)與全體貴賓合影
National Corporate Sports Games-3x3 Basketball Exchange Tournament Kick-off Press Conference - Group photo of all distinguished guests with the Deputy Director of the Department of Planning, Ministry of Sports, Lu Chung-Jen (center).

為鼓勵企業聘用體育運動相關背景專業人才，運動部全民運動署推動「企業聘用運動指導員」計畫已邁入第八年，持續透過職工運動經費補助、專業顧問諮詢輔導、增能課程、運動大使講座及全國企業運動賽事辦理等多元措施，協助企業深化職工運動文化；同時在「國民體適能專業人才提升」方面，亦與各縣市政府合作辦理指導員檢定考試及研習課程，以強化專業人力供給。

114 年度共輔導 95 家企業聘用 138 名運動指導員，補助企業辦理超過 500 項運動活動，累計參與人次逾 8 萬人；全國企業運動賽事亦自民國 114 年 05 月 19 日啟動記者會後，於 8、9 月在北、中、南舉辦交流賽，帶動企業間互動與團隊凝聚。此外，今年辦理多場強化課程暨檢定考試，計 623 人檢定合格，為企業導入專業運動人才提供穩定來源；並於民國 114 年 11 月 18 日假臺大醫院國際會議中心舉辦「企業聘用運動指導員表揚活動」，由企業代表分享推動職工運動經驗，並頒發感謝獎座及賽事獎盃/獎牌予受獎企業，期以擴大企業參與動能。

現今企業已普遍將員工身心福祉視為核心發展議題，積極規劃員工運動空間、與外部場館合作，或聘任專業教練與運動指導員，以提供更完善的運動參與環境。推行職工運動的目的，在於協助員工養成規律運動習慣，並將運動場上的合作精神延伸至職場，強化組織凝聚力，使員工在工作上能展現更好的續航力與活力，最終打造出兼具幸福感與競爭力的現代企業。



企業聘用運動指導員表揚活動 - 全民運動署吳建遠副署長致詞
Commendation event for enterprises hiring fitness instructors - Remarks by Deputy Director-General Wu Chien-Yuan of the Sports for All Agency.

Promotion for Enterprises to Hire Fitness Instructors & Improvement for National Fitness Professionals



全民運動署吳建遠副署長（中）出席表揚聘用運動人才之績優單位

Deputy Director-General Wu Chien-Yuan (center) of the Sports Administration attend the recognition ceremony for outstanding organizations employing sports professionals.

To encourage businesses to hire professionals with sports backgrounds, the Sports for All Agency of the Ministry of Sports has promoted the “Corporate Employment of Sports Instructor” program for eight years. Through various measures such as employee sports funding subsidies, professional consultant counseling, empowerment courses, sports ambassador lectures, and national corporate sports events, the program assists businesses in deepening their employee sports culture. In the meantime, the Agency collaborates with local governments to organize instructor certification exams and training courses to strengthen the supply of qualified personnel in the area of national fitness.

In 2025, we assisted 95 companies in hiring 138 sports instructor and provided subsidies for over 500 sports events, with a cumulative number of participants exceeding 80,000. The national corporate sports events, launched with a press



運動指導員 - 運動設計及個案分析課程辦理實況

Overview of the "Sports Program Design and Case Analysis" course for sports coaches.

conference on May 19, 2025, held exchange competitions in northern, central, and southern Taiwan in August and September, fostering interaction among companies and promoting team cohesion. In addition, multiple strengthening courses and certification examinations were held this year, certifying 623 people and providing companies with a steady pipeline of qualified sports professionals. The “Commendation Event for Corporate Employment of Sports Instructors” took place on November 18, 2025, at the NTUH International Convention Center, where company representatives shared their experiences in promoting employee fitness. Appreciation awards and tournament trophies and medals were granted to the recognized companies with the goal of increasing corporate engagement.

Nowadays, companies widely recognize employee well-being as a key area of development and are proactively creating employee sports facilities, partnering with external venues, or hiring professional coaches and fitness instructors to foster a more supportive environment for physical activity. The purpose of promoting employee sports is to help them develop regular exercise habits and extend the teamwork fostered on the sports field to the workplace, strengthening organizational cohesion and enabling employees to demonstrate greater stamina and vitality in their work. Ultimately, this aims to build a modern enterprise that emphasizes both employee well-being and corporate competitiveness.

推動產訓認同與應用職能基準暨 人才發展計畫



生成式 AI 行銷素材實務班講師與全體學員合影

Photo of the instructor and all participants of the Generative AI Marketing Material Practical Class.

為提升勞動力素質，勞動部勞動力發展署積極推動產業、企業與訓練伙伴實際多元應用職能基準。114 年度結合民間單位與各產業組織，透過策略聯盟方式辦理職能應用活動，吸引超過 1,300 人次參與，獲得 400 家以上來自企業、大專校院、產業公會等單位認同並應用職能基準。

同時，本會以強化我國產業人才培育與鏈結國家政策為核心，循產業趨勢推動職能應用發展，協助勞動力發展署發展「生成式 AI 行銷素材實務班」及「企業永續報告書撰寫實務課程」的職能課程，回應企業在 AI 數位轉型與 ESG 永續管理上的需求，累計培育逾 150 名學員。

114 年度亦持續辦理發展職能基準與職能導向課程補助計畫，鼓勵相關單位以職能為導

向的應用發展，於北、中、南部分別辦理職能分析、訓練規劃與評量，以及 iCAP 職能導向申請認證實作班等職能導向課程共 12 梯次，培訓 304 位專業人員，累計協助超過 50 項計畫提出申請，成功帶動更多產業組織投入職能導向之課程開發與應用，使職能基準於產業間落實。



生成式 AI 輔助課程與教材設計策盟活動學員分享小組成果
Generative AI-assisted course and teaching material design alliance event: student group results sharing.

Promoting Industrial Training Recognition, Application of Occupational Competency Standards, and Talent Development Programs

To improve workforce quality, the Workforce Development Agency of the Ministry of Labor actively promotes the practical and diverse application of competency standards among industries, enterprises, and training partners. In 2025, NASME partnered with private organizations and industry associations to host functional application events through strategic alliances, attracting over 1,300 attendees. More than 400 companies, higher education institutions, and industry associations recognized and adopted the functional competency standards.

At the same time, we prioritized strengthening industrial talent development in Taiwan and aligning it with national policies to develop practical skills based on industry trends. We assisted the Workforce Development Administration in launching functional courses like the “Practical Course on Generative AI Marketing Materials” and the “Practical Course on Corporate Sustainability Report Writing.”



企業永續報告書撰寫實務課程 - 講師與學員討論
Practical course on writing corporate sustainability reports - discussion between instructors and students.



訓練規劃與評量職能導向課程講師與學員討論課程設計案例
Training planning and evaluation: a competency-based course featuring discussions of course design cases between instructors and learners.

These courses address the needs of businesses undergoing AI digital transformation and implementing ESG practices, with more than 150 participants completing the training.

In 2025, the Competency Standards and Competency-Based Curriculum Development Subsidy Program was continuously implemented, encouraging relevant units to focus on competency-based application development. Twelve competency-oriented courses – including competency analysis, training planning and evaluation, and iCAP competency-oriented certification workshops – were held across the northern, central, and southern regions, with 304 professionals completing the training. This program has assisted over 50 projects in applying for certification, successfully driving greater industry engagement in the development and application of competency-oriented curricula and promoting the implementation of competency standards across various industries.

基隆市潮嚮農漁產業整合推廣行銷計畫



基隆市產業發展處與暖暖區攤商合影

Photo with the Keelung City Department of Economic Affairs and street vendors in Nuannuan District.

農業部推動「農村再生 2.0」及基隆市政府重塑農漁村定位的目標下，本計畫以「潮嚮·山海基隆」為推廣品牌，整合八斗、瑪陵與暖碇三大區域，強化在地產業、文化與生態資源行銷，提升基隆農漁村辨識度並促進永續發展。

計畫內容包括三區域產業與文化資源整合，辦理利害關係人會議，根據建構市集與展覽策展主軸，導入產品優化及體驗活動。針對農漁特產品、伴手禮與工藝品的創新突破，協助社區打造具市場潛力的特色商品；同時規劃短程遊程，串聯生態導覽、產業景點與體驗據點，讓推廣內容更加多元豐富。

在推廣活動方面，於三區域各辦理主題市集，包括「八斗漁光市集」、「瑪陵農韻市集」及「暖碇綠動市集」，結合展售、情境式展覽

及遊程體驗，呈現產業文化、農漁村生態與歷史，帶動地方消費經濟，成功吸引逾 2 萬人次參與，並透過 KOL 與多元媒體擴大曝光，打造基隆山海農漁村永續發展的新樣貌。



基隆市副市長邱佩琳（左二）與產業發展處蔡馥寧處長（右二）與漁村居民合影

Keelung City Deputy Mayor Chiu Pei-Lin (2nd from left) and Department of Economic Affairs Director-General Tsai Fu-Ning (2nd from right) pose for a photo with fishing village residents.

Keelung City Integrated Marketing Promotion Program for Chaoxiang Agricultural and Fishery Industries



基隆市潮嚮漁光市集開幕日現場人潮踴躍

The opening day of the Embrace Keelung market saw a large turnout.

The Ministry of Agriculture promotes the “Rural Regeneration 2.0,” and the Keelung City Government works to reposition its rural and fishing villages. Under these goals, this program promotes the brand “Embrace Keelung” and integrates the three major regions of Badou, Maling, and Nuanding to strengthen the marketing of local industries, cultures, and ecological resources, enhance the recognition of Keelung’s agricultural and fishing villages, and promote sustainable development.

The program includes integrating industrial and cultural resources across these three regions, holding stakeholder meetings, and introducing product optimization and experience activities aligned with the core themes of establishing a marketplace and curating exhibitions. For the innovative development of local agricultural and fishery products, souvenirs, and handicrafts, we helped communities create distinctive marketable items and planned short-trip itineraries linking eco-tours, industrial sites, and experiential locations to enrich promotional content and broaden its appeal.

In terms of promotional activities, thematic markets were held in these three areas, including

the “Badou Fishing Light Market,” the “Maling Agricultural Charm Market,” and the “Nuanding Green Action Market.” These markets combined sales booths, immersive exhibits, and experiential tours to showcase the local industrial cultures, rural ecosystems, and histories, boosting local economic activities and attracting over 20,000 visitors. Leveraging KOLs and a variety of media channels, the markets increased visibility and helped establish a new vision for sustainable development in Keelung’s mountain, sea, and rural communities.



潮嚮綠動市集打造「親子泡泡互動區」吸引大小朋友熱情參與

To attract families and children, the Embrace Keelung Green Market set up a “parent-child bubble interaction zone,” inviting them to join the fun.

新創採購發展計畫



臺北國際照護博覽會宣導實況
Promotional activities at the Cares Expo Taipei.

經濟部中小及新創企業署，透過本計畫「場域實證共創解題」、「新創共同供應契約」與「創新照護產品及服務名錄與照護機構獎勵」機制，期能協助新創突破資金、人力挑戰，取得政府訂單，累積採購實績開拓多元市場，並引領創新解方提升公共服務品質，形塑政府與新創互生共進的循環商機。

在實證方面，透過「政府出題、新創解題」模式，驗證新創技術於公共服務之應用價值。114 年度成功徵集並媒合新創與中央、地方機關及公營事業等單位共進入實證。案例內容涵蓋智慧照護、智慧交通、水資源監測及智慧農業等領域。

在共契方面，推動已成熟標準化之新創產品決標上架，簡化採購程序，提供政府採購多元選擇。114 年度促進約 102 個機關單位下單，採購金額達 1.6 億元。

在名錄與機構獎勵方面，114 年度遴選出 40 家業者、96 項智慧照護產品及服務登錄名

錄，並同步整理 113、114 年度兩版名錄內容，以電子書方式將「未來照護 ing：114 年度創新照護產品及服務名錄」上架於計畫官網，同時提供機構獎勵誘因，鼓勵照護機構導入智慧照護產品或服務，解決照護人力短缺問題。

為推廣計畫效益，亦參與「AI 智慧照護論壇」及「臺北國際照護博覽會」等展會，並結合分區辦理多場次說明會，累計觸及全臺新創與機關代表，期能有效推廣新創採購機制，促成公共場域與新創攜手共創雙贏。



場域實證期末審查實地訪查
Field validation final review on-site visit.

Startups Procurement and Development Program

Through the “Field Proof of Concept (POC) and Co-creation” “Inter-entity Supply Contracts for Startups,” and “Innovative Care Products and Services Directory and Care Institution Incentives” mechanisms under this program, the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs, aims to assist startups in overcoming funding and manpower challenges, securing government orders, accumulating procurement track records, and expanding into diverse markets. By leading innovative solutions, the program enhances the quality of public services and fosters a mutually beneficial cycle of opportunities between the government and startups.

In terms of Field POC, the application value of new technologies in public services is verified through a “government-based challenges and startup-led solutions” model. In 2025, we successfully solicited and paired startups with central and local government agencies, as well as state-owned enterprises, for the demonstration. The cases covered areas such as smart healthcare, smart transportation, water resource monitoring, and smart agriculture.

In terms of Inter-entity Supply Contracts for Startups, we promoted the awarding and listing of mature and standardized innovative products, streamlined the procurement process, and offered a wider range of options for government procurement. In 2025, we helped approximately 102 agencies place orders totaling NT\$160 million in procurement value.



臺北國際照護博覽會攤位
Cares Expo Taipei booth.

In terms of directory and institutional incentives, 40 companies and 96 smart healthcare products and services were selected for inclusion in the 2025 directory. The contents of the 2024 and 2025 directories were compiled and published on the program's official website as an e-book titled “Future Care: 2025 Innovative Care Products and Services Directory.” Institutional incentives were offered to encourage care facilities to adopt smart healthcare products and services to address the shortage of care personnel.

To promote the program's effectiveness, we participated in events such as the “AI Smart Care Forum” and “Cares Expo Taipei,” and held multiple briefing sessions across Taiwan, reaching a wide range of startups and institutional representatives. This aims to effectively promote the startup procurement mechanism and facilitate mutually beneficial partnerships between public sector entities and startups.

文化內容投資計畫

Cultural Creative Content Program



TCCF PITCHING 提案大會獲獎者合影
Group photo of the winners of the TCCF PITCHING Conference.

文化部於民國 107 年 04 月起辦理「加強投資文化創意產業實施方案（第三期）文化內容投資計畫」，並授權文化內容策進院辦理投資審議及投資後管理事宜，初期投資延續第一、二期計畫，以影視產業為主，後期為促進臺灣文化內容產業之永續發展，於 110 年度起調整以國際合作與產業整合為投資評估目標。本計畫投資版圖涵蓋電影、音樂及表演藝術、數位內容、流行音樂及文化內容、文化資產應用及展演設施、廣播電視、設計品牌時尚、視覺藝術等多元領域，截至 114 年度，累計投資件數已達 165 案，核准投資金額約新臺幣 56 億元，投資績效屢創新高。

為配合主辦單位執行投資後管理，本會透過法律、財務會計等專業知能及過往執行實績，建立投資後管理機制，並提供財務評估、公司治理建議、退場處分規劃、法規諮詢及業務媒合等加值型服務項目，協助被投資事業及專案團隊履行投資協議書之約定事項，實現臺灣文化、社會與企業三方共好之 CSB 核心概念，截至 114 年度，本會參與投資後管理件數達 156 案，核定管理投資金額合計約新臺幣 118 億元。

The Ministry of Culture launched the “Strengthening Investment in Cultural and Creative Industries Implementation Plan (Phase 3) – Cultural Creative Content Program” in April 2018 and authorized the Taiwan Creative Content Agency (TAICCA) to handle investment review and post-investment management. The initial investment continues the first and second phases of the plan and primarily focuses on the film and television industry. Starting in 2021, to promote the sustainable development of Taiwan's cultural content industry, the investment evaluation criteria were adjusted to prioritize international cooperation and industry integration. The investment landscape of this program encompasses diverse fields including film, music and performing arts, digital content, popular music and cultural content, cultural heritage applications and exhibition facilities, broadcasting and television, fashion design, and visual arts. By the end of 2025, the program has cumulatively supported 165 projects have undergone post-investment management with a total approved management investment amount of approximately NT\$ 5.6 billion, achieving record-high investment performance.

To cooperate with the organizer on post-investment management, NASME leverages professional expertise in law, finance, and accounting, along with a track record of successful implementations, to build a post-investment management system. We provide value-added services including financial assessments, corporate governance advice, exit strategy planning, legal counsel, and business development support to help investees and project teams meet their obligations under the investment agreement and achieve the CSB core concept of shared benefits for Taiwan's culture, society, and businesses. By the end of 2025, the program has cumulatively supported 156 projects with an approved investment amount of approximately NT\$11.8 billion.

人才培育

HR Cultivation and Development

- ⚙️ 數位青年T大使推動系列計畫
Empower Youth with Digital Capabilities Program
- ⚙️ 農業培訓系列計畫
Agricultural Training Activities Series Program
- ⚙️ 青年生涯探索系列計畫
Youth Career Exploration Series Program
- ⚙️ 全民外交研習營
Public Diplomacy Seminars

培育產業專才 蓄積國家創新發展量能

Accelerating Industry Talent Cultivation to Boost National Development Momentum

當前國際局勢下，科技日新月異加上經貿體制激烈競合，已導致產業轉型驅力勢不可擋，各界對於專業及跨領域能力兼備的人才需求亦持續攀升，如何透過培育強化本國競爭力、吸引優秀人才並避免人才外流，皆是攸關國家社會穩定發展的重大議題。

本會長期投身人才養成工作，例如透過「數位青年 T 大使推動計畫」，帶領青年接軌未來就業市場，培育產業數位人才；「農業培訓系列計畫」完善培訓與資源支持機制，協助青年及新世代從農者掌握現代化技術與經管技能，同時亦深化整體社會食農素養、喚醒民眾對本土農產與飲食文化的理解與情感；此外，本會另協辦「青年職涯探索相關計畫」，透過職涯實務與外交實況等多元體驗，鼓勵青年認識自我、探索未來並累積應對職涯與國際情境的應變力及調適力，替未來職涯道路鋪設穩健且深厚的基石。

In the current international climate, rapid technological advancements coupled with intense competition in the global economic landscape are driving an inevitable shift in industries. Consequently, the demand for skilled professionals with both specialized expertise and cross-disciplinary capabilities is steadily increasing. Key challenges facing us include bolstering national competitiveness through education and talent development, attracting top-tier talent, and mitigating brain drain – all of which are critical to the stable progress of our nation and society.

NASME has long been dedicated to talent development, exemplified by initiatives like the “T Ambassador Program,” which prepares young people for the future job market and fosters digital skills for the industry. The “Agricultural Training Activities Series Program” offers robust training and resource support to help young people and new farmers acquire modern technologies and management skills. NASME also enhances overall food and agricultural literacy within society and cultivates public appreciation for local produce and food culture. Furthermore, NASME co-organizes the “Youth Career Exploration Program,” encouraging young people to discover their strengths, explore future opportunities, and build adaptability and resilience for career and international challenges, thereby establishing a strong foundation for their professional journeys.

數位青年 T 大使推動系列計畫



第六屆 T 大使計畫開訓典禮
6th T-Ambassador Program Opening Ceremony

數位青年 T 大使推動計畫

根據 2021 年 PwC 在臺灣進行的中小企業數位轉型調查，數位人才的需求是企業在推動數位轉型時所面臨的主要挑戰之一。為協助產業培育所需的數位轉型人才，本計畫鼓勵大學應屆畢業 3 年內的青年，參與 20 週的密集學習，包括數位行銷、智慧製造、智慧服務、人工智慧等基礎課程，並安排企業參訪。此外，學員將由企業導師帶領，實際參與企業的數位轉型專案並完成成果報告。另亦協助學員取得 Google、Microsoft、Meta 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 年執行本計畫至今，共培訓出近 2,800 位 T 大使。這些年輕人中，有 88% 並非資訊管理或資訊工程科系的畢業生，而在結訓後的三個月內的平均就業率達到 50.7%。此外，青年們充分運用自己的數位專長，走遍臺灣各地完成 128 場服務，縮小各地的數位差距，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。

希望能為臺灣培育更多優秀的數位轉型專才，使他們具備多元技能，能夠在不同產業中發揚光大。這不僅助於填補企業對數位人才的

需求，還為年輕人提供更多就業和事業發展的機會。此外，我們致力於推動更多數位轉型專案，以解決實際產業挑戰，並推動臺灣的數位經濟發展。

數位共融暨 AI 整合型人才培育

為培育偏鄉數位人才，以創新能量翻轉服務模式，本方案結合在地組織與數位人才，聚焦於數位分群 2 至 4 群之非營利組織與社會創新組織，以跨領域協作方式提出並實踐在地化數位解方，培育具備實作能力的 T-Cross 人才。

114 年度透過辦理「地方需求探索工作坊」與「媒合會」，並運用線上「組織庫」、「人才庫」及「陪跑教練庫」，協助團隊梳理並解構問題、完成跨域組隊與提案。經收件與審查後，共選出 14 組團隊進入 4 個月的數位協作，媒合陪跑教練與助理教練，提供方案落地支持。期間累計超過 110 場輔導會議、500 小時協作時數，共培育逾 120 位在地數位種子人才。另舉辦 Digital Camp 活動，透過陪跑教練引導團隊聚焦問題並促進橫向交流，共同提升學習效益，並以聯合成果展分享偏鄉組織與數位人才的協作成果，擴散在地數位轉型示範案例，建立可複製的跨域協作模式，為偏鄉永續與數位轉型奠定重要基礎。

Empower Youth with Digital Capabilities Program

T Ambassador Program

According to PwC's 2021 survey on digital transformation among SMEs in Taiwan, a key challenge for companies implementing digital transformation is the demand for digital talent. To help the industry cultivate digital transformation talent, this program encourages college graduates (within three years of graduation) to participate in a 20-week intensive learning program covering foundational courses in digital marketing, smart manufacturing, smart services, and artificial intelligence, as well as company visits. In addition, participants will be mentored by industry professionals and will actively participate in real-world digital transformation projects, culminating in a final project report. We assist participants in obtaining international certifications from Google, Microsoft, and Meta, cultivating individuals with both knowledge and practical experience to meet the demands of corporate digital transformation initiatives.

Since the implementation of this program in 2020, we have trained nearly 2,800 T-Ambassadors. Among these young people, 88% did not graduate with a degree in information



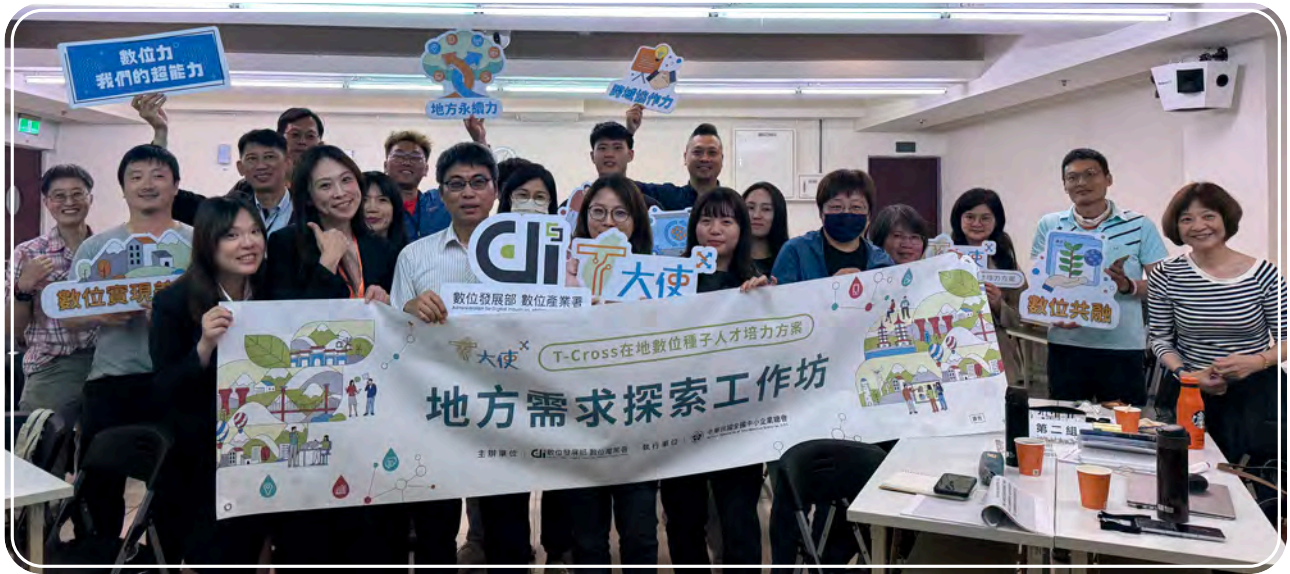
T大使計畫開訓典禮啟動儀式 - 數位發展部數位產業署陳慧敏副署長(左三)

T-Ambassador Program launch—Deputy Director-General Chen Hui-Min (3rd from left), Administration for Digital Industries, MODA.

management or information engineering, and 50.7% were employed within three months of completing their training. In addition, young people leveraged their digital skills to carry out 128 service projects throughout Taiwan, helping to reduce the digital divide in various areas. They assisted elementary school students in understanding digital trends, taught senior citizens how to use digital tools, and extended their efforts to outlying islands to build digital guides that preserve local culture and boost tourism.



T-Cross 在地數位種子人才培力 Digital Camp- 數位發展部數位產業署陳慧敏副署長(左三)與陪跑教練及團隊等合影
T-Cross Local Digital Seed Talent Cultivation Digital Camp – Deputy Director-General Chen Hui-Min (3rd from left) of the Administration for Digital Industries, MODA, poses for a photo with running coaches and the teams.



T-Cross 在地數位種子人才培力工作坊講師及學員合影
Group photo of instructors and students at the T-Cross Local Digital Seed Talent Cultivation Digital Camp.

The goal is to cultivate more outstanding digital transformation talent in Taiwan, equipping individuals with diverse skills to excel in various industries. This not only helps fill the demand for digital talent within companies but also provides more job and career development opportunities for young people. In addition, we are committed to driving more digital transformation projects to address real-world industrial challenges and to foster the growth of Taiwan's digital economy.

Digital Inclusion and AI-Integrated Talent Cultivation

To cultivate digital talent in remote areas and revitalize service models through innovation, this program partners local organizations with digital professionals, focusing on non-profit and social innovation organizations divided into two to four digital groups. By fostering cross-sector collaboration, participants will develop and implement localized digital solutions, nurturing T-Cross talents with hands-on skills.

In 2025, through the “Local Needs Exploration Workshop” and “Matchmaking

Event,” and by leveraging the online “Organization Database,” “Talent Database,” and “Coaching Database,” we assisted teams in refining and breaking down challenges, formed cross-functional teams, and developed proposals. After receiving and reviewing the applications, we selected 14 teams to join a 4-month digital collaboration program, working with mentors and assistant coaches to support solution implementation. During this period, we held over 110 mentorship sessions totaling 500 collaboration hours and trained more than 120 local digital talents. In addition, a Digital Camp event was held, leveraging running coaches to guide teams in focusing on key issues and fostering cross-functional communication. This collectively enhances learning outcomes. A joint achievement exhibition showcased the collaborative results of rural organizations and digital talents, disseminated local digital transformation success stories, and established a replicable model for cross-domain collaboration. This will lay a crucial foundation for sustainable development and digital transformation in remote areas.

農業培訓系列計畫

Agricultural Training Activities Series Program



電農專案啟動記者會

E-farmer project press conference.

電農培訓及輔導專案管理計畫

自民國 106 年度起，農業部委託本會推動本計畫，旨在提升農民電子商務能力，累積至今已開近 70 班專業培訓，培育逾 2,000 位農業從業人員。透過系統化課程與操作演練，協助農民循序掌握電子商務行銷關鍵概念；培訓後更提供一站式輔導服務，包括個別化商業營運指導、專題式深度輔導、示範體系之間的交流學習，以及電商媒合支持，協助農民快速銜接合適的平台資源，加速從傳統農民轉型為「電農」，開拓更多元的農產品銷售管道。

本會秉持服務創新理念，114 年度特別強化課程內容，結合最新科技趨勢，導入 AI 行銷工具、內容生成、數據運用等實務技術，引導農民在日常經營中融入智慧化操作模式，提升其在網路市場的競爭力。未來，本會將持續拓展虛實整合的銷售通路，協助更多農民掌握數位工具並加入網路銷售行列，使臺灣農產品在電商市場中持續發光發熱。

國軍屆退官兵育成及農場見習實施作業計畫

為促進農民世代傳承、強化新進農民的實務能力，本計畫建置完善的農場見習甄選與管理查核機制，協助農民學院初階以上結業者、農業科系畢業生及其他農業專業訓練結訓者，

在正式投入農業經營前，先至見習農場實作訓練。透過扎實的田間學習，使新進農民更快掌握經營技能，並加速農業多元化與專業化。

農業部自 108 年度起與國防部合作修訂「國軍屆退官兵就業輔導措施實施要點」，共同推動育成訓練，協助屆退官兵累積農業實戰經驗。透過專班課程，使學員能依興趣投入相關領域，同時降低從農風險。迄今已連續辦理 6 屆國軍退前農事訓練育成專班，成功培訓 125 位具備投入農業潛力的學員。

114 年度亦舉辦多場招募見習農場說明會，共培育 45 位學員參與見習工作，並提供逾 100 案次的追蹤查核與實務輔導服務。此外，亦建立完善見習農場評核機制，以確保見習品質。



國軍屆退官兵退前職訓農事訓練育成專班參訪活動

Visit by retired officers and soldiers of the national army in training courses.



農郵精選集活動由農糧署陳啓榮副署長（後排右四）、中華郵政蔡季芬協理（後排左五）與十大優良店家合影
Group photo: Deputy Director Chen Qi-Rong of the Agriculture and Food Agency (4th from right, back row), Manager Cai Ji-Fen of Chunghwa Post (5th from left, back row), and representatives from the ten award-winning stores at the “Agricultural Postal Selections” event.

並保障學員權益，期望有效改善農業人力不足問題，為產業永續發展奠定堅實的基礎。

農業經營準備金推動工作管理計畫

為協助新進農民穩定投入農業生產、降低初期經營風險及營造良好從農環境，農業部自 109 年度起推動「青年農民農業經營準備金」方案，旨在吸引優秀青年投入農業發展，凡年齡 18 至 45 歲、從農未滿 2 年之新進農民，符合資格者，前兩年可申請最高 36 萬或 72 萬元補助，第三年另提供 12 萬元經營準備金，以強化初期營運基礎。

為提升申辦便利性，本會建置線上申辦整合系統，使申請者透過網路完成資料填報，簡化程序並降低紙本使用，同時優化整體行政效率。此外，每年於申請期間辦理線上說明會，並於系統中新增「從農資源」專區及申請懶人包，協助新進青農快速掌握計畫規範與流程。

本方案申請類別涵蓋農糧、畜牧、水產養殖及近海漁撈等領域，至 114 年度期間，共受理 1,656 名青年農民申請，最終核定補助逾 800 人次，累計核發補助約 2 億 7 千萬元，展現本方案在推動青年投入農業與促進農業發展上的積極成果。

農糧署與中華郵政 i 郵購農糧產品行銷活動計畫

為推動臺灣農業品牌的升級與數位轉型，農業部農糧署自 110 年度起與中華郵政股份有限公司合作，於「i 郵購」網路商城設立「農糧署推薦區」，旨在協助具有特色且通過產銷履歷或有機驗證的優質農特產品上架銷售，讓消費者能輕鬆選購品質保證的在地好物。

本計畫於民國 114 年 10 月 18-19 日於高雄衛武營榕樹廣場舉辦為期兩天的「農郵精選集」市集活動，以「農業 × 郵政 × 精選商品」為主題，展示臺灣農業的創新力量與多元行銷成果。「農郵精選集」市集活動匯聚了 i 郵購網路商城「農糧署推薦區」的店家共 20 攤，現場除了展售多款優質農產品，更設計趣味互動與 DIY 體驗活動，適合親子同樂。此外，「i 郵購」線上專區選出「十大優良店家」，除了現場舉行「十大優良店家」頒獎典禮外，也推出限量的「年度十大推薦精選箱」，集結十大優良店家的優質產品，活動現場消費滿額即可限量兌換，成為本次活動的推廣亮點。藉由媒體曝光增加宣傳效益，讓消費者對「i 郵購」平台的優質產品印象更加深刻，並提高消費者購買產銷履歷和有機驗證標章的小農產品意願，形成永續 ESG 的正向循環。



農郵精選市集參展攤位業者合影
Photo of the exhibitors at the Agri-Post Market.

水產精品競賽暨食魚園遊會

「海宴水產精品」評選活動已邁入第 11 屆，產品以國產水產品為原料或特色原料，生產製程需通過相關認驗證，確保安全品質，並經專家評選選出 20 項水產精品，從過往單純生鮮冷凍冷藏產品，演變為分切、小包裝、即食調理包、精美禮盒等，展現臺灣水產加工與創新技術實力，朝「精品」高端市場邁進。

活動於民國 114 年 09 月 27-28 日假臺北華山辦理頒獎典禮及食魚園遊會，兩天活動集結 20 項得獎水產精品、入圍產品與 12 大特色食魚教育攤位，活動期間包含食魚教育團隊分享、魔術表演等豐富活動，以及海洋大學黃之暘副教授專題講座與料理試吃，深入介紹水產品營養價值與選購技巧；另設有「親子 DIY 小小廚神」體驗課程，讓親子共學簡單美味的水產料理。食魚代言人 - 小魚貓也登場表演；同

時邀請臺灣魚拓協會現場教學，讓大小朋友體驗魚拓藝術之美。

獲獎產品輔導上架至 iOPEN Mall 電商平臺，規劃一站式選購的「水產精品專區」，以及於臺北忠孝 SOGO 百貨辦理水產精品快閃展售會，並舉辦電商媒合活動，期望協助全方面的銷售得獎產品。透過食魚教育推廣、產品創新展示與永續理念落實，讓消費者享受「食、育、樂、購」的多樣魅力。

基隆市政府推行食農教育計畫

基隆市政府配合《食農教育法》推動方向，持續建構適地適性的食農教育體系，強化市民對食物、農業、土地與環境的認識。本計畫以政策協作、教學資源強化及場域體驗推廣為主軸，深化在地食農教育能量，並促進農漁產業永續發展。

本會擔任市府食農教育顧問，協助整合跨局處資源，並依據《食農教育法》第八條召開「基隆市食農教育推動委員會」，提出後續施政建議，協助市府建構完整推動架構。

在推廣面，完成食農教育教材優化與整合，內容涵蓋基隆物產地圖、場域資料、教案模組及桌遊，提供教學端快速掌握架構。並辦理工作坊，聚焦農漁業特色、場域連結，協助國中小教師與承辦人員掌握課程融入方式，提升推動效能。同時辦理場域體驗活動，串聯食



食農教育好好玩體驗活動合影
Group Photo of the Fun Food and Agriculture Education Experience.



電農培訓課程南區初階班
E-farmer training course, Southern District – Beginner Level.

農場域，帶領參與者從知識到料理，認識在地食材與產業文化；另辦理年度成果活動，促進局處與委員了解食農教育現況，強化跨局處協作。

本年度計畫推動，使基隆市食農教育逐步朝向制度化、系統化邁進，並持續強化教育端與產業端鏈結，為基隆市食農教育永續發展奠定更穩固的基礎。

e-Farmer Training and Program Management

Since 2017, the Ministry of Agriculture has contracted with NASME to implement this program, with the goal of improving farmers' e-commerce skills. To date, nearly 70 professional training courses have been held, cultivating over



電商媒合會 - 南部場
E-commerce Matchmaking Event – Southern Session.

2,000 agricultural workers. Through systematic courses and hands-on practice, we help farmers progressively master the key concepts of e-commerce marketing. Following training, we offer comprehensive support services, including personalized business coaching, specialized in-depth consultations, peer learning through demonstration sites, and e-commerce platform matching, to help farmers quickly access appropriate resources and accelerate their transition into “e-farmers,” expanding their agricultural product sales channels.

NASME adheres to the philosophy of service innovation and has particularly strengthened course content for 2025 by integrating the latest technological trends. This includes the introduction of practical technologies such as AI marketing tools, content generation, and data utilization to help farmers incorporate smart operation models into their daily practices and enhance their competitiveness in the online market. In the future, we will continue to expand integrated online and offline sales channels and help more farmers adopt digital tools and participate in online sales, ensuring that Taiwanese agricultural products continue to thrive in the e-commerce market.



國軍屆退官兵退前職訓農事訓練育成專班操作農機具實習
Officers and soldiers of the national army nearing discharge participate in agricultural machinery operation practice under a pre-discharge vocational agricultural training and incubation program.

Coaching and Farm Apprenticeship Program for Retired Officers and Soldiers of the National Army

To facilitate the generational succession of farmers and strengthen the practical capabilities of new farmers, this program establishes a robust farm apprenticeship selection and oversight mechanism. It assists individuals who have completed courses at the Farmers' Academy (intermediate level or above), graduates with degrees in agricultural fields, and those who have completed other agricultural professional training programs to gain hands-on experience at apprenticeship

farms before beginning their agricultural careers. Through hands-on field training, new farmers can more quickly acquire the skills needed to operate a farm, thereby accelerating the diversification and professionalization of the agricultural sector.

Since 2019, the Ministry of Agriculture has collaborated with the Ministry of National Defense to revise the “Implementation Guidelines of Veteran Employment Assistance Measures” and jointly promote training to help retired military personnel gain practical agricultural experience. Through specialized courses, participants can pursue their interests in related fields while mitigating agricultural risks. To date, six sessions of the pre-retirement agricultural training class for military personnel have been held, successfully training 125 participants with the potential to pursue careers in agriculture.

In 2025, we held farm internship information sessions, cultivated 45 participants for internships, and provided over 100 follow-up, monitoring, and practical guidance services. Additionally, a comprehensive evaluation mechanism for farm internship achievements has been established to ensure internship quality and protect the rights



水產精品頒獎典禮由農業部漁業署王茂城署長（左四）與獲獎廠商及其他貴賓合影

The aquatic premium products award ceremony was attended by Director-General Wang Mao-Chen (4th from left) of the Fisheries Agency, Ministry of Agriculture, along with award-winning companies and other VIPs.

of participants, with the hope of effectively overcoming the shortage of agricultural labor and laying a solid foundation for the sustainable development of the industry.

Program for the Promotion and Management of Reserve Funds for Farming

To assist new farmers in stabilizing their agricultural production, reducing initial operational risks, and fostering a positive farming environment, the Ministry of Agriculture has promoted the “Young Farmers' Agricultural Operation Reserve Fund” since 2020, aiming to attract talented young people to agricultural development. New farmers between the ages of 18 and 45 with less than two years of farming experience are eligible to apply for subsidies of up to NT\$360,000 or NT\$720,000 for the first two years, with an additional NT\$120,000 available in the third year to bolster their initial operations.

To enhance convenience, an online integrated application system has been developed that allows applicants to complete forms online, streamlines the process, reduces paper consumption, and improves overall administrative efficiency. In addition, online information sessions are held annually during the application period. A “Resources for Farmers” section and a simplified application guide have been added to the system to help new young farmers become familiar with the program guidelines and procedures quickly.

The program covers applications in the fields of agriculture, food crops, livestock farming, aquaculture, and nearshore fishing. As of 2025, a total of 1,656 young farmers have applied for the subsidies, with more than 800 cases ultimately approved, amounting to approximately NT\$270 million in total funding. This showcases the program's positive results in encouraging the participation of young people in agriculture and fostering agricultural development.



食農教育成果體驗活動 - 基隆市產業發展處蔡馥寧處長 (左五) 與食農教育推動委員合影

Food and agriculture education achievement event – Keelung City Department of Economic Affairs Director-General Tsai Fu-Ning (5th from left) with members of the Food and Agriculture Education Promotion Committee.

Agriculture and Food Agency and Chunghwa iPost online Order-Based Agriculture and Food Products Marketing Program

To promote the upgrading and digital transformation of Taiwan's agricultural brands, the Agriculture and Food Agency (AFA), Ministry of Agriculture, has collaborated with Chunghwa Post Co., Ltd. to establish an “AFA Recommendation Section” on the “iPost” online mall since 2021. The aim is to assist in the sale of high-quality, unique agricultural products that have passed traceability or organic certification, allowing consumers to easily purchase quality-assured local products.

The Agri-Post Selection Market, a two-day event held on October 18-19, 2025, at Banyan Plaza, National Kaohsiung Center for the Arts (Weiwuying) under the program, showcased Taiwan's innovative agricultural strength and diverse marketing achievements with the theme of “Agriculture × Postal Service × Selected Products.” The Agri-Post Selection Market featured 20 stalls from vendors in the “AFA Recommendation Section” on the “iPost” online mall. In addition to showcasing a variety of high-quality agricultural products, the market offered fun interactive experiences and DIY activities perfect for families. Furthermore, the “iPost” online

store selected the “Top 10 Excellent Stores.” In addition to the on-site “Top 10 Excellent Stores” awarding ceremony, there was an event of limited “Annual Top 10 Recommended Selection Box” featuring the quality products of the top 10 excellent stores. Consumers who spent a certain amount on-site were eligible to redeem the box in limited quantities, making it a key promotional feature of the event. Publicity effectiveness was enhanced through media exposure to deepen consumer impressions of the high-quality products offered on the “iPost” platform. Consumers were encouraged to purchase small-farm products with production and marketing traceability and organic certification, fostering a positive cycle of sustainable ESG practices.

Premium Seafood Competition and Fish Consumption Carnival

The “Haiyan Premium Seafood Selection” evaluation event is in its 11th year. Products in the competition are made with domestically sourced aquatic materials or specialty ingredients, and their production processes must undergo relevant certification to ensure safety and quality. Twenty aquatic products are selected by experts, evolving from the previous simple fresh, frozen, and refrigerated items to sliced portions, small packages, ready-to-eat meals, and exquisite gift

boxes. This showcases Taiwan's strength in aquatic processing and innovative technology as it moves toward the high-end boutique market.

The awarding ceremony and fish garden gathering were held at Huashan 1914 Creative Park on September 27–28, 2025, showcasing 20 award-winning aquatic products, shortlisted entries, and 12 featured fish education booths. The two-day event included presentations by fish education teams, magic shows, and a keynote speech and cooking demonstration by Chi-Yang Huan, Associate Professor at National Taiwan Ocean University, providing in-depth information on the nutritional value and selection of aquatic products. A “Parent Child DIY Junior Chef” experience course was offered, allowing parents and children to learn how to prepare simple and delicious seafood dishes together. The Fish Ambassador, Little Fish Cat, performed on stage; meanwhile, the Taiwan Fish Rubbing Association was invited to provide an on-site workshop, allowing children and adults to experience the beauty of fish rubbing art.

Assistance was provided to winning products with their introduction to the iOPEN Mall e-commerce platform in the planned one-stop “Selected Seafood Section.” A pop-up flash sale of seafood products will be held at SOGO



評審委員與 2025 水產精品得獎產品合影

Judges posing for a photo with the winners of the 2025 Aquatic Premium Products award.

Taipei Zhongxiao Store, alongside e-commerce matchmaking events, in the hope of boosting sales of the award-winning products through as many channels as possible. Through fish education initiatives, product innovation showcases, and the implementation of sustainability, consumers can experience the multifaceted charms of “food, education, fun, and shopping.”

Program for the Promotion of Food and Agriculture Education by Keelung City Government

In line with the promotion policy stated in the “Food and Agricultural Education Act,” the Keelung City Government is continuously developing a food and agriculture education system tailored to local conditions, in order to strengthen citizens' awareness of food, agriculture, land, and the environment. This program focuses on policy collaboration, enhancement of teaching resources, and promotion of experiential learning to deepen local food and agricultural education and to foster the sustainable development of the agricultural and fishery industries.

NASME serves as a food and agriculture education consultant to the city government, provides assistance in the integration of resources across departments, and holds meetings of the “Keelung City Food and Agriculture Education Promotion Committee” according to Article 8 of the “Food and Agriculture Education Act” to propose policy recommendations and help the city government build a comprehensive framework for promotion.

In terms of promotion, we have completed the optimization and integration of food and agricultural education materials, including a map



食魚園遊會現場民眾體驗魚拓藝術 DIY

Visitors take part in a Gyotaku fish-printing art DIY activity at the Fish Consumption Carnival.

of Keelung's local products, site data, teaching modules, and board games, to help instructors quickly understand the overall structure. Workshops were held focusing on the unique aspects of agriculture and fisheries, as well as their connections to local sites, to help elementary and middle school teachers and staff integrate these topics into their curricula and enhance effective implementation. At the same time, we hosted on-site experience events to connect local farms and agricultural sites, guided participants from learning about ingredients to preparing dishes, and fostered an understanding of local produce and industry culture. Additionally, we held an annual results showcase to help departments and committee members understand the current state of food and agriculture education and to strengthen inter-departmental cooperation.

The implementation of the program this year has enabled food and agriculture education in Keelung City to gradually move toward institutionalization and systematization. The city government continues to strengthen the link between education and industry, laying a more solid foundation for the sustainable development of food and agriculture education in the city.

青年生涯探索系列計畫

Youth Career Exploration Series Program



桃園市大專院校辦理實習教師表揚暨啟動儀式記者會

Press Conference to Recognize Internship Teachers and Launch College and University Internship Programs in Taoyuan City.

青年生涯探索

為協助青年適才適性發展，探索並確立人生規劃方向，教育部及勞動部自 106 年度起共同推動「青年教育與就業儲蓄帳戶方案」，透過青年就業領航計畫及青年體驗學習計畫，讓高級中等學校應屆畢業生進行職場、國際及學習體驗，並提供相關補助經費，計畫預計至 117 年度結束。

另為聚焦青年自主生涯探索體驗，教育部青年發展署另規劃方案轉型，將於 115 年度推動「青年生涯領航計畫」，協助具生涯探索需求之高中職應屆畢業生，自主企劃職場體驗等多元歷練，探索生涯方向，提供青年更多元、更符合階段性生涯需求的選擇與資源。同年度預計將辦理青儲方案升學輔導營及青領計畫輔導委員共識會、企劃撰寫工作坊、線上說明會等等相關活動共 9 場次。

桃園市大專院校青年職涯探索計畫

桃園市為工商業高度發展及最年輕的直轄市，同時擁有眾多優秀在地企業及廣大的青年族群，對於人才需求度相當廣泛，也因應全球趨勢及我國產業發展方向，並配合桃竹苗大矽谷推動方案，亟需青年人才投入在地產業，共同留桃發展。

為協助桃園市大專院校青年職涯探索，進而未來可順利對接產業，本計畫與校園聯盟（中原大學、元智大學、長庚大學、長庚科技大學、南亞技術學院、開南大學、國立中央大學、國立台北商業大學、國立體育大學、健行科技大學、萬能科技大學、銘傳大學及龍華科技大學等）共同合作，協助各校教師與在地企業合作推動學生實習，引領青年人才走向我國重點發展產業及未來趨勢產業，提升青年謀職技能，並強化青年投入職場之熱忱，透過職涯工作坊發表及徵選，再至本市大專院校進行職涯分享，以協助青年釐清未來職涯方向。



教育部青年發展署升學輔導營與講師合影

Photo with the instructors of the further education coaching camp organized by the Youth Development Administration, Ministry of Education.

Youth Career Exploration

To help young people develop their talents and explore and establish their career paths, the Ministry of Education and the Ministry of Labor jointly launched the “Youth Education and Employment Savings Account Scheme” in 2017. Through the Youth Employment Pilot Program and Youth Experiential Learning Program, senior high school graduates can gain workplace, international, and learning experience, with relevant subsidies provided. The scheme is expected to conclude in 2028.

In addition, to focus on youth-led career exploration, the Youth Development Administration of the Ministry of Education is transforming the scheme and plans to launch the “Youth Career Navigation Program” in 2026. This program will assist high school and vocational school graduates with career exploration and help them independently plan workplace experiences and other diverse opportunities, thereby enabling them to explore career paths and providing more diverse, stage-appropriate choices and resources. Nine events will be planned in the same year, including a college entrance counseling camp under the Savings Account Scheme; a consensus-building workshop for the guidance committee members under the Youth Employment Pilot Program; a planning workshop; and an online information session.

Taoyuan City College Youth Career Exploration Program

Taoyuan City is the youngest municipality in Taiwan and a highly developed hub for industry and commerce. Home to numerous thriving local businesses and a large youth population, the area has a broad demand for talent. To align with global trends and Taiwan's industrial development



桃園市蘇俊賓副市長（中）與大專院校辦理實習教師表揚合影
Taoyuan City Deputy Mayor Su Chun-Pin (center) of poses for a group photo with teachers participating in an internship program with universities and colleges.

priorities, and in support of the Great Taoyuan-Hsinchu-Miaoli Silicon Valley Program, there is an urgent need for young professionals to join local industries and contribute to Taoyuan's continued growth.

To assist college and university students in Taoyuan City with career exploration and to facilitate their smooth transition into industries, this program collaborates with a campus alliance – comprising Chung Yuan Christian University, Yuan Ze University, Chang Gung University, Chang Gung University of Science and Technology, Nanya Institute of Technology, Kainan University, National Central University, National Taiwan University of Business, National Taiwan Sport University, Chien Hsin University of Science and Technology, Vanung University, Ming Chuan University, and Lunghwa University of Science and Technology – to help teachers work with local businesses to promote student internships. This initiative guides young talents toward Taiwan's key industries and those with great potential for the future, enhances youth job-seeking skills, and strengthens their enthusiasm for their careers. Through workshop presentations and selections, followed by participation in career-sharing sessions at colleges and universities in the city, the program helps youth clarify their future career paths.

全民外交研習營

Public Diplomacy Seminars



青年外交論壇 - 元智大學邀請外交部非政府組織國際事務會黃世昌總領事蒞臨演講

Youth Diplomacy Forum - Yuan Ze University hosted Consul-General Huang Shih-Chang of the Department of NGO International Affairs, Ministry of Foreign Affairs, for a speech.

全民外交研習營自開辦以來，一直致力於協助國人理解國際局勢、掌握外交知識，在日常生活中實踐國民外交精神。活動內容多元豐富，從臺灣當前外交布局、全球政經情勢，到跨文化溝通技巧，都透過一系列精心安排的課程呈現給參與者。講師陣容多由現職外交官或具外派經驗的外交人員擔任，直接以第一線的視角帶領學員認識國際事務，讓學員能從不同角度看待世界、談外交。

研習營依需求分為「全民菁英班」、「青年班」及「青年外交論壇」，全年共舉辦 24 場活動，吸引超過 1,800 名學員報名，進行觀點交流與深度互動，許多外交官分享自身駐外經驗，引起學員濃厚興趣；其中大專院校學生表現最為踴躍，積極發問與討論，充分展現年輕世代對國際議題的敏銳度與求知慾。

本研習營成功搭起一座讓國人接觸世界的橋樑，不僅提升群眾的外交素養，也讓國際視野成為可實踐於日常生活的態度。期盼未來這股「全民外交」的力量能持續擴散，使更多國人主動關心國際，讓臺灣在全球舞台上展現更自信的風範。

Since its inception, the Public Diplomacy Seminars have been dedicated to helping citizens understand the international situation, learn about diplomacy, and embrace the spirit of citizen diplomacy in their daily lives. The event is diverse and comprehensive, covering topics from Taiwan's current diplomatic strategy and the global political and economic landscape to cross-cultural communication skills, all delivered through a series of thoughtfully designed courses. The lecturers are mostly current diplomats or individuals with overseas posting experience, providing participants with firsthand insights into international affairs and enabling them to view global issues and discuss diplomacy from different perspectives.

The workshops are divided into the “All out Elite Class,” “Youth Class,” and “Youth Diplomacy Forum” depending on demand, with a total of 24 events held throughout the year. This year, over 1,800 participants registered for the program, fostering the exchange of viewpoints and in-depth interaction. Many diplomats shared their overseas experiences, generating significant interest among the participants. University students were particularly engaged. They actively participated in Q&A sessions and discussions, demonstrating keen awareness and a strong desire to learn about international issues.

The Public Diplomacy Seminars successfully built a bridge connecting the people of Taiwan to the world, enhancing public diplomacy literacy and making international perspectives a practical, everyday attitude. It is hoped that this momentum of “all-out diplomacy” will continue to spread, encouraging more citizens to engage with international affairs and allowing Taiwan to showcase its confidence on the global stage.

就業輔導

Employment Counseling

- ⚙ 銀髮人才系列計畫
Series 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
- ⚙ 職業訓練系列計畫
Vocational Training Series Program
- ⚙ 臺灣就業通網實整合服務計畫
Integrated Service Program for TaiwanJobs
- ⚙ 退除役官兵創業諮詢輔導服務計畫
Entrepreneurial Consultation/Counseling Service Program for Veterans

強化勞動力韌性 打造永續就業新格局

Strengthening Workforce Resilience and Building a New Sustainable Employment Landscape.

在全球經濟轉型與科技快速發展的背景下，臺灣勞動力市場面臨技能需求變化與高齡化挑戰，勞動力的穩定與適應性成為國家競爭力的關鍵。為應對這些挑戰，政府積極推動多元就業輔導政策，協助勞動力提升技能並應對未來的就業需求。

本會依循政策方向，提供針對性服務，涵蓋職涯諮詢、履歷優化、面試輔導、職能提升與企業媒合等，協助求職者提升競爭力並加速求職過程。我們特別關注青年、中高齡勞工、退除役官兵、婦女及弱勢族群，致力於縮短勞動市場的適應時間，並增進求職者的職涯發展機會。

未來，本會將持續優化就業服務流程，並導入更多數位化工具與跨域合作模式，使輔導內容更貼近產業脈動與求職者需求。期望透過穩健的服務基礎與更具前瞻性的推動策略，協助不同族群在快速變動的勞動環境中建立職涯韌性，共同打造永續且具有競爭力的臺灣勞動力市場。

In the context of global economic transformation and rapid technological development, Taiwan's labor market is facing changes in skill requirements and challenges posed by an aging workforce. The stability and adaptability of the workforce have become crucial to national competitiveness. To address these challenges, the government is actively promoting a range of employment assistance programs to help workers upgrade their skills and prepare for future employment requirements.

In line with policy guidelines, NASME offers targeted services, including career consultation, resume optimization, interview preparation, skill upgrading, and employer connections, to help jobseekers improve their competitiveness and expedite their job search. We pay special attention to young people, middle-aged and elderly workers, veterans, women, and vulnerable groups, and are committed to reducing the time needed for adaptation to the labor market while improving career development opportunities for jobseekers.

In the future, we will continue to optimize employment services and incorporate more digital tools and cross-sector collaboration models to ensure that our guidance remains relevant to the development of the industry and the needs of jobseekers. We hope to help people from all walks of life build career resilience in the rapidly changing labor market through a robust service foundation and a proactive approach, working together to create a sustainable and competitive Taiwanese workforce.

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



新北市林口銀髮人才服務據點開幕揭牌儀式

Opening ceremony of the Linkou District Senior Talent Service Center in New Taipei City.

銀髮人才發展與就業服務計畫

本會於民國 103 年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，並配合「中高齡者及高齡者就業促進法」實施轉型，於民國 110 年正式更名為「勞動部勞動力發展署北基宜花金馬分署北基宜花金馬區銀髮人才資源中心」，逐步奠定銀髮中心區域運籌的角色。

在推動「中高齡者及高齡者就業促進法」方面成效卓越。114 年度積極協助企業落實各項友善職場措施，包含推動高齡者持續僱用、退休後再就業準備、以及專業技術經驗傳承等補助計畫。此外，亦串聯就業網絡合作並深耕地方政府銀髮人才服務據點，擴大服務體系，輔導臺北市、新北市、基隆市、宜蘭縣、花蓮縣及金門縣等地方政府，成立 9 處銀髮人才服務據點與 16 處專區，全面強化中央與地方之合作能量。」

本會協助銀髮人才發展與就業服務計畫已逾十年，將廣續串聯中央與地方、跨部會合作

推動銀髮就業，把中心成功的就業服務模式移轉至各地，開展出蓬勃的中高齡及高齡者勞動力，達到勞動力提升與永續發展願景。

新北市銀髮人才服務據點就業服務計畫

近年來，少子女化與高齡化所產生人口結構改變，許多產業面臨人力短缺挑戰，惟統計數據突顯出我國中高齡及高齡者係為我國潛在之勞動力資源；銀髮據點計畫旨在分析規劃銀髮者就業需求及事業單位用人方針，以多引擎分區模式提供適切媒合服務，促進銀髮者就業、協助事業單位補實人力缺口，達到提升中高齡者及高齡者勞動參與率。

考量新北市幅員廣大，為能就近服務民眾，除原有板橋、三重據點外，因應超高齡社會的到來，114 年度更於林口開設全新三合一服務據點，整合「林口就業服務站」及「婦女及中高齡者職場續航中心」，從再就業輔導、專業培訓到續航支持，提供中高齡及高齡者更貼近需求的協助。

弱勢婦女暨中高齡就業服務計畫

本會於民國 107 年起協助新北市就業服務處（以下簡稱新北就服處）推動「中高齡者職場續航輔導計畫」，以減緩勞動力流失、延緩中高齡在職者退休為策略，首開先河，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，並積極輔導企業營造友善中高齡就業環境，達成穩定中高齡勞動力之目標。

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，重返職場時普遍面臨技能斷層、自信不足與轉職門檻等挑戰。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，致力排除婦女及中高齡者就業障礙，落實推動職場就業力。

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輔導，服務近 4,000 位中高齡及婦女穩定續留職場，完成近 350 間企業輔導，成功招攬逾 250 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，強化企業面對高齡化社會的永續人才策略，鼓勵企業單位打造無齡化與性別友善職場環境。



續航中心年度專家諮詢會議 - 新北市政府就業服務處副處長陳正元（左六）與專家和企業代表合影

Annual Expert Consultation Meeting of the Center for Continuous Employment for Women and Middle-aged Workers - Deputy Director-General Chen Cheng-Yuan (6th from left) of the New Taipei City Employment Service Office poses for a photo with experts and corporate representatives.



新北市中高齡者及高齡者友善職場認證表揚活動 - 新北市政府就業服務處葉建能處長（中）與金質獲證單位合影

New Taipei City Age-Friendly Workplace Certification Recognition Event - Director-General Yeh Chien-Neng (center) of the New Taipei City Employment Service Office poses for a photo with representatives from the certified units.

中高齡者及高齡者友善職場認證計畫

新北市政府勞工局為鼓勵事業單位建立友善員工制度，建置友善照顧措施，協助中高齡者及高齡者穩定就業、技術與經驗傳承，參考歐盟具實證基礎的「中高齡職場友善僱用指標」，規劃本認證。為協助有意申請認證之事業單位，掌握認證精神與申請方向，辦理說明會，邀請民國 113 年獲證單位分享經驗，提升業界對認證制度之理解與參與度。另針對已報名單位辦理認證申請工作坊，由專業顧問進行說明，以利掌握各項評估項目，使申請資料呈現方式更加完善。

114 年度經嚴謹的審查作業，共有 50 家獲得認證，本次獲證單位在人事制度、員工健康、經驗傳承、續航職場各面向的友善措施表現更趨成熟，體現政府與企業近年不懈推動的成果。為表揚獲證單位，特於民國 114 年 11 月 04 日假新板希爾頓酒店宴會樓辦理表揚活動，由新北市政府勞工局陳瑞嘉局長親臨致詞，新北市政府就業服務處葉建能處長頒發獎座、獎狀，另邀請獲金質之單位代表分享經驗與案例，現場同步展示獲證單位友善職場成果並發送認證專刊，期能持續擴散示範效益，進而促進更多事業單位打造更優質的中高齡者及高齡者友善職場環境。

Development and Employment Service Program for Senior Citizens

In 2014, NASME assisted the Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch of the Workforce Development Agency, Ministry of Labor, in establishing the Senior Workforce Resources Center. Following the implementation of the “Middle-aged and Elderly Employment Promotion Act,” the center was officially renamed the “Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Region Senior Workforce Resources Center, Workforce Development Agency, Ministry of Labor” in 2021 and gradually established its role as a regional hub for the senior workforce.

The effectiveness of promoting the “Middle-aged and Elderly Employment Promotion Act” is readily apparent. In 2025, we assisted 424 businesses that continued employing elderly workers in applying for subsidies; 18 businesses that employed retired seniors to pass on their professional skills and experiences in applying for subsidies; and another 17 businesses in filing applications under the 5050 Employment Network Cooperation Program. We also continued to provide guidance and assistance to senior workforce service hubs at the local government level, supporting the establishment of a total of 9 such hubs and 16 dedicated service centers in Taipei City, New Taipei City, Keelung City, Yilan County, Hualien County, and Kinmen County, thereby strengthening collaboration between the central and local governments.

NASME has provided assistance to the Development and Employment Service Program for Senior Citizens for over a decade. We will continue to foster collaboration between central and local governments, and across departments, to promote senior employment. We will also



新北市中高齡者及高齡者友善職場認證表揚活動 -IKEA 代表分享友善措施

New Taipei City Age-Friendly Workplace Certification Recognition Event - IKEA Representative Shares Best Practices for an Age-Friendly Workplace.

extend successful employment service models from these centers to other regions, cultivating a robust middle-aged and elderly workforce and achieving our vision of workforce enhancement and sustainable development.

New Taipei City Senior Talents Employment Service Program

In recent years, declining birth rates and an aging population have led to demographic shifts and labor shortages across many industries. However, statistics demonstrate that middle-aged and elderly people in Taiwan represent a significant potential labor pool. The Senior Talents Service Program is designed to analyze the employment needs of senior citizens and the hiring practices of businesses, offering tailored matching services through a multifaceted regional approach. It aims to promote employment opportunities for senior citizens, help businesses address staffing gaps, and increase labor force participation among middle-aged and elderly populations.

Considering the vastness of New Taipei City and to better serve residents locally, a new three-in-one service hub was established in Linkou



新北市中高齡者及高齡者友善職場認證表揚活動 - 新北市政府勞工局陳瑞嘉局長（前排左八）出席頒獎

Group photo: Commissioner Chen Jui-Chia (front row, eight from left) of the Labor Affairs Department of the New Taipei City Government attends and presents awards at the recognition ceremony for Friendly Workplace Certification for Middle-Aged and Elderly Workers.

in 2025, in addition to the existing locations in Banqiao and Sanchong, to address the upcoming super-aged society. The hub integrates the “Linkou Employment Service Station” with the “Women, Middle-aged and Elderly Employment Sustainability Center,” offering comprehensive assistance from re-employment counseling and professional training to ongoing support tailored to the needs of middle-aged and elderly individuals.

Disadvantaged Women & Middle-aged Employment Service Program

Since 2018, NASME has assisted the New Taipei City Employment Service Office (hereinafter referred to as the Employment Service Office) in promoting the “Middle Aged and Elderly Employment Sustainability Counseling Program” to mitigate labor force loss and delay the retirement of middle-aged and elderly workers. As a pioneer in this field, we established the “New Taipei City Middle-aged and Elderly Employment Sustainability Center” to support middle-aged and elderly working people and thereby enhance their employment sustainability capabilities. We also actively assist enterprises in creating a friendly

employment environment for these individuals to achieve the goal of workforce stability.

The New Taipei City Employment Service Office has observed that many women leave the workforce due to family care responsibilities and commonly encounter challenges such as skill gaps, a lack of confidence, and hurdles in changing careers when re-entering the job market. Therefore, it took the lead in Taiwan by including women as its service target in 2020 and officially transformed into the “Women, Middle-aged and Elderly Employment Sustainability Center.” In 2023, it added a service location in Sanchong District, working to eliminate employment obstacles for women, middle-aged, and elderly individuals, and actively promote their employability.

Since its launch, the program has helped nearly 4,000 middle-aged and female employees remain stably employed, completed nearly 350 corporate counseling sessions, and successfully solicited more than 250 companies to sign the “Family-Friendly Business” commitment through individual care, resource connections,

diversification seminars, and corporate counseling services. Furthermore, through visits and exchanges among industries, governments, and universities, the program has fostered horizontal advocacy to promote the concept of delaying retirement and continuing to work, strengthened workforce sustainability strategies in response to an aging society, and encouraged companies to build age-inclusive and gender-friendly workplaces.

Friendly Workplace Certification for Middle-Aged and Elderly Workers

The Labor Affairs Department of the New Taipei City Government established this program with reference to the EU’s evidence-based “middle-aged and elderly worker employment indicators” to encourage businesses to create employee-friendly systems and implement care measures that help middle-aged and elderly workers maintain stable employment and facilitate skills and experience transfer. To assist businesses planning to apply for certification in understanding the principles and application process, we hold information sessions and invite companies certified in 2024 to share their experiences, with the goal of increasing industry understanding and participation in the certification system. For those who have registered, a certification workshop is held, with

professional consultants providing guidance to help participants understand the assessment criteria and optimize their application materials.

After a rigorous review in 2025, a total of 50 companies were certified. These certified companies have demonstrated increasing maturity in their personnel management systems, employee health initiatives, knowledge transfer practices, and support for long-term career development, reflecting the sustained efforts of governments and businesses in recent years. To commend the certified units, a commendation event was held on November 4, 2025, in the banquet hall of the Hilton Taipei Sinban. Director-General Juei-Chia Chen of the Labor Affairs Department, New Taipei City Government, delivered a speech in person, while Director-General Chien-Neng Yeh of the Employment Service Office, New Taipei City Government, presented trophies and certificates. Representatives from the units that received the Gold Award were invited to share their experiences and cases. The achievements of the certified units in fostering a friendly workplace for middle-aged and elderly workers were showcased on-site, and a certification special was distributed to further promote these best practices and encourage more businesses to create a better, age-friendly working environment for senior workers.



新北市中高齡者及高齡者友善職場認證 - 認證申請單位參與工作坊指導
New Taipei City Age-Friendly Workplace Certification - applicant organizations participate in a guidance workshop.

就業服務系列計畫

Employment Services Series Program



就業服務工作勞務計畫教育訓練 - 輔導會沈立忠副處長（右四）與學員合影

Employment service labor plan education and training – Deputy Director-General Shen Li-Chung (4th from right) of the Veterans Affairs Council poses for a photo with trainees.

推動外展及鄉鎮台等就業服務相關工作計畫

為強化區域性服務，除「靜態」就業服務據點外，亦採取「動態」主動式就業服務，期打破時間與空間限制。為提升就業媒合率、促進失業勞工迅速再就業，勞動部勞動力發展署北基宜花金馬分署，委託本會配置就業服務人員執行本計畫，提供可近性及在地性之就業服務，節省往返公立就業服務機構時間，讓民眾可在鄉鎮公所內之就業服務台辦理求職登記、求才登記、推介就業、就業服務諮詢等服務。

114 年度通報或開發數約 3.1 萬個在地就業機會、提供約 3.7 萬次就業資訊、辦理近千場駐點服務，累計達成發掘逾 1.3 萬位失業者、陪同面試約 3,600 人次、追蹤拜訪約 2.2 萬位案件、拜訪近 1.7 萬位雇主，成功媒合逾 1.1 萬位求職者。

就業服務據點及就業服務外展計畫

有鑑於失業者往往隱身於地方各基層，為能發揮區域性多元化的服務效益，透過整合性就業服務模式移轉並加深轄區內服務人口，本

會由現有「靜態」就業服務據點建構基礎，建構「動態」就業服務模式，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 3.2 萬人次，有效求職推介就業人數 2.5 萬人次，辦理新登記求才數 7.1 萬人次，投保就業人數 1.1 萬人次，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與就業弱勢求職者認識並運用各項就業資源，提升就業知能、建立正向且正確的職涯觀念，以增強職場競爭力，勞動部勞動力發展署北基宜花金馬分署委託本會推動本計畫，並配置就業服務人員專責

執行。服務內容包括提供目標族群就業相關資訊與資源、強化求職與職涯能力，同時藉由串聯社會資源，建構多元且完整的服務與支持機制，提升勞工的就業穩定與競爭力。

114 年度就業服務人員分別進駐基隆、羅東、花蓮、玉里、金門、連江等就業中心及北基宜花金馬分署，全年共協助逾 3,000 位特定對象與就業弱勢者完成求職登記，並成功推介 1,339 人就業。

就業服務工作計畫

國軍退除役官兵輔導委員會（簡稱輔導會）為了協助榮民（眷）及第二類退除役官兵順利轉銜就學、就業與職訓，並縮短安置時間，委託本會派任就業輔導員至輔導會、各縣市榮服處及職訓中心，提供相關輔導服務，同時也主動聯絡與拜訪廠商，開發合適的工作機會。

為提升退除役官兵的就業意願、穩定工作並保障權益，輔導會訂定「促進退除役官兵穩定就業津貼發給辦法」。本會配合該辦法，對於參加「全日制職訓班隊」或經本會推介就業，並於訓後穩定就業滿 3 個月者，提供 4,000 元至 12,000 元不等的穩定就業津貼，協助退除役官兵適應民間職場，促進長期穩定就業。

114 年度共推介 8,600 人次就業，近 6,500 人次達成穩定就業。另為使屆退官兵了解退伍後的各項權益，本會每季協助辦理多場「國軍屆退官兵權益說明會暨現場徵才活動」，活動中安排職涯諮商顧問進行適性評量，並邀請廠商到場徵才，期望協助屆退官兵在退伍後能順利銜接職場。

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，擬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，



精神障礙者個案研討暨參訪地熱谷小舖庇護工場
Seminar on Persons with Mental Disabilities and Visit to Thermal Valley Workshop.

提供民眾法令諮詢與就業資訊服務，俾利服務廣大民眾；並促進身心障礙者就業。

114 年度由本會配置電話服務人員，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，其中電話服務績效已達 5.3 萬通，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。

Program for Promoting Outreach and Village & Township Employment Services

In addition to static employment service locations, the government provides active, dynamic employment services to strengthen regional service delivery and overcome the limitations of time and space. To increase the employment matching rate and facilitate the rapid re-employment of the unemployed, the Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch of the Workforce Development Agency, Ministry of Labor, has contracted with NASME to deploy employment service personnel to implement this program and provide accessible local employment services, thereby saving individuals travel time to public employment service institutions. Citizens can register for job seeking, talent sourcing, job referrals, and employment consultations at the service counter within the township office.

In 2025, we reported or developed around 31,000 local job opportunities, provided



就服人員繼續及進階教育訓練參訪智慧化居住空間展示中心

Employment service personnel participated in continued education and advanced training with a visit to the Living 4.0 Intelligent Living Space.

approximately 37,000 employment information supports, and held nearly 1,000 outreach service events. To date, we have identified over 13,000 unemployed individuals, assisted with roughly 3,600 interviews, followed up on approximately 22,000 cases, visited nearly 17,000 employers, and successfully matched more than 11,000 jobseekers with employment opportunities.

Employment Service Offices and Employment Service Outreach Program

Given that the unemployed are often difficult to reach at the local level, NASME is transitioning to an integrated employment service model while expanding its reach within the community to maximize the benefits of regionally diverse services. Building on the existing “static” employment service hubs, we are creating a “dynamic” model through mobile outreach services. This proactive approach will help us identify and support the unemployed by engaging with local community groups and frontline organizations, and by communicating information about job opportunities and employment promotion programs, ultimately revitalizing employment services at the regional and local levels.

This program assigns employment service personnel to the employment service hubs in

Zhubei, Hsinchu, and Miaoli, as well as the Taoyuan-Hsinchu-Miaoli Regional Branch, to promote employment service policies and handle related affairs. 32,000 new jobseekers were registered, effective job placement services were provided to 25,000 individuals, 71,000 new job vacancy registrations were processed, and the number of people enrolled in employment insurance reached 11,000. The program also provides employment counseling services and implements other employment-related projects, including employment assistance related to trade liberalization.

Employment Program for Specific Groups

To actively assist specific jobseekers from disadvantaged groups in identifying and utilizing employment resources, enhancing their employment skills, and fostering a positive and accurate career outlook to strengthen their competitiveness in the workplace, the Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch of the Workforce Development Agency, Ministry of Labor, has contracted with NASME to implement this program and assign dedicated employment service personnel for its execution. The services include providing employment-related information and resources to target groups, strengthening job search and career skills, and

leveraging community resources to build a robust and comprehensive support system that enhances their employment stability and competitiveness

In 2025, employment service personnel were assigned to the employment service hubs in Keelung, Luodong, Hualien, Yuli, Kinmen, and Lienchiang, as well as the Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch. Throughout the year, they assisted over 3,000 specific jobseekers from disadvantaged groups with employment registration and successfully placed 1,339 people in employment.

Employment Service Program

To assist veterans (including their families) and Class-II retired service members in their smooth transition to education, employment, and vocational training, and to shorten the placement period, the Veterans Affairs Council (VAC) has entrusted NASME to assign employment counselors to the VAC, veteran service offices in counties and cities, and training centers to provide related counseling services. The VAC has also proactively contacted and visited companies to identify suitable job opportunities.

The Veterans Affairs Council has established the “Regulations for Paying Stable Employment Allowances to Veterans” to enhance veterans' willingness to seek employment, stabilize their jobs, and protect their rights. In line with the regulations, NASME provides a stable



戒斷藥毒癮個案研討會暨參訪向日有機農場
Case Study Seminar on Substance Abuse Recovery and Site Visit to Sunward Farm.

employment allowance ranging from NT\$4,000 to NT\$12,000 to veterans who participate in the “Full-time Vocational Training Class” or are employed through our recommendation and have been stably employed for more than 3 months after the training. By doing so, we help veterans adapt to the civilian workplace and promote long-term, stable employment.

In 2025, we recommended jobs to 8,600 individuals, with nearly 6,500 achieving stable employment. In addition, to help retiring military personnel understand their rights and benefits after retirement, we assist in organizing “Rights and Interests Briefing and On-Site Recruitment Event for Retiring Military Personnel” every quarter. Career counselors are arranged to conduct suitability assessments, and companies are invited to recruit employees during the event, with the goal of helping retiring military personnel transition smoothly to the workplace after retirement.

Program for Improving the Performance of Employment Services and Legal Consultation Telephone Services

To actively promote industrial and commercial investment and economic development, and to provide businesses in Taoyuan City with a skilled workforce and ample employment opportunities for the unemployed and individuals facing special circumstances, we plan to establish a unified service window through the Call Center of the Taoyuan City Government's Department of Labor. This center will offer legal consultations and employment information services to better serve the public and promote employment for people with disabilities.

In 2025, we deployed personnel to the Call Center and the Office of Labor Inspection, Taoyuan City Government. They have already handled 53,000 calls, and in support of this program and with a focus on worker welfare, they communicated information regarding employment and labor laws, employment services, and related job promotion initiatives.

青年輔導訓練系列計畫

Youth Training Series Program



大專就業學程計畫 - 評鑑委員行前共識會

Tertiary Education Employment Program - Pre-Evaluation Meeting for Committee Members.

青年職業訓練計畫

本會承接勞動部勞動力發展署本計畫，針對在校青年，推動「雙軌訓練旗艦計畫」、「產學訓合作訓練」，並補助大專校院辦理「就業學程計畫」；針對已畢業青年，則推動「青年就業旗艦計畫」與「青年就業領航計畫」，運用工作崗位訓練模式，透過做中學方式強化青年之專業知識與就業技能；而針對職前階段青年，則辦理「產業新尖兵試辦計畫」及「青年專班訓練」，協助青年參與符合其興趣與能力之課程。

114 年度辦理大專就業學程計畫評選召集人共識會議，針對評選流程、指標、評選標準等，取得共識；另為確保大專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；針對青年各訓練計畫，亦辦理工作聯繫會議。

此外，因應產業趨勢與 AI、淨零碳排等新興議題的快速發展，青年更需具備分析及數位技術等相關職能。為有效推動本計畫，積極網羅具備專業能力的專案執行團隊，協助執行檢核與規劃、行政等各項作業，以及針對青年訓練新興議題進行研析與業務檢討，俾利整體業務順利推展。

青年工作崗位訓練計畫

為提升 15 歲以上 29 歲以下青年就業意願，本會協助勞動力發展署北基宜花金馬分署執行「青年就業旗艦計畫」，結合事業單位提供青年職場專業領域訓練，透過「先僱用後訓練之師徒制」，給予青年優質職場環境技能學習與應用外，更強化青年工作技能與探索職涯之發展。114 年度辦理計畫推動說明會、核銷說明會、知能訓練課程及座談會等相關活動協助近 350 家廠商招募成功、在訓人數近 2,100 人。

雙軌訓練旗艦計畫暨補助大專校院辦理就業學程計畫

「補助大專校院辦理就業學程計畫」及「大專青年預聘計畫」提供大專校院畢業前 1、2 年之在校生成業知識及技能，縮短「學用落差」、強化職涯規劃能力。本計畫提供 19 所大專校院及 348 家事業單位共同辦理補助大專校院辦理就業學程，開發 2,720 個工作崗位訓練職缺，其中包含 115 家符合國家重點發展產業企業，並與 9 所大專校院攜手辦理「大專青年預聘計畫」，提供超過 900 個中階以上技術層級之工作崗位，協助學生順利與職場接軌。



青艦計畫輔導知能研習課程分組課程學員互動發表
Group course interaction and presentations by students in the Youth Employment Flagship Program's counseling skills training course.

其中，「產業新尖兵計畫」協助 15-29 歲青年，因應數位轉型之重點產業技術需求，北基宜花金馬分署結合轄區內知名科技大學及法人單位，開設專業課程，提供近 1,400 位青年參訓；「雙軌訓練旗艦計畫」則是就業與升學雙軌並進的選擇，整合事業單位及技職體系資源，事業單位每月提供津貼，讓技職體系學生能夠升學及就業兼顧，減輕經濟壓力，也同時為企業提供優質的育才、用才途徑，達到企業與青少年雙贏的局面。

Youth Vocational Training Program

NASME implements this program commissioned by the Workforce Development Agency, Ministry of Labor, by promoting the “Dual System of Vocational Training Program” and “Industry–Academia Collaborative Training” for students, and subsidizing universities and colleges for the implementation of the “Career Development Program.” For the graduates, the “Youth Employment Flagship Program” and “Youth Employment Pilot Program” are promoted, utilizing on-the-job training to enhance their professional knowledge and skills through learning by doing. For youth in the pre-employment stage, the “Emerging Industrial Talent Pilot Program” and “Youth Specialized

Training” are organized to assist youth with their participation in courses that align with their interests and abilities.

In 2025, a consensus meeting was held for the conveners in charge of selection under the Career Development Program. They reached an agreement on the selection processes, indicators, and standards. To ensure the quality of implementation, briefing sessions were provided for the evaluation units, and consensus meetings were held for the evaluation committee members. Work coordination meetings were also held for various youth training programs.

In addition, to keep pace with industry trends and the rapid development of emerging issues like AI and net-zero carbon emissions, young people increasingly need analytical and digital skills. To effectively promote this program, we actively recruited qualified project teams to assist with checking, planning, administration, analysis, and review of emerging issues in youth training, ensuring the smooth implementation of all activities.

Youth Job Training Program

To enhance the willingness of youth aged 15 to 29 to seek jobs, NASME assisted the Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch of the Workforce Development Agency, Ministry of Labor, in implementing the “Youth Employment Flagship Program” and collaborating with enterprises to provide professional training in the workplace. Through a “hire-first, train-later” apprenticeship system, youth are offered a quality workplace environment for skill learning and application, enhancing their work skills and exploring career development.



青艦計畫輔導知能研習課程分組發表活動
Group presentation activities for the Youth Employment Flagship Program's counseling skills training courses.

In 2025, we organized events including program implementation briefings, expense reimbursement briefings, skills training courses, and workshops. With these, we successfully assisted nearly 350 companies in recruiting about 2,100 trainees.

Dual System of Vocational Training Program & Subsidizing Colleges and Universities in Career Development Program

The “Subsidizing Colleges and Universities in Career Development Program” and “College Youth Pre-employment Program” provide college students in their final one or two years with employment knowledge and skills to narrow the “gaps between learning and application” and strengthen their career planning abilities. The program provides subsidies for 19 colleges and universities and 348 businesses to jointly implement employment programs and create 2,720 job training positions, including 115 companies in national key development industries. Collaboration with nine colleges and universities is conducted under this program to implement the “College Youth Pre-employment Program” and offer over 900 mid-level or higher technical positions to help students transition smoothly into the workforce.

The “Emerging Industrial Talent Pilot Program” assists young people aged 15 to 29 in meeting the technical requirements of key industries undergoing digital transformation. The Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch has partnered with prominent technology universities and companies within the region to offer specialized courses, providing training to nearly 1,400 young people. The “Dual System of Vocational Training Program” offers a pathway to both employment and higher education by integrating resources from businesses and vocational training institutions. Businesses provide monthly stipends, allowing students in vocational training programs to pursue further education while gaining work experience. This arrangement eases their financial burden and provides companies with a high-quality pipeline for recruitment and talent development, ensuring a win-win situation for both businesses and young people.



於銘傳大學辦理「補助大專校院辦理就業學程計畫執行暨經費核銷輔導說明會」輔導現場

Organized and provided on-site coaching for the "Orientation Session on Project Implementation and Expense Reimbursement for the College and University Employment Program Subsidy" at Ming Chuan University.

職業訓練系列計畫 Vocational Training Series Program



TTQS 金牌單位授證暨職前訓練評鑑五星單位授獎儀式

TTQS Gold Medal Unit Certification and Pre-Employment Training Five-Star Evaluation Unit Awards Ceremony.

在職訓練服務計畫

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，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，提升整體競爭力。

114 年度桃竹苗轄區，共核定辦理近 1,000 門在職訓練課程，補助經費約新臺幣 1.5 億元，服務逾 2.1 萬位在職勞工。

產業人才投資方案系列計畫

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。

114 年度結合轄區內優質訓練單位，產業人才投資方案(含充電起飛計畫)計逾 400 個訓練單位，辦理近 1,700 門課程，補助經費約新臺幣 2.8 億元，服務逾 3.9 萬位在職勞工，成果豐碩。

職前訓練專案服務計畫

勞動部勞動力發展署為協助失業者提升技

能並促進就業，除持續擴大自辦職前訓練外，還積極結合民間訓練單位與地方政府，透過本計畫，定期評鑑訓練機構，提供失業者選擇優質訓練單位的依據。

為提升訓練品質與成效，依據辦訓類別分為「一般類」及「托育照服類」兩大範疇，由產業與職訓領域組成的外部專家團隊實地訪查，並以訓練實施、訓練管理及訓練成效等關鍵指標檢視施訓品質。透過評鑑機制，優化辦訓單位的課程與環境品質，並結合完善的就業輔導措施，使職前訓練與市場需求更加緊密接軌，協助失業者在結訓後迅速與廠商媒合，順利進入職場。

114 年度完成 283 家訓練單位之評鑑作業，最終分別選出 14 家五星與 28 家四星的優質單位。未來也將針對一般類五星單位於明年度辦理公開表揚，肯定其在人才培育上的卓越貢獻。

此外，於全國辦理受評單位說明會，向參與單位說明實地評鑑精神與指標，總計超過 800 人次參與。透過嚴謹的評鑑機制把關訓練品質，確保每一位參訓的失業民眾都能獲得符合產業需求的專業技能，進而穩定國內勞工就業市場。

On-the-job Training Management Service Program

To enhance the knowledge, skills, and attitudes of employed workers, NASME assists the Taoyuan-Hsinchu-Miaoli Regional Branch in partnering with labor groups and high-quality training service providers in the region to offer a variety of practical training courses tailored to local industry needs. We work to strengthen the quality of training delivered by these providers, improve employability, and extend access to quality vocational training, thereby ensuring training excellence and contributing to the development of national human capital and overall competitiveness.

In 2025, nearly 1,000 on-the-job training courses were approved across the Taoyuan-Hsinchu-Miaoli region, with approximately NT\$150 million in subsidies allocated to serve over 21,000 workers.

Industry Talent Investment Series Program

The Taipei-Keelung-Yilan-Hualien-Jinman-Matsu Regional Branch of the Workforce Development Agency, Ministry of Labor, entrusted NASME to establish a dedicated team to provide various practical skills-based training courses and offer subsidies for worker training expenses by collaborating with premium training service providers certified by TTQS within the region.

In 2025, NASME partnered with over 400 premium training service providers in the region, including those implementing the Industry Talent Investment Program (such as the Recharging for Takeoff Program), to deliver nearly 1,700 courses. This initiative granted subsidies amounting to approximately NT\$280 million, served over 39,000 employed workers, and yielded significant results.

Pre-Employment Training Service Program

In addition to continuously expanding its own pre-service training programs, the Workforce Development Agency of the Ministry of Labor actively collaborates with private training service providers and local governments to help the unemployed upgrade their skills and promote



受評單位說明會 - 訓練品質提升課程

Evaluated unit briefing session - training quality improvement course.

employment. Through this program, it regularly assesses training institutions, providing the unemployed with a basis for selecting high-quality training service providers.

To improve the quality and effectiveness of training, an external expert team comprising industrial and vocational training specialists conducts on-site inspections categorized as either “General” or “Childcare Service.” Training quality is assessed with reference to key indicators such as implementation, management, and outcomes. Through the evaluation process, we optimize the courses and learning environment of the training institutions and integrate robust job counseling support to better align pre-service training with market needs. This helps the unemployed connect with employers right after completing the training and successfully enter the workforce.

In 2025, we completed evaluations of 283 training institutions and ultimately selected 14 five-star and 28 four-star service providers for their high-quality training. In the future, we will publicly recognize and commend the five-star service providers in the “General” category in the following year for their exceptional contributions to talent development.

In addition, a nationwide briefing session was held to explain the principles and criteria for the on-site evaluation of training institutions, with over 800 people attending. Through a rigorous assessment process, we ensure the quality of the training, equip every unemployed participant with the professional skills needed by the industry, and contribute to the stability of the domestic labor market.

臺灣就業通網實整合服務計畫 Integrated Service Program for TaiwanJobs



就業服務網站資源應用工作坊課程
Employment service website resource application workshop.

勞動部勞動力發展署於民國 103 年創建「臺灣就業通」，以結合就業、職訓、檢定、創業協助等為民服務項目所推出之服務品牌，並以「職涯發展」概念，整合全國就業中心(台)服務據點、各式網站服務等網實整合服務通路。

本會協助行銷與推廣臺灣就業通，透過各式行銷活動提升品牌能見度，並辦理五分署就業服務網站資源應用工作坊，增進各地實體就業中心服務人員的專業知識與能力；另建置職涯發展規劃網頁，協助求職者運用線上工具自行完成初步職涯發展規劃，提供服務人員一套職涯規劃流程工具，以利引導求職者找到職涯發展方向。

114 年度辦理 Youth 職涯諮詢實體校園活動、線上就業博覽會、30 場就業博覽會、企業經理人 / 高階主管專訪、製作影音履歷影片、拍攝職業介紹影音等及優化職涯發展規劃網頁，讓求職者更了解企業職缺訊息與產業趨勢。

The Workforce Development Agency, Ministry of Labor, established “TaiwanJobs” in 2014 as a service brand integrating employment, vocational training, certification, and entrepreneurship assistance. Based on the concept of “career development,” it consolidates service channels including national employment service hubs (Taiwan) and various online resources.

The Ministry assists in marketing and promoting TaiwanJobs to enhance brand visibility through various activities. It also organizes workshops on utilizing resources from the service websites of the five branches to improve the professional knowledge and skills of service personnel at local employment centers. Furthermore, a career development planning webpage has been established to assist jobseekers in creating preliminary career development plans using online resources and to provide service personnel with a set of career planning tools to guide jobseekers in identifying their career direction.

In 2025, we hosted physical Youth Career Consultation events on campus, online job fairs, and 30 in-person job fairs. We conducted interviews with corporate managers and senior executives, produced video resumes, created occupational introduction videos, and optimized the career development planning webpage to provide jobseekers with more information about job vacancies and industry trends.



Youth 職涯校園講座
Youth career campus lecture.

退除役官兵創業諮詢輔導服務計畫

Entrepreneurial Consultation / Counseling Service Program for Veterans



創業參訪研習 - 新竹
Entrepreneurship Field Visit in Hsinchu.

本計畫致力協助榮民及第二類退除役官兵有效降低創業風險，穩健實現創業目標。本會採取多面向的輔導策略：除了在各地榮服處定期舉辦創業座談會及辦理企業參訪外，更依個案需求提供創業諮詢與診斷，並為潛力創業者客製化深度輔導方案，協助解決難題與瓶頸，迄今累計輔導 800 人次。透過企業觀摩、實務見習及專業顧問點評，有效提升個案的實戰能力與策略規劃。

本會不間斷地持續支持與關懷，至今已成功輔導逾 400 家個案，從 0 到 1 實現創業成為穩定經營的店家。本計畫輔導員亦積極協助個案參與政府獎項補助或政策性貸款，114 年度已成功協助 7 位申請人獲貸，總金額達新臺幣 700 萬元，未來將持續積極為退除役官兵事業發展挹注關鍵資金。



創業參訪研習 - 花蓮
Entrepreneurship Field Visit in Hualien.

This program aims to help veterans and Class-II retired service members effectively mitigate entrepreneurial risks and steadily achieve their startup goals. NASME employs a comprehensive support strategy: in addition to regularly hosting entrepreneurship seminars and arranging company visits to local veteran service offices, we offer tailored entrepreneurial consultation and diagnostic services for those in need, and develop customized, in-depth programs for potential entrepreneurs to overcome challenges. To date, this support has reached 800 individuals. Through company visits, practical training, and expert consultants' feedback, the real-world capabilities and strategic planning of individual cases can be effectively improved.

NASME provided ongoing support and care, successfully helping over 400 businesses start from scratch and establish stable operations. Under this program, the counselors actively assist individuals in applying for government awards, subsidies, or policy loans. In 2025, they successfully helped seven applicants obtain loans totaling NT\$7 million. We will continue to provide critical funding to support the career development of veterans.

政策宣導

Policy Promotion

-  移工相關系列計畫
Foreign Workers Related Programs
-  臺灣品牌國際賽增能研習計畫
Sports Event Taiwan Workshop Program
-  優化我國中小企業經營戰略及促進全球布局躍升計畫
Optimizing Business Strategies of Taiwan's SMEs and Promoting the Global Deployment Program
-  資料創新培力暨應用輔導案
Data Innovation Development and Application Counseling Program
-  國際資安會議暨演練計畫
International Information Security Conference and Exercise Program

強化政策鏈結 打造中小企業跨域前行動能

Strengthening Policy Connections and Building Momentum for SMEs' Cross-domain Initiatives.

面對多元媒體與快速變動的產業環境，政策宣導必須兼具有效溝通與資源效益。本會除運用多元宣導管道及全臺近 60 個次級組織深化雙向互動，更將各部會（經濟部中小及新創企業署、數位發展部及勞動部勞動力發展署等）政策訊息融入實質服務，協助中小企業掌握國際與在地發展機會。

近年推動臺美中小企業合作，促成 AI、生技醫療等領域論壇與商機媒合，並協助企業赴美布局智慧醫療市場，協助 NGO/NPO 與政府強化數據力，建立可複製的在地創新模式，提升公共服務量能；同時，協助外國人聘僱服務，優化雇主申辦流程，且保障移工權益，並配合政府新制支援中階技術工、外籍畢業生及製造業引進外籍人力，協助企業穩定運作。未來本會將持續透過政策溝通、人才培育、資料賦能與勞動力支持，串接政策與產業需求，成為政府最可靠的夥伴與中小企業最堅強的後盾。

In the face of diverse media and a rapidly changing industry landscape, policy advocacy must be both effective in communication and efficient in resource use. In addition to utilizing diverse communication channels and leveraging nearly 60 secondary organizations island-wide to foster two-way interactions, NASME integrates policy information from different agencies (such as the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs; Ministry of Digital Affairs; and the Workforce Development Agency of the Ministry of Labor) into practical services, assisting SMEs in seizing both international and domestic development opportunities.

In recent years, we have promoted cooperation between Taiwanese and American SMEs, facilitated forums and business matchmaking in fields such as AI and biotechnology, and assisted companies in entering the U.S. smart healthcare market. We assisted NGOs/NPOs and governments in strengthening their data capabilities, establishing replicable local innovation models, and enhancing public service capacity. In the meantime, we have provided assistance to foreigners in accessing employment services, streamlined the application process for employers, protected the rights of migrant workers, and supported intermediate skilled workers and foreign graduates in line with the government's new policy. This includes the introduction of foreign workers into the manufacturing sector and helping companies maintain stable business operations. In the future, we will continuously align policy with industrial needs through communication, talent cultivation, data empowerment, and workforce support, serving as the government's most trusted partner and providing the strongest support for SMEs.

移工相關系列計畫 Foreign Workers Related Programs



直聘中心同仁在職教育訓練合影
Group photo: Direct Hiring Service Center personnel at on-the-job training.

直接聘僱聯合服務中心計畫

臺灣社會在經濟及家庭結構的變遷下，無論是產業用工或家庭照護，雇主對外籍移工的需求與日俱增。勞動部勞動力發展署為保障雇主及外國人權益，減輕外國人來臺工作負擔，以符合我國重視國際人權及社會公益之期待，特成立直接聘僱聯合服務中心以提供雇主多元聘僱外國人管道。

本會於民國 96 年 12 月 31 日承辦本計畫迄今，總服務雇主人數及服務外國人已超過 41 萬人。直接聘僱服務從申辦流程開始民眾可透過單一窗口進行諮詢，直到申辦項目完成。直聘中心亦有接續聘僱在臺外國人服務，除提供各國語言諮詢，更主動以電話及簡訊方式提醒雇主聘僱後應辦事項，提升服務可近性。近年來，直聘中心更積極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，採用客製化方式協助雇主聘僱外國人，能夠更符合事業單位聘僱條件，自 114 年度起建置「外國人轉換雇主線上平臺」，提供雇主與外國人分享工作資訊的管道。

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，直聘中心可提供四國語言諮詢之非就業服務事項服務（英語、越南語、印尼語、泰語），包含勞工保險給付、勞工職業災害保險給付、商業保險理賠申請協助、法律扶助申請協助及金融匯兌資訊提供，持續創造勞雇雙贏。

外國人申請案件處理業務外包計畫

我國正面臨人口老化及少子化，且已進入超高齡社會，因勞動人口減少，導致各產業紛紛反映勞動力不足，為了兼顧國內經濟發展並兼顧國人就業機會，在「本勞權益優先」、「強化人力素質」、「擴大用人留才」及「強化政府效能」等四大原則下，以多元管道改善產業缺工及本國勞工低薪問題。

自民國 114 年 07 月起雇主聘僱外國人從事家庭看護工作，被看護者年齡滿 80 歲以上或 70 歲至 79 歲患有癌症二期以上者，得免經醫療評估。製造業、營造業、農業、漁業、旅宿業及廢棄物清理業等，亦開放更多缺工需求行業得申請聘僱移工或增加可聘僱名額。



移工留才久用方案說明會桃園場活動合影
Long-term Retention of Skilled Migrant Workers Program – Taoyuan briefing.

勞動部勞動力發展署為因應各類龐大的外國人工作許可申請案件及提供民眾電話諮詢服務，由本會派駐工作同仁，協助各項申請案件之建檔、審查、電話諮詢及就業安定費、收容費、強制執行業務等工作，每月平均辦理 13.7 萬件。

長期以來，本會派駐人員皆秉持精進專業、堅守崗位的精神，因應政策調整，致力打造兼具效率與溫度的友善職場，落實工作與生活的平衡，重視員工身心健康，以期為民眾提供更優質、更高效的服務品質。

移工留才久用服務中心計畫

為落實協助企業穩定人力、強化產業技術傳承之政策目標，本會協助勞動部勞動力發展署於 112 年度成立「移工留才久用服務中心」，以提供雇主從前期評估、資格盤點、申請輔導，到跨機關協調與審查加速一站式服務，以支持產業人才永續，俾使技術斷層得以減緩。

114 年度為積極協助企業留用優秀移工，更聚焦於「強化府際合作」與「擴大宣導能量」。由本會成功推動建立中央與各縣市政府合作關係，共同辦理政策宣導與實務解析，建立府際合作模式。透過地方政府既有的企業服務體系，使資訊更貼近產業聚落需求。說明會皆吸引逾百家企業參與，提升企業對留才方案的理解度，展現政策擴散的實質效益；「擴大宣導能量」部分，在本會協調下，各縣市工業會成為政策的宣導夥伴協助邀集企業，同時亦與產業智庫－中華經濟研究院、台灣經濟研究院、工業研究院及一零四人力銀行合作辦理講座，以為提升政策推廣服務深度與廣度。

本會在本方案的政策推廣、跨機關協作、產業連結與企業輔導上均有顯著進展，而成效亦顯大幅提升。未來將持續深化府際夥伴關係合作、整合公私部門資源、深入地方產業脈動，以及不斷優化服務流程與擴大服務面向，協助更多企業善用留才制度，共同促進台灣產業人才穩定與技術永續發展。

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環境與勞動人力不足現象，勞動部修正「外國人從事就業服務法



菲律賓 127 年國慶暨移工歡樂路跑友誼賽直聘中心攤位宣傳
127th Philippine Independence Day & Migrant Workers' Event Fun Run-Direct Hiring Service Center booth promotion.

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 01 日起調整經常性開放製造業特定製程申請引進外國人。

符合前述勞動部公告指定之業者，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。因應經濟部工業局委託，本會提供計畫人力協助初審廠商資格、檢附文件、審查會議、個案列管追蹤等行政業務。

Direct Hiring Service Center Program

In Taiwan, shifting economic and household structures are driving a growing demand for migrant workers in both industrial and caregiving roles. The Workforce Development Agency of the Ministry of Labor has established the Direct Hiring Service Center to safeguard the rights and interests of both employers and foreign workers, alleviate the burdens faced by foreigners working in Taiwan, and align with Taiwan's commitment to international human rights and social welfare. The center offers employers a variety of channels for the direct employment of foreign workers.

NASME has implemented this program since December 31, 2007, and has served more than 410,000 employers and foreign workers. Starting from the first step of the application process, people can receive consultation on direct employment services through a single contact channel until all application procedures are completed. The center

provides services for the subsequent employment of foreigners in Taiwan. In addition to offering consultations in multiple languages, the center proactively reminds employers of the required procedures after employment by phone and text messages to improve service accessibility. In recent years, the center has more proactively used the “direct hiring with a work selection project” scheme to bring in foreign workers. Businesses can submit their applications to the center, which provides customized assistance to help employers hire foreign workers and ensure a better match with their specific requirements. The “Foreign Worker Employer Transfer Platform,” established in 2025, provides an opportunity for employers and foreign workers to share employment information.

In consideration of the fact that migrant workers may not be proficient in Chinese and are unfamiliar with Taiwan's benefit application procedures, the center offers non-employment consultation services in four languages (English, Vietnamese, Indonesian, and Thai) to protect the rights of migrant workers. These services include assistance with applications for labor insurance claims, occupational injury insurance claims, commercial insurance claims, and legal aid, as well as the provision of financial remittance and currency exchange information, in the hope of creating a mutually beneficial relationship between employers and employees.

Foreign Worker Application Case Handling Outsourcing Program

Taiwan is facing an aging population and a declining birth rate and has entered a super-aged society. The shrinking labor force is causing labor shortages across industries. To balance domestic economic development with employment opportunities for citizens, we are pursuing four key principles: prioritizing the rights of domestic workers, enhancing workforce skills, expanding talent recruitment and retention, and strengthening government efficiency. We aim to address labor shortages in industries and low wages for workers through a variety of channels.



亞洲臺灣商會聯合總會亞洲嘉年華會直聘中心宣傳 - 勞動部洪申翰部長（右四）與直聘中心同仁合影

Asia Taiwanese Chambers of Commerce Asian Carnival Direct Hiring Service Center promotion - Minister Hung Sun-Han (4th from right) of the Ministry of Labor and colleagues from the Direct Hiring Service Center in a group photo.

Since July 2025, employers hiring foreign caregivers to care for individuals aged 80 or older, or those between 70 and 79 with phase 2 or higher cancer, will not be required to undergo a medical assessment. The manufacturing, construction, agriculture, fishery, hospitality, and waste disposal industries, as well as those experiencing labor shortages, are allowed to apply for the employment of migrant workers or an increase in quotas.

To handle a large volume of applications for foreign worker employment permits and provide the public with consultation services by phone, the Workforce Development Agency of the Ministry of Labor entrusts NASME to assign personnel and assist with filing, reviewing, and phone-based counseling matters, as well as processing employment security fees, accommodation fees, and enforcement measures. An average of 137,000 cases were handled each month.

For a long time, NASME personnel have upheld the spirit of professionalism and remained dedicated to their duties in response to policy adjustments. We strive to create a friendly workplace that balances efficiency with employee well-being, prioritizes work-life balance, and promotes both physical and mental health to ensure the delivery of premium and efficient services to the public.

Long-term Retention of Skilled Foreign Workers Service Center Program

To achieve the goals of helping businesses stabilize their workforce and strengthen industrial technology transfer, NASME assisted the Workforce Development Agency of the Ministry of Labor in establishing the “Long-term Retention of Skilled Foreign Workers Service Center” in 2023. The center offers employers a one-stop service covering preliminary assessment, qualification verification, application assistance, cross-agency coordination, and expedited review to support the sustainability of industrial talent and reduce the risk of technical gaps.

In 2025, we actively assisted enterprises in retaining excellent migrant workers, with a greater focus on “strengthening intergovernmental collaboration” and “increasing communication outreach.” NASME has successfully fostered a cooperative relationship between the central and local governments, working together on policy advocacy and practical implementation to create an intergovernmental collaboration model. Through existing corporate service systems at the local government level, information can be better tailored to the needs of respective industrial clusters. The seminar attracted over 100 companies, enhancing their understanding of talent retention programs and demonstrating the substantial benefits of the policy outreach. Regarding “increasing communication outreach,” with the help of NASME, industrial associations in various counties and cities have partnered to promote the policies and assist in gathering companies. Furthermore, seminars were organized in collaboration with the think tanks of different industries, including the Chung-Hua Institution for Economic Research (CIER), Taiwan Institute of Economic Research (TIER), Industrial Technology Research Institute (ITRI), and 104 Job Bank, thereby deepening and broadening the scope of policy promotion services.

We have made significant progress in policy promotion, inter-agency collaboration, industry linkages, and business support, with remarkable

improvements in results. In the future, we will continue to strengthen inter-agency partnerships, integrate resources from the public and private sectors, gain deeper insights into local industries, and continuously optimize and expand services. This will help more companies utilize talent retention programs effectively and jointly foster a stable industrial talent pool and sustainable technological development in Taiwan.

Preliminary Review of Employers in the Manufacturing Industry Applying for Foreigner Workers

To help manufacturers address environmental issues and labor shortages, the Ministry of Labor 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” and allowed manufacturers, whenever needed, to apply for the introduction of foreign workers to engage in specific manufacturing processes starting October 1, 2010.

Businesses that meet the criteria specified in the Ministry of Labor's announcement may submit applications to the relevant central competent authority as needed. This authority will review the qualifications of the applicant as a basis for the Ministry of Labor to grant approval. At the request of the Industrial Development Bureau, Ministry of Economic Affairs, NASME provides personnel support for administrative tasks, including the initial review of the applicant's qualifications, document review, review meetings, and case management and follow-up.



移工留才久用方案台中場說明會

Long-term Retention of Skilled Migrant Workers Program – Taichung briefing.

臺灣品牌國際賽增能研習計畫

Sports Event Taiwan Workshop Program



臺灣品牌國際賽研習營交流分享會 - 運動部國際事務司張進旺司長 (中左一) 及本計畫林廷芳主持人 (中右一) 與與會者合影
Group photo of attendees at the Sports Event Taiwan Workshop annual forum, joined by Director of Ministry of Sports, Albert Chang (center, first from left) and Program Director, Tim Lin (center, first from right).

為強化臺灣國際賽事整體品質與承辦能力，並持續推動賽事品牌化發展，運動部持續辦理「臺灣品牌國際賽研習營」。114 年度主題為「城市品牌 x 運動科技」，共辦理 5 場國際論壇，邀請英國、德國、芬蘭、澳洲、日本、泰國等，共 12 國超過 20 名海外講者，分享賽事運營模式與實務經驗，為臺灣賽事帶來多元視角與最新趨勢，累積近 600 人次參與，上傳至中小企業網路大學校的歷年精華影片已累積逾 72,000 觀看次數。

系列論壇於民國 114 年 03 月 27 日揭開序幕，宣達年度主軸並正式展開系列活動；07 月 25 日與「ASPN 運動科技創新加速器 Demo Day」聯合舉行；11 月 21 日為年度交流分享會，除展示研習營年度成果外，並於會中頒發感謝狀感謝在臺灣辦理國際賽事的單位、縣市政府及運動協會，且頒獎予今年夯運動黑客松得獎團隊，藉此整合跨域資源、展現年度推動成果，並持續強化運動科技與城市品牌行銷。

114 年度亦辦理行政研習會，強化賽事單位對國際運動交流、行政作業程序、財務管理、年度經費核結程序等專業領域之認知和技能；另規劃工作坊，透過專家講座及分組討論引導

辦賽單位深入瞭解財會核結之要點、115 年度申請經費之方向，以及邀請中央部會及縣市政府召開以研商討論模式聚焦城市品牌賽事之資源應用與推展作法，引導賽事單位掌握臺灣品牌國際賽的精神與目標。

為了促進創新思維在運動產業中的應用，夯運動黑客松亦持續熱情進行，透過比賽模式激發參賽者的競爭與合作精神，讓多元解方有機會被驗證與實作。114 年度共 33 組學生團隊，搭配 11 場賽事及 10 家創新團隊，期盼透過賽事單位、創新團隊與青年學子三方協作，激盪多元創意提案，作為賽事單位未來規劃執行之典範。



夯運動黑客松 - 國立聯合大學及南臺科技大學團隊榮獲第一名，並於交流分享會中進行分享

Fun Sports Hackathon - The winning team from NUU and STUST presented their proposals at the Annual Forum.



臺灣品牌國際賽研習營啟動儀式 - 各縣市代表 (左一至左五)、2025 雙北世壯運林哲宏執行長 (左六)、外交部無任所劉柏君大使 (左七)、運動部國際事務司許秀玲副司長 (左八)、本計畫林廷芳主持人 (左九) 與各國際合作夥伴共同參與

The SET Workshop launch ceremony was attended by representatives from various cities and countries (first to fifth from the left), the CEO of 2025 WMG, Lin Che-Hung (sixth from left), Ambassador-at-large of Ministry of Foreign Affairs, Sophiyah Liu Po-Chun (seventh from left), the Deputy Director of Ministry of Sports, Maggie Hsu (eighth from left), Program Director, Tim Lin (ninth from left), as well as international MOU partners.

To strengthen the overall quality and organizational capabilities of international sports events in Taiwan, and to continue promoting sports event branding, the Ministry of Sports continues to hold “Sport Event Taiwan Workshop.” The theme for 2025 is “City Branding x Sports Technology” with five international forums organized. More than 20 speakers from 12 countries, including the UK, Germany, Finland, Australia, Japan, and Thailand, were invited to share event operation models and practical experiences, bringing diverse perspectives and the latest trends to Taiwan’s events. Nearly 600 people attended the forums, and the highlights from past years, uploaded to the SME Learning platform, have garnered over 72,000 views.

The series of forums kicked off on March 27, 2025, unveiling the annual theme and officially launching a series of events. On July 25, a forum was held in conjunction with the “SET Workshop X ASPN Demo Day.” The annual forum showcasing the year's highlights and presenting took place on November 21, certificates of appreciation were awarded to the organizations hosting events in Taiwan this year, as well as to county and city governments and sports associations. Awards were also presented to the winning teams of this year's Fun Sports Hackathon, fostering cross-domain collaboration, showcasing the year's achievements, and further strengthening sports technology and city branding.

In 2025, administrative seminars were held to strengthen organizers' expertise in areas such as international sports exchange, administrative processes, financial management, and annual budget review and closure procedures. Workshops were also planned, featuring expert lectures and

group discussions to help organizers gain a deeper understanding of key financial and accounting settlement points, the direction for applying for funds in 2026, and to facilitate discussions with agencies of the central and county/city governments regarding resource allocation and promotional strategies for city-branding events, ultimately guiding organizers to grasp the spirit and objectives of Sport Event Taiwan.

To continuously promote the application of innovative thinking in the sports industry, the Fun Sports Hackathon will be held with great enthusiasm. Through a competition mode, it inspires participants' competitive and cooperative spirits, allowing diverse solutions to be verified and put into practice. In 2025, there were a total of 33 student teams, alongside 11 events and 10 startups, with the hope of fostering diverse and creative proposals through collaboration between event organizers, innovative teams, and young students, thereby establishing a benchmark for future event planning and execution.



行政研習會 - 運動部國際事務司許秀玲副司長 (前排左一) 及國立清華大學運動科學系黃煜教授 (前排右一) 與與會來賓合影

Group photo with attendees of the administrative seminar, joined by the Deputy Director of Ministry of Sports, Maggie Hsu (front row, first from left) and the professor of NTHU Huang YU (front row, first from right).

優化我國中小企業經營戰略及促進全球布局躍升計畫 Optimizing Business Strategies of Taiwan's SMEs and Promoting the Global Deployment Program



林倬立副理事長（右）與駐洛杉磯經濟文化辦事處紀欽耀處長（中）、經濟組劉倫正組長（左）於臺灣 AI 智慧醫療展示中心合影

Vice Chairman Lin Cho-Li (right), Director-General Chi Chin-Yao (middle) of the Taipei Economic and Cultural Office in Los Angeles, and Economic Division Chief Liu Lun-Cheng (left) pose for a photo at the Taiwan AI Smart Health Showcase Center.

自民國 112 年啟動臺美中小企業計畫以來，持續擴展臺美合作網絡，強化技術交流、商業媒合與國際市場布局。114 年度延續既有成果，以生技醫療與 AI 科技為核心推動多項雙邊交流，5 月結合 COMPUTEX 與 InnoVEX，舉辦「臺美中小企業 AI 產業合作論壇暨商機洽談會」，邀請微軟、高通等大廠分享 AI 在醫療與智慧製造之應用趨勢，亦邀請美國各州駐臺辦事處同步提供市場與投資諮詢，帶動臺灣企業積極布局美國市場；7 月配合 BIO Asia-Taiwan 舉辦「臺美中小企業生技醫療合作論壇暨商機洽談會」，透過論壇與媒合機制，協助業者掌握美國與亞太市場商機，深化雙邊產業合作。

本會於民國 114 年 10 月 05-11 日率領 18 家臺灣智慧醫療企業赴美亞利桑那州交流，訪團成果豐碩，並於鳳凰城生技核心園區揭幕「臺灣 AI 智慧醫療展示中心」，展出 16 家企業與 2 家研究機構的創新成果，促進跨國臨床合作與商業化落地，成功建立更緊密的合作網絡，協助臺灣中小企業強化國際布局，持續深化臺美科技與醫療創新夥伴關係。

Since the launch of the Taiwan-US SME Program in 2023, we have continued to expand the Taiwan-US cooperation network and to strengthen technology exchange, business matchmaking, and international market development. In 2025, we continued to build on existing achievements and promote bilateral exchanges, focusing on biotechnology, medical care, and AI technology. In May, we held the “Taiwan-US SME AI Industry Cooperation Forum and Business Matchmaking Event” in conjunction with COMPUTEX and InnoVEX, inviting major companies such as Microsoft and Qualcomm to share trends in AI applications in medical care and smart manufacturing. We also invited U.S. State Representative Offices in Taiwan to provide market and investment consultations, encouraging Taiwanese companies to actively enter the U.S. market. In July, we held the “Taiwan-US SME Biomedical Cooperation Forum and Business Matchmaking Event” in conjunction with BIO Asia-Taiwan, assisting businesses in capturing opportunities in the US and Asia-Pacific markets through forums and matchmaking mechanisms, and deepening bilateral industrial cooperation.

We led 18 Taiwanese smart medical companies to Arizona, USA, for an exchange event from October 5 to October 11, 2025. This visit yielded significant results, including the unveiling of the “Taiwan AI Smart Healthcare Showcase Center” at the Phoenix Bioscience Core (850 PBC), where 16 companies and 2 research institutions showcased their innovative achievements. This fostered cross-border clinical collaboration and commercialization, successfully establishing a stronger network of cooperation, assisting Taiwanese SMEs in extending their international presence, and further deepening the Taiwan-US partnership in technology and medical innovation.

資料創新培力暨應用輔導案

Data Innovation Development and Application Counseling Program



政府機關資料應用交流工作坊活動合影

Group photo from the government agency data application exchange workshop.

本計畫以「資料」為本，持續推動數據培力資源及應用輔導，建構 NGO/NPO 及政府機關的數據創新應用案例，立基於應用案例將同步設計 NGO/NPO 數據轉型操作手冊，以民間組織彈性運用，另一方面將持續優化政府資料知能培力藍圖與課程開發，結合資料創新利用法制之規劃及推行，全方位整備資料創新環境，落實以人為本的數位社會發展願景。

聚焦實際的社會議題及社會服務，打造資料賦能環境，廣泛透過數據培力及客製化輔導，期為政府機關與非營利組織之數據力紮根，促成不同公共服務主體之間相互協力，共同提升我國公共服務量能。藉由深化公私協力夥伴關係，協助利害關係人運用「資料」發展出特定議題的創新解決方案，以「資料創新」作為優化公共服務的引擎，使民眾受惠於更高品質及多元化的服務。

This program focuses on “data” and continues to promote data empowerment resources and application support, as well as build data innovation application cases for NGOs/NPOs and

government agencies. Based on these cases, a data transformation manual is designed for NGOs/NPOs to facilitate flexible use in favor of private organizations. Additionally, the government will continuously optimize its data knowledge empowerment roadmaps and courses. It will combine data innovations with legal systems to comprehensively prepare a data innovation environment and realize the development vision of a people-centered digital society.

The program focuses on practical social issues and services, builds a data empowerment environment, and broadly leverages data empowerment and customized guidance to strengthen the data capabilities of government agencies and non-profit organizations. This will foster collaboration among different public service providers and collectively improve Taiwan’s public service capacity. Through deepened public-private partnerships, we assist stakeholders in leveraging data to develop innovative solutions for specific challenges, using data innovation as a driver to optimize public services and deliver more diversified, premium services to the public.

國際資安會議暨演練計畫



CODExACE 啟動儀式現場合影
Group photo of the CODExACE launch ceremony.

為強化關鍵基礎設施的資安防護並持續精進國家資通安全政策，數發部資安署委託本會舉辦「跨國網路攻防演練」與「前瞻資安探索會議」。活動吸引超過 20 個國際資安組織參與，匯集超過 300 名資安專家，邀集政策擘劃與技術專家共襄盛舉，促進資安經驗分享交流，深化國際資安合作。

本屆 ACE 會議聚焦在「資安威脅與應變能力」及「新興科技發展與資安政策」兩大主軸。邀請加拿大與愛沙尼亞等國際貴賓擔任講者，分享智慧醫療資安提升及戰略與全球合作框架推動經驗。專題座談則與立陶宛、歐盟網路安全局等國際專家學者共同研議威脅解決方案，主題亦涵蓋關鍵基礎設施防護、供應鏈安全、後量子密碼等關鍵議題。

114 年度 CODE 演練選定醫療場域，並以醫院實際作業情境建置模擬場域，規模為歷年最大。由國內 11 家大型醫學中心編成 4 組藍隊擔任防禦方，考驗關鍵基礎設施提供者面對資安事件應處能力，並新增情資分享與資安聯防等要素，以貼近真實資安事件應處實務作業。

攻擊方則相較上屆競賽擴大至 12 組攻擊隊伍，有來自捷克、立陶宛等 6 國國際組織，其中不乏有建立國家級訓場的愛沙尼亞、致力於荷蘭醫療領域的 Z-CERT 與提升波蘭國家網安防護的 CERT Polska 等國際勁旅，國內則由調查局等機關與國內駭客競賽獲獎學員組團參與。

本屆 CODE 與 ACE 活動成功將國家戰略視野與前線實務技術緊密結合，不僅是頂尖技術的交流，亦促使我國與理念相近國家建立合作關係，共同提升網路安全韌性，展現我國積極應對新興威脅的堅定決心。



ACE 資安會議
ACE cybersecurity conference.

International Information Security Conference and Exercise Program

To strengthen the information security protection of critical infrastructure and further refine national cybersecurity policy, the Administration for Cyber Security, Ministry of Digital Affairs, has commissioned NASME to host the “Cross-border Cyber Offensive and Defensive Exercise” and the “Advanced Cybersecurity Exploration Conference.” The event attracted over 20 international cybersecurity organizations and more than 300 cybersecurity experts, bringing together policy leaders and technical specialists to foster the sharing of cybersecurity experiences and strengthen international cooperation.

The ACE conference this year focused on two main topics: “Information Security Threats and Responses” and “Emerging Technology Development and Information Security Policy.” We invited international VIPs from Canada and Estonia to speak and share their insights on enhancing smart healthcare cybersecurity and advancing strategic global cooperation frameworks. The special symposium brought together international experts and scholars from Lithuania and the European Union Agency for Cybersecurity (ENISA) to discuss solutions to various threats. The topics covered key issues such as critical infrastructure protection, supply chain security, and post quantum cryptography (PQC).

In 2025, the CODE was held in selected medical facilities, featuring simulated scenarios based on real hospital operations. This is the largest exercise to date. Eleven major medical centers in Taiwan formed four Blue Teams acting as the defending side in the exercise, which tested the cybersecurity incident response capabilities of critical infrastructure providers. The exercise

incorporated elements of intelligence sharing and collaborative cybersecurity defense to more closely reflect real-world incident-handling practices. The attacking side has expanded to 12 teams, compared to the previous competition, and is formed by international organizations from six countries, including the Czech Republic and Lithuania, as well as other international powerhouses such as Estonia, which has established a national training center; Z-CERT, which is dedicated to the medical field in the Netherlands; and CERT Polska, which enhances the national cybersecurity of Poland. Domestically, teams are formed by agencies like the Investigation Bureau and by winners of domestic hacking competitions.

The CODE and ACE events this year successfully integrated the national strategic vision with frontline practical technologies. It not only facilitated the exchange of cutting-edge technologies but also fostered collaborative relationships with like-minded nations, collectively enhancing cybersecurity resilience and demonstrating Taiwan’s resolute commitment to proactively addressing emerging threats.



CODE 演練攻擊隊伍演練過程
CODE Red Team Exercise Process.

關於全國中小企業總會

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組織介紹

About NASME

會員大會

Membership Assembly

本會會員分佈國各行各業，包括製造業、服務業、商業等；在會員組成方面，公司會員佔 62%，個人會員佔 28%，團體會員佔 9%，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 62% of the membership, individual members account for 28%, group members account for 9% 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

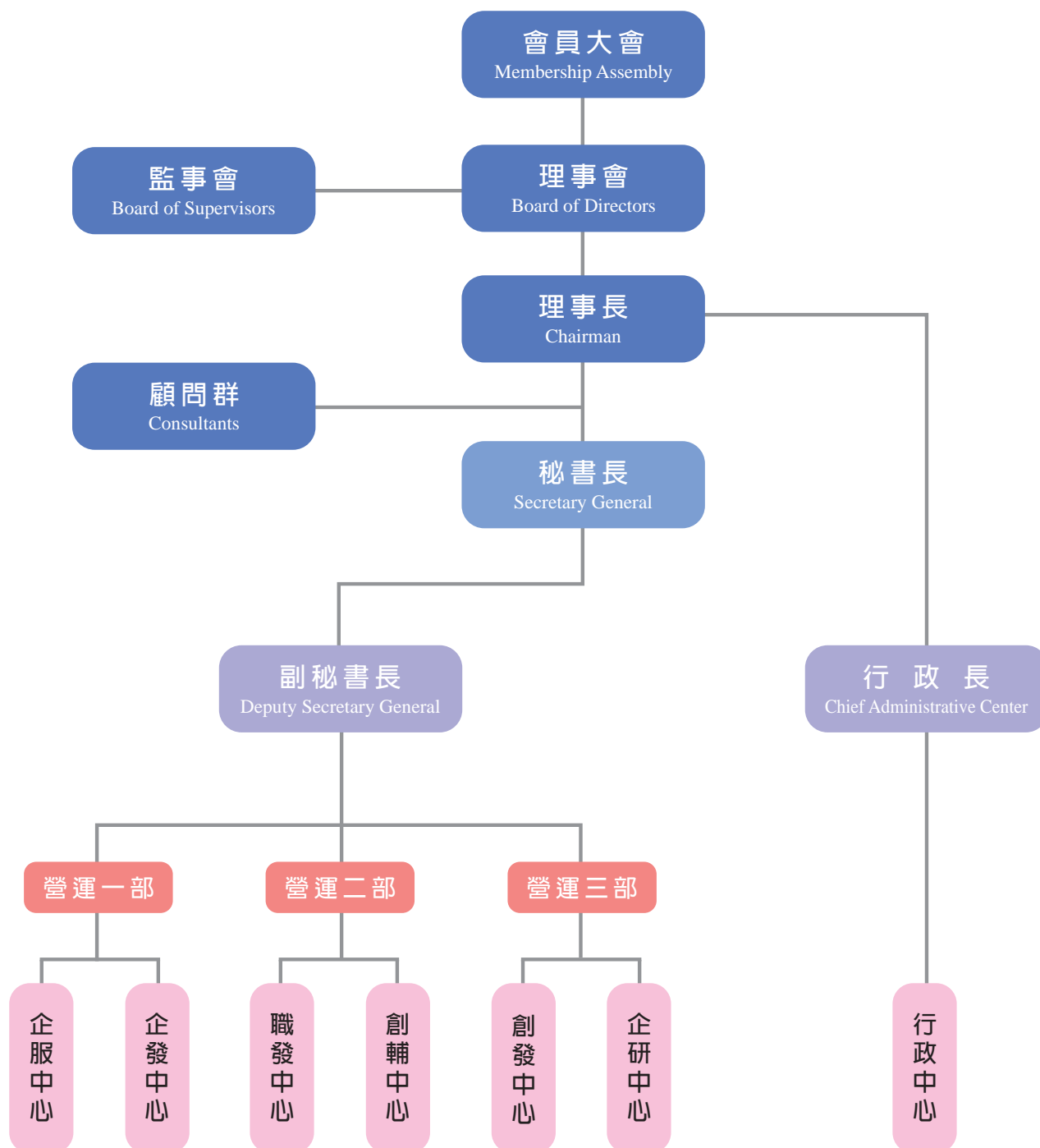
Board of Directors and Supervisors

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
Information system infrastructure and E-management

營運一部

Operations Department One

企服中心 |

Enterprises Service Center

- 協助企業傳承接班(二代大學)
Assistance in business succession (New Generation College)
- 推動中小企業法規調適及諮詢服務
Promote SME regulatory compliance and consulting services
- 推動商業服務業數位應用轉型
Promote digital transformation of commercial services
- 辦理新創採購
Startup Procurement
- 推動創新研究獎選拔及聯誼會運營
Promote SMEs Innovation Award selection and manage club events
- 協助文創產業投資後管理
Assist with post-Investment management for the cultural and creative industries

企發中心 |

Enterprises Development Center

- 辦理中高齡友善職場認證及推展貿易計畫
Organize and implement middle-aged and senior-friendly workplace certification and promote trade initiatives
- 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
- 促進在地城鄉特色發展及數位加值
Facilitating the characteristic development and digital value-added of local cities and townships
- 推動退除役官兵軍民專長轉銜
Promote the transition of skills and experience from retired military personnel to the civilian workforce

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.
- 推動合作事業發展
Promoting the Development of Cooperatives

創輔中心 |

Business Startup Assistance Center

- 數據轉型與跨域共創協作
Data transformation and cross-domain co-creation
- 公共創新競賽與實證場域輔導
Public innovation competition and field-testing coaching
- 新創事業政策貸款協助及商機媒合
Policy loan assistance and business matchmaking for startups
- 創業諮詢輔導及育成培訓
Startup consulting, coaching, and incubation training
- 支援社會創新企業
Support social innovation enterprises

營運三部

Operations Department Three

創發中心 |

Innovations Development Center

- 小微企業服務創新推動
Promote innovation in small and micro enterprise services
- 農業經營輔導整合推展
Integrated promotion of agricultural management coaching
- 外交政策實務知能推廣
Promotion of practical knowledge and professional skills in foreign policy
- 職前訓練評鑑與品質提升
Pre-employment training evaluation and quality enhancement
- 職能基準發展與認證輔導
Competency development and certification coaching

企研中心 |

Enterprise Research Center

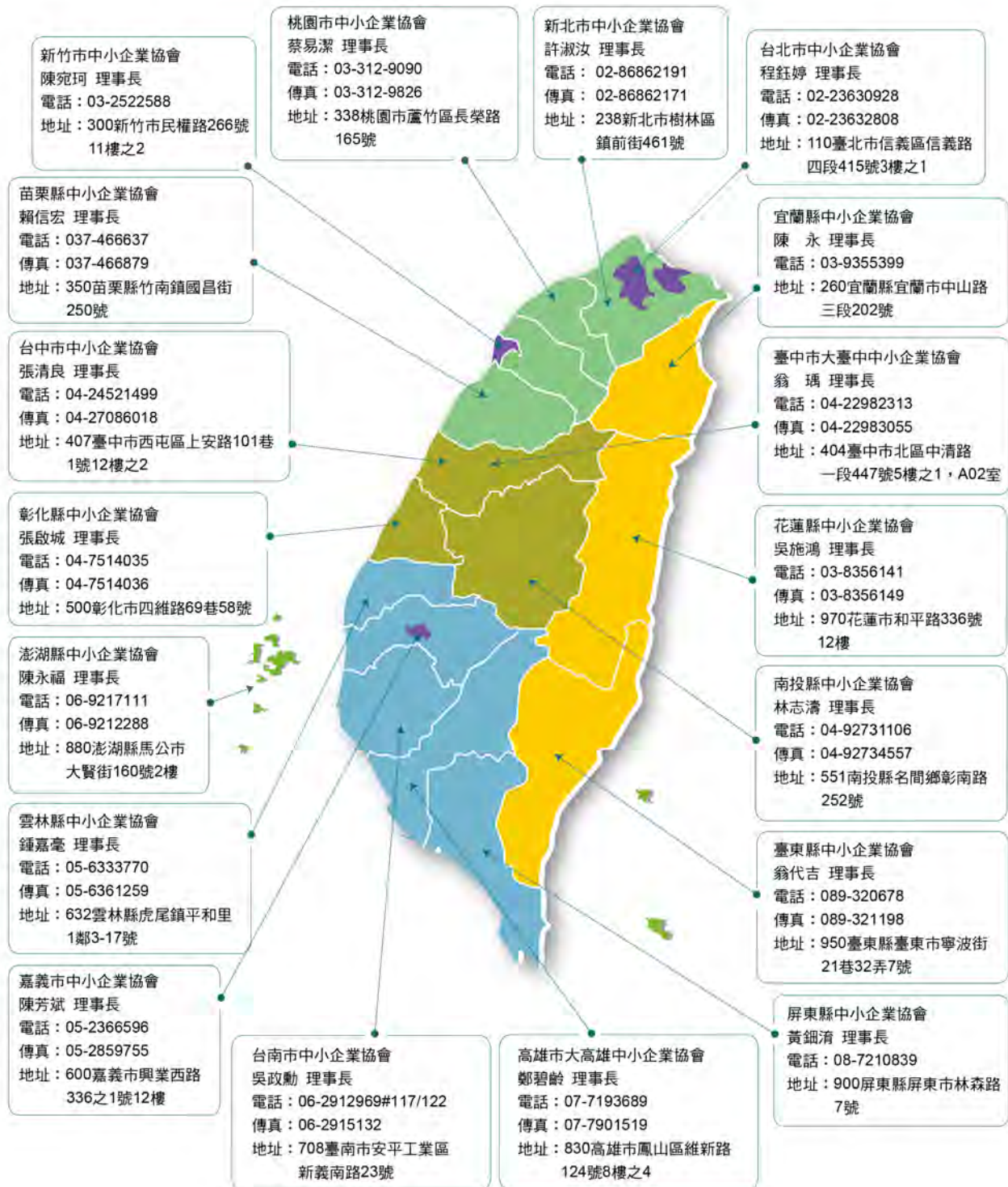
- 協助企業人力資源提升
Assist to enhance the HR of business
- 鼓勵勞工自主學習
Encourage staffs' self-learning
- 協助青年就業政策推動與服務
Youth employment policy promotion and service
- 網實整合之職涯發展服務
Bricks and clicks career development services
- 亞洲技能競賽暨國際合作交流
WorldSkills Asia Competition & International Collaboration and Exchange Program

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



微巨聯誼會



傑出仕女聯誼會



創新研究獎聯誼會



新一代企業家聯誼會



群賢聯誼會



新創事業獎聯誼會



圓緣聯誼會



圓融聯誼會



樂活聯誼會



精品美學聯誼會



緣久聯誼會



緣遊聯誼會



台灣展拓聯誼會



學友聯誼會



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
監事長	林坤榮	英城營造(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	創辦人
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
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
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	美商埃克森美孚石油台灣分公司	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	董事長
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

職別	姓名	公司名稱	公司職稱
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	洽富實業(股)公司	總經理
理事	黃中亢	簞十廣告公司	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	資深協理
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
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	董事長
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	一杏牙醫醫美集團	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。		-

會員權利／義務

★ 依入會時間，分為準會員及正會員

一、準會員：申請入會未達兩年者

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

項目	內容
權利	<ol style="list-style-type: none"> 1. 發言權 2. 表決權、選舉權、被選舉權與罷免權（※ 準會員和贊助會員除外） 3. 本會所舉辦各種服務事業上之優惠利益 4. 其他會員應享之權利
義務	<ol style="list-style-type: none"> 1. 遵守本會章程及決議案 2. 擔任本會推定之職務或指派之任務 3. 按期繳納會費
增值服務	<ul style="list-style-type: none"> • 提供本會年報、線上會員名錄和中小企業報馬仔電子報 • 中小企業相關獎項選拔諮詢 • 提供企業內訓規劃和課程辦理諮詢 • 優先參加本會辦理之各項研討會、專題演講 • 優先參加本會辦理之國內外商務考察團 • APEC 商務卡推薦申請（符合推薦資格者得以推薦）

★ 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、有限合夥或商業登記，實收資本額或出資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 "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 TWD 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 113年11月27日以經企字第11354001110號令修正發布
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