

2014
歐盟-台灣雙邊關係概況
EU-TAIWAN
FACTFILE 2014



European Economic and
Trade Office
歐洲經貿辦事處

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OVERVIEW

- The EU and Taiwan have continued, over the past year, to develop dialogue, exchanges and cooperation in a large number of fields, such as economic relations, science, education, human rights and culture, but also including emerging new areas of cooperation such as nuclear safety.
- The EU is Taiwan's fifth trade partner after China (including Hong Kong), the ASEAN bloc, the USA and Japan. At the same time, the EU is historically, and once again in 2013, the largest provider of Foreign Direct Investment to Taiwan.
- Taiwan was, in 2013, the EU's 21st largest trading partner worldwide (and its 7th in Asia).
- Trade between the EU and Taiwan has increased significantly over the past two decades, but the trend has become mostly flat in the past 10 years as far as trade in goods is concerned. The EU also has a chronic deficit on trade in goods with Taiwan, which has been reducing gradually. The bilateral trade in services has been more dynamic: it doubled in ten years and the EU has a surplus in this field.
- The EU and Taiwan have a structured dialogue. In the annual consultations, all trade policy issues are addressed, including WTO obligations and issues of bilateral concern. Within this consultation mechanism, four technical working groups also deal with issues relating to intellectual property rights, technical barriers to trade (including automotive), pharmaceutical and sanitary and phyto-sanitary rules.



1 ECONOMIC RELATIONS

1.1. TRADE RELATIONS

1.1.1. Trade in goods: main trends in 2013

EU-Taiwan trade in goods increased by 0.5% compared with 2012.

After a short slowdown in 2012, EU exports to Taiwan grew again in 2013 by 4.4% from €15.8bn to €16.5bn. Meanwhile, global EU exports saw a 3.2% increase during the past year. EU imports from Taiwan fell by 2% from €22.5bn in 2012 to €22.1bn in 2013, while imports from the rest of the world decreased by 6.9% in the same period.

The EU's trade deficit with Taiwan shrank to €5.5bn in 2013, compared with €6.7bn in 2012.

Figure 1: Trade in goods between the EU and Taiwan

Source: Eurostat

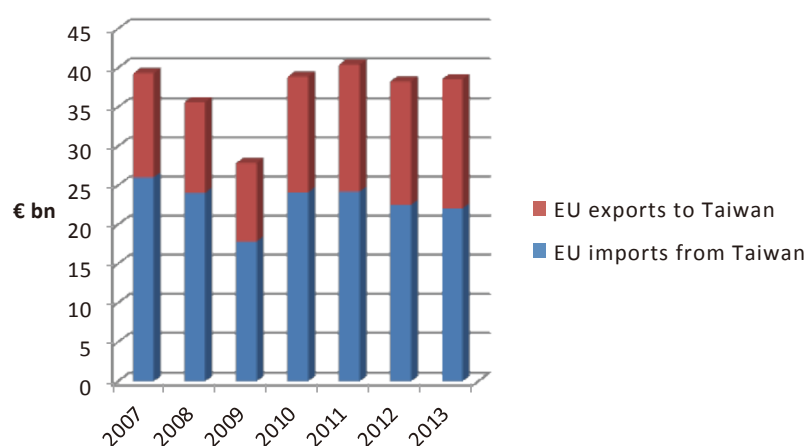


Table 1: Trade in goods between the EU and Taiwan

Source: Eurostat

Unit: €bn

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
EU exports to Taiwan	11	12.9	13.1	13.2	13.3	11.6	10	14.8	16.2	15.8	16.5
Annual growth rate (%)	-7.6	17.3	1.6	0.8	0.8	-12.8	-13.8	48	9.5	-2.5	4.4
EU imports from Taiwan	22.6	23.9	24.1	26.7	26	24.1	17.9	24.1	24.2	22.5	22.1
Annual growth rate (%)	-2.6	5.8	0.8	10.8	-2.6	-7.3	-25.7	34.6	0.4	-7	-1.8
Total	33.6	36.8	37.2	39.9	39.3	35.7	27.9	38.9	40.4	38.3	38.6
Annual growth rate (%)	-4	9.2	1.1	7.3	-1.3	-9.4	-21.8	39.4	3.9	-5.2	0.5
Balance for the EU	-11.6	-11	-11	-13.5	-12.7	-12.5	-7.9	-9.3	-8	-6.7	-5.6

Note: There are discrepancies between Eurostat's trade statistics and Taiwan customs statistics, partly due to variations in exchange rates as well as shipments through third countries.

1.1.2. Rankings: imports, exports of goods and overall trade volume

Taiwan is currently the EU's 21st largest trading partner, just after South Africa and ahead of all ASEAN countries except Singapore.

Taiwan's position as a source of EU imports remained at the same rank from 2012 to 2013. Thus, Taiwan is currently the 17th largest supplier to the EU, a ranking comparable to that of Kazakhstan, Libya and Vietnam. Its share of the EU market remains of 1.3% in 2013.

The amount of EU exports to Taiwan rose by 4.4% in 2013 compared with a 2.5% decrease in 2012. Taiwan remains the EU's 23rd largest export market in 2013, purchasing 1% of total EU exported goods and in the same league as Israel or Thailand as a market for EU goods.

Table 2: The EU's leading partners in 2013 in trade in goods

Source: European Commission, Directorate General for Trade

Main exports partners				Main imports partners				Main trade partners			
Rk	Leading clients	Exports (€ bn)	Share in exports	Rk	Leading suppliers	Imports (€ bn)	Share in imports	Rk	Leading partners	Total (€ bn)	Share in trade
	Extra EU	1,732.9	100%		Extra EU	1,683.4	100%		Extra EU	3,416.3	100%
1	United States	288.0	16.6%	1	China	279.9	16.6%	1	United States	484.0	14.2
2	Switzerland	169.5	9.8%	2	Russia	206.6	12.3%	2	China	428.0	12.5
3	China	148.1	8.5%	3	United States	196.0	11.6%	3	Russia	326.4	9.6
4	Russia	119.8	6.9%	4	Switzerland	94.3	5.6%	4	Switzerland	263.8	7.7
5	Turkey	77.7	4.5%	5	Norway	90.0	5.3%	5	Norway	140.2	4.1
6	Japan	54.0	3.1%	6	Japan	56.4	3.4%	6	Turkey	127.9	3.7
7	Norway	50.2	2.9%	7	Turkey	50.2	3.0%	7	Japan	110.4	3.2
	United Arab Emirates	44.6	2.6%	8	India	36.8	2.2%	8	South Korea	75.8	2.2
8	Emirates	44.6	2.6%	9	South Korea	35.8	2.1%	9	Brazil	73.1	2.1
9	Brazil	40.1	2.3%	10	Brazil	33.0	2.0%	10	India	72.7	2.1
10	South Korea	40.0	2.3%	11	Algeria	31.8	1.9%	11	Saudi Arabia	63.8	1.9
11	India	35.9	2.1%	12	Saudi Arabia	30.1	1.8%	12	Canada	58.9	1.7
12	Hong Kong	35.7	2.1%	13	Nigeria	28.7	1.7%	13	Algeria	54.2	1.6
13	Saudi Arabia	33.7	1.9%	14	Canada	27.3	1.6%	14	United Arab Emirates	53.9	1.6
14	Australia	32.1	1.9%	15	Kazakhstan	23.5	1.4%	15	Singapore	46.3	1.4
15	Canada	31.6	1.8%	16	Libya	23.2	1.4%	16	Hong Kong	46.0	1.3
16	Singapore	28.7	1.7%	17	Taiwan	22.1	1.3%	17	Mexico	44.0	1.3
17	Mexico	27.4	1.6%	18	Vietnam	21.3	1.3%	18	Australia	42.3	1.2
18	South Africa	24.5	1.4%	19	Malaysia	19.3	1.1%	19	Nigeria	40.4	1.2
19	Ukraine	23.9	1.4%	20	Singapore	17.6	1.0%	20	South Africa	40.0	1.2
20	Algeria	22.4	1.3%	21	Mexico	17.5	1.0%	21	Taiwan	38.6	1.1
21	Morocco	17.3	1.0%	22	Thailand	17.1	1.0%	22	Ukraine	37.7	1.1
22	Israel	17.0	1.0%	23	South Africa	15.5	0.9%	23	Malaysia	33.7	1.0
23	Taiwan	16.5	1.0%	24	Indonesia	14.3	0.9%	24	Thailand	32.1	0.9
24	Thailand	15.0	0.9%	25	Azerbaijan	14.2	0.8%	25	Libya	31.0	0.9
25	Egypt	14.9	0.9%								

1.1.3. Comparison of EU-Taiwan trade with other main trading partners

According to Eurostat figures, EU-Taiwan trade increased by 0.5% in 2013 compared to 2012. The same year, EU bilateral trade with Hong Kong also grew by 3.7%. However, EU trade with China, India and Japan all fell by respectively 1.1%, 4.7% and 8%. Trade volume between the EU and South Korea remained the same as the year before.

Table 3: EU's trade with its main Asian partners in 2013

Source: Eurostat

Unit: €bn

	China	Hong Kong	India	Japan	South Korea	Taiwan
Exports from EU	148.3	35.7	35.9	54	40	16.5
Imports into EU	280	10.2	36.8	56.5	35.8	22
Trade volume	428.3	45.9	72.7	110.5	75.8	38.5
Balance	-131.7	25.5	-0.9	-2.5	4.2	-5.5

According to Taiwan's Bureau of Foreign Trade, Taiwan's overall foreign trade has increased by 0.7% in 2013. Imports into Taiwan fell by 0.2% with a total amount of US\$270 bn, while Taiwan's total exports increased by 1.4% with a total amount of US\$305.4 bn. Taiwan's trade surplus increased by 15.7% over the same period.

Taiwanese figures show that EU exports to Taiwan have increased by 1.4% in 2013 for a value of US\$23.9 bn, which is a small recovery from the drop of 6.3% in 2012. However, EU imports from Taiwan have slightly decreased by 1.2% from 2012 to 2013, for a total value of US\$25.3 bn.

Table 4: Share of Taiwan's imports and exports by partner in 2013

Source: Directorate General of Customs, Ministry of Finance

The EU is Taiwan's fifth largest trade partner after China (including Hong Kong), the ASEAN bloc, Japan and the US.

	EU	ASEAN	China (incl. HK)	Japan	South Korea	USA	Australia	Other
Imports share (%)	9.65	12.04	16.38	15.99	5.84	9.33	2.92	27.85
Exports share (%)	8.21	19.18	39.68	6.29	3.95	10.66	1.23	10.8

Figure 2: Share of Taiwan's imports and exports by partner in 2013

Source: Directorate General of Customs, Ministry of Finance

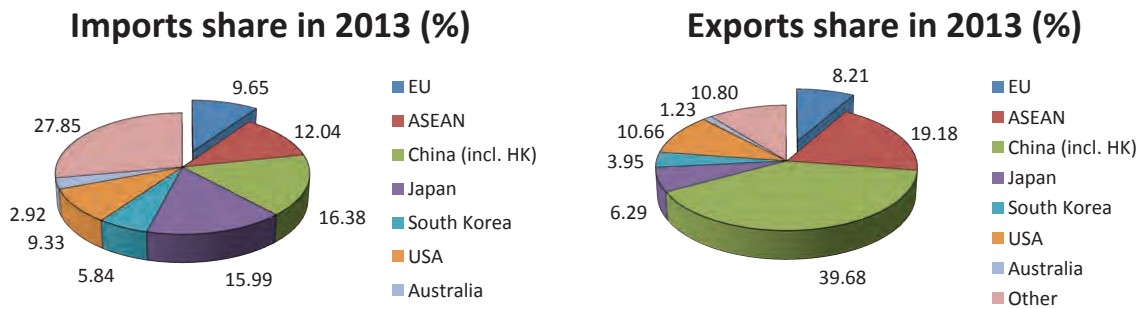


Figure 3: Taiwan's trade with its main partners over the last decade

Source: Directorate General of Customs, Ministry of Finance

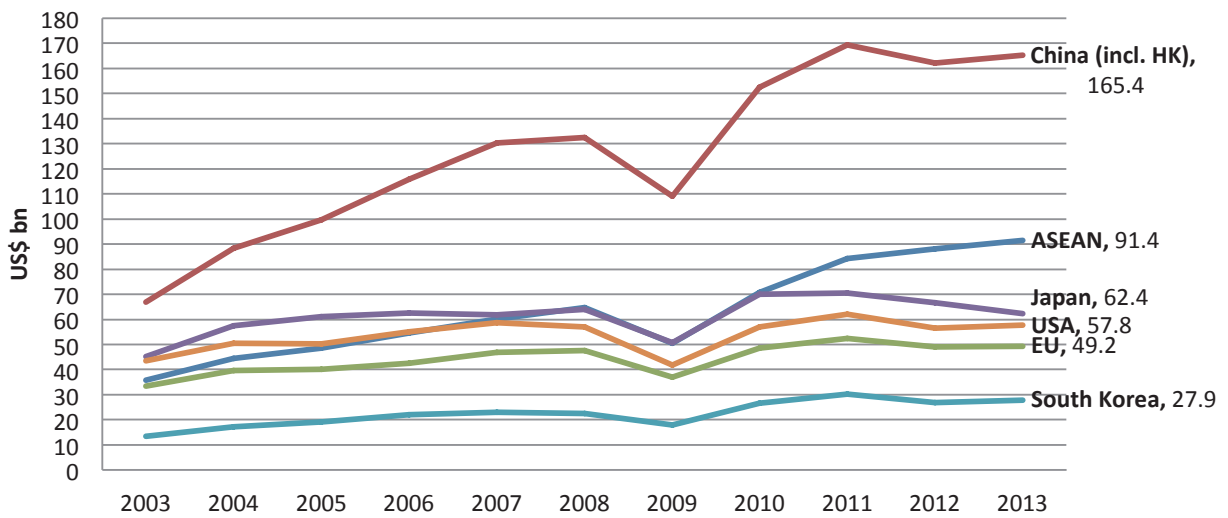


Table 5: Taiwan's trade with its main partners in 2013

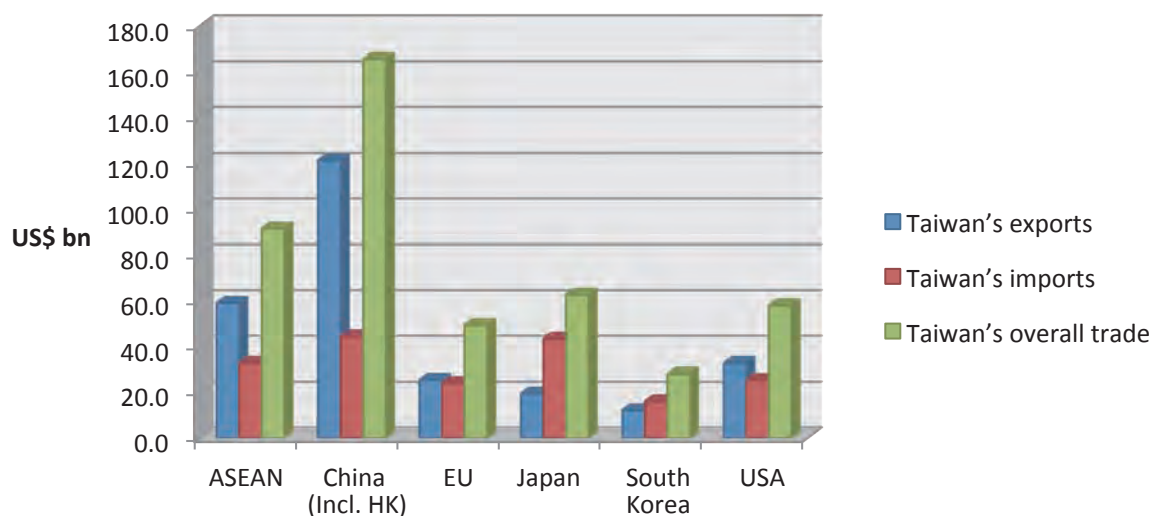
Source: Directorate General of Customs, Ministry of Finance

Unit: US\$ bn

	ASEAN	China (incl. HK)	EU	Japan	South Korea	USA
Taiwan's exports	58.8	121.2	25.3	19.2	12.1	32.6
Change from 2012 (%)	2.3	2.5	-1.2	0.2	0.3	-0.4
Taiwan's imports	32.6	44.2	23.9	43.2	15.8	25.2
Change from 2012 (%)	1.1	0.6	1.4	-4.4	0.7	1.6
Taiwan's trade	91.4	165.4	49.2	62.4	27.9	57.8
Change from 2012 (%)	3.4	3.1	0.2	-4.2	1.0	1.2

Figure 4: Taiwan's trade with its main partners in 2013

Source: Directorate General of Customs, Ministry of Finance



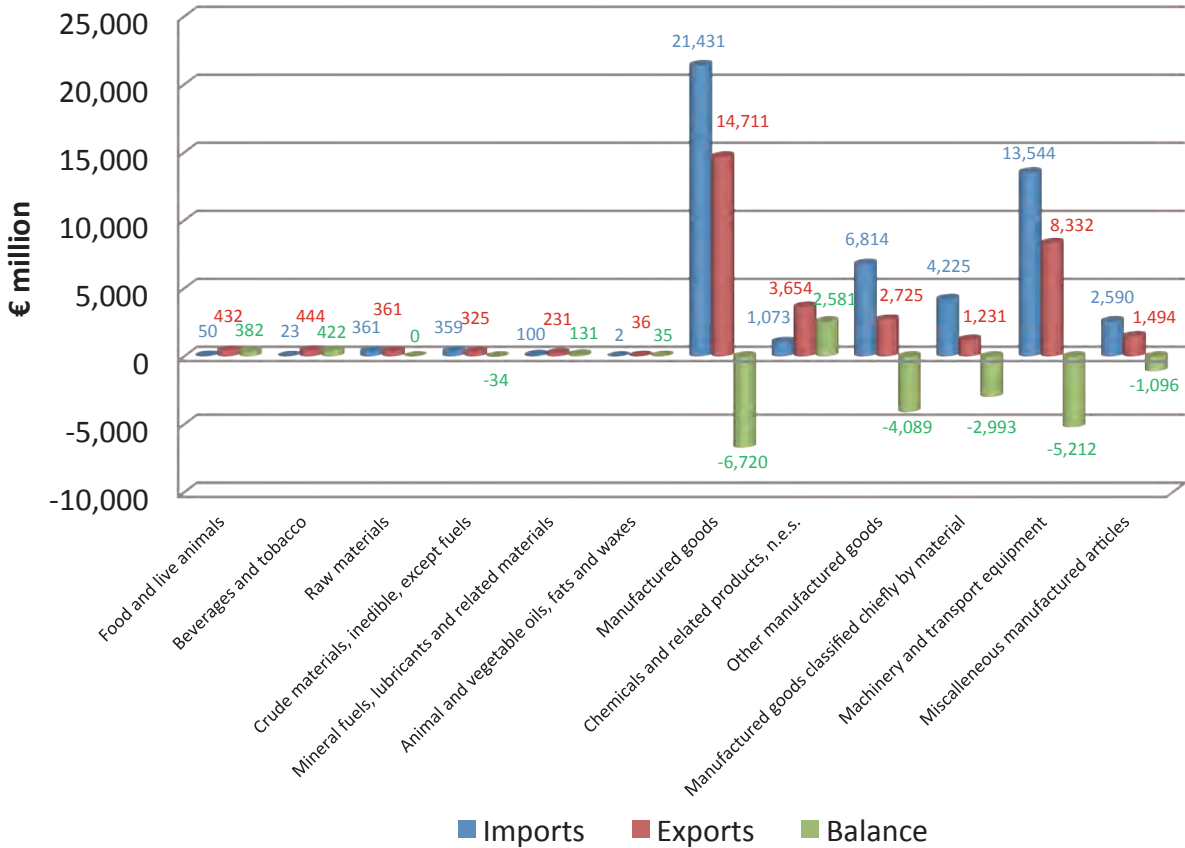
1.1.4. Structure by product

The Taiwanese economy is one of the world's leading suppliers of electronic components such as computer memory chips and semiconductors as well as personal computers and optoelectronics, including flat panel displays. The structure of Taiwan's exports to the EU is dominated by ICT products which are assembled in Taiwan or mainland China and then sold to Europe and the rest of the world – keeping in mind that products originating in Taiwan but assembled in Mainland China or South East Asia do not appear in the bilateral EU-Taiwan trade statistics. The EU as a final market is, in other words, more important for Taiwan than what the direct trade statistics depict.

In 2013, these manufactured goods along with machinery and transport equipment accounted for the bulk of trade between the European Union and Taiwan, followed by chemicals, including pharmaceuticals. Agricultural goods, iron and steel, textiles and clothing, beverages and tobacco, etc. are also traded, but in smaller quantities compared to the leading items.

Figure 5: EU trade with Taiwan by product group in 2013

Source: Eurostat



1.1.4.1. EU imports from Taiwan in 2013

Taiwan accounted for 1.3% of the EU's total imports from the rest of the world.

The most important EU imports from Taiwan are ICT products, such as office and telecommunication equipment (35.7% of EU imports from Taiwan). This includes telecommunications equipment (15.3%), integrated circuits and electronic components (11.6%), and electronic data processing and office equipment (8.8%).

The structure of imported goods, predominantly sophisticated ICT products, has remained constant over the past years, reflecting Taiwan's specialisation in this sector.

Table 6: EU imports from Taiwan in 2013 by product category

Source: European Commission, Directorate-General for Trade

Product Groups	Value (Mio €)	Share of Total (%)	Share of Taiwan in EU imports (%)
TOTAL	22,120	100.0	1.3
Primary products	1,278	5.8	0.2
_Agricultural products	326	1.5	0.2
__Food	74	0.3	0.1
___of which Fish	16	0.1	0.1
__Raw materials	251	1.1	1.1
_Fuels and mining products	953	4.3	0.2
__Ores and other minerals	108	0.5	0.3
__Fuels	100	0.5	0.0
___of which Petroleum and petroleum products	99	0.5	0.0
__Non ferrous metals	745	3.4	2.1
Manufactures	20,642	93.3	2.2
_Iron and steel	778	3.5	3.0
_Chemicals	1,073	4.9	0.7
__of which Pharmaceuticals	41	0.2	0.1
_Other semi-manufactures	2,386	10.8	2.9
_Machinery and transport equipment	13,544	61.2	3.1
__Office and telecommunication equipment	7,897	35.7	4.7
___Electronic data processing and office equipment	1,953	8.8	2.8
___Telecommunications equipment	3,382	15.3	4.4
___Integrated circuits and electronic components	2,562	11.6	12.1
__Transport equipment	2,033	9.2	2.1
___of which Automotive products	443	2.0	1.0
__Other machinery	3,613	16.3	2.2
___Power generating machinery	200	0.9	0.6
___Non electrical machinery	1,650	7.5	2.5
___Electrical machinery	1,763	8.0	2.6
_Textiles	315	1.4	1.4
_Clothing	103	0.5	0.1
_Other manufactures	2,443	11.0	1.7
___of which Scientific and controlling instruments	450	2.0	1.3
Other products	152	0.7	0.4
Other	47	0.2	n.a.

1.1.4.2. EU exports to Taiwan in 2013

Taiwan accounted for 1% of the EU's total exports to the rest of the world.

The EU's main export to Taiwan is machinery and transport equipment, which makes around half of the total export volume.

This was the case again in 2013, with machinery and transport equipment accounting for 50.5% of EU exports. This includes non-electrical machinery (24.4%), transport equipment (12.2%) as well as office and telecommunication equipment (8.1%). Taiwan is also an important client of EU chemicals exports (22.1%).

While the basic structure of EU exports has remained constant, 2013 witnessed some slight changes on the previous year's figures. The total amount of EU exports to Taiwan increased in 2013 compared to 2012. Exports of chemical products continued to grow (share in 2011: 20%; in 2012: 21.7%; in 2013: 22.1%). By contrast, transport equipment decreased from 14% to 9.2% after it had shown a healthy growth for the past couple of years. Meanwhile, the share of EU exports represented by agricultural exports decreased from 7.1% to 6.6%.



Table 7: EU exports to Taiwan in 2013 by product category

Source: European Commission, Directorate-General for Trade

Product Groups	Value (Mio €)	Share of Total (%)	Share of Taiwan in EU exports (%)
TOTAL	16,513	100.0	1
Primary products	1,671	10.1	0.6
_Agricultural products	1.09	6.6	0.8
_Food	912	5.5	0.8
_of which Fish	44	0.3	1.1
_Raw materials	178	1.1	0.8
_Fuels and mining products	581	3.5	0.4
_Ores and other minerals	147	0.9	0.9
_Fuels	231	1.4	0.2
_of which Petroleum and petroleum products	168	1.0	0.2
_Non ferrous metals	203	1.2	0.9
Manufactures	14,506	87.9	1.1
_Iron and steel	272	1.7	0.7
_Chemicals	3,654	22.1	1.3
_of which Pharmaceuticals	997	6.0	0.9
_Other semi-manufactures	693	4.2	0.6
_Machinery and transport equipment	8,332	50.5	1.2
_Office and telecommunication equipment	1,339	8.1	1.8
_Electronic data processing and office equipment	176	1.1	0.7
_Telecommunications equipment	254	1.5	0.7
_Integrated circuits and electronic components	909	5.5	5.9
_Transport equipment	2,022	12.2	0.7
_of which Automotive products	1,399	8.5	0.8
_Other machinery	4,970	30.1	1.4
_Power generating machinery	342	2.1	0.7
_Non electrical machinery	4,024	24.4	1.9
_Electrical machinery	604	3.7	0.7
_Textiles	62	0.4	0.4
_Clothing	152	0.9	0.7
_Other manufactures	1,340	8.1	0.9
_of which Scientific and controlling instruments	615	3.7	1.2
Other products	173	1.1	0.2
Other	163	1.0	n.a.

1.1.5. Trade by EU Member States

The top five Member States (Germany, the Netherlands, UK, France and Italy) account for more than 3/4 of EU-Taiwan trade.

The EU's single market and the free movement of goods on that market make it difficult to attribute exact trade flows to a specific EU Member State.

In view of its leading position on the world market in areas such as machine tools and other mechanical equipment, Germany continues to be Taiwan's largest trading partner within the EU.

Table 8: Taiwan's trade with EU Member States

Source: Eurostat

	IMPORT		EXPORT		TOTAL		Growth (%)
	2012	2013	2012	2013	2012	2013	2013
Germany	4,984,573,584	4,964,579,010	5,771,088,941	5,902,718,886	10,755,662,525	10,867,297,896	1.0
Netherlands	3,797,261,715	3,577,988,232	2,878,094,400	3,605,965,364	6,675,356,115	7,183,953,596	7.6
United Kingdom	3,924,173,008	4,026,882,776	1,302,746,730	1,338,324,880	5,226,919,738	5,365,207,656	2.6
France	1,773,569,485	1,743,570,615	1,937,776,039	1,721,871,401	3,711,345,524	3,465,442,016	-6.6
Italy	1,563,066,606	1,451,745,928	971,042,068	1,012,779,419	2,534,108,674	2,464,525,347	-2.7
Belgium	782,179,346	852,746,710	807,711,213	705,112,938	1,589,890,559	1,557,859,648	-2.0
Spain	763,805,558	783,455,267	440,430,474	486,223,707	1,204,236,032	1,269,678,974	5.4
Sweden	813,468,355	684,184,287	365,733,460	378,865,751	1,179,201,815	1,063,050,038	-9.9
Hungary	886,159,524	717,034,157	73,415,064	93,150,807	959,574,588	810,184,964	-15.6
Austria	362,794,196	370,466,010	302,550,117	344,429,822	665,344,313	714,895,832	7.4
Czech Republic	628,484,090	589,755,438	124,665,843	113,848,553	753,149,933	703,603,991	-6.6
Poland	529,379,909	576,893,351	134,787,127	118,075,965	664,167,036	694,969,316	4.6
Denmark	344,091,359	332,106,502	217,345,108	207,336,696	561,436,467	539,443,198	-3.9
Finland	199,685,788	197,838,373	191,605,729	191,873,714	391,291,517	389,712,087	-0.4
Slovakia	317,378,135	287,877,694	30,770,394	22,242,444	348,148,529	310,120,138	-10.9
Ireland	214,500,916	175,950,432	128,220,216	129,007,165	342,721,132	304,957,597	-11.0
Romania	127,240,040	123,755,343	22,745,559	23,392,940	149,985,599	147,148,283	-1.9
Portugal	102,018,752	109,149,970	25,936,684	26,642,985	127,955,436	135,792,955	6.1
Greece	96,692,432	116,876,511	15,382,581	15,524,083	112,075,013	132,400,594	18.1
Slovenia	72,522,133	87,890,496	14,584,445	13,654,079	87,106,578	101,544,575	16.6
Bulgaria	64,724,680	67,258,561	24,394,316	23,817,927	89,118,996	91,076,488	2.2
Croatia	62,376,371	43,933,499	8,166,965	3,478,918	70,543,336	70,543,337	0.0
Estonia	48,209,742	56,123,066	4,962,229	4,458,890	53,171,971	60,581,956	13.9
Lithuania	48,735,358	47,019,215	4,638,450	7,696,018	53,373,808	54,715,233	2.5
Malta	30,591,526	45,803,779	9,495,778	6,027,304	40,087,304	51,831,083	29.3
Latvia	31,597,425	40,844,646	5,508,057	3,999,017	37,105,482	44,843,663	20.9
Luxemburg	38,829,472	29,594,959	6,109,496	9,929,463	44,938,968	39,524,422	-12.0
Cyprus	22,840,505	18,459,933	2,724,515	2,152,768	25,565,020	20,612,701	-19.4

Figure 6: Trade volume between the EU-28 and Taiwan in 2013

Source: Eurostat

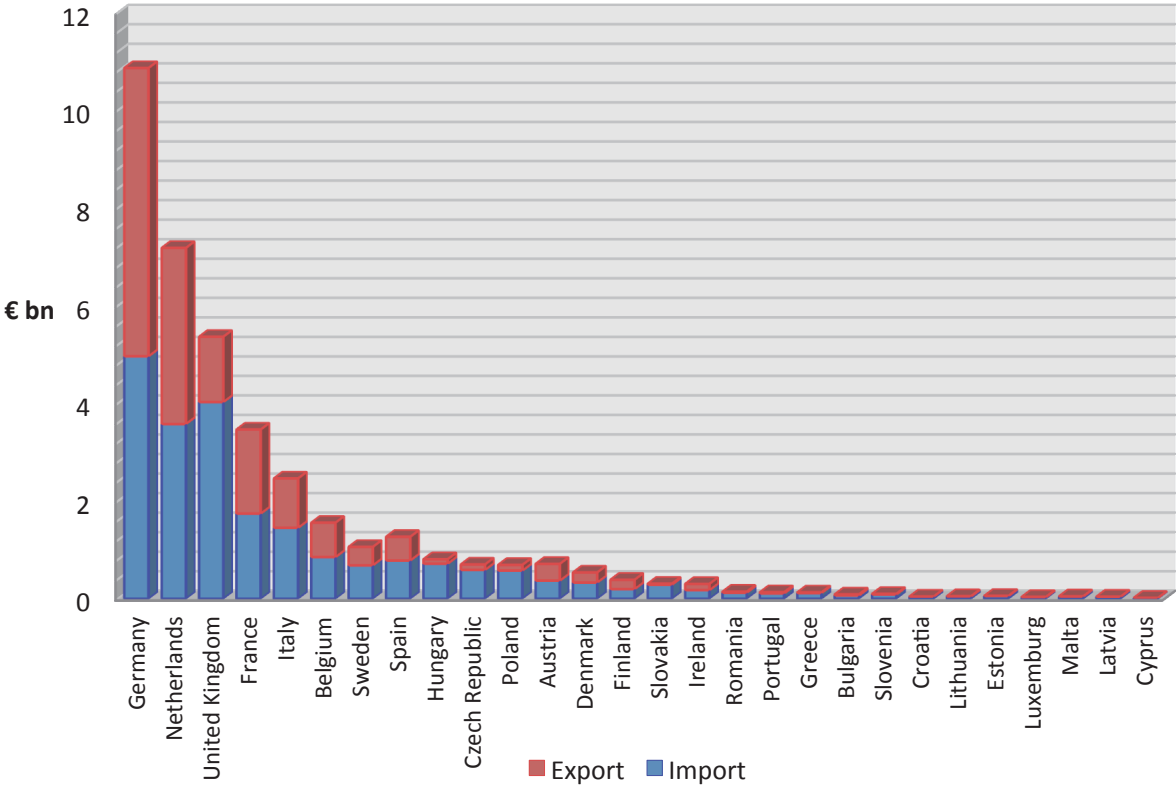
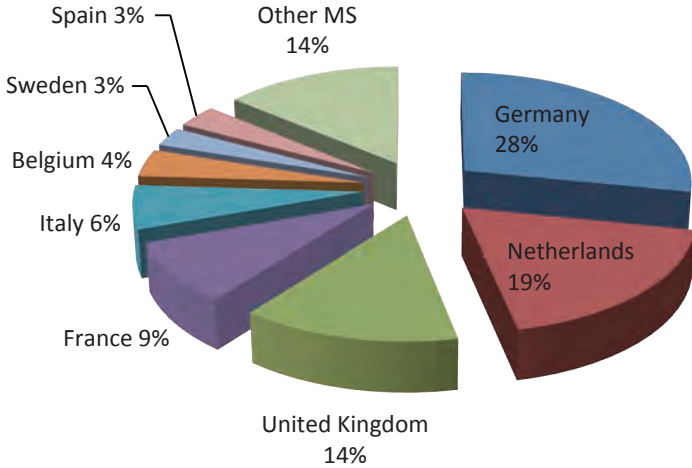


Figure 7: Share of EU trade volume with Taiwan in 2013 by member state

Source: Eurostat



1.1.6. Trade in services

Trade in services between the EU and Taiwan increased by 8.9% in 2012 to €7.95bn.

The EU maintained its positive trade balance in services amounting to €2.07bn in 2012, a figure higher by 6.7% compared to the previous year.

Trade in services between the EU and Taiwan grew from €7.3bn in 2011 to €7.95bn in 2012. EU exports in services to Taiwan increased from €4.62bn to €5.01bn in a single year, while Taiwan's services exports to the EU also grew from €2.68bn to €2.94bn in the same period.

The EU's surplus in the services trade increased from €1.94bn to €2.07bn between 2011 and 2012.

If we look at the evolution of the trade in services in the past decade, we can observe that this sector is a fast growing segment of EU-Taiwan trade relations, with a total of transactions that more than doubled in only ten years.

Table 9: Trade in services between the EU and Taiwan

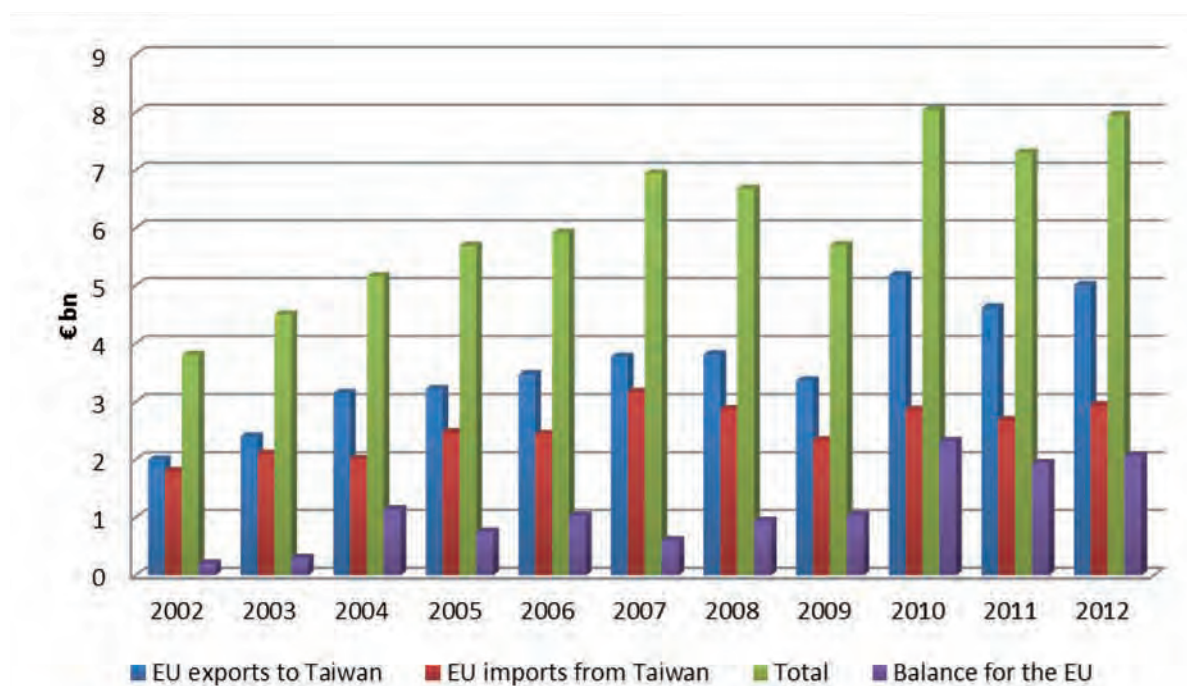
Source: Eurostat

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
EU exports to Taiwan	2	2.4	3.15	3.22	3.47	3.77	3.81	3.37	5.18	4.62	5.01
EU imports from Taiwan	1.8	2.1	2.01	2.47	2.44	3.17	2.87	2.33	2.86	2.68	2.94
Total	3.8	4.5	5.16	5.69	5.91	6.94	6.68	5.7	8.04	7.3	7.95
Balance for the EU	0.2	0.3	1.14	0.75	1.03	0.6	0.94	1.04	2.32	1.94	2.07

Unit: € bn

Figure 8: Trade in services between the EU and Taiwan

Source: Eurostat



Note: The compilation and publication of statistics on services trade usually lag behind by a year.

1.2. INVESTMENT FLOWS AND STOCKS

1.2.1. The EU's foreign direct investment (FDI) in Taiwan

Foreign direct investment statistics are difficult to compile in a globalised world. For this reason, investment statistics may not reflect precise flows, but are nevertheless indicative of general trends.

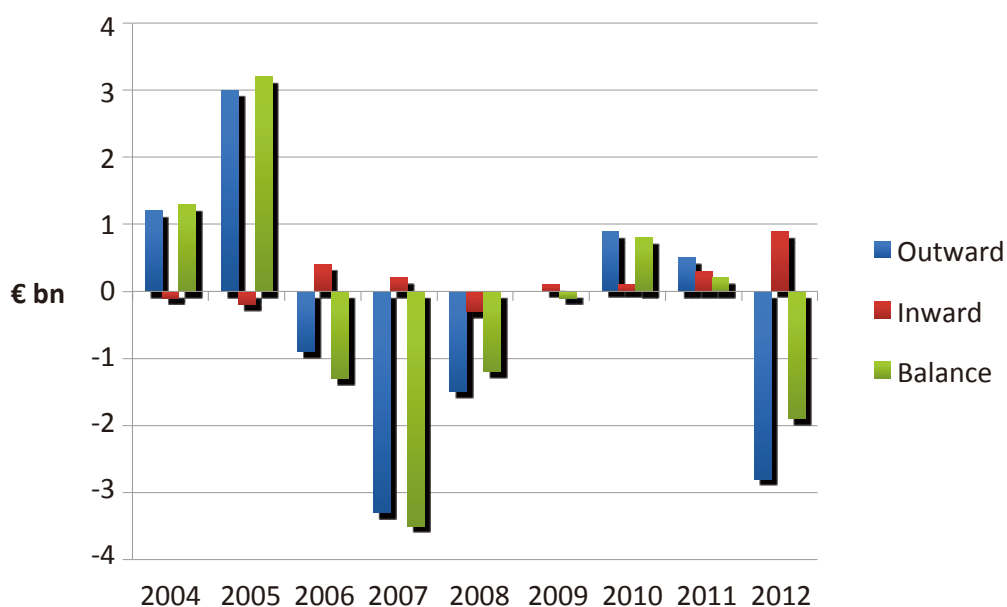
1.2.1.1. FDI flows

According to Taiwan's Ministry of Economic Affairs (MOEA) Investment Commission, Europe provided 14% of all foreign direct investment flows into Taiwan in 2013, for a total amount of US\$686 mio. In 2013, Europe was the second largest registered foreign investor in Taiwan after the British Overseas Territories in the Caribbean (29.2%). EU's largest investor in Taiwan was the Netherlands with 34% of the European FDI (US\$237 million). In terms of FDI, Europe was followed by the US, Japan and Samoa Islands, with a significant increase in US investments (44%).

According to Eurostat figures for 2012, the extra-EU total investment outflows decreased from €474.1bn in 2011 to €255.6bn in 2012. The major destination for the EU investment flows was the United States, receiving €62.9bn. Another €89.8bn was invested in Asia, of which €15.5bn in China.

Figure 9: FDI flows between the EU and Taiwan: inflows, outflows, balance

Source: Eurostat

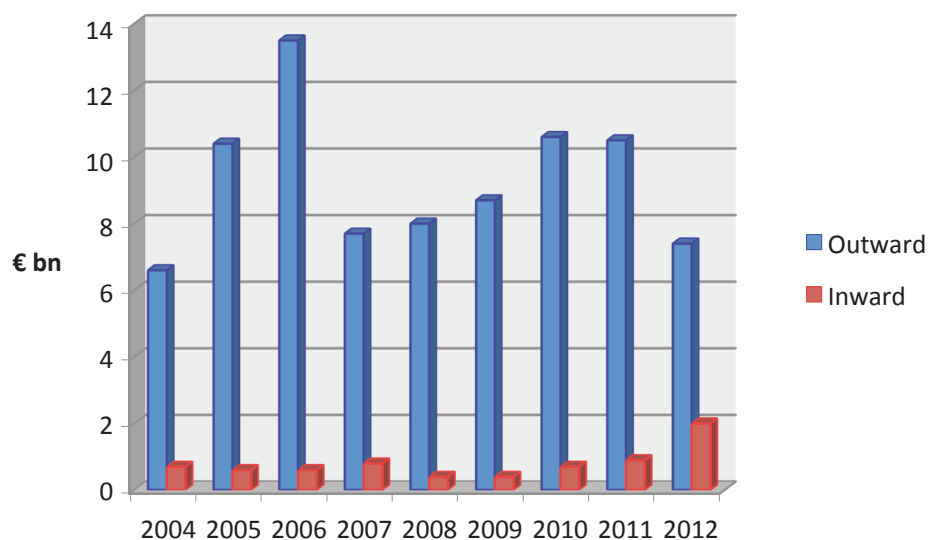


1.2.1.2. FDI stocks

Eurostat figures show that, out of the total €5.2 trillion of EU outward stocks in 2012, €7.4bn was invested in Taiwan. Meanwhile the ASEAN bloc represented €207.7bn of EU stocks. China and Singapore each represented €118.1bn and €118.6bn respectively.

Figure 10: FDI stocks between the EU and Taiwan: inward, outward

Source: Eurostat



1.2.2. Taiwan's FDI in the EU

Taiwan's FDI in the EU almost tripled from €301mio in 2011 to €818mio in 2012, and FDI stock reached €2bn, but Taiwan is lagging behind South Korea (€18.6bn) and other similar economies.

1.2.2.1. FDI flows

Eurostat figures show that the EU attracted €291.8bn of FDI flows in 2012. The largest foreign investor in the EU was the US (€98.8bn). Other major sources of investment in the EU included Switzerland (€19.7bn), Canada (€19.7bn), ASEAN (€14bn), South Korea (€4.3bn), and Japan (€3.9bn).

Taiwan's FDI flows destined for the EU almost tripled from €301mio in 2011 to €868mio in 2012. Nonetheless, Taiwan's contribution to EU inward FDI flows is still very small compared to other investors.

Taiwan's MOEA Investment Commission reports that US\$168.9mio in investments to Europe were recorded in 2013, which is a significant increase compared with 2012 (US\$71.5mio). Taiwan's investment in Europe in 2013 represents 3.2% of its total outward investment flow. The main investment destinations for Taiwan in the EU were the Netherlands, the UK, Germany and the Central European countries.

The better part of Taiwan's FDI flows in 2012 were directed towards Mainland China, Vietnam, Australia, the US, and Hong Kong. Taiwanese investment flow in China decreased significantly by 20.2% compared to 2012 figures, settling at US\$8.7bn according to MOEA Investment Commission figures.

1.2.2.2. FDI stocks

Eurostat figures show that out of €3.95 trillion of total worldwide inward stocks in 2012, the United States accounted for €1.54 trillion and Switzerland accounted for €505.2bn. Taiwan, on the other hand, accounted for €2.01bn. In comparison, South Korea accounted for €18.5bn.

1.3. THE EUROPEAN CHAMBER OF COMMERCE TAIWAN (ECCT)

The European Chamber of Commerce Taiwan (ECCT) was established in 1988. It represents the interests of European companies operating in Taiwan by providing a platform for business networking and by proactive engagement with Taiwanese administration and institutions.

For more information about the ECCT, please visit: <http://www.ecct.com.tw/index.aspx>

1.4. TRADE AND ECONOMIC DIALOGUE WITH TAIWAN

1.4.1. The EU Business and Regulatory Cooperation Programme in Taiwan

The EU Business and Regulatory Cooperation Programme in Taiwan (EBRC) is funded and managed by the European Commission and its office in Taiwan, the European Economic and Trade Office (EETO). This new programme aims at improving regulatory cooperation between the EU and Taiwan, and is carried out by the European Chamber of Commerce Taiwan (ECCT). The EBRC will run from 2014 to 2017, organising at least four large-scale events annually targeting government agencies and local industry, among other activities. Areas to be covered include technical barriers to trade and other issues affecting the automotive industry, food and alcohol safety, government procurement, pharmaceutical, medical devices and IPR.

1.4.2. Seminars and events

Numerous events including trade and investment seminars on various subjects are organised each year with Taiwanese counterparts. In 2013, the EETO continued its tradition of organising informative seminars related to trade and investment issues, working closely with Taiwanese interlocutors and Member States' offices to ensure that the seminars stay focused and relevant. The objectives were to ensure the EU experiences on various trade and investment issues were shared in the hope that decision making and practices in Taiwan in those areas could benefit.

Hundreds of relevant members of industries and government officials have attended the trade and investment related seminars and workshops.

List of events for 2013-2014:

EU - Taiwan Academic forum on Investment ___ 16 January 2013

EU - Taiwan Cosmetics Workshop ___ 3 June 2013

EU - Taiwan Food Safety Symposium ___ 20-21 June 2013

EU - Taiwan Seminar on Bus Safety Administration and Technology ___ 13 November 2013

EU - Taiwan High Voltage Electrical Equipment Management Forum ___ 25-26 March 2014

EU - Taiwan Seminar on Patent Systems ___ 14 April 2014

2 PEOPLE-TO-PEOPLE RELATIONS

2.1. EDUCATION

Increasing numbers in exchange students between Taiwan and Europe show the success of bilateral relations and cooperation in the field of education. Evolutions in the past years have been marked by a relative stagnation of the number of Taiwanese students in the EU, and a sharp increase in the number of EU students in Taiwan.

The 2013 European Education Fair was an overall success welcoming over 12,000 individual visitors to the two venues of the fair in Taipei and Kaohsiung.

The Erasmus Mundus Programme 2007-2013 was popular among Taiwanese students and gave to a total number of 119 Taiwanese the chance to obtain a master or doctoral degree in European universities. Erasmus Mundus is now replaced by the new comprehensive Erasmus+ Programme, running from 2014 to 2020.

2.1.1. Taiwanese students in the EU

Europe as a destination for studies fell only behind the USA which attracted 15,219 Taiwanese students, a decline by 5.28% compared to the year before. The third and fourth most popular destinations for Taiwanese to study abroad were Australia and Japan. By far the most popular European country for Taiwanese to study in Europe was the United Kingdom followed by France and Spain.



2.1.2. EU students in Taiwan

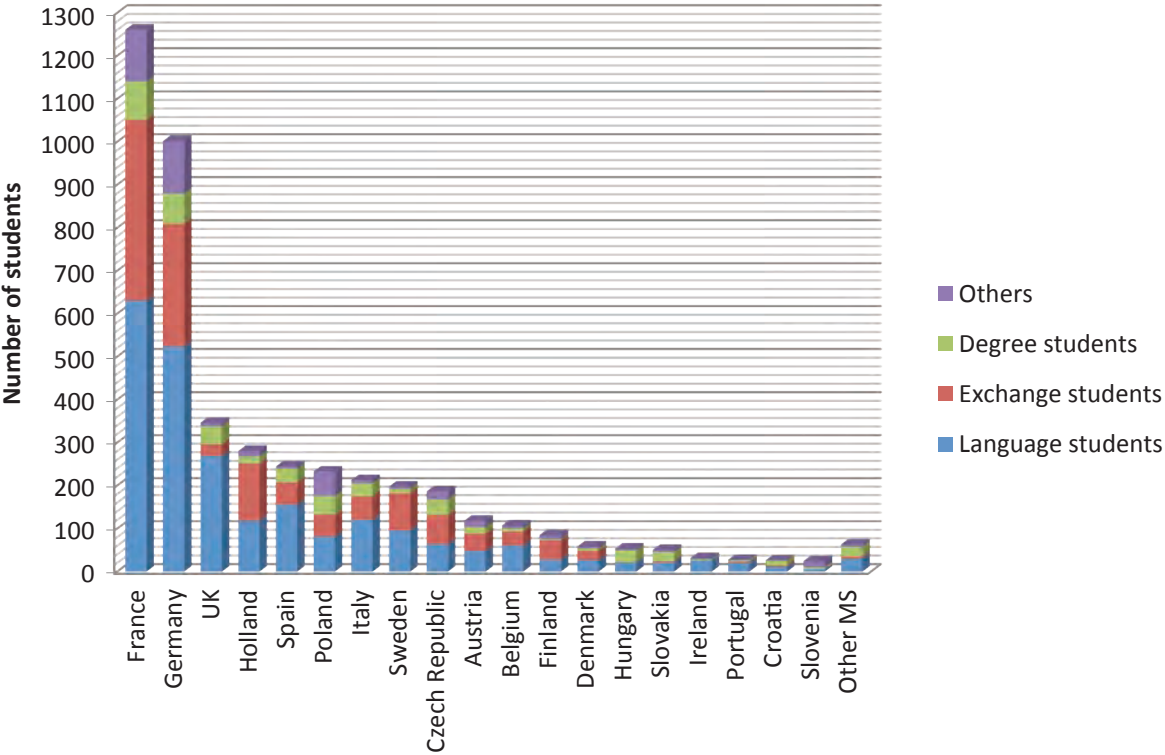
In 2013, out of a total of 78,261 overseas students studying in Taiwan, 4,620 came from the EU, a percentage of approximately 5.9%. Compared to 2012 this number increased by 6%.

The majority of EU students come to Taiwan to study Chinese language. In 2013 they made up 51.4% of the total number of EU students. 28.8% came to Taiwan as exchange students and 10.7% were degree-seeking students. EU students willing to study Chinese language in Taiwan can apply for Taiwan's Ministry of Education Huayu Enrichment Scholarship (HES), and degree-seeking students can apply for Taiwan's Ministry of Education Scholarship. Postgraduate students can apply for special grants for advanced students and research.

In 2013, the majority of EU students in Taiwan came from France with a percentage of 27.2% of the total number of EU students, followed by Germany with 21.6% and the UK with 7.5%. European students in Taiwan overpassed students from the USA, whose total number in 2013 added up to only 3,439 students and made up 4.39% of the total number of overseas students. Most overseas students studying in Taiwan come from Mainland China with a percentage of 32.1% of the total in 2013. Among the regions with the most overseas students studying in Taiwan, the EU was ranked fourth behind Mainland China, Malaysia and Japan.

Figure 1: EU students in Taiwan in 2013

Source: Ministry of Education, Taiwan



2.1.3. European Education Fair

The European Education Fair in Taiwan (EEFT) is an initiative devoted to the promotion of high quality education opportunities in the EU. Since 2002, it is organized annually, giving EU Member States the chance to promote their higher education institutions and to provide Taiwanese students with information on education, visa, traveling and scholarship. For Taiwanese students the EEFT offers the great chance to discover suitable academic institutions for developing skills and cultivating their abilities in European countries, which they are still less familiar with than the US or Japan due to the historical background.

Over the last years the EEFT attracted more and more visitors with over 12,000 people visiting the fair's events in Taipei and Kaohsiung in 2013. The number of visitors more than doubled compared to 2012. EEFT 2013 welcomed 112 exhibitors representing universities, schools and academic institutions from 11 European countries. The European Economic and Trade Office (EETO) was present with a booth promoting the Erasmus Mundus Programme. During the three days of the fair, public speeches were held to answer questions from the general public, students and young professionals.

For more information about the European Education Fair in Taiwan, please visit: <http://www.eef-taiwan.org.tw/>



2.1.4. Erasmus Mundus/ Erasmus+

The Erasmus Mundus Programme 2009-2013 provided by the EU was a cooperation and mobility programme in the field of higher education. It offered opportunities for students all over the world that were enrolled in master or PhD level courses to obtain a degree in European countries.

In 2013, five Taiwanese applicants were awarded the Erasmus Mundus scholarship for doing the program's master course and six students were granted a sponsorship to obtain a doctoral degree. The average success rate for Taiwanese students getting granted a PhD Erasmus Mundus scholarship was significantly higher than the global average of 6%. In 2013, this rate stood at 23.1%, the eight-highest in the world and exceeding every country in Asia.

The new Erasmus+ programme replaces Erasmus Mundus running for the period of 2014 to 2020. The new programme aims to support actions in the fields of education, training, youth and sport, bringing together seven former EU support programmes including Erasmus Mundus. Under Erasmus+ students will still be able to apply for a joint master or doctoral programme with the chance of getting granted a scholarship, which will be raised, in the case of the master programme, to 25.000€ per year.

For more information about Erasmus+, please visit:

http://eeas.europa.eu/delegations/taiwan/travel_eu/education/index_en.htm

Support for students studying in the EU remains widely available from other sources, such as individual Member States and Taiwan's Ministry of Education.

2.2. SCIENCE AND TECHNOLOGY

The EU offers a wide range of programmes and initiatives for cooperation in research. Past successes under the FP7 programme need to be emulated under the new Horizon 2020 programme, which is even more open to international cooperation.

2.2.1. Seventh Framework Programme for Research and Technology Development

The EU's 7th *Framework Programme for Research and Technological Development* (FP7 – 2007-2013), was the EU's largest research programme to date with a budget of over €50 billion. The programme was developed to bring together all research related EU initiatives and provide grants for European and non-European research, technological development and demonstration projects. Taiwanese research institutions, whether public or private, in universities or industry, were invited to join European research projects funded by the FP7.

In its effective 7 years, a total of 32 FP7 projects involved Taiwanese institutions, in a variety of areas, from environmental protection to nanotechnologies. In the year 2013 alone, there were 24 active EU-funded projects involving Taiwanese participants, some of them projected to run until 2017. During the programme, the most active Taiwanese partners were Academia Sinica, the National Taiwan University and the National Taiwan University of Science and Technology. The most active areas included environmental protection, scientific research and infrastructures.

For more information on the past FP7 programme, please visit: <http://cordis.europa.eu/fp7/>

Table 1: Active FP7 projects involving Taiwanese partners in 2013

Source: Community Research and Development Information Service

Project Title	Domain	Coordinator	Taiwanese participant(s)
EGI-INSPIRE: European Grid Initiative: Integrated Sustainable Pan-European Infrastructure for Researchers in Europe	Infrastructures	Stichting European Grid Initiative	Academia Sinica
		The Netherlands	
EMI: European Middleware Initiative	Infrastructures	European Organization for Nuclear Research	Academia Sinica
		Switzerland	
LCA TO GO: Boosting Life Cycle Assessment Use in European Small and Medium-sized Enterprises: Serving Needs of Innovative Key Sectors with Smart Methods and Tools	Environment	Fraunhofer-Gesellschaft zur Foerderung der Angewandten Forschung E.V	United Microelectronics Corporation LTD; Industrial Technology Research Institute Incorporated
		Germany	
THESEUS: Innovative coastal technologies for safer European coasts in a changing climate	Environment	Alma Mater Studiorum-Universita di Bologna	National Cheng Kung University
		Italy	
ZEROWIN: Towards zero waste in industrial networks	Environment	Osterreichische Gesellschaft fuer System- und Automatisierungstechnik	AU Optronics Corporation
		Austria	
CORFU: Collaborative research on flood resilience in urban areas	Environment	The University of Exter	National Taiwan University
		United Kingdom	
ENVIROGENOMARKERS: Genomics biomarkers of environmental health	Environment	Ethniko Idryma Erevnon	National Taiwan University
		Greece	
SCALES: Securing the conservation of biodiversity across administrative levels and spatial, temporal, and ecological scales	Environment	Helmholtz-Zentrum fuer Umweltforschung GMBH – UFZ	National Taiwan University
		Germany	
REAKT: Strategies and tools for Real Time Earthquake Risk ReducTion	Environment	Amra - Analisi e Monitoraggio del r Ischio Ambientale Scarl	National Taiwan University
		Italy	
GREENXPO: Maintaining all Green and Ecoinnovation Results in a Living Portal	Environment	Forschungszentrum Juelich GMBH	National Cheng Kung University
		Germany	
CETIEB: Cost-Effective Tools for Better Indoor Environment in Retrofitted Energy Efficient Buildings	Environment	Universitaet Stuttgart	National Taiwan University of Science and Technology
		Germany	
TROPOS: Modular Multi-use Deep Water Offshore Platform Harnessing and Servicing Mediterranean, Subtropical and Tropical Marine and Maritime Resources	Transport	Consorcio para el Diseno, Construccion, Equipamiento y Explotacion de la Plataforma Oceanica de Canarias	National Sun-Yat Sen University
		Spain	

Project Title	Domain	Coordinator	Taiwanese participant(s)
SILVER: Small-molecule Inhibitor Leads Versus emerging and neglected RNA viruses	Health	Universite d'Aix Marseille France	National Central University
DIABETES LITERACY: Enhancing the (cost-)effectiveness of diabetes self-management education: A comparative assessment of different educational approaches and conditions for successful implementation	Health	Universite Catholique de Louvain Belgium	Tapei Medical University Foundation*TMU
EUREC: European Research Ethics Committees' Network	Science in Society	Rheinische Friedrich Wilhelms Universitaet Bonn Germany	National Tsing Hua University
E-SPONDER: A holistic approach towards the development of the first responder of the future	Security	Exodus A.E. Greece	Institute for Information Industry
NET4SOCIETY3: Trans-national co-operation among National Contact Points for Socio-economic Sciences and the Humanities (SSH NCPs)	Socio-economic Sciences and Humanities	Deutsches Zentrum fuer Luft- und Raumfahrt EV Germany	National Sun Yat-Sen University
FISH4KNOWLEDGE: Supporting humans in knowledge gathering and question answering w.r.t. marine and environmental monitoring through analysis of multiple video streams	ICT	The University of Edinburgh United Kingdom	National Applied Research Laboratories
GREENERBUILDINGS: An ubiquitous embedded systems framework for energy-aware buildings using activity and context knowledge	ICT	Technische Universiteit Eindhoven The Netherlands	Industrial Technology Research Institute Incorporated
SUS CON: Sustainable, innovative and energy-efficient concrete, based on the integration of all-waste materials	Nanosciences, Nanotechnologies, Materials and new Production Technologies	Centro di Progettazione, Design & Technologie dei Materiali Italy	National Taiwan University of Science and Technology
HOLISTEEC: Holistic and Optimized Life-cycle Integrated Support for Energy-Efficient building design and Construction	Scientific research	D'Appolonia S.p.A. Italy	National Taiwan University of Science and Technology
ECOSHOPPING: Energy efficient & Cost competitive retrofitting solutions for Shopping buildings	Scientific research	Energosys Energiahatkonysagi Fejlesztési Es Finanszrozasi Zartkoruenmukodo Reszvenytarsasag*Energosysenergy –Efficiency Development Finan Hungary	National Taiwan University of Science and Technology

Project Title	Domain	Coordinator	Taiwanese participant(s)
MOD-ENP-TOX: Modeling Assays Platform "MAP" for hazard ranking of engineered nanoparticles (ENPs)	Scientific research	Katholieke Universiteit Leuven Belgium	National Health Research Institutes
NANOCOOL: An Energy Efficient Air Conditioning systems with Temperature and Humidity independent controls based on the combination of a Liquid Desiccants Cycle with an adapted conventional air cooling system	Scientific research	Fundacion Tecnalía Research & Innovation Spain	National Taiwan University of Science and Technology

2.2.2. New opportunities for cooperation with the EU

Starting in 2014, two new major initiatives are available for cooperation with the EU in research, running until 2020: the Horizon 2020 programme and the Marie Skłodowska-Curie Actions.

Horizon 2020 is the EU's new Research Framework Programme for the period of 2014-2020. With nearly €80 billion of funding available over 7 years it is the EU's biggest ever research and innovation programme. Horizon 2020 is open for international cooperation. Researchers and companies from around the world, including Taiwan, are invited to participate and benefit from the larger multilateral research cooperation networks.

For more information about Horizon 2020, please visit: <http://ec.europa.eu/programmes/horizon2020/>

From January 2014, the Marie Skłodowska-Curie Actions (MSCA) offers fellowships available to researchers regardless of their nationality or field of research. The new MSCA under Horizon 2020 will award €6,162 million over the period of 2014 to 2020. Researchers from Taiwan are invited to apply for this exchange programme, which in addition to generous research funding offers non-European scientists the possibility to spend time in EU labs and for European researchers to go and work abroad for a few years.

For more information about Marie Curie Actions, please visit: http://ec.europa.eu/research/mariecurieactions/index_en.htm

Taiwanese top researchers are also encouraged to apply for the European Research Council (ERC) grants that support **individual researchers of any nationality and age who wish to pursue their frontier research. The ERC encourages in particular proposals that cross disciplinary boundaries, pioneering ideas that address new and emerging fields and applications that introduce unconventional, innovative approaches.**

For more information about the European Research Council, please visit: <http://erc.europa.eu/>

2.3. ENVIRONMENTAL PROTECTION

2.3.1 Fight against climate change

The EETO holds close contacts with Taiwan's Environment Protection Agency (EPA) in order to clearly convey the EU's position on climate change to Taiwanese authorities and to promote improvements on this front through organising events, seminars and visits.

2.3.2. Cooperation on nuclear safety

In 2012, for the first time, comprehensive risk and safety assessments (so called stress tests) for Taiwanese nuclear power plants, based on the EU model, were conducted. In 2013, the Taiwanese Atomic Energy Council (AEC) invited the European Commission to set up an independent peer review of the stress tests, which was then organised together with EU nuclear regulatory authorities and independent experts from several nuclear and non-nuclear EU Member States.

The main objective of stress tests is to assess the safety and robustness of nuclear plants in case of extreme natural events, especially flooding and earthquakes. Taiwan has been generating power from nuclear plants since 1977 and has currently three plants in operation and one under construction. Both the operating nuclear plants and the one under construction have undergone the stress tests and consequently the EU peer review.

For more information about the EU peer review on Taiwan's stress tests, please visit:
http://ec.europa.eu/energy/nuclear/safety/stress_tests_en.htm

2.4. HUMAN RIGHTS DIALOGUE AND COOPERATION

The EU is actively engaged in dialogue and the promotion of public awareness on human rights issues in Taiwan. To ensure that the EU's positions on the death penalty and other themes related to human rights and democracy are clearly conveyed to the Taiwanese authorities, events and visits are organised to promote improvements.

In October 2013, the EETO together with the British Trade and Cultural Office, the French Bureau and the German Institute invited European judicial experts and organised a series of seminars aimed at Taiwanese judicial personnel including judges, prosecutors and lawyers to share experience with their Taiwanese counterparts on judicial human rights practices. The topics presented ranged from sentencing standards for death penalty to criminal psychiatric assessment and victims' compensation systems. The Judicial Exchange Programmes have been organised since 2012 and remain very successful and fruitful for both sides.

The EU maintains a principled position against the death penalty. Where the death penalty is still in use, it follows an active policy of dialogue and cooperation. This is also the case in Taiwan.

The EU also works closely with Taiwan's civil society on the subject of death penalty, in particular the Taiwan Alliance to End the Death Penalty (TAEDP) that began a three-year project in 2013 to facilitate the eventual abolition of the death penalty in Taiwan. The TAEDP was selected by the EU's European Instrument for Democracy and Human Rights (EIDHR) for support.

For more information about human rights and Q&A about the EU position on death penalty in Taiwan, please visit: http://eeas.europa.eu/delegations/taiwan/key_eu_policies/human_rights/index_en.htm

2.5. CULTURE

Contributing to cultural exchanges with the Taiwanese public, the EETO organises annually the Taiwan European Film Festival and participates in the Taipei International Book Exhibition.

2.5.1. The 9th Taiwan European Film Festival

The annual Taiwan European Film Festival (TEFF) offers free screenings of European films to the Taiwanese audience. The 2013 TEFF was the largest festival organised in terms of number of participating films, participating EU Member States and screening venues. In 2013, for the first time all 16 member states offices in Taipei participated in the festival by contributing a film from their respective countries. 16 films were shown in 432 screenings at 35 venues in 14 cities and counties across Taiwan. The Festival attracted around eighteen thousand viewers.

Furthermore, cooperating with the EU Office in Hong Kong, the EETO was able to organise a European Short Film Festival in Taiwan. 10 short films were shown in 26 screenings at 13 venues across Taiwan.

For more information about the Taiwan European Film Festival, please visit: <http://www.teff.tw/>

2.5.2. Europa Cinemas Mundus

Europa Cinemas has been extending its work in promoting European films beyond the borders of the European Union. Since 2011, Taiwan has been also benefiting from Europa Cinemas Mundus, financed by European Union programmes MEDIA Mundus and MEDIA. The funding covers up to 50% of the printing and advertising expenses incurred by distribution companies.

In 2013 distributors could be eligible for a grant ranging from €6,000 to €25,000 for a release of 2 to 25 prints. Altogether 5 Taiwanese cinemas participated in Europa Cinemas Mundus in 2013.

For more information about Europa Cinemas Mundus, please visit: <http://www.europa-cinemas.org/en/Supports/EUROPA-CINEMAS-MUNDUS>

2.5.3. Taipei International Book Exhibition 2014

The Taipei International Book Exhibition (TIBE) is one of the largest book fairs both in Asia and in the Chinese speaking world. Spanning over six days in February 2014, the book fair attracted more than 500,000 visitors.

For the first time ever an EU Pavilion was established in the fair, which showcased the winning titles of the 2013 EU Literature Prize. Apart from that, exhibitors from ten EU member states also participated in the fair and presented their products. The fair reaped significant results and featured 492 copyright meetings and 59 professional forums.

For more information about the Taipei International Book Exhibition, please visit: <http://www.tibe.org.tw/enhtml>

2.6. TOURISM AND MIGRATION

2.6.1. Europeans in Taiwan

According to figures reported by the National Immigration Agency, the total number of EU citizens visiting Taiwan in 2013 reached 298,573 people. Compared to 2012, this was an increase of 9%. The majority of EU nationals visit Taiwan for the purpose of doing business: 42% of the visitors stated upon arrival they came to Taiwan for business reasons, while 29% said they visited Taiwan for leisure. EU passport holders can enter Taiwan without a visa for up to 90 days.

Figure 2: Number of visitors to Taiwan from EU Member States in 2013

Source: National Immigration Agency, Taiwan

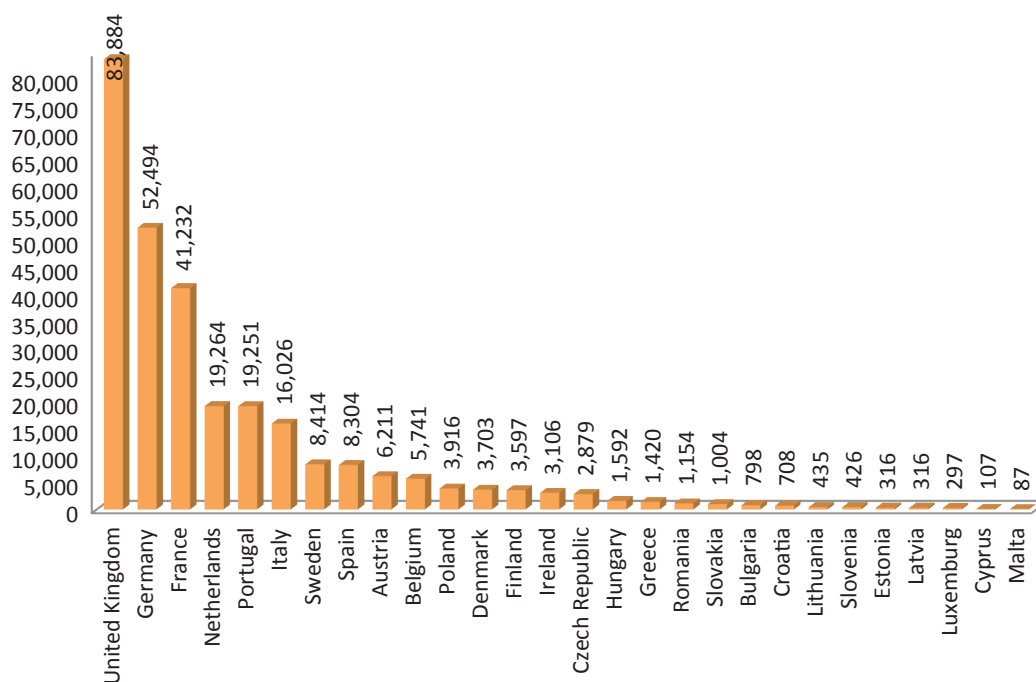
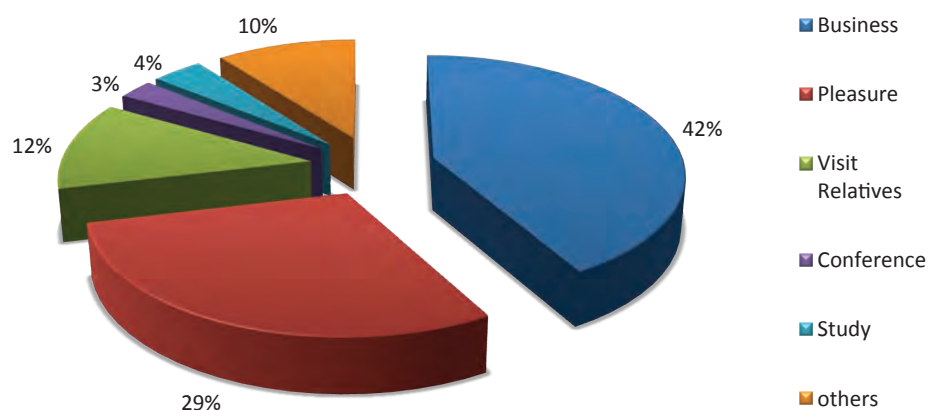


Figure 3: European visitors by purpose of visit 2013

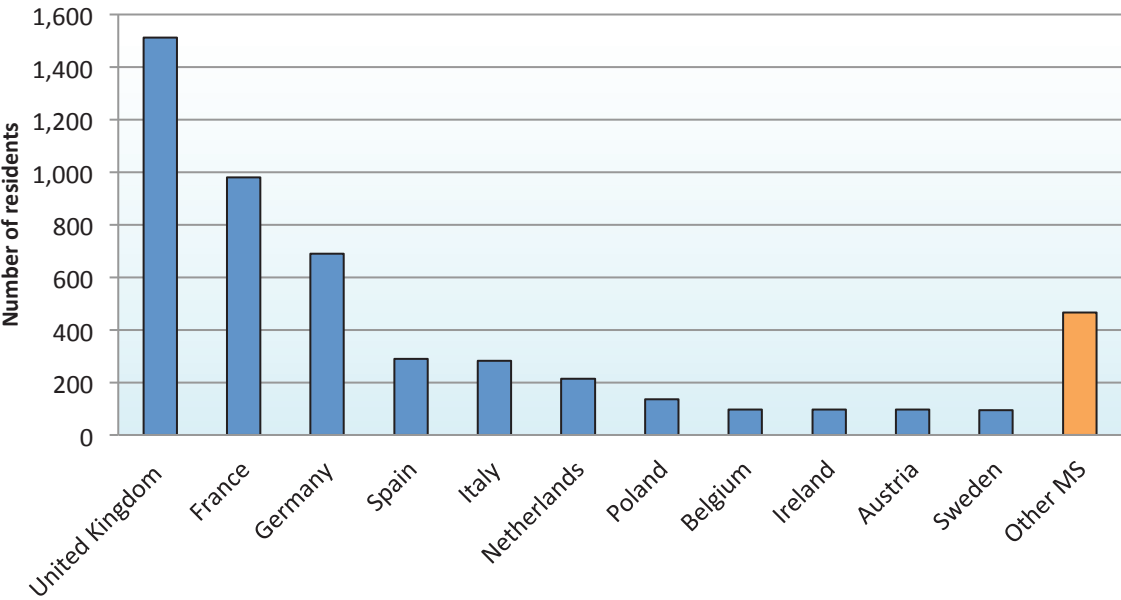
Source: Tourism Bureau



The total number of foreign residents living in Taiwan (not including people from mainland China) has been steadily increasing over the last few years. According to the National Immigration Agency, in 2013 this number amounted to 525,109 people, of which 4,952 were nationals of EU member states. Compared to 2012, this was an increase of 1.4%. Most Europeans living in Taiwan work as teachers, businessmen or engineers.

Figure 4: Number of formally registered EU nationals resident in Taiwan

Source: National Immigration Agency



There has been a steady growth in the number of students attending the Taipei European School (TES). From a student body of only 60 at its foundation in 1990, the school now educates 1,310 pupils from 50 different countries, of which 413 (31.5%) are Europeans. The number of European students has remained very steady throughout the past few years.

2.6.2. Taiwanese visitors to the EU

Since 2011, Taiwanese passport holders can enjoy the EU visa waiver programme, which allows Taiwanese citizens to travel in the Schengen area for short stays without visa requirements. This major breakthrough, following decisions taken before by the UK and Ireland, allows Taiwanese people to travel visa-free to all 28 Member States of the EU and three additional countries (Switzerland, Norway, and Iceland) for a period of up to 90 days thereby boosting tourism and business opportunities for Taiwanese citizens in Europe.

For more information about visiting the EU and Schengen visa waiver FAQ, please visit:
http://eeas.europa.eu/delegations/taiwan/travel_eu/tourist/index_en.htm

3 EXPANDING KNOWLEDGE ABOUT THE EU

3.1. EU CENTRE TAIWAN

In order to promote greater understanding of the EU, its institutions and policies, and encourage cooperation, and civil and academic exchanges between the EU and third countries, the EU has since 1998 established European Union Centres in the United States, later in Canada, Australia and New Zealand. The first European Union Centre in Asia was established in Tokyo in 2004. There are currently 37 centres worldwide, 12 of them located in Asia. For now Japan and Korea each have four centres, whilst there is one respectively in Hong Kong, Macao, Taiwan and Singapore. The EU Centre in Taiwan (EUTW), a consortium formed by seven universities, with National Taiwan University as the lead university, was established on 31 December 2008 with support from the European Union.

For more information about the EU Centre Taiwan, please visit: <http://www.eutw.org.tw/index-e.php>

2012 Brochure on EU centres can be downloaded here:

http://www.eeas.europa.eu/eu-centres/eu-centres_brochure_2012_en.pdf

3.2. EU INFORMATION CENTRES IN TAIWAN (EUi)

The EU Information Centres (EUi) promote and disseminate information and documentation from and about the EU, and support academic and professional researchers. Their resources include publications by the European Commission, the Council of the European Union, the European Parliament and other EU institutions and organizations as well as various reports, policy statements, statistical figures etc.

The EUi at Tamkang University was established as early as 1979, under the name European Documentation Centre (EDC). Since April 2004, it has been publishing quarterly the EUi Newsletter (already 37 issues). Each newsletter includes current developments in research on the EU, academic analysis of European integration, readers' views on EU-related subjects, a list of new EU-related publications and an update on the latest EU activities.

In September 2006, the second EUi Centre was established at the National Central Library to make the access to documents on the EU more convenient.

For more information about the EUi at the Tamkang University, please visit: <http://eui.lib.tku.edu.tw/main.php>

For more information about the EUi at National Central Library, please visit: <http://eui.ncl.edu.tw/en/source.htm>

3.3. EETO-WEBSITE

The EETO's official website has been rearranged and has seen dramatic increases in terms of visits, individual visitors and page views. In 2013, the website received 78404 visits (40% increase from 2012), 58143 individual visitors (46% increase from 2012), and 153676 pages were viewed by the visitors (30% increase). In the future the EETO will look to improve its website by introducing more relevant contents, especially in regards to EU-Taiwan relations.

The EETO official website can be found here: http://eeas.europa.eu/delegations/taiwan/index_en.htm

3.4. ANIMATION MOVIE

The production of the short animation "The Ninth" was one of the most effective and innovative public outreach activities of the EETO in 2013. The 6-minute animation shows the story of Beethoven time-travelling to present day EU where he is inspired to compose his Ninth symphony, which later became the EU's anthem. The animation was produced to target Taiwanese high school students and give them a fun yet informative introduction to the EU, its origin, brief history, the scope of the EU, its institutions, and the benefits of the EU.

"The Ninth" animation film was made available to all high school teachers via the resource website of Taiwan's Ministry of Education. The animation was further distributed to around 250,000 students by Taiwan's two largest textbook publishers (accounting for 70% of Taiwan's textbook market).

The animation "The Ninth" can be seen here: <http://www.youtube.com/watch?v=rrKNXys3HsU>

3.5. EETO FACEBOOK PAGE

The EETO's Facebook page, launched in 2012, has become one of the office's most effective communication tools. The page has, on average, 3 posts a week. It has grown both in terms of numbers of followers, from 1600 at the end of 2012 to 4300 at the end of 2013 (169% increase), and quality of contents. When the page celebrated reaching the 3000 followers mark, an online quiz contest was held, which attracted lots of attention including press and TV news reports. Public interest in the page is now high, and the page is set to continue to grow steadily.

The EETO Facebook page can be found here: <https://www.facebook.com/euintaiwan>

概況

- 過去一年，歐盟與台灣持續在如經濟關係、科學、教育、人權與文化等諸多領域，進行對話、交流與合作，也在新興領域如核能安全攜手合作。
- 歐盟是台灣第五大貿易伙伴，僅次於中國（含香港）、東協、美國與日本。同時，歐盟向來是台灣最大的外國直接投資來源，2013 年也不例外。
- 2013 年，台灣是歐盟全球第 21 大貿易伙伴（亞洲的第 7 大）。
- 過去 20 年，歐盟與台灣間的貿易大幅成長，但就貨物貿易而言，該趨勢在過去 10 年幾乎毫無變化。歐盟長期對台灣有貨物貿易逆差，但該差距逐漸縮小。服務業的雙邊貿易則較有變化，貿易量在 10 年內成長一倍，且歐盟在這方面為順差。
- 歐盟與台灣間有系統化的對話。年度諮詢報告探討了所有貿易政策的議題，包含世界貿易組織 (WTO) 的義務及雙方所關心的議題。在諮詢機制下，還有 4 個技術工作小組處理與智慧財產權、貿易技術障礙（包含汽車業）、藥品及食品衛生檢驗與植物檢疫規定有關的議題。



1 經濟關係

1.1. 貿易關係

1.1.1. 貨物貿易：2013 年主要趨勢

歐盟與台灣間的貨物貿易較 2012 年成長 0.5%。

繼 2012 年出口成長暫時趨緩之後，2013 年歐盟對台灣的出口再度成長 4.4%，由 158 億歐元增加至 165 億歐元。同時，過去一年歐盟對全球的出口增幅達 3.2%。歐盟自台灣的進口減少 1.8%，由 2012 年的 225 億歐元減少至 2013 年的 221 億歐元，同期間歐盟自全球其他地區的進口量減少 6.9%。

歐盟與台灣的貿易逆差在 2013 年縮小至 56 億歐元，相較於 2012 年的 67 億歐元。

圖 1：歐盟與台灣間的貨物貿易

資料來源：歐盟統計局

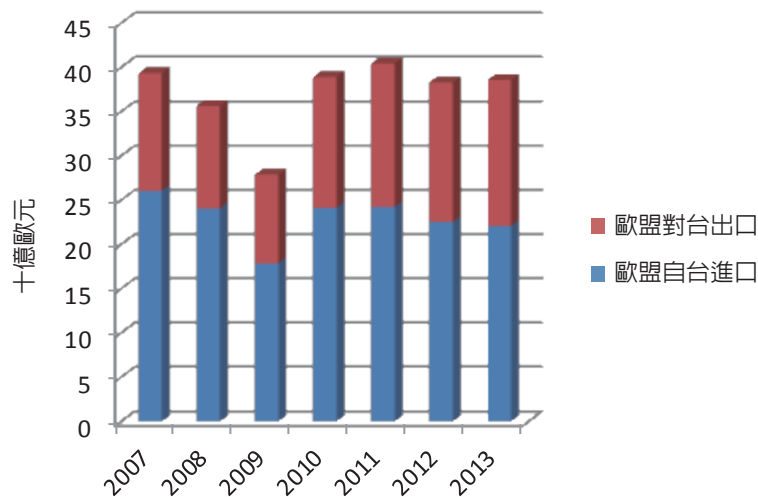


表1：歐盟與台灣間的貨物貿易

資料來源：歐盟統計局

單位：十億歐元

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
歐盟對台灣的出口	11	12.9	13.1	13.2	13.3	11.6	10	14.8	16.2	15.8	16.5
年成長率 (%)	-7.6	17.3	1.6	0.8	0.8	-12.8	-13.8	48	9.5	-2.5	4.4
歐盟自台灣的進口	22.6	23.9	24.1	26.7	26	24.1	17.9	24.1	24.2	22.5	22.1
年成長率 (%)	-2.6	5.8	0.8	10.8	-2.6	-7.3	-25.7	34.6	0.4	-7	-1.8
總金額	33.6	36.8	37.2	39.9	39.3	35.7	27.9	38.9	40.4	38.3	38.6
年成長率 (%)	-4	9.2	1.1	7.3	-1.3	-9.4	-21.8	39.4	3.9	-5.2	0.5
對歐盟的貿易餘額	-11.6	-11	-11	-13.5	-12.7	-12.5	-7.9	-9.3	-8	-6.7	-5.6

附註：歐盟統計局的貿易統計數字與台灣海關的統計數字有差異，部分原因是匯率的差異及透過第三國的出貨量不同所致。

1.1.2. 排名：貨物進出口與整體貿易量

台灣目前是歐盟第 21 大貿易伙伴，排名在南非之後，但領先除新加坡以外的所有東協國家。

2012 年至 2013 年，台灣在歐盟進口來源國的排名順位不變。因此，台灣目前是歐盟的第 17 大供應國，與哈薩克、利比亞及越南的排名相當。2013 年，台灣在歐盟市場的比重持平於 1.3%。

2013 年，歐盟出口至台灣的金額成長 4.4%，相較於 2012 年的減少 2.5%。2013 年，台灣依舊是歐盟第 23 大出口市場，採購歐盟出口貨物總額的 1%，與以色列或泰國等對歐盟貨物有需求的市場，屬於同一等級。

表 2：2013 年歐盟貨物貿易的主要夥伴

資料來源：歐盟執委會貿易總署

主要出口夥伴				主要進口夥伴			主要貿易夥伴				
排名	主要客戶	出口 (十億歐元)	出口 比重	排名	主要 供應國	進口 (十億歐元)	進口 比重	排名	主要夥伴	總金額 (十億歐元)	貿易 比重
	歐盟 對外貿易	1,732.9	100%		歐盟 對外貿易	1,683.4	100%		歐盟 對外貿易	3,416.3	100%
1	美國	288.0	16.6%	1	中國	279.9	16.6%	1	美國	484.0	14.2
2	瑞士	169.5	9.8%	2	俄羅斯	206.6	12.3%	2	中國	428.0	12.5
3	中國	148.1	8.5%	3	美國	196.0	11.6%	3	俄羅斯	326.4	9.6
4	俄羅斯	119.8	6.9%	4	瑞士	94.3	5.6%	4	瑞士	263.8	7.7
5	土耳其	77.7	4.5%	5	挪威	90.0	5.3%	5	挪威	140.2	4.1
6	日本	54.0	3.1%	6	日本	56.4	3.4%	6	土耳其	127.9	3.7
7	挪威	50.2	2.9%	7	土耳其	50.2	3.0%	7	日本	110.4	3.2
8	阿拉伯 聯合大公國	44.6	2.6%	8	印度	36.8	2.2%	8	南韓	75.8	2.2
9	巴西	40.1	2.3%	9	南韓	35.8	2.1%	9	巴西	73.1	2.1
10	南韓	40.0	2.3%	10	巴西	33.0	2.0%	10	印度	72.7	2.1
11	印度	35.9	2.1%	11	阿爾及利亞	31.8	1.9%	11	沙烏地阿拉伯	63.8	1.9
12	香港	35.7	2.1%	12	沙烏地阿拉伯	30.1	1.8%	12	加拿大	58.9	1.7
13	沙烏地阿拉伯	33.7	1.9%	13	奈及利亞	28.7	1.7%	13	阿爾及利亞	54.2	1.6
14	澳洲	32.1	1.9%	14	加拿大	27.3	1.6%	14	阿拉伯聯合大 公國	53.9	1.6
15	加拿大	31.6	1.8%	15	哈薩克	23.5	1.4%	15	新加坡	46.3	1.4
16	新加坡	28.7	1.7%	16	利比亞	23.2	1.4%	16	香港	46.0	1.3
17	墨西哥	27.4	1.6%	17	台灣	22.1	1.3%	17	墨西哥	44.0	1.3
18	南非	24.5	1.4%	18	越南	21.3	1.3%	18	澳洲	42.3	1.2
19	烏克蘭	23.9	1.4%	19	馬來西亞	19.3	1.1%	19	奈及利亞	40.4	1.2
20	阿爾及利亞	22.4	1.3%	20	新加坡	17.6	1.0%	20	南非	40.0	1.2
21	摩洛哥	17.3	1.0%	21	墨西哥	17.5	1.0%	21	台灣	38.6	1.1
22	以色列	17.0	1.0%	22	泰國	17.1	1.0%	22	烏克蘭	37.7	1.1
23	台灣	16.5	1.0%	23	南非	15.5	0.9%	23	馬來西亞	33.7	1.0
24	泰國	15.0	0.9%	24	印尼	14.3	0.9%	24	泰國	32.1	0.9
25	埃及	14.9	0.9%	25	亞塞拜然	14.2	0.8%	25	利比亞	31.0	0.9

1.1.3. 比較台歐之間與其他主要貿易夥伴的貿易情況

根據歐盟統計局的數據，2013 年歐盟與台灣間的貿易較 2012 年增加 0.5%。同年度，歐盟與香港的雙邊貿易亦成長 3.7%。然而，歐盟與中國、印度與日本間的貿易全數萎縮，分別減少 1.1%、4.7% 與 8%。歐盟與南韓間的貿易量則與前一年相當。

表 3：2013 年歐盟對亞洲主要夥伴的貿易情況

資料來源：歐盟統計局

單位：十億歐元

	中國	香港	印度	日本	南韓	台灣
歐盟出口額	148.3	35.7	35.9	54	40	16.5
歐盟進口額	280	10.2	36.8	56.5	35.8	22
貿易量	428.3	45.9	72.7	110.5	75.8	38.5
貿易順(逆)差	-131.7	25.5	-0.9	-2.5	4.2	-5.5

根據台灣國貿局的資料，2013 年台灣的整體外貿增加 0.7%。台灣的進口減少 0.2%，總金額為 2,700 億美元，但總出口增加 1.4%，總金額達 3,054 億美元。同期間，台灣的貿易順差增加 15.7%。

台灣的數據顯示，歐盟對台灣的出口在 2013 年增加 1.4%，金額為 239 億美元，較 2012 年的減少 6.3%，小幅回升。然而，2013 年歐盟自台灣的進口較 2012 年稍減 1.2%，總金額為 253 億美元。

表 4：2013 年台灣對各國進出口貿易比重

資料來源：財政部關務署

歐盟是台灣第五大貿易伙伴，僅次於中國(含香港)、東協、日本與美國。

	歐盟	東協	中國 (含香港)	日本	南韓	美國	澳洲	其他
進口比重 (%)	9.65	12.04	16.38	15.99	5.84	9.33	2.92	27.85
出口比重 (%)	8.21	19.18	39.68	6.29	3.95	10.66	1.23	10.8

圖 2：2013 年台灣對各國進出口貿易比重

資料來源：財政部關務署

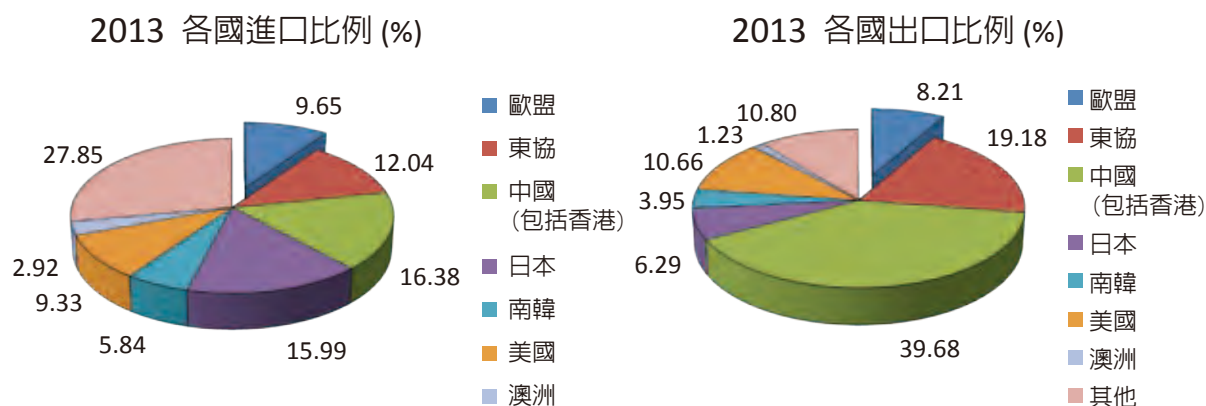


圖 3：過去 10 年台灣與主要貿易夥伴國的貿易狀況

資料來源：財政部關務署

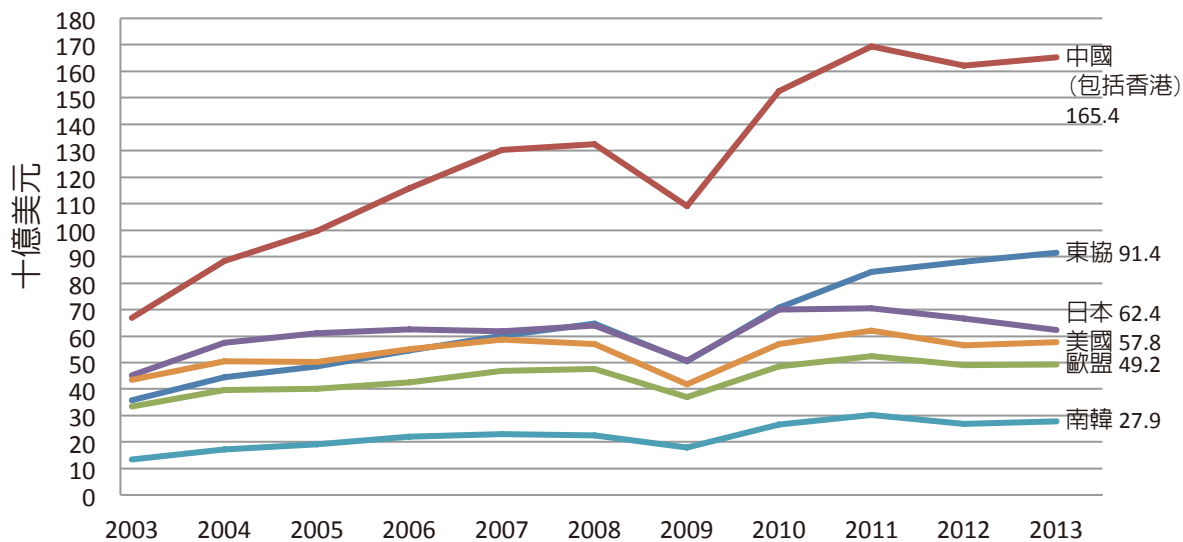


表 5：2013年台灣與主要貿易夥伴國的貿易狀況

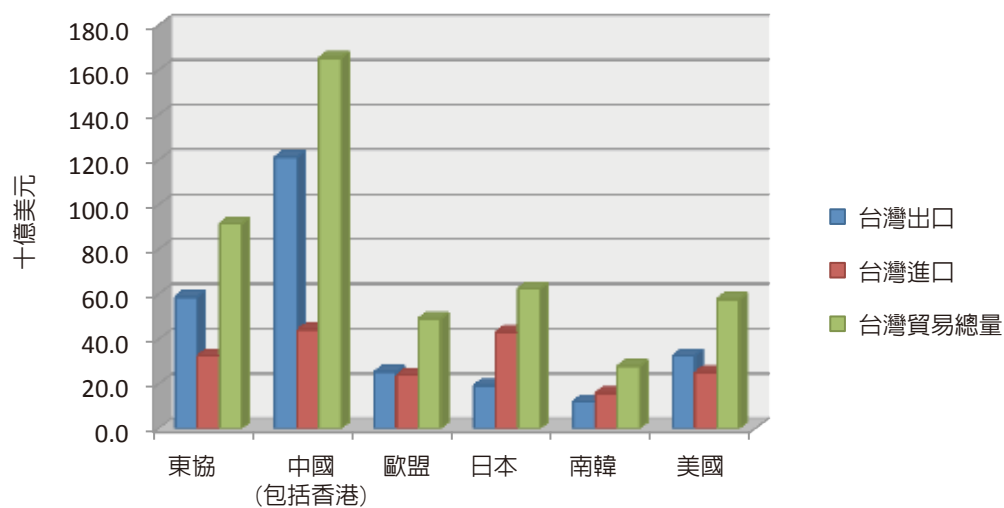
資料來源：財政部關務署

單位：十億美元

	東協	中國 (含香港)	歐盟	日本	南韓	美國
台灣的出口	58.8	121.2	25.3	19.2	12.1	32.6
較 2012 年變動 (%)	2.3	2.5	-1.2	0.2	0.3	-0.4
台灣的進口	32.6	44.2	23.9	43.2	15.8	25.2
較 2012 年變動 (%)	1.1	0.6	1.4	-4.4	0.7	1.6
台灣的貿易	91.4	165.4	49.2	62.4	27.9	57.8
較 2012 年變動 (%)	3.4	3.1	0.2	-4.2	1.0	1.2

圖 4：2013年台灣與主要貿易夥伴國的貿易狀況

資料來源：財政部關務署



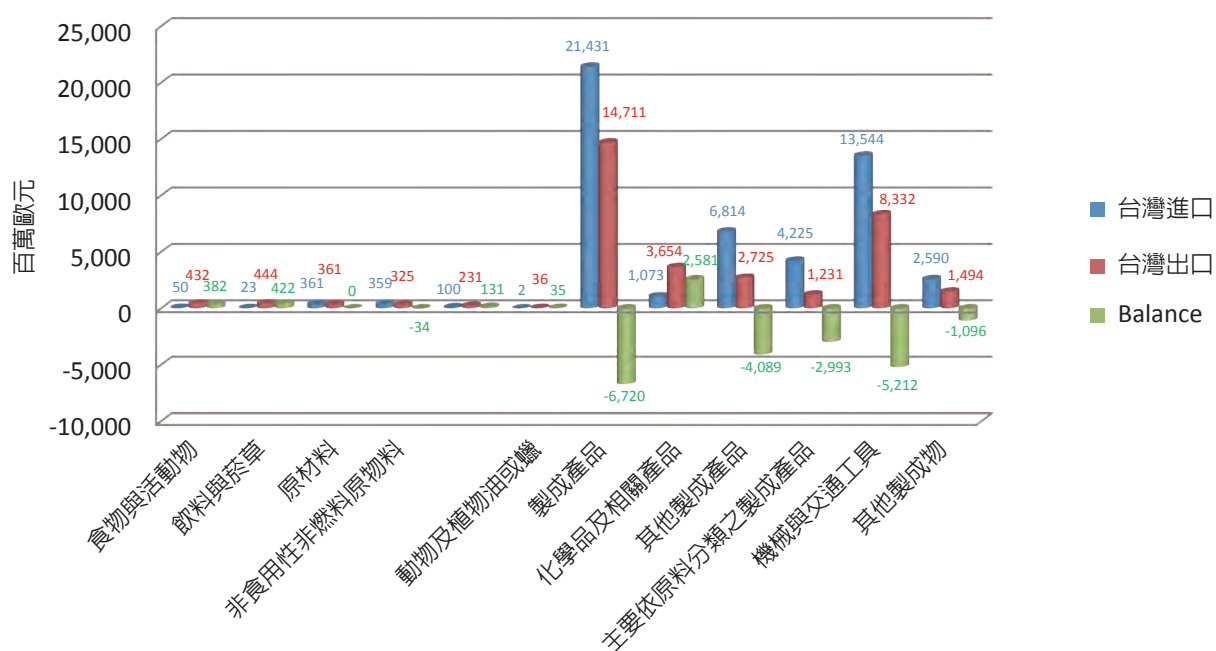
1.1.4. 依產品別分析貿易結構

台灣為電子零組件的全球主要供應商，生產如電腦記憶體晶片與半導體，以及個人電腦與平面顯示器等光電產品。台灣對歐盟的出口結構中，以資通訊 (ICT) 產品為大宗，ICT 產品在台灣或中國組裝，再銷往歐洲與全球其他地區。請注意，台灣開發、但在中國或東南亞組裝的產品，不會計入歐盟與台灣間的雙邊貿易統計。換句話說，歐盟作為台灣的最終市場，重要程度遠超過直接貿易數字所描繪的情況。

2013 年，這些製造貨品以及機械設備與運輸設備，是歐盟與台灣間貿易的大宗，其次則為包含藥品在內的化學製品。農產品、鋼鐵、紡織與服裝、飲品與菸草等亦為貿易貨物，但數量不及主要項目。

圖 5：2013 年台歐貿易額 (依產品類別劃分)

資料來源：歐盟統計局



1.1.4.1. 2013 年歐盟自台灣的進口

2013 年歐盟自台灣的進口額，約佔歐盟自全球其他地區總進口額的 1.3%。

歐盟自台灣進口最主要的是 ICT 產品，如辦公設備與電信設備 (佔歐盟自台灣的進口額的 35.7%)，包含電信設備 (15.3%)、積體電路與電子零組件 (11.6%)，以及電子數據處理與辦公設備 (8.8%)。

進口貨物以精密的資通訊產品為主，與過去數年相同，反映出台灣專精於資通訊產業。

表 6：2013 年歐盟自台灣的進口 (依產品種類劃分)

資料來源：歐盟執委會貿易總署

產品類別	金額 (百萬歐元)	佔總貿易量比重 (%)	台灣佔歐盟 進口比重 (%)
總量	22,120	100.0	1.3
初級產品	1,278	5.8	0.2
農產品	326	1.5	0.2
食物	74	0.3	0.1
魚	16	0.1	0.1
原材料	251	1.1	1.1
燃料和礦產品	953	4.3	0.2
礦石和其他礦物	108	0.5	0.3
燃料	100	0.5	0.0
石油和石油產品	99	0.5	0.0
非鐵金屬	745	3.4	2.1
製造品	20,642	93.3	2.2
鋼鐵	778	3.5	3.0
化學製品	1,073	4.9	0.7
藥品	41	0.2	0.1
其他半製成品	2,386	10.8	2.9
機械及運輸設備	13,544	61.2	3.1
辦公和電信設備	7,897	35.7	4.7
電子數據處理及辦公設備	1,953	8.8	2.8
電信設備	3,382	15.3	4.4
積體電路和電子零組件	2,562	11.6	12.1
運輸設備	2,033	9.2	2.1
汽車產品	443	2.0	1.0
其他機械	3,613	16.3	2.2
發電設備	200	0.9	0.6
非電動機械	1,650	7.5	2.5
電機	1,763	8.0	2.6
紡織品	315	1.4	1.4
服裝	103	0.5	0.1
其他製造品	2,443	11.0	1.7
科學及控制用儀器	450	2.0	1.3
其他產品	152	0.7	0.4
其他	47	0.2	不適用

1.1.4.2. 2013 年歐盟對台灣的出口

台灣約佔歐盟對全球其他地區總出口額的 1%。

歐盟對台灣出口最主要的是機械設備與運輸設備，約佔總出口額的一半。

2013 年也是同樣的情況，機械設備與運輸設備約佔歐盟出口的 50.5%，包含非電動機械 (24.4%)，運輸設備 (12.2%)，以及辦公設備和電信設備 (8.1%)。台灣亦為歐盟化學製品出口 (22.1%) 的重要客戶。

儘管歐盟出口的基本結構維持不變，但 2013 年與前一年的數字相比，仍有微幅變動。2013 年歐盟對台灣的出口總金額較 2012 年增加，化學產品的出口持續成長 (2011 年的比重：20%；2012 年：21.7%；2013 年：22.1%)。相較之下，運輸設備在過去幾年穩健成長後，2013 年比重由 14% 減少至 9.2%。同時，農產品佔歐盟出口品的比重亦由 7.1% 減少至 6.6%。

表 7：2013 年歐盟對台灣的出口 (依產品種類劃分)

資料來源：歐盟執委會貿易總署

產品類別	金額 (百萬歐元)	佔總貿易量比重 (%)	台灣佔歐盟 出口比重 (%)
總量	16,513	100.0	1
初級產品	1,671	10.1	0.6
__農產品	1.09	6.6	0.8
__食物	912	5.5	0.8
__魚	44	0.3	1.1
__原材料	178	1.1	0.8
__燃料和礦產品	581	3.5	0.4
__礦石和其他礦物	147	0.9	0.9
__燃料	231	1.4	0.2
__石油和石油產品	168	1.0	0.2
__非鐵金屬	203	1.2	0.9
製造品	14,506	87.9	1.1
__鋼鐵	272	1.7	0.7
__化學製品	3,654	22.1	1.3
__藥品	997	6.0	0.9
__其他半製成品	693	4.2	0.6
__機械及運輸設備	8,332	50.5	1.2
__辦公和電信設備	1,339	8.1	1.8
__電子數據處理及辦公設備	176	1.1	0.7
__電信設備	254	1.5	0.7
__積體電路和電子零組件	909	5.5	5.9
__運輸設備	2,022	12.2	0.7
__汽車產品	1,399	8.5	0.8
__其他機械	4,970	30.1	1.4
__發電設備	342	2.1	0.7
__非電動機械	4,024	24.4	1.9
__電機	604	3.7	0.7
__紡織品	62	0.4	0.4

_服裝	152	0.9	0.7
_其他製造品	1,340	8.1	0.9
_科學及控制用儀器	615	3.7	1.2
其他產品	173	1.1	0.2
其他	163	1.0	不適用

1.1.5. 歐盟會員國的貿易情況

前五大會員國 (德國、荷蘭、英國、法國與義大利) 佔歐盟與台灣間貿易的 3/4 以上。

由於歐盟為單一市場，且貨物可在該市場內自由移動，因此難以將精確的貿易流量歸屬於特定的歐盟會員國。

鑒於德國在機械工具與其他機械設備等領域位居全球市場的領先地位，德國一直是台灣在歐盟境內最大的貿易夥伴。

表 8：台灣與歐盟會員國間的貿易

資料來源：歐盟統計局

	進口		出口		總量		成長率 (%)
	2012	2013	2012	2013	2012	2013	2013
德國	4,984,573,584	4,964,579,010	5,771,088,941	5,902,718,886	10,755,662,525	10,867,297,896	1.0
荷蘭	3,797,261,715	3,577,988,232	2,878,094,400	3,605,965,364	6,675,356,115	7,183,953,596	7.6
英國	3,924,173,008	4,026,882,776	1,302,746,730	1,338,324,880	5,226,919,738	5,365,207,656	2.6
法國	1,773,569,485	1,743,570,615	1,937,776,039	1,721,871,401	3,711,345,524	3,465,442,016	-6.6
義大利	1,563,066,606	1,451,745,928	971,042,068	1,012,779,419	2,534,108,674	2,464,525,347	-2.7
比利時	782,179,346	852,746,710	807,711,213	705,112,938	1,589,890,559	1,557,859,648	-2.0
西班牙	763,805,558	783,455,267	440,430,474	486,223,707	1,204,236,032	1,269,678,974	5.4
瑞典	813,468,355	684,184,287	365,733,460	378,865,751	1,179,201,815	1,063,050,038	-9.9
匈牙利	886,159,524	717,034,157	73,415,064	93,150,807	959,574,588	810,184,964	-15.6
奧地利	362,794,196	370,466,010	302,550,117	344,429,822	665,344,313	714,895,832	7.4
捷克共和國	628,484,090	589,755,438	124,665,843	113,848,553	753,149,933	703,603,991	-6.6
波蘭	529,379,909	576,893,351	134,787,127	118,075,965	664,167,036	694,969,316	4.6
丹麥	344,091,359	332,106,502	217,345,108	207,336,696	561,436,467	539,443,198	-3.9
芬蘭	199,685,788	197,838,373	191,605,729	191,873,714	391,291,517	389,712,087	-0.4
斯洛伐克	317,378,135	287,877,694	30,770,394	22,242,444	348,148,529	310,120,138	-10.9
愛爾蘭	214,500,916	175,950,432	128,220,216	129,007,165	342,721,132	304,957,597	-11.0
羅馬尼亞	127,240,040	123,755,343	22,745,559	23,392,940	149,985,599	147,148,283	-1.9
葡萄牙	102,018,752	109,149,970	25,936,684	26,642,985	127,955,436	135,792,955	6.1
希臘	96,692,432	116,876,511	15,382,581	15,524,083	112,075,013	132,400,594	18.1
斯洛維尼亞	72,522,133	87,890,496	14,584,445	13,654,079	87,106,578	101,544,575	16.6
保加利亞	64,724,680	67,258,561	24,394,316	23,817,927	89,118,996	91,076,488	2.2
克羅埃西亞	62,376,371	43,933,499	8,166,965	3,478,918	70,543,336	70,543,337	0.0
愛沙尼亞	48,209,742	56,123,066	4,962,229	4,458,890	53,171,971	60,581,956	13.9
立陶宛	48,735,358	47,019,215	4,638,450	7,696,018	53,373,808	54,715,233	2.5
馬爾他	30,591,526	45,803,779	9,495,778	6,027,304	40,087,304	51,831,083	29.3
拉脫維亞	31,597,425	40,844,646	5,508,057	3,999,017	37,105,482	44,843,663	20.9
盧森堡	38,829,472	29,594,959	6,109,496	9,929,463	44,938,968	39,524,422	-12.0
塞普勒斯	22,840,505	18,459,933	2,724,515	2,152,768	25,565,020	20,612,701	-19.4

圖 6：2013 年歐盟會員國與台灣的貿易量

資料來源：歐盟統計局

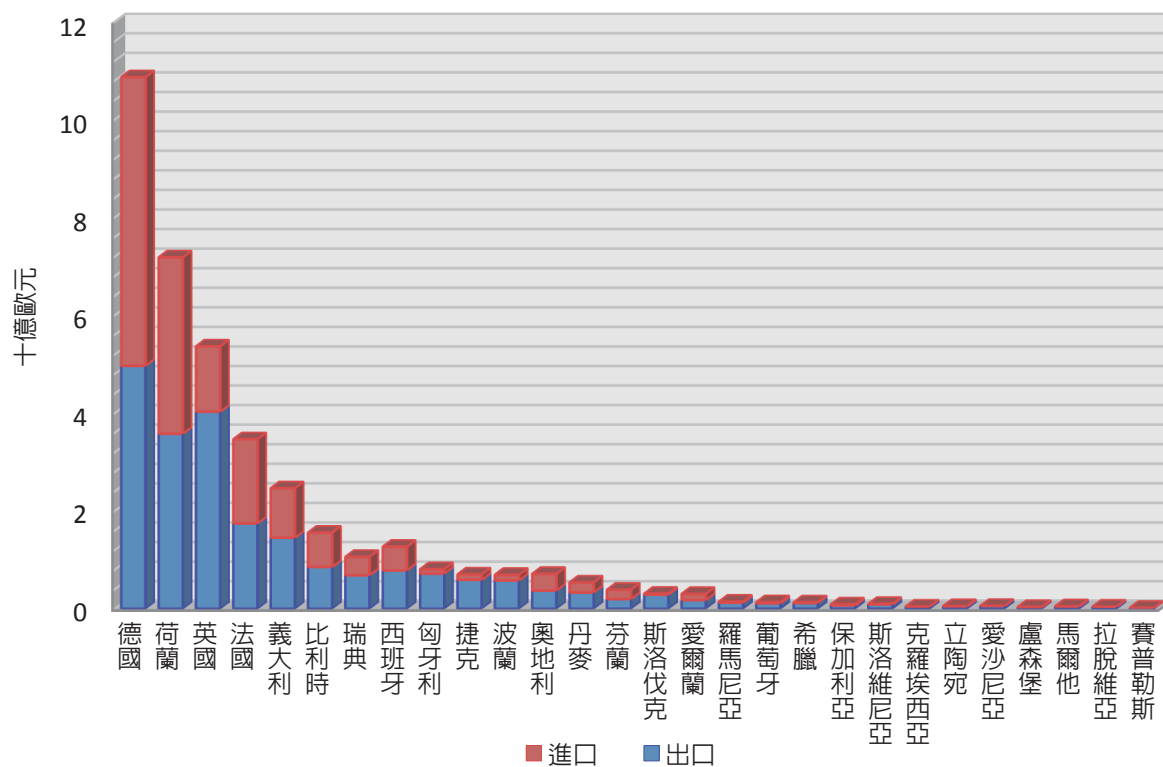
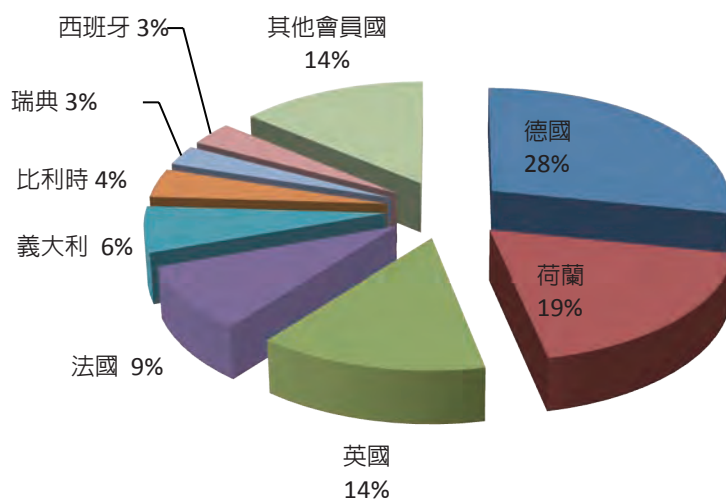


圖 7：2013 年歐盟會員國對台貿易比重

資料來源：歐盟統計局



1.1.6. 服務貿易

2012 年歐盟對台的服務貿易成長 8.9% 至 79.5 億歐元。

歐盟在服務方面的貿易餘額依舊為正，2012 年的金額達 20.7 億歐元，較前一年高 6.7%。

歐盟對台的服務貿易由 2011 年的 73 億歐元，成長至 2012 年的 79.5 億歐元。歐盟對台的服務出口，在單一年度由 46.2 億歐元增加至 50.1 億歐元，而同期間，台灣對歐盟的服務出口亦由 26.8 億歐元增加至 29.4 億歐元。

2011 年至 2012 年間，歐盟的服務貿易順差由 19.4 億歐元增加至 20.7 億歐元。

若觀察過去 10 年服務貿易的演變，我們會發現服務貿易在歐盟對台的貿易快速成長，總交易量在短短 10 年內增加一倍以上。

表 9：歐盟與台灣間的服務貿易

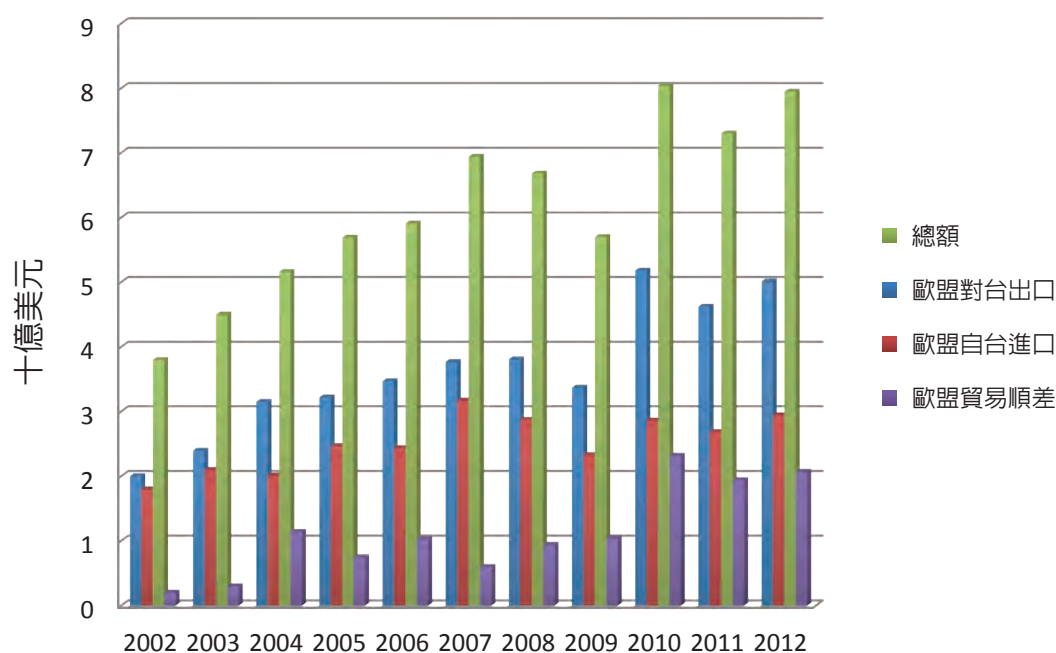
資料來源：歐盟統計局

單位：十億歐元

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
歐盟對台灣的出口	2	2.4	3.15	3.22	3.47	3.77	3.81	3.37	5.18	4.62	5.01
歐盟自台灣的進口	1.8	2.1	2.01	2.47	2.44	3.17	2.87	2.33	2.86	2.68	2.94
總金額	3.8	4.5	5.16	5.69	5.91	6.94	6.68	5.7	8.04	7.3	7.95
對歐盟的貿易餘額	0.2	0.3	1.14	0.75	1.03	0.6	0.94	1.04	2.32	1.94	2.07

圖 8：歐盟與台灣間的服務貿易

資料來源：歐盟統計局



附註：服務貿易統計數據的彙整與發佈通常落後一年。

1.2. 投資流量與存量

1.2.1. 歐盟在台灣的外國直接投資 (FDI)

在全球化的世界中，外國直接投資的數據很難彙整，因此投資數據可能無法反映精確的投資流量，然而仍可顯示大致的趨勢。

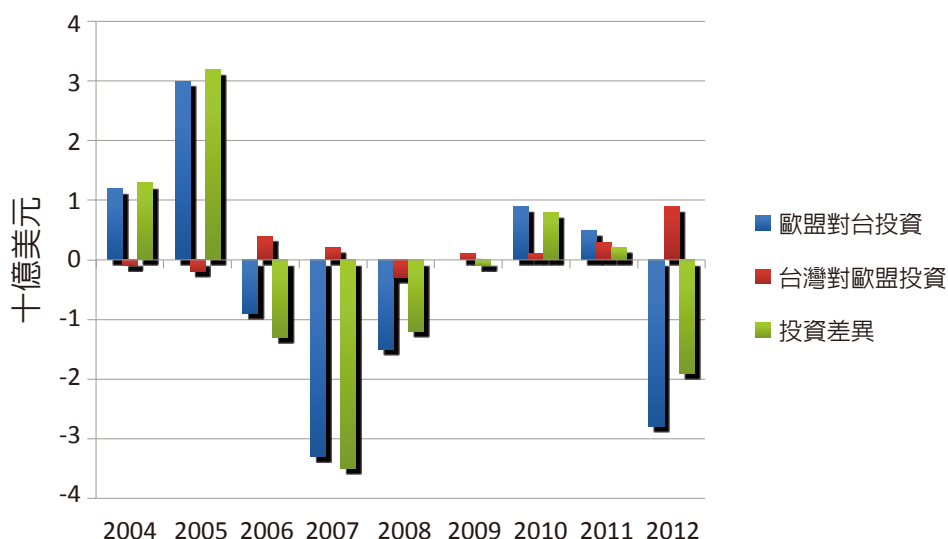
1.2.1.1. FDI 流量

根據台灣經濟部的投資審議委員會（以下簡稱投審會）數據，歐洲佔 2013 年台灣外資流量總額的 14%，總金額達 6.86 億美元。2013 年，歐洲是台灣第二大登記外國投資人，僅次於英屬加勒比海群島 (29.2%)。在台投資金額最大的歐盟國家是荷蘭，約佔歐洲對台 FDI 的 34% (2.37 億美元)。就 FDI 而言，歐洲之後是美國、日本與薩摩亞群島，其中美國的投資金額大幅增加 (44%)。

根據歐盟統計局 2012 年的數據，歐盟對外投資的總流出金額，由 2011 年的 4,741 億歐元下降至 2012 年的 2,556 億歐元。歐盟對外投資主要流向美國，金額為 629 億歐元，另外 898 億歐元則投資於亞洲，其中 155 億歐元投資在中國。

圖 9：歐盟與台灣間的 FDI 流量：流入、流出與差異

資料來源：歐盟統計局

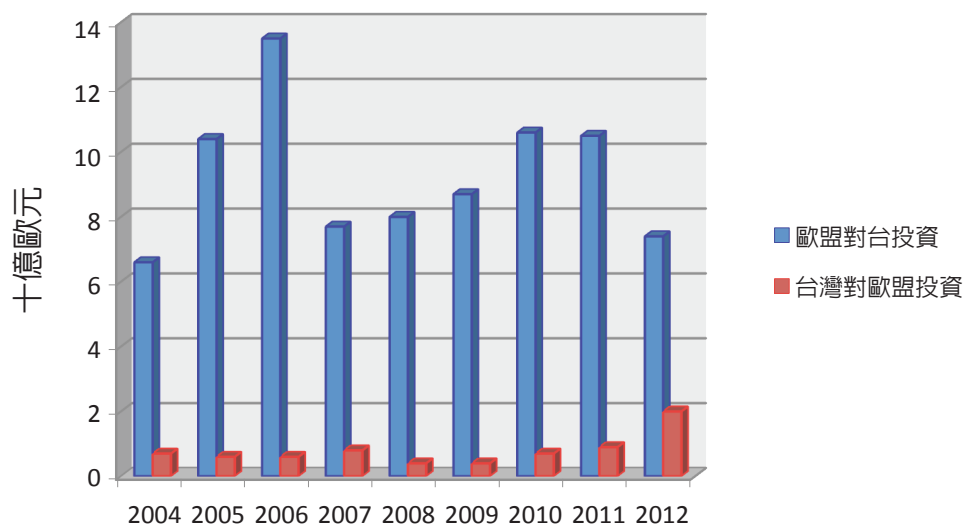


1.2.1.2. FDI 存量

歐盟統計局的數據顯示，歐盟 2012 年對外投資總存量達 5.2 兆歐元，其中有 74 億歐元投資在台灣。同時，歐盟共投資 2,077 億歐元於東協，中國與新加坡分別為 1,181 億歐元與 1,186 億歐元。

圖 10：歐盟與台灣間的 FDI 存量：流入、流出

資料來源：歐盟統計局



1.2.2. 台灣在歐盟的外國直接投資 (FDI)

台灣在歐盟的 FDI 由 2011 年的 3.01 億歐元至 2012 年的 8.18 億歐元，成長將近三倍，而 FDI 存量則達 20 億歐元，但仍落後南韓 (186 億歐元) 與其他類似的經濟體。

1.2.2.1 FDI 流量

歐盟統計局的數據顯示，2012 年歐盟吸引 2,918 億歐元 FDI 流入。歐盟最大的外國投資者是美國 (988 億歐元)，其他主要外資包含瑞士 (197 億歐元)、加拿大 (197 億歐元)、東協 (140 億歐元)、南韓 (43 億歐元) 與日本 (39 億歐元)。

台灣對歐盟的 FDI 由 2011 年的 3.01 億歐元至 2012 年的 8.68 億歐元，成長將近三倍。然而，相較其他投資國，在流入歐盟的 FDI 中，台灣的佔比依舊非常小。

根據台灣經濟部投審會的報告，2013 年台灣對歐洲的投資金額紀錄為 1.689 億美元，較 2012 年大幅增加 (7,150 萬美元)。台灣對歐洲的投資，約佔 2013 年對外總投資的 3.2%。台灣在歐盟的主要投資對象是荷蘭、英國、德國與中歐國家。

2012 年台灣的 FDI 流量主要流向中國、越南、澳洲、美國與香港。根據經濟部投審會的數據，相較 2012 年，台灣對大陸的投資大幅減少 20.2% 至 87 億美元。

1.2.2.2. FDI 存量

歐盟統計局的數據顯示，全球投資存量流入歐盟的總金額為 3.95 兆歐元，其中美國佔 1.54 兆歐元，瑞士 5,052 億歐元，另一方面，台灣為 20.1 億歐元，南韓則為 185 億歐元。

1.3. 歐洲在台商務協會 (The European Chamber of Commerce Taiwan, ECCT)

歐洲在台商務協會成立於 1988 年，代表在台營運的歐洲企業的利益，提供企業建構人脈的平台，並積極與台灣行政部門與機關互動。

如欲進一步了解歐洲在台商務協會，請造訪：<http://www.ecct.com.tw/index.aspx>

1.4. 與台灣的貿易與經濟對話

1.4.1. 歐盟在台商業與法規合作計畫 (EBRC)

歐盟在台商業與法規合作計畫 (EBRC) 由歐盟執委會與在台辦事處 — 歐洲經貿辦事處 (European Economic and Trade Office, EETO) 資助與管理。這項新計畫的目標是改善歐盟與台灣間的法規合作，計畫由歐洲商會負責執行。EBRC 計畫執行期間為 2014 年至 2017 年，除了一般活動，每年至少會針對政府機構與當地產業，舉辦四場大規模的活動。涵蓋領域包含貿易技術障礙，以及其他影響汽車業、食品與酒類安全、政府採購、藥品、醫療設備與智慧財產權的議題。

1.4.2. 研討會與活動

活動眾多，包含每年與台灣對口單位舉辦各式主題的貿易與投資研討會。2013 年，歐洲經貿辦事處持續其傳統，舉辦貿易投資議題相關研討會，內容豐富，並與台灣的與會代表及會員國辦事處密切合作，確保研討會主題聚焦且契合。研討會旨在分享歐盟對各式貿易投資議題的經驗，期待這些領域在台灣的決策與實踐能因而受惠。

數百位產業界成員與政府官員都曾出席貿易與投資研討會與座談會。

2013 年 - 2014 年的活動列表：

台歐盟投資學術論壇 __ 2013 年 1 月 16 日

台歐盟化粧品研討會 __ 2013 年 6 月 3 日

台歐盟食品安全研討會 __ 2013 年 6 月 20-21 日

台歐盟大客車安全管理和技術研討會 __ 2013 年 11 月 13 日

台歐高壓用電設備管理制度論壇 __ 2014 年 3 月 25-26 日

台歐盟專利制度研討會 __ 2014 年 4 月 14 日

2 民間交流

2.1. 教育

台灣與歐洲的交換學生人數日益增加，顯示在教育方面雙方建立成功的關係與合作。過去幾年主要改變之處是，台灣學生在歐盟的人數相對停滯不前，而歐盟學生來台的人數急劇增加。

2013 年歐洲教育展相當成功，蒞臨台北與高雄兩會場的參觀人數超過 12,000 位。

2007-2013 年歐盟 Erasmus Mundus 獎學金計畫相當受到台灣學生歡迎，共計有 119 位台灣人透過該計畫取得歐洲大學的碩士或博士學位。Erasmus Mundus 計畫目前已由新的全方位 Erasmus+ 計畫取代，實施期間為 2014 年至 2020 年。

2.1.1. 在歐盟的台灣學生

在台灣學生出國深造的地點上，歐洲受歡迎程度僅次於美國，共有 15,219 位台灣學生，人數較前一年減少 5.28%。最受台灣人歡迎的國外留學地點，第三名與第四名分別是澳洲與日本。截至目前為止，台灣人留學最熱門的歐洲國家是英國，其次是法國與西班牙。



2.1.1. 在台灣的歐盟學生

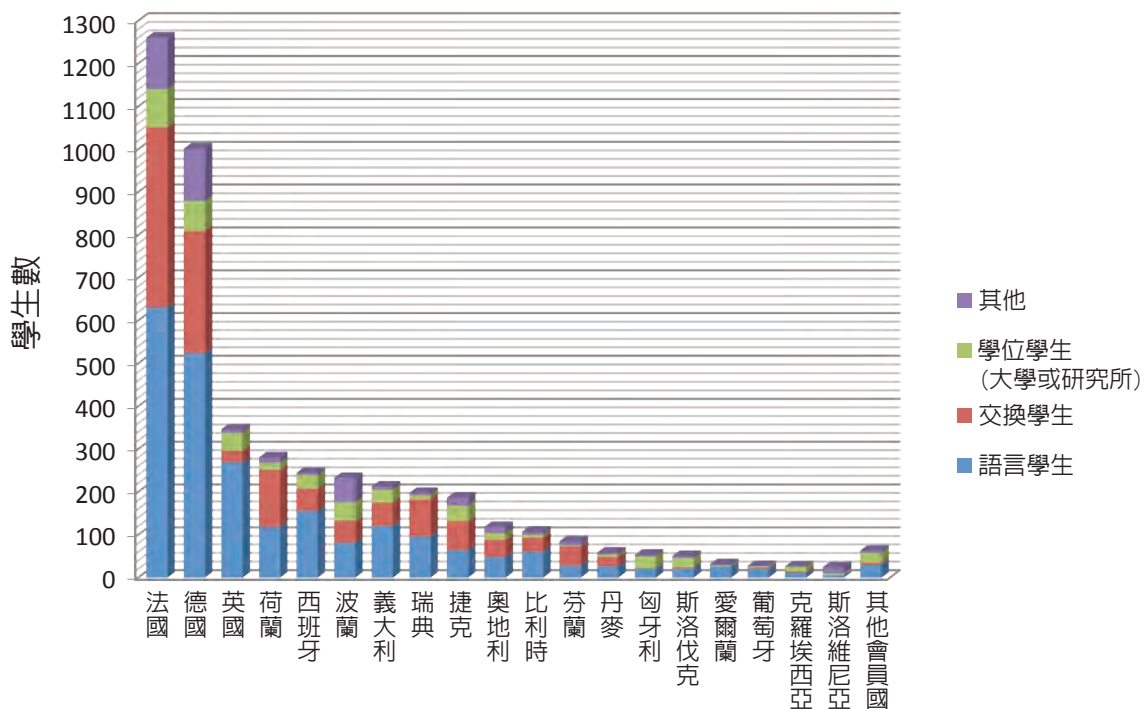
2013 年，總計有 78,261 名國外學生在台求學，其中 4,620 人來自歐盟，約佔整體人數的 5.9%。這數字較 2012 年增加 6%。

來台的歐盟學生大部分是為了學中文，2013 年，這類學生約佔整體歐盟學生的 51.4%。另外 28.8% 是來台當交換學生，還有 10.7% 的學生來攻讀學位。願意來台學習中文的歐盟學生，可以申請台灣教育部的華語文獎學金，而攻讀學位的學生則可申請台灣教育部的獎學金。博士後研究的學生，可申請提供給高等教育的學生與研究的特別獎學金。

2013 年，在台的歐盟學生大部分來自法國，約佔全體歐盟學生的 27.2%，其次是德國的 21.6% 與英國的 7.5%。在台的歐洲學生人數超過美國學生，2013 年，美國學生總人數僅增加至 3,439 名，約佔外國學生總人數的 4.39%。多數在台求學的國外學生來自中國大陸，2013 年佔總人數的 32.1%。以區域而言，在台求學人數多寡上，歐盟排名第四，在中國大陸、馬來西亞與日本之後。

圖 1：2013 年來台歐盟學生

資料來源：教育部



2.1.3. 歐洲教育展

台灣的歐洲教育展 (EEFT) 旨在推廣歐盟高品質的教育機會。歐洲教育展自 2002 年起每年舉辦，供歐盟會員國宣傳該國的高等教育機構，也提供台灣學生有關教育、簽證、旅遊與獎學金的資訊。由於歷史背景因素，台灣學生對歐洲的熟悉程度依舊不及美國或日本，歐洲教育展提供台灣學生絕佳的機會，探尋適合發展技能與培養能力的歐洲學術機構。

過去幾年，歐洲教育展吸引的參觀人數愈來愈多，2013 年有超過 12,000 位民眾蒞臨台北場與高雄場的展

覽活動，參觀人數較 2012 年成長逾倍。2013 年歐洲教育展有來自 11 個歐洲國家的大專院校與學術機構等 112 個單位參展。歐洲經貿辦事處設有攤位參展，宣導 Erasmus Mundus 獎學金計畫。為期 3 天的展覽中，還有演講活動回答一般民眾、學生與年輕專業人士的問題。

更多有關歐洲教育展的資訊請至：

<http://www.eef-taiwan.org.tw/>



2.1.4. Erasmus Mundus/Erasmus+ 獎學金計畫

歐盟在 2009-2013 年提供 Erasmus Mundus 計畫，是高等教育領域中的短期合作計畫，讓全世界攻讀碩士或博士課程的學生，有機會在歐洲國家取得學位。

2013 年，台灣有 5 位申請者獲得 Erasmus Mundus 獎學金研讀碩士課程，有 6 位學生獲得獎學金攻讀博士學位。台灣學生獲得 Erasmus Mundus 博士獎學金的平均成功機率，遠高於 6% 的全球平均值，2013 年為 23.1%，是全球第八高，並超越亞洲各國。

新的 Erasmus+ 計畫取代 Erasmus Mundus 計畫，實施期間為 2014 年至 2020 年。新計畫旨在支持教育、培訓、青年與體育領域的活動，合併了包含 Erasmus Mundus 在內的 7 項歐盟之前的支援計畫。在 Erasmus+ 計畫下，學生依舊能申請碩士或博士課程，並有機會獲得獎學金，且獎學金額提高，碩士生獎學金提高至一年 2 萬 5 千歐元。

更多有關 Erasmus+ 的資訊請至：http://eeas.europa.eu/delegations/taiwan/travel_eu/education/index_zt.htm

學生留學歐盟，亦可從個別會員國或台灣教育部等其他管道獲得協助。

2.2. 科學與技術

歐盟在研究合作上提出各式各樣的計畫與倡議。根據過去「第七期科研計畫 (FP7)」的成功經驗，歐盟提出新的「展望 2020(Horizon 2020)」計畫，對國際合作更為開放。

2.2.1. 第七期科研計畫

歐盟第七期科研計畫 (FP7，實施期間為 2007-2013 年) 是歐盟迄今最大的研究計畫，預算超過 500 億歐元。本計畫旨在整合所有歐盟倡議的相關研究，並對歐洲與非歐洲的科研開發與示範專案提供補助經費。台灣的研究機構，不論是公家或私人單位、學界或業界，都可加入由第七期科研計畫資助的歐洲研究專案。

第七期科研計畫實施的 7 年間，台灣機構共參與 32 件專案，從環境保護到奈米科技等各式各樣的領域都有。單是 2013 年，由歐盟資助且正在進行的專案中，台灣參與者就參加了 24 項，預期某些會持續進行至 2017 年。該計畫實施期間，最活躍的台灣合作對象是中研院、台灣大學與台灣科技大學，最活躍的領域包括環境保護、科學研究與基礎設施。

更多有關過去第七期科研計畫的資訊請至：<http://cordis.europa.eu/fp7/>

表 1：2013 年台灣合作對象參與的第七期科研計畫進行中專案

資料來源：社群研究與發展資訊服務

專案名稱	領域	協調人	台灣參與單位
EGI-INSPIRE：歐洲電網倡議 (European Grid Initiative)：提供歐洲 研究人員整合的永續泛歐基礎設施	基礎設施	Stichting 歐洲電網倡議	中央研究院
		荷蘭	
EMI：歐洲中介軟體計畫 (European Middleware Initiative)	基礎設施	歐洲核子研究組織	中央研究院
		瑞士	
LCA TO GO：推動歐洲的中小企 業使用生命週期評估：運用聰明 的方法與工具滿足重要創新產業 的需求	環境	弗勞恩霍夫應用研究促進協會 (Fraunhofer Gesellschaft Zur Förderung Der Angewandten Forschung E.V)	聯華電子股份 有限公司；財 團法人工業技 術研究院
		德國	
THESEUS：氣候變遷下提高歐洲 海岸安全的創新海岸技術	環境	波隆那大學 (Alma Mater Studiorum-Universita di Bologna)	成功大學
		義大利	
ZEROWIN：零廢棄物製程開發工 業網絡建置	環境	Osterreichische Gesellschaft fuer System- und Automatisierungstechnik	友達光電股份 有限公司
		奧地利	
CORFU：市區防範水災的合作研 究	環境	艾斯特大學	台灣大學
		英國	
ENVIROGENOMARKERS：環境 衛生的基因體生物標記	環境	Ethniko Idryma Erevnon	台灣大學
		希臘	
SCALES：跨行政層級、時空生態 尺度之生物多樣性保育	環境	Helmholtz-Zentrum fuer Umweltforschung GMBH – UFZ	台灣大學
		德國	
REAKT：即時地震風險降低的策 略與工具	環境	Amra - Analisi e Monitoraggio del r Ischio Ambientale Scarl	台灣大學
		義大利	
GREENXPO：在生活入口網站維 護所有環保生態創新研究結果	環境	Forschungszentrum Juelich GMBH	成功大學
		德國	
CETIEB：使用低成本工具改建節 能大樓打造更優質的室內環境	環境	斯圖加特大學	台灣科技大學
		德國	
TROPOS：地中海、亞熱帶、熱帶 海域與海洋資源深水離岸多功能 海洋平台之模組化研究	運輸	Consorcio para el Diseno, Construccion, Equipamiento y Explotacion de la Plataforma Oceanica de Canarias	中山大學
		西班牙	
SILVER：小分子抑制劑先導藥物 與受忽略的新興 RNA 病毒	健康醫療	艾克斯馬賽大學	中央大學
		法國	
糖尿病識能：加強糖尿病患者自我 管理教育的 (成本) 效益：比較不同 教育方法與條件，提高實施成效	健康醫療	天主教魯汶大學	台北醫學大學 基金會*台北醫 學大學
		比利時	

EUREC：歐洲研究倫理委員會網絡	社會科學	波昂大學 德國	清華大學
E-SPONDER：未來第一線急難處置團隊發展的整體研究方法	安全	Exodus A.E. 希臘	資策會
NET4SOCIETY3：透過社經人文科學國家聯絡據點 (SSH NCPs) 建立跨國合作	社經人文科學	Deutsches Zentrum fuer Luft- und Raumfahrt EV 德國	中山大學
FISH4KNOWLEDGE：分析多種影像串流，協助蒐集資訊與解答海洋與環境監控的問題	資通訊	愛丁堡大學 英國	國家應用研究實驗室
GREENERBUILDINGS：利用活動與背景知識在節能大樓設置全面嵌入式系統架構	資通訊	荷蘭安荷芬科技大學 荷蘭	財團法人工業技術研究院
SUS CON：整合廢料製作持久、創新與節能的混凝土	奈米科學、奈米技術、材料和新生產技術	Centro di Progettazione, Design & Technologie dei Materiali 義大利	台灣科技大學
HOLISTEEC：全向度優化整合生命週期節能建築之設計與營建技術	科技研究	D' Appolonia S.p.A. 義大利	台灣科技大學
ECOSHOPPING：提供購物中心節能與具成本優勢的改建方案	科技研究	Energosys Energiahatekonysagi Fejlesztési Es Finanszrozasi Zartkoruenmukodo Reszvenytarsasag*Energosysenergy — Efficiency Development Finan 匈牙利	台灣科技大學
MOD-ENP-TOX：建造化驗模型平台測試人工奈米微粒的危害等級	科技研究	天主教魯汶大學 比利時	國家衛生研究院
NANOCOOL：結合液體除濕循環搭配適應型傳統空氣冷卻系統，打造配備溫度與濕度獨立控制的節能空調系統	科技研究	Fundacion Tecnalía Research & Innovation 西班牙	台灣科技大學

2.2.2. 與歐盟合作的新機會

自 2014 年起，歐盟提出兩項新的重要倡議，徵求合作研究，實施期間至 2020 年：「展望 2020 計畫」與「新居禮夫人計畫」(Marie Skłodowska-Curie Actions)。

展望 2020 是歐盟新的科研計畫，實施期間為 2014-2020 年，計畫時間逾 7 年，提供近 800 億歐元的經費，是歐盟有史以來規模最大的研究與創新計畫。展望 2020 歡迎跨國合作，歐盟歡迎包含台灣在內的全球研究人員與企業參與，經由擴大研究合作網絡而受益。

更多有關展望 2020 的資訊請至：<http://ec.europa.eu/programmes/horizon2020/>

自 2014 年 1 月起，新居禮夫人計畫 (MSCA) 提供研究人員獎學金，對象的國籍或研究領域不設限。展望 2020 下的新居禮夫人計畫，將於 2014 年至 2020 年提供 61.62 億歐元的獎學金。歡迎台灣的研究人員申請這項交流計畫，本計畫除了提供豐厚的研究基金，非歐洲科學家亦可藉機造訪歐盟實驗室，而歐洲科

學家亦可前往海外工作數年。

更多有關新居禮夫人計畫的資訊，請至：http://ec.europa.eu/research/mariecurieactions/index_en.htm

歐盟亦歡迎台灣頂尖的研究人才申請歐洲研究協會 (European Research Council, ERC) 的獎學金，協助個人研究員從事尖端研究，不論國籍與年齡。歐洲研究協會特別鼓勵跨越學科領域的計畫、探索新興領域的開創想法，以及突破傳統且創新的應用方案。

更多有關歐洲研究協會的資訊請至：<http://erc.europa.eu/>

2.3. 環境保護

2.3.1. 對抗氣候變遷

歐洲經貿辦事處與台灣環保署密切聯繫，以對台灣當局清楚傳達歐盟在氣候變遷上的立場，並透過舉辦活動、研討會與交流訪問，促進這方面的瞭解。

2.3.2. 核安合作

2012 年，歐盟首度根據歐盟的模式，為台灣核電廠進行全面風險和安全評估（也就是壓力測試）。2013 年，台灣原子能委員會針對該次壓力測試，委請歐盟執委會成立獨立的同行審查小組，該小組隨後由歐盟的核能主管機關，與用核與非核歐盟成員國的專家共同組成。

壓力測試的主要目標，是在極端自然事件下，尤其是發生洪水與地震時，評估核電廠的安全與穩固程度。台灣自 1977 年開始使用核能發電，目前運轉中的電廠有三座，還有一座廠正在興建。無論是運轉中或正在興建的核電廠，都經過壓力測試以及之後的歐盟同行審查。

更多有關歐盟同行對台灣壓力測試審查的資訊請至：

http://ec.europa.eu/energy/nuclear/safety/stress_tests_en.htm

2.4. 人權對話與合作

歐盟積極參與對話，並提高台灣民眾的人權意識。為了確保歐盟在死刑及其他人權與民主議題上的立場，能清楚傳達給台灣當局，歐盟舉辦活動與交流訪問，促進雙方的瞭解。

2013 年 10 月，歐洲經貿辦事處協同英國貿易文化辦事處、法國在台協會及德國在台協會，邀請歐洲司法專家，針對包括法官、檢察官與律師在內的台灣司法人員，舉辦一系列研討會。歐洲司法專家在會中與台灣同業分享司法人權的實務經驗。會中主題範圍甚廣，從死刑的量刑標準，到犯罪精神病學的評估與受害者的賠償制度。自 2012 年開始舉辦的司法交流計畫，一直都非常成功，且雙方都收穫豐碩。

歐盟維持反對死刑的原則，對仍然執行死刑的國家，歐盟會積極展開對話與合作，台灣便符合這種情況。

歐盟也與台灣的公民社會就死刑議題密切互動，尤其是台灣廢除死刑推動聯盟。台灣廢死聯盟自 2013 年起推動為期三年的計畫，以推動台灣廢除死刑。歐洲民主人權機構 (European Instrument for Democracy and Human rights, EIDHR) 支持台灣廢死聯盟。

更多關於人權和歐盟對台灣死刑立場的問答資料，請至：

http://eeas.europa.eu/delegations/taiwan/key_eu_policies/human_rights/index_en.htm

2.5. 文化

歐洲經貿辦事處為促進與台灣民眾的文化交流，每年舉辦台灣歐洲電影節，並參加台北國際書展。

2.5.1. 第九屆台灣歐洲電影節

一年一度的台灣歐洲電影節，讓台灣觀眾可免費欣賞歐洲電影。2013 年的台灣歐洲電影節，在參展影片、會員國與放映場地數目上，都是最多的一屆。2013 年，所有在台北設有辦事處的 16 個成員國，首度全面提供該國電影參展。16 部影片在全台 14 個縣市的 35 個場所放映，播放 432 場。電影節吸引了約 18,000 位觀眾。

此外，歐洲經貿辦事處與歐盟駐香港辦事處合作，在台舉辦歐洲短片電影節。10 部短片在全台 13 個場所上映，播放 26 個場次。

更多有關台灣歐洲電影節的資訊，請至：<http://www.teff.tw/>

2.5.2. 歐洲電影聯盟獎金 (Europa Cinemas Mundus)

Europa Cinema 持續在歐盟以外地區推廣歐洲電影。台灣自 2011 年以來持續獲得歐洲電影聯盟獎金贊助，該獎金由歐盟的 MEDIA Mundus 計畫與 MEDIA 提供，最多可支付電影院 50% 的印刷及廣告費用。

2013 年放映 2 至 25 片的發行商，可獲得 6,000 至 25,000 歐元的補助金。2013 年獲得歐洲電影聯盟獎金的台灣電影院共有五家。

更多有關歐洲電影聯盟獎金的資訊請至：

<http://www.europa-cinemas.org/en/Supports/EUROPA-CINEMAS-MUNDUS>

2.5.3. 2014 年台北國際書展

台北國際書展是亞洲最大的書展，也是華語世界最大的書展。2014 年 2 月的書展為期六天，參觀人次超過 50 萬。

歐盟首次在書展成立展館，展出 2013 年歐盟文學獎得主的作品。此外，還有來自歐盟 10 個成員國的參展單位參加書展，展出本國產品。書展舉辦 492 場版權會議與 59 場專業論壇，成果豐碩。

更多有關台北國際書展的資訊請至：<http://www.tibe.org.tw/enhtml>

2.6. 觀光和移民

2.6.1. 歐洲人在台灣

根據入出國及移民署的數據，2013 年歐盟公民來台旅遊的總人數達 298,573 人次，較 2012 年成長 9%。大多數歐盟國民赴台是為了洽商：42% 的旅客抵台時，表示來台灣是因為洽商，而 29% 的人則是來觀光休閒。持有歐盟護照人士可免簽進入台灣，最多停留 90 天。



圖 2：2013 年歐盟會員國國民造訪台灣的觀光人數

資料來源：入出國及移民署

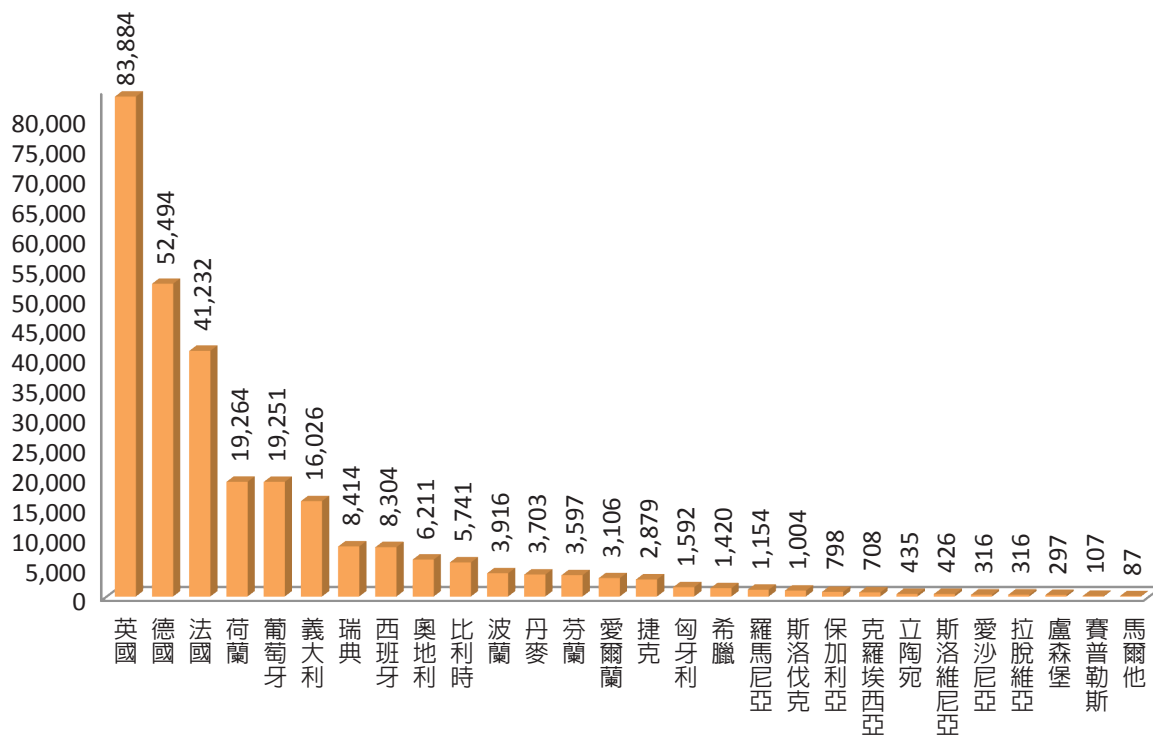
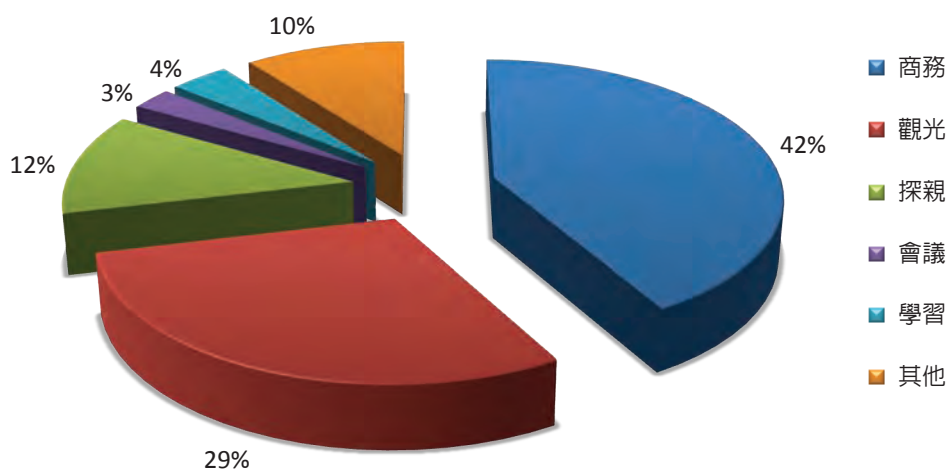


圖 3：2013 年歐盟旅客 (依旅行目的)

資料來源：觀光局

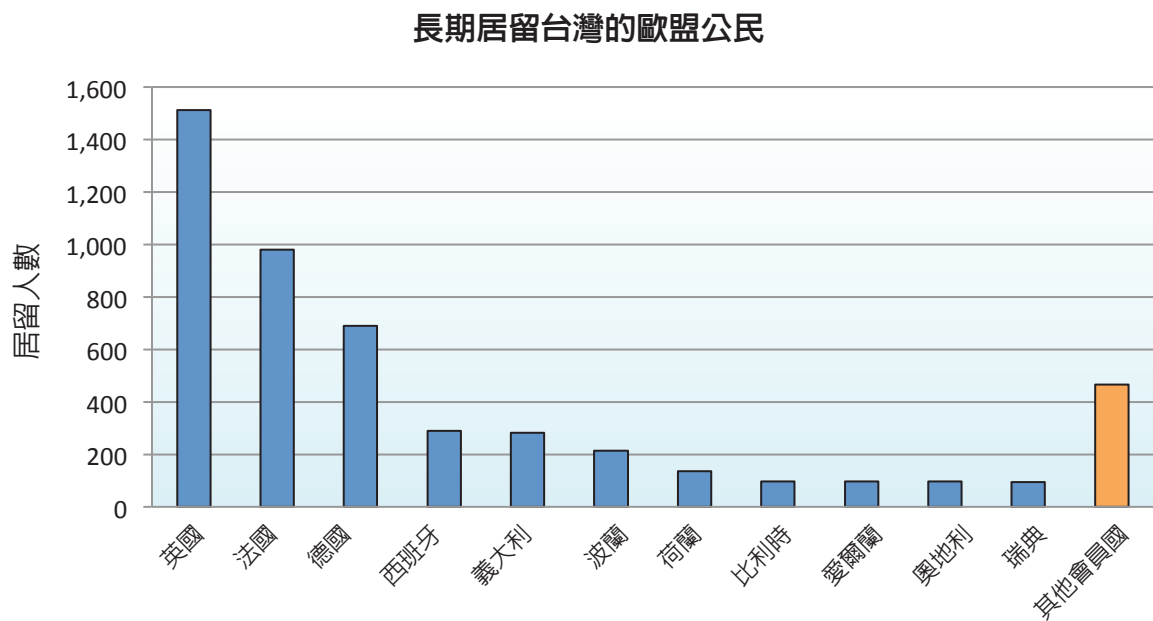
2013 歐洲人造訪台灣主要原因



過去幾年，住在台灣的外國居民 (不包括中國人民) 總人數一直穩定成長。根據入出國及移民署的資料，2013 年在台外籍人士有 525,109 人，其中 4,952 人為歐盟成員國的國民。較 2012 年成長 1.4%。多數在台的歐洲人擔任老師、工程師或經商。

圖 4：在台有正式登記的歐盟公民人數

資料來源：入出國及移民署



台北歐洲學校的學生人數持續穩定成長。1990 年該校創辦時，只有 60 位學生，目前學生來自 50 個國家，人數已達 1,310 人，其中有 413 人 (31.5%) 是歐洲人。過去幾年，歐洲學生的人數一直非常穩定。

2.6.2. 台灣觀光客造訪歐盟

自 2011 年起，台灣護照持有人赴歐可享免簽，讓台灣國民可以在申根地區短暫停留，無需申請簽證。英國和愛爾蘭之前即已採取類似作法。這一項重大突破讓台灣人民可以免簽周遊歐盟 28 國以及另外三個國家 (瑞士、挪威與冰島)，最長可停留 90 日，帶動台灣人民在歐洲的觀光機會與商機。

更多有關造訪歐盟與申根免簽的問答集，請參見：

http://eeas.europa.eu/delegations/taiwan/travel_eu/tourist/index_en.htm

3 增進對歐盟的瞭解

3.1. 台灣歐盟中心

為促使各界更加瞭解歐盟的制度與政策，並鼓勵歐盟與第三國的合作及民間和學術交流，歐盟自 1998 年在美國設立歐盟中心，之後也在加拿大、澳大利亞和紐西蘭成立歐盟中心。亞洲的第一所歐盟中心於 2004 年在日本東京成立。目前全球共有 37 所歐盟中心，其中 12 所位於亞洲。目前日本和南韓各設有 4 所中心，香港、澳門、台灣和新加坡各有 1 所。台灣歐洲聯盟中心 (EUTW) 由七所大學共同組成，由台灣大學負責召集，在歐盟的支持下於 2008 年 12 月 31 日成立。

更多有關台灣歐洲聯盟中心的資訊，請參見：<http://www.eutw.org.tw/index-e.php>

歐盟中心 2012 年版手冊可由此下載：http://www.eeas.europa.eu/eu-centres/eu-centres_brochure_2012_en.pdf

3.2. 在台歐盟資訊中心 (EUi)

台灣歐盟中心 (EUi) 推廣並發佈關於歐盟的資訊和文件，同時支援學術和專業研究人員。中心資源包括了歐盟執委會、歐盟理事會、歐洲議會和其他歐盟機構、組織的出版品，以及各種報告、政策聲明、統計數據等。

淡江大學的 EUi 早於 1979 年成立，原名為歐洲文獻中心 (EDC)。自 2004 年 4 月起，EUi 每季都會出版歐盟資訊中心通訊 (EUi Newsletter) (迄今已出版 37 期)。各期通訊的內容包括歐盟目前的研究發展、關於歐洲整合的學術分析、讀者對歐盟相關議題的看法、歐盟新出版品名單，以及歐盟最新的活動通知。

2006 年 9 月國立中央圖書館成立了第二所 EUi，讓取得歐盟文獻更為簡便。

更多有關淡江大學歐盟資訊中心的資訊，請參見：<http://eui.lib.tku.edu.tw/main.php>

更多有關央圖歐盟資訊中心的資訊請至：<http://eui.ncl.edu.tw/en/source.htm>

3.3. 歐洲經貿辦事處網站

歐洲經貿辦事處的官方網站重新改版後，造訪人次、個人訪客與瀏覽頁面大幅增加。2013 年，共計有 78,404 人次 (較 2012 年成長 40%) 與 58,143 位個人訪客 (較 2012 年成長 46%) 造訪網站，瀏覽 153,676 個頁面 (增加 30%)。歐洲經貿辦事處未來會努力提昇網站內容，介紹更多相關資訊，尤其是歐盟與台灣關係的相關資訊。

歐洲經貿辦事處的官方網站：http://eeas.europa.eu/delegations/taiwan/index_en.htm

3.4. 歐盟動畫

製作動畫短片「第九」，是歐洲經貿辦事處 2013 年最具成效且最創新的公關活動之一。6 分鐘的動畫，敘述貝多芬穿越時空來到今日的歐盟，獲得靈感創作第九號交響曲，後來成為歐盟國歌的故事。動畫設定的觀眾是台灣高中生，以有趣又詳實的方式介紹歐盟、歐盟起源、簡史、歐盟的範圍、制度以及歐盟的效益。

動畫電影「第九」置於台灣教育部的資源網站，供所有高中教師使用，並由台灣前兩大教科書出版商 (佔台灣教科書市佔率的 70%) 推廣給約 250,000 名學生欣賞。

「第九」動畫可在此觀賞：<http://www.youtube.com/watch?v=rrKNXys3HsU>

3.5. 歐洲經貿辦事處臉書專頁

歐洲經貿辦事處於 2012 年推出臉書專頁，溝通效益非常良好。臉書專頁平均每週有 3 篇發文。臉書不論是在追蹤者人數或內容品質均有成長。追蹤者人數由 2012 年底的 1,600 人增加至 2013 年底的 4,300 人 (成長 169%)。臉書追蹤人數達 3,000 人大關時，曾舉辦線上問答比賽，吸引報紙和電視新聞報導等大量關注。目前大眾對臉書專頁十分有興趣，專頁將繼續穩定成長。

歐洲經貿辦事處的 Facebook 專頁為：<https://www.facebook.com/euintaiwan>



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歐洲經貿辦事處

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