

JULY 7月
2008

歐盟通訊

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- 2 歐盟台灣政府採購研討會
EU Taiwan Government Procurement Seminar
- 5 2008年歐盟-台灣經貿投資概況
2008 Edition of the EU Taiwan Trade and Investment Factfile
- 6 歐盟EuP指令對產業之影響
Impact of the Energy-using Products (EuP) Directive on Taiwan
- 8 Galileo Masters大賽: 台灣今年首度參賽
Galileo Masters: this year with participation of Taiwan
- 10 政大學生自製短片，將於AthenaWeb播放
Videos by Chengchi University students on AthenaWeb
- 12 荷蘭 萊頓
The Netherlands Leiden

歐盟台灣政府採購研討會

6月11日，歐洲經貿辦事處與台灣行政院公共工程委員會首次舉辦歐盟台灣政府採購研討會，由法國在台協會與捷克經濟文化辦事處協辦，共計150人與會。

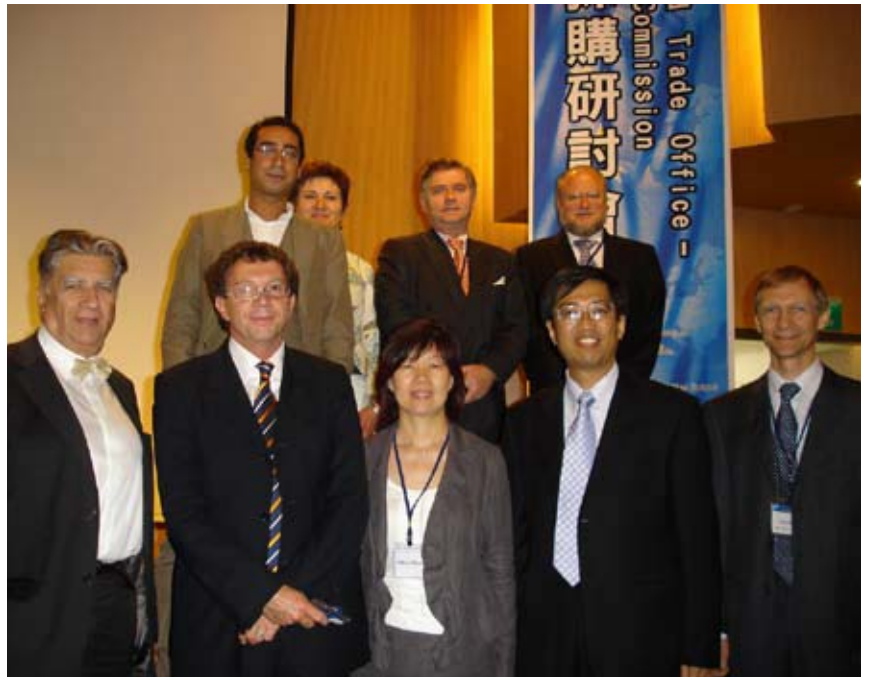
此次研討會旨在讓雙方就政府採購交換意見與經驗，進而增進相互認識並且以提高納稅人利益以及政府工程品質為最終目標，尤其是透過擴大各國參與投標，帶來更多競爭。

政府採購品質對於一經濟體之發展程度有直接影響，政府採購品質佳有助於大幅提升生活品質與經濟競爭力，相反地，若管理不當，則將阻礙或嚴重削弱一國經濟的發展潛力。

台灣新政府宣布未來八年將投入1300億美元打造更為現代化的基礎建設，包括擴建桃園與台中機場、更新東部鐵路以及建置無線高速公路等。

多年來，歐盟興建了多項品質一流之公共建設，如高鐵、高效率機場、先進港口等，對於提升歐洲競爭力有莫大貢獻。過去幾年，歐盟企業曾參與台灣多項政府採購案，包括捷運以及水或能源供給工程。

歐盟是全球最大經濟體，政府採購總額佔GDP超過10%。這塊市場已開放給台灣企業參與各項產業之建



設，而台灣企業在許多領域如資訊科技、公共設備或工程等具有卓越競爭力。鼓勵歐盟與台灣公司參與雙方之政府採購案是一長期共同目標，此外亦包括提供適當之法令環境以利參與。

歐盟與台灣之雙邊關係穩定成長，除了貿易以外，交流的範圍擴及至雙方皆有興趣的領域如科學研究、高等教育、智慧財產權、標準規章與認證以及環境保護等議題。除此之外，此次政府採購研討會將政府採購加入歐盟與台灣日後密切合作的領域之一。



為參加此次研討會，有多位講者遠自歐洲而來，包括：捷克交通部副部長 **Emanuel Sip**、歐盟委員會內部市場與服務總署處長 **Bertrand Carsin**、法國政府都市規劃設計師 **Jean-Michel Dossier**、歐盟委員會政策規劃專員 **Christian Levon** 與 **Elies Messaoudi**、歐洲公共行政研究院資深研究員 **Rita Beuter**。除此之外，台灣通商法律事務所資深合夥律師，同時亦是歐洲商務協會採購與專案委員會主委黃台芬女士，對於本次研討會貢獻良多。

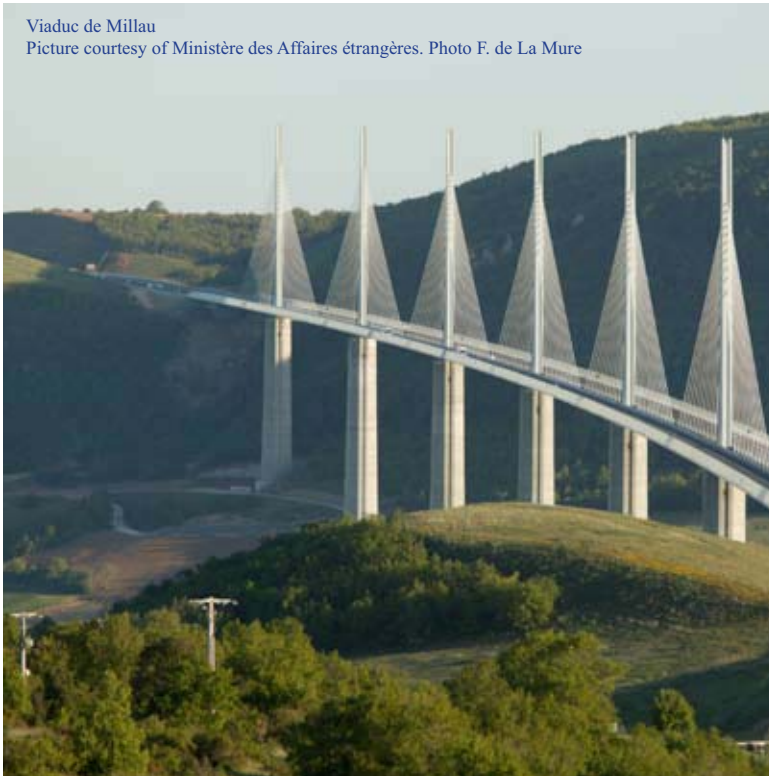
本次研討會所有演講內容可以自歐洲經貿辦事處網站免費下載，網址為

www.deltwn.ec.europa.eu

請點選

「歐盟與台灣」→「貿易法規合作」

Viaduc de Millau
Picture courtesy of Ministère des Affaires étrangères. Photo F. de La Mure



歐盟政府採購概況

- 政府採購約佔歐盟GDP之17%，相當於2兆歐元
- 2002年有16%之政府採購案(以金額計)已以23種語言刊載於歐盟公報(簡稱OJ)、政府標案電子日報(簡稱TED)
- 刊載於OJ之採購案預估總額由1993年之590億歐元增加到2004年之2,700億歐元
- 跨國採購佔10%
- 歐盟法規適用於30個國家：歐盟成員國、挪威、冰島與列支敦斯登

摘錄於 Rita Beuter 演說，標題為“歐洲政府採購政策與經驗”

EU - Taiwan Government Procurement Seminar

On 11 June, the European Economic and Trade Office and Taiwan's Public Construction Commission held the first-ever EU-Taiwan Seminar on Government Procurement. This event was co-sponsored by the French Institute Taipei and the Czech Economic and Cultural Office Taipei. A total of 150 people took part in the seminar.

The aim was to exchange experience and practice on both sides, thereby improving mutual understanding and ultimately enhancing the benefits for taxpayers and the quality of government-funded projects, particularly thanks to more competition through increased international participation in tenders.

The quality of government procurement has a direct impact on the level of development of an economy. It can contribute greatly to boosting the quality of life and economic competitiveness or, on the contrary, where mismanagement takes place, it can prevent or severely weaken the full development of a country's economic potential.

Taiwan's new government has announced a plan to invest US\$130 bn over the next eight years to modernise Taiwan's infrastructure, e.g. for extensions of the Taoyuan and Taichung airports, the Eastern railway upgrading project, or internet highways.

The EU has over the years developed top-class infrastructure, such as high-speed trains, highly efficient airports or state-of-the-art harbours, that contributes to Europe's competitiveness. In the past, EU companies have successfully participated in several government procurement projects in Taiwan in areas including MRT transportation and water or energy supply.

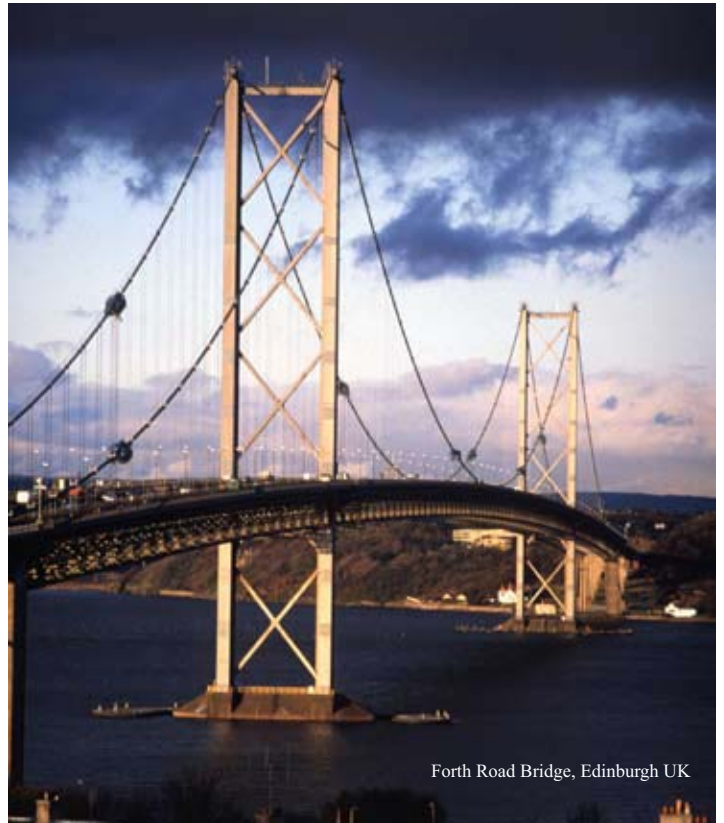
As the world's largest economy, public procurement represents more than 10% of GDP in the EU. This huge market is open to Taiwanese companies in several sectors, and they have the means to compete successfully in several areas of excellence, such as information technology, public equipment or engineering. Encouraging companies from the EU and Taiwan to participate in government procurement projects in each other's economy should likewise be a long-term goal, as well as providing an appropriate legal and regulatory environment for their participation.

The bilateral relationship between the EU and Taiwan has been growing steadily, and not only in the area of trade. There are more and more exchanges on subjects of common interest, for example scientific research, higher education, intellectual property rights, standards and certification or environmental protection. On top of these, the GP Seminar adds the issue of government

procurement to the list of areas of active cooperation between the EU and Taiwan.

Several speakers travelled from Europe specially to take part in this event: Emanuel Sip, Deputy Minister of Transportation of the Czech Republic; Bertrand Carsin, Director in the European Commission's Internal Market and Services Directorate-General; Jean-Michel Dossier, Chief Government Town Planner in France; Christian Levon and Elies Messaoudi, Policy Officers at the European Commission; Rita Beuter, Senior Researcher at the European Institute of Public Administration. Tiffany Huang, Senior Partner at Baker & McKenzie Taiwan, co-chair of the European Chamber of Commerce Taipei's Procurement and Projects Committee, also greatly contributed to the seminar.

All presentations given at the seminar can be downloaded free of charge from the website of the European Economic and Trade Office, at www.deltwn.ec.europa.eu, on the page "EU-Taiwan relations" → "Trade Regulations Cooperation".



Forth Road Bridge, Edinburgh UK



Facts on procurement

- Procurement represents about 17% of EU GDP, i.e. some €2 000 billion
- 16% (in value) was published in 2002 at EU level; publication in the Official Journal (OJ) in 23 languages; Tenders Electronic Daily (TED)
- Estimated aggregate value of procurement contracts published in the OJ increased from €59 billion (1993) to €270 billion in 2004
- Cross-border procurement accounted for 10%
- European rules apply to 30 countries: the EU, Norway, Iceland, Liechtenstein

Extract from the presentation "European government procurement policy and experience" by Rita Beuter



2008年歐盟-台灣經貿投資概況

6月3日，歐洲經貿辦事處召開記者會，發表年度出版品「歐盟－台灣經貿投資概況」。

本出版品中提到，依據台灣以美元計算的數字顯示，歐盟與台灣之間的貿易在2007年增加10%，不過歐洲統計局的數字仍停留在390億歐元。其中落差主要歸因於歐元匯率升高，不過這兩個數據也顯示雙邊貿易並未受到太多匯率波動影響。

台灣依然是歐盟第13大貿易夥伴，但是與歐盟貿易成長幅度卻不及其他貿易夥伴。歐盟對台灣出口總額低，顯示貿易逆差仍存在，台灣扮演歐盟主要貿易夥伴的地位日漸衰退。

從出口結構中可以看出，歐盟對於台灣經濟成長至關重要。此外，歐盟亦成為台灣最大的外國投資來源，佔2007年所有外國直接投資之25%，新增投資達70億美元，相較之下，來自美國的外國直接投資佔19%，日本則為16%。

歐盟是全球最大經濟體，同時亦是台灣第四大出口市場，僅次於中國、日本與美國。歐洲經貿辦事處處長李篤強強調，台灣必須開放市場以便提供歐洲企業進入管道。台灣政府必須除去貿易障礙，尤其是對於歐洲食品如肉類的限制，因為歐盟在這類出口具有高度利益。處長李篤強表示，歐盟對於台灣經濟深具信心，也欣見兩岸關係有正面發展。



2008 edition of the EU-Taiwan Trade and Investment Factfile

On 3 June, the European Economic and Trade Office held a press conference to launch its annual publication entitled "EU-Taiwan Trade and Investment Factfile".

This brochure indicates that trade between the European Union and Taiwan increased by 10% in 2007, according to Taiwan's statistics expressed in US dollars, but stood still in euro terms at €39bn according to Eurostat. This discrepancy is mainly due to the rise in the euro's exchange rate, and both figures actually denote the relatively good resilience of this bilateral trade to currency fluctuations.

Taiwan held on to its ranking as the European Union's 13th largest trading partner. However, the growth in Taiwan's trade with the EU has not kept pace with others. The low level of EU exports to Taiwan largely explains both the EU's sustained deficit and the gradual decline in Taiwan's position among the EU's major trading partners.

The structure of its exports shows that the EU is a crucial supplier for Taiwan's economic machine. The EU has also consolidated its position as the largest foreign investor in Taiwan with 25% of all FDI stocks and US\$7bn of fresh investment in 2007, compared to 19% FDI from the US and 16% from Japan.

The EU is now the world's biggest economy and the fourth largest market for Taiwanese exports after China, Japan and the US. Guy Ledoux, Head of the Office, stressed that Taiwan needs to open up its market to facilitate access for European companies. The government needs to remove trade barriers, especially on European food products such as meat, in whose export the EU has a strong interest. Guy Ledoux noted that the EU has confidence in Taiwan's economy and welcomes the positive momentum in the development of cross-strait relations.

The impact of the Energy-using Products (EuP) Directive on Taiwan industries and the responsive action of the IDB

According to data from the EU's Statistical Office, Eurostat, the estimated export production value of Taiwan's energy-using products (the first-round 14 product lots) sold to Europe in 2007 was over NT\$200 billion. If we take into account the value of OEM/ODM raw materials and parts supplied to companies in the US, Japan and other nations to produce other final products, the EuP Directive (Eco-design of Energy-using Products Directive, 2005/32/EC) has impacted Taiwan's industries to the tune of around NT\$600 billion per year.

Because of the importance of the EuP Directive and its huge effect on Taiwan, the Industrial Development Bureau (IDB) under the Taiwanese Ministry of Economic Affairs (MOEA) has actively provided assistance to Taiwan's industries and initiated the "2008 International Environmental Regulation Compliance and Cleaner Production Promotion Project". This assistance includes activities such as EuP Directive on-site consulting programmes, compliance tools development, analysis of the latest information, and related training and/or dissemination. The on-site consulting, which will be provided to more than 400 companies, comprises a vertical supply chain format, a horizontal product-specific format and a progress checking format. It is estimated that these consulting programmes could affect NT\$150 billion worth of European-export production.

The vertically integrated format will select 13 electrical device assembly factories or ODM plants and assist them and their key suppliers in implementing eco-design and in preparing their eco-profile reports so as to match the EuP Directive requirements for implementation measures and eco-design. The product-specific format consulting will target producers of key EuP products/components, such as computers, PCBs and monitors. The progress checking format will focus on the published EU implementation measures (including drafts) to check closely on the compliance of related producers, and provide consulting/training/guidance services. At present, this project is being publicly announced and will soon be open to applications from all companies.

In order to integrate and enhance the strength of domestic consulting capabilities relating to the EuP Directive, a specific training module for EuP consultants will be held. This will help prepare consultants and transfer experience in EuP consulting. Meanwhile, some consultancy organisations that are qualified for

EuP consulting will be recruited for this project. In addition, the project will promote the development of EuP tools, practice seminars and technical manual editing to offer industries a total solution for complying with international directives and reinforcing industrial competitiveness. For more detailed information on these activities, please refer to the Cleaner Production Net (<http://proj.moeaidb.gov.tw/cpnet/>).

The EuP Directive utilises market mechanisms to prevent non-compliant products from entering EU markets. Because of the highly correlated international market structure, the regional EuP Directive has affected industries all over the world, especially export-trade-oriented countries such as Taiwan. Not only will any own-brand manufacturers (OBMs) be affected, but also all OEMs and ODMs will have to comply with the EuP Directive because their final products will be regulated and exported to the EU.

From a global point of view, the EuP Directive has revealed a critical message, which is that the next core competitive value of a company will be its capacity in environmental protection and its ability to develop green products; the gateway to the green market will welcome the winners who have capitalised on first-mover advantages. The position of Taiwan in the global integrated supply chain has driven Taiwan's government and industries to embrace this major shift towards green products.

The European Economic and Trade Office thanks the Industrial Development Bureau for allowing it to publish their article in the EU Newsletter. More information on the EuP Directive can be found at:
http://ec.europa.eu/enterprise/eco_design/index_en.htm



歐盟EuP指令對產業之影響及台灣工業局因應作法



依歐盟統計資訊局(Eurostat)資料推估，2007年台灣銷往歐盟境內的能源使用產品年產值應超過2,000億元新台幣(第一階段14類優先管制產品)，尚不包含台灣廠商提供美、日等跨國大廠產品零組件或為其代工，而最終產品也將輸入歐盟之產值，故推估EuP指令對台灣產業的影響可達6,000億元。

由於EuP指令之重要性及其可能影響的產品/產業範圍廣大，故經濟部工業局為協助台灣產業有效因應歐盟EuP指令，特於本(97)年度「因應國際環保標準與清潔生產輔導計畫」(以下簡稱本計畫)項下，積極提供產業相關協助。具體作法包括：推動EuP指令之因應輔導、開發因應技術工具、提供最新動態資訊及相關宣導訓練等工作。其中，在工廠輔導部分，將以提供體系縱向輔導、產品的橫向輔導以及查核輔導等3種輔導機制，輔導家數逾400家，預計可影響之輸歐產值將達1,500億元新台幣。

其中「體系輔導」擬遴選13家系統廠或ODM (Original Design Manufacturer)廠，提供該廠及其重要部件供應商，完成輸歐產品之Eco-profile，以符合EuP指令之實施方法與生態化設計要求。而「產品推廣輔導」，則是針對如電腦、電路板、顯示器等重要關鍵產品/組件製造廠，提供因應協助，並將相關經驗於同業中推廣擴散。「查核輔導」則係針對歐盟已公告實施方法(含草案)之產品業者，主動展開EuP指令因應符合性之查核，並提供未能符

合者相關輔導/訓練/諮詢等服務。目前，本計畫正經由公開程序徵選輔導廠商，歡迎業界積極申請。

另為整合提高國內因應歐盟EuP指令之輔導能量，將開辦EuP輔導人員專業訓練課程，以培訓EuP輔導人員，並進行輔導經驗的移轉。同時，將徵選具備EuP輔導能力之輔導單位，共同參與輔導工作。此外，本計畫亦將推展因應EuP的工具開發、實務研習會、技術手冊編輯等工作，期能提供產業全方位之協助，以有效因應國際趨勢，提高產業競爭優勢。相關徵選與活動資訊，敬請查詢清潔生產資訊網(<http://proj.moeaidb.gov.tw/cpnet/>)。

基於全球市場結構的高度依存，故看似區域性的歐盟EuP指令，卻牽制全球產業，特別是對以外銷為導向的台灣產業。除了產品直接銷售歐盟的自有品牌業者受到EuP指令的影響外，國內高比例提供零組件予跨國大廠者，或為跨國大廠代工的相關廠商，也將因為最終產品可能輸入歐盟市場，而逃不開EuP指令的規範。

放眼全球趨勢，歐盟EuP指令透露了一個重要訊息，企業的環保實力以及綠色產品的開發，將是下一波的核心競爭力，綠色市場的大門將歡迎已完成準備的贏家。以台灣在全球整合供應鏈所占的位置，政府與產業絕對必須積極努力，正視這股新興的綠色潮流。

歐洲經貿辦事處感謝經濟部工業局授權本處刊登此文章。進一步EuP指令資訊請參考

http://ec.europa.eu/enterprise/eco_design/index_en.htm



Galileo Masters大賽：台灣今年首度參賽

歐洲伽利略衛星創新應用大賽開放澳洲與台灣參賽

衛星定位已經成為導航的必要標準與工具。正如同GPS之於美國、GLO-NASS之於俄羅斯，伽利略則是歐洲所規劃建置的全球導航衛星系統（簡稱GNSS）。

為提供最先進精確的服務，歐洲全球導航衛星系統製造商期望能受惠於伽利略衛星創新應用大賽（ESNC）Galileo Masters獎項得主所提出的創新商業構想，孕育更多創新衛星導航應用。此項全球性的競賽旨在鼓勵對科技愛好者為伽利略研發新應用領域。自2004年首度舉辦以來，這項年度競賽已經吸引歐洲各地超過八百位參賽者貢獻他們的創意，也因而奠定其在衛星導航領域的智庫地位。



Picture above courtesy to the European Space Agency

歐洲伽利略衛星創新應用大賽堂堂邁入第五個年頭，今年還加入新參賽區域以及主題。今年的競賽時間是從2008年5月1日至7月31日止，預計有超過80位來自全球各地的專家提出創新構想。今年，Galileo Masters大獎首度跨出歐洲，有台灣與澳洲共襄盛舉。

總冠軍Galileo Masters 獎項主要針對公司、企業家、研究人員、研究機構以及大專院校。得獎者可以依照個人喜好在歐盟27國中挑選育成中心，獲得長達12個月的使用權，將構想付諸研發。台灣首屈一指的研發機構工研院，將把獎項頒發給最能將伽利略精準定位與時間訊號的特性與遊戲結合的參賽者。

衛星導航的吸引力，從參賽人數之踴躍即可見一斑。台灣的參賽對於此競賽以及台灣的研究機構與創新研發人員來說具有高度重要性。藉由參加歐洲伽利略衛星創新應用大賽，主辦單位期望台灣參賽者能規劃出一個具有成長潛力的衛星導航應用市場。對於台灣的研發機構來說，此項競賽是一個相當難得的機會讓台灣的創意與國際社會接軌，對台灣的科技產業深具意義。

伽利略衛星導航系統旨在服務民間而非作為軍事之用，而其定位以高緯度國家如多數歐洲國家為主，也是其獨特之處。伽利略衛星導航系統應用範圍廣泛，包含無線通訊，醫療服務，運輸導航系統等。衛星導航市場發展潛力無窮，預計在2025年，總計有31億人將使用這項科技，年產值達4,700億歐元。

4月9日，歐洲經貿辦事處處長李篤與工研院院長李鍾熙召開記者會，宣布本競賽正式起跑。經濟部次長施顏祥、ESNC主席Thorsten Rudolph 以及經濟部技術處處長杜紫軍也出席了記者會。

歐洲經貿辦事處預祝此項競賽圓滿成功，也期待看見台灣優秀參賽者提出具有創意的應用構想。

相關資訊請見Galileo Masters網站：

<http://www.galileo-masters.eu>

Galileo Masters: this year with participation of Taiwan

European Satellite Navigation Competition opens doors to Australia and Taiwan

Satellite positioning has already become a standard and essential tool for navigating. As GPS is to the US and GLO-NASS is to Russia, Galileo is the one and only European Global Navigation Satellite System (GNSS).

In order to deliver the most advanced and accurate service possible, European GNSS manufacturers are eager to benefit from novel business opportunities brought to light by Galileo Masters, the European Satellite Navigation Competition (ESNC). This global competition aims to encourage technology enthusiasts to develop applications for Galileo.

More than 800 participants from all over Europe have contributed to the annual ideas competition since it began in 2004, and it has since then established itself as a think-tank for the industry.

The European Satellite Navigation Competition has started round 5 with new partner regions and other thematic focus points. This year's competition runs from 1 May to 31 July 2008, and more than 80 international experts are

expected to submit their innovative ideas. This year, the Galileo Masters competition also opens its doors to the international market for the first time with the participation of Taiwan and Australia.

Galileo Masters is aimed at companies, entrepreneurs, researchers, development institutes and universities. The winners of the prize will get the opportunity to develop their idea at an incubation centre of their choice within the EU-27 for up to 12 months. Taiwan's premier R&D organisation, the Industrial Technology Research Institute (ITRI), will award its prize to the innovation that best integrates Galileo's precise positioning and time signal into a gaming concept.



Guy Ledoux (Head of the European Economic and Trade Office), Yen-Hsiang Shih (Deputy Minister of Economic Affairs), Dr Johnsee Lee (President, ITRI), Thorsten Rudolph (Chairman, ESNC) and Duh Tyzz-Jiun (Director-General, Department of Industrial Technology, MOEA) at the Taiwanese kick-off event.

The large number of contestants is evidence of the attractiveness of satellite navigation. Taiwan's active presence in the race is highly important both for the competition itself and for Taiwanese R&D centres and inventors. By participating in the European Satellite Navigation

Competition, Taiwanese inventors are strongly encouraged to play a part in designing the dynamic, growing market for navigation applications and to help shape the future. This competition is regarded as a rare opportunity for Taiwan's research and development operators to be more closely linked to the international community, which is important for Taiwan's technology industry.

Galileo has a mission of serving civilians instead of military personnel, and its capability in positioning targets in high-latitude countries, such as most European nations, make this navigation system quite unique. Applications can range from medical services through wireless communications to transportation navigation systems. The satellite navigation market holds a lot of potential, as in the year 2025 a total of 3.1 billion people are expected to use this technology, translating into annual turnover of 470 billion euros.

On 9 April, Guy Ledoux, Head of the European Economic and Trade Office, and Johnsee Lee, President of the ITRI, held an ESNC kick-off news conference. The event was also attended by Shih Yen-Hsiang, Deputy Minister of Economic Affairs; Thorsten Rudolph, ESNC Chairman; and Duh Tyzz-Jiun, Director-General of the Department of Industrial Technology, Ministry of Economic Affairs.

The EETO wishes this competition great success and is looking forward to Taiwan's creative and original ideas for applications.

All necessary information can be found on the Galileo Masters' website:

<http://www.galileo-masters.eu>



政大學生自製短片，將於AthenaWeb播放

Athenaweb 是世界頂尖的科學資訊影音交流平台，成立於2005年。此歐洲得獎入口網站提供科學家與科學通訊專門領域一個獨特的平台，範圍包括各公共及私人研究機構、實驗中心、大學以及電視電影界（廣播人、記者、紀錄片導演、獨立製作人、科學組稿編輯等）。其貢獻網脈廣佈科學界、全球電視機構以及多達800位註冊的專業使用者。

2008年七月底起，Athenaweb將會播放由政治大學學生近期製作的一系列短片，此第一支在AthenaWeb上播放的學生製作節目乃名符其實的“首映”。開拓新的領域以及將科學主題帶入有趣的模式和創新的論述都是Athenaweb首創的發展，接下來更將於今年度推出一國際科學學生網路影片競賽。

AthenaWeb 係由歐洲委員會研究總署贊助成立，由布魯塞爾媒體總部Lab To Media經營。歐盟對於此計畫的贊助旨在於鼓勵科技傳播交流、展示各類頂尖的科學電視素材、促進科學新知在電視及新媒體上流通傳播、以及創造有利環境並使科學研究與創新能在歐洲與其他地區蓬勃發展。政治大學與Athenaweb的協議即為過去幾年來雙方良性合作的成果，特別是2008年1月份在台北舉辦的國際年度科學傳播會議。這項由政治大學學生所進行的短片製作計畫，是國科會人才培育計畫的成果，宗旨在鼓勵主修科學相關學科的大學生（如科學、工程、醫學、農業等）盡情發揮創意，製作屬於自己的影片。學生必須組隊參加、依據主題撰寫劇本、拍攝影片，並且進行必要研究、訪談、剪接以及配音。

科學人才培育計畫的宗旨在讓學生能發揮所長，訓練優秀科技與傳播媒體人才，著重於培養每位學生的專業技能，同時善用現今發達的傳播科技。

從政治大學學生所製作的短片可看出，學生對於所選科學主題具有深刻認識，同時在輕鬆的氣氛下展現團隊合作默契。不過，在幽默之餘，學生並未忽略本計畫所強調的科學主題。舉例而言，有一組學生以嘻哈



舞者詮釋核能發電的過程、還有學生以偵探片的手法介紹粉塵爆炸的成因，另外有一部短片則是藉由一名充滿抱負的歌手的故鄉，提供關於聲學效果的資訊。即使是對於科學所知不多的觀眾，都能從日常生活中找出解釋這些科學現象的答案。

本計畫是由政大廣電系主任與國科會科學傳播計畫主委關尚仁教授主持。廣電研究所學生兼專案助理顏雅文表示，「由於劇本是我們自己撰寫的，短片中的場景都是我們熟悉的地方如校園」。「此外，在密切合作的過程中，也結交了許多新朋友，日後在年度傳播大會上還會再相聚」。

AthenaWeb 與科學人才培育計畫不但提供了有效介紹科學的方法，同時也涵蓋國內外文化與教育等面向，有助增進對於外國文化的認識。影片製作具有無限可能性，每個人都有機會藉此發揮才能與創意。歐洲經貿辦事處欣見Athenaweb與政治大學的這項創新合作。

政治大學學生所製作的影片將於近期在Athenaweb上播放，網址為 <http://www.athenaweb.org>

Photos courtesy of Michael S. R. Kwan, Chairman of the Department of Radio & Television and Director of the Taiwan Science Communication Industry Project, National Science Council

Videos by Chengchi University students on AthenaWeb

With the motto "Broadcast your Science", AthenaWeb is the world's leading internet audiovisual communication platform for science and scientific information. Launched in 2005, this award-winning European portal provides a unique platform for scientists and science communication professionals from public and private research organizations, labs and universities, as well as for the TV and film industry (broadcasters, journalists, documentary makers, independent producers, science commissioning editors, etc.). It has a broad network of contributing science and TV organizations worldwide, and over 8.000 registered professional users. It provides the official online library for key science films festivals and professional meetings, including the EBU Science Editors Group and the World Congress of Science and Factual Producers.

From the end of July 2008, AthenaWeb will feature a series of short films recently produced by students of the National Chengchi University in Taipei. This will be a real "première". The National Chengchi University films will be the first student-produced programmes ever to be posted on AthenaWeb. Breaking new ground, and providing exciting models of innovative treatment of scientific subjects, these are pioneering new developments of AthenaWeb, which will include the launch later this year of an international competition for internet films by science students.

AthenaWeb is supported by the European Commission's Research Directorate-General and is run by the Brussels-based media agency Lab To Media. EU funding for this initiative aims at stimulating science communication, showcasing the best science TV material from all sources, facilitating the creation and dissemination of new science content on TV and new media, and setting the scene for science, research and innovation to prosper in Europe and beyond. The agreement between National Chengchi and AthenaWeb is the result of excellent cooperation developed over the past year, particularly on the occasion the 2008 Annual International Conference for Science Communication held in January 2008 in Taipei.

The film project realized by the Chengchi University students is the fruitful result of the Science Talent Training Program of the National Science Council which is organized by the NCCU. This program encourages all university students of scientific major (such as science, engineering, medicine, agriculture, etc.) to let their imagination run wild, to be creative and produce their own film. The students are required to form their own teams, create their own scripts and shoot their film relevant to their major, as well as to do the necessary research, interviews, editing and dubbing individually.

The aim of the Science Talent Training Program of the National Science Council lies in letting students bring their skills into full play and training outstanding talents in Science and Media, putting its focus primarily on each student's own professional skills while making productive use

of today's broadcasting possibilities.

Every one of the short movies created by the NCCU displays the students' deep understanding for the selected scientific subjects and their excellent teamwork in a most playful and entertaining manner. However, for all its amusing and very "cool" contents, the students have in no way neglected the scientific importance in this project. To name but a few, the process of nuclear power generation is creatively explained by performances of hip hop dancers, a case of death in a detective film introduces the cause of dust explosion to the audience, and a story about an aspiring singer provides plausible information about acoustic effects. Even viewers little familiar to science find comprehensible answers to scientific phenomena in daily life.



This project was supervised by Mr. Michael S.R. Kwan, chairman of the Department of Radio and Television and director of the Taiwan Science Communication Industry Project from the National Science Council.

"Since we write our own scripts, the scenes shown in the short films are our immediate and familiar surroundings, like our campus", says Yawen Jen, Graduate student in Radio and Television and project assistant. "Moreover, as a result of close teamwork, the students have made a lot of new friends, and will always see each other again on our Annual Media Meeting."

Works of Athenaweb and the Science Talent Training Program offer brilliant ways to effectively represent not only scientific, but also cultural and educational aspects at home and abroad, helping the understanding of foreign cultures. Filmmaking is a subject capable of almost indefinite expansion, giving everyone an opportunity to harness their skill and creativity. The EETO very much welcomes the innovative cooperation between Athenaweb and the NCCU.

The videos created by the students of the NCCU will soon be able to be available on the Athenaweb website: <http://www.athenaweb.org>

The Netherlands Leiden 荷蘭 萊頓

萊頓位於荷蘭西部，而西部為荷蘭的政治、文化與經濟中心。萊頓是一個充滿活力、多采多姿的城市，同時亦擁有悠久豐富而曲折的歷史。

在16世紀，萊頓發展成為印刷廠、出版社與書店聚集的重鎮。到了17世紀黃金時代，萊頓成為荷蘭第二大

城，而當時阿姆斯特丹則僅是最大的城市。後來，萊頓成為荷蘭的紡織業中心。羊毛生產（“laken”）相當發達，很快地萊頓的羊毛成為歐洲最搶手的商品。曾是紡織貿易中心的拉肯霍爾（Lakenhal），如今成為著名的美術博物館。

在20世紀，傳統羊毛產業逐漸沒落。如今，萊頓則以生命科學與服務業著稱。

漫步在悠美的歷史古城中，映入眼簾的是令人讚嘆的運河網絡以及旁邊的紅磚小道。萊頓有超過3,000座古蹟，其中包含荷蘭最古老的劇院。萊頓一直是畫家的靈感來源，著名的荷蘭畫家林布蘭便是生於萊頓，且在萊頓一直住到26歲，他的許多重要畫作便是在這段時間所畫的。直到今日，這座美麗的城市以及那17世紀建築仍是許多藝術家的最愛。

萊頓大學亦頗負盛名，成立於1575年，是荷蘭歷史最悠久的大學，女皇碧翠斯與王儲威廉亞歷山大皆就讀於這所大學。萊頓大學以法律、語言與醫學院聞名。全世界最古老的植物園之一Hortus Botanicus，便位於大學的大禮堂旁邊。園內種植了超過一千種不同的熱帶與亞熱帶植物。

近年來，生命科學在萊頓的學術與商業界的重要性日增，而商業與學術研究之間的連結正是促成其蓬勃發展的主因。萊頓生物科學園區，是荷蘭最大的生命科學園區，如今已吸引許多台灣企業與研究機構的注意。



Leiden is situated in the western part of the Netherlands, which is the political, cultural and economic heart of the country. Leiden is a vibrant and fascinating city with a long, rich but turbulent history.

In the 16th century Leiden developed into an important centre for printing offices, publishing companies and bookshops. During the Golden Age of the 17th century Leiden was the second largest city in Holland. Amsterdam was by far the biggest city in those days. Leiden had developed into the centre of the textile industry in Holland. The production of wool (“laken”) was flourishing and soon Leiden’s wool became one of the most sought-after products in Europe. The Lakenhal, once the centre of the textile trade, has been converted into a major art museum.

In the 20th century the traditional wool industry gradually declined. These days Leiden depends on its growing life sciences industry and on the services sector.

Walking through the beautiful historic city centre, you will come across an astonishing network of canals bordered by red brick roads. The city

has more than 3 000 monuments, among which is the oldest theatre in the Netherlands. Leiden has always been a great source of inspiration for painters. One of the most famous Dutch painters, Rembrandt van Rijn, was born in Leiden and lived there for the first 26 years of his life. Many of his masterpieces were created during that time. Nowadays, the beautiful city centre with its numerous 17th-century houses still inspires many artists.

Leiden is perhaps best known for its university, which was established in 1575 and is the oldest university in the Netherlands. Queen Beatrix and Crown prince Willem-Alexander both studied there. Leiden University is best known for its law, languages and medicine faculties. The Hortus Botanicus, one of the oldest botanical gardens in the world, is located right next to the University’s main auditorium. It has an extraordinary collection of more than 1 000 different tropical and sub-tropical plants.

These days, life sciences are taking on increasing importance in both academic and business activities in Leiden. It is the link between business and academic research that is creating new dynamism. As the largest dedicated life sciences cluster in the Netherlands, Leiden Bio Science Park is now attracting interest from Taiwanese companies and research institutions.

Text and pictures courtesy of the Netherlands Trade & Investment Office



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