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Siena, Italy



歐洲對電影的熱情

歐洲的電影是現代文化遺產，也是重要文化象徵。

在歐洲人眼中，電影不只是商業，也是藝術瑰寶的搖籃，言論自由的樂園，代表歐洲多元文化風貌，值得用心保護、積極發展。因此歐盟與全體會員國投入大量資源，輔導優質電影製作，力求雅俗共賞。電影藝術的幼苗，需要官方資源不斷灌溉，才能持續成長茁壯，創造多元優質的文化。

歐盟各會員國與歐洲執委會多年來通力合作，提供資源輔導電影工作者。會員國各自發展獨特體系，推廣其國電影製作，歐盟各國電影輔導體系也大不相同。就歐盟層級而言，歐洲執委會主導「媒體 MEDIA」計畫，輔導電影前製作業，特別著重電影人才訓練、以及將無形創意化為具體作品。該計畫輔導後製作業也不遺餘力，加強國際行銷，好電影不僅本國民眾得以欣賞，歐盟其他各國也能一飽眼福。透過電影交流，歐洲各國人民之間互相理解。下一波「媒體」計畫將於 2007 年啟動，2013 年完工，總預算高達十億歐元（三百八十億台幣）。

歐洲電影製作充分展現整合精神，導演製作創意佈局皆放眼全歐，一部電影通常由歐盟多國合資。電影作品經常參加歐洲知名國際影展，如威尼斯影展、坎城影展、柏林影展，以及其他專業影展。

歐洲電影產業政策整體而言相當成功。2004 年歐

洲電影產量將近八百部，戲院門票銷售超過十億張，還不包括電視播映、DVD 影片、網路下載電影收益。歐洲觀眾也非常喜愛海外電影，去年美國電影囊括歐洲 70% 票房。部分歐盟會員國也積極協助海外電影於歐洲上映。

歐盟「媒體」計畫詳細資訊請參閱網站：

http://europa.eu.int/comm/avpolicy/media/index_en.html

台北歐洲電影節

今年十二月台北歐洲電影節盛大登場，來自歐洲多國的精采電影，帶來優質文化饗宴。台北歐洲電影節由歐洲經貿辦事處、歐盟各會員國駐台北辦事處、外交部及台北市政府聯合舉辦。影展將播放高品質、台灣觀眾較少機會接觸到的歐洲影片，歡迎您蒞臨欣賞。

European Film Festival in Taipei

Films from several countries of the European Union will be shown in Taipei in December. The film festival, brought to you by the European Economic and Trade Office, EU Member States Representative Offices in Taipei, Taipei City and the Ministry of Foreign Affairs, will be a great opportunity to see less well-known but quality European movies.



Europeans' Love Affair with Cinema

The cinema is an important part of Europe's modern heritage and culture. In the eyes of the European public, cinema is not only a business, but also a channel for artistic creation, freedom of expression and a valuable aspect of the cultural diversity we want to preserve and develop. For these reasons, the EU and European Member States do not spare any effort in their support of good-quality movie productions, for everybody to enjoy. They consider that public support to cinema is crucial to help maintain a diverse and quality cultural offering.

The happy task of supporting cinema artists is shared between the Member States of the EU and the European Commission. Each Member State can develop its own system to foster the production of national films and indeed, these systems vary a lot from one EU country to another. At EU level, the European Commission, through a programme called "Media", assists in the pre-production phase, in particular by funding training for cinema professionals and help to develop good ideas into actual films, and in the post-production phase, by funding the international distribution of films, making sure that good films can be enjoyed by audiences throughout the EU, not only in their country of origin. This is also a good way to help Europeans understand each other. The next Media programme, from 2007 to 2013, could have a budget of up to 1 bn Euros (38 bn NTD).

Cinema production in Europe is already very much an EU-wide undertaking, where directors and producers think at the continental scale, where funds for a particular movie frequently come from several EU countries and where films are shown in prestigious international festivals like Venice, Cannes or Berlin, or highly specialised festivals across the continent.

This cinema policy has been successful on the whole. Almost 800 films were produced in the EU in 2004, and more than one billion movie tickets were sold – not to talk about films shown on TV, seen on DVD or downloaded on the net. Films from outside the EU are also welcome: US movies accounted for 70% of tickets sold in Europe last year, and several EU countries also extend their public support to the distribution of foreign films.

To learn more about the EU's Media Programme:

http://europa.eu.int/comm/avpolicy/media/index_en.html

台灣電影在歐洲大放異彩

過去十年當中，高達一千多萬歐洲人看過台灣製作或與他國合作的電影。說到台灣電影，歐洲人最熟悉的當然是李安導演作品《臥虎藏龍》，該片由台灣與多國聯合製作，一舉席捲八百八十萬歐洲觀眾。楊德昌導演作品《一一》也不遑多讓，2000年吸引了將近四十萬歐洲觀眾。侯孝賢導演作品《海上花》1998年在歐洲上映，超過二十五萬歐洲人買票進場。1997年八萬多名歐洲觀眾欣賞蔡明亮導演作品《河流》。過去十年當中，共有二十三部台灣製作或與他國合作的電影在歐洲上映，不僅在各大影展屢創佳績，報章雜誌佳評如潮，戲院觀眾也掌聲不斷。二十三部電影當中有六部是台歐合作的結晶，顯示歐台雙方長期以來在電影領域有良好的合作關係。

詳細資訊請參閱歐洲理事會歐洲影視研究中心統計資料網站：<http://www.obs.coe.int/>.

Taiwan's Big Picture in Europe

More than 10 million Europeans have seen films produced or co-produced in Taiwan in the past 10 years! Of course, 8.8 million viewers concentrated on Ang Lee's "Crouching Tiger, Hidden Dragon", co-produced by Taiwan, but still, Edward Yang's "A One and a Two" had almost 400,000 admissions in 2000, Hou Hsiao-Hsien's "Flowers of Shanghai" attracted more than 250,000 cinema-goers in 1998 and Tsai Ming-Liang's "The River" had more than 80,000 admissions in 1997. 23 films produced or co-produced in Taiwan were shown on European screens in the last ten years, winning prizes in festivals, praise in papers and plaudits in cinema houses. 6 out of these 23 were co-produced with European producers – a testimony to the good partnership on-going in this area.

Statistics from the Council of Europe's European Audiovisual Observatory: <http://www.obs.coe.int/>.

安全可靠的食品

食品安全在歐洲非常被重視。歐盟於 2000 年大幅修訂食品法，制定透明實用的食品監管流程，保障消費者權益，並落實全新食品安全控管制度，二十五個會員國採用相同食品飼料法規，從農場飼養到烹調食用，每個細節都不忽略。歐洲執委會負責監督會員國食品安全標準，並依據獨立風險評估與科學資訊制定食品行銷、食品成分、食品添加物、基因改造食物相關法規。食品飼料不論是否生產於歐盟或其它地區，均需遵守歐盟食品法規。

歐盟亦相當重視動物健康與獸醫技術，盡力防堵傳染疫情，如口蹄疫、豬瘟、禽流感，並預防動物體內殘留藥劑、動物荷爾蒙與污染物進入食物鏈。

進口動物與動物產品與本地農產品一樣必須通過嚴格安全標準，才可於歐盟境內銷售。

歐洲執委會食品與獸醫管理處派遣官員前往會員國與第三國家(非歐盟國家)，監督當地食品安全標準，確保食物鏈從頭到尾安全無虞。為求透明公開，食品與獸醫管理處所有報告皆上網公布。網址：

http://europa.eu.int/comm/food/fvo/index_en.htm

歐盟食品安全局提供食品飼料安全與營養相關專業意見，並公開與民間交流，鼓勵各界踴躍討論，網址：

<http://www.efsa.eu.int/>



Photograph: Courtesy of the Belgian Trade Office

歐盟食品及飼料快速通報系統

歐盟食品及飼料快速通報系統提供快速通報服務，一旦市場監測與邊境檢疫發現食品瑕疵，系統就會立即發出通報。歐盟會員國政府發現食品安全問題（如細菌感染、化學污染），認定可能危害消費者，透過系統發出通報，知會其他會員國相關單位。會員國接到通報，即可立刻採取必要行動。如果通報內容牽涉進口產品，就會聯繫出口國相關單位。所有通報內容均定期出版，以供第三國（非歐盟會員國）私營企業與政府機關參考。

Rapid Alert System

The Rapid Alert System for food and feed (RASFF) provides rapid information on food safety issues identified in market surveillance or at border inspection. When an EU government spots a problem which could put consumers at risk – e.g. a microbial or chemical contamination of food, it uses this network to spread information through official competent authorities of all EU Member States. This ensures that authorities in other Member States can take swift action, if necessary. If a notification relates to an imported product, the authorities in the country of origin are informed. Rapid alert notifications are also published regularly to keep private sector organisations or authorities in third countries, i.e. non-EU countries, informed.



Photograph: Courtesy of the Belgian Trade Office

食品標示：品質安全雙重保障

消費者有權知道購買食品的成分，因此歐盟特別制定食品標示法，保障消費者權益。歐盟食品標示法的重點在於食品標示必須包含食品成分、製造廠商、儲存方式、烹調方式等重要資訊，提供消費者參考。製造廠商亦可添加其他資訊，但所有資訊必須正確詳實，不可誇大不實，誤導消費者。

Keeping Consumers Informed: Labelling for Safety and Quality

People want, and have a right, to know what they are eating. Food labelling rules recognise this legitimate right. The fundamental principle of EU food labelling rules is that consumers should be given all essential information on the composition of the product, the manufacturer, methods of storage and preparation. Producers and manufacturers are free to provide additional information if they wish, but this must be accurate, and must not mislead the consumer by unsubstantiated claims.

Food You Can Trust

Food safety is a top priority in Europe. The EU's food law was thoroughly revised in 2000 to ensure transparency, practicality and a high level of protection for the consumer. The new approach to food safety is fully integrated: feed and food are covered from the farm to the fork by one framework legislation, which fully applies to all 25 Member States of the EU. The European Commission has overall responsibility for ensuring that standards are enforced equally across the Union and that regulatory decisions (e.g. concerning the marketing of food products, ingredients, additives or GMOs) are based on independent risk assessment and scientific advice. This applies to feed and food, irrespective of whether it comes from inside or outside the EU.

Animal health surveillance and the enforcement of good veterinary practices are essential in the EU to prevent outbreaks of contagious animal diseases, such as foot-and-mouth disease, swine fever or bird flu, and to avoid residues of veterinary drugs, hormones or other contaminants entering the food chain.

Imported animals and animal products must meet the same strict health requirements as domestic produce, before they can be imported into or traded within the Union.

The Food and Veterinary Office of the European Commission audits authorities in Member States and third countries to ensure that safety rules are enforced and satisfactory standards of safety and quality are applied throughout the food chain from stable to table. To ensure transparency, all reports resulting from FVO audits are available on-line.

http://europa.eu.int/comm/food/fvo/index_en.htm

The European Food Safety Authority provides independent scientific advice on all matters linked to food and feed safety and on nutrition. The Authority communicates to the public in an open and transparent way and encourages public debate.

<http://www.efsa.eu.int/>



Fishermen in Poland

吃的安心又美味 Tasty Food

歐洲人相當重視食品安全與食品品質，消費者對於農業、食品工業與零售業要求甚高。歐洲人也相當關心食品製造流程與地點，偏好有機食品與理想環境飼養的動物肉品。

歐盟農業政策鼓勵農民生產多種優質食品，如有機食品，並推廣各項計畫，協助農民提升農產品品質。

歐盟為全球最大食品進口地區，因此希望國際貿易法規能符合消費者對食品安全與品質的要求。歐盟透過多邊組織制定標準，影響重大，更有利於保障全球消費者權益。

Food safety and food quality are important concerns for Europe's citizens and consumers are demanding very high standards from farmers, food companies and retailers. There is also strong interest to know how and where food is produced. There is a growing demand for organic food or for meat from animals reared under certain welfare standards.

The EU agricultural policy encourages farmers to produce a large choice of quality food, including organic production. Schemes are in place to encourage and help farmers wishing to upgrade the quality of their production.

The EU is also the world's biggest importer of food. The EU has, therefore, an interest to ensure that international trade rules meet the safety and quality demands of its citizens. This ultimately benefits consumers all over the world, through the trend-setting influence of the EU in multilateral standard setting organisations.

高品質的 歐洲牛肉

Quality European Beef



Photograph: Courtesy of Ruben Piek

1986年英國發現首例狂牛症，歐洲執委會與會員國隨即攜手合作，展開一連串措施根除疫情，預防消費者感染。歐盟規定，超過三十月大健康牛隻屠宰後必須通過狂牛症檢疫才可販售。含動物肉骨的飼料可能遭受污染，因此一律禁止販賣。針對特定高危險部分（如動物組織最容易藏匿病菌）之銷毀與丟棄，歐盟所有會員國皆訂有嚴格法令。一旦檢測發現肉品含有狂牛症病毒，相關單位即著手追查肉品來源，並採取適當措施處理帶原牛隻接觸過的動物。

歐盟實施嚴密措施全面防範狂牛症，消費者可安心食用。歐洲牛肉經過重重把關，專業檢測，品質口感領先全球，不僅四億四千五百萬歐洲人深具信心，也深獲紐西蘭、巴西、菲律賓等國信賴，先後進口歐洲牛肉。

Since the first case of Bovine Spongiform Encephalopathy (BSE) in the UK in 1986, the European Commission, in close co-operation with the Member States, has taken a series of measures to eradicate the disease and to prevent any transmission to consumers. All healthy slaughtered cattle above 30 months are BSE tested before release for human consumption. It is forbidden to sell animal feed materials containing meat and bone meal, which could represent a danger of contamination. The removal and destruction of specified risk material (animal tissues being most at risk of harbouring the diseased agent) is very strictly applied in all Member States. Full traceability ensures that - in the event of a positive BSE test - the animal can be traced back to its farm of origin so that adequate measures can be taken for all animals that it was in contact with.

As a result of this policy, the risk of having BSE contaminated meat in the human food chain is truly negligible. EU beef, guaranteed by these extensive regulations and systematic testing, is now among the safest in the world – and also the tastiest! Countries like New Zealand, Brazil, and the Philippines have opened the market for EU beef, satisfied that it is perfectly safe for their consumers, as it is for 455 million Europeans.

保護有特色的地方特產

如果有人把「越南綠茶」當作「台灣烏龍茶」賣，把「南亞米」貼上「池上米」的標籤，或者你發現「金門高粱」居然是從日本來的，你能不能接受？當然不能！同樣的道理，歐洲人也堅持巴馬火腿一定要來自義大利巴馬地區，蘇格蘭威士忌當然是蘇格蘭生產，只有法國香檳區出產的香檳才能稱為香檳。歐洲人認為冒用產地名稱是欺騙消費者。

歐盟認為產品的原產地名稱 (地理標示) 必須予以尊重，才能保障消費者權益，原因是產品的生產地與品質、名氣有直接的關係。大約二千種原產地名稱已正式註冊為受到保護的地理標示，提供最佳品質保證。

歐盟在世界貿易組織也強調地理標示的觀念，推廣國際地理標示註冊，不僅是酒類產品，所有傳統產品，只要跟產地名稱有相當關聯，皆可註冊以杜絕仿冒。台灣農業與食品製造業的利基在於高品質與高附加價值，註冊地理標示更能保障長遠發展，歐盟也希望台灣能在世界貿易組織發聲支持歐盟。

歐盟農產品地理標示相關資訊請參閱下列網站：

http://europa.eu.int/comm/agriculture/foodqual/quali1_en.htm

有關歐盟在世界貿易組織的立場，請參閱下列網站：

http://europa.eu.int/comm/trade/issues/sectoral/intell_property/argu_en.htm



Photograph: Courtesy of the French Institute



Czech beer

Promoting Regional Specialities

Would you accept that tea grown in Vietnam be sold as "Taiwan Oolong Tea", that South Asian rice be labelled "Chishang Rice" and that "Kinmen Kaoliang" be made in Japan? No! Likewise, Europeans also consider that Parma ham has to come from Parma, Italy – nowhere else –, Scotch Whisky from Scotland and Champagne from the Champagne region in France. And they consider that using these geographical names for products made somewhere else amounts to cheating consumers.

In the EU, we protect strongly this link between the quality, the reputation and the geographical origin of products, for the sake of the consumers. There are around 2000 "geographical indications" registered at the EU level today, which offer a true guarantee as to the origin and quality of the products.

The EU is also defending this idea in the WTO: we want to convince partners in the world that there is a common interest in setting-up a worldwide register of geographical indications, extending not only to wine, but to all traditional products with a strong link to a specific location, and protecting them from counterfeiting. Farmers and food producers in Taiwan, where quality and high added value is now the key word, would also benefit from such protection, and the EU hopes to obtain Taiwan's support in this area.

For more on the protection of geographical indications in the EU:

http://europa.eu.int/comm/agriculture/foodqual/quali1_en.htm

For more on the EU's position in the WTO:

http://europa.eu.int/comm/trade/issues/sectoral/intell_property/argu_en.htm



2005 年歐盟-台灣貿易及投資概況手冊

《2005 年歐盟-台灣貿易及投資概況》手冊介紹台歐整體經貿關係。打開手冊，您會發現歐盟是台灣第四大貿易夥伴與最大投資外商，台灣是歐盟第十大貿易夥伴。手冊含有大量精美圖表與詳細資訊，可從歐洲經貿辦事處網站直接下載，網址：

<http://www.deltwn.cec.eu.int>

EU – Taiwan Trade and Investment Factfile 2005

The factfile presents in a nutshell the overall trade and economic relations between the European Union and Taiwan. You will discover that the EU is Taiwan's 4th trading partner and largest foreign investor, and that Taiwan is the EU's 10th trading partner.

There is much more in the brochure, with lots of graphs and information, which can be downloaded from our website.

<http://www.deltwn.cec.eu.int>



Photograph: Courtesy of the French Institute

留學歐盟獎學金

2004 年 4 月的歐盟通訊曾經介紹 Erasmus Mundus 歐盟碩士課程獎學金計畫，該計畫提供三十六種碩士課程，領域包含水文、製酒、電腦科技、歷史…等，應有盡有。獎學金由歐洲執委會提供，鼓勵非歐盟國學生前往歐洲攻讀碩士課程。2005 年學年度共有五名台灣學生獲頒獎學金，尚未達到名額上限。歐洲經貿辦事處網站提供碩士課程與申請程序詳細資訊，附帶影片說明，歡迎參考：<http://www.deltwn.cec.eu.int>

Study in Europe: Grants Available!

The Erasmus Mundus Programme, which has already been introduced in last April's newsletter, offers 36 Masters Courses on diverse subjects, from hydrology to wine-making, computer science to history. The European Commission offers generous grants for students from non-European countries to follow these courses. In 2005-2006, 5 students from Taiwan benefited from such grants, but there is room for more. Visit our website for more information, the list of available courses, explanations on how to apply and even a video presentation.

<http://www.deltwn.cec.eu.int>

“EuroNews 歐洲新聞台”

要跟上國際動脈，除了歐洲各國的國際新聞頻道外，也可選 EuroNews 歐洲新聞台。歐洲新聞台提供優質全球新聞，以歐洲觀點深入剖析，並以英語、法語、德語、義大利語、葡萄牙語、俄語、西班牙語七種語言二十四小時全球同步播出。觀眾可選擇七種聲道，關心時事同時學習語言。歐洲新聞台於 1993 年 1 月 1 日開播，是第一個提供多語播出、且收視範圍涵蓋全歐洲的新聞頻道，歷經快速發展，如今成為歐洲首屈一指的電視新聞頻道，由歐盟、俄國、瑞士以及北非三國的公共電視台共同投資。

歐洲新聞台提供更廣泛的世界觀，新聞影片來自多種管道，包含

「Eurovision」新聞資料交流網絡、所有共同投資國(者)的新聞片段以及各大新聞通訊社，新聞資源遙遙領先同業。記者可利用豐富新聞影片資源深入研究分析，報導各方意見，避免主觀偏見與本國觀點影響報導內容。雖然歐洲新聞台報導內容遍及全球，而非僅僅聚焦歐洲大陸，仍然經常提供深度廣度兼具的歐盟新聞。

歐洲新聞台透過有線電視、數位衛星與地面頻道接觸一百一十八國一億八千三百三十萬觀眾。根據最新歐洲收視記錄調查，每天約有八百萬觀眾收看歐洲新聞台。1999 年歐洲新聞台更率先採用數位傳播。除了優質新聞報導之外，節目內容也

豐富多元，由獨立編輯製作的紀錄片值得一看，簡短的影片深入透視新聞、時事、生活型態、經濟情勢，並定期提供市場分析，現場直播重大事件。特別節目「No Comment」播出全球各地撼動人心的影像，不加編輯，搭配現場原音，觀眾自行體會其中奧妙。歐洲新聞台最特別之處在於沒有新聞主播，但新聞報導皆由專業記者採訪編輯。歐洲新聞台為獨立媒體，立場完全不受政治、宗教、地緣影響。希望歐洲新聞台很快也能在台灣播出，以七種語言提供台灣觀眾優質新聞。

詳細資訊請參閱歐洲新聞台網站：

<http://www.euronews.net>

EuroNews, the European News Channel

In addition to several European national news channels with worldwide broadcasting networks, EuroNews is a quality news channel covering world news from a European perspective in a choice of seven languages. EuroNews broadcasts simultaneously in English, French, German, Italian, Portuguese, Russian and Spanish, 24 hours a day. As a viewer, you have the possibility to choose at any time between one of the 7 audio channels, and to watch the news in one of the 7 languages offered: it is a great opportunity to learn and practice these languages. Launched on 1st January 1993, as the first multilingual pan-European news channel, EuroNews has rapidly established itself as Europe's leading television news channel. The channel belongs to a group of publicly-owned broadcasters from not only the European Union, but also from Russia, Switzerland and three North African countries.



EuroNews gives viewers a wider perspective of the world. The channel has an unrivalled supply of news footage from around the world through the Eurovision Exchange, and its public service broadcaster shareholders, as well as from the major news agencies. This wide choice of images allows journalists to compare, analyse and then report all opinions, avoiding bias or national viewpoint. While EuroNews reports about world-wide information, and not only about the European continent, it also offers a very wide-ranging and in-depth coverage of European Union news.

EuroNews reaches 183.3 million households in 118 countries worldwide via cable, digital satellite and through terrestrial channels. According to the latest peplemeters in Europe, EuroNews has 8 million viewers every day. In 1999, EuroNews was the first

news channel to switch to digital broadcast. Apart from news reports, their programmes also contain short, factual, to the point documentaries from independent editors on news and current affairs, lifestyle, the economy, regular market reviews, and live coverage of events whenever necessary. They also have a feature called "No Comment", where the images speak for themselves. The most striking pictures from around the world, unedited, with original sound and the viewers draw their own conclusions. A very specific feature: there are no TV anchors on EuroNews, but their stories do have journalistic coverage.

As a fully independent channel, EuroNews is completely free from any political, religious, or territorial influences. We hope we will soon be able to watch EuroNews in Taiwan, with its wide variety of languages for the Taiwanese public to enjoy.

You can learn more about EuroNews from its website at:
<http://www.euronews.net>





錫耶納市位於義大利托斯卡尼中心地區，周圍環繞吉安地葡萄園，山丘連綿，迷人小鎮星羅棋布，風景如詩如畫，不僅色彩鮮明，傳統風俗也獨具特色。

錫耶納市是旅遊天堂，處處充滿美麗驚奇。

錫耶納市擁有豐富文化遺產，將近三千年的歷史綻放藝術光芒。古老神秘的伊特拉斯卡傳統、文藝復興時期的錫耶納繪畫學院、遠近馳名的錫耶納現代音樂講座，藝術之鄉光彩不滅。市區中世紀建築林立，整個城市就像一座大博物館，歷史古蹟與文化寶藏俯拾即是。走在小巧玲瓏的街道，沐浴廣場的和煦陽光，文化之美盡收眼底。

錫耶納大學歷史悠久，人文薈萃，學術氣息濃厚。學習義大利文，錫耶納大學絕對是不二選擇。

錫耶納市也是繁榮的商業中心，擁有全球最古老的銀行「錫耶納銀行」。該行設於西元 1472 年，至今仍是義大利最大銀行之一。錫耶納市具有深厚金融基礎，隨著時代演進，發展成現代金融商圈。

錫耶納市與其所在之省一年舉辦幾千場文化慶典，其中最不能錯過的就是賽馬節，賽馬節一年舉辦兩次，短短三分鐘的比賽刺激精彩，在知名的扇形坎波廣場舉行，

為錫耶納市民增添不少歡笑。

想要一窺托斯卡尼風情，一定要走一趟錫耶納市。錫耶納市距離佛羅倫斯市不遠，兩市中間的鄉村風光是義大利數一數二的美景。當地美食精緻卻不造作，建議您不妨嚐嚐。享用美食之後別忘了造訪當地有名的溫泉，好好放鬆身心。

錫耶納市與托斯卡尼地區詳細旅遊資訊請參閱義大利旅遊網網站：<http://www.enit.it>

In the heart of Tuscany, surrounded by the Chianti vineyards and dozens of enchanting little towns scattered about the hilly landscape, lies the city of Siena with its distinctive colours, traditions and flavours.

An ideal tourist destination, Siena has much to offer to the curious traveller.

The city has an impressive cultural heritage that encompasses nearly 3000 years of history from its mysterious Etruscan origins, to the Renaissance Siennese School of painting, to the contemporary music seminars of the Accademia Chigiana. With its unique medieval architecture, Siena is an open-air museum full of famous monuments and hidden treasures: a walk along its narrow streets and sunny squares is in itself a wonderful journey into culture and beauty.

Home to an ancient University, Siena has a vibrant academic atmosphere and it's considered one of

the best places to learn the Italian language.

Siena is also a wealthy and dynamic business centre that has built a modern industrial and financial environment on the foundation of its historical banking tradition well represented by the oldest bank in the world, "Monte de' Paschi di Siena" which was founded in 1472 and is still one of the largest banks in Italy.

Although there are thousands of cultural events throughout the year in Siena and in its province, a wonder for all to see is the "Palio", an enthralling three minute horse race that takes place twice a year in the shell-shaped Piazza del Campo and arouses strong emotions amongst the Siennese people.

An excellent base for a Tuscan experience, Siena is not far from Florence and the countryside between the two cities is one of the most enchanting in Italy, where the products are defined by an unpretentious though refined cuisine and where you can visit some well-known thermal resorts.

Information about Siena and Tuscany can be found on the web site of the Italian Tourist State Board: <http://www.enit.it>

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