

【Keelung City Government, Department of Economic Affairs Press Release】
Heading to Asia's Largest Startup Exhibition InnoVEX: 6 Partners Lead Keelung's Upgrade Mission in Green Tech and Sustainable Tourism

For the first time, the Keelung City Government's Department of Economic Affairs has teamed up with six local Keelung businesses to participate in InnoVEX, Asia's largest startup exhibition, from June 4th to June 7th. They aim to showcase the diverse facets of a "sustainable city" to attendees from over 113 countries. Positioned as a city nestled between mountains and sea, Keelung emphasizes integrating a lifestyle and applications centered around people. The city government's 3 concrete actions focus on creating a hub for youth entrepreneurship, leveraging niche marine resources, and fostering a circular economy connecting agricultural and fishing ecosystems.

Under the theme of "Innovating Slow Living with Tech," Keelung's pavilion envisions pioneering advancements such as SmartDisplayer Technology, SEGL Energy, and Stanley Glass. It also highlights initiatives promoting sharing economy models and sustainable living, represented by Hosuan Technology, Heping Island GeoPark, and BlueTrend. Director of the Department of Economic Affairs, 林鼎超, stated, "Incubating innovation hubs and nurturing local talents are Keelung's current crucial missions. Utilizing InnoVEX as our initial step into international exhibitions, we are gradually establishing Keelung's unique 'technology-ecology' dual-axis development network to enhance the city's green competitiveness." Keelung's pavilion showcases the city's creativity and resilience, not only aligning with AI, smart mobility, and green technology but also embracing local characteristics to encourage multi-generational re-imagination about the city's future.

Action One : Innovation Hub, Supporting Youth Entrepreneurship

Keelung aims to create a supportive environment for youth entrepreneurship by integrating cutting-edge technologies such as 5G, AI, the IoT, and sensor application. Our goal is to stimulate research and development innovation and enhance collaboration within industry sectors. Key initiatives include leveraging smart technology to drive high-value industries, promoting co-creation between academia and businesses, and nurturing local talent through supportive programs. These innovations are impacting various industries including retail, tourism, marine technology, port services, fisheries, and manufacturing. The six exhibitors participating in this event are:

- **Highlight 1 : Trailblazing Research and Development Leaders**
 - SmartDisplayer Technology: Pioneer in Lightweight Display Card Solutions
 - SEGL Energy: Pioneer in Eco-friendly Energy Storage Solutions
 - Stanley Glass: Pioneer in Multifunctional Glass Solutions

- **Highlight 2 : Leading the Way in the Sharing Economy Network and Sustainable Living**
 - Hosuan Technology: Pioneer in Community-Friendly Shared Umbrellas for Climate Initiatives
 - Heping Island GeoPark: Pioneer in Sustainable Tourism for Nature Conservation Initiatives
 - BlueTrend: Pioneer in Experiential Diving Tourism Platform for Blue Economy Initiatives

Action Two : Sustainable Ocean Industry Corridor, Driving Industry Influence

As the national maritime gateway within the Greater Taipei Area, Keelung is committed to fostering industry clusters through maritime themes and promoting innovation in areas such as marine biotechnology and aquaculture. In addition to enhancing the hard power of the ocean industry corridor, Keelung is actively strengthening its soft power by promoting a lifestyle of "coexistence with the ocean." This involves promoting green tourism, the Chaojing Bay Conservation Area 2.0 project enhanced with smart monitoring, and hosting large-scale international cultural events such as the International Sailboat Race, International Rock Fishing Competition, Keelung Squid Festival, Mountain-and-Sea Feast, and Chaojing Bay Festival. The city government encourages Asia-Pacific ocean industry players to collaborate in creating open business models.

Action Three : Eco-Supply Chain for Agriculture and Fisheries, Promoting Circular Economy

To rejuvenate Keelung's agricultural and maritime sectors, the city government has launched the "Embrace Keelung" brand initiative, partnering with innovative and creative industry allies to create a comprehensive ecosystem for agriculture and fisheries, beginning with elements such as design, dining, and land use. A notable highlight is facilitating collaborations between local restaurants and young entrepreneurs to develop unique products exclusive to the community, while also promoting food-centered knowledge, education, and science in agriculture and fishing. Keelung's exceptional local specialties such as Keelung yams, bamboo shoots, Keelung waxberries, forest honey, and pomelo wine, squid, cuttlefish, cutlass fish rolls, prawns, spear shrimps, and whitebait. These environmentally conscious partners in Keelung's agricultural and maritime sectors are crucial drivers of the circular economy and serve as benchmarks for Keelung's efforts to create another model of a sustainable city.

Mr. Tsu-Te Pan, the Chief of the Youth and Comprehensive Planning Division at the Department of Economic Affairs, indicated, "Keelung has long supported the Local Small Business Innovation Research Program. In recent years, more and more young people with ESG co-creation concepts have been getting involved. We'll team up with various local influencers to take part in events like InnoVEX. We welcome other cities to explore Keelung's 'City-Port | Upgrade model, and Keelung looks forward to sparking collaboration with interdisciplinary technology teams." The 2024 InnoVEX Keelung Pavilion, themed "Open Doors for Keelung: Innovating Slow Living with Tech," will be showcased from June 4th to June 7th at 4F of the Taipei Nangang Exhibition Center, Hall 2. Visitors are welcome to attend. For more information about the exhibition, please follow the "Embrace Keelung" Facebook page (<https://www.facebook.com/ilovekeelung>) and the InnoVEX site (<https://innovex.computex.biz/>).

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