

## 【Keelung City Government, Department of Economic Affairs Press Release】

### A new era of smart maritime city Toward a net zero future Keelung City Government's Department of Economic Affairs Partners with Enterprises for 2025 InnoVEX

To support local entrepreneurs, the Keelung City Government has actively launched variety of subsidy programs for entrepreneurship, exhibitions, and competition. Helping enterprises promote unique local products to the international market and expand business opportunities. In 2025, the Keelung City Government, Department of Economic Affairs will once again join hands with 13 of Keelung's most characteristic and innovative enterprises for InnoVEX, Asia's largest startup exhibition, from May 20th to May 23rd. It is expected that more than 17 countries and regions, more than 30 theme pavilions and more than 400 startups will exhibit together on site. The Keelung Pavilion will showcase diverse aspects of Keelung as a “Sustainable and Smart City,” providing local enterprises and startups the opportunity to present their achievements on the global innovation stage and open up a broader market!

蔡馥寧, Director of the Department of Economic Affairs, stated, “We are actively working to transform Keelung into a modernized, industrialized, and people-centered city, aiming to create a dynamic hub where young talents can find local employment and launch their entrepreneurial dreams.” In recent years, we have supported Keelung’s young entrepreneurs through a range of initiatives, including the Small Business Innovation Research (SBIR) Program, the Youth Entrepreneurship and Public Service Support Program, the Dream Realization Loan Program, and the Youth Entrepreneurship Loan Interest Subsidy Program. In addition, the establishment of the Youth Affairs Committee has created a platform for amplifying young voices and fostering greater youth participation in public affairs. We will build a model of a modern city with employment opportunities, tourism development and industrial innovation, we welcome more entrepreneurs and young entrepreneurs to come to Keelung for development and inject new momentum into the city together!

The 2025 InnoVEX Keelung Pavilion is driven by the vision of “A New Era of smart maritime, Toward a Net-Zero Future

The 13 exhibitors cover three themes.

Theme 1: 「**Green Tech and Smart City**」

- **SEGL Energy:** Green Vehicle Promoter - Dedicated to the development of high-efficiency, long-life E-Bike battery packs.
- **Stanley Glass:** A Leader in multi-functional energy-efficient glass solutions.
- **SmartDisplayer Technology:** Pioneer in Cybersecure and Eco-friendly color epaper badges application.
- **Hunt Electronic:** Largest manufacturer in Taiwan's security surveillance industry and an important contributor of the global surveillance.
- **GOOD NEWS MEDICAL:** Invested by and a subsidiary of Lotes

(3533.TW). Hope to develop medical devices and bring a better quality of life to people.

Theme 2: 「 **Sustainable & Wellness Lifestyle** 」

- **SEN TIAN BIOTECH:** Developing Intelligent care system for pets at home.
- **MOONI:** Natural, handcrafted, fresh and eco-friendly cleansing and skincare products(The Gracilaria Soap).
- **The Noseelly:** Enhancing Brand Identity with Scent!
- **Shuopin:** Old Wisdom, New Wellness — From Keelung to the World.

Theme 3: 「 **Local Characteristics Industries** 」

- **BlueTrend:** The most comprehensive marine content information website in the Traditional Chinese region.
- **We R:** Suilu(waterway)- "Waterway" - Keelung Blue Highway Innovative Experience Service.
- **Heping Island GeoPark:** Hope to create an "international sustainable tourism island".
- **Siddharam:** Assist businesses in creating unique websites and online marketing services.

Keelung City, nestled among mountains and the sea, and is part of the greater Taipei metropolitan area and stands as a major hub for marine industries and lifestyles. It boasts rich marine resources, and two key industrial hubs: Dawulun Industrial Park and Liudu Science Park. Under the promotion of successive mayors, The regeneration of the city and port will reconnect Keelung with the sea and harbor, restoring its past glory. Keelung City Government, Department of Economic Affairs takes ‘Embrace Keelung’ as the central axis of its brand identity. (Facebook page <https://www.facebook.com/ilovekeelung>), Inspired by the mountains and the sea, the initiative weaves together Keelung’s local industries with culture, design, culinary arts, and a deep connection to the land. Attracting Taiwanese people to experience the unique journey of mountain and sea , and aiming to become an international tourism hotspot in the future!