

07 Workshop on Culture and Local Development

Projected training dates: June 3 to June 16, 2020

Application Period: February 26 - March 27, 2020

Duration of workshop: 14 days

Number of attendees: 25

How to apply: Through the Taiwan (R.O.C) embassies, representative offices or technical missions

Introduction:

In November 2019, United Cities and Local Governments (UCLG) published "The Localization of The Global Agendas". One of the goals is that the local government integrates resources of the public and private sectors to promote economic development in order to achieve the sustainable development of the region. This workshop will share the experience of promoting the "Regional Revitalization Policy" proposed in Taiwan in 2019. By planning the overall local marketing strategy, activating the local industries and shaping the local characteristics, the workshop will help the rural areas regain the momentum of development and achieve balanced urban and rural development. The old houses in Tainan and the Pingxi Sky Lantern Festival are great examples of reconstructing local culture, which can be as a reference for our friendly allies to promote local development.

1. The workshop aims to share:

- To plan the overall local marketing strategy to form a self-sufficient regional economy, so that the rural areas can regain the development momentum that leads to a more balanced relationship of urban and rural areas.
- To invigorate the local industries and find solutions for the lack of local growth drivers and employment opportunities.
- To shape local characteristics, use local culture to stop the decline of traditional industries and find new ideas for tourism.

2. The contents of this workshop include:

- Creation of local industrial development momentum:
 - ✓ Regional revitalization: To provide knowledge and skills training in marketing of local industries, and attract talents who bring innovation and entrepreneurship to local areas.
 - ✓ Promotion plan for local industrial innovation and R&D: By combining geographical features and cultural customs, local governments can find the

most suitable industries and encourage enterprises to invest through tax reduction measures and increase the population as well.

- Development of an overall local marketing strategy
 - ✓ Cultural life circle construction plan that strengthens the value of sustainable management of cultural assets, guides the transformation of traditional industries, activates idle facilities so as to build local characteristics and create regional brands.
 - ✓ Sustainable tourism development plan for Taiwan that explores local tourism highlights, provides suggestions for in-depth local tourism, and develop local cultural audio/video works that promote tourism.

Eligibility:

- Specialized fields: Rural And Urban Development, Local Industry Development, Community Revitalization, Tour Planning °
- Medium-High government officials, research and development (R&D) personnel, industry executives, members of faculty, NGO or international organization, partner stakeholders participating in relevant Taiwan Technical Mission projects.
- Age and experience: Applicants under 50 years old and with at least two years' experience in related fields will be given preferential consideration.
- Education: College degree or above
- Language: Good command of English

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