Kaohsiung City Innovative Governance Strategy

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Report Abstract

1. Kaohsiung City Development

2. Kaohsiung City Innovative Governance Strategy

3. Conclusion
1. Kaohsiung City Development

- **Location**: Southeast of Taiwan, 342 miles from Hong Kong

- **Status**: 2nd biggest city of Taiwan, Kaohsiung Port is Asia’s important transit port to Europe and America

- **2010**: Merger of Kaohsiung City & County

- **Area**: Pre-merger 153km²; post-merger 2,946km²

- **Population**: Pre-merger 1.52 million; post-merger 2.77 million

- **Density**: Pre-merge 9,907/km²; post-merger 940/km²

- **Industries**: Important city for Taiwan Steels, petrochemical industries, and shipments, etc.
1. Kaohsiung City Development

- **1947 – 1973** Heavy industries like petroleum, steels, shipbuilding that promote economic development are established, but they also make Kaohsiung more polluted than other cities.

- **1966** Kaohsiung Export Processing Zone established, exporting clothes, furs, artworks, and consumer electronics.

- **1970** Kaohsiung International Airport founded, opening door to the world.

- **2000** Traditional industries moved out due to globalization effects.

- **2009** World Games & urban change from industrial to green port.

- **2010** Merger of Kaohsiung City & County that raises competitiveness.
2. Kaohsiung City Innovative Governance Strategy

- **Urban Innovative Governance Strategy**
  - High value, clustering, and differentiation to adjust urban industries structure
  - Construct overall eco-sustainable environment
  - Bring in cultural innovation and urban aesthetics to change living space
Strategy 1: Clustering & Differentiation to Transform Industries Structure

1. Traditional industrial zones transformed to Commerce & Trade Park for commerce, business, culture and finance producer service to attract enterprise headquarters and international investment
   - Biggest shopping center (Dream Mall), China Steels headquarter, Software Park stationed, now building Maritime Culture & Pop Music Center, World Trade & Exhibition Center
   - Arsenal 205 transformed into national defense science & technology park, headquarters, & commercial trade parks.
Strategy 1: Clustering & Differentiation to Transform Industries Structure

2. Strengthening maritime pivot, develop distribution industries, tourism
   ■ Establish Kaohsiung inter-continental container center, confirming its Asian Pacific maritime pivot status and developing global distribution industries
     1) Area 700ha, raised by 48%
     2) Container operation volume reaches 1,400 TUE/year by 40%
     3) Stage 1 to be finished in 2010, Stage 2 to be finished in 2019
   ■ Build international tourism center, developed into international cruise home port to attract tourism
     1) Shift Kaohsiung Port’s only emphasis on cargo to include tourists to develop tourism
     2) Build modern & international tourism service & facilities
3. Explore core & cluster software & innovative technological parks, develop digital content, software, information communication, etc., the research industries to make industries transformation
   - Currently 100 companies stationed in the software & innovative technological parks, investment amount reaching NT$ 9 billion
   - Area 8ha to be expanded to 30ha
   - Foxconn Technology Group invested NT$1.9 billion to develop digital content industries

4. Cement industry zone change to cement museum, business, residential & ecological parks to attract immigrants
Strategy 2: Construct overall Eco-sustainable environment

1. Push for public transportation system & green vehicles
   - Finished & operated KMRT Red Line & Oranges Line in 2008
   - Push for circuit light-rail & special-route buses and bus lanes
   - TOD urban development strategy to elevate development density of areas along KMRT routes, combined use & pedestrian & commute environment
   - By end of 2009 finish the operating of amphibious landing vehicle & solar boat
   - Build complete bicycle network, already reaching 200Km (2008 – 100km, 2009 – 200km), increase rate 100%
   - First public bicycle rental system for citizens to use in Kaohsiung City (rent at one location and return at a different location)
2. Widely explore parks, greenery, and build wetland network all over the city
   - 766ha greenery finished by the end of 2008, takes 69% of the uran green (1,108ha)
   - Green & beautify Kaohsiung vacancy spaces. 230ha added by 2009, reducing 10,556 tons of CO2
   - Build 10 wetlands & eco-corridors network
3. **Combine central & local governments’ resources to clean the river**

- According to basin water environments, improve water quality, water quantity, and build water environments **step by step** via land management, legislation, economic & engineering techniques etc.

- Use ecological engineering to set riverbanks, riverside paths, bicycle paths, planting greenery, make them the water resorts.

- Finished the dredging of Upriver and down river of Love River, Houjin Creek, and Cianjhen River.
4. Port & waterfront transformed and opened

- Kaohsiung Port closed in the past and now opened & transformed into urban development zone commerce, life, innovation, water resort, & green ecology.

- Bring in Maritime Culture & Pop Music Center, World Trade & Exhibition Center, & international tourism center, etc. national construction reaching NT$10 billion, rolling in development & attracting international investment

- Pier 13-15 to develop yacht zones

- Banana Warehouse & Fisherman’s Wharf to develop into waterfront leisure restaurant and area
Strategy 3: Bring in cultural innovation and urban aesthetics to change living space

1. Post-industry factory houses transformed to cultural exhibition and performance & cultural innovation base, nurturing local cultural innovative industries
   - Old factory houses at Pier 2 Art Zone transformed to living artwork aesthetics & cultural innovation art village
   - “Art intervenes space” plan elevates public participation to spatial aesthetics, contributing tourism industries development
   - Wei Wu Ying Military Base transformed into metropolitan park & national art center
   - Former Tangrong Brick Kiln transformed into Cultural Park
   - Tai Aluminum old factory house became exhibition hall
Strategy 3: Bring in cultural innovation and urban aesthetics to change living space

2. Integrate resources from different zones, build corridors with cultural facilities and spaces & shopping aura, attracting cultural & creative talents to station

- Integrate Maritime Cultural & Popular Music Center, Municipal Cultural Center, South Taiwan National Art Center, and Da-dong Culture Art Park to form cultural art space belt, attracting cultural creative talents to station
Strategy 3: Bring in cultural innovation and urban aesthetics to change living space

- Integrate Old Fongshan Walls, Lotus Pond, and Bangpingshan to make it Old Town culture, tourism, and ecology corridors
Strategy 3: Bring in cultural innovation and urban aesthetics to change living space

3. Bring in urban aesthetics, developing new living space with uniqueness, health & quality

- making values for living space & construction, Aesthetics & art fused into living space & hardware facilities, **nurturing cultural base & tourist assets**
- “Face-thread” old building to create beautiful urban appearance
Strategy 3: Bring in cultural innovation and urban aesthetics to change living space

- Uni-streetlight to make night views
- 2009 Kaohsiung World Games Main Stadium
  1. Seamless Horseshoe Concrete Structure, Continuous Spiral Roof Structure, Solar Power System, supplies power at more than 1.1m W.
  2. Import the concept for green building, conforming to the 9 evaluation index.
3. Conclusion

- Innovative governance strategy successfully brings Kaohsiung City transformation, from industrial city to green port city.
- From 2007 to 2009 City & County Competitiveness it jumped from 13th to the second place.

### City & County Competitiveness Total Score and Rate

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### National Chart Dimensions

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End of Report

Thank you