Public-Private Partnership for the Development of Value Chain: Cycling to APEC Through SME's Value Chain Integration

Purpose: Information
Submitted by: Chinese Taipei
Public-Private Partnership for the Development of Value Chain: Cycling to APEC through SME's Value Chain Integration

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Abstract

1. Targeting on **SME Green Growth** as the long-term economic development goal.

2. To develop the **last-mile personal green mobility** through SME cluster is the essential strategy for the STI policy for the smart city/smart transportation development.

3. **Chinese Taipei’s public bike system (U-Bike)** has demonstrated the efficiency of smart transportation and also created lots of business opportunities for SME to develop related infrastructure and bike components.

4. The cycling industry has been upgraded to be a **value-added industry** from purely the bicycle manufacturer to be the transportation solution provider which combines multiple functions of leisure, tourism, professional sport competitions, and the best mental-to-physical balancer.
Abstract (2)

5. Chinese Taipei will demonstrate how the **STI policy assists SME to develop the cycling culture** in the metropolitan city/country side and also push the city government to build the infrastructure to host more people riding bikes.

6. The **value chain integration** is an important factor for SME to save the time, investment and reduce the business complexity. Chinese Taipei’s cycling industry is composed of SME cluster and “A team” which has lots of experiences on conducting the value chain integration. Chinese Taipei will take this opportunities to share the best practice of SME value chain integration with APEC economics through the demonstration on how STI policy can be effective for high-value SME development.
Cycling as a Eco-System

Cycling

Country

Friendly City

Environment

Cycling Island

State-of-the-art Manufacturing Base

Industry

Health Technology

Humanity
Green Development

- As the awareness of **health** and **environment** rises in the recent years, bicycle-riding has gradually become a form of transportation and exercise in people’s lives.
- **Sports competitions** and **leisure activities** lead to the trend of bicycle-riding and the rapid growth of bicycle-riding population.
- The bicycle-riding population accounts for **15%** of the total global population; in other words, business opportunities behind the other **85%** population are still waiting to be exploited.

The annual yield of bicycles globally is around **120-130 million**

10% High-end bikes
(Leisure, Sports, Competition)

35% Mid-level bikes
(Leisure, Transportation)

55% General bikes
(Transportation)

Cycling Culture and Cityscape
SME Green Growth as the long-term economic development goal

Benefits of Environmental Protection
- Energy Costs
- Less Carbon Dioxide Exhaust
- Less Pollution
- Few Traffic Jams
- Use of Urban Space

Health Benefits
Tourist Benefits
Industrial Benefits

Cycling as a solution
Friendly City

- Bicycle Highway
- Implement by nine cities

Chinese Taipei’s public bike system (U-Bike)

- Hand-Power Biking Activity for handicapped groups
- Bicycles are permitted on MRT
- Children’s Push bike (expanding the range of age)
- Signal of bicycle

- Taoyuan City
- Taipei City
- New Taipei City
- Hsinchu City
- Taichung City
- Changhua County
- Taichung City
- Kaohsiung City
- Pingtung City

Bicycle Highway
- New lanes
- Existing lanes
- Railways

Total: 1005km
Value Chain: A-Team

A-team
the Learning Cluster

Ensure Competitiveness, Boost Industrial Development

Improved Quality
Reduced Costs
Reduced Delivery Costs

ALEXRIMS
Hayes
Jagwire
Kenda
KMC
Maxxis

Novatec
Sram
Suntour
Satori
Tektro

TH
TransArt
TransX
VP
Velo
Kapro

Giant
Merida

20 members / 388 companies
State-of-the-art Manufacturing Base

Quality is basic, MIT is cored as performance and exciting quality

1. Light Weight
2. Automation
3. Intelligence
4. Key Techniques

MIT
World Wide Cycle Show

- Taipei Cycle is the biggest cycle fair in Asia and one of the top 3 professional cycle fairs in the world.
- For buyers all around the world, Taipei Cycle is the must-visit platform every year.
- Thousands and more companies exhibit the fair and at least three thousands stands are set up in the fair.
From 2004 to 2014

- Unit price of bikes exported: +277%
- Value of bikes exported: +239%
- Value of parts exported: +325%

Value-added industry

Manufacturing

Major Activities

- Formosa 900
- Taichung Bike Week
- Tainan Cycling Festival
- Giant Cup/ Merida Cup
- Chinese Taipei KOM Challenge
- NeverStop series
Thank You for Your Attention