

外交部 NGO 國際事務會

111 年度補助案成果報告書

壹、補助案基本資料表				
受補助/申請單位	財團法人商業發展研究院			
計畫名稱	AFACT 常設秘書處在臺啟動暨 打造亞太數位經濟共同體國際論壇			
負責人	聯絡地址			
聯絡人	電話			
	電郵			
	傳真			
附件	<input checked="" type="checkbox"/> 傳單 1 件、海報 1 件、照片 3 張(請提供 3 至 5 張) <input checked="" type="checkbox"/> 其他: 大會手冊、媒體報導			
實施地點	臺大醫院國際會議中心 1F 101 會議室 (臺北市中正區徐州路 2 號)	實施期間	111 年 8 月 15 日(一) 上午 9:00-12:00	
實際支出金額	1,630,044 元	實際參與活動人數	活動總人數：93 位 男：78 女：15	貴單位：7 男：2 女：5
原預算金額	993,000 元	實際經費分攤情形	外交部補助：100,000 元 其他單位補助：375,194 元 團體自付金額：1,154,850 元	
貳、計畫實施成果摘述				
<p>本次活動為我國睽違 20 年再次接任 AFACT 常任秘書處後舉辦之首次重大國際活動，會中邀請聯合國 UN/CEFACT 副主席 Mr. Tahseen Ahmad Khan、聯合國 UN/CEFACT 觀光旅遊組召集人 Mr. Sachin Mehta，以及曾受命代表聯合國 UNECE 及 ISO 等國際民間組織談判的亞太意見領袖鈴木耀夫等重要國際意見領袖擔任與談人，並邀請 UN/CEFACT 及 AFACT 會員國中之荷蘭、日本、伊朗等國代表錄製祝福影片，線上 Webex 會議中亦邀請到無法來台的 AFACT 主席等多位日本專家與會，而現場也邀請到國內產、官、學、研各界相關領域之專家達 70 多位，共同交流數位經濟浪潮下跨國資料交換及永續觀光之發展。因此，此活動提高了我國於國際組織中的能見度及影響力，及強化國內各界專家對 AFACT 事務的關注及持續投入，以利我國在國際標準制定上能及早反應我國需求及貢獻專業。</p>				

會後的媒體刊出除了在民視及公視電視新聞中報導，還包括工商時報露出半版及兩則圖文報導，及網路媒體 68 則，大大突顯我國正式接任 AFACT 常設秘書處此一里程碑的重要性，有利秘書處後續爭取各界資源支持。

參、計畫實施情形

一、參加或主辦擬申請之國際組織會議或活動實施效益、特色及影響：

(一) 增加國際交流並提升我國能見度情形

績效目標	衡量指標	原訂目標值	達成目標值	達成度 (註 3)	績效衡量暨達成情形分析
增加國際交流並提升我國能見度	參加人數(註 1)	50	93	良好	總出席人數：93 位(含現場 75 位，線上 18 位)
	重要貴賓(註 2)	3	3	良好	聯合國 UN/CEFACT 副主席 Mr. Tahseen Ahmad Khan、聯合國 UN/CEFACT 觀光旅遊組召集人 Mr. Sachin Mehta，以及曾受命代表聯合國 UNECE 及 ISO 等國際民間組織談判的亞太意見領袖鈴木耀夫
	發表論文或座談(倘有)	2	2	良好	交流座談 1：數據跨境交流之公益性與治理價值 交流座談 2：後疫情時代促進跨境永續觀光之科技運用
	參賽成績(倘有)	無	無	無	
	其他	無	無	無	

註 1：倘在國內辦理國際會議或活動，請填活動總人數；倘赴國外出席會議或活動，請填貴單位參加人數。

註 2：重要貴賓係指國外政府官員、國際政府間組織官員、國際非政府組織具決策權之主管等。

註 3：達成度請自行評定為「良好」、「普通」或「待改進」。

(二) 爭取或維護該國際組織會籍情形(請於 250 字內要述)

本論壇鞏固我國在聯合國支持之 NGO 組織 AFACT 的正式會籍(我國在 AFACT 會員國旗幟使用我國國旗)。政府官員與民間專家可以 AFACT 專家身份正式出席參與聯合國各項電子商務標準組織之正式會議及專業活動，增加我在國際事務發言地位。

我國亦可透過 UN/CEFACT 專家身份參與 UNECE、OECD、ISO、ITU 等聯合國周圍相關國際組織的會議活動，累積政府公務文官與民間各科研智庫機構參與聯合國周圍專業國際組織的運作經驗與培養國際談判的領袖人才。

(三) 爭取擔任該國際組織主要幹部情形(請於 250 字內要述)

透過舉辦論壇，我國可主導國際議題並邀集各會員國所屬科研智庫機構參與數位經濟發展相關國際事務交流，例如聚焦貿易便捷、電子商務、數位經濟、電子化政府、永續發展目標(SDG)、資料交換等議題，以提出貼近符合我國及印太利益

的跨國合作計畫、成立新的跨國工作小組並擔任小組領導人。

目前我國在此國際組織擔任重要幹部名單如下：

1. AFACT 常設秘書處秘書長：資策會國際處處長黃瓊雅
2. AFACT 常設秘書處副秘書長兼觀光小組主席：商研院研究員簡陳中博士
3. AFACT 常設秘書處副秘書長：資策會國際處總監羅友謙
4. 聯合國 UN/CEFACT 永續觀光商業標準白皮書計畫主持人：跟著董事長遊臺灣-希羅亞旅行社董事長戴東華

(四) 爭取該國際組織重要年會在臺主辦情形(請於 250 字內要述)

已成功爭取 AFACT 2023 年的期中理事會及 2023 年會在我國舉辦，由我國擔任 AFACT 2023 年的主辦國。

(五) 其他設定目標及達成情形(請於 250 字內要述)

本次論壇順利邀請聯合國 UN/CEFACT 副主席 Mr. Tahseen Ahmad Khan、聯合國 UN/CEFACT 觀光旅遊組召集人 Mr. Sachin Mehta，以及曾受命代表聯合國 UNECE 及 ISO 等國際民間組織談判的亞太意見領袖鈴木耀夫來臺交流，並獲各國支持我國為 AFACT 2023 的主辦國，已達成設定目標。

(六) 大眾傳播媒體及社會人士之反應或評價(請於 250 字內要述)

會後的媒體刊出除了在民視及公視電視新聞中報導，還包括工商時報露出半版及兩則圖文報導，及網路媒體 68 則，大大突顯我國正式接任 AFACT 常設秘書處此一里程碑的重要性。

肆、綜合檢討或改進建議：(請於 500 字內要述)

AFACT 自 1990 年代初成立以來，臺灣一直是該組織積極參與的成員國，積極參與 AFACT 與聯合國 UN/CEFACT 將有助於我國與聯合國事務接軌。已成立 35 年的 UN/CEFACT 是聯合國推動全球資訊標準與電子商務最重要的機構，接任常設秘書處，台灣將以更積極的行動直接與間接方式參與全球制訂相關資訊標準的國際活動。我國能再度爭取到 AFACT 常設秘書處，並擔任明年 AFACT 2023 的主辦國，期盼未來與各國有更多永續發展目標的合作，攜手促進數位經濟時代下的貿易便捷化。

過去幾年，UN/CEFACT 協同亞太地區的 AFACT 的相關工作小組，永續觀光、電子商務、電子資料交換等相關技術進展及應用已長期交流，並針對相關產業的線上數據交換等創新科技服務模式，陸續提出相關建議或報告，亦顯現 AFACT 是

聯合國 UN/CEFACT 重要國際合作組織。

我國多位專家長期對 AFACT 與 UN/CEFACT 的 Travel/Tourism Domain 這個工作小組的積極努力與參與下，包括參與發展永續觀光的數位資訊應用的綠皮書、白皮書等「GREEN PAPER ON SUSTAINABLE TOURISM (EXPERIENCE PROGRAMS) (DV0.98)」等計畫。在全球多變的數位浪潮之下，台灣在數位經濟貿易中，利基我國的強韌的商業實力一定可以嶄露光彩。

伍、活動成果照片：請提供 3 至 5 張彩色照片，解析度為 300ppi 或以上。

1. 計畫名稱：受補助(申請)單位/時間/地點/參加活動名稱（表格請自行複製）
AFACT 常設秘書處在臺啟動暨打造亞太數位經濟共同體國際論壇/財團法人商業發展研究院/2022 年 8 月 15 日/臺大醫院國際會議中心/打造亞太數位經濟共同體國際論壇



2. 計畫名稱：受補助(申請)單位/時間/地點/參加活動名稱（表格請自行複製）
AFACT 常設秘書處在臺啟動暨打造亞太數位經濟共同體國際論壇/財團法人商業發展研究院/2022 年 8 月 15 日/臺大醫院國際會議中心/打造亞太數位經濟共同體國際論壇



3. 計畫名稱：受補助(申請)單位/時間/地點/參加活動名稱 (表格請自行複製)
AFAC 常設秘書處在臺啟動暨打造亞太數位經濟共同體國際論壇/財團法人商業發展研究院/2022年8月15日/臺大醫院國際會議中心/打造亞太數位經濟共同體國際論壇



附件一：傳單 1 件



AFACT 2022
 打造亞太數位經濟共同體國際論壇
 Establishing Digital Economic Communities
 in Asia-Pacific Region

INVITATION
 August 15, 2022 Monday 09:00-12:10 (GMT+8)

As the pandemic accelerates the rise of a global digital economy, and the usage and access of data becomes increasingly common, "digital trade", "cross-border trade facilitation", and "digital transformation in the global logistics" have come to play key roles in the sustainable development of the global economy. Under such circumstances, cross-border data flows are not only crucial to the economic development between countries and regions but also to the global digital trade value chain.

Today, countries take various approaches on data governance regulations, while a few have agreed in principle and signed bilateral or multilateral digital economy agreements. International organizations, such as AFACT, need to create platforms to promote engagement and conversation on the cross-border data framework of "Altruism (A)", "Governance (G)", and "Industry (I)", and to coordinate regulations, technical standards, and best practices. This will boost efficiency and productivity gains and support innovation in the evolving data-driven economy.

• **Venue**
 Room 101 National Taiwan University Hospital International Convention Center
 Add: No. 2, Xuzhou Road, Zhongzheng District, Taipei

• **Organizer**
 AFACT Permanent Secretariat

• **Implementer**
 Institute for Information Industry
 Commerce Development Research Institute

Webex Link



<https://reurl.cc/vW30oy>
 Password: AFACT2022

AGENDA	
TIME	PROGRAM
09:30-09:50	<p>Opening Address Dr. Cheng-Hong Chiu, HCD of Chinese Taipei, AFACT, and President, Institute for Information Industry, Taiwan Mr. Tahseen Ahmad Khan, Vice Chairman of UNCEFACT</p> <p>Opening Video Guest of Honor Address Mr. Tain-Tsai Hsu, Chairman, Commerce Development Research Institute, Taiwan Audrey Tang, Minister without Portfolio, Executive Yuan, R.O.C. (TAIWAN)</p>
09:50-10:00	GROUP PHOTOS
10:00-10:50	<p>Panel One "The Altruism and Governance Value of cross-border Data Exchange"</p> <p>The generation, circulation, and application of mass data forms cross-border data flow. This brings challenges and opportunities to altruism, governance, and industries. Accordingly, new frameworks for cross-border data governance are proposed, such as "Data Governance Act"(EU), "Data Free Flow with Trust Initiatives"(JPI), and bilateral Digital Economy Agreements between US, JP, SG, NZ, CL, AU, UK, KR. However, governance is only a means. The goal of data application is sustainable development for the benefit of humanity. Therefore, in this session, we will discuss how to apply cross-border data in public interest, policy, and standard setting through three data genres: sports data, carbon emission data and transportation data.</p> <p>Introduction by Moderator: Mr. Cheng-Ming Wang, Deputy Director of National Development Council, Executive Yuan, R.O.C. (TAIWAN)</p> <p>Presentation from Panelists: Mr. Tahseen Ahmad Khan, Vice Chairman of UNCEFACT Dr. Ming-wei Lin, Director General, Department of Humanities and Social Sciences, NTNU, R.O.C. (TAIWAN) Mr. Yi-Shan Lin, Partner, Ernst & Young Global Limited Mr. Tin Chen, President, TMS Technologies Co., LTD.</p>
10:50-11:00	Tea Break & Networking
11:00-12:00	<p>Panel Two "Technology Use for Cross-border Sustainable Tourism in the Post-Epidemic Era"</p> <p>Covid-19 brought devastating effects to global tourism. Now, as the world moves to post-pandemic normal, the tourism industry is looking for intelligent technology solutions to recover and grow. Therefore, how to apply digital technology to build transparency and robust sustainable tourism standards is crucial to cross-border movements and global economic recovery.</p> <p>• Technology Application to Facilitate Global Movement and Tourism after the Epidemic. • Digital Transformation in Cross-Border Sustainable Tourism and Global Supply Chain.</p> <p>Introduction by Moderator: Mr. Sachin Mehra, Coordinator of Travel & Tourism Domains of UNCEFACT</p> <p>Presentation from Panelists: Mr. Akin Inasaki, Project Site Leader of the Experience Program Technical Annex Project, UNCEFACT and Director of Japanese EC Promotion Organization for Travel, Tourism and Leisure (J/TREC) Mr. Tung-Hua Tai, Project Leader of the White Paper on Sustainable Tourism Business Standards, UNCEFACT, and Director of Sleash Travel, Taiwan VIP Travel Mr. Monique Chen, Chairman of Sustainable Travel Taiwan (STT) Mr. Connie Chang, Vice President of Taiwan Convention and Exhibition Association, and General Manager of Golden Foundation Tours Corp.</p>
12:00	End

附件二：海報 1 件、





AFACT
Asia Pacific Council for Trade Facilitation & Electronic Business

The Asia Pacific Council for Trade Facilitation and Electronic Business (AFACT) is a non-profit, non-governmental organization that is open to participation from the representatives of member countries and experts from private sectors within the Asia-Pacific region.

The forerunner of AFACT was ASEB (Asia EDIFACT Board) established in 1990 in response to disseminate EDIFACT (Electronic Data Interchange for Administration, Commerce and Transport) policies and activities in the Asia-Pacific region. After eight years' contribution to facilitate international transaction within the region, through the simplification and harmonization of procedures and information flows, the need for re-engineering was raised in the 16th ASEB meeting to conform to the rapidly changing trend of EDI and EC, and to respond to the successful restructure of The United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT). As a result of re-engineering, ASEB ceased to exist in 1998. In 1999, AFACT officially commenced.

UN/CEFACT is a subsidiary, intergovernmental body of the United Nations Economic Commission for Europe (UNECE) which serves as a focal point within the United Nations Economic and Social Council for trade facilitation recommendations and electronic business standards. It has global membership and its members are experts from intergovernmental organizations, individual countries' authorities and also from the business community. UN/CEFACT is a global leader in trade facilitation through its tools, recommendations and standards. AFACT aims to promote the commitment and development of trade facilitation, electronic business policies and activities in the Asia Pacific region, mainly focusing on those promoted by UN/CEFACT, to guide, stimulate, improve and promote the ability of business, trade and administrative organizations from members, as well as to exchange products and relevant services effectively within AFACT community. Until now, AFACT has been promoting adoption of UN/CEFACT tools for about 25 years.

Chinese Taipei is one of the 15 founding member states of AFACT and is permitted to participate in UN/CEFACT Plenary and work group meetings. In this year, supported by Japan, India and other friendly member economies, Chinese Taipei takes over the Permanent Secretariat and will be the host of 2023 AFACT.

Greetings from AFACT Taiwan HoD

Welcome to the "Establishing Digital Economic Communities in Asia-Pacific Region Forum". The pandemic had accelerated the rise of the global digital economy, and the subject in discussion for trade facilitation also includes the "cross-border data exchanges" in the sustainable development of the global economy.

Taiwan has been an actively engaged member state of AFACT since the organization first started in the early 1990s. We have proactively orchestrated private and public resources, expertise, participation, and contribution dedicated to the activities and projects of AFACT and UN/CEFACT.

For today's forum, we are honored to have invited UN/CEFACT experts and professionals from India and Japan. We have continued to promote sustainable tourism, and to advance novel applications of cross-border data exchanges, and will cover Taiwan's strategy and roadmap. We are interested in learning the viewpoint and approaches from international panelists, with the hope of establishing a consensus with the global economic communities.

Lastly, I have one very special announcement to make. Aside from Taiwan being the Permanent Secretariat of AFACT, we have also undertaken the responsibility to be the AFACT Host for 2023. We are confident in our dedication to assuming this role. For trade facilitation includes cross-border data exchange, Taiwan can do more! And I sincerely wish the pandemic will soon subside, and I look forward to the day when I can meet delegates from AFACT member states in person in your countries, and in Geneva.

Dr. Cheng-Hong Cho
 HoD of Taiwan, AFACT

AFACT Members
 Afghanistan, Australia, Bangladesh, People's Republic of China, Chinese Taipei, Cambodia, India, Indonesia, Islamic Republic of Iran, Japan, Malaysia, Mongolia, Pakistan, Philippines, Republic of Korea, Singapore, Sri Lanka, Saudi Arabia, Thailand, Vietnam.

AFACT Liaison Member
 United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP).

Associated Member
 Pan Asia e-Commerce Alliance (PAA).
 9F, No.106, Sec. 2, Heping E. Rd., Taipei 106, Taiwan, R.O.C.
 Ms. Vivian Huang, General Secretary
 Tel.: +886-2-6631-8501 | Email: vivianhuang@ii.org.tw

Mr. Frank Lo, Frank Lo, Deputy General Secretary
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Review National Contact Points

Afghanistan		Afghanistan Customs Department
Australia		Applied Electronic Commerce
Bangladesh		Agni Systems Limited
Cambodia		IIC University of Technology (IIC)
China		China National Institute of Standardization (CNIS)
Chinese Taipei		Institute for Information Industry (III)
India		National Informatics Centre (NIC)
Indonesia		PT Electronic Data Interchange (EDI)
Iran		Iran Centre for eCommerce Development (ICeCD)
Japan		Japan Association for Simplification of International Trade Procedures

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Review National Contact Points

Korea		Korea Internet and Security Agency (KISA)
Malaysia		Persatuan Industri Komputer Dan Multimedia Malaysia (PIKOM)
Mongolia		Mongolian National Chamber of Commerce and Industry, MNCCI
Pakistan		National Trade and Transport Facilitation Committee (NTTFC)
Philippines		Bureau of Export Trade Promotion (BETP) Department of Trade & Industry
Saudi Arabia		SaudiEDI/Tabdul
Singapore		Singapore EDI Committee (SEC)
Sri Lanka		Information and Communication Technology Agency (ICTA)
Thailand		Electronic Transactions Development Agency (ETDA)
Vietnam		Vietnam E-commerce And Digital Economy Agency

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林明仁
Mr. Ming-Jen Lin
 Director-General, Department of Humanities and Social Sciences, National Science and Technology Council, Taiwan

Experience
 Distinguished Professor, Department of Economics, National Taiwan University
 Asian and Australasian Society of Labor Economics (AASLE) Executive Committee Member (2016-now)
 East Asian Economic Association, Board of Directors (2017-Now)
 Asian Workshop on Econometrics and Health Economics Organization Committee (2017-Now)

Education
 -Ph.D. (2002), M.A. (1988), Department of Economics, University of Chicago
 -B.A. (1982), Department of Economics, National Taiwan University, Taiwan



林宜賢
Mr. Yishian Lin
 Partner, Ernst & Young, Taiwan

Mr. Yishian Lin has extensive experience in various fields, including cross-border investment, supply chain management and digital tax policy; intellectual properties and licensing structure planning; international trading and EU CBAM/Green Tax, application of Free Trade Agreements and Double Taxation Agreements; transfer pricing strategy implementation and negotiation of advanced price agreements with tax authorities in many territories; e-commerce business model design and corporate governance for MNCs.

He is the external consultant for industries survey and tax policy study engaged by Ministry of Economic Affairs and Chung-Hua Institution for Economic Research Center. He is the International Tax Instructor for Training Institute, Ministry of Finance and the Correspondent and Country Editor of International Bureau of Fiscal Documentation for reporting Taiwan tax laws development. He also teaches international tax and transfer pricing at National Taxation Bureaus, universities and multinational companies. He has published several academic theses and research projects related to international taxation, digital taxation, carbon tariff/green tax and anti-avoidance rules.

Qualifications & Membership
 Certified Public Accountant of Taiwan
 Official Government Officer Certification, Taiwan

Education
 -Advanced LL.M. in International Tax from Law School at Leiden University, the Netherlands
 -MA degree in Management from Steinhardt School at New York University, USA
 -BA degree in Accounting from the Management School at National Taiwan University



陳奕廷
Mr. Yi-Ting Chen
 President, TMS Technologies Co. LTD.

Mr. Yi-Ting Chen is currently the President of the TMS Technologies (TMS), an ITS leading company in Taiwan. Mr. Chen also holds various positions like Deputy Chairman of Transportation Group, Taiwan Open Data Alliance, Director of Intelligent Transportation Society of Taiwan (ITS Taiwan), and Director of Taiwan Telematics Industry Association (TTIA).

Specialized in GIS & Remote Sensing, ITS & Mobility as a Service, Drone & UTM, Mr. Chen has served as a judge or mentor in Asia open data Hackathon(2016-2019), APITCA Awards(2019-2021), Open Data Hackathon(2016-2021), and International ICT Innovative Services Awards(2015-2021).



Mr. Sachin Mehta
 Domain Coordinator, Travel and Tourism Domain, UN/CEFACT

Mr. Sachin Mehta is Managing Director of Stuti Tourism Pvt Ltd in India. He is the Travel and Tourism Domain Coordinator at UN/CEFACT of the United Nations Economic Commission for Europe and the Business Expert in Tourism at AFACIT TT&L working group.


He has extensive experiences in various areas like creating simple solutions for multiple complex problems, theme-based tourism, educational, experiential, life enrichment tours, sustainable tourism development, adding new places to the tourism arena, strategies and systems development, hospitality, MICE, corporate travel, SLH portal & API development, and new venture development experiential tourism portal.

Education
 Narsee Monjee College
 Travel & Tourism Management

Landmark Education
 Completed several programs, trainings and seminars of Landmark Education including 2 years intensive training of Team Management and Leadership Program

Himalayan University
 Bachelor of Arts - BA Hons, Philosophy

Projects
 -Project Leader of the Experience Programs Technical Artifacts Project
 -Project Leader of the Green Paper on Sustainable Tourism through Experience Programs (Vitalization and Revitalization of a tourist destination)
 -Business expert SLH (Small Lodge Houses)
 -Business expert DTI (Destination Travel Information)



鈴木耀夫
Mr. Akio Suzuki

Project Sub-Leader of the Experience Programs Technical Artefacts Project, UN/CEFACT
Director of Japanese EC Promotion Organization for Travel, Tourism and Leisure (JTREC)

Mr. Akio Suzuki has worked as Managing Director of Japanese EC Promotion Organization for Travel, Tourism and Leisure, JTREC and supervised three working groups of JTREC. JTREC and JASTPRO are the two most important organizations to help Japan government and industries to participate in UN/CEFACT.

Mr. Suzuki has been handling UN and Asia international organization affairs for more than 30 years. As the most experienced Asia expert and an important opinion leader, he is deeply relied on by United Nations Economic Commission for Europe, UN/CE. He also represented UN/CE to state UN/CEFACT position at ISO TC307 (Blockchain and DLT) Tokyo Meeting in 2017.

In 2010, Mr. Suzuki initiated to establish Travel, Tourism and Leisure Working Group in AFAC and served as Chair of this group since then until 2021. He also held many other positions like the Travel and Tourism Domain Coordinator at UN/CEFACT of the United Nations Economic Commission for Europe and Chairperson of UN/CEFACT Japan Committee. He is also the Project Sub-Leader of the Experience Programs Technical Artefacts Project and Project Sub-Leader of the Green Paper on Sustainable Tourism through Experience Programs at UN/CEFACT.

Experience

- Japanese National Railways (1964)
- Japanese National Railways New York Office, Deputy Director (1976-1979)
- Managing Director, Japanese EC Promotion Organization for Travel, Tourism and Leisure, JTREC (1992 to now)
- Honored with the prize by the Minister of Transportation for the promotion of UN/EDIFACT activity in Japan (1994)
- Chairperson of UN/CEFACT Japan Committee (2010)
- Chair of Travel, Tourism and Leisure Working Group in AFAC (2010-2021)
- Coordinator of Travel and Tourism Domain at UN/CEFACT (2014-2020)
- Project Sub-Leader of the Experience Programs Technical Artefacts Project
- Green Paper Project Sub-Leader of the Sustainable Tourism through Experience Programs (Vitalization and Revitalization of a tourist destination)
- Project Leader of the SLH (Small scaled Lodging House) Reservation Information Process
- Project Leader of the DTI (Destination Travel Information)

Education

The Graduate School of Engineering, Yokohama National University

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戴東華
Mr. Tunghua Tai

Project Leader of the White Paper on Sustainable Tourism Business Standards, UN/CEFACT, and Director of Siloah Travel, Taiwan VIP Travel

Experience

- Representative of Taiwan in Asia Pacific Council for Trade Facilitation & Electronic Business, AFAC since 2014
- Representative of Taiwan and Electronic Data Interchange Specialist in The UN Centre for Trade Facilitation and Electronic Business UN/CEFACT since 2017
- 2019 UN/CEFACT Sustainable Tourism Criteria Project Director
- Representative of Taiwan in the UN Centre for Trade Facilitation and Electronic Business, UN/CEFACT Travel & Tourism Working Group since 2017
- Vice President of San Sun Hat & Cap Co., Ltd
- Director of E-book Association, R.O.C.
- Responsible for the technical interface with POLO, a leading American apparel brand, for electronic data interchange

Education

- Master of Information Engineering, London South Bank University
- Bachelor of Management, Asia University of Japan

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陳盈潔
Ms. Ying-Chieh Chen (Monique Chen)
Chairwoman, Sustainable Travel Taiwan

Ms. Monique Chen, the co-founder and CEO of Sustainable Travel Taiwan (STT), is a specialist in urban planning and museum operation. She has engaged in cultural and environmental preservation works for 20 years. She is the first Chief of Operations & Promotion in Gold Ecological Park, a gold mining village since 18th century. In this position, she was able to explore local history with mine workers and residents to develop a more sustainable approach to environmental conservation.

Ms. Chen completed her master's degree in Building and Planning of National Taiwan University. While working on her master thesis "Reseeing Bao Tzang Yan - Building Process and Forms of Urban Informal Cultural Landscape in Developing Countries" (1999), she worked with people in a historical squatter area in Taipei for 2 years and joined the protest movement team of anti-demolition of the historical squatter area to help the vulnerable groups to speak out. Now, the squatter area becomes "Treasure Hill Taipei Artists Village" and is listed as one of the top tourism spots of Taipei by Lonely Planet.

STT's main job is taking actions in encouraging destinations and tourism industry to implement GSTC criteria by using the tools of certification bodies recognized/ accredited by GSTC.

Experience

- Chief Executive Officer, Sustainable Travel Taiwan (2020-now)
- Adjunct Lecturer, Department of Ecological and Humanities, Providence University (2020-now)
- Adjunct Lecturer, Travel and Tourism, International University Ming Chuan (2018-2021)
- Chief Executive Officer, Sustainable Travel Taiwan (2017-now)
- Chairwoman, Sustainable Travel Taiwan (2011-2017)
- Coach, Traveller Tourism Operators & Travel Agents (2016-now)
- Auditor, Green Destination (2017-now)
- Director General, New Taipei City B&B Association (2011-2013)
- Assistant Director, Sustainable Travel International Taiwan (2008-2016)
- Volunteer in working for family of Home Star Camden London (2008-2009)
- Historic Paper Degradation and Non-destructive Testing Course (2009)
- Chief of Operation & Promotion, Gold Ecological Park (2004-2009)
- Yingge Ceramics Museum, New Taipei City (2003-2004)
- Planner Manager, Ching Huan Consulting INC., Taipei (2001-2003)

Education

- Master, Graduate Institute of Building and Planning, National Taiwan University (NTU) (2000)
- BA, Department of Horticulture Science, National Taiwan University (1997)

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張詩怡
Ms. Connie Chang
Vice President, Golden Foundation Tours Corp.

Ms. Connie Chang has joined Golden Foundation Tours for nearly 15 years. Golden Foundation Tours is the only Taiwanese travel agency which specializes in handling Caucasian tourists, and has been appointed as the sole shore excursion tour operator by major cruise lines for their transit calls in Taiwan. During her tenure, Connie has played an important role in promoting inbound tourism to Taiwan from Europe, North America, Australia and New Zealand, by participating in major travel trade shows such as ITB Berlin, WTM London, and Global Seatrade Miami. Therefore, Golden Foundation Tours has become an indispensable ally to Taiwan Tourism Bureau.

In 2021, Connie led the team in Golden Foundation Tours to win Traveller Partner Award, a recognition of the long-term efforts and front runner position of Golden Foundation Tours regarding sustainability and corporate social responsibility. Not only being the 1st company in Taiwan to receive such an award, Golden Foundation Tours is also working to attain the Traveller certified accreditation, the best and highest level of certification that a tour operator can reach globally. Now it is moving forward to reach the final stage three.

Experience

- Vice President, Taiwan Convention and Exhibition Association (2021-now)
- Director, International Cruise Council, Taiwan (2020-now)
- Director, Taiwan Inbound Tourism Association (2020-now)
- Consultant, Taiwan Visitor Association (2018-now)

Education

- Master in Advertising and Public Relations of Michigan State University (2000)
- Bachelor in Advertising, Fu-Jen Catholic University (1996)

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附件四：媒體報導

(1). 電視媒體 2 則

No	日期	媒體	標題
1	2022/8/15	民視新聞	有助與聯合國事務接軌 台獲選明年主辦
2	2022/8/15	公視	談台海資訊戰 唐鳳：危害資安產品已做最 後法制作業





台灣接任 AFACT 常設秘書處

獲選擔任明年《AFACT 2023》年度主辦國，具體參與國際數位經貿交流

陳慧芬／台北報導

【本報訊】由 AFACT 常設秘書處主辦、聯合國 UN/CEFACT 副主席 Tahseen Ahmad Khan、我國 AFACT 國家代表、實業部執行總長張政、及貿研院副院長許添財等國內外數位經濟重要推手，15 日在「打鐵趁熱」數位經貿交流論壇開幕禮上，共同揭開 AFACT 常設秘書處，獲選擔任明年《AFACT 2023》年度活動主辦國。

張政在致詞時表示，該處運用過去近兩年努力經驗，以人為本的數據使用與存儲更加緊密，因此數據的流通性、對於我國、區域與區域之間數據邊界更趨透明。他表示，該處將與全球各界共同參與，讓數位經貿交流與區域連結更緊密。

張政指出，台灣自 AFACT 成立至今，均以積極身分積極參與，所有國際組織與全球標準發展，更積極參與全球共同發展目標與國際活動，持續加強與國際社會合作，共同推動數位經濟發展。

在日本、印度、泰國等印太地區國家支持，AFACT 常設秘書處在台北設常設辦事處，可與全球各國與國際數位經貿交流，並透過積極參與國際論壇、會議、技術交流與數位經濟論壇等，增進國際交流與發展。

張政表示，在 AFACT 中，



●實業部執行總長張政與 AFACT Hub (國家代表) (右一) 協理數位發展部副部長唐鳳(左三)，與 15 日 AFACT 打鐵趁熱數位經貿交流論壇開幕禮 AFACT 常設秘書處與專家們共同開幕。

《UN/CEFACT》聯合國際標準化與電子商務中心，以促進國際電子商務發展，並由印太區域數位經貿交流論壇數位經貿交流論壇主辦國推選，更是公認全球數位經貿與國際標準發展的重要組織之一。目前是在數位經貿交流論壇常務委員會下一位輪值主辦國，成員包括歐洲各國與國際貿易組織及各產業領域之專家與領導，全球約有 500 位專家代表參與。

《AFACT》亞太貿易便捷化與電子商務理事會

目前為 AFACT 在歐美以外唯一設有辦公室的組織，與 UN/CEFACT 密切合作，UN/CEFACT 報告書 Reporters for Asia (亞洲專家團) 作為 AFACT 常設秘書處常務委員會主席與亞洲秘書處 AFACT 常設秘書處，AFACT 於 2017 年與 UN/CEFACT 聯合合作，AFACT 等與 UN/CEFACT 的密切合作，將繼續關係密切。

「數位貿易」納入美貿易倡議談判議題 唐鳳：跨境隱私保護 盼有相同標準

曹悅恩／台北報導

【本報訊】美國對世界貿易組織(WTO)內閣和以貿易談判，「數位貿易」非但將先議，對此，數位貿易部長 15 日指出，應以促進數位貿易目標，包含商業資料與資料使用，以及確保和國際間的隱私保護上有所不同。

台灣與美國在數位貿易合作中，美國 15 日出席「打鐵趁熱數位經貿交流論壇」時指出，會以促進數位貿易目標，而在這方面，包含商業資料與資料使用，如果與美國有異，就商業資料的隱私保護上有所不同。對於 AFACT 常設秘書處與各國貿易談判是否相關？唐鳳指出，目前數位貿易內容是透過國際貿易談判，有時就有提到以價值為本的互相合作。美國也是貿易談判的對象之一。

唐鳳表示，美國在數位貿易目標中，也應以跨域方式建立政府數位服務目標，作為公共服務方式，當然不是只有自己在做服務，而是各國也應增加服務創新的條件，能數位服務，互相交換彼此可以使用的數據。唐鳳說，除了公共服務外，數位服務未來應進行數據公益。她提到，她也在美國訪問時，與美國與貿易談判的資料(數據)與數據未來應發展目標，就是數據未來應發展目標，就是數據未來應發展目標，就是數據未來應發展目標。



7.	2022/8/15	中時新聞網	工商	台灣獲選 2023 年主辦 AFACT 打造亞太數位經濟共同體
8.	2022/8/15	民視新聞網	快訊	有助與聯合國事務接軌 台獲選明年主辦 AFACT—民視新聞
9.	2022/8/15	Pchome 新聞	最新新聞	台灣將擔任明年 AFACT 2023 主辦方
10.	2022/8/15	Pchome 新聞	股市	台灣獲選主辦明年 AFACT 打造亞太數位經濟
11.	2022/8/15	Pchome 新聞	財經	台灣獲選主辦明年 AFACT 打造亞太數位經濟
12.	2022/8/15	Pchome Online 新聞	財經	台灣獲選主辦明年 AFACT 打造亞太數位經濟
13.	2022/8/15	今日新聞	財經	台灣擔任明年 AFACT 2023 主辦方 打造亞太數位經濟共同體
14.	2022/8/15	LineToday	理財	台灣將擔任明年 AFACT 2023 主辦方
15.	2022/8/15	LineToday	理財	台灣獲選主辦明年 AFACT 打造亞太數位經濟
16.	2022/8/15	經濟日報網	產業	台灣獲選主辦明年 AFACT 打造亞太數位經濟
17.	2022/8/15	新頭殼	中央社	台灣獲選主辦明年 AFACT 打造亞太數位經濟
18.	2022/8/15	今日新聞	股匯投資	台灣擔任明年 AFACT 2023 主辦方 打造亞太數位經濟共同體
19.	2022/8/15	HiNet 生活誌	焦點	台灣將擔任明年 AFACT 2023 主辦方
20.	2022/8/15	HiNet 生活誌	焦點	台灣將擔任明年 AFACT 2024 主辦方
21.	2022/8/15	中央社	產經	台灣獲選主辦明年 AFACT 打造亞太數位經濟
22.	2022/8/15	聯合新聞網	產業綜合	台灣將擔任明年 AFACT 2023 主辦方
23.	2022/8/15	IEK 產業情報網		台灣獲選主辦明年 AFACT 打造亞太數位經濟
24.	2022/8/15	三立新聞網	財經	台灣獲選主辦明年 AFACT 打造亞太數位經濟
25.	2022/8/15	三立新聞網	股市	台灣獲選主辦明年 AFACT 打造亞太數位經濟 股市頻道 三立新聞網 SETN.COM
26.	2022/8/15	自由時報	財經政策	台灣獲選主辦明年 AFACT 促跨國電商與數據交換
27.	2022/8/15	華視新聞網	新聞	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己

28.	2022/8/15	聯合新聞網	要聞	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
29.	2022/8/15	MSN	中央通訊社	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
30.	2022/8/15	公視新聞網	社會	談台海資訊戰 唐鳳：危害資安產品已做最後法制作業
31.	2022/8/15	中央社	政治	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
32.	2022/8/15	HiNet 生活誌	專題	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
33.	2022/8/15	HiNet 生活誌	中央社	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
34.	2022/8/15	HiNet 生活誌	綜合	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
35.	2022/8/15	雅虎奇摩	時尚美妝	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
36.	2022/8/15	Pchime 新聞	政治	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
37.	2022/8/15	中時新聞網	工商	數位貿易可望列台美經貿談判優先議題 唐鳳這樣說
38.	2022/8/15	聯合新聞網	產經	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT
39.	2022/8/15	Focus Taiwan	Business	Taiwan to host AFACT 2023 - Focus Taiwan
40.	2022/8/16	工商時報	財經要聞	台灣接任 AFACT 常設秘書處 - 財經要聞 - 工商時報 (chinatimes.com)
41.	2022/8/16	工商時報	綜合要聞	台灣接任 AFACT 常設秘書處 - A5 綜合要聞 - 20220816 - 工商時報 (ctee.com.tw)
42.	2022/8/16	工商時報	要聞	台灣接任 AFACT 常設秘書處
43.	2022/8/16	工商時報	旺得富理財	台灣接任 AFACT 常設秘書處 - 上市櫃 - 旺得富理財網 (chinatimes.com)
44.	2022/8/16	雅虎奇摩	股市	《各報要聞》台灣接任 AFACT 常設秘書處
45.	2022/8/16	雅虎奇摩	時尚美妝	台灣接任 AFACT 常設秘書處 - Yahoo 奇摩 時尚美妝
46.	2022/8/16	ICRT	News Database	Taiwan to host AFACT 2023
47.	2022/8/16	ICRT	News Database	Taiwan to host AFACT 2023
48.	2022/8/16	中時新聞網	財經要聞	台灣接任 AFACT 常設秘書處

49.	2022/8/16	網路資訊雜誌	市場消息	台灣正式接任聯合國外圍國際組織 AFACT 常設秘書處 主辦 2023 年 AFACT 攜手打造亞太數位經濟共同體
50.	2022/8/16	更生日報	焦點新聞	打造亞太數位經濟 台灣獲選主辦明年 AFACT
51.	2022/8/16	自由時報	財經政策	打造亞太數位經濟 台灣主辦明年 AFACT - 自由財經 (ltn.com.tw)
52.	2022/8/16	華人今日網	財經	打造亞太數位經濟 台灣主辦明年 AFACT - 華人今日網 chinesedaily News
53.	2022/8/16	翻爆	即時新聞	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處
54.	2022/8/16	iThome	產業聚焦	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體
55.	2022/8/16	僑務電子報 (中文版)	臺灣	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
56.	2022/8/16	芋傳媒	最新	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己
57.	2022/8/16	芋生活	科技	唐鳳談資訊戰：戰場在大家心裡 確保不自己嚇自己 - 芋生活 (taronews.tw)
58.	2022/8/16	大紀元	台灣焦點	唐鳳：中共資訊戰是心理戰 不自己嚇自己是關鍵 大紀元 (epochtimes.com)
59.	2022/8/17	僑務電子報 (英文版)	English News	Taiwan to host AFACT 2023
60.	2022/8/17	CNA	中文稿	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體
61.	2022/8/17	風傳媒	新聞/新聞總覽	我國正式接任聯合國周邊組織 AFACT 常設秘書處 攜手打造亞太數位經濟共同體
62.	2022/8/17	風傳媒	品味生活	我國正式接任聯合國周邊組織 AFACT 常設秘書處 攜手打造亞太數位經濟共同體
63.	2022/8/17	風傳媒	品味生活	我國正式接任聯合國周邊組織 AFACT 常設秘書處 攜手打造亞太數位經濟共同體
64.	2022/8/17	Pchome 新聞	最新新聞	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體

65.	2022/8/17	Pchome 新聞	生活	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體
66.	2022/8/17	新聞稿自助吧	新聞八卦	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體
67.	2022/8/17	HiNet	即時新聞	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體
68.	2022/8/17	yam 蕃薯藤	即時新聞	我國正式接任聯合國外圍國際組織 AFACT 常設秘書處 2023 年主辦 AFACT 攜手打造亞太數位經濟共同體