



**Asia-Pacific  
Economic Cooperation**

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**2013/PPWE/004**  
Agenda Item: 9

## **The Development of Individual Action Plan**

Purpose: Information  
Submitted by: Chinese Taipei



**Third Policy Partnership on Women and the  
Economy Meeting  
Bali, Indonesia  
7 September 2013**

<p><b>Women and the Economy Individual Action Plan</b></p> <p><b>Objective</b> In order to achieve the sustainable and inclusive growth objectives and include women as an economic growth strategy, APEC member economies should implement policies and programs called for by the APEC leadership, including the recommendations in San Francisco declaration.</p> <p><b>Guidelines</b> Recognising the untapped talent of women, each APEC economy will:</p> <p>(a) Establish or continue programs and policies which foster women's economic empowerment. (b) Note the important role the private sector plays in providing insight for effective programs and policies, and (c) Co-operate with and enhance the capability of other APEC economies to implement.</p> <p><b>Collective Actions</b> <i>APEC Economies may take Collective Actions relating to women and the economy in areas to be agreed.</i></p>
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Chinese Taipei's approach to women's economic empowerment [Describe briefly, in one or two paragraphs, the policy approach of your economy with respect to programs and policies for women's economic empowerment.]			
<b>Area</b>	<b>Programs and policies being implemented</b>	<b>Programs and policies to be implemented</b>	<b>Progress made in 2013</b>
<b>Access to Capital</b>	1. The <b>Act of Assistance for Family in Hardship</b> was implemented in 2000 to provide single parents, unwed mothers, and families in harsh situations with emergency assistance for livelihood, child living and education allowances, medical allowance, child nursery allowance, legal counsel allowance, and allowances for business start-up loans. Allowances or benefits issued under the Act shall not be used in distraintment, offset, or guarantee of any form, to maintain the basic livelihood of families in hardship. During 2009-2012, a total of US\$61.38 billion, including 87.59% of the amount for women, was issued to support a total of 687,379 people, of which 85.40% were women.	–	–

	<p>2. To help women who need to support a family independently but without guaranty of any kind to apply for business start-up loans more easily, related preferential loans (such as Micro-Business Start-up Phoenix Loan and Young Entrepreneur Loans) have been designed. Also, to provide counterparty guarantee for related loans and mid-term operating funds required by female entrepreneurs, a <b>government credit guarantee fund</b> has been established. During 2011-2012, a total of 1,067 applications applying for the guarantee of Business Start-up Phoenix Loans and Young Entrepreneur Loans were received. A total of US\$0.2008 billion in guarantee was provided for a total financing amount of US\$0.234 billion. From 2012 to the end of May 2013, a total amount of US\$1.196 billion of loan guarantee was provided for a total amount of mid-term operating funds required by female entrepreneurs at US\$1.5004 billion.</p>	-	-
	<p>3. A series of <b>business start-up assistance measures for indigenous peoples</b> have been planned and designed. Financial consultants are recruited to assist indigenous entrepreneurs in applying for loans, extend assistance, interview borrowers, and establish financial and accounting systems. In 2012, a total of US\$7.5165 million was lent to indigenous female entrepreneurs.</p>	-	-
	<p>4. To raise the approval rate of loans for women SME owners of banks, the Financial Supervisory Commission (FSC, the top supervisor of financial institutions in our economy) has included the approval rate of loans for women SME owners as a credit for the new branch establishment assessment of banks.</p>	-	-
<p><b>Access to Markets</b></p>	<p>1. The <b>Female Innovative Entrepreneurship Project</b> was launched and related female entrepreneurship education measures were implemented to promote female entrepreneurship, encourage women to achieve economic independence and competitiveness, build female entrepreneurship consultation mechanisms, strengthen female entrepreneurship networking, assist women in overcoming adversities in entrepreneurship and operations, and create a friendly environment for female entrepreneurship. By teaming up with civilian NGO resources, we hope an entrepreneurship mentoring mechanism can be set up to help women from mid-income and low-income families and social vulnerable groups to escape poverty. The annual budget for this project is</p>	-	<p>Three female entrepreneurship forums and sharing activities were held in 2013 to share experiences in entrepreneurship networking expansion and practice and to promote business matching. A total of 300 female entrepreneurs participated in these events.</p>

	US\$336,000.		
2.	We began establishing the <b>Chinese Taipei Women's Business Network</b> in 2007 to feature enterprises established by women and their products and publish news on women successfully expanding sales to impress businesses at home and abroad with the image of Chinese Taipei female entrepreneurs. In 2013, the product information of 1,108 female entrepreneurs was displayed. Since 2007, the website has attracted 104,333 visitors.	–	–
3.	Publicity is implemented over the B2B online shopping site iDealEZ ( <a href="http://www.idealez.com">www.idealez.com</a> , this site allows buyers to directly shop online with PayPal or credit cards) constructed in 2013. A quick link is added to the Chinese Taipei Women's Business Network. This website provides another marketing channel for female entrepreneurs to sell products. By May 2013, 48 female entrepreneurs have their products displayed on iDealEZ.	–	–
4.	In 2012, a Women's Marketplace was added to <b>Go Fun</b> , a website selling local products. The Marketplace provides a channel for women micro business entrepreneurs and indigenous and rural women to sell their products and increase exposure and opportunities. With website viewership of 942,419 people, Go Fun displays 750 items from 435 units.	–	–
5.	To help rural women to improve their financial situation, the Council of Agriculture began <b>helping rural women to develop handicraft products integrating rural culture and traditional handicraft techniques with agricultural byproducts</b> in 2008. The council also helped them establish physical (e.g. <b>handicraft</b> promotion centers) and virtual (websites) sales channels. In 2013, the council helped 7 farmers' associations to innovate and announce 60 new <b>handicraft</b> products and organize the Rural Women <b>handicraft</b> Product Debut Press Conference to promote product sales.	–	–
6.	The <b>Employment Empowerment Plan</b> and Multiple Employment Promotion Program were implemented to provide women with job opportunities and help indigenous women to develop green products or organic agricultural products. A total of 5,255 women enrolled in the plan and program and 159 indigenous women were served.	–	–
7.	The <b>Indigenous Peoples Tourism Promotion Plan</b> was implemented. Professional teams were entrusted to provide	–	–

	consultation services for individual industries and help indigenous tribes to implement independent management, build local tourism environments, and develop a tribe-specific tourism industry, so as to create job opportunities for indigenous women. In 2013, the plan successfully helped 354 indigenous women to find jobs.		
<b>Capacity and Skills Building</b>	1. Free entrepreneurship training courses were given under the <b>Micro-Business Startup Phoenix Program</b> to teach female entrepreneurs operational skills for different stages of operation. E-learning courses were also opened for female entrepreneurs to learn web marketing and online shop operation, so as to provide them with more channels for starting a business and marketing products. Combining with supportive measures such as successful enterprise resources and business start-up consultation, opportunities for exchange and practice are provided for creative entrepreneurs to enhance the success rate of entrepreneurship. In 2012, a total of 13,792 people participated in related entrepreneurship training courses, of which 9,163 were women.	–	–
	2. The <b>Access to Entrepreneurship for Women</b> e-learning course and the <b>Outstanding Professional Executive</b> training course were opened at <b>SME Online University</b> . During 2007-2012, a total of 894 people participated in these courses, including 243 women. Courses for women business owners, practical entrepreneurship, and business operations were provided to help female entrepreneurs to develop related competencies.	–	In 2013, 17,157 women signed up to the SME Online University.
	3. The <b>Hakka Industry Innovation and Incubation Program</b> was implemented by the public sector in collaboration with universities and colleges or industry consultation organizations. Hakka industry innovation and incubation centers were established in Hakka culture development areas to focus on cultivating the basic business start-up capability of Hakka youth and helping businesses to innovate and develop characteristic products. Individual consultation services were arranged for trainees interested in entrepreneurship. Courses were added to enhance Hakka industrial competitiveness and encourage Hakka to start up business in their hometowns, so as to promote sustainable development of Hakka communities.	–	In 2013, the 2nd Hakka Industry Innovation and Incubation Training Course was completed in two areas. Of the total of 72 trainees, 42 were women, commanding 58.3%. The course was opened to help Hakka youth to return to and start up business in Hakka communities, create new momentum for economic transformation, and improve the basic business start-up capability of trainees, so as to set up examples of successful female entrepreneurship and spread training effectiveness.
	4. <b>Incubation centers were established for female entrepreneurs to move in with rent discount or exemption.</b>	–	(1) In 2013, nine incubation centers allowed female entrepreneurs to move in with rent

	<p><b>Female entrepreneurship networks and information exchange platforms were constructed</b> to create interpersonal exchange opportunities for female entrepreneurs. Business start-up training courses were opened to equip female entrepreneurs with business start-up competencies and enhance industrial competitiveness. The female entrepreneurship service window was established to provide professional consultation and guidance services for female entrepreneurs. The <b>Express Services Center</b> was established to provide one-stop services. A free consultation hotline was set up to provide women with information and services at different stages of entrepreneurship.</p>		<p>discount or exemption. Eight incubation centers constructed female entrepreneurship networks and information exchange platforms. Eighteen incubation centers opened business start-up training courses to equip female entrepreneurs with business start-up competencies and enhance industrial competitiveness. Twenty-one incubation centers helped women to start up micro or small businesses and encouraged them to move in incubation centers. Nine incubation centers guided female entrepreneurs to start up business in advantageous industries (beauty and biotechnical industries, cultural creative industries, and health food industry). Fourteen incubation centers provided guidance for women to apply for business start-up loans (such as the Micro-Business Startup Phoenix Program, Flying Geese Program, and Business Start-up Loans for Women in Hardship). Nineteen incubation centers established the female entrepreneurship service window to provide related professional consultation and guidance services.</p> <p>(2) During January to May 2013, the Express Services Center resolved 2,164 women consultation cases on financing and financial and accounting problems. Most problems can be solved within the service content of the center. Consultants will be arranged to provide one-on-one consultation, where necessary.</p>
	<p>5. <b>Female entrepreneurship and incubation courses, entrepreneurship forums, and entrepreneurship sharing meetings</b> were organized and held for female entrepreneurs with different needs at different stages of entrepreneurship to improve their business start-up competencies and marketing and operation capabilities and encourage the exchange and</p>	<p>–</p>	<p>In 2013, courses, forums, and sharing meetings on entrepreneurship will be organized and held for female entrepreneurs with different needs at different stages of entrepreneurship. A total of 18 entrepreneurship incubation classes will be</p>

	sharing of entrepreneurship experiences. In 2012, 21 female entrepreneurship incubation classes were opened for 2,367 female entrepreneurs.		held for opened for about 1,500 female entrepreneurs.
6.	<b>Sharing of operation model with excellent cooperatives and cooperation groups was organized</b> to reinforce women leadership exchange, so as to promote experience sharing and exchange and encourage women's participation in cooperative business. In 2012, guidance was provided for the Homemakers' Union Cooperative to organize the "Looking for Happiness Together" workshop. Five workshops were held for 250 participants. By participating in the sharing and exchanging of practical experience of cooperative members, we aim at encouraging women's participation in the cooperative business.	–	In 2013, we commissioned the Homemakers' Union Cooperative to plan and implement the women cooperative business promotion plan. Seven elementary courses and four advanced courses will be opened. By combining concepts with practice, we reinforce publicity and empowerment to women interested in organizing cooperatives, so as to encourage women participation in the cooperative business.
7.	The Digital Opportunity Centers (DOC) were established in remote <b>areas</b> to help the local population to improve their digital skills and application abilities for their daily life and to provide guidance in developing unique cultural industries with the support of digital technology. Commercial photography, e-DM production and e-book production courses were opened at DOCs to help citizens to creatively present and promote local cultural specialties and their communities' cultural stories. It is hope that by enhancing these remote areas visibility using digital opportunities to connect to the information world, by reinforcing the marketing of local areas' unique cultural travel sites and products, that it will also enhance career competitiveness through digital learning.	–	During 2005-2013, a total of 207 DOCs were established in 157 remote areas, and 11 DOC guidance teams were assigned to continuously assist DOCs in enhancing career competitiveness. From January 2012 to May 2013, a total of 3,339 basic computer skills and digital application courses lasting 21,137 hours were opened for 41,495 people, including 16,285 males (39.25%) and 25,210 females (60.75%).
8.	The <b>Bridging the Digital Divide for Women Program</b> was implemented during 2007-2013 to subsidize NPOs and schools to provide 24 hours of basic computer skill training for women in rural areas. A total of 889 courses were opened for 19,563 people, of which 18,500 were women.	–	–
9.	<b>The APEC Digital Opportunity Center (ADOC)</b> Project was implemented in August 2004 to integrate government and private enterprise resources to assist women and social vulnerable groups in remote areas worldwide to bridge the digital divide (partners included The UP Center for Women's Studies in the Philippines, Center for Women and Development in Vietnam, and Mujer y Sociedad in Peru).	–	From August 2004 to 2013, ADOC provided training for 447, 326 people, where 221,789 were women, accounting for 49.6%.
10.	Related assistance programs were also implemented. Senior	–	–

	and outstanding IT company/ industry female employees were asked to mentor female college students that were participating in the student practice IT work experience, so as to encourage these students to enter into the IT industry, upon graduation from college. In 2012, we provided assistance for 1,681 college females.		
	11. To facilitate female research fellows to take charge of the application and approval of academic research projects, related guidelines were amended to extend the deadline of academic publications for female research fellows who have taken maternity leave or asked for parental leave; and to extend the age limit of candidates with parenting history, so as to provide female research fellows with fair opportunities. In 2012, there were 467 applications for publication extension due to maternity leave or parental leave.	–	–
	12. In 2013, the <b>three-year project Innovation for Women and Economic Development: Facilitating Women’s Livelihood Development and Resilience with ICTs (2013-2015)</b> was implemented with APEC funding. Surveys and case study will be applied to investigate how to effectively help women develop livelihoods with ICT, create more opportunities for women to engage in business and trade, and develop an effective and sustainable livelihood development model with ICT for women from <b>various socioeconomic status</b> . The total project budget was US\$951,010.	–	The 2013 APEC Conference: Innovation and ICT for Women Business and the 1st Public-Private Partnership Network Meeting was held on June 28-29 in Taipei . A total of 171 participants from 12 APEC economies, including Indonesia and the USA, attended the conference where keynote speeches, best practices sharing, and network conference exchanges were implemented by domestic and international scholars, experts, and female entrepreneurs.
<b>Women’s Leadership</b>	1. The <b>Female Innovative Entrepreneurship Project</b> was implemented to select outstanding female entrepreneurs, develop female entrepreneurship highlights, and set examples of successful female entrepreneurship. In 2012, five business media meetings were organized, and venture capital managers were invited as instructors to recommend the 30 outstanding female entrepreneurs of the project to venture capital and angel investors, so as to strive for investment opportunities.	–	–
	2. Each year outstanding model micro-businesses are rated and commended under the <b>Micro-Business Start-up Phoenix Program</b> to encourage micro business entrepreneurship. Six ratings were implemented during 2007-2012, and 60 model micro businesses were selected. Most model micro businesses	–	–

	fall in the wholesale and retail industries (60%) and accommodation and food services industries (18.3%). In terms of sex, 45 owners of model micro businesses are female, accounting for 75% of the total.		
3.	After the amendment made to the <b>Corporate Governance Best-Practice Principles for TWSE/GTSM Listed Companies</b> on 11 March 2013, members of the board of directors shall pay extra attention to gender equality and be equipped with the knowledge, and skills required for carrying out their duties. This amendment has brought more chances for female to enter the decision-making bodies of listed companies.	–	–
4.	The Promoting Gender Mainstreaming Award was held in 2003 to encourage government agencies to give promotions to outstanding female public servants. The “ <b>one-third staff for each sex</b> ” principle has been promoted continuously. Continuous follow-up and review of the compliance of government agencies and the board of directors of state businesses is performed.	–	By April 2013, 92.7% of government agencies, 34.90% of the directors of state businesses, and 73.47% of the supervisors of state businesses comply with the “one-third staff for each sex” principle.
5.	The <b>Female Trade Union Cadre Training Camp</b> was organized since 2008. One camp was organized in 2012 and attracted 95 participants. Courses include communication and leadership skills promotion for female cadres, group negotiation ability and improvement of unfair labor practice decision mechanism, and competency for labor-management dispute settlement. Female workplace health management and hazard prevention is also included in the training.	–	–
6.	The <b>Women in Science and Technology Mentor Program</b> was implemented to accompany and support female students enrolling to science and technology related disciplines to finish their studies and develop related competencies through the mentor system, so as to encourage them to enter the science and technology job market that has been dominated by males.	–	–
7.	The <b>SME Female Leader Workshop</b> was held to improve the leadership potential of female leaders. Since 2011 a total of five workshops have been held for 127 higher-level female leaders.	–	–
8.	To help families to solve child care and disabled elderly long-term care problems for women to re-enter the job market and reduce family financial burdens, the <b>Community Child Care System and Ten-Year Long-term Care Plan</b> was	–	–

	<p>implemented to provide accessible and quality child care and adult care services. The plan also creates a large amount of well-paid and protected job opportunities in care and welfare services for women to work in their communities and thereby promotes financial stability of families and prosperity in communities. By the end of 2012, a total of 62 community childcare systems with 23,066 certified babysitters were established to provide babysitting services for 33,270 infants. The proportion of adult care services for old age people with disabilities has increased from 2.3% in 2008 to 27% in 2012 (113,202 people), which is 12 times.</p>		
9.	<p>To build friendly workplaces, the <b>Chinese Taipei Workplace Win-Win Platform</b> was implemented in 2011 to encourage enterprises to institutionalize family-friendly employment policies and practices (FEPP), including balancing work and family practice (e.g. parental leave of absence, family care leave, paternity leave, and family day); flextime and work arrangement diversification; female career development, cultivation and appointment; establishment of breastfeeding rooms and nurseries; and establishment of workplace sexual harassment prevention measures. Also, companies of different industries were invited to share their FEPP experience. Information of examples of FEPP promotion at home and abroad was collected.</p>	–	–
10.	<p>The <b>SME Corporate Social Responsibility Award Ceremony</b> was organized to encourage SMEs to emphasize work environment, green energy, environmental protection, social concern, and customer benefits. Outstanding CSR plans were selected as a role model for other SMEs. By rewarded winners and increasing their media exposures, the achievements in promoting CSR of enterprises are shared with the public and CSR is promoted.</p>	–	–
11.	<p>One female entrepreneur from Chinese Taipei (HTC Chairperson Cher Wang) has been selected as a member of the ABAC.</p>	–	–

# The development of Individual Action Plan



## Chinese Taipei

Martina Hwa-Yuh Deng

2013/9/25

## Introduction

### The development in 2012~2013



Access to Capital

Access to Markets

Capacity and Skills Building

Women's Leadership

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## Access to Capital

Regarding a gender issue as a credit for the new branch establishment assessment of banks

**Improving women entrepreneurs to obtain the capital**

**Offers**

Providing interest subsidy for family in hardship to create businesses

**Phoenix Micro Startup Loan**

Helping women who need to apply for business start-up loans more easily without guarantee

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## Access to Markets

Expanding markets and greater opportunities to obtain government and corporate contracts

- 1 Building a women's marketplace website
- 2 Creating a friendly environment
- 3 Creating job opportunities

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## Capacity and Skills Building



**Constructing female entrepreneurship networks**



**Providing training courses**



**Establishing the ADOCs and DOCs**



**Initiating the three-year project Innovation**

**Helping women to handle challenges in operating their businesses**

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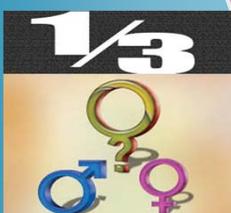
## Women's Leadership

Setting examples

promoting "one-third gender" principle

Amending regulations







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# Conclusion

The diagram features a central orange oval at the top containing the text "Enhancing Women's Economic Power". Two arrows originate from the bottom of this oval: a purple arrow points to the left towards a map of the Asia-Pacific Economic Cooperation (APEC) region, and an orange arrow points to the right towards a map of Chinese Taipei. Both maps are enclosed in rounded rectangular frames.

APEC

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# Thank You !

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