

Summer Program to Taiwan

This year's summer program (RE4203 Topics in Real Estate) was in Taiwan from 2-8 June 2014. This year's trip to Taiwan involved planned visits to academic institutions, private firms and local governments. It exposed the students to a wide range of topics from residential developments and urban planning to community development and disaster management. This report summarizes some places visited by 19 Real Estate students led by Professors Liao Wen-Chi and Yu Shi Ming.

Day 2: Taipei



政治大學

At National Chengchi University, we received warm welcome from faculty and students. Professor Calvin Lin gave a lecture on “Taiwanese housing market and future challenges.” We had a great time interacting with the year 4 students from the land economics department of the host university during the lecture and lunch. The Taiwanese students are very friendly and knowledgeable on the local housing issues.

台北 101

At the iconic landmark of Taiwan, Taipei 101, Cathy Yang, the General Manager of Taipei Financial Centre Corp, which owns the tower, walked us through various developmental stages of the project. The topic of crisis management is of particular interest given the frequent seismic activities in Taiwan.



台北市政府



The day ended with a visit to the Taipei's municipality government, where the honourable Deputy Mayor Professor Chang Chin-oh gave a two-hour lecture on the current issues facing Taiwan's real estate, urban renewal and housing justice, and shared his vision of a cultural city. It was an invaluable lesson and we were very impressed with his passion and commitment to improving the urban environment of Taipei city.

Day 3: Taipei to Sun Moon Lake



冠德建設

Kindom Construction Corporation was our last site visit in Taipei. The Group Chairman and CEO, Mr. Timothy Y.S. Ma personally welcomed us at one of their up-market condominium developments. The visit provided us insights into Taiwan's property market through the perspective of the developer and

also how they created an excellent customer relationship management framework and how they implemented the novel concept “library at home” into each of their residential projects.

涵碧樓 (The LaLu)

Next, we traveled to The Lalu (涵碧樓) at the scenic Sun Moon Lake. The presentation and tour of the hotel not only impressed us with the resort by the lake but also how they had overcome the last major earthquake to create a top class luxury resort. The key lessons of crisis management and hotel/tourism management were interestingly presented in the museum



at the resort. We also took the opportunity to have some leisure activities around Sun Moon Lake while enjoying the beautiful and serene environment.



Day 4: Sun Moon Lake to Douliu

斗六市公所

It was a great honour to be hosted by Dou Liu Mayor, 謝淑亞. Despite her busy schedule, she conducted a presentation on how the city was revived after the earthquake and how they adopted a bottom-up approach in creating a sense of identity for the residents. In addition, she brought us around the city for a better understanding of the people and their history.

Her passion to improve the lives of her people and city had earned her great respect from all of us. Our interaction with the residents was also an unforgettable one with their sincere and warm welcome.

Day 5: Alishan to Tainan

崑山科技大學

At Kun Shan University, Prof Chen Shu-mei, the business school's dean, talked about government attempts to curb real estate prices with cooling measures. We learnt the problems and challenges of two tier governance especially where there are conflicting views between the central and city governments. Prof Chen also spoke on the real estate market situation in Taiwan focusing on the issue of housing affordability.

成功大學

At Cheng Gong University, Prof Chen Yen-jong presented the urban planning history of Tainan and how they managed to keep Tainan's own uniqueness by developing characteristics to their buildings. Prof Chen also shared the problems of the diversity of views of the Taiwanese people. These lectures helped us better understand the challenges faced by governments around the world in comparison to Singapore.



Day 6: Tainan- Kenting

墾丁國家公園管理處

We were given a presentation at the Kenting National Park on the conservation of the environment. This visit helped us understand more about eco-tourism and the importance of public education and awareness in helping to preserve nature and the environment.

Day 7: Kenting- Kaoshiung



After 6 days of travelling around Taiwan, we ended our trip with a refreshing morning nature walk at Kenting National Park. The magnificent greenery and cool breeze somehow reinvigorated our mind as we marked the end of a truly wonderful and educational trip. Besides the lessons learnt and the beautiful sights, more importantly, we will always remember this trip because of the strong group spirit and the shared experiences.

Lastly, we greatly appreciate the arrangements and efforts by Professor Yu and Professor Liao in making this an awesome and rewarding trip.

Li Meixin, Goh Yiting, Ng Koh Xin