



Distinctive Feature Travel and Tourism Industry

At present, there are 22 commercial district organizations established in Tainan, with the purpose of actively creating a superior shopping environment and enhancing the appearance of commercial districts and markets. They are also pursuing the aim of creating a distinctive feature for each commercial district, and shaping an image of Greater Tainan's commercial districts as places of good food, good fun, and good shopping. Particularly good results have been achieved by an initiative to promote mobile payment to spur business turnover growth in Tainan's Anping commercial district, which has met with strong approval. All of Tainan's commercial districts have demonstrated rich creativity and capacity for projecting distinctive features.

Cultural Knowledge and Digital Content Industries

Fashion Design and Cultural & Creative Industries

Tainan is a stronghold of the textile, garment and shoe industries, and the fashion design industry is one of six major emerging industries that the city government has been vigorously promoting. Moreover, Tainan has Taiwan's highest concentration of fashion related university and college departments. Through the conduct of brand fashion shows, static exhibitions, and design competitions, providing platforms for display and marketing, the industry's development is being propelled into transformation from mere production value to much higher brand value, and is gaining a place on the international stage.

Digital Content Industry

Tainan City Government holds monthly interdepartmental meetings to integrate the strengths and resources of industry, government, academia and research bodies, for co-input into developing and promoting the digital content industry. In terms of services, government fee collection, heritage site ticket sales and farmers' association supermarkets all support mobile payment services, while stores are being given greater assistance to introduce mobile payment, so that citizens can enjoy the convenience of smart city cashless living. In addition, service enterprises are being encouraged to technologize and internationalize, to boost the digital content industry's value chain formation and the establishment of cross-industry integrated platform mechanisms, actively spur the digital content industry's transformation and upgrading, and elevate the international image and international market standing of Tainan's creativity.

