



# Serving Taiwan Spanning the World

服務台灣 · 串連世界

宇智顧問

PAUL HSU ∞ PARTNERS

「Paul Hsu & Partners」一個字也不能少。

Paul Hsu 為徐小波董事長，其豐富的產業經驗、高深智慧與卓越見識是宇智顧問的無比資產。

「&」符號，擁有無限、連結的意涵，連結每一位Partner，服務臺灣、串連全世界，一起走向無限的道路，打造臺灣經驗輸出與國際合作平台；右上角的十字星象徵宇智領先十年的思考，能夠掌握契機、引領趨勢，同時也是加號，寓意帶領臺灣走向升級、升值。

「Partners」不單是人或組織，更是未來的公司型態以及經營進化。

“Paul Hsu & Partners” not a word less. Paul Hsu brings his insightful experiences in industry, enterprise, and networking to Paul Hsu & Partners in an enormous way.

The “&” symbol in Paul Hsu & Partners, PH&P, signifies infinite and spanning. Together, every partner at PH&P are connected with their professions and visions to Serving Taiwan, and Spanning the World. The star sparkling at the corner carries our decade lead in thinking and trend projection. It also symbolizes our ambition to drive Taiwan's industries, to seize opportunities, and to set global trends.

The word “partners” is not just individual or team, it stands for the co-sharing model and cross discipline team work at PH&P.

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# Vision and Mission

願景與使命



# Vision and Mission

## 願景與使命

宇智顧問由知名法律、產業巨擘徐小波於2004年創設，命名寓意期許「匯集寰宇智慧」服務產業。延續徐小波先生四十年產業發展與企業輔導經驗，於2021年3月再度出發，攜手吳志揚副董事長暨執行長、李維峰董事總經理，由金三角組成層峰腦礦，領導專業服務團隊，組建各領域產業顧問與智庫，打造臺灣經驗輸出與國際合作平台，啟動「宇智2.0」新紀元。

Paul Hsu and Partners (PH&P) was established in 2004 by Paul Hsu, a respected visionary in the field of law and industry. The founding principle of PH&P is "Embrace the wisdom from every corner of the world". With Paul's four decades of experience in lawmaking, business law, industry development, and business counseling, PH&P was revitalized in March of 2021. Paul Hsu, as the founding partner, John Chih-Yang Wu, as vice Chairman and CEO, and Dr. Wei F. Lee, as managing director, pilot the PH&P 2.0 team. PH&P 2.0 aims to lead professional service teams, connect with consultants and think tanks amongst various fields, and create platforms to share Taiwan's experience and foster international cooperation, in order to launch the new era of PH&P 2.0.



## 願景 Vision

### 趨勢締造 Trend Setting

趨勢締造為宇智顧問願景，期望為臺灣的未來、新興市場發展以及全球合作締造趨勢潮流。

PH&P's vision is trend setting, PH&P expects to setting trends for Taiwan's future, for development of emerging market, and for global cooperation.

## 使命 Mission

### 服務台灣，串聯世界 Serving Taiwan, Spanning the World

經營團隊懷抱理想與熱血，不只要為台灣培育具國際視野，能把台灣推向世界的國際化人才，更以「Serving Taiwan, Spanning the World.」為使命，期許，「服務臺灣，串連世界」。

薈萃產業顧問、新創育成、基礎建設、城市治理、智慧城鄉等前瞻規劃與實務經驗，為青年創大願、為產業覓未來、為政策獻謀略，期許藉由多元面相整合服務，引領臺灣與世界朝向共好境地！

The PH&P management team has a vision and passion to utilize international talents in the prospect of promoting Taiwan's global status; hence, its motto: "Serving Taiwan, Spanning the World."

PH&P has a wide range of innovative plans and practical experiences, ranging from industrial consulting, startup incubation, megaproject construction, urban governance, and smart city planning. PH&P's past involvements include assisting startups to realize their aspirations, inspiring industries to seek strategic development plans, and advises companies on policymaking. PH&P hopes that through the integration of diverse services, Taiwan and the world can move together to a brighter future.

# Serving Taiwan, Spanning the World

服務台灣，串連世界

## 台灣經驗輸出與 國際企業合作平台

Platforms Showcasing Taiwan's  
Experience and Worldwide Cooperation



過往數十年間，徐小波董事長將世界帶進臺灣，如今與未來，團隊將進一步串連世界，將臺灣民主、經濟、產業、社會等轉型經驗輸出全球，協助大中華區、新興市場國家改革前進。

透過服務臺灣，提升傳統產業轉型、佈局二代接班傳承、完善企業資產管理，持續提升企業競爭力、連結國際市場，推動「共享資本主義」，帶領企業全方位善盡對於勞工、股東、供應商、消費者、社會、環境、在地等多元面向的責任，在產業轉型、產業國際化與國際接軌等歷程中，符合全球關注的低碳、永續、人權等規範趨勢。

宇智2.0也將瞄準美、中競賽未來國際趨勢，藉由持續關注晶片科技與產品需求，掌握智慧生活市場趨勢，協助台灣產業掌握機會，成為美、中經濟戰略下的實質獲益者與商務的運籌中心。

In the past decade, Chairman Paul Hsu of PH&P brought the global vision to Taiwan. Moving forward, our team will be committed to connecting the world, and sharing Taiwan's experience of democratic, economic, industrial, and social transformations, in hopes to help reform the emerging markets and Greater China regions.

Through serving Taiwan, we will increase the transformation of traditional industries, lay out the succession of the second generation, improve the management of corporate assets, reinforce corporate competitiveness, match the international market, and promote "stakeholder capitalism". A stakeholder model will lead enterprises to fulfill their responsibilities to laborers, shareholders, suppliers, consumers, society, and the environment, in a comprehensive manner. In the process of industrial transformation and industrial internationalization, we can satisfy the global trend of low carbon emission and environmental sustainability.

PH&P 2.0 will be cognizant of the political / economic relationship between USA and China. Specifically, we focus on Microchip technology and product demands, following the trends of smart living and assisting Taiwan's high-tech industry, in order to seize opportunities and establish Taiwan's status as the global trade and financial operation center.





# Team Members

團隊成員



# Team Members

團隊成員

## 金三角層峰腦礦 啟動宇智 2.0

### The New Era of Paul Hsu and Partners 2.0

延續法律巨擘、城市舵手與基礎建設專家的堅持信念，鎖定四大企業文化與價值，秉持「正派、權威、跨域、創新」驅動團隊專業發揮與正向能量。提供產業發展、企業架構、財務規劃、專利智財、國際市場、品牌公關、行銷推廣等多元整合服務，成為企業成長最佳夥伴。

Continuing the persistent beliefs of a legal giant, city commander, and infrastructure expert, PH&P upholds the four I's of our corporate values, "Integrity, Influential, Interdisciplinarity, Innovation," to create a positive workspace. We provide numerous services including industry development, business structure, financial planning, intellectual properties, global market, public relation, marketing activation, and many other services in order to become the best partner of enterprises.

#### 徐小波 董事長暨創辦人

曾任國立台灣大學法律系教授，台灣過去三任國家元首皆為徐先生學生。

引進美光科技、福特汽車、麥當勞等美國龍頭企業至臺灣，也是當年六壯士之一，遊說美國國會、催生臺灣關係法，過往四十年持續導入亞太營運中心、利潤中心、交易中心等國際級思維，為國內深植多項創新先進觀念，更促成我國電信民營化、金融民營化等產業變革，於法律圈、產業界及學術界享有極高聲望。

#### Paul Hsu Chairman and Founding Partner

Paul Hsu served as the professor from the department of Law in National Taiwan University. The past three Presidents of Taiwan were actually his students. Moreover, he introduced many leading enterprises throughout the world to Taiwan, such as Micron Technology, Ford, and McDonald's. Paul is also one of the "Six Heroes" who canvassed U.S. Congress for initiating the Taiwan Relations Act (TRA). Over the past four decades, Paul has devoted himself to introducing international ideas to Asia - Asian-Pacific Regional Operations Center, Profit Center, and Trade Center, for instance. As well, he implemented a variety of finance privatization and other industry reformations. Paul is highly regarded among the fields of law, industry, and academia.





### 吳志揚 副董事長暨執行長

曾任三屆立法委員，擔任桃園縣長期間成功爭取桃園升格為直轄市，推升桃園成為我國關鍵第六都帶領桃園縣政財政管理連續四年全國第一，負債六都最低；以世界級規劃視野，在2年內高效通過史上面積最大、達4,687公頃的桃園航空城都市計畫；推動「目」字形捷運路網，完成桃園綠線捷運全系統開發規劃。在兩任中華職棒會長任期內，力推聯盟國際化，更帶領賽事在疫情中持續前行，締造全世界最先開打、最先開放民眾入場、最先完成完整賽季等傲人成績，獲選時代雜誌2020年度大事！

### John Chih-Yang Wu Vice Chairman and Partner / CEO

John served as a member of the Legislative Yuan Congress for three terms. During his tenure as the magistrate of Taoyuan county, John successfully turned Taoyuan County into the sixth special municipality. John also took first place of best finance management for four straight years and achieved the lowest debt among the six-special municipalities. John held a global vision while planning the Taoyuan Aerotropolis Plan efficiently in just two years, which continues to be the biggest urban plan ever in Taiwan. Moreover, he promoted the general planning of the 'double rings routes' of Taoyuan Metro and approved the Taoyuan Metro Green Line Project. In addition, during his period as the commissioner of the Chinese Professional Baseball League (CPBL), John pushed the league onto the international stage and continued the game despite the pandemic. This led CPBL to be the first league to start the season, be open to all the fans, and complete a full season. This achievement was recognized and published on the annual issue of 2020 Times Magazine.

### Dr. Wei F. Lee Managing Director and Partner

Dr. Lee has plentiful experiences in the field of Industry, Government and Academia; he is also an expert in civil engineering. He is not only a professional of Taiwan Geotechnical Earthquake Engineering, Metro Engineering, and Lifecycle Management of Infrastructure, but also a world authority in forensic engineering. Moreover, he raised various issues in infrastructure constructions, urban planning, and smart city development. Dr. Lee served as the head of the Department of Engineering Technology and Management under Taiwan Construction Research Institute, the General Manager of Taoyuan Aerotropolis Co., Ltd, the Chairman of Taoyuan Metro Corporation, the project leader of Taoyuan Aerotropolis Plan. He accomplished the environmental impact study of Taoyuan Metro Green Line, Taoyuan Metro System Planning and Integration. He was the principal forensic investigator of major construction failures of Kaohsiung Metro. Furthermore, he is renowned for integrating resources for megaprojects; including, Intercontinental Baseball Stadium BOT Management, Taoyuan Aerotropolis project, and many other PPP projects.



### 李維峰 董事總經理

產、官、學經歷豐富，專精於土木工程領域，為臺灣大地地震工程、捷運工程、基礎建設生命週期維護管理領域研究與實務專家，更是國際工程鑑識調查權威，長期扮演各項基礎建設、城市規劃、智慧城市之關鍵推手。曾任臺灣營建研究院工程技術暨管理研究所所長、桃園航空城公司總經理、桃園大眾捷運公司董事長等要職，參與執行桃園航空城計劃、桃園綠線捷運環評、綜合規劃、桃園捷運系統規劃整合、高雄捷運等重大城市與交通專案，以及洲際棒球場BOT案履約管理、新板特區特專四促進民間投資開發等PPP專案，為產業知名的資源整合高手。



**林光中** 資深顧問

**Kent Lin**  
Senior Consultant

■ 專業領域

生技醫療產業利基創造  
通路建立與發展規劃  
產品業務推廣與管理  
組織互動模式建立

■ Proficiencies

Niche creation of the biotech medical industry  
Channel installation and development planning  
Product sales promotion and management  
Organization structure model establishment



**鐘基立** 資深顧問

**Ji-Li Chung**  
Elite Advisor

■ 專業領域

AI與大數據應用智匯權專業  
金融法律融資管理  
專利開發與創新模組開發  
文創產業輔導整合

■ Proficiencies

AI and big data technologies  
Financial legal financing management  
Patent development and innovative module development  
Cultural and creative industry guidance integration



**康小玲** 副總經理

**Simone Kang**  
Vice President

■ 專業領域

媒體、科技與運動娛樂產業國際關係運用  
產業策略規劃與執行評估  
整體行銷公共關係與策略優化  
新事業優化及輔導

■ Proficiencies

Media, technology and sports and entertainment industry well-connected international relationships  
Industrial strategic planning and implementation evaluation  
Integrated marketing, public relations and strategy optimization  
New business optimization and consulting



**蘇民** 副總經理

**Min Su**  
Vice President

■ 專業領域

PPP與大型場域專案開發  
公共計畫規劃及落實  
國際性展覽策展  
公民議題推廣倡導

■ Proficiencies

PPP and development project  
Infrastructure project planning and implementation  
International curation  
Citizen issues promotion and advocacy





**王儒譽** 協理  
**David Ong M.D. M.B.A.**  
Director

■ 專業領域

新創與創投投資評估  
國發基金創業天使投資方案評估  
生物製藥、快篩、醫療器械等企業  
投資評估主導  
心臟內科權威

■ Proficiencies

Venture capital and new business  
investment evaluation  
National development fund business  
angel investment program evaluation  
Leading bio-pharmacy, rapid test,  
medical equipment companies business  
investment evaluation  
Cardiologist



**龍宇軒** 協理  
**Michael Lung**  
Director

■ 專業領域

新創及創投產業扶植  
國發基金創業天使投資方案評估  
商業模式及發展規劃  
綠能產業及區塊鏈產業輔導

■ Proficiencies

Venture capital and new business  
development  
National development fund  
business angel investment  
program evaluation  
Business model and development  
planning  
Green energy industry and block  
chain industry consulting



**江一德** 協理  
**I T Chiang**  
Director

■ 專業領域

PPP與大型場域專案開發  
建設專案開發與管理  
國際資產管理

■ Proficiencies

PPP and development project  
Construction project development and  
management  
International asset management



**邱志平** 協理  
**Chih Ping Chiu**  
Director

■ 專業領域

PPP與大型場域專案管理  
民間參與公共建設投資實務與研究  
專案財務模型建置與分析

■ Proficiencies

PPP and development project management  
Practice and research on private participa-  
tion in public construction investment  
Project financial model establishment and  
analysis



專業領域

# Professional Fields



# Professional Fields

專業領域

## 鎖定前瞻專業領域 多元跨域加值

Aiming at the forward-looking professional fields and increasing values in multiple industries.

聚焦於前瞻領域，產業專業部門，集結頂尖人才團隊，匯聚夥伴資源，提供專業服務、跨域創新、領航思維，發揮加值綜效。

Focusing on forward-looking fields, professional departments, gathering top talents and partner resources, and providing professional services with cross-industry innovation and leading thinking to utilise the maximum value and to produce the best possible results.



# 01

## 新創與創投

Venture Capital & New Business Development

臺灣新創企業大多聚焦於科技創新，透過宇智團隊國際級多元經驗，協助創業家發展商業模式，建構核心競爭力；精準對接市場，確立獲利動能。

嚴選已在市場營運驗證的新創公司及潛能新秀，提供全方位的专业陪伴，包括：新創整合佈局、創投資金媒合、商業模式開發或優化、財務規劃分析、企業法務管理、智財佈局與經營管理、市場與商機拓展等多元加值。

經由「宇智嚴選與加值」的新創團隊，即享有口碑、人脈與資源加持，具備發展潛力與極易取得媒合創投資金的機會。同步媒合策略型與財務型投資人，兼顧財務需求與永續發展，雙重佈局產業發展策略與聚焦投資獲利。



Taiwan is known for its technology, and most Taiwan-based startups are based around technological innovation. With the international experience of the PH&P team, we help entrepreneurs develop business models and build core competitiveness; helping startups reach the market and establish profit momentum.

PH&P carefully selects startups that have great potential and are verified in the market to provide them with well-rounded professional consultation including innovation integration arrangement, venture capital integration, business model development and optimization, financial planning and analysis, business legal management, intellectual property portfolio, and other business opportunities.

Teams that have been selected by PH&P after rigorous evaluation will have the potential to grow and gain access to matchmaking funding. In order to meet both financial needs and sustainable development, we will bring in both strategic and financial investors to focus on business operation and investment profitability.



## 02 傳統與轉型科技 Legacy Tech

傳統與現代科技的結合，可稱為Legacy Tech，包括FinTech及RegTech，在近幾年的資本市場發展引人入勝，許多傳統的領域，如金融及監理，盤根錯節，難以撼動，因此以新的科技為切入點，激發「鯰魚效應」，以FinTech為例，電子支付如PayPal、Alipay，或是區塊鏈的Ripple及Coinbase，均是國際Fintech之佼佼者，宇智期許將來亦能協助Fintech創造新的典範，也希望成為未來政府制定相關政策與法規的顧問。

The combination of traditional and modern technology, known as Legacy Tech, including FinTech and RegTech, has been a fascinating development in the capital markets in recent years. Many traditional fields, such as finance and regulation, have well established structures that refuse to change. New technology is therefore used as an entry point to create a 'catfish effect' to transform the given system. For example, electronic payments such as PayPal and Alipay, or blockchain companies such as Ripple and Coinbase, are all international leaders in Fintech. PH&P hopes to help create new paradigms in Fintech in the future, and to be an advisor to future governments in formulating relevant policies.

## 03 運動與休閒娛樂 Sports & Leisure

打造健康樂活的生活品質，是已開發國家的共同指標，為了推動台灣運動休閒娛樂產業升級、提升內容價值，並串聯起龐大的經濟鏈，宇智顧問匯聚職業運動產業的成功經驗以及專業人士，推動此領域的產業化經營進程。

我們透過導入國外趨勢科技、完善制度規劃，培育本土人才以促進國內職業運動發展，推動國際職業運動產業文化交流。

經由建立「公私部門夥伴關係」，協助職業與休閒等硬體場館暨內容規劃建置，同步帶動軟硬體升級，邀請民眾參與共同活化地方生活圈。

宇智看重運動與休閒娛樂產業為全球經濟體中不可或缺的一環，未來也致力開發並融合五感體驗與智慧健康領域，偕同商業夥伴開拓宅運動、電競等運動與休閒產業，提供使用者更豐富的跨域服務、更多元的娛樂選擇。

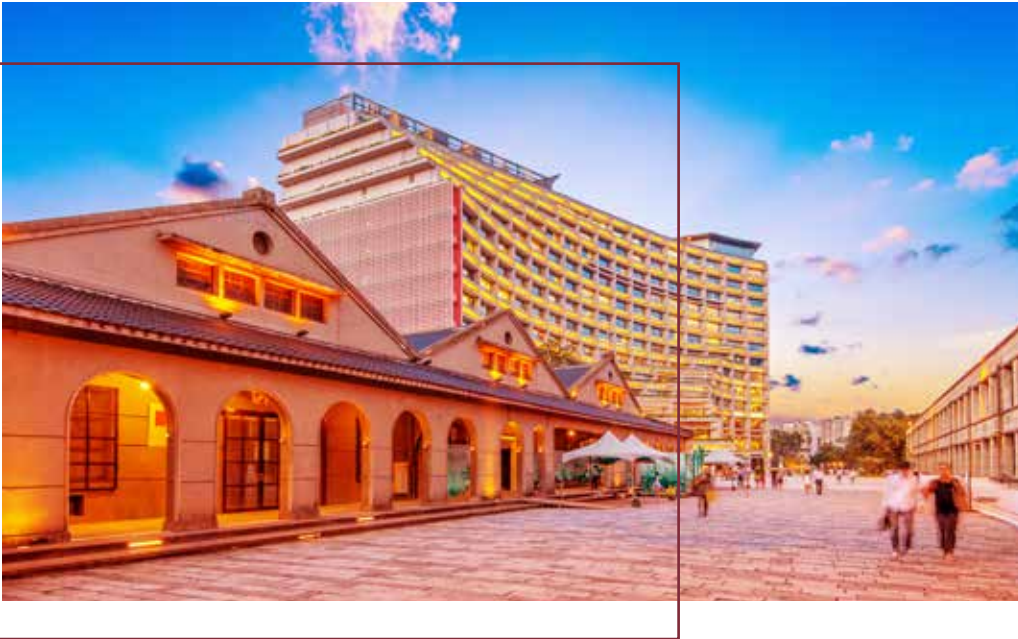


In developed countries, well-being is of great importance to social welfare indicators. Hence, PH&P strives to reform the Sports and Entertainment industry. Using the successful experience of Chinese Professional Baseball League, professional expertise, and international resources, PH&P leads Taiwan's Sports and Entertainment industry into a new era.

By introducing foreign technology trends and introducing system planning, we are committed to cultivate local talents, and promote the intercultural communication of professional sports industry. PH&P initiates the planning and implementation of tangibles and intangibles beyond professional arrangements. Public-Private-Partnership (PPP) projects sit in our major scope to promote a better Taiwan for our people.

PH&P understands the dynamic element of healthcare coupled with technology. Our plans are to cooperate with enterprises to develop stay-at-home exercises, eSports, and more for infinite commercial value-offering the public countless options of leisure.





## 04 文創藝術與策展 Culture, Art & Curation

以創新創意領航文創藝術，延續黃金博物館、傳統藝術中心、鹿港老街等成功 BOT(民間興建營運後轉移)經驗，輔導優人神鼓等表演藝術團體募資、選定最適表演場地、文創藝術策展與活動規劃。

攜手國際知名建築師推動藝術共創社區，透過創新想法加值應用，將工業區轉化升級為產業經濟發展的記載亮點與櫥窗、複製迪化街與赤峰街等街區改造案例、將偏鄉廢校翻轉為藝文教育香格里拉，並且創立文創基金，提供源源不絕的資金循環活水，支援表演藝術團隊、回饋在地公益、培養藝文人才，成為文創事業自立、富麗的支點。

PH&P guides art and creative industries with innovative ideas, continuing the successful BOT (Build-Operate-Transfer) experience such as the Gold Museum, Traditional Art Center, Lukang Old Street, etc. Other than that, we help performing arts groups, such as U-THEATRE, raise funds, select suitable performance venues, curate cultural creative art exhibitions, and plan events.

PH&P works with internationally renowned architects to promote the co-creating art communities and implement innovative ideas to highlight areas of potential industrial economic growth. In addition, PH&P will copy block renewals cases such as Dihua Street and Chifeng Street, to transform rural schools into an ideal place for arts and cultural education. Moreover, PH&P will establish the Creative Industry Investment Fund to provide abundant funding to support performing arts groups, contribute to local public welfare, cultivate talents in art and cultural fields, and make creative industries independent and prosperous.

## 05 產業顧問與新興市場 Industry & Emerging Market

引領企業落實「Stakeholder Capitalism 共享資本主義」，更積極定義、建構宇智版「共享資本主義」指標，推廣至全球。致力輔導企業持續對於社會、國際環境多方發揮貢獻，帶動正向循環。

臺灣擁有眾多隱形冠軍廠商與家族企業，如今第二代或第三代卻面臨股權極度分散、土地產權處理等巨大挑戰。宇智透過創立隱形冠軍基金等方法，帶領家族企業新舵手穩固經營權、健全股權結構、處理資產，並在進軍新興市場時，提供最佳後盾。

當國內企業進軍新興市場，過往的成功經驗也不再適用，面臨包括國際情勢、地緣政治、在地人脈等諸多挑戰，部門團隊將分析預判因應、對接專家、鏈結當地意見領袖，落實風險控管，確保站穩拓展新興市場的每一步。



Guiding the enterprises to execute Stakeholder Capitalism, PH&P will also proactively define and establish its version of Stakeholder Capitalism and promote it worldwide. We hope that the enterprises we've assisted will continuously contribute to society and the environment, and create a positive community.

In Taiwan, there are many hidden champion manufacturers and family-owned businesses. Nowadays, the second or third generation face overwhelming challenges like overly distributed ownerships and properties. Through establishing the Hidden Champion Fund, PH&P guides the new leaders of family businesses to re-structure ownership, manage assets, operate under stakeholder structure, as well as provide strong support when entering emerging markets.

When entering emerging markets, prior experiences may not be suitable anymore; facing various challenges such as geopolitics, international conflicts, and local contacts. PH&P's professional team will analyze and predict how to best respond to the situation, engage with professionals, connect with local leaders, and carry out risk management to stand firm at every step in entering emerging markets.

## 06 物聯網 Internet of Things

傳統的網際網路用專有的設備來達到訊息的互換，而在大物聯網時能大幅擴張聯網的項目，爆炸性的數據能通過雲計算平台運算後下達指令到運用設備，來做出可靠且比傳統更有效率的決策。宇智認為“物聯網可看成是人的五感透過 Internet 的延伸”從消防、民生安全、國家安全、工廠設備、交通工具、金融體系、到客戶資料等都能透過網路連接，平台進行數據的分析來進行決策，達成智慧便利的生活。台灣中小企業及傳統產業，對於物聯網的投資及使用大數據的知識還有很大的進步空間。因此，宇智顧問將結合專業領域包括，智慧醫療、智慧農業及智慧城市，並同時將透過人工智能的智慧學習配合大數據及雲端運算進行分析，幫助企業解決產業問題及實現數位轉型，達成數位知識商業化及公司效率化的轉型及提升。

Traditional internet uses specific devices to exchange information. In contrast, the IOT era will have a lot of data. These data can help organization to make reliable and efficient decision by cloud computing and analyzing. PH&P redefines “IOT as extension of five sense through internet”, from fire protection, safety organization, national security, factory, transportation, to financial institution all can be beneficial by IOT. However, small businesses in Taiwan lack the knowledge and investment in IOT. Therefore PH&P will provide our professional services, such as smart healthcare, smart agriculture, and smart city to analyze through artificial learning and cloud computing, in order to solve industrial problems and realize digital transformation. PH&P hope to reform old school methods to create more convenient lifestyles and profitable business models.



## 07 PPP與基礎建設 PPP Development & Infrastructure

團隊擁有桃園航空城、桃園升格直轄市等城市擘劃成功典範，中央層級公共政策立法、推動經驗，以及高鐵、捷運、公路等軌道與基礎交通建設優質實績聲譽，將之延伸至各城市的工業區、產業園區、科技園區、文藝中心、體育場館、社會住宅等公共基礎建設專案開發，從民間企業角度出發，專注於大型場域、深具公共利益的專案開發。延續工業區開發經濟，統合經營、管理專業能力，前進新興市場掌舵工業區開發專案，輸出臺灣傲人的工業區發展經驗。

PPP「Public Private Partnership 公私協力夥伴關係」專案將成為未來臺灣民間參與公共建設的趨勢，未來更會朝智慧城市發展。宇智將引領企業及早參與，透過公私力量的結合，協助小型城市、偏鄉地區彎道超車，透過智慧城市發展翻轉領先，落實長期發展規劃藍圖，提前進行光纖、5G通訊等智慧城市基礎建設。



PH&P experts have succeeded in helping Taoyuan become the sixth municipality of Taiwan, develop Taoyuan Aerotropolis, promote central-level public policy legislation, construct high-speed rail, MRT and highway, and oversee infrastructure projects such as industrial districts, science and technology parks, cultural centers, and stadiums. From the perspective of private sectors, we will concentrate on the project development of large venues with great public interest, continue the development of industrial parks, integrate professionals in operation and management. All so as to stay on top of the industrial district projects in emerging markets, to proudly showcase Taiwan's experience.

The Public-Private-Partnership (PPP) project will become the trend of Taiwan's private participation in public infrastructures. PH&P will assist private and public sectors of smaller cities and rural areas to accelerate their financial advancement through implementing smart city and long-term development blueprints, and installing infrastructures like fiber-optic communication, 5G telecom network and other public infrastructures.





## 08 智慧健康 Smart Healthcare

在智慧健康領域，延續臺灣在健保制度、醫療大數據、醫藥研究人才與設備、新冠肺炎防疫經驗等強大利多優勢，推動健康照護產業化，鎖定包括製藥委託研究、長期照護、醫療器材、預防醫學、醫療服務等五大優勢專業領域，以細膩服務與合理價格創造利基，賺取世界健康財！

In the field of smart healthcare, Taiwan has various advantages, such as a world-class health insurance system, medical big data, medical research experts, and experience in epidemic prevention. PH&P can make use of these advantages to promote industrialization of health-care, target the five superior professional fields, including pharmaceutical research commission, long-term care, medical equipment, preventive medicine, and medical services. Combine professional fields, delicate service and reasonable prices, and you'll earn great profit from the whole world !

## 09 智慧農業 Smart Agriculture

告別農產品出口的低利潤、高風險過往，以創新方式出發，推動農業科技國際化，將農業技術資產化，保障農業智慧財產權、創造專業價值，與海外大型農產公司或新興市場在地政府合作，透過輸出農業科技，以持有技術股方式共同創立科技農業企業，共好永續經營、成長獲利。

由法律專業團隊擬妥商業條款細節，嚴格規範合作夥伴遵守營業秘密法與智慧財產權法，守護專業種子、栽種技術等產業機密，持續攜手農友與企業發展先進農業科技，佈局未來策略。



Abandoning the low-profit, high-risk pattern of agricultural exports, PH&P plans to reform Taiwan's agricultural industries with innovative methods; to promote the internationalization of agricultural technology; to capitalize agricultural techniques; to protect agricultural intellectual property rights; to create professional value. Through exporting agricultural technology and cooperating with large global agricultural companies or local governments in emerging markets, PH&P plans to set up a venture capital fund of smart agriculture by technology securitization, in order to achieve sustainable operation, growth and profitability.

PH&P's team of legal professionals provides detailed commerce terms to strictly regulate our partners to ensure that they stick to the Trade Secret Law and the Intellectual Property Law to protect industrial secrets such as the seeds and planting technology. Moreover, PH&P continues to cooperate with farmers and enterprises to develop advanced agricultural technology and enhance the business model and industrialization of future agriculture.



# 10

## 政府政策 Governmental Advisory

匯總各大專業領域，因應中央政策推動、地方政府發展需求，組成策略發展專案小組，扮演前瞻智庫角色，擬定總體發展策略，放眼至少五年、十年的未來為期程，跳脫四年選舉思維，提前為臺灣與各城市的長遠未來導航。

為都會與鄉村精準對焦未來發展趨勢，量身打造發展藍圖與路徑，落實現階段發展計畫、銜接下一階段策略願景，總覽城市發展策略、政策成效評估分析、產業發展策略佈局，持續滾動式檢視、更新、調整、優化，提供包括產業發展白皮書、智慧城市發展藍圖等宏觀前瞻規劃。匯聚經驗、專業、人脈、遠見，發揮綜效，幫助城市現任掌舵者與未來潛在大家長、有心競逐百里侯地位的菁英，盤點產業現況、當地資源、發展利基、財務體質，提供居民與產業最大利益整合方案。



In response to the enforcement of central policies and the developing needs of local government, PH&P will form a strategic development task force by gathering experts from various fields. Our team will act as a forward-looking think tank and formulate overall development strategies. Disregarding the traditional four-year election, we must enact long-term strategies, spanning five to ten years, which will contribute to the long-term success of Taiwan.

PH&P's mission is to predict the trend of future developments and draw tailored blueprints and routes for urban and rural districts. Also, we will implement development plans for the present and future stages, oversee city development strategies, evaluate policy effectiveness, and lay out industrial development strategies. PH&P will keep optimizing the above goals at any time and provide forward-looking planning from a broad perspective such as industrial development white paper and smart city development blueprint.

PH&P will gather experiences, professions, connections, and visionaries to help the current leaders and potential candidates to monitor industries, local resources, finance conditions, and provide the program that combines the greatest interests of both residents and industry.



# Trend Setting

趨勢締造

## 獨到趨勢觀點 發揮正向影響

Unique trend view to exert the positive influence



身為專屬臺灣的綜合型產業顧問、民間智庫、臺灣經驗輸出與國際合作的關鍵平台，當國內與國際社會發生重大事件的第一時間，持續洞察、剖析、發聲，透過官網傳遞趨勢觀點。

定期邀約學者專家、政治領袖與各領域菁英，與宇智領導人交流對談，分享最具深度、廣度的獨到見解與評論，帶領民眾與企業領袖接軌國際新聞，不僅快速獲知國際情勢現況，更深入了解新聞事件背後深意，接軌國際勢力的角力鋪陳與各國戰略思維、預知將會受到的影響，建構連結世界的平台。

期許藉由趨勢觀點持續發聲，打造一個關鍵平台，透過累積點閱率、查詢率與引用率，帶動政論議題與關注度，實現團隊組建的初衷，形成對於社會議題與國家政策的正向影響力。

As an inter-disciplinary industry consultant, private think tank, and key platform for showcasing Taiwan's experience, when major events occur, PH&P will convey professional insights through our official website.

In order to accomplish the goal of bringing in positive influences, PH&P will invite scholars in various fields to talk about their experiences. The purpose is not only to learn about current international events, but also to gain an in-depth understanding of experts' point of views. PH&P wants to create a platform for Taiwanese peoples to think about international forces and predict the impact they have on our future.

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