

【城市評論】

〈高雄市長陳菊、2013亞太城市高峰會執行會執行長吳英明〉專訪特稿

從「亞太城市高峰會」論城市價值的體現

許文英

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城市在國際外交領域中所能發揮的多重角色與功能，使得國家及國際社群積極地思考尋求與城市地方政府形成一種伙伴關係，以共同處理解決全球社會的各項議題。高雄市的城市外交運轉策略如何超越純粹的國際姊妹友好城市締結迷思，而從更深層次的人文關懷之城市文明角度出發，以建構其自身的城市外交論述與城市國際運轉策略已成為城市治理任務之一。

「亞太城市高峰會」（Asia Pacific Cities Summit, APCS）係於1996年由布里斯本市政府所發起，旨在促進亞太地區城市間之友好關係，近年來除設定與區域城市發展相關之議題，並著重區域城市間之經貿合作，提昇亞太地區及其他重要城市的經濟發展，已成為亞太地區重要的政府與商務論壇，針對城市企業發展、投資環境與其經濟效益方面進行深入探討，為跨國企業進軍亞太市場的最佳平台。峰會每兩年由布里斯本和澳洲以外的城市輪流舉辦，吸引來自逾百個城市及逾千名各界人士同參與，深入探討城市現象，強調市民與城市的互動關係，以再創城市的共同利益與嶄新格局。^① 高雄市於1997年與布里斯本市建立姐妹市關係，並積極參與「亞太城市高峰會」各項議程，藉此成為鞏固與亞太城市之間雙邊友好情誼之重要平台，2013年高雄市並首度取得大會主辦權。

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^① 本文引用亞太城市高峰會議相關資訊，請參見亞太城市高峰會（Asia Pacific Cities orem）網站（<http://www.2013apcs.org/>）。

「我對亞太城市高峰會議一直有一種夢想。我認為APCS代表的是一個『追求永續的正面社群』；APCS代表的是一個『進步及合作的分享團體』；APCS代表的更是一個『繁榮、互助及安全的區域』。」

（高雄市長 陳菊，2009/9/15）



近年來隨著亞太城市高峰會的規模擴大，峰會亦逐漸成為亞大地區政治、經貿合作的重要觸媒。「2009亞太城市高峰會」市長論壇（Mayor's Forum）主題為「創造性都市發展（Creative Urban Development）」，高雄市以「打造創意、創新與創能的永續城市」為題進行專題報告，高雄市長陳菊提出對於亞太城市高峰會的未來期許，認為亞太城市高峰會代表的是一個「追求永續的正面社群（A Positive Community of Sustainability）」；亞太城市高峰會代表的是一個「進步及合作的分享團體（Association of Progressive & Cooperative Sharing）」；亞太城市高峰會代表的更是一個「繁榮、互助及安全的區域（Area of Prosperity, Care & Security）」。此一城市社群可以在動盪的全球經濟中展現更活潑的合作夥伴關係，也在全球治理的趨勢中展現更積極的集體行動能力。未來，高雄市期許亞太城市高峰會夥伴成員在面對「氣候變遷與城市治理」此一重大議題時，城市必須採取新的治理模式，因為此以議題涉及的不僅是氣候變遷，而是治理模式的改變。

城市身處此一全球化年代，作為國際都會的治理者，需面對城市間激烈的競爭。高雄市的使命在於營造一座健康美好的城市，讓居民安心生活，也讓訪客樂於前來。城市是一個開放、流動、可以滲透、相互連結的地方，城市必須不斷地追求現代化，包括城市創意、城市創新及城市創能。城市所面對的是無止盡的新挑戰、新風險、新危機。高雄市期待亞太城市高峰會能透過密集的對話，為本區域創造城市行動的趨勢動能（Enabling Power）。

城市之所以能創造成績，不僅有賴城市治理團隊注重生態系統服務（Ecosystem Services），也特別強調創新能力的開啓。高雄市的都市發展目標，是打

造一座創意（Creative）、創新（Innovative）與創能（Enabling）的永續城市，使市民朋友、文化多樣性及生物多樣性在城市之中能共存共榮。2009年7月，高雄市順利地舉辦「世界運動會」（The 2009 World Games），高雄市打開城市的懷抱，迎接了將近一百個國家、五千位選手的到來。在世運的同時，全世界也深刻見證到，一個都市能夠透過運動賽事的舉辦，而變得更具魅力及包容力。高雄市自我期許並戮力為2009年世界運動會增添獨特的風貌（Style）及典範（Legacy），期許成為亞太城市的共同驕傲。高雄市秉持《2007布里斯本宣言》之精神、價值和主張，融入高雄市政各個面向，做為城市發展和國際接軌的原則，此也成為高雄舉辦2009世運會最佳的國際行銷與城市魅力之動能。世界運動總會（IWGA）會長朗佛契（Ron Froehlich）更於閉幕式公開盛讚高雄世運之榮耀。

在公共建設上，高雄市以「愛河之心」、「世運主場館」等重大建設，連續榮獲世界不動產聯合會的「2009全球卓越建設獎」及「2009國家卓越建設獎」等國際獎項；高雄的城市風貌及城市生機，不斷透過「城市美學」、「綠建築」和「綠建設」而賦予城市新生命與更佳的城市生活品質。透過濕地公園、都市綠廊以及森林公園的持續開闢，以創造良好的生活空間。同時，透過公私部門協力綠美化獎助的創新措施，以達成「公民參與」和「城市永續」的雙重目標。在國際公共參與上，高雄市於2005年加入「國際人權城市」的行列，並從2008年起辦理國際人權日系列活動，響應2009聯合國國際人權學習年（UN International Year of Human Rights Learning），致力於在城市當中促進多元社群和多元文化獲得尊重，並追求在社會創新的過程當中，使現代人權價值得以實踐。

為了積極推動城市創新，每個城市需要以新的眼光看世界。每個城市都有其創意發展和創能行動的獨特作為，區域城市的交流可以讓區域的合作更加的「行動可能」和「富有動能」。高雄市深刻期待亞太城市高峰會的成員能善盡地球村民的責任，透過修復都市來修復地球，讓所有城市居民真正在各自的領

域當中採取負責任的行動。高雄市期許以「制度性的基礎設施」實踐《2007布里斯本宣言》。高雄持續尋找「突破」，也致力於以優質治理使「突破」變成「可能」，以市民參與使「可能」釋放「能量」。未來，應該看到更多的城市社會公民運動在城市發生，讓居民的意見轉化成城市設計及城市發展的元素、動力和靈魂，使市民不僅喜歡現在，更期盼未來，也能在發展的過程中享受過去的痕跡系絡，尤其期許亞太城市高峰會成為亞太城市真正的創能力量。

「2011亞太城市高峰會」以「城市事務（The Business of Cities）」為主題，探討城市發展所涉之環保議題、能源議題、經濟發展、科技產業、公私合作關係，及各亞太城市案例分享。峰會期間，市長論壇確認了「2011年布里斯班（澳洲最新世界都會）城市峰會議定書（Mayors' Accord, Brisbane—Australia's New World City Accord 2011）」，透過簽署此共識，亞太地區城市希望能加強城市之間的商業貿易往來，環境保護及永續發展，透過科技智慧快速建立城市連結及維繫亞太地區之和平安全。

「在地的世界與國際的世界都是世界的一部分，文化沒有高低只有特殊。」

（2013亞太城市高峰會執行會執行長 吳英明，2013/3/25）



亞太城市高峰會2013年度大會將首度於台灣的高雄市舉行，大會主題訂為「城市經濟新創能—城市挑戰，城市行動（Reshaping the Urbanomics of Cities—City Challenges, City Solutions）」。面對城市財政惡化及環境脆弱的時刻，亞太城市倡議一種以生態和文化自然環扣的城市經濟，專注於實踐人民與社區、在地與土地及城市目標導向的多元連結，如此始能創造城市財富、新工作機會、糧食安全和永續韌性成長。城市的事業就是市民的生計，城市的世界性任務，應是共同合作達成聯合國千年發展目標（UNMDGs）。

2013亞太城市高峰會將使參與者共同分享「城市多元參與全球對話」、

「城市版圖描繪世界地圖」、「城市品牌躍昇普世價值」及「城市韌性保全市民幸福」的精采案例。與會者聚焦於劃時代的都市治理議題與最佳營運策略之探討並且拓展商業合作新機。大會將以「城市典範傳承」、「城市品牌創價」及「城市合作聯盟」等三大議題來重塑城市經濟新動能，帶給亞太地區全新的發展能量，為城市治理展開新的頁章。

作為主辦城市，執行會執行長吳英明教授深信，「在地的世界與國際的世界都是世界的一部分，文化沒有高低只有特殊」。每一個城市都有其獨特的「創新典範」，值得為其他城市作為「典範學習」的案例。而城市的典範傳承需要傑出的領導力、活潑的公民社會及創新負責的企業，共同參與形塑。重塑城市經濟必須植基於生態、文化、美學及倫理的自然環扣，在以民為本的思考下結合硬實力及軟實力，以此為基創造新的都市財富，這種都市財富是市民在日常生活就能享受的資源，更是市民幸福感及驕傲感的來源。

城市品牌就是城市的文明能量。每一個城市都面臨「第一」與「唯一」的迷思，但是每一個城市發展卻都有其天賦的藍海優勢。城市的品牌管理需要新的賞識力及整合力；每個城市都是獨一無二的，其重點在於發掘城市的獨特賣點，使其能在全球激烈競爭的環境中脫穎而出，更進一步創造新的價值。面對全球化趨勢中的移動力、穿透力、連動性和依存性，亞太城市的「城市治理」必須學習透過「網絡治理」參與「全球治理」，展現城市超界跨域的視野和共同解決世界爭端議題的能量。在「活化城市間的合作契機」議題之中，本屆大會將尋求亞太區域城市間的合作案例、夥伴關係和網絡連結，透過資源整合及行動結盟，共同面對城市未來。

2013年亞太城市高峰會同時增添全新元素—青年社會企業提案競賽，使青年領袖們成為促進整個亞太地區社會企業發展的核心角色。藉由富有創造力的青年們發表創業理念，提出新想法為居住環境及工作職場創造嶄新的服務價值，從而提供能夠永續解決問題的提案。競賽的目的在於讓青年領袖全面反思城市所面臨的挑戰，構思出能夠在當地發展的商業模式，使城市和企業家能夠

跨界聯盟，創造雙贏局面。

國際會議提供全球化下的各行爲者，會展產業已成為當今知識經濟產業的重要組成，「綠色會展（Green-MICE）」更已成為當今彰顯資訊科技與環保結合的低碳節能會議依循理念。根據「國際會議協會」（International Congress & Convention Association，ICCA）的統計，台灣辦理國際會議的名次正不斷進步當中，「2013亞太城市高峰會」將是高雄市繼「2009年世界運動會」後另一場大規模之城市型國際會議。透過積極爭取該會主辦權，高雄市最終期能活絡城市經濟發展。藉由會展活動的火車頭動力效應，可帶動周邊產業如住宿、餐飲、運輸、旅行、裝潢等行業之發展，促進有形商品和無形商品之銷售，形成龐大產業關聯效果，有效提升城市就業率。藉由會議會展提供之資訊交流平台，亞太城市高峰會期間搭配舉辦商業配對活動，讓與會代表、贊助商和參展商有機會結識在地潛在客戶、投資者及合作夥伴等，進一步拓展商機。同時，透過建立新展覽的國內、外知名度，亦可吸引國外廠商及買主來台觀展，建構連結國際市場的交易平台，增加出口及合作商機。

台灣在國際專業展覽之規模及競爭力仍有提升空間，城市正可透過主辦重要國際會展活動，發揮協助廣邀買主來台觀展採購之加值效益。主辦國舉辦國際會議之優勢，在於主辦大會對於商業配對活動，擁有擇定產業項目及企業媒合權，可增加主辦國企業及產業商機。因此，藉由高雄市成功爭取主辦「2013亞太城市高峰會」，期望配合高雄市目前所積極推動之綠能、數位文創、會展觀光、精緻農業、生技醫療等新興產業，而能針對其周邊產業開發新展覽，協助新興產業的發展，以增加出口及合作商機。配合城市產業及展覽需要，並期望未來藉由辦理國際運動休閒展、國際扣件展等，提供相關優惠措施，擴大洽邀買主來台，以提高展覽國際化程度及國際知名度。高雄目前力主推動低碳乾淨能源產業、海洋產業、文創觀光、物流與精緻農業等產業，期藉由商業媒合配對，讓本地企業在最短時間內獲得資訊與商機，與世界各國之政府決策者和商業領袖面對面洽談，促進商務活動與技術交流。高雄市期許將亞太城市高峰

會打造成一個以布里斯本市為平台的NGO 組織，透過亞太城市高峰會的各個主辦城市，共同為亞太地區的人民謀求共同利益。亞太城市高峰會並非各城市之間的競爭場域，未來峰會將可超越現有的提供各城市進行商業行銷與營利的平台作用，從而謀求「亞太城市高峰會」的長期經營，建立健全的亞太城市治理資料庫，供會員共同享用。

前紐約市長魯迪·朱利安尼（Rudy Giuliani）於2012年亞太城市高峰會專題演講中，提出了對於城市治理的註解：「城市定義了國家的意象（Cities Define Nations）」，此猶如巴黎定義了法國，紐約定義了美國，北京定義了中國。城市的意象常常是大於國家的，此亦顯示城市治理的重要性。所有城市的治理者，都應善用城市的獨特風情，來彰顯國家及居民的意義和價值。布里斯本市葛雷漢·奎克（Graham Quirk）市長指出，布里斯本市長期以來始終僅簽署少數的姐妹市合約，旨在深化與每個姐妹市的情誼及合作關係，重質不重量，也因此雖然有許多城市向該市表達欲締結姐妹市的請求，布里斯本對於締結姐妹市盟約，仍採取謹慎深耕的政策。高雄市積極參與國際網絡社群的城市外交作為，未來所將體現的城市價值，正是高雄市全體居民應認真思考與努力共同課題與使命。

City Review

Feature Interview: Chen Chu, Kaohsiung City Mayor; Tim Eing-Ming Wu, 2013 APCS Secretariat president.

Examining Urban Values from the Asia Pacific Cities Summit

Wen-Ying Hsu

In the field of international diplomacy, cities can play many roles and functions. Partnerships with city governments formed at the national and international level can help collectively solve issues in global society. Kaohsiung City faces the challenge of deepening international partnerships beyond simple twin-cities relationships. As result, building a humanistic civic culture and discourses of city diplomacy and international strategy has become a central task for city leaders.

The launch of the Asia Pacific Cities Summit (ACPS) by the Brisbane City government in 1996 aimed to promote friendly relations between the cities in the Asia-Pacific region. In recent years, aside from urban development issues, there has been a focus on economic and trade cooperation between cities in the region, enhancing the economic development of the Asia-Pacific region and its important cities. The summit is held every two years, hosted by Brisbane and cities outside Australia. It attracts over one thousand diverse individuals from one over hundred cities to discuss urban issues, promote interaction between cities and their residents, and create new patterns of common city interest.^① Kaohsiung established a sister city relationship with Brisbane in 1997, and has actively participated in the each of the Asia Pacific Cities Summits. This has solidified the cities friendly bilateral relations with other cities in the Asia-Pacific region, and in 2013 Kaohsiung City earned the right to host the summit for the first time.

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^① Refer to Asia Pacific Cities Forum website (<http://www.2013apcs.org/>).

“The Asia Pacific Cities Summit represents a positive community of sustainability, an association of progressive and cooperation sharing, and an area of prosperity, care, and security.”

(Chen Chu, Kaohsiung City Mayor, September 15th, 2009)



In recent years, the scope of the Asia Pacific Cities Summit has expanded, and become an important forum for political, economic, and trade cooperation across the Asia-Pacific. The theme of the 2009 Asia Pacific Cities Summit Mayor's Forum was creative urban development. Kaohsiung City presented a report on creating a creative, innovative, and enabling sustainable city. Kaohsiung City mayor Chen Chu expressed her hopes for the future of the Asia Pacific Cities Summit, expressing the belief that the Asia Pacific Cities Summit represents a positive community of sustainability, an association of progressive and cooperation sharing, and an area of prosperity, care, and security. This group of cities can create more energetic partnerships in the context of global economic upheaval, and increase their capacities for positive collective action in the context of global governance. In the future, Kaohsiung City hopes that as its partners in the Asia Pacific Cities Summit face the major issue of “climate change urban governance,” they need to adopt a new model of governance. Therefore, this is not simply an issue of responding to climate change, but also delivering a transformation in the governance.

Cities are living in an era of globalization, and urban leaders across the globe face fierce competition with rival cities. The mission of Kaohsiung City is to create a happy city, enabling residents to live without worry, and encourage visitors to come to the city. Cities are open and free flowing spaces that allow people to come together. Cities must constantly strive to modernize in areas such as creativity, innovation, and enabling. They are facing a steady stream of new challenges, risks, and crisis. Kaohsiung City hopes that the Asia Pacific Cities Summit can use intensive discussions to create enabling power for cities in the region.

The achievements of city are not only reflected in the eco-system services that are the core focus of the city's governance team, but also in the ability to realize innovative capability. The development goals of Kaohsiung City are to produce a creative, innovative, and enabling sustainable city, giving city residents to opportunity to share a culturally diverse city. In July 2009, Kaohsiung City successfully hosted the 2009 World

Games, showcasing a welcoming city that hosted 5,000 competitors from nearly 100 countries. During the World Games, the whole world saw that hosting a sporting event can make a city more attractive and tolerant. Kaohsiung City was united in the hope that the 2009 World Games would deliver a unique style and legacy to the city, becoming a source of collective pride for cities in the Asia Pacific region. The spirit, values, and proposals of the “2007 Brisbane Declaration,” have been incorporated into all aspects of Kaohsiung City’s administration, forming the basis for the city’s development and internationalization. These principals also formed the basis for marketing the city on the international stage during the 2009 World Games. In addition, International World Games (IWGA) chair Ron Froehlich offered praise for Kaohsiung City at the closing ceremony to the World Games.

In terms of public infrastructure, the city has invested heavily in the “Heart of the Love River” and “Kaohsiung National Stadium,” and won prizes from the International Real Estate Federation (FIABCI), including the “FIABCI Prix d'Excellence 2009” and the “FIABCI-Taiwan Real Estate Excellence 2009 Competition.” Kaohsiung City’s style and vitality is created by urban aesthetics, green architecture, and green infrastructure, which have given the city new vitality and a greater quality of life. The development of wetland parks, urban green corridors, and forest parks have produced high quality new living spaces. Furthermore, innovative public-private partnership reward schemes to beautify the city have achieved the twin goals of public participation and urban sustainability. In terms of international public participation, in 2005, Kaohsiung City became an “International Human Rights City,” and from 2008 has organized activities to mark International Human Rights Day. For the 2009 UN International Year of Human Rights Learning, the city devoted itself to ensuring that the diverse groups and cultures in the city are respected and putting in place modern human rights values through a process of urban innovation.

In order to promote urban innovation, a city needs to look at the world with new eyes. A city needs to apply its own creative development and enabling action, as well as exchanges with other cities in the region to produce new possibilities. Kaohsiung City sincerely hopes that members of the Asia Pacific Cities Summit can fulfill their responsibilities as members of the global village, restoring the city as a basis for restoring the world, and ensuring that city residents take real action and responsibility in their individual lives. Kaohsiung City hopes to use institutional infrastructure to put into

practice the 2007 Brisbane Declaration. Good governance makes “breakthroughs” into “possibilities,” while citizen participation gives the “possibilities” their “energy.” In the future, there are likely to be more civic movements in urban society, enabling the ideas of city residents to become the soul and impetus for urban design and urban development. City residents can therefore not only enjoy the present, but also look forward to the future, as well as enjoying the legacies of the past as the city develops. In particular, it is hoped that the Asia Pacific Cities Summit becomes a force for genuine enabling of the city’s residents.

The theme of the 2011 Asia Pacific Cities Summit was the Business of Cities, investigating environmental issues, energy issues, economic development, the high-tech industry, public-private partnerships, and sharing case studies from the region. During the summit, the Mayor’s Forum agreed the Mayors’ Accord Brisbane—Australia’s New World City Accord 2011. By signing this accord, cities in the Asia-Pacific region hope to strengthen business and trade ties, environmental protection, and sustainable development, and use smart technology to link cities together and maintain the peace and security of the region.

“Local world and the international world are both part of the same world, cultures are not ‘high’ or ‘low’, they are unique.”

(Tim E.M. Wu, 2013 APCS Secretariat President, March 25th, 2013)



The 2013 Asia Pacific Cities Summit will be held in Taiwan’s Kaohsiung City for the first time, with the theme “Reshaping the Urbanomics of Cities—City Challenges City Solutions.” Faced with a worsening financial condition and a degraded environment, cities in the Asia Pacific have advocated an urban economy that is both culturally and ecologically embedded. They focus on realizing multiple linkages between people and communities, and local communities with the overall direction of the city, creating new urban wealth, job opportunities, food safety, and sustainable and resilient development. The work of the city is the livelihood of its people. The global responsibility of the city should be to work collaboratively towards the United Nations Millennium Development Goals (UNMDGs).

The 2013 Asia Pacific Cities Summit will enable participants to share experiences on the themes of “Diverse Urban Participation and Global Conversations,” “Using the

Domain of the City to Describe the Map of the World,” “Raising the Brand of the City to a Universal Value,” and “The Resilience of the City Maintaining the Happiness of the People.” Participants will gather for a groundbreaking discussion on urban governance issues and optimum operational strategies, and new opportunities to expand cooperation with business. The meeting will seek to remold urban economies around three main themes, “Passing on Urban Models,” “Creating Value from Urban Brands,” and “City Cooperation Alliances,” providing new drivers for the development of the region and a new chapter in the development of urban governance.

As the host city, the 2013 APCS Secretariat president Prof. Tim Eing-Ming Wu believes profoundly that the “local world and the international world are both part of the same world, cultures are not ‘high’ or ‘low’, they are unique.” Every city has its own “innovative model” that can be a learning model for other cities. However, passing on urban models requires the joint participation and molding of outstanding leadership, lively civil society, and innovative and responsible businesses. A remolding of the city economy must be intrinsically linked to the urban ecology, culture, aesthetics, and ethics, and a joining together of hard power and soft power centered on city residents. This can form the basis for creating new urban wealth, which is a resource that city residents can enjoy their everyday life, as well as a source of well-being and pride.

The urban brand is the power of urban civilization. Every city believes in the myth that it is the “best” or “unique.” However, it is also true that every city has its own particular advantages. The management of the urban brand requires new appreciation and integration. Every city has its own features—its importance lies in discovering a city’s selling points, enabling the city to stand out in the global competition and create new value. Faced with the mobility, penetration, linkages, and dependence that are the features of globalization, the “urban governance” of cities in the Asia-Pacific region must learn how to use “network governance” to participate in “global governance,” revealing a cross-border and cross-domain vision and the capacity to jointly resolve global conflicts. Based around the issue of “Revitalizing Cooperation between Cities,” the 2013 Asia Pacific Cities Summit will seek examples of cooperation, partnerships, and network linkages between cities, using the integration of resources and action alliances to provide collectively for the future of cities.

The 2013 Asia Pacific Cities Summit has also added a completely new element—a

youth social enterprise business proposal competition, giving youth leaders a key role in promoting the development of social enterprises across the entire Asia-Pacific region. These creative business proposals presented by young leaders provide new sources of values for the urban living environment and the labor market, producing sustainable solutions to problems. The objective of the competition was to allow young leaders to reflect on the challenges faced by the city and provide business models that can work locally, enabling the city and business to join together to create a win-win situation.

In the context of globalization, the MICE industry has already become an important part of today's knowledge economy. Green-MICE has already formed the backdrop to the linkages of information technology and low carbon energy. According to statistics from the International Congress & Convention Association (ICCA), Taiwan's reputation for holding international conferences is constantly improving. Following the 2009 World Games, the 2013 Asia Pacific Cities Summit marks another major city-level international meeting for Kaohsiung City. By winning the rights to host the summit, Kaohsiung City hopes it can ultimately invigorate its economic development. The ripple effects of hosting the meeting can help the development of other industries, including accommodation, catering, transportation, tourism, and renovation, promoting the sales of physical and non-physical products, forming a large enterprise linkage effect, and effectively increasing the urban employment rate. The platform for information exchange provided by the summit and associated business activities held during the period will provide summit representatives, sponsors, and exhibitors with the chance to meet with potential local customers, investors, and partners, further expanding business opportunities. At the same time, by increasing the exposure of the exhibition at home and abroad, foreign businesses and buyers will be attracted to Taiwan to attend the exhibition, establishing a platform for exchange linking international markets, expanding opportunities to export and collaborate with other businesses.

Taiwan still has room for improvement in the scale and competitiveness of its trade exhibitions. Cities can use major international exhibitions to bring the value-added benefits from buyers visiting Taiwan to purchase products. The advantages gained by the host country of major international exhibitions lies in the fact that the host can organize business-matching activities. The right to match business activities and select which industrial sectors are included can provide business opportunities to enterprises and

industries in the host country. Therefore, as Kaohsiung City has won the rights to host the “2013 Asia Pacific Cities Summit,” it is hoped that the summit can work with the green energy, digital cultural and creative, convention tourism, and biotech medical industries that are currently being actively promoted by the Kaohsiung City government, as well as hold new exhibitions for other peripheral industries, helping the development of emerging industries, and increasing export and cooperation opportunities. In response to the needs of the city’s industries and exhibitors, it is hoped that in the future the city can host International Sports and Leisure Industry Show and the International Fastener Show, providing various incentives and increasing the number of buyers invited to Taiwan to increase the internationalization and international recognition of the exhibitions. At present, Kaohsiung is focusing its efforts on the promotion of the low-carbon clean energy industry, marine industry, cultural and creative tourism, logistics, and high quality agricultural industry. Business matching will give local enterprises greater access to information and business opportunities within a short period of time, while direct negotiations with policy-makers and business leaders from different countries around the world will help promote business activities and technical exchanges. Kaohsiung City hopes to make the Asia Pacific Cities Summit into a Brisbane-based NGO, with the various host cities of the Summit collectively working for the collective interests of the public in the Asia Pacific region. The Asia Pacific Cities Summit is not a site for competition between different cities, and in the future, the Summit will be able to go further by providing a platform for business marketing and operations, providing a basis for the long-term sustainability of the Asia Pacific Cities Summit. In addition, an Asia-Pacific urban governance database will be set up for the use of members.

In the keynote speech for the 2012 Asia Pacific Cities Summit, former New York Mayor Rudy Giuliani, speaking on urban governance, commented that “cities define nations,” suggesting that Paris defines France, New York defined the United States, and Beijing defines China. The image of the city is often larger than the state, showing the importance of urban governance. City leaders should make use of the unique style of the city to manifest the meaning and values of the nation and its residents. Brisbane Mayor Graham Quirk has pointed out that as mayor, he only signed a small number of sister city agreements, and instead emphasized the deepening of friendship and cooperation with each sister city, placing quality over quantity. Therefore, although many cities have

expressed a wish to sign sister city agreements with Brisbane, Brisbane has adopted a policy of proceeding with caution. Kaohsiung City's active participation in international city diplomacy networks will be reflected in future city values. The residents of the city should jointly strive to meet these challenges in the future.

