2014 International Symposium on Public Diplomacy and Regional Business Regeneration

Time May 21, 2014 (Wednesday)
Place International Conference Hall & Multifunctional Conference Hall Kuang-Fu Campus of the National Cheng Kung University (NCKU)

Organizers National Cheng Kung University, and Southwestern Taiwan Office, MOFA
Executive Units College of Biosciences and Biotechnology, NCKU
Co-organizers College of Social Sciences, NCKU; Research and Service Headquarters; Research and Development Center of Orchid; Orchid Biotechnology Industry-University Alliance; Academic-Industry Technology Alliance for the Sustainable Development of the Shrimp Farming Industry; Core league for development of biotech-feeds for domestic and aquatic animals
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I. Backgrounds

Each nation is proud of its own history and culture; therefore, Tainan, an ancient capital city, is arguably the pride of Taiwan! Often referred to as the “Kyoto of Taiwan,” Tainan exudes culture; its buildings and temples bear witness to history. Just as Kyoto is decorated with Japanese camellias, Tainan is adorned with orchids. Tainan leads the nation in acreage for orchids (accounting for approximately 40% of total production). Taiwanese orchids are well known around the world. In addition, southern Taiwan has critical roles in development of high-tech fish breeding and intensive agriculture.

Regarded as the leading institution of higher education in southern Taiwan, National Cheng Kung University (NCKU) is currently the best conduit through which industries, governments, educational institutions, and research organizations can interact. In recent years, it has diligently worked to align its course offerings with the needs and priorities of business. Consequently, NKSU colleges have formed numerous alliances with industries. In particular, the College of Biosciences and Biotechnology at NCKU has been very productive. It is known for marine and orchid technologies, and has helped integrate biotechnology and culture to form a secondary “value creation” industry. Furthermore, it has been instrumental in transforming tourism into a tertiary “service” industry. Activities at NCKU have not only strengthened industries that are directly involved, it has also been instrumental in promoting growth of local businesses.

The Southwestern Taiwan Office, Ministry of Foreign Affairs wishes to make use of the culture of Tainan and the communication conduit of NCKU to engage the people of southern Taiwan in diplomacy and increased awareness. On May 21, 2014, the Ministry of Foreign Affairs and director general of the United States, Japan, the Philippines, and Thailand will gather at the International Conference Hall on the Kuang-Fu Campus of the NCKU to discuss the efforts of the ministry, including the Trans-Pacific Partnership Agreement (TPP) and APEC Business Travel Card. It is expected that these discussions will bridge gaps between business and government, inform business regarding the efforts of government with regards to policy development and governing, and enable director general from these four nations and international students at NCKU to become better informed regarding Taiwan and local culture in southern Taiwan, as well as understand the benefits of biotechnology at the ‘grass roots’ level.
# Agenda

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<td>08:40 – 09:20</td>
<td>Check-in</td>
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<td>09:20 – 09:40</td>
<td><strong>Opening ceremony press conference</strong></td>
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<td>President of NCKU: Hwung-Hweng Hwung</td>
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<td>Director general of the United States, the Philippines, and Thailand</td>
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<td>Representative from local enterprise: Director Han, Chia-Yau (DaChan Great Wall, Taiwan)</td>
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<td>Representative from foreign enterprise: Managing Director Mathias ISMAIL (OSO- R&amp;O, Seafood Gastronomy, France)</td>
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<td>09:40 – 09:50</td>
<td><strong>Group photos and group interviews for the press</strong></td>
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<td>09:50 – 10:30</td>
<td><strong>[Keynote speech I ]</strong> Topic: Opportunities and challenges for Taiwan as it participates in regional economic integrations Speaker: Deputy Minister, Ministry of Foreign Affairs Moderator: President, NCKU (Hwung-Hweng Hwung)</td>
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<td>10:30 – 11:10</td>
<td><strong>[Keynote speech II ]</strong> Topic: The new world economic order, as seen from Taiwan Speaker: Vice President, NCKU (Chih-Chin Ho) Moderator: the director general of Ministry of Foreign Affairs</td>
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<td>11:10 – 11:30</td>
<td>Refreshments</td>
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<td>11:30 – 12:30</td>
<td><strong>Topic: Symposium on regional economic activity, trade, and cultural exchanges</strong> Introduction: Vice President, NCKU (Chih-Chin Ho) Moderator: the director general of Ministry of Foreign Affairs Panelists: Lai Guo-xing, director of Bureau of Foreign Trade, Ministry of Economic Affairs, Kaohsiung Branch; Ding Gan-cheng, director of the Yunlin-Chiayi-Tainan Office of the Ministry of Foreign Affairs; Mr. Gary Oba, director of AIT Kaohsiung Branch Office; Mr. Mario I. Molina, director of Manila Economic and Cultural Office; Mr. Guantan, director of Thailand Trade and Economic Office, Taipei; and business representatives in the Yunlin-Chiayi-Tainan area</td>
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<td>12:30 – 14:00</td>
<td>Luncheon</td>
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<td>14:00</td>
<td>Adjournment</td>
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III. Curriculum Vitae

3-1. the Vice President of the NCKU: Chih-Chin Ho

Chih-Chin (Henry) Ho
Executive Vice President, National Cheng Kung University
Professor and Dean, College of Social Sciences

Education
• Ph.D. in Economics, University of Michigan, Ann Arbor, Michigan, USA
• B.A. in Economics, National Taiwan University, Taipei, Taiwan, ROC

Professional Experience
• Republic of China (Taiwan)
  1. Minister of Finance, Ministry of Finance
  2. Executive Board Director, Central Bank
  3. Professor and Chairman, Department of Economics, National Taiwan University
  4. Vice President, Taiwan Economic Association
  5. Board Director, Chung-Hua Institute for Economics Research
  6. Board Director, Mega Financial Holding Company
  7. Principal Superintendent, Central Re-Insurance Company
  8. Managing Director, Chung-Hua Association of Public Finance
  9. Advisor, Chinese National Association of Industry and Commerce, Taiwan
  10. Advisor, National Economic and Trade Affairs Conference, Executive Yuan

• United States of America
  1. Principle Economist, U.S. Department of the Treasury, Internal Revenue Service
  2. Senior Economist, U.S. Department of Justice, Federal Sentencing Commission
  3. Principle Economist, State of Oklahoma, Department of Finance
Gary G. Oba assumed his duties as the Branch Chief of the American Institute in Taiwan (AIT) Kaohsiung Branch Office on July 29, 2011.

Mr. Oba recently completed a detail assignment as a Pearson Fellow working for Co-Chairman Frank Wolf on the Tom Lantos Human Rights Commission of the Foreign Affairs Committee of the U.S. House of Representatives. From July 2008 to July 2010, he served as the American Presence Officer-designee for Xiamen/Fujian, working out of the U.S. Consulate General in Guangzhou. From August 2005 to August 2007 he handled political/military issues in the Office of Japanese Affairs at the Department of State.

He served as Principal Officer of the American Consulate in Nagoya, Japan from July 2002 to July 2005. From March to July 2005 he served concurrently as Deputy Commissioner General for the U.S. Pavilion at the Aichi World Exposition 2005. Prior to going to Japan, Gary was Chief of the Economic and Travel Services Sections of the Kaohsiung Branch Office of the American Institute in Taiwan from July 1996 to July 2000.

Mr. Oba entered the Foreign Service in 1987 and has served as the Political, Economic and Consular Officer at the American Embassy in Bissau, Guinea-Bissau (West Africa); as a Consular Officer at the American Consulate General in Sapporo, Japan; and as an International Affairs Officer in the Bureau of Human Rights and Democracy at the Department of State in Washington, D.C. Prior to entering the Foreign Service, he worked as a City Manager/City Attorney in St. Mary’s Alaska.

Mr. Oba was born and raised in Colorado. He obtained an undergraduate (B.A.) degree in Asian Studies and Political Science at Brigham Young University (BYU) in Provo, Utah. He subsequently obtained a Masters in Public Administration and a Juris Doctorate (law degree) at BYU. He is a member of the Alaska Bar Association. Mr. Oba speaks Japanese and Mandarin. He is married to Kaoru Yamamoto Oba, an intercultural communications consultant. They have two college-age children: a daughter, Alisa, and a son, Ken.
The director of Manila Economic and Cultural Office: Mario Imperial Molina

Mario Imperial Molina
9F-2, No. 80 Min Tzu 1st Rd., San Min Dist., Kaohsiung, Taiwan
Tel: (886-7)398-5935; Fax: (886-7)398-5929
mimolina@meco.org.tw

EDUCATIONAL ATTAINMENT:

Bachelor of Laws (LL.B.), 1989 University of the Philippines
Diliman, Quezon City

Bachelor of Arts in English Language, 1985 University of the Philippines
Diliman, Quezon City

WORK EXPERIENCE:

Director
Manila Economic and Cultural Office (MECO)
9F-2, No. 60 Min Tzu 1st Rd., San Min District, Kaohsiung, Taiwan
2010 to present

Consultant/Supervising Attorney for Litigation
Roxas De los Reyes Laurel & Rosario Law Offices
19/F BDO Plaza, 8737 Paseo de Roxas
Makati City, Metro Manila, 1200
2008 to 2010

Legal Officer / Attorney V
Litigation Division, Legal Services Group
Government Service Insurance System (GSIS)
GSIS Bldg., PICC Complex
Pasay City
1998 to 2002

Partner
Molina Molina and Associates
200 Delta Bldg., West Avenue, Quezon City
1996 to 1998

Partner
Barbers Molina Tamargo Molina
Quiapo, Manila
1994 to 1998
Legal and Executive Assistant to the SVP-COO
BF Homes, Incorporated
BF Homes Executive Center
Las Piñas City
1995 to 1997

Legal Consultant
B.A. Medrano Law Offices
Olympia Mansion, Makati Avenue
Makati City
1994 to 1996

Associate
Herrera Laurel delos Reyes Roxas & Teehankee Law Offices
SGV II Building, Ayala Avenue
Makati City
1989 to 1993

Law Intern
Office of Legal Aid
University of the Philippines
1988 – 1989

Paralegal / Legal Researcher
Sunny Isles, Incorporated
Quezon City
1988 to 1989

Cagayan Builders Incorporated
Finewood Philippines, Incorporated
Quezon City
1985 to 1989

PERSONAL BACKGROUND:

Born in Manila on 1 June 1963 to parents Manuel T. Molina and Betty Barbers Imperial. Raised in the English, Filipino, and Ilocano languages. Married to Cynthia Lourdes Parayno San Juan since 1999.
IV. Sessions

4-1. Public diplomacy forum: topics of international trade

**Keynote speech I**: Opportunities and challenges for Taiwan as it participates in regional economic integrations
Speaker: the representative of the Ministry of Foreign Affairs

**Keynote speech II**: The new world economic order as seen from Taiwan
Speaker: Chih-Chin Ho, the Vice President of the NCKU

**Discussion**: Symposium on regional economic activities and trade, and cultural exchanges
Moderators: Lai Guo-xing, director of Bureau of Foreign Trade, Ministry of Economic Affairs, Kaohsiung Branch and representative of Ministry of Foreign Affairs
Panelists: Ding Gan-cheng, director of the Yunlin-Chiayi-Tainan Office of the Ministry of Foreign Affairs; Mr. Gary Oba, director of AIT Kaohsiung Branch Office; Mr. Mario I. Molina, director of Manila Economic and Cultural Office; Mr. Guantan, director of Thailand Trade and Economic Office, Taipei; and business representatives in the Yunlin-Chiayi-Tainan area
4-2. Exhibit of achievements in the diverse industries of biotechnology

4-2-1. Shrimp research

Infection with Acute Hepatopancreas Necrosis Disease (AHPND) early in the life cycle of shrimp can cause shrimp larvae to die in large numbers. An AHPND epidemic erupted in Southeastern Asia in 2009 and quickly spread to virtually all substantial shrimp breeding farms around the world, causing more than US$1 billion in annual losses. In October 2013, we isolated the causative organism (*Vibrio parahemolyticus*) and conducted whole-genome sequencing and identified unique fragments of this pathogenic bacteria, which could be rapidly identified using PCR. In December 2013, our findings were disseminated across the globe, to facilitate detection and control of this disease. There is no doubt that our efforts and achievements have raised the profile of Taiwan in the international community. It is noteworthy that we have shared DNA fragments with Vietnam, Belgium, Indonesia, Thailand, and Madagascar, in support of research to elucidate the pathogenic mechanisms of this disease. Furthermore, we executed a technology transfer with GeneReach Biotech (February 2014) to commercialize our diagnostic test; currently, the supply cannot meet the demand. This example of collaboration between academia and industries to manage an emergency disease in shrimp is a great success story.
4-2-2. Grouper research

Tender and pleasant tasting, groupers command good prices in the marketplace. Grouper farming is popular in Taiwan, China, and Southeastern Asia. Taiwan was an early adopter of grouper farming, with the application of numerous technologies. Furthermore, Taiwan continues to lead the world in grouper feeding techniques and having a complete industrial chain. Furthermore, the marine technology team at National Cheng Kung University has conducted grouper research for many years, with a comprehensive technological breeding model for biological ingredients, including baits, fries, adult fish, and cultivation of brood stock.

Captions: NCKU Marine Biotechnology Translation Center – Grouper breeding base
4-2-3. Orchid research

Taiwan has devoted much energy to the development of agricultural biotechnologies and cultural industries. Plants in the genus Orchidaceae are simply stunning to behold, with numerous applications and secondary uses. Phalaenopsis (moth orchid) has always been a jewel in Tainan’s international crown. The Orchid Research Center at NCKU has studied Phalaenopsis for more than a decade. It has applied its know-how to Orchidaceae, and has used the Orchid Biotechnology Industry-University Alliance as a platform to facilitate collaboration, combining new knowledge, biotechnology, and cultural innovation to create novel opportunities. In that regard, we have developed Orchidaceae brands and products that are truly unique and unprecedented.

We hope to introduce to the distinguished guests and participants of this symposium the beauty of Orchidaceae (especially rare Orchidaceae), the wide range of Orchidaceae products (in the exhibit of Orchidaceae), arrangements of Orchidaceae (in the exhibit of Orchidaceae arrangements), the taste of Orchidaceae food animation to become re-acquainted with Orchidaceae, and an experience of Orchidaceae in daily life (all five senses).
4-2-4. Millet research

Millet (*Setaria italica* (L.) Beauv.), also called broomcorn millet, is a member of Poaceae family. It is an annual plant with grains approximately 2 mm in diameter (much smaller than rice). Millet is is an important food for the Chinese (second only to rice and wheat) and an important traditional food for aboriginal peoples of Taiwan, including a sacrificial offering, and used for wine, feed, and medicine. However, due to the demise of these aboriginals and environmental changes, many millet varieties have been lost.

Professor Zhang Song-bin (Department of Life Sciences, NCKU) is deeply committed to collection and preservation of millet seeds used by Taiwan’s aboriginal peoples and application of biotechnology to elucidate relationships between millet and culture and history. He spent 3 years to collect 327 species of millet from aboriginal tribes (the world’s largest collection of this grain). Based on analysis of polymorphic DNA, he determined that millet species in Taiwan are distributed in accordance with geography in three large groups: northern, central and southern. Furthermore, movements and hereditary grouping of millet genes were significantly correlated to migration of aboriginal people and cultural interactions between tribes. Professor Zhang also analyzed 1,600-year-old carbonized millets inform the Huilai section of Taichung. He sequenced and analyzed their chloroplast DNA fragments to learn about the origins of these ancient millets and their relationships with present-day aboriginal millets.
Research on fragrance and cosmetics

Microalgae are very widely distributed in rivers, lakes and oceans. They convert inorganic compounds into complex organic compounds and release massive amounts of oxygen, thereby replenishing oxygen in water and ultimately the atmosphere. More than 200 species of microalgae are being used worldwide, including applications in health and beauty products, with great commercial potential. Taiwan is subtropical and is naturally hospitable to the rapid growth of microalgae. Based on the research of this team, adding microalgae to cosmetics enhances anti-oxidation and skin lightening, thereby improving both efficacy and value of the products. This research team has selected specific species and processed them in the photo bioreactor set and supercritical fluid extractor (SFE) that they developed to make their active constituents easier to produce and separate. Algae-based products have wide consumer appeal, due to their natural source, with great potential for further development of additional products from plant or marine sources.