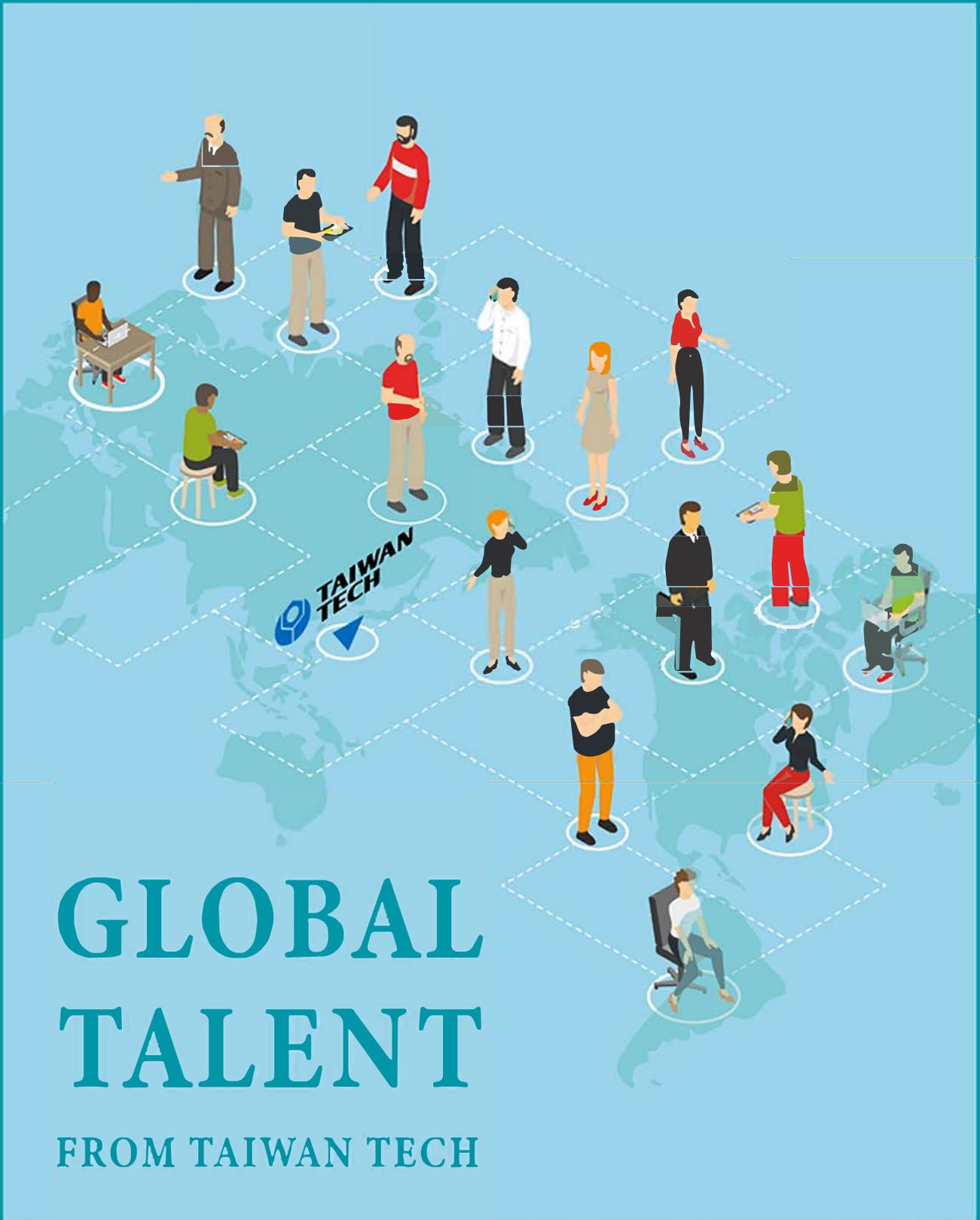


ISSUE 01

MAY 2022

NEWSLETTER



GLOBAL TALENT

FROM TAIWAN TECH

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FOREWORD

When I took office as Dean of International Affairs in summer 2021, I had a whole list of plans, projects and ambitions. One of them was to re-connect with Taiwan Tech's international alumni who started their careers in Taiwan, and are now making valuable contributions to Taiwan's economy and society.



Having been a professor at our School of Management for more than 15 years, I have taught many outstanding students from all over the world. I've managed to stay in touch with some of them, but I realized that Taiwan Tech did not have a clear idea of how many of the international graduates had actually stayed in Taiwan after graduation.

We subsequently thought that holding an alumni reunion would be a good way to reconnect with our alumni. When the OIA sent out a "Save the Date"-message and invitation, we could not believe our eyes: Within two days, more than 130 alumni had responded and signed up for the event! The overwhelming response was far beyond our expectations, and showed that we had hit a nerve.

When the Taiwan government changed laws to allow foreign graduates to stay in Taiwan after graduation in 2017, many Taiwan Tech alumni grasped the opportunity and successfully started their careers in Taiwan. In our project "Global Talent from Taiwan Tech", we are now trying to liaise with alumni from different countries and career paths to showcase their experiences, their plans and dreams for the future.



We also realized that more needs to be done for our current students to help them enter the local job market, and that we have to reach out to Taiwan's international employers. "Finding A to Z", that's how we called our mission to identify the companies that are employing Taiwan Tech graduates. Taiwan Tech excels in employability rankings and this reputation extends to our international students. Thus, if you are looking for international talent, look for Global Talent from Taiwan Tech!

Enjoy reading!

Professor Yvonne Yeh
Dean, Office of International Affairs

GLOBAL TALENT FROM TAIWAN TECH



Yvonne Yeh, Dean of the OIA, announcing the establishment of the NTUST IAA.

When I took office as Dean of International Affairs, I wanted to shed light on a group of people that has not been on our radar so far: Taiwan Tech's international alumni," says Professor Yvonne Yeh, Professor of Human Resources Management and Dean of the OIA since summer 2021.

Since Taiwan Tech embarked on the road of internationalization, with its first international student graduating in 2003, the school has come a long way: In 2021, the overall number of international graduates stood at nearly 1500, the majority of them coming from Indonesia, Vietnam, Malaysia and Ethiopia. Among them, the percentage of Master's or PhD degree holders is more than 80%.

Most of them have returned to their home countries where they started successful careers in academia or industry. Only in recent years has an increasing number of graduates decided to stay in Taiwan after graduation. Among the reasons for this trend are changes in the legal framework over the last few years which considerably relaxed the rules on job seeking, obtaining permanent residence, health insurance and other issues. These legal reforms reflect wider changes in Taiwan's society which – faced with the consequences of drastically declining birthrates – has been opening up to immigration and greater diversity. The recently adopted Bilingual Nation 2030 agenda is another incentive for foreign graduates to stay in Taiwan as the new policy promises a more English-friendly environment.

However, as Professor Yeh points out: 'Most Taiwan companies are small and medium-sized enterprises that are not yet prepared to recruit internationally. They are lacking the expertise in dealing with visa and legal issues, language skills, and the intercultural experience.'

Thus, it does not come as a surprise that most of Taiwan Tech international alumni are working in one of the Taiwan's big enterprises that are in need of highly qualified technical talent or looking to expand their operations abroad. But even in big corporations, the working language is mostly Chinese, so language skills are often vital in the work and daily lives of foreign professionals.

Last year, the OIA launched the Global Talent from Taiwan Tech project which includes a series of monthly interviews showcasing our alumni's diversity and wealth of talent. In the following, we will share the stories of four Taiwan Tech alumni from Peru, Indonesia, the Philippines, and Vietnam, who have started their careers in Taiwan in industry or in academia.

Charles Torres Almanza, from Peru, Business Manager, BenQ



"Chinese language skills are extremely important for job-hunting in Taiwan. I landed my current position with BenQ due to my language skills which allow me to serve as a link between the Taiwanese staff here in the headquarters and the regional offices abroad."

... has been working as a Business Manager at the Business Display Products department of BenQ headquarters in Taipei since March 2020. Charles is responsible for liaising with BenQ's regional headquarters in North America, Latin America, and Spain. Charles, who is holding undergraduate degree in dentistry, graduated from the international MBA program at Taiwan Tech. He thoroughly enjoyed the diversity at Taiwan Tech's School of Management with students' backgrounds ranging from literature to engineering, not to mention the internationality of Taiwan Tech's student body.

According to his experiences, Chinese language skills are extremely important for job-hunting in Taiwan. His proficiency in Spanish, English and Chinese gained him his current position at BenQ, and also allows him to integrate into Taiwanese society. Charles made use of a new law that allows foreigners to apply for permanent residency after three years if they graduated from a Taiwan university. The recently obtained APRC card will allow him to settle down in Taiwan permanently, but will also give him the opportunity to work abroad for a Taiwanese company in the future.

Anastasia Mimosa, from Indonesia, Architectural Designer
Sinotech Engineering Consultants

"I learned a lot with Sinotech, especially through the big public infrastructure projects. I'm eager to contribute to my country's development with what I have learned in Taiwan."



... gained a Master's degree from Taiwan Tech Department of Architecture in 2019, and has since then been working in the architecture department of Sinotech Engineering Consultants. Anastasia is handling public and private projects in different phases, coordinating cooperation projects with partners in Taiwan and internationally.

Anastasia first came to Taiwan on a private visit ten years ago, and liked the calm and orderly atmosphere. She decided to come to Taiwan for her graduate studies and chose Taiwan Tech for offering a rare specialization on architectural acoustics.

As for her job-seeking experiences, Anastasia points out that - apart from Chinese language skills - it is most important to be confident and to believe in one's strengths. She sees her current position as an excellent training ground to start her own company in the future. She is planning to work with Sinotech for another three to five years to learn more about big public infrastructure projects, like the MRT construction. Then, she plans to return to Indonesia to start her own architecture company, as she foresees the need for numerous public infrastructure projects in her home country. "I'm eager to contribute to my country's development with what I have learned in Taiwan", she says.

Dr. Kristine Velasquez Tuliao, Philippines,
Assistant Professor, National Central University



"Taiwan provides academic freedom, and offers resources and enough room for doing research which is very important for young academics who are still building their careers."

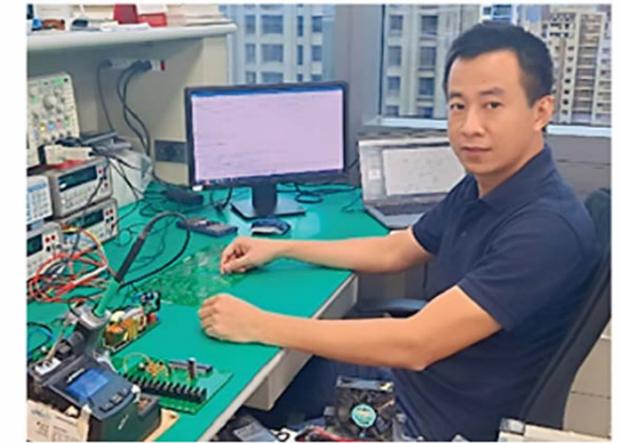
... was offered a position as assistant professor at the Graduate Institute of Human Resource Management of National Central University. In her research, Kristine conducts cross-cultural studies examining the influence of personality, individual values, gender, culture, and social institutions on organizational and ethical outcomes.

Kristine praises Taiwan Tech's PhD program in Business Administration which prepared her for a career in academia. She was not only required to publish in internationally recognized academic journals, but also got the opportunity to gain teaching experience during her studies.

After graduation, Kristine was offered a contract professor position at Taiwan Tech which was as an excellent opportunity to start a career in academia: "Taiwan provides academic freedom, and offers resources and enough room for doing research which is very important for young academics who are still building their careers". In the future, Kristine hopes to establish academic ties and partnerships between the Philippines and Taiwan. "I would like to become a bridge between the two countries; there is a lot that universities in the Philippines can learn from Taiwan."

Dr. Martin Quang Vietnam,
Principal Hardware Design Engineer, Lite-on Group

"it had been very beneficial for me to join academia-industry collaboration projects at my department. I got to know important players in the electronic field, and I gained insights into the practices of the industry."



... received his Master's (2011) and subsequently Ph.D. degree (2014) from the Taiwan Tech Department of Electrical Engineering. After graduation, he joined the Lite-On Group, a world-leading provider in optoelectronic components and key electronic modules. Martin made a steep career within Lite-On and is currently working as Principal HW Design Engineer in the R&D department for server power supply products. He is living in New Taipei City with his wife and a little son.

For Martin, it had been very beneficial to join his department's academia-industry collaboration projects during his studies. He got to know the important players in the electronic field, and gained insights into the practices of the industry, which helped him in the end to find his position with Lite-On.

Martin can imagine to stay in Taiwan in the future, and continue working in the electronics industry. "Professionally, I would like to move towards electro-mobility, which is a promising and interesting field. After having worked on hardware design for seven years, I think it is time for a change." However, his decision on whether he and his family will stay here for good or not, will also depend on whether the legal framework for foreign residents will be improved.

TAIWAN TECH INTERNATIONAL ALUMNI ASSOCIATION ESTABLISHED



From left to right: Taiwan Tech President Jia-yush Yen, Duc-Thang Vo, Iman Adipurnama, Saravanan Peeraya Pongpanyaporn, Adhimoorthy Saravanan, and You-lin Tsai the President of Taiwan Tech Alumni Association.

The highlight of the first Taiwan Tech International Alumni Reunion on 25 December 2021 was the establishment of the NTUST International Alumni Association (NTUST IAA), with Chemical Engineering Professor Duc-Thang Vo from Vietnam as its first president. Vo hopes to build up a large network of alumni that will provide resources and opportunities for its members, and serve as a strong link with their alma mater.

The Vice Presidents of the new association are Dr. Iman Adipurnama (Indonesia) and Dr. Adhimoorthy Saravanan (India) both of whom are teaching at Taiwan Tech, and M. Sc. Peeraya Pongpanyaporn (Thailand) who is working as a Vehicle Dynamics Engineer for a Taiwanese company.

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INSIDE PENCILS: TAIWAN TECH HOSTS D&AD AWARDS ANNUAL EXHIBITION

For two weeks, from 29 December 2021 to 14 January 2022, design-lovers had the chance to see the best works of the UK-based Design & Art Direction Awards (D&AD), one of the world's most renowned competitions for advertising design, on Taiwan Tech Campus.

The exhibition in the university pavilion which was decorated with eye-catching designs of cut-up pencils by Professor Ken-tsai Lee and his team, offered a rare opportunity to see the award-winning work during the COVID-19 pandemic when most events had moved online. The pencils represent the actual trophies that are handed to the winners of the awards. And while the pencils are just symbolizing the awards, the inside of them reveals the connection with Taiwan: There is hardly a better place in the world to enjoy delicious tropical fruit!

Ken-Tsai Lee, Professor at the Department of Design, is not only a three-time D&AD-award winner, but was also nominated judge of the competition in D&AD 2021, a rare honor for a Taiwanese and a rare honor for an academic. Lee spared no efforts to bring the touring D&AD exhibition to Taiwan Tech, and his graduate students had the precious opportunity to organize the event allowing them to gain experience in curation, exhibition design, and promotion.

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TAIWAN TECH LAUNCHES FINTECH DIGITAL SANDBOX P.O.C. BASE

To cultivate talents in innovative experiment-based financial technology, the FinTech Innovation Park and Taiwan Tech jointly established the new "FinTech Digital Sandbox P.O.C. Base" in October 2021. Students and faculty of Taiwan Tech will now have the opportunity to experiment with virtual exchange, intelligent customer services, and stock trading information on Taiwan Tech campus. The new base will help the integration of empirical results with the needs of the industry, and serve as a regional center of innovative experiment-based financial technology.



The FinTech Digital Sandbox P.O.C. Base uses the unique API services which are provided by Taiwan Tech's cooperation partner FinTechSpace and are exclusively offered to partner universities. The FinTech Tech Digital Sandbox P.O.C. Base will be integrated into the finance education at Taiwan Tech, offering the chance to use new teaching methods for a better understanding of recent developments in the finance industry. Professional training courses, such as a series of quantitative trading courses to nurture high-frequency trading talents, asset allocation courses for future financial managers, or digital finance courses to train Fintech application experts, will also be offered to help students gain insights into the practices of the financial industry.

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KARL AKBARI, ASSISTANT PROFESSOR AT THE SCHOOL OF MANAGEMENT



Karl Akbari from Germany is an Assistant Professor at the School of Management where he is teaching marketing at an undergraduate and graduate level. He received a master's degree from Humboldt University Berlin, and a Ph.D. in Management from the University of Vienna. His research interests are pricing and consumer behavior. Karl has always had a keen interest in languages, and although he teaches in English, he enjoys the study of Chinese in his free time. He also is a basketball-enthusiast and has joined the Taiwan Tech faculty team.

Q: What brought you to Taiwan and to Taiwan Tech?

Karl: I have been to Taiwan before, in 2013 – 2014, when I joined an exchange program as a master's student at National Taiwan University and I liked it a lot. Later, when I was about to finish my PhD-studies and looking for a job in 2020, I came across an advertisement for a position at Taiwan Tech's School of Management. Taiwan Tech has a good reputation, so the decision-making process didn't take too long. In addition, this was the first peak of the COVID crisis when almost all of Europe was under a lockdown, while the situation in Taiwan seemed to be pretty much under control.

Q: You wrote your dissertation on Pay-What-You-Want-pricing, a relatively new phenomenon. Please tell us a bit about your research interests.

Karl: Pay-What-You-Want-pricing (PWYW) is a pricing mechanism where buyers decide on the sum that they are willing to pay for a product or service. This became popular around twenty years ago, mostly in the US and in Europe.

In Taiwan, PWYW does not seem to be that popular, but it is now gaining more attention via live-streaming platforms like Twitch. Here people pay what they want for watching games. In my research, I am particularly interested in the consumer perspective: Why do people pay? How do people react towards pricing that is determined by algorithms? Which concepts - like fairness, altruism, feel-good factors etc. - are underlying their decisions?

Q: You have already gathered teaching experience at universities in Austria and Germany, and in a summer school in Cuba. What are your experiences with teaching at Taiwan Tech?

Karl: I enjoy teaching and consider it as a very important part of my work as an academic. I have a very positive impression of students at Taiwan Tech, most of them are hard-working and eager to learn. Also, the high proportion of international students, most of them from other Asian countries, are beneficial, both for the students and for me. I am also learning a lot from them. As a university teacher, I want to encourage critical reflection and discussion, of course, but I also want to convey knowledge and skills. For example, when I am teaching a course on pricing, I expect students to be able to do price-fixing at the end of the course. Some might consider my courses as difficult and demanding, but I believe that the combination of theory and practical application are worth the effort.

Q: For Taiwan Tech's internationalization strategy, the recruitment of international faculty is a difficult task, given the increasing worldwide competition for the brightest minds. Do you have any comments on that?

Karl: International visibility is very important, both on recruitment platforms and also in research. Speaking about my discipline, Taiwan Tech could benefit from expanding its research networks to other institutions in Taiwan and internationally. Taiwan is not yet a well-known destination for young academics, so I think that a close cooperation with our alliance universities, NTU and NTNU,

could be a valuable approach. My own experience as an international staff at the School of Management has been positive throughout, I have been well taken care of by the dean and by the staff. I would definitely like to see more international faculty coming to Taiwan Tech, and I would be very willing to share my experiences with newcomers.

Q: Finally, a question on your experiences during the Covid 19-pandemic. Taiwan has been praised for its policies, but what is your personal opinion?

Karl: Taiwan definitely deserves praise for its handling of the pandemic. Compared with Europe and the US, the health risk has been lower, and the quality of life has been much better here. However, now more and more countries seem to find ways to live with the virus and are opening up. It will be interesting to see how Taiwan will deal with the problem in the future and if and how we will be able to find a smooth way out of the crisis-mode.

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RONG-FUNG HUANG, "MAGICIAN OF FLOWS", BRIDGES THE GAP BETWEEN BASIC AND APPLIED RESEARCH

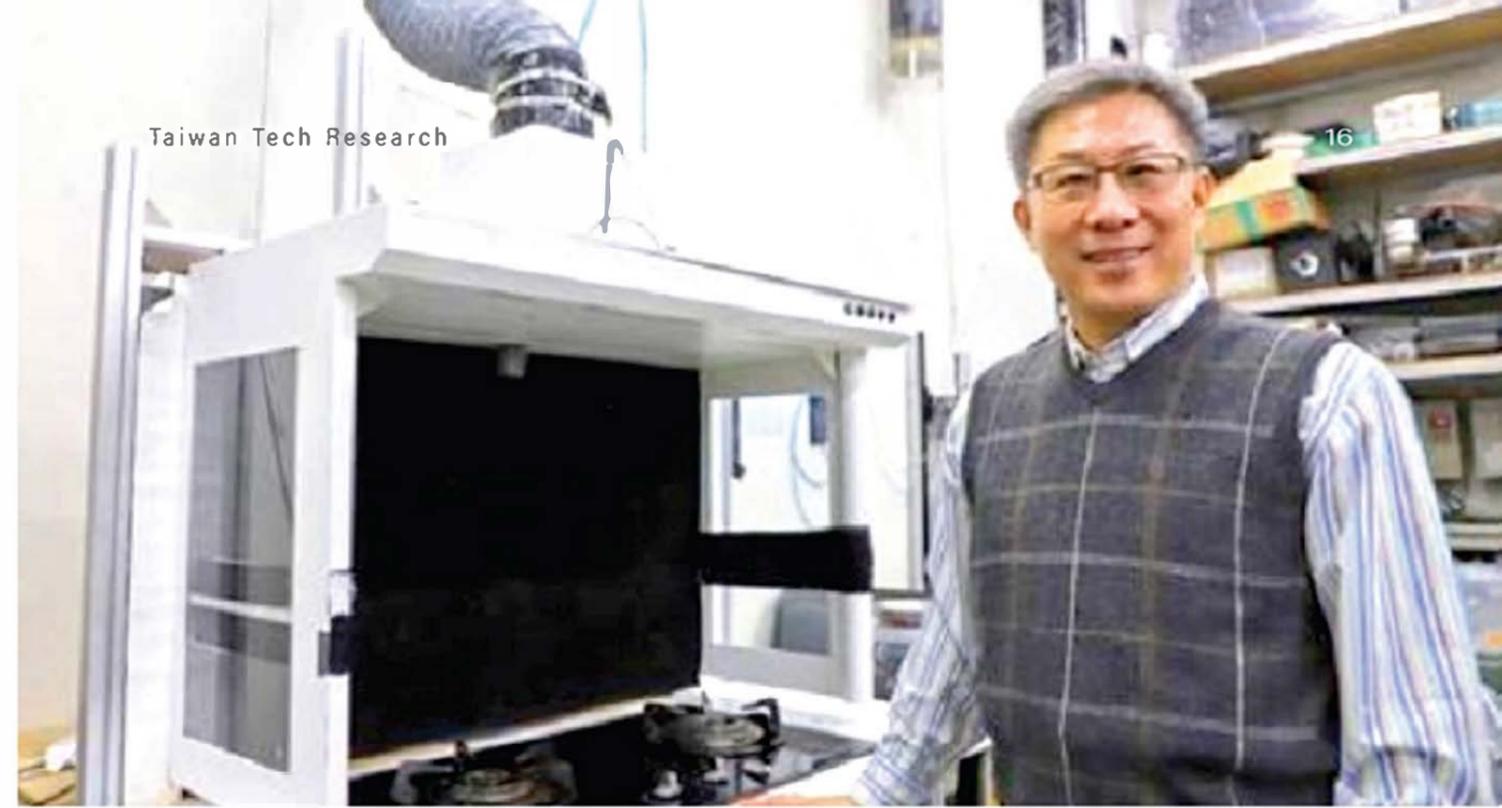


Professor Rong-Fung Huang, Chair Professor at Taiwan Tech's Department of Mechanical Engineering, a three-time winner of the Ministry of Science and Technology (MOST) Outstanding Research Award (2014, 2011, 1999) received the Merit MOST Research Fellow Award in 2021. Three years before, in 2018, he had garnered the National Award for Distinguished Contribution to Industry-Academic Cooperation by the Ministry of Education. With these awards, and many other prizes and distinctions, Huang is

honored for his outstanding research in fluid and gas dynamics, combustion technology, and ventilation.

The most remarkable about his achievements is the fact that the above-mentioned national awards are bestowed for two different areas of research that are often considered incompatible: "Pure" academic research, on the one hand, and applied research closely linked to the needs of the industry, on the other.

Rong Fung Huang is one of the few researchers who have always been interested as much as in theoretical questions as in the actual applicability of his research findings. Having published more than hundred papers in international academic journals, holding more than hundred patents and twenty technology transfer certificates, Huang has also managed to build up close ties with the industry and successfully commercialized his research findings.



Rong Fung Huang is one of the few researchers who have always been interested as much as in theoretical questions as in the actual applicability of his research findings. Having published more than one hundred papers in international academic journals, holding more than a hundred patents and twenty technology transfer certificates, Huang has also managed to build up close ties with the industry and successfully commercialized his research findings.

Rong-Fung Huang has been involved in fluid mechanics research for more than thirty years. Nicknamed the "magician of heat, water and air flows", he has been working on solutions to reduce the impact of water flow on bridge piers, optimized the air quality in factories, and opened up new possibilities for smoke extraction in home kitchens.

Huang's research has made significant contributions to environmental and occupational health. As dust, chemical vapors and grease fumes are known to be very harmful to the human respiratory system, Huang has been developing innovative equipment to improve ventilation systems in factories, laboratories, and kitchens.

Huang says: "In my almost thirty-year career in teaching and research, I have focused on three areas of basic research: fluid mechanics, gas dynamics and combustion. I then applied my results from basic research to two areas, industrial ventilation and development of vehicle engines."



Former Taiwan Vice President, Mr. Chen Chien-jen (left) and Professor Rong-Fung Huang at the award ceremony. Photo: Courtesy of the Ministry of Education

Take his innovative range hood as an example: When a handful of chili is thrown into a pot of hot oil, biting smoke will irritate the eyes and the respiratory tract. But, almost miraculously, Huang's range hood manages to eliminate the smoke that emerges from the chili-oil mixture. As he explains, his design, based on the principles of fluid mechanics, creates four tornado-like air currents. With the center of the currents having a lower pressure, suction power is created that sucks up the dispersing grease and smoke. The four air currents are illuminated by laser light, so that they become visible to the naked eye. While traditional design of exhaust hoods follows the "hard and harder" principle by increasing the air volume to eliminate smoke, Huang compares his approach to a concept known as the "4 ounces moves a thousand pounds" technique from the martial arts. The zero-leakage and energy-saving ventilation device that he developed was successfully commercialized and has brought significant improvements to the industry and daily life.

Huang still has many ideas on how fluid mechanics can improve our lives: "As a university teacher, I want to give my students a solid theoretical foundation so that they can join the field of applied science later. As for in fluid mechanics, I still have more tricks up my sleeve, which may improve our lives and contribute to society."

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INTERNATIONALIZATION AT HOME: INTERNATIONAL PERSPECTIVES WEEKS

Since the outbreak of the COVID-19 Pandemic in 2020, international education mobility has been deeply affected, worldwide and in Taiwan. The number of our inbound and outbound exchange students has dropped to almost zero. Against this backdrop, the OIA designed a one-month International Perspectives Series themed "The World in the Post-Epidemic Era" which included a poster exhibition, lectures by well-known media personalities and journalists, and outdoor film screenings, focusing on the impact on politics, economy, education and personal life. The aim was to encourage learning and discussion outside of the traditional classroom setting. Students' response was far beyond our expectations with more than 500 students from Taiwan Tech and our alliance universities, National Taiwan University and National Taiwan Normal University, joining the events. A great example of Internationalization at Home!



Career talk by media personality Sherry Hsieh "Soft Power Development in the Workplace - What are the Head Hunters Thinking?"

THE "HAND IN HAND" PROJECT

This project, initiated by the Ministry of Education (MoE), aims to use the international resources of universities to broaden the international perspective of high school students. With the help of the MoE, we got connected with five high schools in the Taipei school district that arranged encounters between their pupils and Taiwan Tech international students. The high school kids were excited to have the chance to talk to "real" foreigners from different countries who introduced their countries and culture to them.



Darron Farrell from Saint Vincent and the Grenadines.



Valer Vanco from Slovakia.



Husni Mubarak from Indonesia.

VIETNAMESE CULTURE DAY AT A NEARBY KINDERGARTEN

"Connecting with the local community" has been Taiwan Tech's ambition since its foundation, and the OIA has also embraced this core idea of University Social Responsibility.

With more than 1,400 foreign students from more than 50 countries currently enrolled in Taiwan Tech, we have started to share our "international treasure" with neighboring schools and kindergartens in 2019. While our endeavors have been slowed down by COVID-19-restrictions over the last two years, we finally managed to organize a Vietnamese culture day at the kindergarten affiliated with Gongguan Elementary School in December 2021. 6 of our Vietnamese students volunteered to organize activities for 90 children aged 3 to 6, from playing traditional Vietnamese games, to sharing Vietnamese snacks, and painting rice hats. As we learnt from parents' feedback, the kids were enthusiastic to share their stories when they came home, and wanted to be taken out to Vietnamese restaurants. It seems that our Vietnamese students have done a good job in promoting their country!



Vietnamese student Ryan explains the origin of the Asian rice hat



Asian Rice straw hats decorated Gongguan kindergarten kids

WORK IN TAIWAN: CAREER TALKS

Last year, the OIA added a new field to its portfolio of activities: assisting international students to enter the work force in Taiwan. Under the new column "Work in Taiwan" on the OIA website, the OIA now regularly publishes information on job-hunting and career opportunities in Taiwan. In addition, we organize on-campus career talks in English, specifically for international students. The first two such events took place in December 2021, when HR-managers of two of Taiwan's most globalized enterprises, i.e. the consumer electronics producer BenQ and Fubon Insurance, presented career opportunities at Taiwan Tech.

BenQ, offering almost twenty job opportunities for international graduates, introduced its general vision and company culture, and explained its marketing concepts and marketing strategies during the pandemic. Fubon Insurance, on the other hand, was specifically targeting Vietnamese students, as the company is planning to recruit one hundred sales personal and thirty administrative staff to expand its business in Vietnam. The company plans to hire Vietnamese students who are fluent in Chinese, to train them for management positions in Vietnam.

Thus, Taiwan Tech hopes to further strengthen its reputation as the top talent hub for international graduates: Looking for foreign talent? Come to Taiwan Tech!



Fubon Insurance is planning to hire Vietnamese graduates



Career Talk by BenQ HR manager at Taiwan Tech

FIRST TAIWAN TECH INTERNATIONAL ALUMNI REUNION 2021



As Taiwan's most international university, Taiwan Tech is immensely proud of its outstanding international alumni. As many of them have started their careers in Taiwan, making invaluable contributions to Taiwan's economy and society, we wanted to (re)connect with our international graduates, hear their success stories, showcase Taiwan Tech's global talent base.

On December 25th, the OIA held the First Taiwan Tech International Alumni Reunion by inviting international alumni, their professors, and company representatives to a lavish banquet lunch that was hosted by Taiwan Tech president Jia-Yush Yen. As co-organizers, the Taiwan Tech Alumni Association invited three of their members to share their experiences and careers paths in the session "From Taiwan Tech Graduates to CEO: Insights from Top Managers in Taiwan"

More than one hundred international alumni from 11 different countries attended the event, shared their experiences of living and working in Taiwan, and celebrated their "home-coming to Taiwan Tech".



 **TAIWAN TECH**
NATIONAL TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

NEWSLETTER

ISSUE 01

MAY 2022

Publisher: Jai-Yush Yen, National Taiwan University of Science and Technology

Tel: 886-2-2733-3141 / Address: No.43, Sec. 4, Keelung Rd., Da'an Dist., Taipei City 106007, Taiwan

Editors: Stefanie Eschenlohr, Wei-Hua Lin / Editorial Consultant: Darron Karlson Farrell & Finn Chen

Cover & Layout Design: Thought Design Studio