

TAITRA Social & Community Activities



TAITRA is actively involved in social care activities to help enhance the quality of life for disadvantaged individuals in the community. TAITRA has implemented a wide variety of responsible corporate initiatives in 2015:

Asian MICE Forum (AMF) 2015 Paddy Field Adoption

By adopting 5,000 square meters of paddy fields in Jiaosi, Yilan, AMF enhanced the development of corporate social responsibility (CSR) in Taiwan's meetings, incentives, conferences, and events industry. The paddy field adoption

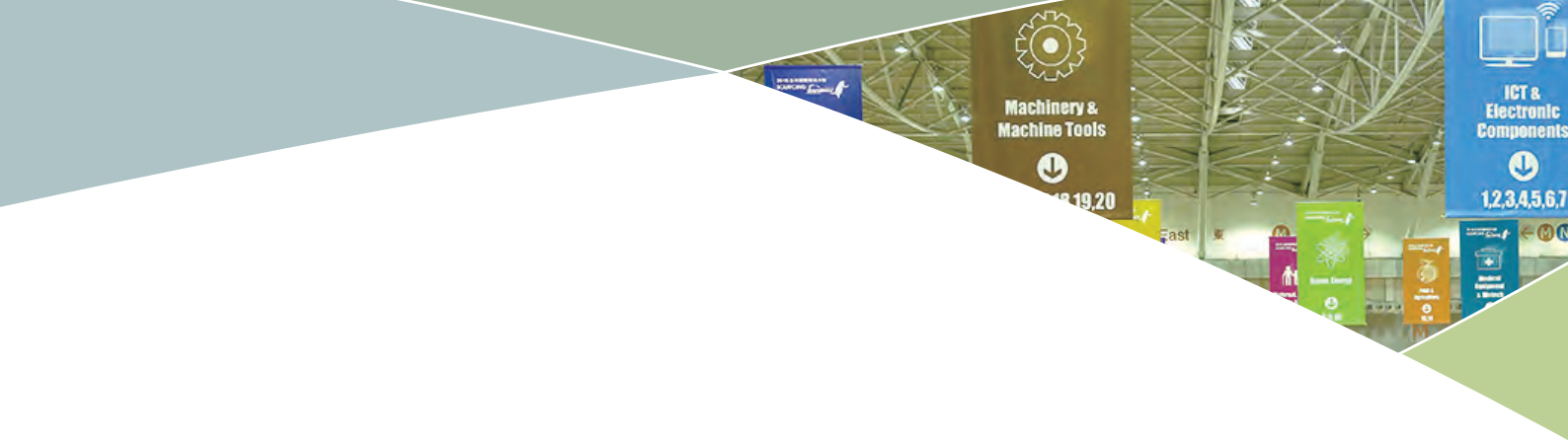
initiative not only supported Jiaosi's organic rice farmers but also the local agriculture (MICE) industry. Moreover, AMF donated the rice harvested from the fields to several local charitable organizations in Taiwan. On the day of the forum, AMF also organized a donation campaign to further enhance the concept of CSR in the MICE industry of Taiwan.

Taiwan Excellence Online Charity Run

The Taiwan Excellence "Around the World" Online Charity Run is an online marathon game implemented by TAITRA in Indonesia, India, China, Brazil, Germany and Turkey. The



AMF 2015 enhances the concept of CSR in Taiwan's MICE industry



event received overwhelmingly positive feedback from the participants and successfully raised the awareness of Taiwan Excellence while helping the world's minority groups. At the end of the event, US\$100,000 was raised and donated to World Vision.

Free Booths for Charitable Groups

At the 2015 Taiwan New Year Market Fair, TAITRA granted 16 free high-quality exhibition booths in the form of a Charity Pavilion for the non-profit charitable groups to promote their New Year foods and souvenirs. The pavilion was an excellent platform for the charitable groups to get a good start into the New Year.

Supporting Tabitha Family Care Association

Led by President & CEO Huang, a TAITRA party visited an aboriginal tribe in Hualien in support of the development of the local charitable group, Tabitha Family Care Association. The TAITRA party presented the association with TAITRA staff donations and 250 kilograms of rice.

Co-hosting Art Competition with Foundation for Rare Disorders

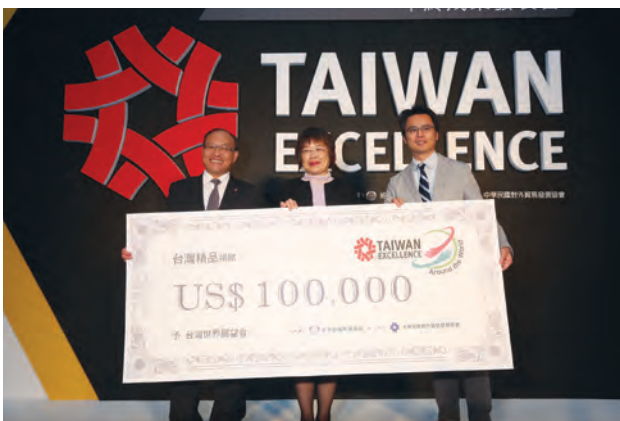
TAITRA and the Foundation for Rare Disorders co-organized a patients' art competition in 2015. The "Auspicious Monkeys Delivering Prosperity" created by the young artist Tsai Yong-Chun was selected as the cover art of the 2016 TAITRA New Year's greeting card.



Created by Tsai Yong-Chun, "Auspicious Monkeys Delivering Prosperity" became the cover art of the 2016 TAITRA New Year's greeting card



Visitors flock to the Charity Pavilion



Taiwan Excellence raises US \$100,000 for World Vision



TAITRA presents Tabitha Family Care Association with donations and rice