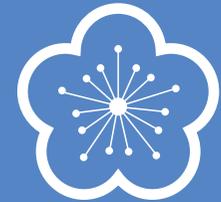


**Spring Break Study Trip** March 1–8, 2013  
**Carnegie Mellon University**

**taiwan**



中華民國

70–508 **Independent Study in International Management**  
67–390 **Independent Study in Information Systems**



## Course Overview

Taiwan is an economic hub of Southeast Asia, a 36,000 km<sup>2</sup> island (about 3x the size of Qatar) with 23 million people. From 1950, with a population of 4 million and a government in exile, it has grown to the 19th largest economy in the world with GDP (PPP) of US\$37,716.

Over the past 30 years, Taiwan has transformed its main focus from agriculture and labor intensive industries to information technology innovation. High value-added products and services have become the strategic focus. Although many manufacturing factories moved to China to take advantage of lower labor costs, research and development remain rooted in Taiwan. Economic achievement of Taiwan is a joint effort between government and private enterprise and the rapid industrialization and economic growth has made Taiwan one of the "Four Asian Dragons."

This course will help clarify how Taiwan has become such an economic power through company visits, lectures, and government meetings. Students will interact with leaders who have been instrumental in making this a reality. In addition to academics, the trip will provide social and cultural opportunities and interaction with Taiwanese students.

## Expectations

Each student is expected to behave as he or she would on the Education City campus. Be courteous with those you interact with in Taiwan as well as your peers. Please be professional and culturally sensitive at all times. How you act reflects Carnegie Mellon's integrity. We as the faculty don't expect there to be any issues on this matter.

Students are expected to comply with all instructions from the faculty leading the trip. Be on time for all scheduled meeting times and events. No exceptions or excuses.

## Pre-Departure

### Required Information Sessions

Students are required to attend the information session on **Sunday, February 24, 2013**.

Noon to 1:00 Room 2062

**Have a set of color photocopies of your passport picture page, your Taiwan visa page, and Qatar visa page (if applicable).**

### What to Pack

Taipei Weather → **X 14°C Y 19°C**

For our meetings with universities and companies, dress sensibly. Formal business attire will not generally be necessary, but a **business suit** is required. For touring, much of which will be outdoors, have light jackets and comfortable walking shoes.

Qatar Airways permits one carry-on bag not exceeding 7kg and one checked bag not exceeding 23kg. Liquids must be under 100ml and should be placed in ziplock bags. Don't bring anything that can't be taken through airport security. Don't bring anything of significant personal value. CMU is not responsible. You are expected to carry or roll your own luggage in the airport and when transferring hotels and cities.

**Pack smart.**

Pack your phone charger along with plug adapters for any electronics. The plugs in Taiwan look like those in Japan and the United States .

### Visas & Exit Permits

Visas for Taiwan are to be acquired on your own through the Taiwan ROC Representative Office in Riyadh, KSA. For QF-sponsored international students, Qatar exit permits can be arranged with the help of Melissa Deschamps. Students under different sponsorship, like that of their parents, are responsible for arranging their own exit permits.

## Travel to Taipei

### Everybody Meet at the Airport

Students are responsible for getting to the airport. Plan to meet at **11:00 pm on Thursday night** at the Costa Coffee before check-in/passport control. The faculty will meet you there and make sure all students pass through passport control without any issues. Inside the airport, students are responsible for getting themselves on the plane.

### Flight Information

Early Friday Morning **Friday, March 1, 2013**  
Duration: 7h 35m + 1h 35m; Time Difference: +5h

Qatar Airways 812	Doha DOH	✈	Hong Kong HKG
	<b>01:50</b>		14:25
Cathay Pacific 470	Hong Kong	✈	Taipei TPK
	<b>17:40</b>		19:15

### Arrival in Taipei

Go through passport and immigration individually and meet as a group at the baggage carousel. Please do not proceed until we have the entire group. Professor Tsai will wait at passport control to make sure all students get through.

## Hotel Information

Sun World Dynasty Hotel  
No. 100 Dun Hua North Road, Taipei 10549, Taiwan  
105 台北市敦化北路100號  
Tel. +886-2-2719-7199



### Friday, March 1



Plane Lands	7:15 pm	Airport
Arrive at Hotel	9:00ish	Hotel
Dinner	Evening	On Your Own

### Saturday, March 2



Meet in the Lobby	10:15 am	Hotel
Explore	11:00 am	Chuan Lian Market
Lunch	Noon	Suisi Box Provided
Tour	2:00 pm	Palace Museum
Group Dinner	Evening	Taipei 101

### Sunday, March 3



Meet in the Lobby	8:15 am	Hotel
All-Day Tour	9:00 am	Taipei
Dinner and Free Time	Evening	On Your Own

### Monday, March 4



Meet in the Lobby	8:15 am	Hotel
Institute Visit	9:00 am	Economic Research
Lunch	Noon	TBD
Lectures	2:00 pm	Nat'l Taiwan Univ.
Reception	5:00 pm	CMU Alumni Ass'n
Explore	7:00 pm	Electronic Market
Dinner and Free Time	Evening	On Your Own

### Tuesday, March 5



Meet in the Lobby	8:15 am	Hotel
Train to Hsin-Chu	TBD	High Speed Train
Site Visit	10:00 am	Science Park
Lunch	Noon	TBD
Company Visit	3:00 pm	HTC, Peitou
Explore Night Market	Evening	Hsih-Lin Market
Dinner and Free Time	Evening	On Your Own

### Wednesday, March 6



Meet in the Lobby	8:00 am	Hotel
Lectures	9:00 am	Tam-Kang Univ.
Meet with Students	11:00 am	Tam-Kang Univ.
Lunch	Noon	TBD
Tour	2:00 pm	ASUS
Group Dinner	Evening	Hsih-Lin Market

### Thursday, March 7



Meet in the Lobby	8:15 am	Hotel
Tour	9:00 am	Hsin-Kung Group
Lunch	Noon	TBD
Company Visit	2:00 pm	CPC China Petrol.
Group Dinner	Evening	TBD

### Friday, March 8



Prepare for Departure	Morning	Hotel
Begin Check-Out Process	9:45 am	Hotel
Leave Hotel	10:30 am	Hotel
Airport arrival	11:15 am	Airport
Departure	2:15 pm	Cathay Pacific

Departure information next page >

Casual Business

## Returning to Doha

### Flight Information

Friday Afternoon **March 8, 2013**  
Duration: 1h 50m + 9h 55m; Time Difference: -5h

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Cathay Pacific 565	Taipei	✈	Hong Kong
	<b>14:15</b>		16:05

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Qatar Airways 817	Hong Kong	✈	Doha
	<b>18:15</b>		23:10

### This is Interesting

Portuguese sailors, who landed on the island in 1544 named it *Ilha Formosa*, meaning "beautiful island."

Today, its official name is Taiwan Republic of China (ROC), written as 中華民國, not to be confused with People's Republic of China ("Mainland").

## Other Practicalities

### Mobile Numbers

Ray Tsai	+974 66 82 4089
Tom Emerson	+974 55 88 9166
George White	+974 55 89 3518
Alex Cheek	+974 70 10 1214

### Your Passport

Have your passport with you at all times. Keep it in a safe place and not in a back pocket or anywhere exposed. Have a second form of photo ID with you as well.

**All students must travel with a color copy of their passport's photo page, Taiwan visa page, and Qatar visa page** (if applicable). Bring an additional set of color copies of these pages to the information sessions.

### Currency

Have a debit and/or credit card with you and alert your bank ahead of time about your travel plans. Be aware of your bank's foreign fees. Aside from the airport itself, don't expect to be able to convert Riyals to the Taiwan Dollar (NT\$). In common usage, the dollar unit is referred to as the *yuán*.

QR 100 = NT \$814.96	NT \$100 = QR 12.27
US \$100 = NT \$2,967.00	NT \$100 = US \$3.37
€ 100 = NT \$3,956.13	NT \$100 = € 2.53

You will need enough funds for dinners, incidentals, and souvenirs. If you plan to be out in the evening away from the hotel, have cab fare.

### Toilets / WC

Men 男      Women 女

### Real Emergencies

110 police    119 medical/fire    112 on your mobile

## Safety

 Taiwan is one of the safer places in Asia, although burglaries do happen and pickpocketing is common where crowds gather. Women should take care and be wary of walking at night and riding public transport.

### Your Mobile

**All students must travel with their mobile phones** and must keep them on at all times. Please provide your number to faculty organizers. **Bring your charger.** The plugs in Taiwan look like this: . Voltage is 110 v.60 and the sockets are two pronged rather than three.

### Greetings

Hello → Ni hao (nee-HaOW)  
Goodbye → Zai jian (Dzai gee-en)  
Thank you → Xièxiè ni (Syeah-syeah nee)

### Tipping

 Tipping is not customary in restaurants or taxis (but is still appreciated). If a porter carries your bag at a hotel or the airport, a tip of NT\$100 is considered courteous. Note that the 10% service charge added to the bill at many restaurants is not actually a tip to be shared with the staff.

### Shopping

 Taiwan is a shopper's paradise. Night markets are a highlight of any trip to Taiwan. While the specialties vary from market to market, you can generally expect to find cheap clothing, toys, homewares and trinkets. They're also among the best places to find snack food – some night markets specialise in food only. Other good buys include jade and aboriginal crafts. Electronics are widely available, including some Taiwanese brands and many international brands.