

## TAIPEI TO HOST 2011 IDA CONGRESS CREATING A NEW VISION FOR TAIWAN DESIGN

**After a year-long application process, Taipei has emerged as the winner of a worldwide contest to host the 2011 IDA Congress.**

The Congress is a long-standing, prestigious international design event organized by the International Design Alliance, which integrates graphic, industrial and interior design.

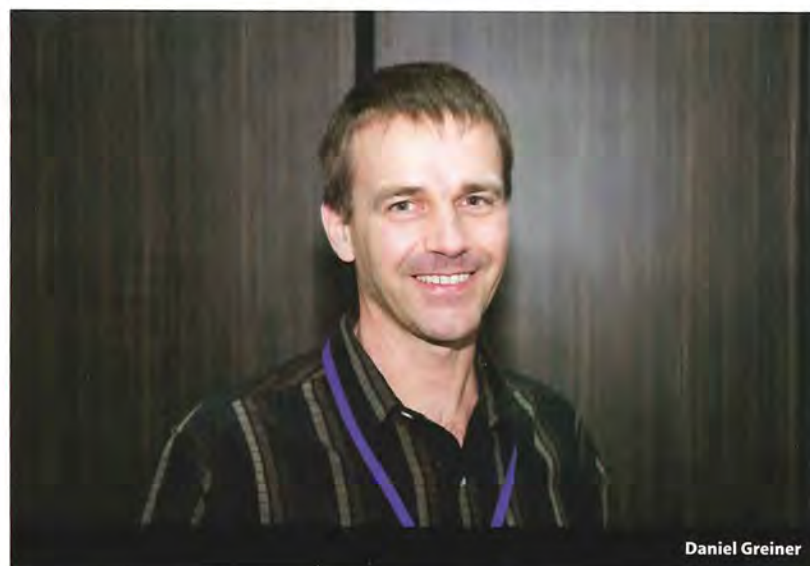
The IDA was formed in 2007 from a merger of three international design societies. The 2011 IDA Congress in Taipei will be the first since the alliance was established. The congress is expected to attract 3,000 elite designers from 60 countries and will

provide an international stage for Taiwan to enhance its image and become a center of innovative design in Asia.

Main events at the 2011 Congress include the congress itself and general assembly, IDA young designers' workshop, design tours and design parties. In addition to the main activities, monthly themed activities and over 50 design-related activities will take place during the "Year of Design."



design AT THE EDGES  
2011 IDA CONGRESS TAIPEI  
INTERNATIONAL DESIGN ALLIANCE



Daniel Greiner

## SYMPOSIUM TACKLES E-BIKES AND BEYOND THE FUTURE OF LEVS MAY RIDE ON MORE THAN TWO WHEELS

**Light electric vehicles are coming, several experts said at the Taipei Power Forum yesterday. But they may not necessarily take the shape of two-wheeled electric bicycles.**

Jack Roberts, an LEV advocate from the United States, is keen on the promise of electric scooters. He said the "anger of a younger generation that wants to see a greener world" is driving the market.

Roberts is the president of J-K Products International, a New Mexico company that is importing scooters from China.

In Europe, meanwhile—which has seen a boom in high-priced electric bikes—another expert said the potential may be more interesting for three- or four-wheeled LEVs instead of scooters.

"The politics are ready and consumers are concerned," said Daniel Greiner, president of the Swiss firm eweco.

"While folks in Taiwan think of the LEV as something on two wheels, in Europe we think it should be like a car, for comfort and protection against bad weather."

Greiner and Roberts were among 10 experts in electric mobility who spoke at yesterday's forum. Also known as the 2010 LEV Symposium, the day-long event looked at the electric vehicle market from the vantage points of manufacturers, researchers and lawmakers.

Speakers discussed the marketing of electric vehicles along with more technical issues of batteries and the proposed EnergyBus. Taipei Cycle Show attendees can also ride a selection of e-bikes at Nangang's test ride track.

Greiner, whose business is value engineering, said promising markets initially would be Germany, Switzerland, Austria, the Netherlands and Belgium.

All are countries that share government incentives along with a good infrastructure for roads and charging stations and moderate climates.



Jack Roberts

To be successful, Greiner said, an e-vehicle needs to be lightweight and aerodynamic, sell for an attractive price, and carry two people with luggage up to 60 kilometers (37 miles) on one charge.

In the United States, meanwhile, Roberts is importing high-powered electric scooters from China. Two models have been certified by the U.S. Department of Transportation, "and we're raring to go," he said.

"I would love to see our [New Mexico] Gov. Bill Richardson on one of these machines. He'd love it, and what a great way to endorse the product and new lifestyle it presages," Roberts said. He believes the electric scooter can eventually supplant the gas-hogging "hogs" beloved by motorcycle riders.

In 10 years, he said, "you'll only see the Harleys in museums. Our young folks don't need the pollution-spewing machines we older folks got our kicks out of."



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