



# Taiwan

THE HEART OF ASIA

## SHOPPING & NIGHTLIFE

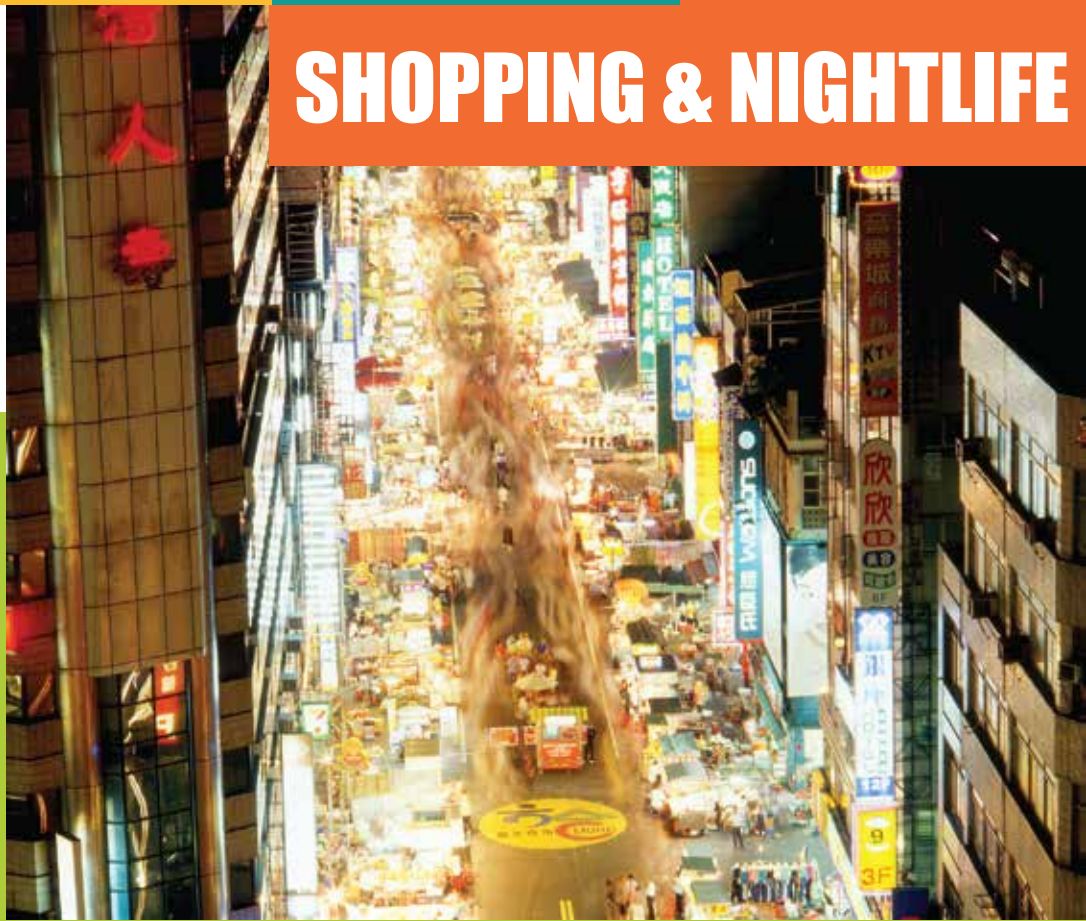
### SHOPPING

Taiwan is an Indian shopaholics delight; fabulous night markets with bargains that are a steal, great food and a buzzing atmosphere from its night markets to the high-end shopping malls! With a conversion rate that works in the Indian traveller's favour (1 Taiwanese dollar equals about 2 INR) you will have plenty to choose from such as mobiles and accessories, designer clothing, flea market bargains, lifestyle products and electronics.

The weekend jade markets and computer lane in Taipei's Guanhua Digital Plaza are also very popular with locals and tourists alike.

Luxury stores of well-known brands such as Gucci, Louis Vuitton, Cartier, Mui Mui and Salvatore Ferragamo line up in a plush wonder along Dunhua South Road between Xinyi and Zhongxiao East roads and stock everything from branded clothes, to jewellery, shoes, bags and leather items. This area is also popular thanks to its convenient location. The section between SOGO department store and Taipei Metro The Mall is a good bet for those who love glitz and glamour of high-end brand names.

The Xinyi Planning District is considered Taipei's trendy commercial district and consists of dozens of fashionable malls, restaurants and hotels between Xinyi Road sections 4 and 5.



## NIGHT MARKETS IN TAIWAN

Taiwan is also famous for its night markets; open from 4 pm until 3 am, that offer everything from accessories to clothes, trinkets and souvenirs along with super street eats and an electric feeling of excitement and fun!

As dusk falls on the towns and cities of Taiwan, many Taiwanese start to get busy. Some of them start their work while others are relaxing after a long day. In the former group are the people who work in Taiwan's many night markets. Night markets are great places to shop for bargains and feel the pulse of Taiwan's after-hours life. The markets are a bustle of noise and energy, with friendly restaurant owners calling out their menus, stall holders calling out their wares, and crowds of curious onlookers, shoppers and diners mingling together in the night air. A wide variety of goods including clothing, household items, watches, jewelry, toys, and much more are sold at surprisingly low prices.



Night markets are also where visitors can sample authentic Taiwanese food. A stroll inside any night market is a sure to get your mouth watering tempts your taste buds, as the smell of the food. There are also the sights of many street-side stalls with colorful wares, clothing, or interesting gadgets, attracting many fellow shoppers browsing and negotiating for the best bargains. The energy of night markets is infectious. And you'll probably be shocked too when you realize just how late life on the streets persists in Taiwan. Taiwan's nightlife isn't just about bars, discos and lounges, it's also about night markets, KTVs (Karaoke television), and even 7-11s and parks

Taiwan has consistently been rated the best place in Asia for clubs, pubs and nightlife. Easy availability of cabs and an extremely safe atmosphere on the roads and in all areas, makes Taiwan one of the best places to enjoy its nightlife.

Kenting is a gem when it comes to nightlife, clubs, restaurants and beaches. You can also enjoy plenty of water sports in the area. The main beach area road of Kenting plays host to a buzzing night market every day that runs from 4 pm to about 3am. Trinkets, clothes, accessories, phone accessories, shoes, fashion items and accessories, toys and many more things are on offer. Mobile bars dispensing colourful drinks and cocktails, hot and cold food kiosks amidst brightly lit neon signs jostle for space. Then comes the trendy nightclubs that kick off shows every hour with a fireworks display and a mini-dance show on the road.

From all-night bars and Karaoke clubs to bookstores that are open 24-hours a day, Taipei puts a new spin to the word nightlife. Safe, buzzing and totally affordable, Taipei has consistently been rated one of the healthiest party and clubbing scenes in Asia.

## METROPOLITAN BUSINESS CIRCLES

The section introduces major shopping areas in Taiwan. Among these areas, the capital, Taipei, contains some of the best shopping places anywhere, satisfying the shopping habits of all consumer groups.

## TAIPEI – XIMENDING

After the completion of the block-long Zhonghua Business Buildings along Zhonghua Road, Ximending became the largest business and entertainment center in the country. After the opening of MRT Bannan, Zhonghua Road once again started attracting people for art, culture events, sports, and music performances on weekends and holidays. Along with the crowds, business opportunities started returning to Ximending. Ximending is not only a witness to the history of Taiwan, but also a leader of fashion for the new generation. Many middle aged people and senior citizens come here to reminisce about the old days, while young people come for the latest fashions. Two totally different lifestyles meet here, as Ximending fulfills the needs of different groups of people.



## TAIPEI – ZHONGXIAO – DUNHUA SHOPPING AREA

The area around the intersection of Zhongxiao East and Dunhua South roads has become a major shopping area in Taipei's east district, thanks to its convenient location. High-end boutiques are packed along Dunhua South Road between Xinyi and Zhongxiao East roads, presenting a tempting array of brand-name clothes, jewelry, shoes, and leather items. The section between the SOGO Department store and the Taipei Metro Mall is an especially good place for the fashionably acquisitive, with Cartier, Louis Vuitton, DKNY and other top brand boutiques to choose from.



## TAIPEI – XINYI DISTRICT

The Xinyi District is the newest trend-setting commercial district in Taipei, embracing dozens of fashionable malls, restaurants, and hotels on Sections 4 and 5 of Xinyi Road. Shin Kong Mitsukoshi Department Store's New Life Square and A4 branches, Novel Hall for Performing Arts, Vie Show Cinemas, Grand Hyatt Taipei Hotel, and Taipei 101 are just a few of the many places where you can satisfy your consumer cravings in this area. By day, the Xinyi District bustles with the fast-paced energy of business as Taipei's commercial and financial center. At night, the skyscrapers come alight with eye-catching displays of LED lights, setting the mood for evening fun.



On weekends, the Xinyi District transforms again as outdoor stages and squares come alive with concerts, dance performances, record release events, and celebrity appearances, making this the place where you can experience the youthful energy of Taipei.

## TAICHUNG – DONGHAI ART STREET

This art street is close to Tunghai University and has created a utopian community for art lovers. The area showcases postmodern stores and coffee shops which smack of individual color and taste. Truly a place to experience a bohemian lifestyle!

## FEATURE MARKETS

### TAIPEI – JIANGUO HOLIDAY FLOWER MARKET

On every weekends and holidays, the Jianguo Holiday Flower Market, located under the overpass of Sec. 3, Xinyi Rd. and Jianguo S. Rd., is always packed with people in a holiday mood, all looking to purchase some flowers to brighten their homes. Besides flowers and plants, the Jianguo Holiday Flower Market also sells floral apparatus and seeds. This is obviously a heaven for gardening lovers.



### TAIPEI – GUANG HUA DIGITAL PLAZA

Since the 1990s, the Guang Hua Digital Plaza consolidated its reputation as the go-to place in Taipei for computer equipment and other electronic gadgets, with over a hundred shops selling these high-tech items. On January 18, 2006, Guanhua Market was relocated to a new facility at 77 Jinshan North Road. In addition to computers and other electronic peripherals, the new market sells branded sportswear and athletic gear, DVDs and CDs, posters, PC and console games, books, stereo equipment, mobile phones, and more. The market is known for its wide variety, low prices, and convenient comparison shopping, making it a magnet for budget-minded student shoppers.



### TAIPEI – DIHUA STREET

A walk through the Dihua Street area gives visitors a feel of Taipei city's past. The old-town market has scores of shops selling a variety of traditional goods such as Chinese medicines and herbs, temple icons and incense, spices and dried food, colorful bolts of cloth, and bamboo and wooden crafts. It is a fascinating patch of the past.

