

2023年度 泰國文化推廣 年度報告

Thai Culture Promotion Annual Report

執行單位

Execution unit

時時泰工作室

EverThai Studio

泰國文化體驗社

Thai Culture Association of Taipei

泰良膳社

Thai Excell-Meal Club



EverThai Studio



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單位介紹
Introduction

【時時泰工作室】 EverThai studio

時時泰工作室成立於2020年，致力於推廣泰國文化和泰語教材研發設計，培育多元文化人才，從不同觀點、角度、視野探索和發覺泰國之美！



EverThai Studio

EverThai Studio was established in 2020. It is committed to promoting Thai culture and the development and design of Thai language teaching materials, cultivating multicultural talents, and exploring and discovering the beauty of Thailand from different perspectives, angles, and perspectives.

時時泰書系 EverThai Book Series

致力於推廣泰國文化及泰語的出版。
Committed to promoting Thai culture and Thai language publishing business.

時時泰 泰語資源中心 EverThai Thai Resource Center

專注於泰語教學和語言研究，開設社區、企業、旅遊及個人家教等多元的教學類型和課程模式。Focusing on Thai language teaching and language research, it offers a variety of teaching types and course models such as community, corporate, tourism and personal tutoring.

時時泰 人才培育中心 EverThai Talent cultivation center

培育泰國文化和語言相關的多元人才，提供專業的培訓和發展。
Cultivate diverse talents related to Thai culture and language and provide professional training and development.

時時泰 設計創意中心 EverThai Design Creative Center

著重於藝術、設計及創意發展，提供設計及泰國文創產業之相關服務。
Focusing on art, design and creative development, it provides design and related services for Thailand's cultural and creative industries.

時時泰 活動企劃中心 EverThai Event Planning Center

透過活動策劃，來推廣泰國相關產業及文化面向。
Promote Thai related industries and cultural aspects through event planning.

松山社區大學 【泰國文化體驗社】 Thai Culture Association of Taipei

本社團是在松山社區大學「泰國文化面面觀」課程學員及老師共同成立，目標以提高社大學員學習效能，培養社員對泰國文化興趣與欣賞能力。



This club aims to improve the learning efficiency of social university students and cultivate their interest and appreciation of Thai culture.



中山社區大學 【泰良膳社】 Thai Excell-Meal Club

本社團是在中山社區大學「繽紛泰國」課程學員及老師共同成立，以提高社大學員學習效能，培養社員對泰國飲食文化與烹飪力，並透過社團活動，培養社員參與公共事務，及回饋於社區服務為共同目標。



The common goal of this club is to improve the learning efficiency of social college students, cultivate members' knowledge of Thai food culture and cooking skills, and through club activities, train members to participate in public affairs and contribute back to community services.





課程教學
Teaching Class

課程教學 Teaching Class

- 2023年教學時數累計1193小時。
- 開設36門泰語及泰國料理課程專班，包含金融產業海外專班、科技產業海外專班、旅遊、拼讀、閱讀及寫作等專班。
- 學生人數達到350位/期，包含高中生、成人、上班族及退休族群。





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出版事務
Publishing

- 累計已出版27本泰語及泰國文化相關書籍，涵蓋泰語自學系列、商務系列、旅遊系列、料理系列及社會人文系列

A total of 27 books related to Thai language and Thai culture have been published, covering Thai self-study series, business series, travel series, cooking series and social and humanities series.

- 2023年出版：《泰語IV》、《商務泰語》、《旅遊泰文趴趴走》，書籍國內外銷售超過2000本。

Published in 2023: "Thai IV", "Business Thai", "Travel Thai", more than 2,000 books sold at home and abroad.

- 《泰語與你 第二版》與書林出版社順利再版，於111/12/20上市，112/1正式發行於實體與網路平台

"Learn Thai with You" was successfully republished with Bookman Publishing and was launched on 20 Dec. 2022. It was officially released on physical and online platforms on Jan. 2023.

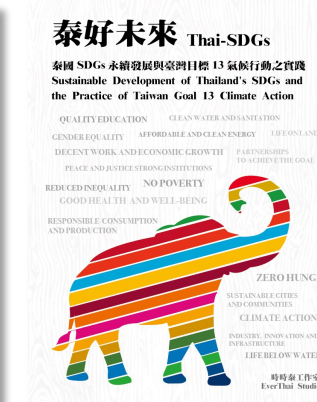
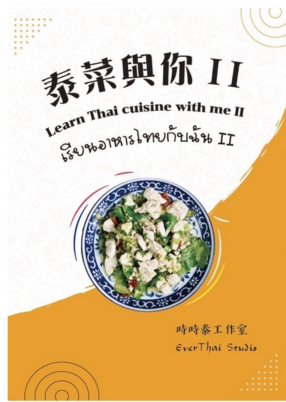
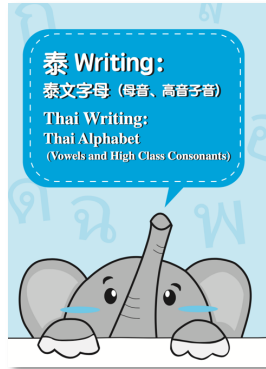
- 2023年4月與泰國朱拉隆功大學簽訂經銷合作，書籍輸出泰國市場。

In April 2023, a distribution cooperation was signed with Chulalongkorn University in Thailand, and the books were exported to the Thai market.

- 2023年11月與紅螞蟻圖書公司簽訂經銷合作，書籍上架至國內外實體及數位平台。

In November 2023, a distribution cooperation was signed with Red Ant Book Company, and the books will be put on domestic and foreign physical and digital platforms.

致力於推廣泰國文化及泰語的出版業務。
Committed to promoting Thai culture
and Thai language publishing business.

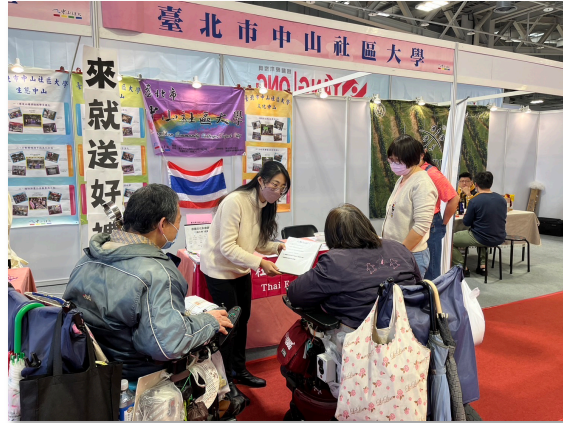




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活動&演講
Activities and
Speeches

2023.02.17—02.19 春季結婚購物節 Spring Wedding Shopping Festival



2023.03.18 泰泰美食文化之旅 Thai Food and Culture Tour



2023.04.07 泰國祈福手編 Thai blessing hand knitting



2023.04.24 & 28 泰國月亮蝦餅製作 Making Thai moon shrimp cakes



2023.04.29-30 泰國文化節 Thai Festival



2023.05.02 中山社大演講：時時旅泰，食食泰讚
Speech: Traveling in Thailand and eating in Thailand



2023.05.03 松山社大演講：漫遊泰國：美食文化之旅
Traveling in Thailand: a culinary and cultural journey



2023.06.03 第一屆親子競技運動嘉年華 The first parent-child competitive sports carnival



2023.07.22 文山社大25週年活動：一起Fun學趣 Wenshan Community College 25th Anniversary Activities: Let's have fun learning together



2023.08.11 內湖仲夏音樂季 Neihu Midsummer Music Season



2023.09.01-09.03 臺北秋季結婚購物節 Taipei Autumn Wedding Shopping Festival



2023.10.30 中山社大：泰國永續餐桌 Sustainable Dining Table in Thailand



2023.10.31 松山社大：永續中的泰泰旅行 Sustainable travel in Thailand



2023.11.02 內湖社大：泰好未來的永續旅遊 Sustainable travel in Thailand



2023.11.02 文山社大：里山川市集 Local Market



2023.11.26 研揚文教基金會—泰國文化體驗趣 Holiday School-Thai cultural experience



泰式DIY手作、美食體驗、繪本故事、親子活動
Thai DIY handicrafts, food experience,
picture book stories, parent-child activities

2023.12.15 文山社大—樂遊泰國x爵士搖擺舞 Thai culture class incorporates jazz swing dance



A yellow square with a black border and a drop shadow, containing the number 5 in a bold, black, sans-serif font.

5

媒體經營

Media Management

時時泰工作室 Everthaistudio

Facebook



Instagram



泰國文化體驗社

Thai Culture Association of Taipei

Facebook



Peopo公民新聞網



泰良膳社

Thai Excell-Meal Club

Facebook



課程及活動紀錄

YouTube頻道





6

合作方式
**Cooperation
method**

泰國文化手作DIY

Thai cultural handmade DIY

依照活動需求和活動對象來設計「泰國文化手作DIY體驗活動」。過去曾設計過「擴香石彩繪」、「水燈製作」、「泰國香氛皂」、「擬真食物磁鐵」、「祈福手環」、「泰式吊飾」等。

The "Thailand Cultural Handicraft DIY Experience Activities" are designed according to the needs of the activity and the objects of the activity. In the past, we have designed "Fragrance Stone Painting", "Krathong Making", "Thai Fragrance Soap", "Realistic Food Magnets", "Prayer Bracelets", "Thai Style Pendants", etc.



擴香石彩繪體驗

Incense stone painting experience



山竹吊飾DIY
Mangosteen pendant



茉莉花圈
Jasmine wreath



泰國水燈
Thai Krathong

泰國電影宣傳 Thai Movie Promotion

- 提供電影票卷、海報及相關資訊。
Provides movie tickets, posters and related information.
- 可將進行抽獎、網路平台宣傳及專題報導等。
Lucky draws, online platform promotions and special reports can be conducted.
- 於活動及講座現場可提供文宣品互動。
Interactive promotional materials can be provided at events and lectures.

泰國文化活動宣傳 Thai Culture Activities Promotion

- 歡迎搭配語言實體授課、活動講座來合作。
Welcome to cooperate with physical language classes and activity lectures.
- 產品置入網路平台、相關照片、影片紀錄等。
Product placement on the online platform, related photos, video records, etc.

歡迎合作及活動邀約

Welcome cooperation and event invitations

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Thank you