An aerial photograph of a large, well-maintained green lawn. The lawn is dotted with several large, smooth, light-colored rocks of various sizes. In the lower-left and bottom-center areas, there are clusters of lush green trees. A paved walkway with grey tiles runs along the left side of the lawn. A single, tall, slender lamppost stands near the bottom center. The overall scene is bright and clear, suggesting a sunny day.

2014  
不動產市場  
趨勢發展

海悅國際開發總經理 王俊傑


A person is running away from the camera on a paved path that leads towards a bright sunset. The sun is low on the horizon, creating a strong silhouette effect and casting a long shadow of the runner. The path is flanked by a concrete wall on the left and a dark, textured wall on the right. The overall atmosphere is one of determination and forward movement.

# 大綱

世界房地產概述

台灣房產末日將近?

未來因應對策

A dimly lit lecture hall with blue stage lighting and spotlights. The text is overlaid in the center.

問題：台灣房市最該害怕的人物是？

2013

台北市都市更新

台北市副市長 |  
張金鄂 |



| 財政部長  
| 張盛和



總統 |  
馬英九 |

# 問題：台灣房市最該害怕的角色是？



A：張金鶚



B：張盛和



C：馬英九

答案稍後揭曉...

# 放眼全球

經濟 | 房市







信用擴張

利率導向  
美加 歐洲.....



儲蓄習慣

政策導向  
中國 香港 日本 新加坡.....

# USA

## 就業 | 投資 | 產業

就業、製造業數據都處於回升狀態，  
整體經濟已邁向08年金融海嘯前的榮景復原  
美國企業對於未來的展望亦連續數月保持樂觀……

2014.04 美國 公民失業率

6.3%

2009.10 美國 公民失業率

10.0%

2014.04 美國 製造業PMI

54.9%

美國 製造業PMI  
景氣榮枯線

50.0%