



Taiwan OTOP Newsletter

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OTOP News

The focus this year for Taiwan's OTOP Series Award includes the OTOP Design Award, OTOP Tour Award and OTOP Enterprise Award. Taiwan's local characteristic products are being given a new vitality, and the innovation and value of these products have been expanded, as outstanding designers and local characteristic entrepreneurs from all over Taiwan gather together due to these awards. At the same time, cooperation between the tourism and transportation industries and local governments, the integration of local characteristic companies throughout the country, and the promotion of market-based tourism projects provide an impetus for the local development of tourism activities. In addition, the OTOP Award event actively reveals that the local cultural industry has effectively bolstered economic development in Taiwan. It recognizes the continuous support that the industry has provided for local development, and the industry is encouraged to upgrade its sustainable management capabilities in order to accentuate the OTOP image. Registration for the 2012 OTOP Series Award event, which began on May 14th, has changed from the written registration format used in previous years to an online registration format this year. The online registration format will facilitate the task of making recommendations for all involved, and it provides a response to the government policy on saving energy and reducing the carbon footprint.



So that the Small and Medium Enterprise Administration (SMEA), Ministry of Economic Affairs (MOEA), can more immediately interact and communicate with its SME friends, SMEA Director General Robert Lai, who is normally very busy with official duties, has also joined the very popular Facebook page at <http://www.facebook.com/moeasmea>. You and your friends are enthusiastically invited to go there and hit the

"Like" button to join us on Facebook and to encourage the SMEA to devote itself to the promotion of Taiwan's small and medium enterprises.



OTOP Domestic Activity

Mission from Chilean Ministry of Economy Technical Cooperation Service (Sercotec) and Nicaraguan



On May 7th, 2012, Chile's National Director José Luis Uriarte of the Ministry of Economy Technical Cooperation Service (Sercotec), and again on May 23rd, a 6-person delegation that included Nicaraguan Vice President Moisés Halleslevens and his wife, came to Taiwan, and visits to The Shu's Pottery on Old Pottery Street in Yingge were arranged so that the

visitors could learn about how the shop's traditional production process was transformed into a workshop for tourists. They listened to a talk on the development of the OTOP local cultural industry and then participated in a DIY pottery-throwing activity.



Mission from Belize



On May 23rd, 2012, Diane C. Haylock, President of the National Institute of History and Culture in Belize and Belizean Representative to the Republic of China(Taiwan), paid a visit to the Corporate Synergy Development Center. In light of the topic that was addressed during the informal presentation, the development and promotion of local cultural industry policy, the previous OTOP Design Award winning entries were introduced to help give Ms. Haylock a better understanding of Taiwan's unique culture and customs.

Featured recommended products of this issue

Hakka-blue, Singing Folk Songs in the Urban Jungle



In the spring and early summer of 2008, the Hakka-blue team was formed and the primary task was participating in the OTOP Design Award. From this moment, Hakka-blue set off upon the path of brand name management. The partners who began this venture were determined to create a Taiwanese ceramic arts and crafts brand based on native locale, culture and fashion. Hakka-blue has gone from having zero experience to having developed its operations over the last four years with OTOP witnessing its growth the entire time. The award-winning "Leaf Egg" pottery received tremendous response when OTOP displayed it at Traditional Arts Center in Yilan County in 2009, and a number of fivestar tourist hotels in Yilan have cooperated one after the other

with Hakka-blue, rapidly increasing the company's points of sale. Next came participation in a succession of publishing and sales exhibitions, and several manufacturers were able to make contact with Hakka-blue and become more acquainted with their work, which led to even more business opportunities. This has been a positive cycle. Designing products that are recognized by OTOP, Hakka-blue has had the resources to commit itself to producing excellent pottery, and at the same time it has been able to gain access to marketing opportunities, thereby earning the support and recognition of customers and consumers.

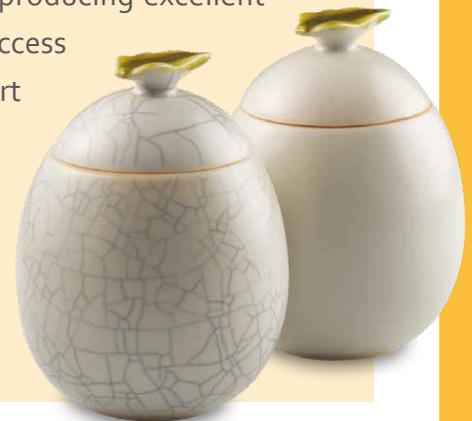
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