



Taiwan OTOP Newsletter

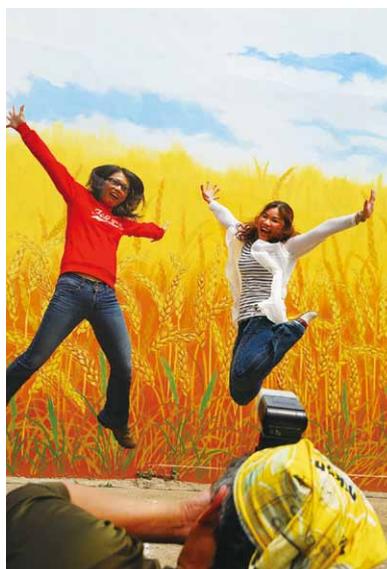
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OTOP News

Lifestyle changes in recent years and an increase in national income have made leisure tourism activities a very important part in the lives of most people, and national tourism has gradually become a trend of sorts. The Small and Medium Enterprise Association (SMEA) of the Ministry of Economic Affairs (MOEA) has been reaching more and more people with its promotion of Taiwan's local cultural industry. Travel itineraries have been recommended to the public by combining elements such as processed foods, cultural handicrafts, creative living, leisure gardening, folk festivals and local culinary delicacies with local tourist attractions so that tourists can get a personal experience of the unique culture, lifestyle and local spirit of the various areas throughout the island.

Tourism industry experts were invited to an appraisal meeting on June 19, 2012, by the SMEA for a discussion of the most enjoyable and interesting OTOP local characteristic



tourism sites. Fifty-two readily-accessible sites were selected that people can go to at any time to enjoy a stress-free, relaxing trip filled with a myriad of small but beautiful surroundings that flood the senses. Feasting their eyes on the beautiful scenery, these tourists can experience



a lifestyle very different from what they generally encounter and get a feeling for the culture and customs of local industries. The ease of touring the various local industries all over Taiwan that a tide of travelers can pour into will give rise to a substantially effective and beneficial promotion of local economic development and help drive local employment. In addition, a follow-up activity invites all the people in Taiwan that have an in-depth experience of the fifty-two classic OTOP local characteristic tours to visit the OTOP online voting website to cast their votes with the expectation that by year's end the top ten most representative of popular tours can be selected. This information will then be edited into the "Local Characteristic Tourism Guide" so that even more members of the public can partake of the unique locations that feature Taiwan's local cultural industries.



OTOP Domestic Activity

A delegation from Panama's Ministry of Commerce and Industry



On June 25, 2012, Panama's Vice Minister Yasmina Pimentel of the Ministry of Commerce and Industry led a financial delegation on an official visit to the Corporate Synergy Development Center together with legal consultant Ms. Aliana Khan Zambrano. Ms. Pimentel is in charge of Panama's



domestic industry and enterprise development, domestic business management, e-commerce, intellectual property rights, financial business management, etc. Topics for discussion at this meeting included the development of the SMEA's promotion of the local cultural industry and experience with providing guidance in local characteristic product design and packaging. In addition to gaining a deeper understanding of the promotion process for Taiwan's local cultural industry, the visitors in particular also gained a better appreciation of Taiwan's unique culture and customs thanks to a display of the winning products of previous OTOP Design Awards.



Featured recommended products of this issue

Cha-Tei Brand Tea Brightens Your Life

Cha-Tei was established initially as a local tea in Wen Shan District in 1999. Weng Chao-liang, as the Cha-Tei founder, he had felt that the tea tradition was in serious decline, and when he set up this company he had the idea of developing an internationally recognized brand even though people were telling him that investing in such an enterprise was like throwing his money into a bottomless hole. However, he thinks that the value of a brand name is far more than just the guarantee and security that consumer confidence brings to a brand product; although a brand name does not bring immediate results, it does bring results over time. But how could he establish a model for a good brand name and make it stand out in the minds of consumers?

Here are the simple steps Weng Chao-liang followed to establish the Cha-Tei tea brand: Beginning with a micro-payment scheme, list the projects required for the creation of a branding Corporate Identity System (CSI), and implement them in stages. 2) Apply for government branding and product assistance in order to find more government resources. 3) Get brand exposure by participating in awards activities. Join agriculture association tea awards competitions and large design competitions for packaging like OTOP Design Award. Get massive





exposure via the Internet, exhibition venues and the media to further enhance brand awareness. 4) Contribute to the community to establish brand reputation. Hold occasional tea parties, concerts, tasting sessions of new tea products, and meetings with tea masters. Establish an interactive mechanism for people to make tea friends.

It has been a rare and commendable achievement for Cha-Tei to win the ten OTOP large packaging design awards three years running and receive such an enthusiastic response from the consumer market. After winning these awards the business has increased by 20 to 30 percent each year.

The Cha-Tei brand name has grown and gotten more exposure because of the government's guidance, and by studying even more specialized courses, our brand name will shine even more brightly.



Representative Company

Cha-Tei

No.156-1, Sec. 2, Muxin Rd., Wenshan Dist.,
Taipei City 116, Taiwan (R.O.C.)

TEL 886-2- 8661-8138

Website <http://www.chatei.com.tw/>

Visit Our Website <http://www.otop.tw>

Contact us at The Corporate Synergy Development Center
Dept. of Urban and Rural Synergy
7F, No.8, Tun Hwa Rd., Taipei, Taiwan, R.O.C.

Email n1@csd.org.tw