



## Taiwan OTOP Newsletter

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### OTOP News

#### 2013 Taiwan OTOP Consumer GO Event



In concert with the 2013 Taiwan Shopping Festival held by the Small and Medium Enterprise Administration (SMEA) of the Ministry of Economic Affairs (MOEF), the 2013 Taiwan Shopping GO event is taking place from July 16th to September 18th. Creating a win-win scenario for both businesses and consumers, all of the OTOP shops across Taiwan, the OTOP authorized channels, businesses and the PChome OTOP online stores will be integrated through promotional activities, to expand the business opportunities for the domestic market, stimulate consumption and increase substantial earnings.



The OTOP Hot Deals Promotion Group, running from July 26th to August 11th, provided the public with even more benefits. The weekly road show provides hot deals throughout its Taiwan tour (details of the OTOP \$1 Hot Deal GO Roadshow are attached). For its first Kaohsiung activities, well-known hosts of TV travel shows were specially invited to serve as local correspondents, and with visitors conducting OTOP specialty one-dollar bidding. The Taiwan OTOP Consumer GO event will indeed be amazing! Five great savings allow consumers to easily purchase quality local cultural products in Taiwan, via online shopping and at numerous local characteristic shops, while providing many incentives to shoppers.

In addition, in order to increase the number of beneficial offers, the SMEA has issued the OTOP Hot Deals Passports with an initial 80,000 copies, each providing more than NT\$20,000 worth of offers that include 42 classic culinary items, ten creative products and ten special tours. The public can get a passport for free via any of the OTOP-authorized distributors throughout Taiwan. The public can now go to the official 2013 Taiwan OTOP Consumer GO event website (<http://www.otop.tw/goshopping>) to check relevant event information and to participate in the online voting activity for the lots drawing. Furthermore, by registering the OTOP Hot Deal Fans Group, consumers may have the luck in free vouchers for an OTOP tour. The coupons come in NT\$500 and NT\$1000 denominations that can be used against purchases.

#### OTOP Hot Deals 5 GO Likes

1st Like	One Dollar GO Hot Deal	Spend up to NT\$100 for the roadshow & join the NT\$1 hot deals tour!
2nd Like	Shopping GO Hot Deal	Collect all the Taiwan OTOP great deals & online coupons, and use them anywhere!
3rd Like	Online GO Hot Deal	PChome – OTOP Shopping Street established, launch of Taiwan celebration & promotion!
4th Like	Portable GO Hot Deal	Hot Deal Passports limited to entire Taiwan OTOP authorized channels & cooperative stores!
5th Like	Tour GO Hot Deal	Top 10 OTOP tours selection, the most economical way to tour all the scenic spots in Taiwan



### **Small and Medium Enterprise Minister Carlos Gunther Lainez from the Ministry of Trade Industry in Honduras Visits OTOP Implementation Unit, Corporate Synergy Development Center**

The Honduran Ministry of Trade and Industry's Small and Medium Enterprise Administration Minister Carlos Gunther Lainez visited Taiwan at the invitation of the Bureau of Foreign Trade of the Ministry of Economic Affairs from August 5th to 9th, during which he particularly visited the Corporate Synergy Development Center, the OTOP project executor in the morning of August 8th.

The main reason for Minister Lainez's visit was to gain a better understanding of food processing, packaging design, equipment purchasing and other issues. In addition, he showed his interest in the implementation and counseling experience of Taiwan's OTOP project. The minister said that the capabilities of frontline supply chain counseling were quite strong in Taiwan, and that the follow-up assistance for packaging design and production materials was very diverse. He said that he was deeply impressed by Taiwan's use of the OTOP integrated marketing achievements for local cultural products.



Through arrangements made by the Corporate Synergy Center, Minister Lainez visited the pastry vendor who has been counseled for international expansion, Vigor Kobo. Established in 1992, and through twenty years' baking experience, as well as frequently winning culinary competitions and quality recognition, Vigor Kobo Bakery has earned the admiration of Taiwan consumers. Furthermore, the company has been honored by travel agencies in Singapore, Hong Kong and China as the place to go during tours of Taiwan for souvenirs. Vigor Kobo's pride and joy is its pineapple cake products because of the golden ratio of its stuffing and crust, winning first prize in the 2006 Taipei Golden Pineapple



popularity rating. The Pineapple Dreamworks Factory was established in 2012 with the latest interactive technology and a DIY activity of pineapple cake so that people can fully experience the color, smell and taste of this pastry. Besides, Vigor Kobo has accepted the counseling service of the Corporate Synergy Development Center which has helped the local cultural products to be seen internationally and impressed Minister Lainez much.

### **Taiwan's Small and Medium Enterprise Administration and Yue Hwa Chinese Products Jointly Hold 2nd International Taiwan Pastry Festival**

In 2012, Yue Hwa Chinese Products Emporium in Hong Kong and the Small and Medium Enterprise Administration of the Ministry of Economic Affairs in Taiwan commissioned the Corporate Synergy Development Center to jointly hold the 2nd International Taiwan Pastry Festival, which had an overwhelming response and unprecedented success. Not only did the event get provide a chance for people in Hong Kong to try out the local pastries throughout Taiwan, it also gave rise to a popular craze in Hong Kong over Taiwan pastries. This year both sides worked together again to hold the long-awaited pastry festival from August 15th to September 19th in the exhibition hall on the fifth floor of the Yue Hwa headquarters in the Jordan district of Hong Kong. This year the organizers elaborately prepared a 3D Taiwan pastry event with direct marketing, delicious food and a delightful mid-Autumn festival. Not only were the various taste categories even more rich and diverse, the beauty of an Autumn evening in Taiwan was relocated to the Yue Hwa, where consumers enjoyed fresh and delicious pastries as well as beautiful scenery while passing a truly unique mid-Autumn holiday.

The 2nd International Taiwan Pastry Festival took place in the Yue Hwa headquarters on the bustling Jordan Road in Kowlong with the cooperation of Taiwan pastry vendors and Yue Hwa Chinese Products Emporium. Ten participants in the event included: long-time leading brand Kuo Yuan Ye Foods; Taiwan's #1 souvenir gift shop, Vigor Kono; the health-conscious Defanie Foods; the Chung Wai Pastry Shop in Kaohsiung, famous for its souvenirs; Kaohsiung's unique brand, Takao Cake; the specialty banquet brand, Shan Mai Foods; the golden ratio baked pastries of One Pro Cake; the handcrafted, additive-free Pinga Foods; the delicious, environmentally-friendly Fu Kang Farms; and Pao Chuan Shop, which built up its reputation with its small Taiwanese moon cakes.



Taiwan pastries are either made by rice or wheat flour. Apart from the specific flavors for holidays, the diversity in pastries is mainly the result of the traditional manufacturing techniques of shops, with an ever-changing range of fillings creating Taiwan's pastry styles. In addition to focusing on unique quality, the pastry industry also care about consumer's health, insisting that the pastries are additive free so that consumers can eat healthy and eat at ease.

Moreover, this year for the first time the organizers introduced moon cakes to Hong Kong, allowing the people of Hong Kong and international tourists to get a new feeling for Taiwan's pastry culture. The dazzling array of Taiwanese moon cake flavors, with traditional moon cake fillings and a variety of healthy materials, include dates and walnuts, fermented longan, golden custard, mango, green plum, one carrying pole moon cakes from Kuo Yuan Ye, and Pao Chuan's small moon cakes, etc. In addition to all these distinctive and delicious moon cakes, some quite different pastry selections were featured in this festival: the Royal Tamba cake, chosen as winner of the decennial fruit competition in Japan by the emperor himself; Taiwan's classic one-bite smoothie pastry; the healthy pumpkin seed pancake; milky rich nougats; and so forth. Everyone is cordially invited to visit the 2nd International Taiwan Pastry Festival under the mid-Autumn moon to savor delicious Taiwanese pastries, enjoy beautiful Taiwan scenery and experience Taiwan culture.

