



OTOP News

Undersecretary Ponciano C. Manalo, Jr. of the Department of Trade and Industry (DTI) of the Philippines visits the executive department CORPORATE SYNERGY DEVELOPMENT CENTER

In response to a request from the Taipei Economic and Cultural Office in the Philippines, and in order to promote bilateral economic cooperation between Taiwan and the Philippines, the Small and Medium Enterprise Administration of the Ministry of Economic Affairs, commissioned Corporate Synergy Development Center to assist in planning a schedule from March 25th to March 27th, bringing in lead Undersecretary Ponciano C. Manalo, Junior, and other representatives from the DTI (Department of trade and Industry), allowing them to observe OTOP's promotion in Taiwan. The study tour helped delegates from the Philippines to understand more deeply, the methods of OTOP's counseling work. On the list of places to visit, were the OTOP authorized channels: the Taiwan Handicraft Promotion Center, the OTOP Store located at the Taiwan High Speed Railway (THSR) Taichung Station, as

well as the on at the Sun Moon Lake. The Taiwan Handicraft Promotion Center is a non-profit organization which aims to promote the handicraft industry in Taiwan-- there are more than 50,000





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handicraft boutiques and professional gifts displayed in the center. It is the top choice for foreign tourists, visitors, government officials and corporate purchasers to buy souvenirs, and has been very effective in promoting OTOP's products. The OTOP Store in THSR Taichung Station functions as the North-South transport hub in the middle of Taiwan. Its advantageous location helps OTOP proprietors to expand their marketing channel, and improves OTOP's overall visibility. This store is situated in Shuishe Pier with a display of various OTOP products representing the characteristics of different localities in Taiwan. It therefore promotes high-quality local cultural products and assists local cultural industries in the development of distribution channels and creates economic benefits.

Delegates were also arranged to visit OTOP's proprietors including 'Hung Gee Bees Farm', 'Jin Du Restaurant', 'Hugo Assam Tea Farm' in Nantou and 'Jioufen Teahouse' in New Taipei City.





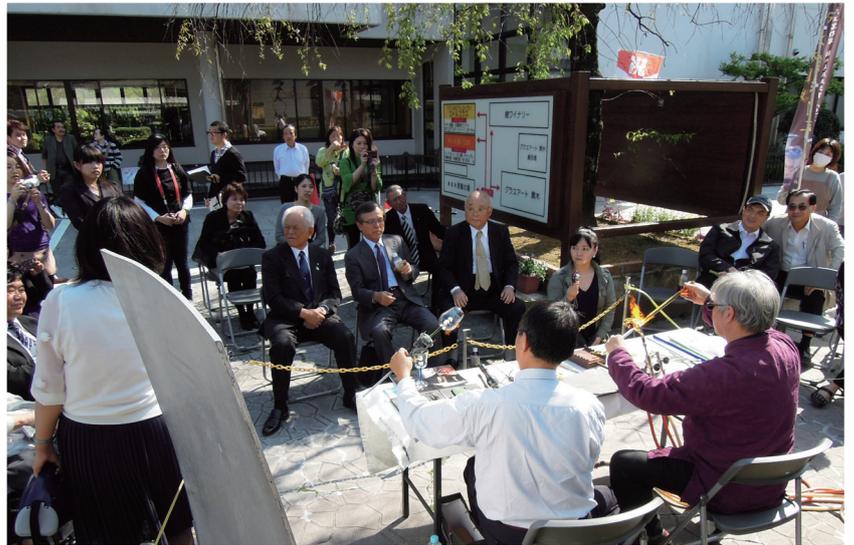
Hung Gee Bees Farm is a flourishing ecological park for bees and makes all kinds of honey products. In 2002, the Industrial Development Bureau of the Ministry of Economic Affairs recommended this farm as an excellent example of agricultural tourism and creative living. Jin Du Restaurant was established in 1994. Its core values are to promote local specialty foods, and promotes industry tourism in Puli. Using local wines, it creates and develops the Shao-Hsing feast. The restaurant insists on a business philosophy of using local ingredients to make its cuisine; each and every dish is well-renowned. Hugo Assam Tea Farm allows tourists to understand the culture surrounding black tea; to learn the tea plants and how to make a perfect pot of tea, thus further promoting the local tea cultures. Jioufen Teahouse adheres to the concept of promoting 'tea, pottery and painting', displaying wonderful artwork from many local artists, as well as combining local varieties of tea culture with the environment to create a local but diverse setting. The head of Shu's Pottery, Shi-Kang Shu, established a tourism factory named the Hsin-Wang Shu Ceramic Memorial Museum, in order to pass down his grandfather's pottery business culture. The museum conveys the legacy of the local pottery culture in Yingge Jianshanpu and provides a moving experience for all those who visit.

Through the tour of OTOP's channels and stores, as well as an OTOP seminar, the Philippine's DTI saw the success stories of the OTOP counseling project, as well as its great effectiveness in managing the authorized channels for better store design and profits. The DTI members expressed that they had learned a lot from this visit.



Miyazaki Prefectural Art Museum in Japan: Taiwan-Japan Glass Arts Exhibition

The glass industry in Taiwan began developing more than a hundred years ago; when Liang-Cheng Chen set up a glass factory in Taipei in 1887. In 1922, the Japanese ‘Dongming Bottle Factory’ came to Taiwan to set up a factory and built a foundation for the glass industry in Taiwan. In 1925, Chi-Ming Liao set up a glass factory in Hsinchu- a city rich in natural resources of silica sand



and natural gas- this became the basis of the glass industry in Hsinchu. Later, in 1939, the Japanese established the ‘Taiwan Glass Industry Co. Ltd’ in Chi Tu Qi, Hsinchu, training a large number of local glass craftsmen. It later introduced glass production technology from America and Europe, and through several decades of efforts and innovation, the glass industry in Hsinchu has evolved from industrial glass production to that of glass art, becoming among the most representative industries in Taiwan. It is



obvious that the flourishing development of glass art in Hsinchu has its origin in Japan.

Hsinchu glass art techniques have reached a high level of sophistication, playing a leading role in Taiwanese glass art. It began with the introduction of industrial glass from Japan. However, it combines various aesthetics of Chinese and Confucian cultures, as well as Taiwanese, Hakka and aboriginal cultures, showcasing a distinctive style of glass art. In recent years, it has further developed into a combination of practicality and artistry, creating a unique aesthetic perspective of Taiwanese glass art.

The Glass Museum of Hsinchu City was established in 1999, and in 2000, the living national treasure of Japan, the glass art master Kuroki Kuniaki, came here to plan

his first solo exhibition in Taiwan, beginning a new page for cultural exchange between Hsinchu City and Japan. Over the last decade, the Glass Museum has continued to carry out cultural exchange with Japan through glass artistry.





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This 'Taiwan-Japan Glass Arts Exhibition' hopes to trace the course of the development of Taiwan's glass industry, encourage dialogs between the Taiwanese and Japanese glass artistry, and bring new opportunities to the development of Hsinchu glass art, thus writing a new chapter for cultural and artistic exchanges between both Taiwan and Japan. This is just the beginning of Hsinchu City's development in international glass art, and it will continue to build upon this, striving to connect with the wider world and bringing a new appearance to the culture and creative industries of Hsinchu.



The exhibition is Hsinchu City's first time to promote Taiwanese glass art in Japan; it also functions as the motivator to start the internationalization of cultural and creative



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industries in Taiwan. There are 115 pieces of art from outstanding glass artists within Taiwan, 19 pieces of glass art from Japanese artists, as well as another 10 pieces of work from the Glass Museum's collection, comprising a total of 144 pieces of glass art. Each and every one is a masterpiece made by artists that draw upon their different life experiences, to produce works that are imbued with local culture and unique style.

Taiwanese glass arts seldom have large-scale exhibitions in Japan. Our local glass art skills include such methods as tubing, solid hot sculptures, and chain-looped glass, as well as various new creations, such as furnace blowing, lost wax casting, bead glass and neon light, forming distinctive styles. It is hoped that, through this exhibition, apart from allowing Japanese people to understand Taiwanese glass art skills and styles, it will also help the industry to be clear about its position in the world to further understand where to focus its efforts on improvement, as well as to promote close exchanges and visits between the Hsinchu and Japanese glass art industries, and so beginning an even brighter future for Taiwanese glass art.

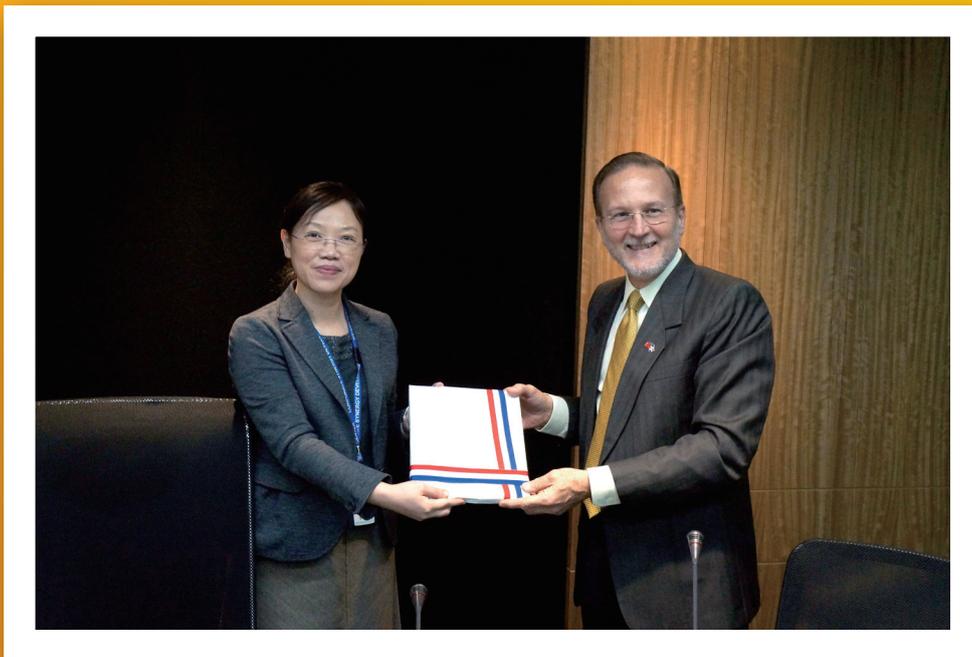


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Vice Minister Ignacio Antonio Mendez Fernandez of the Ministry of Industry and Commerce of the Dominican Republic visits the OTOP execution unit CORPORATE SYNERGY DEVELOPMENT CENTER'

The Dominican Republic's Vice Minister of the Ministry of Industry and Commerce, Ignacio Antonio Mendez Fernandez, and the Director of its Innovation Division, Jose Miguel Checo, as well as the Director of its SMEs Division, Noel Bou Vasquez were all invited to visit Taiwan by the Bureau of Foreign Trade of the Ministry of Economic Affairs from 6th April to 13th April 2014. During this visit, on 7th April they paid a special visit to OTOP's execution unit CORPORATE SYNERGY DEVELOPMENT CENTER.



The main aim of the Dominican Republic's Vice Minister's visit to Taiwan was to learn about- and understand more deeply- Taiwan's SMEs development experience and methods; at the same



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time, he showed great interest in the type of bilateral cooperation between our government and local industry businesses. During the meeting, the Vice Minister was impressed that Taiwan integrates the strategies of the global OTOP promotion and experience,

particularly after OTOP's platform plan was created, which focuses on local cultural products and top-grade businesses, through the assistance of government resources. At the same time, with local governments continuing to work with the central government, and the feedback from businesses and the industries, as well as the mutual cooperation, this all left a profound impression on the visiting Vice Minister.

In addition, by the arrangement of CORPORATE SYNERGY DEVELOPMENT CENTER, the Vice Minister and delegates visited Vigor Kobo the pastry proprietor who received the internationalization counseling. Vigor Kobo was founded in



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1992, and after 20 years of bakery experience it has won numerous awards in food competitions and earned quality accreditation. It is deeply popular with Taiwanese consumers and listed as an important souvenir for visitors to Taiwan by travel agencies in Singapore, Hong Kong and China. Vigor Kobo takes particular pride in its pineapple cake products; its fillings are blended to a golden ratio; with the outer pastry in perfect proportion to the inner filling- what's more, it won the 1st place of Gold Prize Award for its popularity, at the 2006 Taipei Pineapple Cake Culture Festival.

In 2012, Vigor Kobo established the Pineapple Cake Dream Factory where visitors can take part in the latest interactive technology and make their own pineapple cakes to fully experience the colors, smells and tastes of a pineapple cake tour. Vigor Kobo also accepted CORPORATE SYNERGY DEVELOPMENT CENTER's internationalization counselling which helps Taiwan's local cultural products to move into an international market. The Vice Minister was in awe at the evolution of the Taiwanese pastry industry; at the same time, he praised the momentum and limitless creativity of the local cultural industries, expressing that it can be used as a basis for transformations in policies and industries in the Dominican Republic, when he returns home.