Taiwan OTOP Newsletter
NO.17 Mar. 2015
Issued by Small and Medium Enterprise Administration (SMEA), Ministry of Economics Affairs, Taiwan, R.O.C

OTOP News

2015 Registration for Outstanding Taiwanese Local Cultural Product Recommendations event

Starting from 1989, the Small and Medium Enterprise Administration (SMEA) of Ministry of Economic Affairs has been carrying out the "OTOP (One Town One Product)" project, in order to help improving the development of local industries that possess historical, cultural and unique values. Those industries can be divided into 5 categories – Creative Life Products, Processed Food, Cultural Crafts, Local Gourmet and Leisure Services. The SMEA is trying to increase the added values of local cultural enterprises by leveraging local cultural specialties. To discover products with local cultural specialties, unique designs, high qualities and good reputations, help local cultural industries with their development as well as popularization,

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and also get more consumers to know various local cultural products and industries better, OTOP project proceeds Registration for Outstanding Taiwanese Local Cultural Product Recommendations event during the first half of every year.

This year, the Registration for Local Cultural Product Recommendation event will kick off in April. The project team will collect recommendations for local cultural products from central and local governments, and then verify the qualifications of those products. The recommended products must come from enterprises or organizations that are registered within the territory of Republic of China (Taiwan, Penghu, Kinmen and Matsu Islands), and belong to Taiwanese OBM. Additionally, the recommended products must contain local cultural characteristics or original design. Last but not least, the products must have good reputation and comply with the laws and decrees of Republic of China (For the full text of the related laws and decrees, please refer to the 2015 Registration for Outstanding Taiwanese Local Cultural Product Recommendations General Regulations). The qualified products will be registered in the OTOP Products and Services Website.

Once a product is successfully registered, enterprise will get free marketing campaigns on different platforms as rewards. The enterprise is also permitted to promote and sell the registered product via various OTOP media such as the OTOP Website, the OTOP Products and Services Website, newsletters, etc. Besides, the enterprise will receive news about OTOP project-related information, domestic/international exhibitions and fairs, distribution launch, booths recruitment, project appraisals and related lectures, etc. Moreover, the project team will provide the

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information about the registered products to OTOP authorized distributors and other related distributors. This could help materializing the cooperation between the supplier enterprise and distributors to enhance the media exposure rate and marketing opportunities of the product. Furthermore, the enterprises whose products are successfully registered in the OTOP Products and Services Website will have the priority to attend all kinds of OTOP exhibition/marketing events.

The recommendation for registration event will take place in April. The enterprises of recommended products must complete the profile of the recommended products on the event page located in the OTOP Website and upload related supplement or verification documents before Sunday May 31st. The result of qualification verification task is temporarily set to be proclaimed at the end of July. The qualified products will be registered into the OTOP Products and Services Website, result in more high quality and unique OTOP products that contain local cultural features. Please note that the dates of every process mentioned above are subject to change. The organizer might rearrange the dates depending on circumstances and would be announce separately. For more information, please refer to the “Registration for Outstanding Taiwanese Local Cultural Product Recommendations” event page (http://www.otop.tw/2015product/).

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OTOP Theme Area Took Part in the Taiwanese New Year Market Fair, Allowing People to Obtain High Quality Local Cultural Products at Once

In order to enhance the opportunities of domestic food industry, the Ministry of Economic Affairs united several sub-units under it, including SMEA, Central Region Office, Department of Commerce, Taiwan Sugar Corporation, Bureau of Foreign Trade and Taiwan External Trade Development Council, held the “Taiwan Good Food Festival” serial events. The first section of the serial events is “2015 Taiwanese New Year Market Fair”. SMEA set the theme as “Local Cuisine, Quality Banquet”, displaying outstanding local traditional New Year cultural food and featured products, creating New Year atmosphere, as well as

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presenting the originality and diversity of Taiwan OTOP products. Moreover, SMEA's goal was to promote local cultural products, in hope that the market prosperity on the eve of Chinese New Year could encourage domestic consumption and promote the development of local cultural industry.

The OTOP theme area gathered as many as 60 popular enterprises all over Taiwan, including "Wan-Wen Food", a traditional dried fish floss manufacturer founded over 50 years; and "Mifafa", an innovative brand that improved traditional Chinese cuisine - fermented rice into instant drink products with lower alcoholicity and many different flavors. The OTOP theme area was divided into "Food and Beverage" area, "Life Products" area and "OTOP Special Selections" area, in which massing countless Taiwanese food souvenirs, cultural creative products, craft works and quality goods from hundreds of OTOP enterprises. The products and enterprises that won the OTOP Product Design Awards and Enterprise Awards are also exposed in the OTOP theme area, in order to present the most assured, government-endorsed quality products to all the consumers. People could have

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fun purchasing, tasting and enjoying the OTOP products, experience and admire the beauty of Taiwan, and celebrate a happy, fertile Chinese New Year.

There were several special promotion activities held in the OTOP theme area, such as "Getting NT$100 Rebate for Purchasing NT$1000 Products" campaign, bonus points campaign, competitive bidding event for NT$1 as the starting price, and OTOP Taiwan Facebook fan group lottery with special design prize that worth about NT$10,000. The purpose of these events is to make consumers purchasing fabulous OTOP products with the most reasonable prices. The entire event lasted for 5 days, engaged more than 300,000 participants. The total revenue is over NT$2,800,000, driving about NT$5,600,000 of business opportunities (evaluated). We are looking forward to make OTOP brand more popular and well-known among all the people by taking part in similar events in the future.

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Featured Brand Story of the Season – Lin Chin Sheng Hsiang Pastry Shop

"Lin Chin Sheng Hsiang" is a 148-year-old traditional pastry shop that originated in the Nan-Tun Old Street, Taichung. Beside Lin Chin Sheng Hsiang is the oldest Mazu temple in Taichung – Wan He Temple. The Nan-Tun Old Street is an old street lasted for 330 years that was surrounded by several famous big clans. In contrast, the street appeared to be rather silent and serene. Unlike the hustle and bustle in tourism-oriented old streets, Nan-Tun Old Street is warmer and friendlier as a residential area. Enchanted by the slow, comfortable atmosphere, Lin Chin Sheng Hsiang stayed in the old street until these years.

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Being a pastry shop that crossed 5 generations, Lin Chin Sheng Hsiang has its glorious days. In the past, the customers ordered tons of sacrifice foods (such as Tortoise Cakes and Peach bun) from them. Because of this, the 2nd generation of Lin Chin Sheng Hsiang was called "Tortoise Cake A-Tu" by the local residents. Even in these days, there are still some elders calling them by this nickname. In fact, making Tortoise Cakes and other similar foods is an ability that almost every single family possessed. However, the Tortoise Cakes made by Lin Chin Sheng Hsiang are extraordinary delicious. Therefore, it is very special for them to acquire this nickname.

Nevertheless, the demand for sacrifice foods has been decreasing very fast as time changes. To meet the current and different needs of the customers, the pastry shops have to shift their technique to producing Sun Cakes and other kinds of food souvenirs. In this process, Lin Chin Sheng Hsiang tried to introduce one of the distinctive ingredients in Taichung – jute shoot as part of their pastry ingredient. The special sweet and bitter flavor of jute shoot mixes well with sweet foods. It makes their pastry not overly sweet and contains the unique fragrance of jute shoot.

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By doing so, they tried to combine local cultural features and traditional technique of pastry. However, this new product did not succeed in winning the customers' heart due to ambiguous product positioning and operating direction.

Lin Chin Sheng Hsiang realized that deliciousness is only the basic. The keys to develop and maintain new customer are packing and brand design. In order to design a packing that reflects the essence of their brand, Lin Chin Sheng Hsiang kept deliberating "What role does Lin Chin Sheng Hsiang play? What does it represent? What are we doing in Lin Chin Sheng Hsiang?" Eventually, Lin Chin Sheng Hsiang returned to their original intention: Pastry is how people connect to each other. There could be a variety of reasons to send gifts; but in all, connecting to others is the common initial meaning.

Lin Chin Sheng Hsiang started to focus on their duty to hand down the tradition by selling sacrifice foods. This is the foundation of local culture, the inheritance of local values. Hence, Lin Chin Sheng Hsiang integrated their 148-year experiences into their brand essence: "Connecting people with local stories." After the brand essence was decided, they combined the technique accumulated from previous generations with their brand design. This way, the products were dressed up and could tell their own stories. Because of this strategy, Lin Chin Sheng Hsiang's products won the OTOP Product Design Awards in 2014. They are pleased to see that through the guidance and assistance of the government, local culture and featured products can be recognized by more people in the future.