

# OTOP News

## OTOP Theme Exhibition & Awarding Ceremony



The biggest annual event of OTOP – OTOP Theme Exhibition took place at Taipei Main Station on November 6th. The event this year lasts for 3 days, and the exhibition theme is “blossoming authenticity”. The exhibition not only gathered many featured stores that accepted MOEA’s consulting services, but also invited several cities and counties to join the event, exhibit and promote the products that are full of local specialties and show potentials in the international market. This exhibition provided a platform for enterprises and customers to interact with each other, and let people see the innovation and transformation of Taiwan small and medium enterprises, as well as the abundance of Formosa Taiwan.

The awarding ceremony of the OTOP Awards took place on the first day of the event. The Director of the Small and Medium Enterprise Administration, MOEA directly handed the award trophies and certificates to the 20 winners, who were the 10 winning products' designers of OTOP Product Design Award and the 10 winning enterprises of OTOP Enterprise Award. The winning products of OTOP Product Design Award this year can be divided



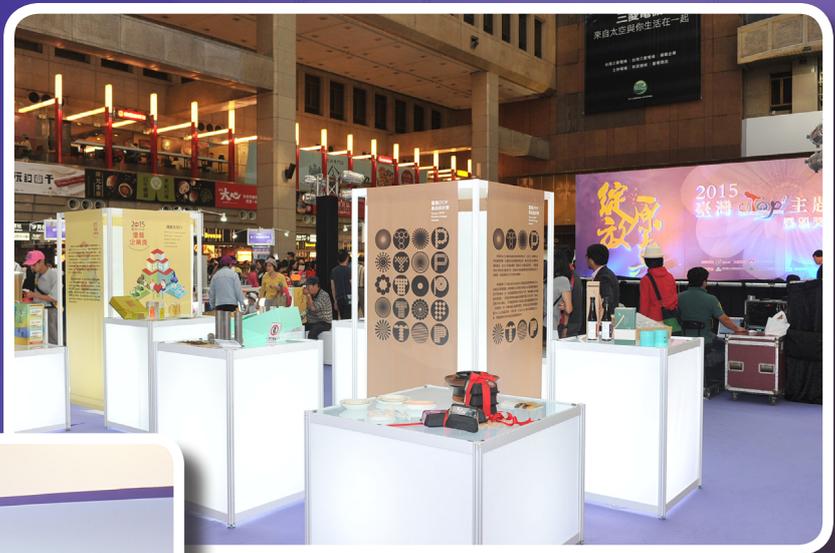
into several types, including life applications and environment protection, etc. For instance, there are "Bamboo Chair" consisted of natural bamboo tube, wood and metal; "Happiness Casserole" that symbolizes gathering with friends and family; and eco-friendly bath product that makes value out of wastes. OTOP Product Design Award combines culture, delight, fashion and creativity to improve the customer experience of the products, also merges "design" into people's daily lives.

The OTOP Enterprise Award's theme this year is "Flourishing Vigor". The main idea of this theme is to encourage traditional local industries to not only create unique value by local cultural features, but also introduce innovative concepts and practices to improve themselves and keep up with trends. The winning enterprises this year includes "ChaTei" who emphasizes on culture, fashion and healthy diet; "Golden-Flower Tea Oil Production" that insists on maintaining food safety; and "Noodles Origin" that devotes themselves to pass on the over-60-year experience in noodles industry from their fathers' generation. OTOP Enterprise Award hopes to see the local enterprises to maintain their local specialties, and show the strong vigor of small and medium enterprises within the ever-changing industrial environment.

The exhibition and sale area was divided into several parts including "Fine Gift Area", "Cities & Counties Specialty Industries Exhibition Area", "Staging Area" and "OTOP Stunning Exhibition Area". The "Fine Gift Area" and the "Cities & Counties Specialty Industries Exhibition Area" gathered OTOP-related local specialty vendors and the vendors set by cities and counties governments. These vendors promoted local specialty products from all over Taiwan along with many exclusive promoting campaigns providing various discounts



for the customers. Also, there was an interactive fan event on OTOP Facebook fan page held simultaneously to promote this exhibition.



and the leading products of the winning enterprises from Enterprise Award. Additionally, there was a special-designed e-commerce product wall that shows more local specialty products in Taiwan. Customers could scan the QR codes on the product wall and buy the products they want.

The “Staging Area” was the stage for the OTOP Awarding Ceremony on the first day of the event. After the ceremony, there were many stage activities and local cultural performances came up at regular times to perk up the event. The “OTOP Stunning Exhibition Area” exhibited the winning products of Product Design Award

## OTOP Year-end Featured Triple Gifts

At the same time when OTOP Theme Exhibition was ongoing, OTOP also held “Year-end Featured Triple Gifts” event. Besides the discount of the exhibition event, the OTOP Facebook fan page and OTOP Website both presented exclusive events, which were the leave comment and draw lots activity and the “OTOP Enterprise Award Quiz” event.

OTOP Theme Exhibition on-site campaigns included discount prize, gifts with purchase, collect points to draw lots, and many other events so that the customers could enjoy various gifts and bargain. The leave comment and draw lots event was held on the OTOP Facebook fan page during November 2nd to November 8th. The fan only needed to click “Like” and leave comment under the event post on the fan page; they could get a chance to win special gifts from the 10 winning enterprises of 2015 Taiwan OTOP Enterprise Award.



Last but not least, the “OTOP Enterprise Award Quiz” activity was held on the OTOP Website. The purpose of this activity is to let people know about the characteristics, histories and leading products. Once passed the quiz, people would also get a chance to win the exclusive gifts provided by the 10 winning enterprises.

活動說明 產品介紹 2015 OTOP優質企業獎得主 中獎名單 回首頁

**2015 OTOP年終網路行銷活動**

**地方特色企業知多少  
尋找優質企業達人通**

OTOP是全臺灣最大的臺灣地方特色產業平台，擁有萬多元、真在地、真特色的伴手禮；每年更透過舉辦獎項，從中選出具有代表性的臺灣優質企業，運用在地企業文化精神、特色及附加的創意開發、服務，吸引消費者體驗試吃，創造令人感動的新價值，提升企業永續經營的能量，並打造OTOP標平優良的品牌形象，2015臺灣OTOP優質企業獎的得獎者有哪些呢？讓我們一起透過OTOP網路遊戲來了解吧！！

開始測驗

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**【第一重-粉絲團活動辦法】**  
活動時間：104/11/2 至 104/11/8 18:00止  
步驟1 ➡ 按讚加入OTOP粉絲團  
步驟2 ➡ 留言分享你打算買什麼歲末好禮給哪位好朋友

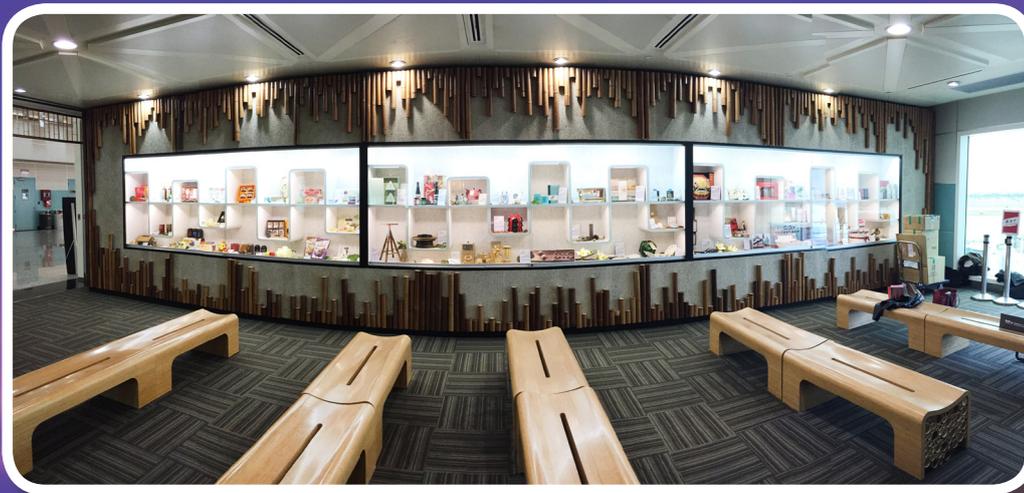
**【得獎公佈】**  
\*主辦單位將於104/12/4 隨機抽出 10 名幸運得主，並公布得獎名單。  
\*得獎者請於12/11 前主動與OTOP粉絲團聯絡，並回復相關資訊(逾期恕無法保留)  
\*贈品將於12/25 前進行寄送

**OTOP 在地好禮  
歲末精選3重送!**

By holding the “Year-end Featured Triple Gifts” event, OTOP wishes that every fan that gave OTOP great support and encouragement could have a wonderful year-end, and enjoy a wonderful life in the following year!

## OTOP Awards Exhibition

After the result of OTOP Awards was proclaimed, OTOP started to plan item-displaying exhibitions for the 20 winners right away, in order to reinforce people's impressions and identifications with OTOP and the award winners. The exhibitions this year started on December 7th, and locations are Taiwan Taoyuan International Airport and Guanxi Rest Area.



The exhibition spot in Taiwan Taoyuan International Airport is located in the OTOP special area nearing Terminal 2 boarding gate D4. In the showcase which occupies almost an entire wall collects various OTOP products,

with the types including local fine food, creative design and specialty craft. This exhibition spot was chosen for domestic and international tourists to stop by, admire the miscellaneous products from different cities and counties in Taiwan and experience the diverse beauties of Formosa. If you just happen to go to the Airport, why not come and take a look at the colorfulness of Taiwan local specialty industries?



Guanxi Rest Area is located in Hsinchu, and it is a rest area on one of the most important north-south freeways in Taiwan – Freeway 3. Many tourists who drive through Northern to Southern Taiwan would stop and take a rest there. OTOP's exhibition spot in Guanxi Rest Area is an independent glass showcase, displaying only the products of the 2015 OTOP Awards winners. This exhibition can enhance both the winners and OTOP's brand exposure, and thereby improve the winners' revenue.



OTOP always insists to search for the chances to hold exhibitions in big traffic nodes. The purpose is not only to let more people know about OTOP, but also to promote Taiwan local specialty industries. In the future, OTOP will keep doing the best to support traditional vendors, help them retain competitiveness in the ever-changing industrial environment. The major prospect for OTOP is to enable these vendors to infuse innovative idea while maintaining their traditional and cultural specialties, and thus create exclusive values.