



## ***OTOP ONLINE MALL PROMOTES HIGH QUALITY AND LOCALLY-FEATURED TAIWANESE PRODUCTS TO CREATE BUSI- NESS OPPORTUNITIES AND BOOST LOCAL ECONOMY***

In order to provide consumers with more convenient shopping options and build more diversified channels for selling high quality and locally-featured Taiwanese products, the Small and Medium Enterprise Administration, Ministry of Economic Affairs launched the Otop Online Mall this year. All the locally inspired and manufactured products can be found on the Online Mall, showcasing Taiwan's craftsmanship spirit as well as effort to preserve and pass down traditional crafts through every piece of handmade work. The craftsmen are not only cross-generational but also cross-industry, who make every product with prudence, expertise, commitment and responsibility. They strictly follow the traditional methods and take every step with patience and courage. Over time, the craftsmanship spirit has formed and shone. ▶

## ONE TOWN ONE PRODUCT

OTOP represents “One Town One Product”, meaning combining local features of each town and developing handicraft, food or cultural and creative products that have unique historical and cultural values. Tea Soap, for example, used to be a well-known handmade soap brand. Its signature product, whipped soap, was a hit 50 years ago. However, in the 1990s, liquid soap became popular. Tea Soap’s factory dwindled and was even forced to shut down for more than 10 years. Still, the owner never ceases to pursue innovation while making natural soaps, always keeping in mind what his great-grandfather said when he established the company: “Making soap is a business with a conscience.” Tea Soap hopes people to enjoy bath time without worries. This is how an OTOP business realizes its craftsmanship spirit and, more importantly, helps reduce pollution.



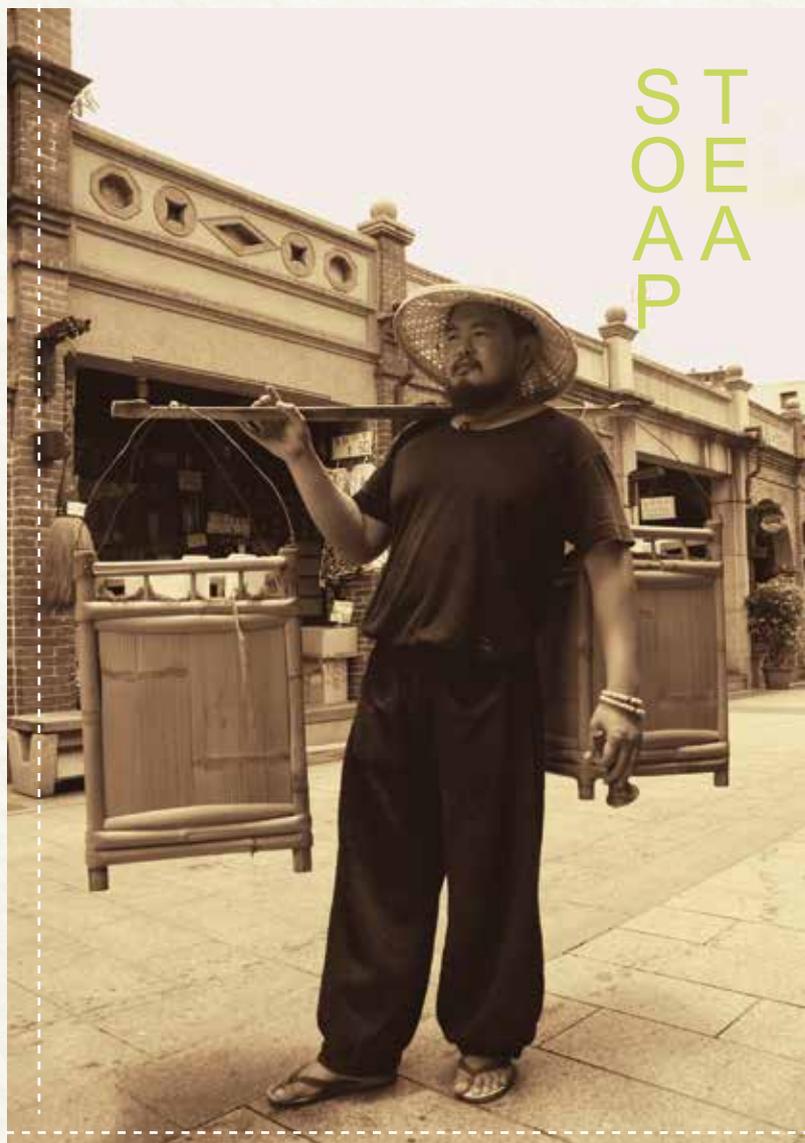
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Sanyi Duck Gem Box’s DIY wood duck painting workshop is popular among families.

Another good example is Sanyi Duck Gem Box. Sanyi is widely recognized by Taiwanese people as “the town of woodcarving.” Since the Japanese occupation period, it has exported a large amount of highly profitable camphor products, and the Shuang Feng woodcarving factory

(now Sanyi Duck Gem Box) used to be one of the biggest exporters, which in the 1970s specialized in manufacturing decoy ducks for hunting for foreign clients. However, affected by changes in the external environ-▶

ment, the woodcarving industry declined, and most factories moved to China or were replaced. In 2002, Shuang Feng decided to shut down its factory but luckily, it had an opportunity to receive guidance from the Small and Medium Enterprise Administration, Ministry of Economic Affairs and transform into a service provider of creative leisure activities, offering DIY wood duck painting workshops with demonstrations and product displays. Later, Shuang Feng woodcarving factory changed its name to Sanyi Duck Gem Box. In 2008, its modern business model helped the company successfully turned around from loss to profit, bringing in more business opportunities for other emerging locally featured industries.



Tea Soap still uses a carrying pole to sell soaps, strictly following the traditional way to live out its craftsmanship spirit.

The most important goal of promoting OTOP is to boost local economy and create a synergy for local job market. For more information about the OTOP Online Mall, please call toll-free hotline **0800-006-608** or go to <http://www.otopmall.tw>.