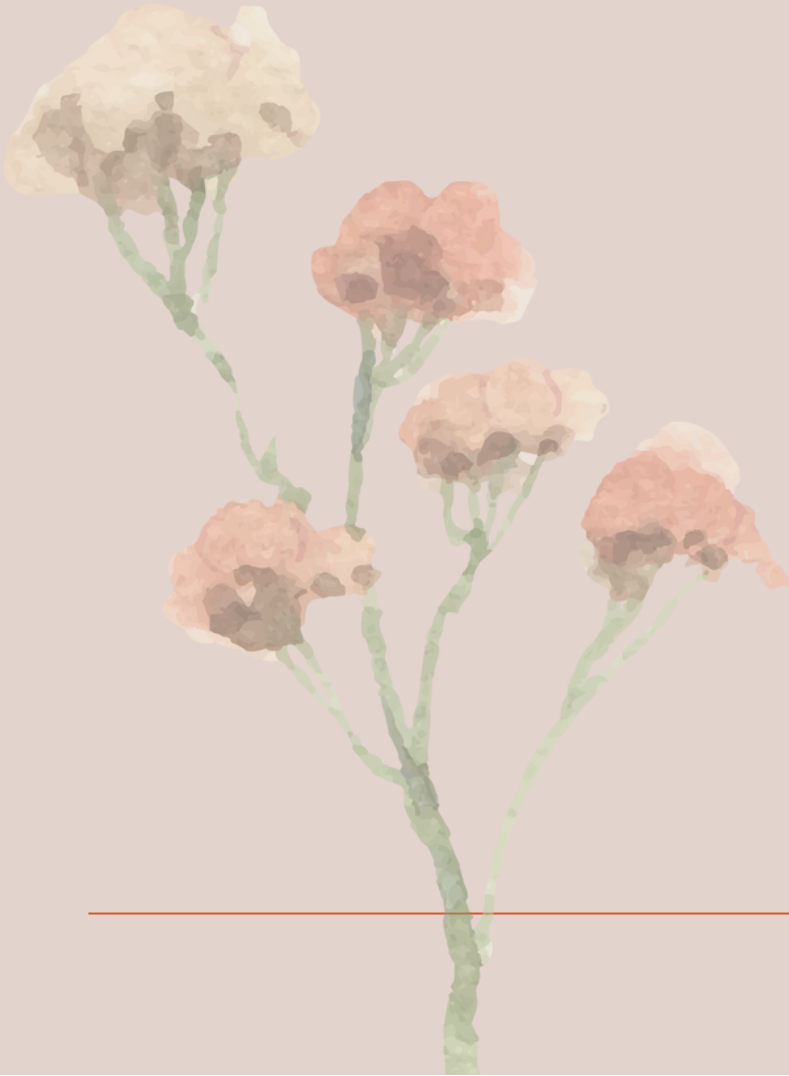


## WHERE TO FIND OTOP?

What is OTOP? OTOP is short for "**One Town, One Product.**" The concept is adapted from Japan's OVOP (One Village One Product) Movement, that is, for each township to promote at least one industry of distinctive products, either handicrafts or foods with local characteristics. The local products developed for each village, township, town, and the city must have historical, cultural, and unique features such as pottery and ceramics of Yingge, glass art of Hsinchu, Dried Bean curd of Daxi, black tea of Yuchih, and so forth.

So, where to find these **OTOPs**? Today, we will introduce sales channels for these special products in towns and villages all over Taiwan.





## Nantou Sun Moon Lake – OTOP One Town One Product Taiwan

There are collections of Taiwan's most exquisite souvenirs, handicrafts, and unique local products, such as flamboyant aboriginal handicrafts, delicate Yingge ceramics, modern Taiwanese tea, etc., representing the most distinct industries and cultures from 368 villages and townships in Taiwan.

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**Address:** No. 24, Mingsheng Street, Yuchi Township,  
Nantou County



**Tel:** 04-92856535



**Business hours:**

Monday to Saturday      09:00–18:00

Wednesday and Sunday   10:00–19:30



# Taoyuan International Airport Terminal 1 – Taiwan Native Gift Shop (Hsin Tung Yang Co., Ltd.)

Hsin Tung Yang is no stranger to most of us. Next time you go abroad, visit the Hsin Tung Yang Gift Shop at Terminal 1 at the Taoyuan International Airport. In addition to the selective products of Hsin Tung Yang, the top preferred local brand, there are other souvenirs from famous stores all over Taiwan, snacks, and indispensable traveler's supplies for the trips. With the concept of airport shopping mall, it converges “food, shopping, art and culture” to create an innovative space providing a recreational area for the international tourists and residents in Taoyuan.



**Address:** 3rd Floor, Terminal 1, Taoyuan International Airport



**Tel:** 03-3833440




**Business hours:** 07:00–20:00


## Taoyuan – National Highway Zhongli Service Area (Nan Ren Hu Entertainment Co., Ltd.)

Discovery to Taoyuan (souvenir counter): Nan Ren Hu Entertainment cooperate with small and medium size enterprises to present local gourmet. The glass made counters are decorated with warm color lighting, giving the customer a visual pleasure of lights and shadows displayed in rhythm.

Cultural and Creative LOHAS Market: Interlaced light and shadow were used to present the characteristics of handmade indigo dyeing, which is integrated with the counter design of modern creative themes to provide customers with a new sensory experience.



 **Address:** No. 998-3, Naiding 2nd Street, Zhongli District, Taoyuan City

 **Tel:** 03-4630781


 **Business hours:** all year round

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## Mazu – Zhenge Daidan

The "Zhenge Daidan" on the big wall of Fushan in Nangan represents Mazu's battlefield spirit. On the top of Fushan Park, Zhenge Daidan is set on a five-story longish building. It is majestic and the most striking marine landmark in Mazu. As the boats approach Fuao Harbor, the four gigantic Chinese characters in bright red can be seen easily from afar. The inscription was written by former President Chiang Kai-shek during his visit in 1958 as a gesture of encouragement and reminder to the military and the locals of the mission to restore the mainland. It shares the same fame as Wu-Wang-Zai-Ju Inscribed Rock at Mount Taiwu in Kinmen County.



 **Address:** No. 139, Fuwo Village, Nangan Township, Lianjiang County

 **Tel:** 0836-25630 (Nangan Visitor Center)

## Taitung-Chi Shang Golden Harvest Factory

The name of Chishang Township is derived from a natural spring lake in the area called DAPO Pound. Because of its location, the ancient name of the place is DAPO in the Ami language, meaning "big pond." It was translated into Japanese as "Chishang Township" during the Japanese Ruled Period and is still in use today. Golden Harvest Factory was initially built by a businessman, Lin Shilian, during the Japanese Ruled Period and then sold to the wealthy local Qiu family. In 1948, it was resold to the Chishang Farmers' Association. In 2011, the association established a tourism factory in the Xinxing Village Rice Milling Factory, which is the "Golden Harvest Factory" now.



**Address:** No. 85-6, Chishang Township, Taitung County



**Tel:** 08-9865936



**Business hours:** 09:00-17:00



## Hualien – The New Pacific 1

Located on the bank of Xiuguluan River near Changhong Bridge in Fengbin Township, Hualien County (at 68.5K of Provincial Highway 11), "New Pacific No. 1 Store" serves as a multi-functional venue for cuisine, local selected goods in the Hualien and Taitung area, music, books, and tourist center. It holds various activities sporadically, such as fairs, local cultural experiences, concerts, and other events.

Logs are the primary materials used in the interior design of the store. The meals, handcrafted accessories, and musical books sold in the store are all based on the theme of the Hualien and Taitung area and tribes aiming to give visitors a different impression of this region.



**Address:** No. 8-1, Jingpu, Jingpu Village,  
Fengbin Township, Hualien County



**Tel:** 03-8781218



**Business hours:** 08:30-17:00