



Taiwan OTOP Newsletter

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OTOP News

The cornerstone for local economic development in Taiwan is the local cultural industry. In addition to maintaining the livelihoods of people in the various communities around the island, the industry is also a reliable conduit for the preservation of local history, culture and art. Over the years, the charm of the characteristic industry has been shaped by the active participation of the Small and Medium Enterprise Administration (SMEA) of the Ministry of Economic Affairs in the development of local economies. The elements of local history, culture and

so forth that form the aesthetic of local Taiwanese life are employed to promote the core of Taiwan's OTOP program of one town, one characteristic product or service. By creating local characteristic products, leading the way in industrial innovation, promoting industry added-value and boosting local employment, domestic and international market demands can be driven. These actions have also helped Taiwan's local cultural industry make the leap to the consumer market of the global arena and become a vanguard for emerging economies.



Taiwan's OTOP Award Series this year includes the Taiwan OTOP Design Award, OTOP Tour Award and the OTOP Enterprise Award. The OTOP Awards fully demonstrate the core sales promotion activities for the local cultural industry's products, companies

and tourism itineraries. The industrial innovation driven by the careful selection of such excellent models conveys the true and original feeling of OTOP to the community at large, attaining the policy objectives that stimulate consumers.

Since its initial start in 2007, Taiwan's OTOP Design Award has been held continuously for the last five years, with local industry and the design sector collaborating to develop 76 creative and valuable local characteristic products. Numerous awards from international design firms like Red Dot Design and iF Design, among others, have also been won, helping spur the integration of local products at the global level. With the theme of fun and diversity, it is hoped that the 6th OTOP Design Award can bring more freshness, fun and happiness into people's everyday lives, like a first glimpse of sunlight in the morning, by enlivening the local cultural industry with a dance of diversity in cultural and innovative design. The design theme emphasizes a sensory feast of dazzling diversity and a local sense of novelty and fascination so that Taiwan's local characteristics and culture are transformed into gifts that add joy to life.

In 2011, stimulating consumerism to drive the economy became the driving force for promotion in Taiwan's OTOP Tour Award with the intention of encouraging tourists to visit every exquisite nook and cranny of the island and to provide the people of Taiwan with a variety of tourist choices to personally experience an all new local cultural industry adventure. The 2nd OTOP Tour Award had as its theme "the laughing tour" so as to include a relaxed mood in



a tour itinerary brimming with creativity and local features. This can help tourists to appreciate the local culture at all the different tourist sites, relieve fatigue in the middle of a vacation and bring friends closer together, adding even more joyous laughter and fond memories to life.

The OTOP Enterprise Award has been added to this year's OTOP Awards event in hopes that the cultural spirit and special features of enterprises, as well as the additional creative development and services, both of which are provided by quality enterprises, can attract consumers via a sense of personal experience, bring about a feeling

of new value for people, and upgrade sustainability in business operations. The theme of “blossoming” is used for the 1st OTOP Enterprise Award in order to select Taiwan businesses that are representative of enterprises that have been awarded with the OTOP mark of excellence. Moreover, in recognition of socially responsible enterprises that make outstanding, substantial contributions in the form of local feedback and community concern, there has been a careful selection of bright OTOP enterprises that embody this behavior. This helps with related marketing promotion and builds a quality OTOP benchmark branding image.

A series of exciting awards activities is about to be launched whereby consumers get to visit the many different exquisite tour sites throughout Taiwan and decide which of the characteristic products from these places will receive awards. These activities will help to pass on a heritage of culture and local characteristics to future generations,



and they will help to overturn the thinking many people have about local characteristic products. The scope for establishing and promoting industrial brands will also be increased. Moreover, these activities will drive the internationalization of the OTOP local cultural industry while developing new value for consumers and tourists.

OTOP Domestic Activity

An Exhibition of Famous Taiwanese Souvenir Gifts: *creating a platform for these exquisite gifts*

The One Town One Product (OTOP) program was promoted by SMEA at the OTOP Pristine Fashions Exhibition held April 19-22 in Exhibition Area B of the Taipei World Trade Building. Altogether 70 product promotion and sales booths, using the theme “Taiwan Goods, Good Taiwan,” launched a variety of beneficial activities to entertain consumers and to





sell local characteristic products to the domestic and global markets. At the same time, the International Packaging Design Awards winners were displayed in the Taiwan Pristine Collections Museum together with the ten most distinctive local souvenir gifts selected by the OTOP Design Award and the many villages and townships throughout Taiwan. The display conveyed the bearing and passion behind Taiwan's special local characteristic products through a highly tactile design that revealed rustic tastes. This has helped to initiate cross-industry cooperation to open domestic and foreign markets and provides buyers an optimal one-stop shopping platform.



Urban and Rural Praise and the Taipei Carnival:

500 characteristic enterprises from all over Taiwan offer the very best of gifts



The Urban and Rural Praise and the Taipei Carnival event was co-hosted over the holiday weekend of April 28-29 by the Taipei City Government Department of Economic Development and SMEA and held in the plaza in front of Taipei City Hall. Every year 500 small and medium local characteristic enterprises converge on the plaza to sell their wares. This event allows rural industries to promote their products in the city, where there is a concentration of shopping, buying and media marketing, helping to create another effective channel for these small and medium industries. The theme of "Century-Old Shop" was successfully created last year, attracting large shopping crowds and yielding a large number of sales. By turning a tide of domestic and foreign tourists into a driving force of major demand and planning a wide variety of marketing activities, this year's event allowed exhibitors to employ



ingenuity and creative interpretation to reveal the unique spirit of their products. Taiwan's local characteristic products promotion for domestic and foreign tourists has produced the brilliant spark of a totally new style in a combination of activities and tourism.

| Featured recommended products of this issue

Lamsamyick, the Long-established Shop Becomes the Rising Star of Fashion



Lamsamyick (LSY), a writing brush manufacturing target brand, was founded in Fuzhou at the end of the Qing Dynasty and beginning of the Republic of China and is still in operation to this day. With Lamsamyick's more than 100 years of history, any Taiwanese person who can use a calligraphy brush to write Chinese

characters will be very familiar with this name. LSY was an early star in the field of cosmetics products, and its brand of makeup brushes became an overnight success despite having entered the field of cosmetics for only a few years. LSY very quickly carved out a niche in the world of cosmetics brushes. It may be difficult to believe, but the dazzling LSY eye fashions are actually a rebirth of the old-fashioned Lamsamyick, which went from manufacturing writing brush to making internationally-recognized makeup brushes. In managing the tones of a brand product with two distinctly different styles, LSY has encountered many bittersweet moments of both joy and difficulty. However, the recognition given to both brands for two consecutive years by the OTOP Design Award is a tremendous source of happiness and pride.

Representative Company

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