



**Asia-Pacific
Economic Cooperation**

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Agenda Item: 10.2.4

The Strategy of Township Revitalization for Chinese Taipei

Purpose: Information
Submitted by: Chinese Taipei



**48th Small and Medium Enterprises Working Group
Meeting
Qingdao, China
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The strategy of Township Revitalization for Chinese Taipei

Promotional Strategy

New Triple Bottom Line (TBL) of Place, Product, and People

1. Inject new life into Township Revitalization through Place, Product, and People.
2. Develop innovative fields of One Town One Product (OTOP), optimize innovative fields and its related industries, assist the urban and rural enterprises to build the sustainable business models (SBM), connect the resources of "Place, Product, and People" between city and township, and promote Township Revitalization.

PLACE 亮點場域

Develop innovative spaces and fields of OTOP and build the creative and innovate highlight hubs for urban and rural industries.

PEOPLE 在地培能

Collect the urban and rural talents' abilities, develop local managers, and recruit urban and rural passionate people to work together with enterprises.

PRODUCT 創新商模

Innovate urban and rural products and services, optimize business operation models, and promote together innovation and development of local brands.



Promotional Strategy



PRODUCT



1. Research, development, and innovation for products

Use the local materials to develop new products, progress the **functional improvement** instead of emphasizing **useful exterior of products**, and do the duties friendly to the environment.

Innovative and eco-friendly products such as **bamboo toothbrushes and bamboo cups** are manufactured by local bamboo materials.



2. Optimize the business model

Optimize the business model with a combination of technology tools, provide a **convenient and interesting** consumption experience, and create the concept of local sustainable business.

Zhushan digital currency was created to link upstream and downstream local industries.



3. Innovate urban and rural industry chain

Use diverse methods of media and activities for marketing, advertising, and promotional campaigns, link up with the **industrial network**, promote industrial collaboration, and expand the profit of guidance.

Organize cultural festival with tourism, catering and merchandise vendors to conduct joint marketing events.

Promotional Strategy



1.

Optimize and innovate the spaces

- Optimize the design for OTOP's business operation spaces.
- Expand and develop OTOP's marketing channels.



2.

Expand the fields and commercial districts

- Optimize the innovative fields of urban and rural industries, and recruit the operators to move in and develop the fields.
- Guide the independent development of commercial districts, improve the environment of business operation, and strengthen the marketing, advertising, and promotional campaigns of commercial districts.

3.

Expand overseas sales channels.

- Set up the exclusive counters for overseas sales channels.
- Match overseas exhibit, sales, and channel firms.

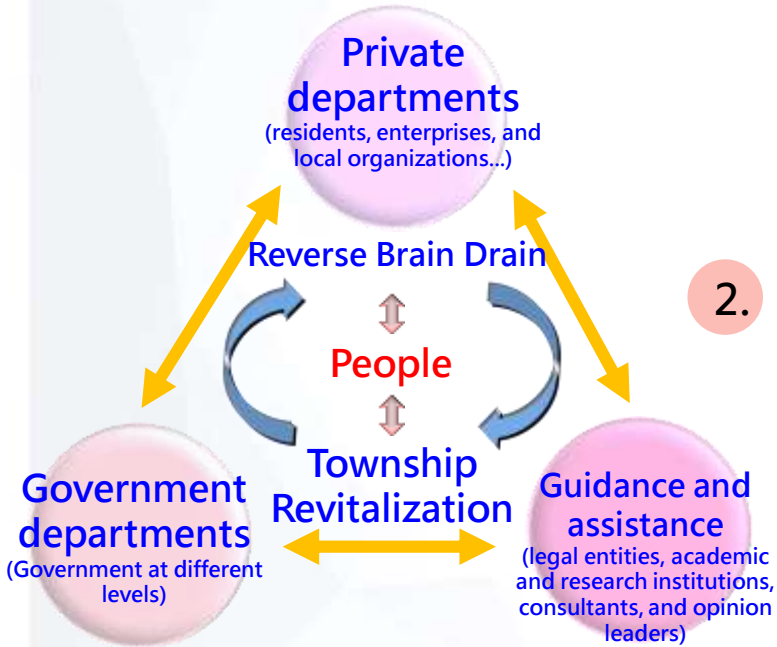


Promotional Strategy



PEOPLE

Stakeholders of Local Empowerment



1.

Cultivate the local managers to distribute the seeds of township revitalization



Introduce the cultivation systems of local managers, recruit the local operators developing local matters to be the business mentors, and strengthen the independent business operation and development abilities of local enterprises.

2.

Promote the young people and senior generations together to maintain skills and cultures



Promote the young people and senior generation to collaborate and communicate with each other; develop the complementary model through maintaining the experience from senior generation and sharing innovative concept together to inject new life into local industries.

Promotional Strategy



Goals of policies

Prosper the local economic development and provide the local job opportunities

Expand and develop the sales channels

- Assist to set up the local exhibit sales centers
- Authorize the marks of OTOP channels

Marketing and promotion for OTOP

- B2B and B2C marketing activities
- OTOP's exhibit sales activities

Promotion for OTOP's characteristic itineraries

- Collaborate with Tourism Bureau and travel agencies for promotion
- Promote OTOP through the major media

Create the economic benefits of urban and rural industries and reverse Brain Drain

Urban and rural highlight guidance

- Cultivation abilities of local managers
- Training and guidance for urban and rural industries
- Guidance to make OTOP internationalization

Small Business for Township Revitalization (SBTR)

- Enterprises' Independent development requirements
- Co-prosperous and sharing business operation models
- Revive the design of spaces

Optimize the environment for industries

- OTOP Parks and innovative fields
- Commercial districts

Develop a fine environment for industry development and make urban and rural sustainable business development

Government departments

Policy tools

Inject resources into the local enterprises

Private departments

Local enterprises

Local managers



Government departments work together with private departments for OTOP's development

The guided case

Jhushan Township, Nantou (part 1 of 2)

Create the co-prosperous Township Revitalization for Jhushan Township

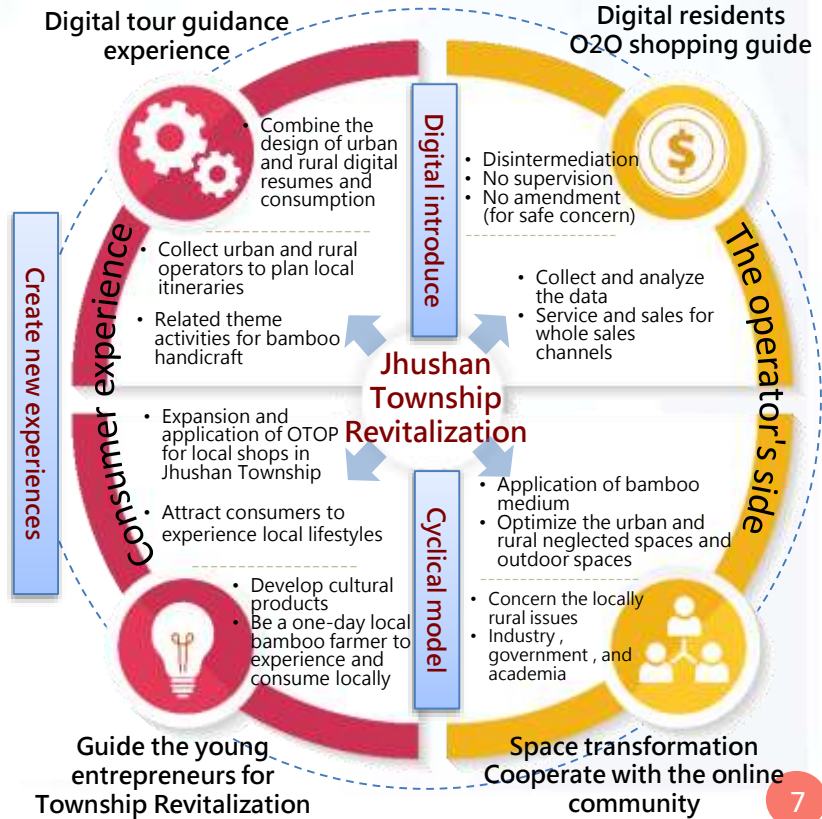
Create Jhushan Township Revitalization Scene

Set up the co-prosperous business model for the local enterprises
Show the lifestyles of Jhushan Township



The objective of guidance: promote Township Revitalization, strengthen the connection with local operators for development, enhance the consumers' identification and participation, and create the co-prosperous circulation and system of Township Revitalization for Jhushan Township.

The guided targets include the local operators in Jhushan Township, and emphasize the cultural and creative industries and Taishi Ice Cream and Fruit Shop in Jhushan Township; expand the targets in Jhushan Township, such as Eight Stages Handmade Steamed Bread Shop, Yuntai Bamboo Handicraft Shop, AxMon Art Studio, and so on.



The guided case

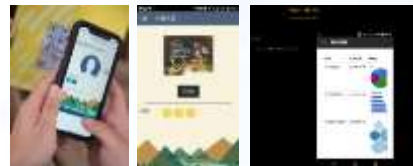
Jhushan Township, Nantou (part 2 of 2)

Create the co-prosperous Township Revitalization for Jhushan Township

Spatialization for Township Revitalization

Experience the production and manufacturer

Commodification for the key characteristics of local products



Create the design of urban and rural digital resumes



Revive and transform the neglected space at Taishi Bus station



The locally characteristic ice products / the activities for rural issues



Promote to re-establish the business operation of Taishi Bus



The future of urban and rural places will be brilliant, sustainable business operation and sustainable development.