

Chinese Taipei's Strategies for Promoting Local Cultural Industries

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Presentation Outline

- 1. Background & Objectives**
- 2. Strategies**
- 3. Current Situation and Cases**
- 4. Guidance Results**

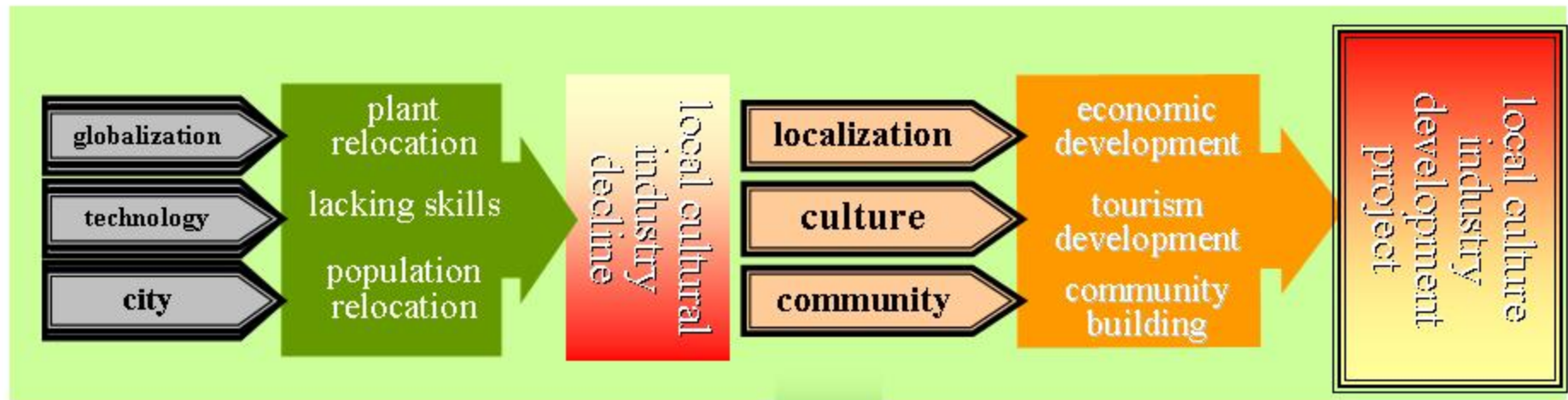


Definition of Local Cultural Industries

Local areas include towns, counties and cities.
Local culture industry is defined as having historical , cultural and unique characteristics.



Development Background



Objectives

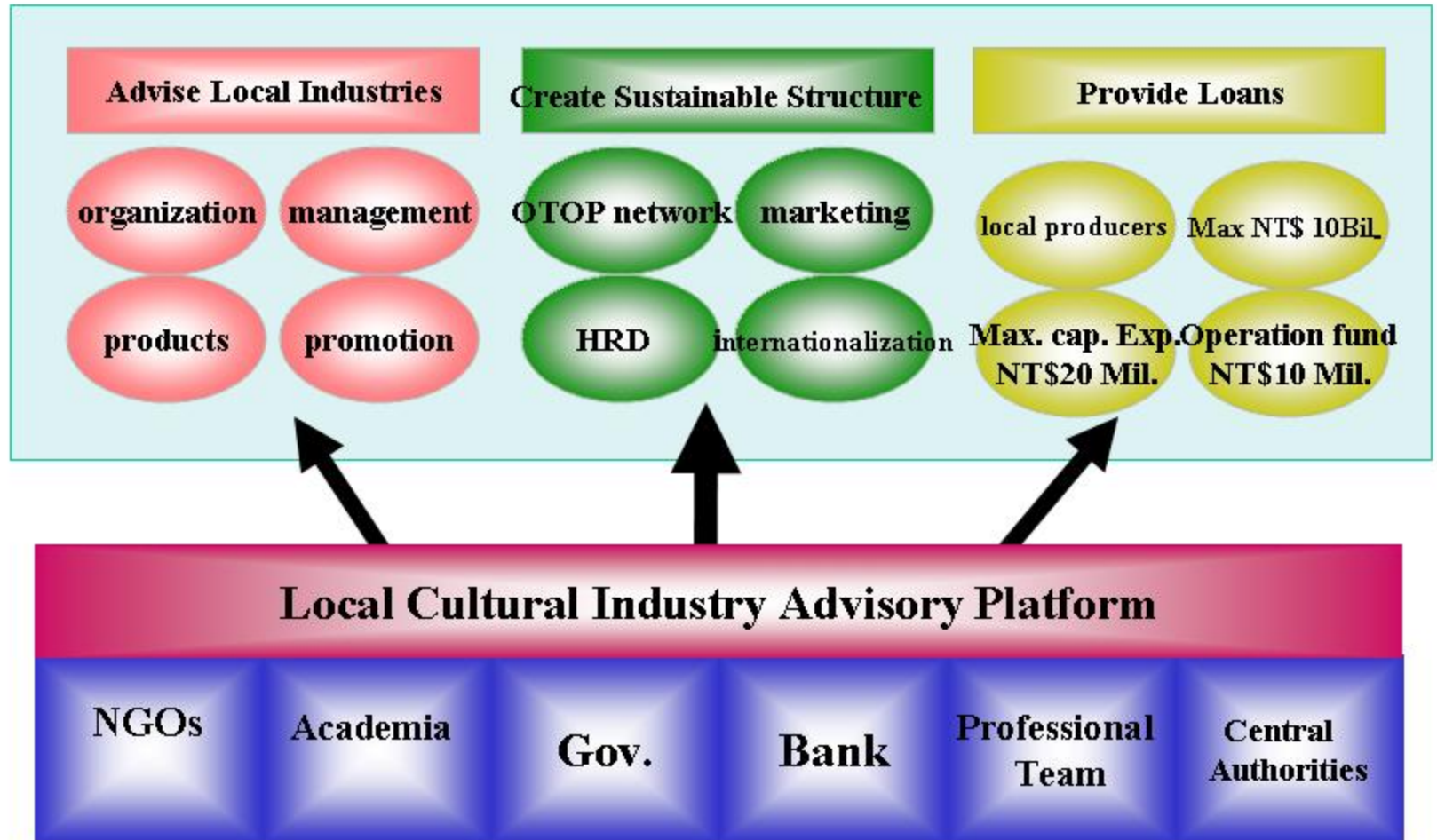


Strategies

Product Uniqueness · Leading Products · Local Development



Structure Development



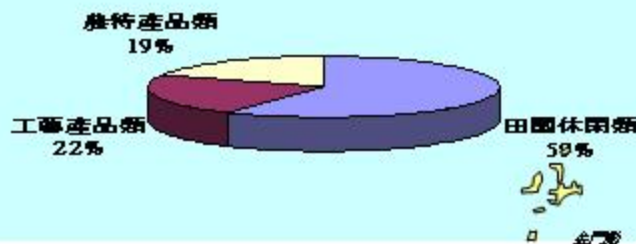
Resources



Cases Location

北部分佈情形

田園休閒類 工藝產品類 農特產品類



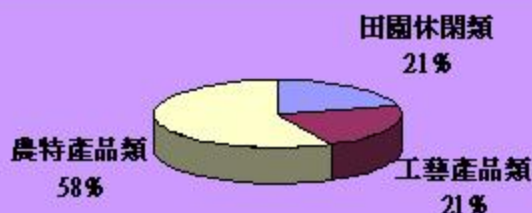
中部分佈情形

田園休閒類 工藝產品類 農特產品類



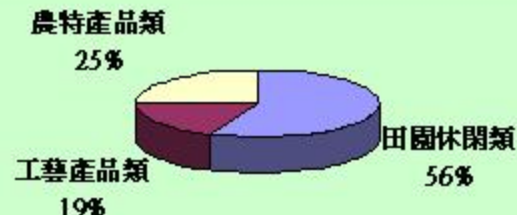
南部分佈情形

田園休閒類 工藝產品類 農特產品類



東部分佈情形

田園休閒類 工藝產品類 農特產品類



離島分佈情形

田園休閒類 工藝產品類 農特產品類



	North	Center	South	East	Offshore Islands	Total	%
Farm	16	21	3	9	3	52	47
Arts & Craft	6	17	3	3	1	30	27
Farm Goods	5	12	8	4	0	29	26
Total	27	50	14	16	4	111	100
%	24	45	13	14	4	100	



Case

Farm: Jinquashi Community Industry

Jinquashi, located in Chiofen, was an old gold mining area. It is now a location for shooting movies. As a result of the mining culture, there are many restaurants and bed-and-breakfast hotels.

❖ Guidance Types:

- Reorganize B&Bs
- Create special restaurants
- Create local industries
- Provide local tours

❖ Guidance Results

- Provided visits through appointments, so as to protect environment.
- Raised revenue by 25 times & NT\$14.5 million from 2003 to 2005.
- Increased 47 employees.





Case

Arts & Crafts: Santimen Local Cultural Industry, Pingtung

Santimen town has rich indigenous people's culture. The area is surrounded by mountains and the sea. The government and local artists have worked together to enhance the local cultural industry.

❖ Guidance Types :

- Provide tour activities & management.
- Enhance production methods.
- Strengthen R&D.
- Create beautiful workshops.
- Establish marketing channels.

❖ Results:

- Created famous town of Liulichu glass.
- Increased the number of workshops from 7 in 2000 to 60 in 2004 and increased revenue by 25%.
- Increased employees by 55 locals.





Case

Arts & Crafts: Chinchu Bamboo Cultural Area

- Created in 1997, so as to revive bamboo arts and crafts.
- Established cooperative in August 1999, so as to achieve sustainability.
- Rebuilt in October 1999 after the 921 Earthquake.

❖ Guidance Types :

- Beautify oven for making bamboo charcoals.
- Promote marketing of bamboo products.
- Provide activities related to the production.
- Create exhibition center.

❖ Results:

- Generated revenue of NT\$2.3 mil. in 2004 and NT\$4.4 mil. in 2005 for growth rate of 90%.
- Employed 12 workers in 2004 & 15 workers in 2005 for growth rate of 25%.
- Held cultural event in 2005 with 80,000 people attended.
- Enhanced development with at least 10 workshops.



Case

Farm Product: Yichisian (Sun Moon Lake) Black Tea

In 1925, the Japanese brought Assam tea from India to Chinese Taipei. The Yichisian tea was a favorite tea of the Japanese Emperor. It is now famous all over the world.

❖ Guidance Types :

- Elevate managerial skills.
- Enhance product specialty.
- Strengthen marketing methods.

❖ Results:

- Created famous black tea hometown.
- Increased cultivation area: 19 hectares in 2004 and 21 hectares in 2005.
- Raised revenue: NT\$8.6 Mil. in 2004 and increased by 20% in 2005.



Results

NT\$1,000/No. of People

Results \ Year		1989-2002	2003	2004	2005	2006	Total
		In	Expenditure (A)	160,000	36,400	36,036	36,036
Out	Guidance Cases (B)	34	21	22	18	15	111
	No. of Trainees (C)	—	350	330	450	600	1,730
	Employment No.(D)	1,500	1,200	1,503	1,665	1,700	7,568
	No. of Business (E)	510	300	404	421	450	2,085
	Increase in Profits (F)	193,800	120,000	128,825	141,252	145,000	728,877

$\frac{F}{A}$ = Investment rates $\cong 3x$

$\frac{A}{E}$ = Gov expenditure/business \cong NT\$80,000-100,000

$\frac{D}{E}$ = Employees increased/business $\cong 3.5$ per.

-Used 1989-2002 figures to make conservative estimates for the rest.

-2006 figures are adjusted figures.



4. Guidance Results (contd.)



- Major Specialty Spots
- Create New Spots
- Reorganize Existing Spots
- Link All Spots



**Thank You for Your
Attention!**