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## Workshop on the Promotion of “One Town, One Product” Projects

**Projected training dates:** March 16 – March 29, 2017

**Application deadline:** February 15, 2017

**Duration of workshop:** 14 days

**Number of participants:** 20

**Target participants:** Government officers from partner countries who are responsible for managing, promoting, marketing and participating in “One Town, One Product” projects, or partner stakeholders participating in relevant Taiwan Technical Mission projects, or organization leaders and business owners.

**Eligibility:**

- Age and experience: Applicants under 50 years old and with at least two years’ experience in implementing policy will be given preferential consideration
- Education: College degree or above
- Language: Good command of English

**Information to be provided in advance:** Application form

**Information to be provided on arrival in Taiwan:** The participant’s report in PowerPoint or Word format, including the following contents:

- An overview of OTOP projects in your country.
- The current problems and challenges involved in OTOP projects in your country and your work.
- A case study of a successful or failed case.

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**Introduction:**

**1. The workshop aims to share:**

- The general and basic concepts involved in Taiwan’s “One Town, One Product” projects.
- OTOP strategy development
- OTOP innovation and development

**2. The workshop focuses primarily on policy issues in order to assist partner countries in dealing with the development process of OTOP projects.**

**Agenda:**

- Indoor lectures: OTOP strategy development and OTOP innovation and development as the main topics, including general and basic OTOP concepts, OTOP consultation mechanisms and organizations, upgrading of distinctive local industry technology, OTOP operational management mechanisms, integrating distinctive local industries and the tourism industry, how competitions and exhibitions can help to promote distinctive local products, and OTOP marketing.
- Field trips: Including Taiwan Design Center, Kuo Yuan Ye Museum of Cake and Pastry, mushrooms home of Xinshe district in Taichung City, Hugosum, SunnyHills.
- Interaction platform: Participant's report about their country OTOP development. Participants also need to present their accomplishments after having a common understanding on OTOP development through group discussion.