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III. APEC Local Cultural Industry Market Development Forum

- A field trip to the Nantou was arranged for the representatives from the APEC economies.
- The excursion provided a closer look and better understanding of the local cultural industries in Chinese Taipei.
- The delegates visited the Tensing Ceramic Art Village and the Bamboo Culture Park in the Central part of Chinese Taipei.
- At the same time, they stayed overnight in Nantou, spending the night overlooking the famous Sun Moon Lake.



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Lessons Learnt


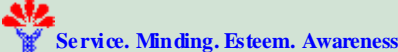
- The most important thing for achieving sustainable local development is to promote community-oriented economic and industrial policies by utilizing local resources (including nature, culture, and history).
- Every project needs to be implemented in the context of social relationships, and to be integrated with everyday life in the community.



Lessons Learnt


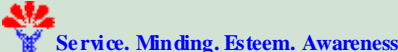

- The key to successful sustainable local development is the voluntary and independent involvement of communities/SMEs with effective support from the governments.
- It is important for government agencies to find out whether producers have enough knowledge about their market, potential customer, customer behavior, product trend, whether products have the function of usage that can be practically fitted into today's way of life.






Possible Solutions


- Utilize the “push” approach--distributing the products through various selling channels such as trade fairs, department stores, outlets, mailing catalogs and e-Commerce.
- Implement the “pull” approach--promote the production base as a tourism attraction, which can draw customers to visit the place and learn profoundly about the products and their production process.




Possible Solutions

- Entrepreneurs should create their unique products, with own designs and distinctiveness.
- Agglomeration is a collective effect that can create what the economists would identify as increasing returns effects. This return does not belong to any one worker or any one firm but rather, it belongs to the industrial communities as a whole.
- For sustainability--instill interest in younger generations to prevent the fear in the slump of the traditional cultural industries and the concern of the lack of successor for traditional techniques. Local governments should take actions to provide incentives or to attract younger people, and give more motivations.




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IV. Conclusion

- Through this exposition, the cultural products that was used to be produced and sold only in the local markets can be displayed to the world and reached the overseas markets.
- There will be the second ALCIVE next year.
 - ☞ Target local tourism industry, including interesting local tourist points with related local businesses such as hotels, restaurants, special local foods and arts, etc.
 - ☞ The objects should have local-characteristics, and the tourist points which have already been internationally famous are not the priority of the second ALCIVE.



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Thank You for Your Attention



For further information
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