

法規名稱：MEMORANDUM OF UNDERSTANDING BETWEEN THE TAIPEI ECONOMIC AND CULTURAL OFFICE AND THE MANILA ECONOMIC AND CULTURAL OFFICE ON CRAFT INDUSTRY COOPERATION

簽訂日期：民國 106 年 12 月 07 日

生效日期：民國 106 年 12 月 07 日

This Memorandum of Understanding (hereinafter referred to as the “MOU”) is entered into between the Taipei Economic and Cultural Office in the Philippines, hereinafter referred to as “TECO”, and the Manila Economic and Cultural Office, hereinafter referred to as “MECO”. Collectively, TECO and MECO shall be referred to as the “Participants”;

Recognizing the primary objective of fostering a positive economic environment and enhancing trade relations and business opportunities;

Desiring to achieve training goals for artisans, propagation of crafting traditions and the inheritance of crafting skills, techniques and knowledge to succeeding generations of artisans;

Have decided as follows:

#### PARAGRAPH 1

##### PURPOSE

The Participants will establish a framework of cooperation that will facilitate the development of their craft industry, ensure inheritance and innovation of crafting traditions, cultivate talents, explore traditional and new materials, and strengthen the connection between development, manufacturing-bases, and marketing. Moreover, this MOU will enhance the economic partnership and facilitate cultural exchanges between the Participants, through the Implementing Bodies.

#### PARAGRAPH 2

##### RESPONSIBILITIES

The Participants:

1. Approve that this MOU will describe the manner in which they intend to collaborate.
2. Acknowledge and accept to fulfill their role and responsibilities as identified under this MOU.
3. Accept to perform the following activities and provide the corresponding resources:
  - (a) Select craft designers to work with craft groups to develop innovative craft products based on traditional techniques; establish the international-market-oriented craft industry,

- and promote the craft products created by the collaboration with co-branding strategy.
- (b) Facilitate the exchange of experts.
  - (c) Trading and promotion of craftworks.

#### PARAGRAPH 3

##### EXCHANGE PROGRAM ON CRAFT DESIGN AND MANUFACTURING

Through the Implementing Bodies,

1. The Participants will respectively provide a list of selected craft manufacturers and designers to confirm beforehand. They will respectively select, at least four (4) craft manufacturers and four (4) designers from each side to be the final enrollees for the craft design and exchange program. Both Participants will assess the techniques, skills, and materials to create a match for possible collaboration between designers and manufacturers in new product development and innovation.
2. Host Participant will provide the visiting enrollees with financial assistance in the form of travel expenses (round-trip air fare and in-land transportation), and reasonable hotel accommodation during the scheduled visit for purposes of immersion, observation and consultation. Daily allowance shall be shouldered by the visiting Participant. Both Participants will provide a cost-share in the materials for prototype making of the craft products.
3. The innovative craft products mentioned above are targeted to the international market, including the Implementing Bodies' markets. The Participants should be in pursuit of mutual benefits by using co-branding strategy to promote their respective brands.
4. The intellectual property rights of the products produced by this exchange program belong to the designers for a certain period of time. The manufacturing companies should sign a non-disclosure agreement in order to protect mutual interests of the Participants.
5. The Participants will arrange at least one exhibition in an agreed venue within the year upon completion of the product development.

#### PARAGRAPH 4

##### EXCHANGE OF EXPERTS

1. The Participants accept to cooperate through an " experts exchange " program that will allow their experts and master craftsmen to conduct talks and workshops, observe each other's craft villages and processing centers, and provide recommendations for the improvement and enhancement of processes, techniques and styles.
2. Based on reciprocity, the host will provide the visiting

participants' reasonable accommodations for the duration of the visit.

#### PARAGRAPH 5

##### IMPLEMENTATION OF TRADE EXCHANGE AND PROMOTION

1. The Participants accept to actively support each other in exchanging and sharing of information, material source and manpower, and trade promotion activities such as: trade fairs and exhibitions, seminars, conferences, workshops, on-site visits etc.
2. Each year, the Participants will invite each other to participate in their international craft trade exhibitions.
3. The showcased items will be mainly, but not limited to the cultural and creative products of the craft industry from both Participants.
4. The host will provide free exhibition space to the visiting participants on the above mentioned exhibitions and help with the promotion.

#### PARAGRAPH 6

##### IMPLEMENTING BODIES

The Participants decide that the implementation of this MOU shall be through the following:

- (a) National Taiwan Craft Research and Development Institute (NTCRI) for TECO; and
- (b) Center for International Trade Expositions and Missions (CITEM) for MECO

#### PARAGRAPH 7

##### MONITORING

The Participants accept that progress and results of the activities stipulated by this MOU will be regularly reviewed and discussed in order to evaluate performance and to assess future development.

#### PARAGRAPH 8

##### RESOLUTION OF DIFFERENCES

In case of differences in the interpretation or application of this MOU, both Participants shall seek to reach an amicable solution.

#### PARAGRAPH 9

##### AMENDMENTS

The MOU may be amended or revised by mutual consent and written agreement of the other Participant.

#### PARAGRAPH 10

##### EFFECTIVITY AND DURATION

The MOU will take effect upon signing and continue to have effect for a period of two (2) years, and may be extended or renewed subject to the Participants ' review and approval. Any Participant may terminate this MOU by giving at least three (3) months prior written notification to the other Participant.

In the event of termination of the MOU pursuant to the preceding subparagraph, the Participants will take all the necessary steps to ensure that such a decision is not prejudicial to any activity then in progress within the framework of the present MOU.

IN WITNESS WHEREOF the undersigned, being duly authorized thereto, have signed this MOU.

DONE in duplicate in the English language in Manila, this seventh day of December, 2017.

For the Taipei  
Economic and  
Cultural Office

\_\_\_\_\_  
GARY SONG-HUANN LIN  
Representative

For the Manila  
Economic and  
Cultural Office

\_\_\_\_\_  
ANGELITO T. BANAYO  
Chairman & Resident  
Representative

Witnessed by:

National Taiwan Craft  
Research  
and Development Institute

\_\_\_\_\_  
KENG-HSIU HSU  
Executive Director

Center for International Trade  
Expositions and  
Missions

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CLAYTON H. TUGONON  
Executive Director