



## **Press Release of Changhua Branch, Administrative Enforcement Agency, Ministry of Justice**

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### **Guashan Court Auction Market Sees Stimulated Sales in its “Contributing Love and Sending Warmth” Campaign**

#### **The Little Clerks Assume the Official Vibe in the Entertaining Education of Training Camp**

The Changhua Branch, Administrative Enforcement Agency, Ministry of Justice (hereinafter “Changhua Branch”) launched its popular “Gushan Court Auction Market-Contributing Love and Sending Warmth” today (5<sup>th</sup>). The Market incorporates the booths by local referral agencies and charitable organizations for awareness advocacy as well as the “Little Clerks Training”, attracting a considerable number of visitors. The event saw an impressive turnout, with many popular items selling out within the first half hour, ultimately raising NT\$162,845 for the treasury.

The opening ceremony featured a special appearance by Huang Yu-Yuan, the Director General of the Administrative

Enforcement Agency, who certified the commencement of the “Little Clerks Training”. Director General Huang remarked on the educational value of the event, which allows students to gain firsthand transaction experience with administrative enforcement and introduces them to various public agencies and charitable organizations, whilst learning the spirit of legal compliance. Principal Huang of Nantou Guanghua Elementary School, who was present at the event, praised the collaboration with the Changhua Branch, noting how the students embodied the core educational values of “competency” from the “108 Curriculum”, fostering a lifelong learning spirit. The event overall is deemed educational.

Post-ceremony, the 'little clerks' were tasked with assisting in the sales of seized items at different booths. The young participants enthusiastically employed their budding marketing skills, reminiscent of real market vendors. With rich huckstering experience since little, one shy student shared, “My grandmother sells fish, and I help her out”. This reflects the event's core intent: conveying the warmth and care as an enforcement agency via “soft approach” by providing a platform for struggling businesses to liquidate seized goods to cover their tax liabilities.

The highlight of the event was the “Mock Auction” where students took turns acting as auctioneers and bidders. Each student was given five gold coins prior to the auction to bid on Branch-sponsored auction targets—a dinosaur-shaped pencil case set and a thermos cup set. Under the guidance and assistance of

the enforcement personnel by their side, the students serving as junior auctioneers hosted the auction with great aplomb, and the bidding students were also enthusiastic, with bids for a dinosaur-shaped pencil case starting at 5 gold coins and eventually being sold for 25 gold coins. The thermos cup set was even more popular, fiercely bid on by the children and ultimately sold for 45 gold coins. The auction was both thrilling and educational, leaving the participants eager for more.

Sales of bath products, “Sun-Link-Sea” tea, and gardening fertilizers were brisk, quickly selling out by 9:30 AM, with “Sold Out” signs soon adorning the tables. Other items like pickled peeled green peppers, The Guo Hot Pot vouchers, sports equipment, treasure pots, support belts, and cleaning supplies nearly sold out instantly. The event's success was bolstered by the robust support and promotion from local authorities, charitable groups, village leaders, and Guanghua Elementary School, making it as hot as the day's weather! For those who missed this sale, the Changhua Branch is scheduled to hold the Q2 2024 “Guashan Court Auction Market” on April 2, 2024, in front of the Changhua County Government building. This upcoming event promises an even greater variety of practical items for auction. Details will be continuously updated on the Branch's official website and Facebook page. Interested parties are encouraged to stay tuned to avoid missing out on their favorite items.



Director General and Pai-Bao the Mascot Handing Coins to Little Clerks for Bidding



Speech by the Director General





Speech by Principal Huang Mei-Feng of Guanhua Elementary School



The Sale Site



The Sale Site





Mock Auction for the Little Clerks



Mock Auction for the Little Clerks