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Hsin Tung Yang has created images of five indigenous and endangered species animals to enhance Taiwan's awareness to ecological conservation. And dedicated brands or products were created one-by-one, and are available throughout Hsin Tung Yang's various channels including highway service areas, airport shops, stores throughout Taiwan, and social media. The visibility of which is designed to encourage Taiwan's awareness for animal preservation, and to join us in the protection of the ecology and environment and to work toward sustainability.

