



— F&B Taiwan —

Taiwan International  
**Tea, Coffee & Wine Expo**  
Taiwan International  
**Food Industry Show**



— 2024 —

**Nov. 15** Fri. ▶ **Nov. 18** Mon.

10:00 - 18:00

Taipei Nangang Exhibition Center



# The Greatest Food & Beverage of Asia

## Why Exhibit?

Taiwan International Tea, Coffee, Wine & Food Show 2023 attracted **total 214,556 visitors** to interact in the field of drink covers tea, coffee, wine and food relevant products such as application, raw material, equipment and organization, particularly the technology and skill from global market.

**Taiwan has been the pioneer of Asia with the advantage of location and excellent natural environment, also the people with incredible talent to create remarkable performance.**

This expo gathers all feature of Asia to exhibit the extraordinary products and service. It's the significant annual event you can't afford to miss!

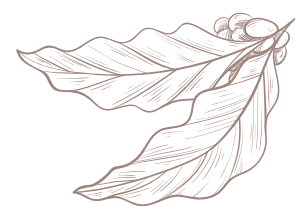
### i. Gain an overview of Asia beverage market!

The unique exhibition in conjunction with the tea, coffee, wine & food. To visit this annual event and catch on the latest tendency of innovative solution, you could **easily touch mass buyers from raw material supplier, equipment investor, to catering related restaurant and shop in the astounding scope and quality of growing Asia market** to promote you and your company through this chance!



### ii. Endorse the winner of global competition from Taiwan!

Tea, coffee or spirit of Taiwan have earned several worldwide award such as World Cup Taster Champion, World Coffee Roasting Championship, International Taste & Quality Institute, Vinalies Internationales, World Whiskies Awards..., and it goes to demonstrate the high standard of Taiwan beverage and the incredible capacity to global market. Moreover, this has attracted a lot of potential customer to take adventure! Above all, **it's ideal for targeting the core market to catch the maximum impact!**



### iii. Variety forum, competition and class to learn the skill from professional!

With the booming market of coffee, tea and wine, the organizers hold Taiwan Latte Art Championship, Taiwan Barista Championship, Tea Art House, Food & Beverage Forum, Taipei International Culinary Challenge, and Wine Tasting Class etc, to invite world-wide past championship, winner, master and leading brands. No matter the beginner or advance visitor, you could find out the most perfect for you!





## Fact Sheet

### Show Date

Show date: Nov.15<sup>th</sup> (Fri.)-18<sup>th</sup> (Mon.)

### Venue

Taipei Nangang Exhibition

### Exhibitors Move-in & Move-out

Move-in: Nov. 13<sup>rd</sup> (Wed.)-14<sup>th</sup> (Thu.)

Move-out: Nov. 18<sup>th</sup> (Mon.)

### Organizer

Taiwan Tea Manufacturers' Association

Taiwan Coffee Association

Chan Chao Int'l Co. Ltd

### Exhibition Categories

Tea / Coffee / Wine / Spirit / Beer / Sake

Beverage Technology

Beverage Packing

Bar / Kitchen Appliances

Beverage Raw Material

Processed Product

Beverage Accessories & Equipment

Beverage Organization / Manor

Beverage Media

Cacao

Food

Equipment



## 2023 Review Report

The Exhibition Scope:

Exhibitor: **781**

Booths: **2,696**

Trade visitor: **214,556**

## Marketing Strategy

### Public Relationship

- Setting POP issue in PR/News
- PR Activities-Press Conference, Opening Ceremony

### Advertisement

- Cover Street Flag, TV, Newspaper, Internet etc to announce the exhibition's information.

### Direct Marketing

- Hard copy invitation to invite target customer
- Send newsletter to visitors of over years
- Exhibition brochure and directory

### Online Marketing

- Update latest news on official website
- Promotions on industrial portal sites and related forums
- Exhibitors sent Individual E-Invitation by Exhibitors.

### Global Marketing

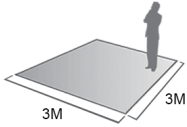

- Cooperation with overseas association and media.

### Activity&Event

- Organize conference, seminars and roadshow etc.
- Design the interaction area to attract visitors understand the industry rapidly.



## Exhibition Fee (tax excluded)

3m x 3m=9m <sup>2</sup> (Space only)		Rental Rate
Raw Space		US\$2,100 Without partition,carpet or any display facility
Standard Booth		US\$2,400 Partition Walls, Carpet. Reception Table (100L*50W*75cmH)*1 pcs, Round Table*1 pcs, Folding Chair* 3PCS, 10W LED Spotlight(yellow light)* 3PCS, Lifted Fascia Board(50cmH) with Company Name & Booth Number* 1PCS, Distribution Box with 5A/110V Socket* 1pcs

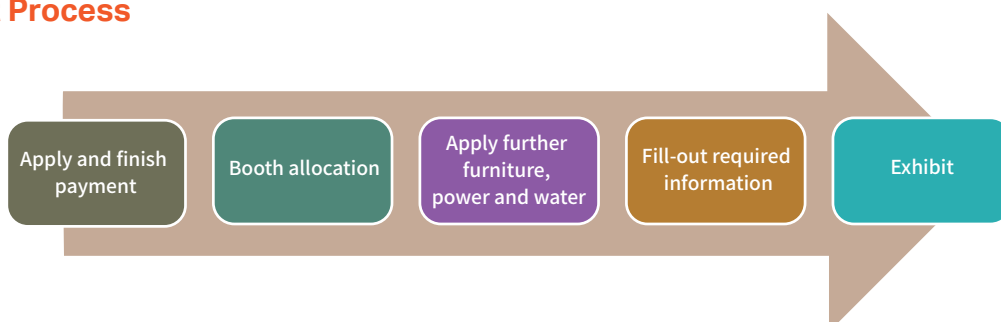
Note: • Invoice will be sent after the application is received. • Standard booth with minimum equipment is available.

## Exhibitor Benefits

Exhibitor Benefits (Your exhibition fee cover) Official Website:

- Company brief introduction
- Product introduction\*5
- Press Release
- E-Invitation
- Product Inquiry
- Exhibition Directory: Company profile and product

## Exhibit Process





## Cancellation Policy

- Exhibitors cancel before booth selections are eligible for down payment; after booth selection receives NO refund.
- Exhibitors who violate the policies below will be removed and prohibited from future events:
  - Booths are not transferable
  - Products displayed must abide the exhibition theme.

## Booth Allocation & Meeting

- The selection priority is based on the quantity of booth, and by date of payment.
- The organizing committee will notify individual exhibitor on booth location by registered mail around one month before exhibition, please make sure your email is valid.
- It is not permissible for multiple exhibitors to occupy the same booth.
- The organizer has the right to change the layout of the exhibition area, depends on exhibit situation and demand.
- For further information, please refer to TAITRA's "Terms and Regulations for Participation" in exhibition manual provided after application. In the event of any unforeseen occurrences, the decision of the organizer shall be enacted.

## Withdrawal Guidelines

- Companies or institutes who violate the policies below may be removed and banned from future Taiwan International Tea, Coffee ,Wine & Food Expo events for 2 years:
  - Booths rented by participating companies cannot be transferred in private or utilized by companies with a name other than the company name used during application.
  - Products displayed by participating companies must be related to the industry of Taiwan International Tea, Coffee & Wine Expo.
- The organizer will not be responsible for damage caused by natural disasters. Exhibitors are encouraged to purchase insurance to cover natural disasters.
- If the exhibition is delayed, shortened, extended or even cancelled due to any force majeure factors, such as strike, natural disaster, national emergency mobilization, epidemic situation, earthquake, typhoon, flood, etc., the exhibitors shall not claim compensation from the organizer, and the fees collected by the organizer will not be refunded. The organizer shall not be liable for the loss of other expenses arising from the planning of the exhibition.



# Taiwan International Tea, Coffee & Wine Expo 2024

## Taiwan International Food Industry Show 2024

NO. \_\_\_\_\_

### Application Form

NOV. 15-18, 2024 Taipei Nangang Exhibition Center

Date:     /     /

Company name			
Address			
Contact Person		Division	
Telephone		URL	
Cell Phone		E-mail	
Exhibit Profile			
Category	<input type="checkbox"/> Tea <input type="checkbox"/> Coffee <input type="checkbox"/> Wine & Spirit <input type="checkbox"/> Food <input type="checkbox"/> Equipment <input type="checkbox"/> Others _____		
Booth Type ( Please tick V )	<input type="checkbox"/> Raw Space Booth (9 sqm)   US\$ 2,100/each		
	<input type="checkbox"/> Standard Booth (9 sqm)   US\$ 2,400/each		
No. of Booths		Total Rental	US \$

Note: This application serves as the organizer's proof to collect payment

Company Stamp

Authorized Signature

Exhibitor Signature

### Terms and Conditions:

1. Exhibit product must conform to the theme, within the boundary of rented space; the organizer can evict the violated exhibitors.
2. If the exhibition is delayed, shortened, extended or even cancelled due to any force majeure factors, such as strike, natural disaster, national emergency mobilization, epidemic situation, earthquake, typhoon, flood, etc., the exhibitors shall not claim compensation from the organizer, and the fees collected by the organizer will not be refunded. The organizer shall not be liable for the loss of other expenses arising from the planning of the exhibition.
3. Exhibitors should comply with all necessary changes made by the rightful organizer.
4. Other terms and conditions should comply with the exhibition general rules.

### Contact Person



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#### Organizer

Taiwan Tea Manufacturers' Association

Taiwan Coffee Association

Chan Chao Int'l Co. Ltd