



► F&B Taiwan ◀

TAIWAN INT'L (34th)  
**TEA EXPO 2024**

organizer

Taiwan Tea Manufacturers' Association  
Chan Chao International Co., Ltd.



**11.15** Fri. ►► **11.18** Mon.

10:00-18:00

Taipei Nangang Exhibition Center

# 01 TAIWAN TEA INDUSTRY ANNUAL CEREMONY

Taiwan International Tea Expo has been a cornerstone of the tea industry for over 30 years, upholding the mission of preserving and passing on the Taiwanese culture. Each year, we spare no effort in planning and executing the exhibition, striving for excellence in showcasing the diverse offerings of tea producers. By highlighting the dedication of local tea artisans - from tea farm management, roasting and tea leaves processing to the innovation of new blends—the Expo endeavors to modernize its marketing approach, capturing the attention of younger generations while honoring and passing on Taiwan's rich tea heritage. Through these efforts, we seek to foster a global appreciation for the quality and tradition of Taiwanese tea.



# 02 TEAISM POPULARIZING & INHERITED

Taiwan Tea Manufacturers' Association hosts events to enhance sharing knowledge of the Tea industry. These events invite numerous individuals or groups of tea sommelier, and schools to deliver captivating performances on-site, perfectly showcasing the beauty of tea art and culture. Creatively blending art with tea culture, these performances offer a fresh sensory experience for all attendees.



# 03 DUAL-LINE INTERGRATION TO PROMOTE BRAND

The tea industry structure in Taiwan has reached to maturity and stabilization stage. In addition to existing operations and branding, tea plantation owners are increasingly focusing on new exposure strategies that integrate online and offline channels to adapt to changing times. These emerging strategies are gradually gaining attention from the new generation of tea brands. The Taiwan Int'l Tea Expo, held concurrently with the largest-scale F&B Taiwan, attracts numerous visitors. The vibrant atmosphere at the event makes it an ideal choice for promoting brand and culture.



# 04 FOOD & BEVERAGE EXCHANGE FORUM

The Taiwan Int'l Tea Expo, held in conjunction with the Taiwan Int'l Coffee Show, the Taiwan Int'l Food Industry Show, and the Taipei Int'l Wine & Spirits Festival, stands as Taiwan's most comprehensive and largest-scale exhibition event. This grand gathering anticipates drawing numerous buyers from hospitality groups, generating significant media coverage, and becoming a focal point for online discourse. The convergence of participants from diverse sectors promises to foster a vibrant atmosphere, thereby enhancing the growth and success of the food and beverage industry.







## Exhibition information

- **Advisory Organization** : Ministry of Agriculture; Agriculture and Food Agency – Ministry of Agriculture; Tea and Beverage Research Station - MOA
- **Organizer** : Taiwan Tea Manufacturers' Association; Chan Chao International Co., Ltd.
- **Opening times** : 2024/11/15(Fri)-18(Mon) 10:00-18:00
- **Venue** : Taipei Nangang Exhibition Center
- **Move-in times** : Nov. 13rd(Wed.)-14th(Thu.)
- **Move-out times** : Nov. 18th (Mon.)

### • Exhibit Category :

- |                             |                                  |                      |
|-----------------------------|----------------------------------|----------------------|
| 1.Tea / Coffee Packing      | 2.Tea / Coffee Equipment         | 11.National Pavilion |
| 3.Bar / Kitchen Appliances  | 4.Tea / Coffee Technology        |                      |
| 5.Tea / Coffee Raw Material | 6.Processed Tea / Coffee Product |                      |
| 7.Tea / Coffee / Wine Media | 8.Tea / Coffee / Wine Ware       |                      |
| 9.Tea / Coffee / Wine       | 10.Organization / Manor          |                      |



## 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.



## SHOW REVIEW

# Flaship Brands Gathering!

4-in-1 Taiwan Food and Beverage Expo Series



## Attracting large-scale hospitality groups for visit!

The professional exhibition also draws in large-scale catering and hotel groups in abundance. Examples include renowned establishments such as Louisa Coffee, Starbucks, Ten Ren Tea, RT-Mart, Grand Hotel Taipei, Lakeshore Hotel, Fullon Hotels, Hotel Metropolitan Premier Taipei, Sheraton Grand Taipei Hotel, Shangri-La Far Eastern, etc. Additionally, it attracts many professionals from information technology, biotechnology, precision electronics, semiconductor industries, and others.

## Online buzz creates a new wave

During the exhibition period of the 2023 F&B Taiwan, which ran from October 17, 2023, to November 20, 2023, the official websites of the four exhibitions and the three major official fan pages collectively garnered **over one million views** on each of the two official platforms.



## Extensive Media Coverage!

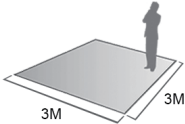

In total, **over a hundred** news articles were featured, with media outlets vying to cover industries including tea, alcohol, coffee, and food. Additionally, major television channels such as TVBS, SET Taiwan, Eastern Broadcasting Company, Formosa TV, and NEXTTV provided exposure and assistance in promoting the event.







## Exhibition Fee (tax excluded)

3m x 3m=9m <sup>2</sup> (Space only)		Rental Rate
Raw Space		<b>US\$2,100</b> Without partition, carpet or any display facility
Standard Booth		<b>US\$2,400</b> 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.

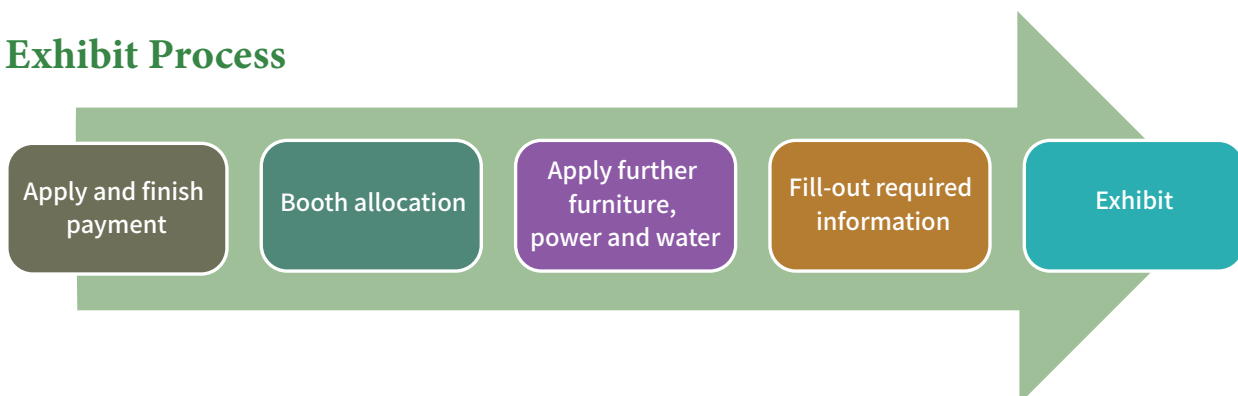
## Exhibitor Benefits

**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



A vertical image on the left side of the page showing three white ceramic cups filled with yellow tea, surrounded by loose tea leaves and green tea leaves on a white textured background.

## 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 INT'L TEA EXPO 2024 (34TH)

## 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



Chan Chao International Co., Ltd.

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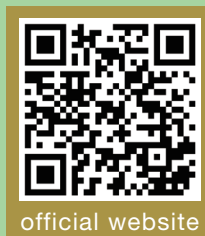
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official website



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