



3-in-1 Super Event Serves the Best!

<http://www.foodtaipei.com.tw>

<http://www.taipeipack.com.tw>

<http://www.foodtech.com.tw>

Bulletin Board

Show Dates & Hours

June 23-26 09:00 - 17:00

Exhibition Extra

Organizers:

Taiwan External Trade Development Council
Taiwan Food and Pharmaceutical Machinery Manufacturers' Association
China (Taipei) Packaging Association

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Three major food events bring the best of flavor

The three major annual food events in Asia -- Food Taipei, Foodtech, Catering & Pharmatech Taipei, and Taipei Pack -- open today. Despite the financial crisis, the three events have received wide support from exhibitors, all of them anticipating business opportunities from international and local buyers.

Organizer TAITRA has also planned the Best of Taiwan Food Festival to offer foreign visitors a taste of the rich and various local foods in Taiwan and many other types of foreign foods.

Food Taipei has long been an ideal place for buyers from all over the world to purchase Asian foods. This year, 825 exhibitors will occupy 1,629 booths, once again surpassing previous years. Domestic market leaders such as Wei Chuan Foods, IMEI Foods, Kim Lan Foods, Haw-Di-I Foods, Taiwan Sugar, and Taiwan Tobacco & Liquor will be present and are waiting to put on a fantastic show. The Taiwan Pavilion -- the largest pavilion at the show with a total of 195

booths organized by the Council of Agriculture -- will be one of the highlights this year, bringing together exhibitors from the fishing, agriculture, and ranching sectors.

Moreover, there will be some new faces at the event this year, including the UK Pavilion, the Mexico Pavilion, the Peru Pavilion, and the Hungary Pavilion. Their exotic spices and foods will literally add new "flavor" to the event. In keeping with global trends, the ever popular Japan and USA pavilions will display organic and light foods for local and international buyers to try.

In addition to the numerous national pavilions, this year Food Taipei has allocated a special exhibition zone, the Halal Pavilion, designed to assist 40 Taiwanese exhibitors to exploit the business potential that the world's 1.8 billion Muslims offer.

Moreover, 2009 Summer Food Sourcing in Taiwan will be held on-site at the event. TAITRA has invited 100 senior purchase specialists



from 80 major food suppliers and 14 countries in Europe and America, Northeast Asia, and Southeast Asia, and will conduct one-on-one meetings with the exhibitors.

One-stop shopping

Food Taipei will be held in conjunction with Foodtech, Catering & Pharmatech Taipei and Taipei Pack. The three shows link different sections of the supply chain and offer a broader context as well as convenience. This format facilitates one-stop shopping and gives visitors a better overall idea of food-related industries in Taiwan.

Foodtech, Catering & Pharmatech Taipei is in its 11th year. The event is co-organized by TAITRA and Taiwan Food and Pharmaceutical Machinery Manufacturers' Association. There will be a total of

167 exhibitors occupying 479 booths.

This year will also see the addition of food and beverage processing & preparation machinery, and pharmaceutical equipment, and the event has been renamed from Foodtech Taipei to Foodtech, Catering & Pharmatech Taipei. It is hoped that a greater number and variety of exhibits will be made available through the integration of these related industries, which will in turn attract a greater number of visitors.

The 21st Taipei Pack is co-organized by TAITRA and China (Taipei) Packaging Association, and the event is expected to showcase 155 exhibitors in 424 booths. The exhibition areas will be divided into Packaging Machinery, Packaging Material, and Trade & Media to give visitors a comprehensive view of the packaging industry.



3-in-1 show events schedule

Date	Time	Subject	Host/ Speaker(s)	Organizer(s)	Venue
6/23 (Tue)	10:00-11:00	Opening Ceremony	Mr. Yuen Chuan Chao, President & CEO, Taitra	Taiwan External Trade Development Council	Conference Room 401
6/23 (Tue)	10:00-17:00	2009 Summer Food Sourcing in Taiwan		Taiwan External Trade Development Council	Conference Rooms 501-504 & 521
6/23 (Tue)	10:00-17:00	Start Your Business in the China Market through B2C e-Commerce of the Taiwan Pavilion at eachnet.com		Taiwan External Trade Development Council	Conference Room 522
6/23 (Tue)	10:00-12:00	The Importing Regulations and Market Developments for Imported Foods in China		Taiwan External Trade Development Council	Conference Room 402
6/23 (Tue)	13:00-16:30	The Risk Management and Related Regulation of Food and its Raw Material for Exported Food	Safety Tech. Mr. Mikako Yamashita	SGS Taiwan Ltd.	Conference Room 402
6/23 (Tue)	13:00-17:00	WUSATA U.S. Products Display		1. American Institute in Taiwan Agricultural Trade Office (ATO) 2. Western United States Agriculture Trade Association	Conference Room 403
6/23 (Tue)	13:00-17:00	MEG-3 fish oil powder and its application in food industry	Kevin Krail, General Manager, Asia Pacific, Champion Co., Ltd	Canadian Trade Office in Taipei Champion Co., Ltd	Conference Room 404
6/23 (Tue)	14:00-17:00	2009 Cross-Strait Food Forum		Importers & Exporters Association of Taipei	Conference Room 401
6/24 (Wed)	10:00-12:00	Way of Penetration—Import Foods in China Market	Mr. Shu-Jun Tang, Import Foods(China) Association	Taiwan External Trade Development Council	Conference Room 402
6/24 (Wed)	13:00-17:00	How to Export Food Products to China Market Smoothly—Quality & Standards	Ms. Chien-Hui Yang, Marketing Manager	Intertek Testing Services Taiwan LTD.	Conference Room 404
6/24 (Wed)	14:00-17:00	Opportunities in downturn: How do SMBs sell worldwide through Internet?	Lin Hui-chun of eBay	Taiwan External Trade Development Council	Conference Room 401
6/24 (Wed)	14:00-15:30	Wines From Castilla-La Hancha- Spain		IPEX – Foreign Trade Institute Of Castilla-La Hancha	Conference Room 403
6/24 (Wed)	14:00-17:00	Central America Food Industry Opportunities Seminar	Representatives from six Central American nations	Central America Trade Office	Conference Room 402
6/24 (Wed)	14:00-15:00	The Taste of Taiwan Cuisine: Free Tasting of Taiwan Delicacies		Taiwan External Trade Development Council	South Service Counter at Lobby of 4th Floor
6/25 (Thu)	13:00-17:00	Ensuring a Sustainable Food Supply Chain: Examples from Holland	1. Mr. Jan Huner, Deputy Representative, Netherlands Trade & Investment Office 2. Dr. Piet Buwalda, Regional Marketing Manager, Avebe 3. Mr. Pierre Stals, Director of Innovation, Stork 4. Dr. Lee, Tzong-Ru, Professor of Marketing Department, National Chung Hsing University, Taiwan	Netherlands Trade & Investment Office	Conference Room 404
6/25 (Thu)	13:30-17:30	Internationalization of Food Service Industry Forum 2009	1. Mr. Ben Mayne, Professional Industry Placement Manager, Le Cordon Bleu Australia Pty Ltd 2. Mr. Steven Liu, Chef de Cuisine, Fairmont Raffles International	Taiwan External Trade Development Council	Conference Room 401
6/25 (Thu)	14:00-15:30	Wines From Castilla-La Hancha- Spain		IPEX – Foreign Trade Institute Of Castilla-La Hancha	Conference Room 403



