

FOOD TAIPEI

TAIPEI PACK

FOODTECH, CATERING & PHARMATECH TAIPEI 2009 6/23-6/26

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

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Exhibition Extra

Organizers:

Taiwan External Trade Development Council
Taiwan Food and Pharmaceutical Machinery Manufacturers' Association
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Despite recession, food makers still show resilience

The three-in-one food show of Food Taipei, Foodtech, Catering and Pharmatech Taipei, and Taipei Pack kicked off yesterday with officials lauding manufacturers' enthusiasm in spite of the current recession.

A total of 1,147 exhibitors are using 2,532 booths at Asia's most important food sourcing event, said Y. C. Chao, president and CEO of TAITRA. He said the numbers were a slight increase from last year and expressed his appreciation for the participants' support.

"The turnout is satisfactory. After all, there is a downturn going on," Chao said.

Food Taipei has the most exhibitors and booth numbers of 825 and 1,629, respectively, with Chao lauding the show as being "one of

the most international" of all shows held by TAITRA. This year over 4,000 foreign buyers are projected to visit, putting total local and foreign buyer number at up to 30,000, he said.

Foodtech, Catering and Pharmatech Taipei, meanwhile, has 167 exhibitors and 479 booths, and Taipei Pack has 155 exhibitors and 424 booths.

Both James Liu, chairman of Taiwan Food and Pharmaceutical Machinery Manufacturers' Association, and Lin Kuo-hung, chairman of China (Taipei) Packaging Association, expressed their gratitude for member firms' support.

"All hopes for an economic renaissance were crushed with the global financial downturn," said Lin. "On top of that, the industry was hit by health threats caused by

the swine flu virus."

"Yet, our member firms, with their resilience and industry, are still supportive of the show," he added. "It is my belief at a time like this, companies should take part in more international trade shows to promote their products."

Huang Chih-peng, director general of Bureau of Foreign Trade, said Taiwan's food industry has become a key industry for imports and exports. The industry in 2008 achieved total production of NT\$526.4 billion, a growth of 10.46 percent, he said.



Fine teas, porcelain at Rose House booth

Whenever you have a good meal, chances are you also want to have some good tea. Rose House is offering its famous rose teas at this year's Food Taipei.

"Customers can try our most popular teas here, but if they are interested in buying, we can brew a customized tea for them," said Sunny Yu, sales assistant of Rose House.

Rose House also offers an extensive stock of Aynsley porcelain, painted with its trademark roses,

varying from cups and coasters to teapots and entire tea sets.

The Taichung-based company has been in the market since 1990, and has since expanded into a highly recognized global brand.

Booth: M1218



Anko's machine a 'fast version of human chef'

If you really like dumplings, consider buying a machine from Anko, whose machines can produce up to 9,000 dumplings per hour.

"This will also be very interesting to mass manufacturers. We are currently in business with some of the biggest market players," said Jackie Hu, sales manager of the company.

The machine can be customized to make the dumplings of the customers' choice, he explained.

Anko's product may be viewed as a very fast version of a human

chef and even has its own specialty. "Pork with vegetable dumplings are the best made with our machines," said Hu.

Booth: I0116



Tian Cherng machines suit clients' packaging needs

At the 2009 Taipei Pack, various packing machines are on display, giving visitors a closer look at some of those machines.

Tian Cherng Packing Machinery, a participant, offers a variety of packaging machines and has built a reputation for itself both in Taiwan and other countries in the world.

"Our products are often more

interesting to foreigners," said Dawn Lin, Tian Cherng spokesperson. "The machines can perform different acts from weighing and sealing to strapping and printing."

Tian Cherng was established in 1985. Over the years it grew in size in Taiwan. In 2003 it expanded to Malaysia to manufacture products there.

Booth: J0318

Agricultural excellence touted at Taiwan Pavilion

Of the 23 national pavilions taking part in Food Taipei this year, the Taiwan Pavilion, organized by the Council of Agriculture (COA), is the largest, with exhibitors showcasing a full range of products to demonstrate the island's best.

The pavilion is bolstered by 195 booths divided into six sections, namely farm produce, marine products, animal husbandry, processed foods, forestry products and a special theme area, said Chen Wu-hsiung, chairman of COA, at the pavilion's opening ceremony yesterday.

The theme of Taiwan Pavilion this year is "safe, healthy and fashionable products." Chen said the theme embodies government efforts to provide the best foods to Taiwan as well as the rest of the world. "Taiwanese food is a guar-

antee of safety, quality and nutrition," Chen said.

He also expressed his appreciation for Taiwan's farmers. "They work hard to make sure consumers get the best food," he said.

Vice Premier Paul Chiu, also in attendance, listed "fashionable ag-

riculture" as one of the six emerging industries the government wants to promote.

"The Council of Agriculture has done well in promoting agricultural excellence, and Taiwan Pavilion is an indication of that," Chiu said.



Dubai buyer commends Taiwan-made Halal foods

A major attraction of this year's Food Taipei is the Halal Pavilion, which has drawn lots of foreign buyers. One of them was Ahmed Ashmawi from a seafood supplier based in Dubai.

Ashmawi has bought Halal-certified products such as tilapias and milkfish from Taiwan in the past, through the assistance of TAITRA. Taiwan's fish are nutritious and safe and are attractive to Halal buyers, he said.

This year, Ashmawi is in Taiwan to take part in Food Taipei in the hope of finding more suppliers. He said TAITRA helped him arrange more than 20 one-on-one pro-

urement meetings with Taiwan manufacturers. On the opening day yesterday, he had to meet with them from 9 a.m. to 5 p.m., only to take a one-hour break around noontime.

However he said he didn't feel tired a bit, stressing he just wanted to speak to as many Taiwan manufacturers as he could to further his understanding of this market.

Today, Ashmawi will get a chance to enter the Food Taipei show arena. He is especially eager to visit the Halal Pavilion, where he expects to find a variety of fresh and authentic Halal products.

Commenting on how companies in the Middle East can find

more Taiwan-made Halal products, Ashmawi's gave a short yet direct answer: "Ask TAITRA."

