

**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**

**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

**Publisher:**

Taiwan External Trade Development Council  
Exhibition section 2, Exhibition Department  
Tel: (02)2725-5200 ext. 2661  
Fax: (02)2722-7324

**Editorial:**

*The China Post*  
Tel: (02)2596-9971  
Fax: (02)2595-7962  
Website: [www.chinapost.com.tw](http://www.chinapost.com.tw)

# USA Pavilion introduces true American delicacies

The USA Pavilion at the Taipei International Food Show is definitely the place for Americans to promote their highly delicious delicacies. Its American Kitchen will hold various activities throughout the show to demonstrate America's culinary best.

Over the duration of Food Taipei, the American Kitchen will feature a series of cooking demonstrations, part of the "Flavors of the American West" program held by the Agricultural Trade Office (ATO) of the American Institute in Taiwan in conjunction with the Western United States Agricultural Trade Association (WUSATA).

"Flavors of the American West" is a series of promotional activities to introduce Taiwanese consumers to the food and ingredients from western U.S. Special menu promotions have already been launched at several hotels in Taipei. Menus feature a wide variety of U.S. west coast seafood, including Alaskan black cod, scallops and spot prawn accompanied with the finest California wines, according to the

ATO.

In order to create menus reflecting the culture of western U.S., the Americans have sought the help of Doug Fisher, a WUSATA chef who is attending the Taipei International Food Show.

"The main idea is to promote the American products, but in order to do that, I was asked to show some ways to cook with those," said Fisher. "The idea is that people will taste it, and then want to have it."

In Fisher's words, the cultural promotion is not just a one-way street. "I love the Asian food here," the chef said.

"Of course I want to taste the Asian food here -- I'm not here every day," he added, explaining that the Taiwanese cuisine is more accessible for Westerners, as Taiwan is a very Westernized Asian country.

Tomorrow will be the final round of the American food cooking competition at the American Kitchen in the U.S. Pavilion. It follows the first round that took place on June 6.



Doug Fisher, chef with Western United States Agricultural Trade Association

## Chie Mei's thermoforming, overwrapping machines

Chie Mei Enterprise Co., Ltd. is a machine manufacturing company specialized in automatic forming and vacuum packing machines. Established in 1971, the company is showcasing two flagship models among its exhibits at Taipei Pack: the thermoforming machine and the overwrapping machine.

The company provides its services to food, medical, cosmetics, and computer parts companies. "Among our more famous business partners are: tobacco leader Marlboro, the Colgate-Palmolive company, and the cosmetics brand Forte," the company said.

Chie Mei Enterprise's head office is based



in Taipei, and the firm designs, produces, and exports its products to different parts of the world. **Booth: J0518**

## Jaw Feng No. 1 in vacuum package industry

Jaw Feng Machinery Co., Ltd. is for the sixth consecutive year presenting its products at the Taipei International Packaging Industry Show, also known as Taipei Pack. Created in 1983, the Taiwanese company claims to be number one in the vacuum package industry, and exports its products to more than 100 countries, including the United States and Japan.

Jaw Feng has developed more than 20 kinds of machines and are specialized in both packaging and food processing. Presenting a wide range of machines, the company expects to keep its leading position within Taiwan and in Southeast Asia.



**Booth: J0118**

## Yang Jenq machines ideal for making desserts

Yang Jenq Machinery Co., Ltd. is a machine manufacturer specialized in the production of Asian-style desserts (moon cakes, Chapatti, etc.) and Western-style pastry (French bread, toast, and croissant). The company is displaying at Foodtech, Catering and Pharmatech Taipei this year one of its specialized production lines, and invites the public to understand the different steps for making small steamed buns.

Starting with the auto flattening machine, the dough is cut and divided. Each piece is then formed into a shape with the company's stamping machine.



The company mainly exports to South-east Asia, Europe, the United States and Australia. **Booth: I0106**

## Japan Pavilion promotes health, organic food

The Japan External Trade Organization (JETRO) is the organizer of this year's Japan Pavilion at the Taipei International Food Show, an area consisting of 27 companies demonstrating the specialties of various prefectures of Japan. Agriculture and seafood products, drinks and liquors, and processing and confection companies occupy 80 booths. Exhibitors such as Niigata Industrial Creation and Aomori Prefecture are also showcasing their best.

Tatsuya Kato, director of the agriculture, forestry and fisheries department of JETRO, explained the purpose of the pavilion at Food Taipei: "Taiwanese know about Japanese food, but the majority don't know in detail the history and the characteristics of Japan's regions. What we want, therefore, is to provide more information and promote new products."

According to him, this year the focus has been made on health and organic foods, such as fresh fruits and marine products.

The Japanese Pavilion is one of the biggest at the show. On display there are a full range of food products such as rice, green tea, straw, and soy sauce.

Kato explained that due to the economic situation, the number of exhibitors decreased

this year. However, despite this tough economic climate, the number of visitors is expected to rise. "Our mission is to promote, not to sell. JETRO wants to find buyers willing to import new Japanese products, while the people present at the show should enjoy and discover new aspects of the Japanese culture," he said.

He said some products are especially unique, like chocolate-crab cake, meat waffles, the famous Tochi Otome strawberry jam, and sake.

"Attending Food Taipei 2009 is an ideal way to better understand the Taiwanese market," Kato said. "It is in our interest to know what image we have in Taiwan in order to know how to improve our promotion strategy for the next year."



## Der En Food Machinery specializes in encrusting

According to Der En Food Machinery Co., its participation in Foodtech, Catering and Pharmatech Taipei couldn't be more timely: the company specializes in machines for making moon cakes, and the Mid-Autumn Festival is just a few months away!

"We specialize in encrusting. The products we encrust with skins, shells and crusts vary from mooncakes to dumplings and pineapple cookies, as well as steamed buns and Taiwanese and Western desserts," explained Arthur Li, salesperson for Der En.

The company's customers are as diverse as its products. Buyers from the U.S., Europe, India, China and Taiwan have all shown interest in the past. Der En hopes their enthusiasm



will last, the salesperson said.

**Booth: J0106**