



TaiSPO

Taipei Int'l Sporting Goods Show 2009

March 19-22

www.TaiSPO.com.tw

E-mail: taispo@taitra.org.tw

Bulletin Board



Show Dates & Hours

Mar. 19-21 9:00-18:00
Mar. 22 9:00-15:00



Exhibition Extra

Sponsor:
Bureau of Foreign Trade, MOEA

Organizer:
Taiwan External Trade Development Council (TAITRA)

Co-Organizers:
Taiwan Sporting Goods Manufacturers Association (TSGMA)
Taipei Sporting Goods Association (TSGA)

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Innovative Design Competition in Sports Technology

- Awards of Excellence**
- Swiss Army knife skateboard**
Fan Cheng-tsung
 - BellyFree**
Chan Ming-sheng
 - Vibrating dumbbell jump-rope**
Lee Yun-hui
 - S-shaped waist trainer**
Kuo Ching-han, Kuo Ting
 - Badminton serving machine**
Hsu Kao-kui, Sun Yuan-cheng, Tseng Hsiu-wen, Lian Wan-ling
 - Waist extension trainer**
Lee Chun-tse

Runner-ups

- LED Frisbee**
Wang Chung-min
- FREE SKATE**
Chang Cheng-ju
- Lady Bird**
Hsu Wei-ling
- Amphibian bicycle**
Huang Chi-yi, Chen Chia-jung, Lee Mao-jung
- 360° scooter**
Chiang Huai-ying
- Sit-up machine**
Su Ya-chun
- Water vision**
Hou Hsiang-yen, Chen Po-hsien, Tsai Yi-lin, Chen Liang-hui
- Treadmill**
Liao Li-tung, Tao Ta-yu
- Badminton serving strength detector**
Hsu Kao-kui, Chang Chin-wei, Chen Kuan-yu, Lai Kuan-wei

TaiSPO 2009 kicks off Asia's best in sports

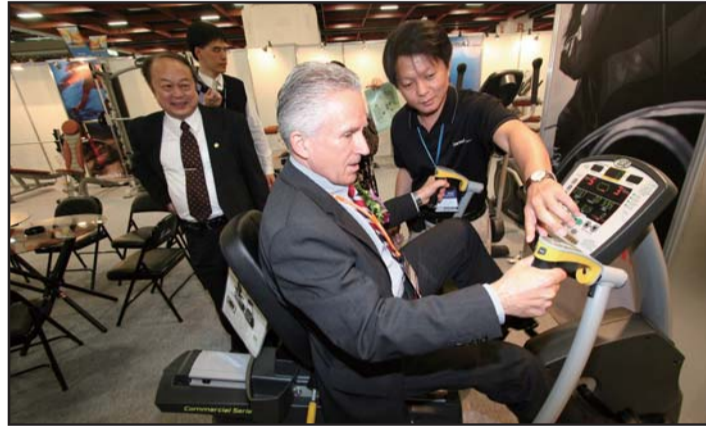
This is the place where champions begin. It's TaiSPO 2009 (the 2009 Taipei International Sporting Goods Show) which is back bigger and better to open the innovations of the coming year.

This winning venue features 311 vendors who are using 1,519 booths in eight different show areas. These include Fitness Equipment, Skating/Skiing Products/Sporting Ball, Outdoor/Water Sport/Sportswear, Miscellaneous Products, Trade Media, Associations, Foreign Exhibitors, and a Cross-Straits area.

The four-day TaiSPO 2009, which runs from Mar. 19 to 22 on the first and second floors of the Taipei World Trade Center Exhibition hall, spotlights the vast new innovative designs and innovations required by the sporting and fitness world.

TaiSPO is not only the sole international sporting goods show in Taiwan but also the most specialized sporting goods event in Asia, an event not to be missed by international buyers.

After the dazzling success of the



2008 show, now comes the 2009 show, organized by TAITRA (Taiwan External Trade Development Council) and its co-organizers TSMA (Taiwan Sporting Goods Manufacturers Association) and TSGA (Taipei Sporting Goods Association). The organizers project that TaiSPO 2009 will welcome more than 3,000 international buyers from more than 70 countries; many are key players in their homeland sporting goods market.

The exhibitors this year include key suppliers such as Johnson Health Tech, Sports Art Industrial, Tung

Keng Enterprise, Dyaco International, Body Sculpture International, Strength Master Fitness Tech, Sportsman Corporation, Kingasia International Corp, and Sporting King.

The sporting goods industry in Taiwan has years of expertise and experience and has accumulated strong product development and innovation capability. Sporting goods that combine technology from the computer, communication and consumer electronic (3C) industries to create added value have successfully differentiated themselves from the

traditional products manufactured in the People's Republic of China and Southeast Asian nations and have established a trading center for premium sporting goods in Asia.

Moreover, many local manufacturers in Taiwan have moved from being outsourcing suppliers to owning their own brands. Ample funding is being invested in research and development to create designs for high-end products. The purpose is to enhance the competitive strengths of the sporting goods industry in Taiwan and to boost its global performance.

The organizers have invited many industry key players in the field including executives from the WFSGI (World Federation of the Sporting Goods Industry), a key international sporting goods organization that enjoys a close relationship with the event.

On top of all this there are Taiwan biz tours that help buyers escape business through pleasant Biz Tours that cover several sightseeing routes. Here's a great opportunity for international buyers to spend a half day exploring the rich heritage and cultural sites of Taiwan's capital.

TaiSPO 2009 is open daily from 9 a.m. to 6 p.m. from Mar. 19 to 22 (closing at 3 p.m. on the last day, Mar. 22). The show is open exclusively to international buyers and associated local businesses with proper identification. It is not open to general public.

TaiSPO awards spur unlimited opportunities

Two contests — "TaiSPO ALL STARS — Innovation's Stage of Excellence" and "Innovative Design Competition in Sports Technology" — are being held alongside TaiSPO to encourage creativity and innovation, said organizer Taiwan External Trade Development Council (TAITRA).

Winners will be announced during TaiSPO's opening ceremony that kicks off the four-day event today.

The TaiSPO ALL STARS - Innovation's Stage of Excellence is organized by the Bureau of Foreign Trade and the Department of Industrial Technology, Ministry of Economic Affairs, and managed by the Taiwan External Trade Development Council (TAITRA) and Cycling &

Health Tech Industry R&D Center (CHC). Eight competition categories are Sports Rackets & Accessories, Golf Equipment & Accessories, Fitness Equipment & Accessories, Sports Wear & Outdoor Sports, Sports Balls and Sports Nets, Water Sports Equipments, Winter Sports & Skates, and Indoor Sports & Accessories.

Entries will be judged on five criteria: Innovation & Creativity, Design, Quality, Market Performance, and Environmental Friendliness.

This year, there are ten manufacturers who have entered 11 unique products. For example, Joong Chenn Industry Co. Ltd. has created "Smart dumbbells" specifically designed for women that combine 3C music prod-

ucts and regular dumbbells. The "Smart dumbbells" are bound to entice women who love good music and exercising.

Also, Tung Keng Enterprise Co., Ltd.'s "Swing Coach" simulates a real person feeding tennis balls, giving the player the pleasure of hitting with a "real person." And then there's the Supa Batzooka from Yosem (Sixty Nine) International Co., Ltd. that lets children practice baseball safely, and is also a water gun.

Snowbone Ltd., the only foreign manufacturer being considered for the award, has created a foldable, easy-to-adjust snowboard. The product is suitable for anyone of any size and offers snowboarders more opportunities to showcase their

tricks.

Held for the first time, the Innovative Design Competition in Sports Technology is a platform for students to display their creativity. The organizers have invited students from local universities to participate. Winners will have an opportunity to collaborate with businesses and possibly commercialize their products. The organizers hope to take this opportunity to further Taiwan's industrial design culture.

The competition has attracted 101 entries and 15 have been selected as finalists for the award. Among the finalists, six will be chosen as "Excellent Innovation and Technology" products. Additionally, organizers have found suitable manufacturers to sponsor the products and have created the prototypes, which can be viewed at the TaiSPO exhibit's 2nd floor, Area H.

TaiSPO 2009 New Product Announcements

Venue: Stage Area A, TWTC Exhibition Hall Date: Mar. 19th (Thurs.)

Time	Company Names	Topics
13:30-14:00	SHYH GENG ENTERPRISE CO., LTD.	Patented Cart-Rider
14:00-14:30	JOHNSON HEALTH TECH CO., LTD.	Enjoy the relaxation of simple and modern massage chair
14:30-15:00	AMERICAN MOTION FITNESS PRODUCTS INC.	World No #1 Animation Treadmill
15:00-15:30	LIAN HANG HEALTH-TECH., LTD.	High- Performance power generator system for Bicycle
15:30-16:00	SHANDONG BAODELONG FITNESS CO., LTD.	Full Range of Fitness Equipments can be found in Body Strong
16:00-16:30	SOLAR WHEEL ENTERPRISE CO., LTD.	Have fun & fitness with our eco-FAV scooter!

Tung Keng Enterprise Co., Ltd.

Swing Coach

The product simulates a real person serving tennis balls. The biggest difference between the Swing Coach and other ball feeding machines is that the direction, speed, path, and bounce of the tennis ball come directly off the strings of the

tennis racket. It allows the user to feel as if he is playing with a real person. With the device, the user will no longer pay for an expensive tennis coach.

Web site: www.dkcity.com



Booth: D426

Joy Ride Tech Co., Ltd.

E-Surfboard, JR-301 E-Tricycle

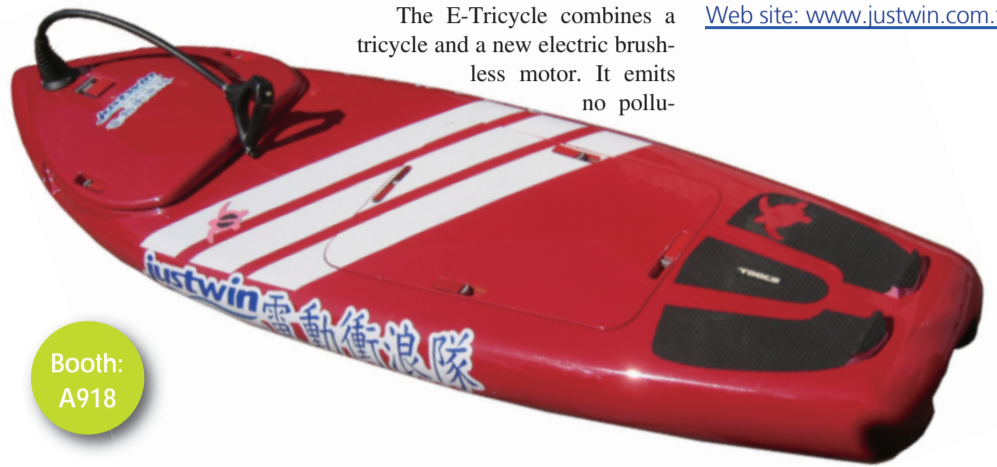
The E-Surfboard combines a surfboard, water jet, and electric brush-less motor. On a calm lake,

you can enjoy the fun of regular surfing. The water jet's thrust system ensures increased safety and environmental cleanliness.

The E-Tricycle combines a tricycle and a new electric brush-less motor. It emits no pollu-

tion, makes little noise, and is environmentally friendly. The product is great for exercise and relaxation.

Web site: www.justwin.com.tw



Booth: A918

Joong Chenn Industry Co., Ltd.

Smart dumbbell

The product combines body fitness with 3C technologies. It integrates a musical terminal into a simple dumbbell. Fitness lessons were pre-installed and will be broadcast during the exercise routine. The product targets women and lets female consumers freely enjoy the fun of exercising.

Web site: www.steelflex.com.tw

Booth: B810



Yosem International Co., Ltd.

Supa Batzooka

The product combines a toy water gun and a safe toy bat. It can be used for swinging practice, or you can just have fun squirting one another. The Supa Batzooka takes

into account children's safety and environmental friendliness. It is an entertaining toy for everyone.

Web site: www.pe69foam.com

Booth: A1016



Winners of TaiSPO ALL STARS- Innovation's Stage of Excellence Awards

Product Name	Company Name
Swing Coach	TUNG KENG ENTERPRISE CO., LTD.
Extreme Series Treadmill T680	SPORTS ART INDUSTRIAL CO., LTD.
Group Heart Rate Training System	G.PULSE INT'L CO., LTD.
Vibration Power	STRENGTH MASTER FITNESS TECH CO., LTD.
i-Shape TVR-8500	Tonic Fitness Technology, Inc.
SMART DUMBBELLS	JOONG CHENN INDUSTRY CO.,LTD
E-SurfBoard	Joy Ride Tech. Co., Ltd.
SUPA BATZOOKA	YOSEM (SIXTY NINE) INTERNATIONAL CO., LTD
Snowbone	Snowbone Ltd.
JR-301 E-Tricycle	Joy Ride Tech. Co., Ltd.
3 in 1 Folding Soccer Table	TBS GROUP CORPORATION

TaiSPO 2009 Event/Seminar Program

Date	Time	Event/Seminar	Speaker	Venue	
March 19 (Thurs.)	10:00-11:00	Opening Ceremony & TaiSPO ALL STARS—Innovation's Stage of Excellence Award & Innovative Design Award in Sports Technology Ceremony		Stage Area A, 1st floor, TWTC Exhibition Hall	
	14:00-15:00	Consumer Product Safety Act	Mr. Hiroataka Miyaji, Director of WFSGI Board-Asia	2nd conference room, 2nd Floor, TWTC Exhibition Hall	
	15:15-16:15	Energy Efficiency	Mr. Robbert de Kock, General Secretary of WFSGI		
	16:30-17:30	The European Sporting Goods Market	Mr. Klaus Uhl, Director of WFSGI Board-Europe		
	March 20 (Fri.)	14:00-15:30	The design and development trends of health-improved fitness equipment	<ul style="list-style-type: none"> Tzzy-Yuang Shiang, Ph.D. National Taiwan Normal University College of Sports and Recreation Professor Wen-Hsin Chan, Counselor Jin-Jong Chen, Ph.D. National Yang-Ming University Department of Physical Therapy and Assistive Technology Professor Cillia Chiang Supershape Health Club General Manager Philp T.K. Hwang NTUT Department of Industrial Design & Graduate Institute of Innovation and Design Chairman Edward Liao Cycling and Health Tech Industry R&D Center General Manager Andy Wu Tonic Fitness Technology, Inc. President 	3rd conference room, 2nd Floor, TWTC Exhibition Hall
		14:00-16:00	e-Commerce opportunities for sports & outdoor goods in US, UK, and AU markets		4th conference room, 2nd Floor, TWTC Exhibition Hall
18:30-20:30		TaiSPO Night		Cuisine, 2nd Floor, TWTC Exhibition Hall	
March 20 (Fri.)	10:00-11:00	Financial and Economic Crisis in Europe - Risks and Opportunities for Taiwanese Sporting Goods Companies in 2009	Dr. Jochen M. Schaefer WFSGI Legal Counsel	2nd conference room, 2nd Floor, TWTC Exhibition Hall	
	13:30-14:30	Brazil continue to grow, despite the crisis	Mr. Raul Sergio Hacker, Director of WFSGI Board-America	3rd conference room, 2nd Floor, TWTC Exhibition Hall	
	15:00-16:00	FESI & European Product Safety	Mr. Alberto Bichi, Director of WFSGI Board-Europe		
	10:00-11:30	Analysis of the demanding trend of the fitness equipments in club	Cillia Chiang Supershape Health Club. General Manager		
	13:30-15:00	The Application of Wireless Physiological Detection in the Production of Health and Exercise	Jin-Jong Chen, Ph.D. Department of Physical Therapy and Assistive Technology, Professor		
15:30-17:00	The Trend of the Health Self-Management	Sandra Huang President, Healthy & Convenient Co. Secretary General, Health club of Taiwan			
	13:30-17:00	2009 TaiSPO Procurement Meeting		4th & 5th conference room, 2nd Floor, TWTC Exhibition Hall	
March 19 (Thurs.)	13:30-16:30	New Product Announcements		Stage Area A, 1st floor, TWTC Exhibition Hall	
March 20 (Fri.)	10:00-12:00 13:00-15:00				
March 19-21 (Thurs.-Sat.)	09:00-18:00	TaiSPO ALL STARS-Innovation's Stage of Excellence & Innovative Design Award in Sports Technology Display Area		Area H, 2nd floor, TWTC Exhibition Hall	
March 22 (Sun.)	09:00-15:00				