



TaiSPO

Taipei Int'l Sporting Goods Show 2009

March 19-22

www.TaiSPO.com.tw

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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 (TSMGA)
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TaiSPO opens; industry's pioneering spirit lauded

The Taipei International Sporting Goods Show (TaiSPO) kicked off yesterday and will from now to Mar. 22 offer the best, newest, and most innovative products to promote every facet of sports.

Among the speakers at the show's opening ceremony were: Y. C. Chao, President & CEO of Taiwan External Trade Development Council (TAITRA); Cynthia Kiang, Director, Department of Trade Development, Ministry of Economic Affairs; John Larsen, President of World Federation of the Sporting Goods Industry (WFSGI); and Manfred Wutzlhofer, Chairman & CEO of Messe Muenchen International.

In his remarks, Chao said the export value of Taiwan sporting goods from January to November 2008 exceeded US\$1.2 billion.

"Part of the reason for success has been the industry's ability to inte-



grate 3C technologies and pioneer sporting goods with high value additions," he said. "Meanwhile, Taiwan has become the procurement center for high-quality sporting goods."

Wutzlhofer, after his remarks, was presented two Awards of Recognition for his service to the trade show — a beautiful china plate and an eagle trophy symbolizing how far TaiSPO has soared.

Next, winners of the TaiSPO ALL STARS contest were presented a yellow tinted oval award. Innova-

tive Design Competition in Sports Technology awards winners, who took part in the first-time event to encourage student innovation, received a certificate for their achievements.

Winning products will be displayed in Area H on the second floor of TWTC Exhibition Hall 1.

The ceremony finished with a bang as distinguished and honored guests pushed large buttons on the wall of the stage to commence the grand opening.

Innovative, stylish products bedazzle TaiSPO, says Jan



There is a reduction in the number of booths at this year's TaiSPO, amid the recession. However, Fred Jan, chairman of co-organizer Taipei Sporting Goods Association, said the quality of products isn't disappointing at all.

First, he cited the first Innovative Design Competition in Sports Technology, which met strong enthusiasm from students of local colleges and universities. Over 100 entries were submitted, each demonstrating the creativity of the nation's youth.

Further, he noted most sporting goods made in Taiwan have high-tech integrated into them. Combining sporting goods with high-tech, for which Taiwan is famous, will become a trend, he said.

Jan expressed his appreciation for organizers to enlist the support of the government and academia to encourage sporting goods design and innovation.

Commenting on the downturn, he said it would create a stronger impact on the manufacture of exercise equipment. Makers of garments and shoes should feel a smaller impact, he said.



Shyh Geng, Johnson Health Tech launch new products

Among the latest products introduced at this year's Taipei International Sporting Goods Show (TaiSPO) is Shyh Geng Enterprise Co. Ltd.'s TriKart, a three-wheel cart-rider patented in the United States, Taiwan, China, and the European Union.

"Probably the most important characteristic of the TriKart is its stability," says Nick Chen, sales manager. Featuring a unique reverse function, the TriKart took two years to develop and can be used even by the elderly and children without running the risk of injuries.

Another new product is Johnson Health Tech Co. Ltd.'s KC-F500 Massage Chair, a Japanese design which offers three-dimensional shoulder massage settings and a detachable, versatile ottoman that can be even used as a seat, according to Mandy Wang, new business development supervisor.

Wood's connection draws int'l VIPs to TaiSPO

This year's TaiSPO saw the participation of many important foreign guests. Most of them came because of their connection with George Wood, chairman of co-organizer Taiwan Sporting Goods Manufacturers Association (TSMGA).

He expressed his appreciation for the support of these international VIPs, who came to the show despite the economic recession.

Having worked in the business for decades, Wood felt the impact of the current recession on Taiwan

manufacturers, most of whom make exercise equipment targeting American households.

He said the current downturn actually began in 2006, when the subprime mortgage crisis first emerged. During that time, American households were working hard to pay off their loans, and spent less on exercise equipment, he said.

Wood urged businesses to find new opportunities amid the recession, and said TaiSPO provided a good platform for it.



Chyokin Formosa's strap raises overall workout efficiency

For those who work out, getting a grip of the equipment by hand requires energy and reduces overall efficiency. Now the situation may be improved with the Exact Easy Grip strap made by Chyokin Formosa Ind. Co., Ltd. (Booth H946).

The strap literally hooks the hand up with the exercise equipment, for example a dumbbell, sparing the user of the need to get a grip of the device. Workouts can therefore be more effective, said Fernando Wang, manager of the Taoyuan-based company.

"What we offer is a made-in-Taiwan product with high quality at reasonable prices," Wang said, adding the NT\$1,180 strap is mostly exported yet has also gained popularity among gyms in Taiwan.

According to Wang, similar

products found in the market do not allow maximal efficiency. His company's product, on the other hand, is a PP strap that is durable and strong, capable of supporting weights of up to 350 kilograms, Wang said.



TaiSPO 2009 New Product Announcements

Venue: Stage Area A, TWTC Exhibition Hall

Date: Mar. 20 (Fri.)

Time	Company Name	Topics
10:00-10:30	AFARSPORTS LTD	Afar shows the newest innovation. Surfing, Skiing, Belly dancing
10:30-11:00	BIKE SPORTS Rd Company Ltd.	All innovation, All new feeling. 1. Bike Scooter 2. Pump-N-Go cart 3. Body Slider
11:00-11:30	HOE CHENG MACHINERY ENTERPRISE CO.,LTD	Sporting Bed-For Healthy Life
11:30-12:00	WELL HOME HEALTH PROUDUCTS CO	LOHAS SWIVEL CHAIR
13:00-13:30	HSIAOTEX ENTERPRISE CO., LTD.	RUNAIR Air Circulation Socks
13:30-14:00	COLUMBUS MANUFACTURING CORPORATION	How to get better health and figure?
14:00-14:30	TAIWAN MAXAM INDUSTRIAL CORPORATION	Surfboard
14:30-15:00	ASIATIC FIBER CORPORATION	New-Tech: Heating and Cooling