

07.26-29 台北世貿一館 TWTC HALL 1
2019 Taiwan Culinary Exhibition
台灣美食展

**BOOTH
REGISTRATION**

2019 Taiwan Culinary Exhibition 台灣美食展

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Preface

The 2019 Taiwan Culinary Exhibition will take place in Exhibition Hall 1 of the Taipei World Trade Center from July 26 to 29. This year's Exhibition will emphasize international marketing and assistance for the culinary industry in the promotion and marketing of culinary culture, establishing a platform for culinary interchange and creating value for Taiwan's cuisine.

Purveyors of all kinds of cuisine and operators of all kinds of restaurants in Taiwan were invited to participate in the 2018 Taiwan Culinary Exhibition, filling 820 booths that attracted more than 130,000 visitors during the event's four-day run. The Exhibition created about NT\$100 million in media value, while participating exhibitors generated huge business opportunities and strengthened the brand image of Taiwan's cuisine.

To continue deepening Taiwan's culinary development, help still more operators promote and market culinary culture, and establish a platform for culinary exchange and sharing, the 28th Taiwan Culinary Exhibition this year will focus on five theme areas--"Good-eating Taiwan," "Discovery Kitchen," "Flavors Past and Present," "Soil of Taiwan," and "Exotic Cuisines"—which are expected to attract 150,000 visitors from Taiwan and overseas. Among the organizations joining in this great annual celebration of food are the Council of Agriculture, Hakka Affairs Council, Council of Indigenous Peoples, Ministry of Economic Affairs, Ministry of Culture, Ministry of Finance, Taiwan Railways Administration, Freeway Bureau, Taiwan Tourism Bureau, county and city governments, and restaurant operators.

To supplement the physical displays of the Taiwan Culinary Exhibition, August will be declared a "Taiwan Gourmet Month" of marketing activities. Restaurants and hotels with exhibition booths will design fine-dining meals, and the Taiwan Visitors Association will work with international marketing activities and inbound tour operators to attract foreign travelers to come and take advantage of the special deals on offer. This will stimulate conversation and help boost the sustainability of the Taiwan Culinary Exhibition.

Masters' Lectures, Cooking Studio and Astonishing Arts will again be features at this year's Exhibition, linking the culinary industry more closely with everyday life and making it easier for the public to welcome and promote Taiwan cuisine. To boost Taiwan's status as a culinary power, local governments in Vietnam and Japan will be invited to participate in the Exhibition, and more countries and regions will be invited to join in interchange on food ingredients, gourmet cuisine, and cooking arts. This will generate another wave of media attention.

We would like to express our appreciation for the support of Exhibition participants. The high-quality, broad, deep, multi-educational presentations at this grand culinary festival will help boost Taiwan's culinary culture to an even higher plane. The 2019 Taiwan Culinary Exhibition welcomes your participation and support. Come and work with us to create, once again, an economic peak for Taiwan's culinary industry!



Directed by
*Ministry of Transportation
and Communications*

Supervised by
Tourism Bureau, MOTC

Organized by
Taiwan Visitors Association

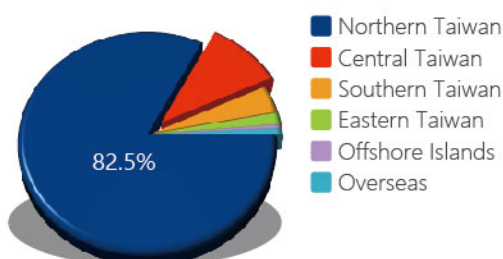
Contact
Taiwan Visitors Association Tel / +886-2-2752-2898 Website / www.tcetva.tw

The 2018 Taiwan Culinary Exhibition

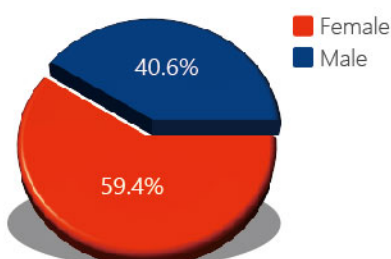
The 2018 Taiwan Culinary Exhibition was held on August 10~13 at Exhibition Hall 1 of the Taipei World Trade Center, with 820 booths and five theme areas--“Good-eating Taiwan,” “Discovery Kitchen,” “Flavors Past and Present,” “Soil of Taiwan,” and “Exotic Cuisines.” The event attracted 137,201 visitors and media coverage totaled 1,613 items, successfully forming a unified promotional platform.

Visitors Demographics

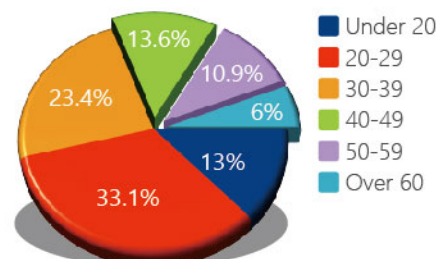
Areas of Residence of Survey Participants



Gender



Age



Analysis on media exposure

Type	items	Value
Newspaper	137	8,696,700
Magazine	10	2,534,960
TV	144	26,652,338
Internet News	1,322	69,130,000
Total	1,613	107,013,998



Five theme exhibition areas

Good-eating Taiwan

[Window of Culinary Arts]

Prominent hotels and restaurants from all over Taiwan will exhibit their signature dishes, with chefs giving on-site explanations so that visitors can learn more about different kinds of food—and try it, too. The visitors will be able to see, smell, and taste the featured dishes, giving satisfaction to their senses of taste, vision, and smell all at the same time.

[Taiwanese Cuisine Pavilion]

Taiwanese food is a fusion of cuisines from different areas. As history progressed, Taiwanese food incorporated the characteristics of Fujianese, Hakka, Japanese, and various Chinese regional cooking traditions. This pavilion introduces the evolution of Taiwanese cuisine, with Taiwanese chefs on-site to present displays and demonstrations of their cooking in person, allowing visitors to understand Taiwan better.



Discovery Kitchen

[Astonishing Arts]

Taiwan's geographic conditions allow the island a rich array of special agricultural products that are perfect for the development of fruit and vegetable sculpture; as a result, the fruits and vegetables used in our daily lives are no longer just ingredients to satisfy our appetite, but serve as art materials as well. This area focuses on the display of fruit and vegetable sculpture, adding another aspect of the marvelous skills of Taiwan's chefs.



[Masters' Lectures]

Famous foreign chefs and Taiwanese winners of world competitions will be invited to share their enthusiasms and principles regarding cookery with Culinary Exhibition visitors, so that students and others who aspire to become chefs can direct their future careers accordingly.

[Cooking Studio]

Chefs will present demonstrations on-site to give visitors a better understanding of how to choose ingredients and a deeper knowledge of foodstuffs and the preparation of good food.



Flavors Past and Present

Proprietors of old-time Taiwanese restaurants will be invited to exhibit classic Taiwanese dishes and sell all kinds of traditional Taiwanese small eats, meals, snacks, and beverages, providing a culinary tour of all Taiwan in one small place.



[Taiwan's Agriculture]

Taiwan was originally founded on agriculture, which for many years was the base of the island's economy. The economic base has shifted to industry in more recent times, but agriculture continues to play a key role, albeit a more modest one, in our lives today. At this year's Culinary Exhibition, the Council of Agriculture will promote the concept of local production and sale in the marketing of Taiwan's quality agriculture.



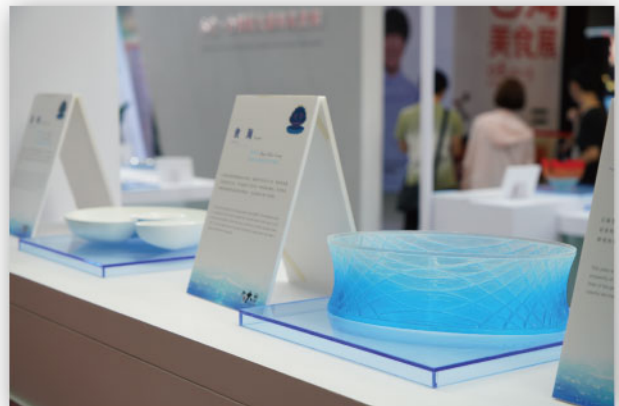
[Culinary Implements]

Delicious food needs to be presented in elegant dishes. Dishes are like a food's clothing, and a big issue is how to match dishes to the culinary trends of the time. The Ministry of Culture, hotels, handicrafts businesses, and others will display and sell dining utensils in this area, and restaurants and visitors in general will be invited to buy them.



[Stylish Small Eats Utensils]

This area will exhibit unique works of tableware that bring creative design to Taiwan's internationally famous snacks. These displays will focus not only on design esthetics but will also emphasize the quest for change, heightening the sense of quality in snack tableware and elevating the presentation of Taiwanese snacks from night markets to the tables of restaurants and star-rated hotels.



[The Culture of Flavor]

Cuisine is presented in different styles. The exhibits in this area will feature different cultures, with displays by the Hakka Affairs Council, Council of Indigenous Peoples, Taiwan Railways Administration, and local governments from throughout Taiwan presenting the diversity of Taiwan's culinary culture.



[Small-town Eats]

In line with the Taiwan Tourism Bureau's promotion of 2019 as the Year of Small Town Tourism, small towns will be invited to join in the Culinary Exhibition by displaying and selling their specialty cuisine. This will give greater publicity to the beauties of the island's small towns.

To mold Taiwan into an international culinary power and augment knowledge of foreign cuisines among the island's cooks and the public, various countries and regions will be invited to participate in the Culinary Exhibition and provide an international-class platform for culinary interchange that will strengthen the global culinary view of chefs and the general public alike. Exhibition visitors will be able to savor authentic foreign dishes without leaving Taiwan.



Exhibition Information

Organizer: Taiwan Visitors Association

Dates: 2019 / 7 / 26 ~ 29 (Friday ~ Monday)

Contact: +886-2-27522898 www.tcetva.tw



Exhibition Scope

Window of Culinary Arts

A “Good-eating Taiwan” zone will be set up within the exhibition area to generate a “Taiwan cuisine” buzz via displays by hotels, restaurants, and gift businesses. Accommodation and dining vouchers, along with all kinds of gift items, will be offered for sale in this zone.

I. Target industries and required documents

- (I) **International tourist hotels, tourist hotels, hotels**
Industrial/business permit, tourist hotel permit/
hotel permit/sanitation permit, product vouchers
- (II) **Restaurants**
Industrial/business permit, product vouchers
- (III) **Gift and baking industries**
Industrial/business permit/Hygiene permit.



II. Regulations for Coupons

- (I) All gift, hotel, hot spring, meal and other service coupons sold during the exhibition must abide by regulations, that all related governmental organizations set for the relevant coupons, stated in the “Mandatory and Prohibitory Provisions to Be Included in Standard Contracts for Tourist Hotel Goods (Services) Coupons”. Please provide a copy for reference with your application.
 - (II) According to the regulations MOTC sets, only real licensed accommodation providers can issue coupons for hotels and homestays. This is to avoid any possible disputes caused by an inconsistency between issuers and providers which increases an uncertainty for risk assessment. If a company authorizes a third party to sell its coupons, in order to protect consumers’ rights, it is mandatory to indicate on the coupons the name of the third party, the authorized period for sales, and for tourism hotels, also file numbers of approved documents by the relevant government authority.
 - (III) Highlights for exhibitors selling coupons:
 - (1) No expiry date for coupons is allowed. If the special offer with the coupon is valid only for a period of time, it should state “After the deadline for the special offer, the coupon remains valid with the price difference added”.
 - (2) A Performance guarantee must be provided with the name of the financial organization responsible for the guarantee as well as the effective and expiry dates for the guarantee. The guarantee period must be no less than one year, effective from the issuing date.
 - (3) It is prohibited to state “The coupon cannot be used on certain days, Mother’s Day, New Year, some holidays or consecutive holidays” or “valid only from a certain day to another day in a week”. It can be noted “A price difference should be added if the coupon is used for a certain day of the week, New Year or consecutive holidays”.
 - (4) The definitions for off-peak and peak days should be stated on coupons. It is not allowed to show “The definitions for off-peak and peak days depend on the rules of the site”; nor can it be written “The company reserved rights to adjust or charge without a notice”.
- The companies of consignment sale of accommodation coupons, meal coupons, membership cards and other special offer coupons by promotional are not allowed to register.

III. Taiwan Gourmet Month

Special prices will be on offer during this month. The Taiwan Visitors Association will work with inbound tour operators and use international marketing methods to attract foreign travelers to dine in Taiwan, thereby creating ongoing benefits for the Culinary Exhibition.

IV. Incentive Booths:

To encourage participating units to present displays of Taiwan’s culinary culture and strengthen on-side interchange, the Association will offer extra incentive booths to exhibitors that meet the following conditions:

- (I) **Restaurants/Hotels**
 - (1) Development of gourmet dishes and their on-site display.
 - (2) Coordination with Taiwan Gourmet Month by selling gourmet set meals and room accommodation for August.
- (II) **Gift Businesses**
Display of cultural or educational products, or arrangement of on-side interactive activities.

※ One incentive booth will be provided free to exhibitors renting 2-3 booths, and two incentive booths will be provided free to exhibitors renting 4 or more booths.

Culinary Implements

I. Target industries:

Dining/kitchenware manufacturers/vendors, specialty tableware vendors subsidized by the Ministry of Culture, and museums.

II. Required documents:

Industrial/business permit.



Note:

※Please visit the Ministry of Economic Affairs' "Commerce Industrial Services Portal" to download your unit's (company or business) registration and license documents. Please visit the website at <http://gcis.nat.gov.tw>

※ Donors to the Taiwan Visitors Association only need to submit documentation for product vouchers.

Venue Map



Taipei World Trade Center Exhibition Hall 1

Booth Specifications and Facility Fees

1. Booth specifications

Shell Scheme	3m (length) x 3 m (width) = 9 sq.m.	*Including basic facilities. (See Point 3)
Bare Space	3m (length) x 3 m (width) = 9 sq.m.	*Blank booth. Minimum rental area is 36 sq.m. - i.e. 4 booths.

2. Booth Type

Booth Type	Unit	Original price (NTD)	Early Bird price (pay before April 30) (NTD)
Shell Scheme	Each booth	70,000	60,000
Bare Space	Each booth	65,000	55,000
Corner booth	Each booth	Add 5,000 (Must rent at more than 18 sq.m)	
2-story booth	Each booth	Add 25,000 (Must rent at more than 36 sq.m)	
Booths exceeding 4 meters (max to 6 meters)	Each booth(18m ²)	Add 10,000 (TWTC rules) (Must rent at least 36 sq.m.)	

★Application received after June 1, 2019 shall be subject to an additional NT\$10,000 late fee.

★If a corner booth is specified, then the difference must be paid in advance. The number of corner booths is limited and availability cannot be guaranteed by the organizer. Final availability will depend on overall venue planning, order of application and payment, and booth size. If payment has been made but a corner booth can't be allocated then organizer shall refund the difference within 7 working days of the booth's location being confirmed.

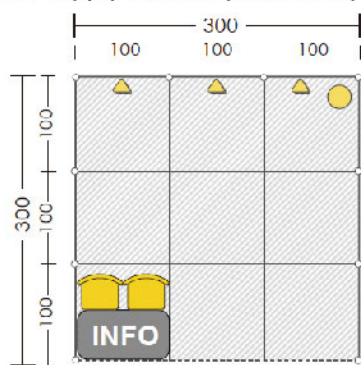
◎Donations count towards facility fees, The Association is a trust so can accept donations. Exhibitors who agree to make a donation at time of registration (Donate NT\$10,000 for each booth) then this can be deducted from the booth fees they were originally liable for. For example, if NT\$60,000 is paid for each standard booth before March 31 and the vendor agrees to donate NT\$10,000, then the Association may issue a donor receipt of NT\$10,000 and a fee receipt for NT\$50,000 (a discount of NT\$10,000). For vendors who decline to make a donation, the Association will issue a receipt for the full amount. Please tick the corresponding box on the registration form if you wish to make a donation.

3. Shell Scheme Equipment

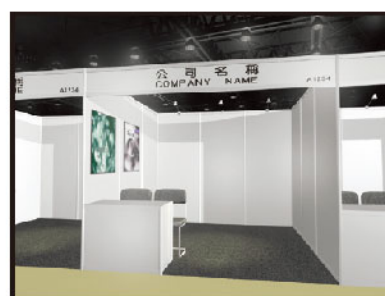
A.Total 3 wall partitions for back and sides.

B.Equipment: Reception desk x1, 3 projector lights (electricity included), 110V/5A socket x1 (500W electricity included), 2 folding chairs, carpet, trash can x1, exhibitor name placard, booth number

C.Additional fees required if more than the basic power usage (3 projector lights, 110V/5A socket 500W) are used. The power supply must be provided by the official contractor.

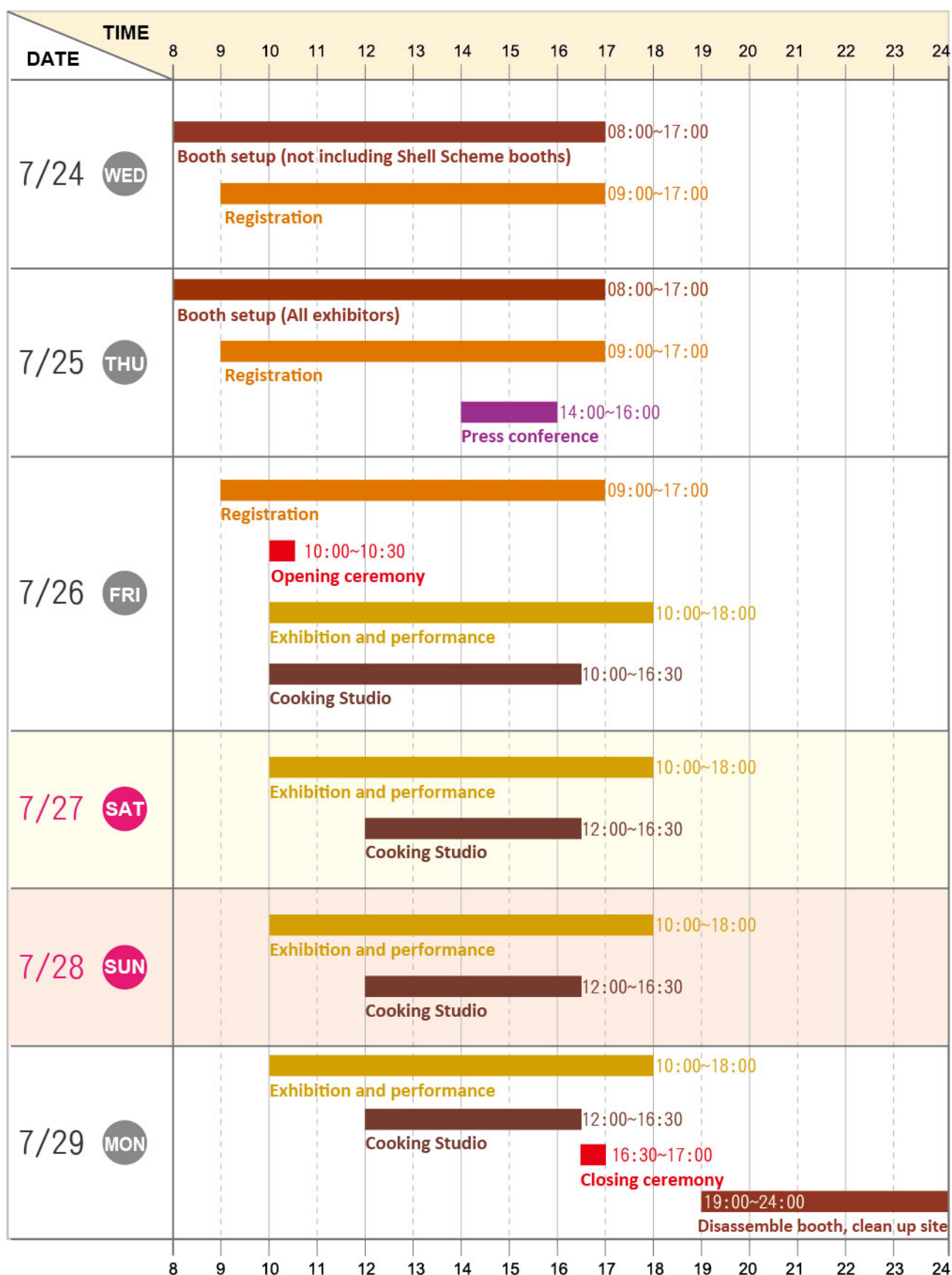


▲標準攤位平面圖



▲標準攤位透視圖

Event Schedule



(See actual rules)

Exhibitor Guidelines

Registration

- **Online registration:**
Online registration available after January 1, 2019 and will close when the maximum number of applications has been received.
Website: www.tcetva.tw
- All exhibitors must upload a copy of their business permit within 7 days of online registration. Tourist hotel and hotel operators should upload photocopies of the Relevant government permits for review by the competent authority.
- If the exhibitor wishes to sell gift vouchers, dining vouchers, accommodation vouchers, and spa vouchers. They must conform to the "Mandatory and Prohibitory Provisions to be included in Standard Contracts for Tourist Hotel/Hotel Goods (Services) Coupons" rules and regulations. Photocopies of vouchers should also be uploaded for review by the competent authorities.

Payment Method

- Payment can be made by wired transfer to
Bank: Mega International Commercial Bank Co. Ltd. HOFD Taipei Taiwan
Account: **Taiwan Visitors Association**
Account No.: **00753086780**
Swift Code: **ICBCTWTP007**
★ This account is for US Dollars only.
- Please send a demand check through the mail or pay in person at the Taiwan Visitors Association.
8F, -1, No.285 Sec. 4 Zhongxiao E. Rd. Taipei 106, Taiwan
- Note: If payment is made by ATM transfer or personal account, please notify the organizers by phone or fax.



Application Deadline

- **Early Bird Deadline: April 30, 2019**
- **Registration Deadline: May 31, 2019**

Applications received after June 1, 2019 will be charged a late registration fee of NT\$10,000.



Acceptance of Application

The organizer will review the eligibility of the exhibitor immediately upon receiving their online registration details; the exhibitor confirmation will be sent by e-mail to the primary contact of the exhibitor. The organizer reserves the right of final decision on exhibitor reviews.



Changing of Booth(s)

The Organizer reserves the right to reduce the number or size of booths, and change the location of booths according to the exhibition's capacity.

Taiwan Culinary Exhibition Terms and Conditions

1 Booth Allocation

The allocation of booths is at the organizer's discretion. Actual allocation shall be based on the venue's overall layout, booth sizes, as well as time of registration and payment. The organizer will strive to satisfy the requirements of the exhibitor but reserves the right of final decision over booth allocation, quantity and changes.

2 Booth Usage

The exhibitor may not assign, sublet or authorize another unit to use its booth without the prior written approval of the organizer, nor may it use any booth within the venue not allocated by the organizer, or use a booth for a purpose other than for the exhibition.

3 Joint Exhibitors

If several exhibitors will take part together then one of the units should be designated the primary applicant and represent the other co-exhibition units (i.e. Co-exhibitors) in applying to the organizer. The primary applicant must upload the list of all co-exhibitors to the organizer before June 1, 2019. Any units not listed as a co-exhibitor may not be exhibited at the venue.

4 Exhibition Changes or Delays

The venue and time of the 2019 TCE is as described in these outlines. If the exhibition venue is changed, or the exhibition time changed or delayed due to factors beyond human control, the organizer shall not be held liable for any losses suffered by the exhibitor. If the exhibition is canceled, the organizer shall deduct the relevant expenses and refund the remaining funds to the exhibitor.

5 Withdrawal from Exhibition and Refund

If an exhibitor is unable to complete the registration and payment process by April 30, 2019, the organizer may cancel the facility fee discount it was eligible for and decide whether to still allow its registration to stand. If an exhibitor wishes to withdraw after completing the registration process and paying all of the fees, an application should be submitted in writing to the organizer and handled in accordance with the following rules:

- If the application is submitted before May 31, 2019, 75% of the paid fee will be refunded.
- If the application is submitted before June 30, 2019, 50% of the paid fee will be refunded.
- If the application was submitted after July 1, 2019, no refund will be given.

If an exhibitor is asked by the organizer to reduce the number of booths or withdraw from the exhibition, the refund will be handled on a case-by-case basis.

6 Booth Design

If the exhibitor will be setting up their own booth then the design must be submitted to the organizer for review before **July 1, 2019**. If the booth contains a stage, features large balloons or will host performances, the edge of the stage as well as the shortest distance to the common passage way (must not be less than 60cm and must not be placed at an intersection), location of the speakers (maximum decibel must be below 85. The speaker should be pointed into the booth) as well as the balloon's diameter and height from the ground must be clearly marked on the design drawings for review by the organizer.

7 Booth Construction

All of the building materials and furnishings used by the exhibitor must be fire-resistant. They should also conform to fire and building regulations (Use eco-friendly building materials where possible). Booth size must conform to the standard booth dimensions (3mx3mx2.5m) but company signs and product marks can be increased to a height of 4m. Exhibitors' displays may not block the line of sight to other vendors or violate the rules set by the organizer.

8 Common Passageways

During the exhibition period, exhibitors should remove any inappropriate displays under the organizer's request. All exhibitors are required to keep the common passage ways free of obstructions.

9 Vacant Booth

If the exhibitor has not occupied its booth at least 30 minutes before the exhibition opens, the organizer may re-assign the booth to another unit and confiscate all paid fees. If a booth is left unattended or vacant for more than 2 hours during the exhibition, the organizer will have right to seal off the booth.

10 Advertising

Exhibitors may not display advertising not related to the exhibition theme within the venue. They are also barred from engaging in political advertising in or outside of the venue. The exhibitor's advertising, pamphlets and promotional materials should only be displayed, conducted or distributed within their rented booth.

11 Voucher Guarantee

- (1) Product vouchers such as accommodation vouchers, spa vouchers and dining vouchers sold by the exhibitor during the exhibition period should conform to the "Mandatory and Prohibitory Provisions to Be Included in Standard Contracts for Tourist Hotel/Hotel Goods (Services) Coupons" and the relevant regulations of the competent authorities.
- (2) The time limit on the voucher promotion should not exceed the contract fulfillment guarantee period.

12 Legal Merchandise

The objects sold by the exhibitor during the exhibition period should conform to the relevant regulations of the competent authority, tourism authority and Consumer Protection Act.

13 Booth Construction and Sound System Applicants

- (1) If the exhibitor hires a contractor not designated by the organizer for their booth setup, the contractor's contact details should be provided to the organizer before July 1.
- (2) The exhibitor may set up a stage within their booth if they have the necessary approval. Those offering events should set up speakers that conform to the regulations and volume limits within their booth. The organizer should strengthen the enforcement of noise controls to main order in the venue. Those applying for the use of audio systems should provide the contractor's contact information and submit a written application before July 1. The organizer shall issue an "Sound System Permit" before the start of the exhibition. On-site violations shall be noted for future exhibitor reviews and the contractor will also be banned from applying for sound system installations in the following year.

If a Sound System Application is submitted during the exhibition, a late application fee of NT\$5,000 must be paid.

14 Exhibitor Badges and Exhibitor Entry Coupons

The exhibitor may not counterfeit, modify or possess counterfeit, modified Exhibitor Badges or Exhibitor Entry Coupons. Offending items will be confiscated upon discovery and legal action taken.

15 Use of Open Flame in Venue

The use of an open flame for cooking is banned at TWTC Hall 1. Avoid bringing flammable items into the venue. If it is absolutely necessary, extra safety precautions should be taken and signs displayed in obvious places. A written waiver must also be signed and public liability insurance coverage secured. The insurance coverage may not be lower than the amount specified in the "Enforcement Rules Governing Compulsory Public Liability Insurance for Consumer Premises in Taipei City". The relevant application forms and waivers must be submitted to the organizer by July 1.

16 Photography and Video Recording

The organizer and the media may take photographs and video recordings during the exhibition as part of the overall marketing. The exhibitors may not refuse without an appropriate reason.

17 Security Guards

The organizer provides security guards for vendors during the setup and clean-up phases. The exhibitor must comply with the security management measures and any inconveniences it may bring. The organizer may seek property insurance coverage for the security of the assets on display. The organizer shall not be held liable for any losses or damages suffered by the exhibitor or to their assets.

18 Display of License and/or Registration

The exhibitor should display their legal business license or registration at an obvious location on their service counter within the booth. This is to facilitate identification by consumers and inspections by competent authorities. (In accordance to document no. 0990001309, as issued by the Executive Yuan Consumer Protection Commission on February 4th 2010).

19 Supplementary Rules

To ensure the smooth running of the exhibition the organizer has the right to issue supplementary rules. Supplementary rules shall take effect 12 hours after they are issued and become a part of this contract.

20 Refused Admittance

Under the consideration of the whole exhibition, when the necessary conditions are present, the organizer may refuse admittance to inappropriate individuals and does not have responsibility to any party.

21 Booth Return

Once the exhibition has ended, the exhibitor must clean up their booth and return it in good order by 24:00 on July 29.

22 Violations

If the exhibitor violates the terms and conditions of this contract, the organizer may ask them to cease and desist on the spot; if damage is caused to the organizer, the exhibitor shall be held liable for damages; the damages may be deducted directly from the funds paid by the exhibitors. To maintain the safety of the exhibition venue and to protect the rights of exhibitors, the exhibitor must abide by the above rules. The organizer has the right to demand the withdrawal of violators from the exhibition and the payment of related fees.

23 Exhibitor Contract

Once the registration form has been signed and confirmed by the organizer, a contractual agreement between the exhibitor and the organizer is completed. All exhibitors must conform to the exhibition guidelines and the rules set out in the exhibitor handbook.

24 Dispute Resolution

Any disputes relating to the terms and conditions of this contract shall be governed by the laws of the Republic of China. The Taipei District Court is the court of first jurisdiction for any litigation involved.





TAIWAN
VISITORS ASSOCIATION
台灣觀光協會

2019

Taiwan Culinary Exhibition

Directed by

指導單位 交通部

Ministry of Transportation
and Communications

Supervised by

輔導單位 交通部觀光局

Tourism Bureau, MOTC

Organized by

主辦單位 財團法人台灣觀光協會

Taiwan Visitors Association