



F&B Taiwan



# 2024 TAIWAN INT'L COFFEE SHOW



台灣咖啡協會  
Taiwan Coffee Association

Taiwan Coffee Association



Chan Chao International Co., Ltd.

11.15 Fri. ▶▶ 11.18 Mon.

Taipei Nangang Exhibition Center





Taiwanese people are inseparable from coffee. According to the latest survey, about 40% of Taiwanese drink at least one cup of coffee a day, and the total revenue of the coffee industry can reach nearly 100 billion Taiwan dollars! With the dedication of every coffee lover, Taiwan's coffee industry has successfully play an important role in the world. With the epidemic slowing down, Taiwan's coffee industry is ready to surprise the world with its strong coffee strength!

As an iconic coffee exhibition in Asia, that has an important position in the international coffee industry, Taiwan International Coffee Show hosted the World Cup Coffee Events in 2023: "World Latte Art Championship", "World Coffee in Good Spirits Championship" and "World Coffee Roasting Championship". In addition, this series of events has also brought many Taiwanese coffee professionals to the world stage, participated in the World Siphonist

Championship, the Nordic Roaster Competition, and the Espresso Italiano Champion, etc. Achieved good results in these international competitions, showing the strength of Taiwanese baristas to the world. Taiwan's coffee is amazing in the world in terms of industrial strength, market size and talent cultivation, and has been recognized by many baristas and industry professionals internationally. Taiwan International Coffee Show will take this opportunity to become the center of the development of the global coffee industry.

The Taiwan International Coffee Show adhering the original intention of "From Seed to Cup", and looks forward to be working with you to continue to advance the coffee market, creating more business opportunities! It's the significant annual event you can't afford to miss!

01

## Coffee on the rise in Taiwan



Taiwan stands an important role in the international coffee industry. Not only achieved many success in the international coffee competitions, but also gain support from WCE, the world's largest coffee event management organization. Which held a series of events "World Latte Art Championship", "World Coffee In Good Spirits Championship" and "World Coffee Roasting Championship" in Taiwan in 2023, making this exhibition an iconic coffee platform in Asia, gathering global attention!



02

## Annual Coffee Platform



The exhibition has come to its 22nd year and is an excellent way for coffee lovers to obtain the latest information. In 2023, it has gathered 322 exhibitors and nearly 1,475 booths, bringing together well-known domestic and foreign brands and specialty stores, covering raw materials, equipment and other upstream, midstream and downstream products. It is the preferred one-stop purchasing platform for buyers. At the same time, related exhibitions such as tea, wine and food will be held, which is the biggest event of the year for food and beverages!



03

## Taiwan Rising Stars



Over the years, Taiwan has held the most important coffee Events, including Taiwan Barista Championship (TBC), Taiwan Brewers Cup Championship (TBrC), Taiwan Latte Art Championship (TLAC), Taiwan Coffee In Goods Spirits Championship (TCIGS). In recent years, many Taiwan stars had been seen and has accumulated five championships, such as Chad Wang (2017 World Brewers Cup Champion), Berg Wu (2016 World Barista Champion), Pang-Yu Liu (2014 World Cup Tasters Champion), Jacky Lai (2014 World Cup Roasting Champion) and Shih Yuan Hsu (2022 World Brewers Cup Champion) establishing an international status!



## Fact Sheet

### Show Date

2024 Nov. 15<sup>th</sup> (Fri.) – 18<sup>th</sup> (Mon)

10:00-18:00

### Exhibitors Move-in & Move-out

Move-in: Nov. 13<sup>rd</sup> (Wed.)-14<sup>th</sup> (Thu.)

Move-out: Nov. 18<sup>th</sup> (Mon.)

### Venue

Taipei Nangang Exhibition Center

### Organizer



Taiwan Coffee Association



Chan Chao International Co., Ltd.

## Exhibition Categories



## Marketing Strategy

### Targeted Visitors



Procurement specialists



Channel development



Business owners



Franchisee



Start-ups



Consumers

### Activity & Events

- International Competitions
- Taiwan Coffee Month
- Exhibitors Booth Events

### Direct Marketing

- Hard copy invitation to invite targeted customers
- Send newsletters and posters
- Exhibition brochure and directory

### Global Marketing

- Cooperation with overseas association and media

### Online Marketing

- Update latest news on official website
- Facebook Fans page
- E-invitation
- Promotions on industrial portal sites and related forums

### Advertisement

- Cover Street Flag, Magazine
- TV, Internet

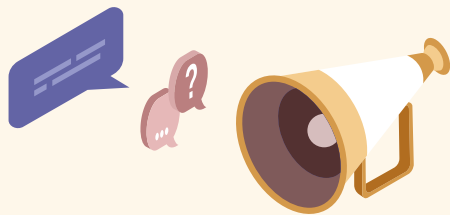
### Public Relationship

- Opening Ceremony
- Awards Ceremony

## Marketing

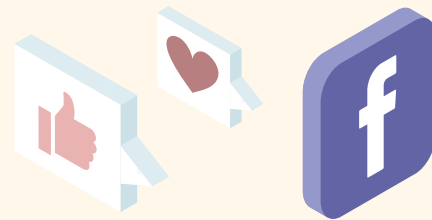
※ The organizer reserve the right to alter the event arrangements without further notice.

## Promotion



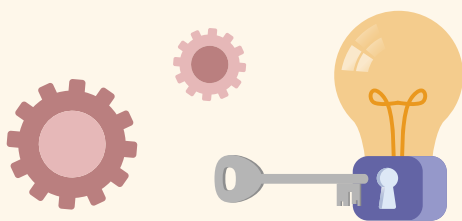
Alliance with more than 18,000 domestic coffee and catering restaurants, accumulated more than 29,000 followers on FB, collected online groups and bloggers related to catering, comprehensively integrated promotional resources, to increase the volume of exhibition discussions, and maximized exposure for you!

## Exposure



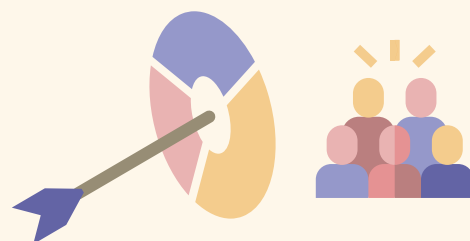
Before the exhibition starts, we focus on domestic and foreign advertising. The total exposure on the internet has exceeded one million, creating a high degree of topicality. The total media exposure during the exhibition has exceeded 100 posts, covering newspapers, magazines, TV and the Internet.

## Management



With the most representative organization in Taiwan- Taiwan Coffee Association and leading professional exhibition- Chan Chao International Enterprise Group, both deeply involved in the coffee industry. Holding international competitions, cultivating professional talents, managing industry relations, and gather many related leaders to join the exhibition and reach potential customers to take adventure!

## Targeted Buyers



As we highly invite buyers to visit the exhibitions, last year major coffee shops such as Louisa, Starbucks Company all came to visit. Large-scale of restaurant companies : Louisa, Starbucks, TenRen Tea, RT-Mart, and Carrefour, The Grand Hotel Taipei, Lakeshore Hotel, Fullon Hotel, JR East Hotel, Sheraton Hotel and Far Eastern Shangri-La Hotel also visited the exhibition. It's ideal for targeting precise customers to catch the maximum impact!

# 2023 Reviews

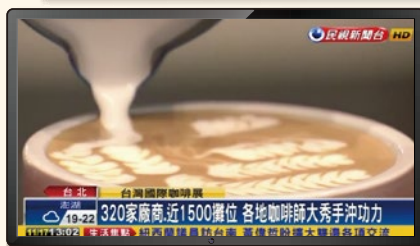
## 📢 Online Exposure

Before 2023 F&B Taiwan Exhibition from 2023/10/18 to 11/20, the official websites of the four exhibitions and three official fans pages, the two official platform has attracted over **one million views** in total !



## 🗣 Media Exposure

A complete topics related to tea, coffee, food and wine, with a total of **more than 100 news releases**, and also on TV to assist the exposure, such as TVBS, SETN, FTV, EBC, NEXTTV.



# 2024 Taiwan International Coffee Show

## Application Form

NO. \_\_\_\_\_

11.15(Fri.)-18(Mon.) Taipei Nangang Exhibition Center

Date:     /     /

Company name			
Address			
Contact Person		Division	
Telephone		Website	
Cell Phone		E-mail	
Brand			
Exhibit Profile			
Booth Type ( Please tick V )	<input type="checkbox"/> Raw Space Booth (9 sqm) US\$ 2,100/each		
	<input type="checkbox"/> Standard Booth (9 sqm) US\$ 2,400/each		
No. of Booths		Total Rental	US \$

Note: This application serves as the organizer's proof to collect payment

Company Stamp

Authorized Signature

Exhibitor Signature

### Terms and Conditions:

1. Exhibit product must conform to the theme, within the boundary of rented space; the organizer can evict the violated exhibitors.
2. If the exhibition is delayed, shortened, extended or even cancelled due to any force majeure factors, such as strike, natural disaster, national emergency mobilization, epidemic situation, earthquake, typhoon, flood, etc., the exhibitors shall not claim compensation from the organizer, and the fees collected by the organizer will not be refunded. The organizer shall not be liable for the loss of other expenses arising from the planning of the exhibition.
3. Exhibitors should comply with all necessary changes made by the rightful organizer.
4. Other terms and conditions should comply with the exhibition general rules.

### Contact Person



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