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Agricultural Situation

Taiwan Evaluation Report 2008 Taipei International Food Show

2008

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Report Highlights:

The 2008 Taipei International Food Show was held in the recently opened NanGang Exhibition Hall from June 18-21, 2008. It is the largest food and beverage show in Taiwan and successfully attracted more than 50,000 visitors. The USA pavilion consisted of 53 booths and was the second largest international pavilion. For the first time, the ATO designed and implemented a fully-commercial American Kitchen, through support from several USDA producer associations, which became the centerpiece of the USA pavilion featuring continuous chef demonstrations using a variety of U.S. ingredients. The ATO, with support from the Southern US Trade Association, and Taiwan Chefs Association coordinated the chef demonstrations. More than 250 key trade contacts attended the USA Exhibitors' Reception at the Sherwood Hotel which featured a wide variety of American food and beverage products. Immediately following the food show, the ATO launched a series of "umbrella" activities featuring menu promotions and a large retail promotion. Sales by US Exhibitors of around US\$700,000 were made as a direct result of the Show. The ATO wishes to thank all of its partners for making the USA pavilion a great success! More information about the USA pavilion including photos and videos can be found at: www.usafoodtaiwan.org

Includes PSD Changes: No
Includes Trade Matrix: No
Trade Report
Taipei ATO [TW2]
[TW]

- **Statistical summary**

- Profile of the visits

Type	number of visits	mix
overseas visitors	3,896	8%
local professionals	34,971	70%
consumers	10,916	22%
media	432	1%
Total	50,215	100%

- Profile of US Pavilion

- Size 270 sq.m.
- Booths 53
- US companies exhibited 23
- ATO Business Lounge 54 sq.m.
- American Kitchen 54 sq.m.

- Number of new products 20

Overview

The 2008 Taipei International Food Show (TIFS) was held in the recently opened Nangang Exhibition Hall for the first time from June 18th and 21st. As the largest food and beverage show in Taiwan, the TIFS consisted of three exhibitions: Food, Foodtech, and Pack with the purpose of providing visitors a comprehensive view of the whole value chain in the food industry. The show successfully attracted 50,215 visitors, including folk from overseas, local professionals, consumers (during the last two days of the show) and media representatives. Compared to the 2007 Taipei International Food Show, the number of visitors increased by 57%. Among the visits, local professionals secured the dominant share with 70%, followed by overseas visitors representing 8% of the total.

The USA Pavilion was the second largest international pavilion, securing 12% of product presence in terms of booth numbers, following Taiwan (38%) and Japan (17%).

The fully equipped American Kitchen provided a great platform for U.S. suppliers to demonstrate their ingredients in a wide variety of dishes prepared by Chef George Kaslow who was sponsored by the Southern US Trade Association and several local celebrity chefs who participated in a 2-week long SUSTA chef training program at the John Folse Culinary Institute in

Louisiana in May. The leader of the Taiwan Chef's delegation in Louisiana, Mr. Tony Chang, is also the president of the Taiwan Formosa Chefs Association. His Association also took the lead in coordinating the American kitchen chef demonstrations. The Association also dedicated a beautiful hand-carved ice Eagle Sculpture to the USA Pavilion on the opening day of the food show, which created additional interest in the USA Pavilion.



The ATO provided many services to the US exhibitors including a lunch/briefing at the Exhibition Hall the day before the show opened, the chance to participate in a series of virtual trade-show video interviews which are posted on the www.usfoodtaiwan.org website, and coordination of a large US Exhibitors' Reception held at the Sherwood Hotel in Taipei for more than 250 key trade contacts. The reception was a great success and highlighted a wide variety of American food and beverage products. The week after the food show, the ATO coordinated a series of menu/retail promotions which many of the US exhibitors also participated in providing consumers with opportunities to experience their products in a retail setting.

Direct sales of around US\$700,000 are expected in near future as a result of the show based on survey information collected at the end of the show.

Objectives and strategies:

As the show primarily targets local trade professionals, influential chefs, and media reporters, the USA Pavilion and unique American Kitchen presented the food show as useful platform from which to launch a series of umbrella type promotions which created great synergies among US exporters, local importers, HRI and retail contacts. Many objectives were achieved through a series of related promotion activities. The ATO will try to achieve similar synergies again next year and will try to increase participation in these events by participating US exhibitors.

- Increased awareness of the USA Pavilion:
 - The USA Pavilion enjoyed a very good location in the center of the recently opened NanGang Exhibition Hall. The Pavilion was located at the main intersection of the center of the Hall. The air conditioning worked well at the show and the lighting was extremely good. In 2009, the local subway system will also be connected with the Hall which will make it easier for buyers and exhibitors to commute to and from the city.
 - Mini-Press Conference - The ATO organized a mini-press conference on the opening day of the show and invited the Director of the American Institute in Taiwan to deliver remarks to the US exhibitors. After his remarks and dedication of the Ice Eagle Sculpture, the Director donned a kitchen apron and assisted with a simple chef's demonstration at the American Kitchen. This press conference resulted in several news reports which also assisted in raising awareness of the USA Pavilion.
 - The ATO also cooperated with Taiwan's only English speaking radio station, ICRT (International Community Radio Taipei), via live on the air interviews highlighting the chef demonstrations at the American Kitchen, the wide variety of products on offer at the USA Pavilion and the upcoming menu-promotions at the Sherwood Hotel Taipei and the Splendor Hotel Kaohsiung.
- Enhanced familiarity with U.S. food and beverage products:
 - The American Kitchen, which was coordinated by the ATO and cosponsored by the US Meat Export Federation, the USA Poultry and Egg Export Council, the Southern US Trade Association, the Western US Agricultural Trade Association, the National Association of State Departments of Agriculture was a great success. The Formosa Chef's Association took the lead in organizing the chef demonstrations and also introduced the ATO to a kitchen equipment import company, Unitech, which provided free of charge nearly US\$100,000 of equipment, including installation and transportation, to create a fully operational commercial kitchen as our chef demonstration platform for the USA Pavilion.
 - The ATO invited the Formosa Chef's Association to coordinate the demos by using SUSTA-sponsored, local celebrity chefs to present US southern-style cooking methods featuring a wide variety of American ingredients. SUSTA also paid to send Chef George Kaslow from the John Folse Culinary Institute to lead the demos for members of the Formosa Chef's Association and various local culinary institutes. The four-day seminars successfully attracted more than 160 chefs and further developed our relationship with local HRI contacts.



Article from July Issue of Global Views Magazine Covering the USA Pavilion and American Kitchen

- The business lounge provided a comfortable and quiet setting for internet access and private business meetings.
- The ATO also coordinated a gala reception in honor of the US exhibitors at the Sherwood Hotel the second day of the show which attracted more than 200 key trade contacts. This event was very timely and allowed the Sherwood Hotel to show off many new recipes featuring US ingredients that would be included in their month-long US food promotion, “Great American Food: Southernstyle” which would be launched the following week in cooperation with the ATO, SUSTA, USMEF and several other US producer associations. Many American products were featured at the reception including US Angus Beef, Washington State Wine, Jack Daniels, live US oysters, and many other products. The guests thoroughly enjoyed the evening and made many new contacts.
- Increased consumer demand of the US agricultural products:
 - The ATO with support from SUSTA and several other cooperators took the initiative of launching menu promotions with the Sherwood Hotel Taipei and the Splendor Hotel Kaohsiung immediately after the show. In addition, we also coordinated a large retail promotion with ten supermarkets of the Mitsukoshi department store chain. Similar promotions celebrating 4th of July were held in the Geant and Carrefour hypermarket chains, but were organized and sponsored by other cooperator groups. Both menu and retail promotions are designed to increase awareness of US food and beverage products and to encourage Taiwanese to consume more American food and beverage products.

- **Results**

Evaluation of the TIFS from the exhibitors:

- On the last day of the food show, ATO distributed surveys to all 23 exhibitors. 18 surveys were completed and returned to ATO staff. Many of the local exhibitors representing US food products are happy with exposure to Taiwan consumers who visit during the last two days of the show. However, for the American exhibitors coming from abroad, their main goal is to target serious trade contacts at the show. Consumers are not allowed in the show during the first two days and it seems that the TIFS organizers took this very seriously this year and strictly monitored ID cards and entrance for registered trade contacts only. 78% of the interviewees indicated that the participation of the food show brought satisfactory market exposure. 44% said the show created immediate sales for them. The American Kitchen was highly recognized and welcomed by the US exporters/importers who expressed increased participation for next year.



US Exhibitors Reception held at Sherwood Hotel for 250+ key visitors

- The estimated sales resulting from the show was around US\$700,000. More than two dozen trade leads were collected by ATO staff during the show and distributed to appropriate association representatives or local importers/distributors.
- Media value estimation: There was intensive media exposure related to U.S. food during the period, including seven pieces of print news exposure, four on-air radio interviews, and at least one TV news broadcast. This is just a sample of some of the coverage that was provided.

No.	Media	Date	Section	Placement (Duration)	Media Value (USD)
1	Liberty Times	June 20th,	Fashion/Promotion	In-side Page	\$1,667
2	The Central News Agency	June 25th,	n/a	n/a	n/a
3	China Times	June 26th,	Channel promotion	In-side Page	\$3,000
4	United News	June 27th,	Taipei education	Front Page	\$4,550
5	China Times	June 27th,	Kaohsiung local news	In-side Page	\$1,167
6	Taiwan Times	June 26th,	Kaohsiung local news	In-side Page	\$667

7	The Commons Daily	June 26th,	Kaohsiung variety	In-side Page	\$667
8	ICRT	June 19th,	Rick Morning	08:10-08:30	\$1,667
9	ICRT	June 20th,	Rick Morning	08:12-08:28	\$1,667
10	ICRT	June 20th,	Rick Morning	08:40-08:48	\$1,667
11	ICRT	June 23rd,	Midday Show	12:50-12:51	\$1,667
12	ICRT	June 24th,	Midday Show	19:27-19:29	\$1,667
13	FTV News	June 26th,	Night news	60 sec	\$2,667
Total					\$21,050

- **Implications (or Improvements)**

- The ATO is also discussing the possibility of making fundamental changes to the USA Pavilion design to make it more open with a uniform feel. The open design would highlight the American Kitchen and display area. The inside of the pavilion area would be decorated like a restaurant with chairs and tables for guests.

- The American Kitchen received high marks from this year's exhibitors. We will facilitate the use of the Kitchen by all the exhibitors in 2009. Our plan is to identify key sponsors and allow them to host the kitchen during designated time slots during the show.

- In addition to the USA Pavilion, the ATO hopes to also launch another series of menu/retail promotions after the show to maximize exposure for participating exhibitors.

- Next year, the Taipei International Food show is to be held from June 23rd to June 26th, 2009. We have established the following deadlines for next year's show:

- (1) Recruit exhibitors by March 30th, 2009

- (2) Finalize design/bidding for the USA pavilion by April 30th, 2009

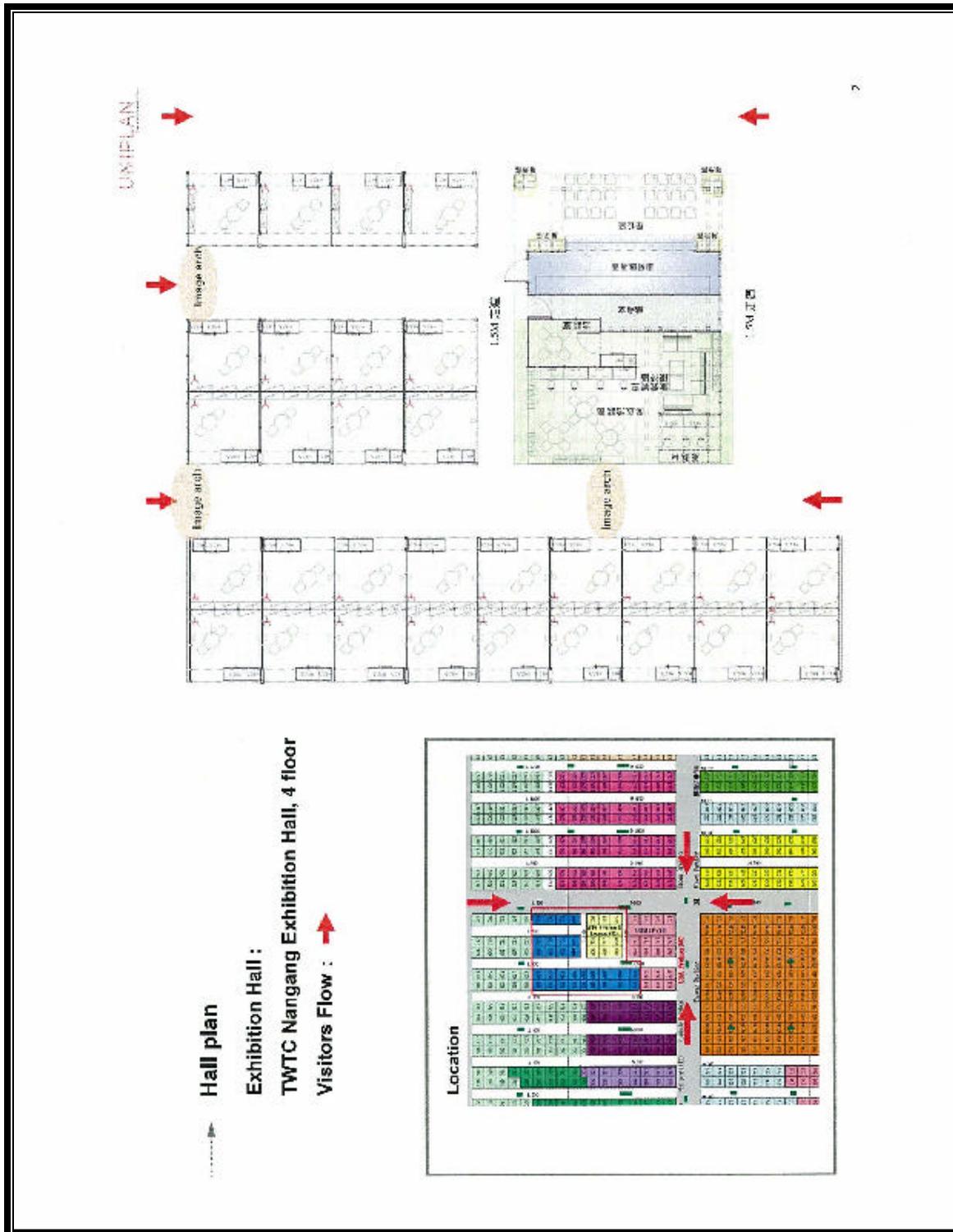
- (3) Finalize promotion plan activities by April 30th, 2009

- (4) Collect trade leads by June 30th, 2009

- (5) Deliver the final evaluation report by July 31st, 2009



SUSTA Chef George Kaslow, AIT's Director Young, and Taiwan Ice Sculptors.



USA Pavilion Design as Constructed by Uniplan Taiwan. Please note central location for USA Pavilion collocated with US Meat Export Federation and KenPhone mini-pavilions.

