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U.S. Consumer Food and Beverage Promotion on Taiwan

Taiwan is one of the fastest growing food markets in Asia with many new retail formats such as hypermarts, warehouse stores and shopping malls creating excellent opportunities for the sale of Western consumer-oriented foods & beverages. Despite the financial crisis affecting many Asian economies, the adverse impact on Taiwan's economy has been limited and Taiwan has enjoyed the strongest economic performance of all South East Asia and held the 4th largest economic growth rate worldwide. The preliminary forecast for Taiwan's economy is for a 6.7 percent real GDP growth in 1997 and 6.5 percent in 1998.

Although Taiwan continues to have a positive trade balance, imports have risen substantially, including food products. In 1997, Taiwan imported an estimated US\$2.8 billion in consumer food products over US\$642 million, or 23 percent sourced from the United States making it the seventh largest market for U.S. consumer food exports.

In an effort to help U.S. food companies and exporters enter the Taiwan market and promote their products, the American Institute in Taiwan's Agricultural Trade Office organizes, sponsors or helps promote approved promotional events for U.S. products.

#### Upcoming Promotional Activities/Events

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

#### A. Trade Shows

##### 1998 American Food Festival

Date/Venue:     Howard Plaza Hotel, Taipei/Kaohsiung/Taichung  
                    September 14-15 -Taipei  
                    September 17-18 -Kaohsiung  
                    September 21-22 -Taichung

Upcoming Promotional Activities/Events

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Contact:           Agricultural Trade Office  
                  American Institute in Taiwan  
                  54 Nan Hai Road, Taipei, Taiwan  
                  Tel:   (886-2) 2305-4883  
                  Fax:   (886-2) 2305-7073  
                  <http://ait.org.tw/ait/AGRI/ato.htm>  
                  E-Mail:  ato@mail.ait.org.tw

                  Hal Falls, Chairman  
                  American State Office Trade Association  
                  c/o State of Arizona  
                  Asian-Pacific Trade Office  
                  7D-17, 5 Hsin-Yi Road, Section 5  
                  Taipei, Taiwan  
                  Tel: (886-2) 2725-1134  
                  Fax: (886-2) 2725-1146

The American Food Festival is an annual food show held in the fall, and sponsored by the ATO/Taipei, U.S. State Trade offices on Taiwan, U.S. market development cooperators, and local importer & exporter associations. This event features food and agricultural sample products and catalogues from participating exhibitors and is a "trade only" event. Representatives from State offices and cooperators are responsible for manning and decorating their respective tables and for recruiting U.S. food export companies from their respective State or association. U.S. companies who wish to participate but do not have a State sponsor or cooperator association may participate with the ATO/Taipei. The ATO/Taipei also provides support services and hosts receptions/press conferences in Taipei, Taichung, and Kaohsiung. U.S. companies interested in participating should contact their State Trade Office on Taiwan or the ATO/Taipei. This show attracts approximately 1,000 Taiwan traders and media reporters.

B. In-Store Promotions

1. Far Eastern Department Store - America Week

Date:               June 24 - July 4  
Venue:              13 Far Eastern Department Store outlets  
                      Island-wide

Upcoming Promotional Activities/Events

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                  American Institute in Taiwan  
                  54 Nan Hai Road, Taipei, Taiwan  
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                  Fax:   (886-2) 2305-7073  
                  <http://ait.org.tw/ait/AGRI/ato.htm>  
                  E-Mail:  ato@mail.ait.org.tw

                  Steve Chan, Manager  
                  International Trading Division  
                  Far Eastern Department Stores Ltd.  
                  27 Pao Ching Road  
                  Taipei, Taiwan  
                  Tel: (886-2) 2381-6155 ext. 281  
                  Fax: (886-2) 2375-5209

The Far Eastern Group (FEDS) is a global corporation based in Taiwan whose businesses include textile, cement, department stores, supermarkets/hypermarkets, marine transport, chemicals, banking, construction, garment, hospital, investment, colleges, and telecommunications. The FEDS 12 department stores with internal supermarkets and 3 hypermarkets, all on Taiwan, represent good opportunities for marketing U.S. consumer food products.

From June 24 - July 4, 1998 the Far Eastern Department Store will sponsor an "America Week" promotion to feature American cultural events, foods and fashions. Over 500 new-to-market consumer foods and beverages purchased by a FEDS buying mission to U.S. from January 3-16 will also be featured. U.S. companies interested in expanding their business with the FEDS are encouraged to contact the FEDS directly.

2. Pacific Sogo - New York! New York! American Product Festival

Date:               June 24 - July 7  
Venue:             Pacific Sogo Department Store  
Contact:           Agricultural Trade Office  
                  American Institute in Taiwan  
                  54 Nan Hai Road, Taipei, Taiwan  
                  Tel:   (886-2) 2305-4883  
                  Fax:   (886-2) 2305-7073  
                  <http://ait.org.tw/ait/AGRI/ato.htm>  
                  E-Mail:  ato@mail.ait.org.tw

Upcoming Promotional Activities/Events

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Mr. Sha Chi-Fan  
Executive, Sales Promotion Department  
Pacific Sogo Department Stores Co., Ltd.  
45 Chung Hsiao East Road, Section 4  
Taipei, Taiwan  
Tel: (886-2) 2776-5555  
Fax: (886-2) 2741-2869

Located at Taipei's busiest commercial district, the first Pacific Sogo Department Store opened on November 11, 1987. This is a Japanese/Taiwanese joint venture department store between Taiwan's Pacific Construction Ltd. (51% of shares) and Japan's Sogo Group (49% of the total investment). Currently, there are three Pacific Sogo Department Stores on Taiwan; two in Taipei and one in Kaohsiung (Taiwan's second largest city in Southern Taiwan).

In addition to special sales for American products and several recreational "America"-theme programs in the department store, the Fantasy (Italian) Restaurant in the department store will conduct a New York/Jazz menu promotion.

### 3. Shin Kong Mitsukoshi - America Week

Date: July 29-August 9, 1998  
Venue: Shin Kong Mitsukoshi Department Store  
Contact: Hosonuma Isao, Assistant General Manager  
Chris Chou, Chief, Sales Promotion Section  
Shin Kong Mitsukoshi Department Store  
13F, 213 Shan Dou 3rd Road  
Kaohsiung, Taiwan  
Tel: (886-7) 336-6100 Ext. 2323/7953  
Fax: (886-7) 337-2366

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Shin Kong Mitsukoshi Department Store is a joint venture chain department store of the Shin Kong Group of Taiwan and Mitsukoshi Department Store of Japan. Currently, there are six Mitsukoshi department stores island-wide on Taiwan. The

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Kaohsiung store opened in 1993. The upcoming America Week promotion will feature food and non-food products from the United States plus a exhibition of personal belongings of Elvis Presley and Marilyn Moore at the 12th floor Cultural Hall of the department store.

#### 4. American Product Festival

Date: End of November - Mid-December, 1998  
Venue: 20 Sinon supermarkets and 8 Sinon hypermarts  
Contact: Mr. Yang Chung-Hsing, General Manager  
Sinon Supermarket/Hypermart  
Sinon Group  
35 Chung Shan Road, Da-Du Hsiang  
Taichung, Taiwan  
Tel: (886-4) 693-6000  
Fax: (886-4) 693-3636

Sinon is a leading diversified company in central Taiwan. Their businesses include chemicals, catering, trading, footwear, tannery, ready-mix concrete, consumer products, plastic, pesticide, life insurance, supermarkets, hypermarts, recreation-related, and a "Sinon Bulls" professional baseball team.

Sinon supermarket/Hypermart is the largest supermarket/hypermart chain with twenty supermarkets and eight hypermarts in Central Taiwan. Currently, Sinon owns a distribution center supplying all Sinon supermarkets/hypermarts with dry goods and is planning to establish a frozen/chilled distribution center. U.S. companies interested in expanding their business with the Sinon Supermarket/Hypermart are encouraged to contact the Sinon directly.

#### C. HRI Promotion

Socializing in restaurants is a popular custom on Taiwan, particularly since the majority of the population live in apartments which are too small or unsuitable for entertaining. Traditionally, the Taiwanese adults prefer to entertain their business associates, relatives, and friends in restaurants. Eating out is quite popular among the younger generation as well. High school or college students may have a classmate get-together party to celebrate the beginning of the summer vacation, which normally starts from July 1 and ends on August 31, at a western-style

Upcoming Promotional Activities/Events

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restaurants, such as T.G.I. Friday's, Hard Rock, and Sizzler. This normally takes place in early July. And, June is a peak season for "An Honorary Banquet in Praise of Teachers." Traditionally, all graduates in the same class hold graduates/teachers get-together banquets in hotel restaurants. Foods served could be in western buffets or Chinese style food banquets. However, Western buffets are becoming more popular among these graduates. Taiwan's hotel restaurants use any occasion to aggressively promote set menus, which are excellent opportunities to promote American foods & beverages. The ATO/Taipei works closely with hotel restaurant F&B managers and executive chefs to introduce American food products and help develop menu selections.

1. Linden Hotel - U.S. Beef Promotion

Date: June 30- July 15, 1998  
Venue: Linden Hotel  
Contact: Davis Wu, Director  
U.S. Meat Export Federation  
Taipei World Trade Center  
7C-25/26, Hsin Yi Road, Section 5  
Taipei, Taiwan  
Tel: (886-2) 2723-2250  
Fax: (886-2) 2723-2251

With the assistance of USMEF, the Linden Hotel will conduct a U.S. beef promotion in four of the hotel's restaurants at the beginning of summer. The restaurants include one Japanese restaurant, one Chinese restaurant, and two western restaurants.

The Linden Hotel is a five-star international hotel, located across from the Kaohsiung City Hall in downtown Kaohsiung, Southern Taiwan. The hotel's Grand Ballroom can accommodate up to 700 guests. There are four more function rooms which are well equipped to host private meetings and conferences.

2. Cajun Food Week

Date: June 29-July 12, 1998  
Venue: Rebar Holiday Inn Crown Plaza Taipei  
Contact: Steve Lee, Director  
State of Louisiana, Asia Trade Office  
Taipei World Trade Center  
Room 7D-12, 5 Hsin Yi Road, Section 5  
Taipei, Taiwan  
Tel: (886-2) 2723-1921; Fax: (886-2) 2723-1862

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The Cajun Food Week will feature various Cajun food prepared by a chef from Holiday Inn in New Orleans in two restaurants in the Hotel. A Jazz Band will perform during the promotion.

Event: American Beef Promotion  
Date: June 26 - July 17  
Venue: T.G.I. Friday's  
Contact: Davis Wu, Director  
U.S. Meat Export Federation  
Taipei World Trade Center  
7C-25/26, Hsin Yi Road, Section 5  
Taipei, Taiwan  
Tel: (886-2) 2723-2250  
Fax: (886-2) 2723-2251

Currently, there are eight T.G.I.Friday's restaurants on Taiwan. Since its first store opened in 1991, the T.G.I. Friday's has become very popular, especially among young people, on Taiwan.

With the assistance of USMEF, T.G.I. Friday's will mainly promote U.S. tenderloin, ribeye, and striploin in its eight restaurants island-wide during the promotion.

Event: New Orleans Cuisine Festival  
Date: July 24-August 2  
Venue: The Ritz Landis Taichung Hotel  
Contact: Steve Lee, Director  
State of Louisiana, Asia Trade Office  
Taipei World Trade Center  
Room 7D-12, 5 Hsin Yi Road, Section 5  
Taipei, Taiwan  
Tel: (886-2) 2723-1921  
Fax: (886-2) 2723-1862

The Ritz Landis Taichung Hotel, a brand new hotel, is located in Taichung's main business district in Central Taiwan. The hotel and the State of Louisiana Asia Trade Office will co-sponsor the New Orleans Cuisine Festival in hotel's La Mode Restaurant.

END OF REPORT