

Taiwan Exhibition Industry

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Taiwan External Trade Development Council

TAITRA

Taiwan Exhibition Industry

I. Introduction

II. Current Status

III. Characteristic

IV. Opportunities For Italian PEOs

I. Introduction



Taiwan Exhibition Market Overview



GDP (2015): US\$529.6 billion
Population (2013): 23.4 million

\$ Total Exhibition Market
171 (US \$ million)

- **Taiwan External Trade Development Council (TAITRA)**
is the Major Organizer
- **Strong Associations**



Photo : Taiwan 101

Taiwan Exhibition in Figures

Item	Figures in 2015
Number of Exhibitions	227
Number of foreigners participate in exhibition	202,000
B2B Trade Fairs	102
B2B Trade Fairs Sqm	780K

II. Current Status



Current Status

I

• **Taiwan Trade Shows**

II

• **Taiwan Exhibition Centers**

Taiwan Trade Shows

B2B

- **COMPUTEX Taipei**
- **Taipei Cycle**
- **Taipei AMPA**
- **TIMTOS**
- **Taiwan Int'l Boat Show**

B2C

- **Comic Expo**
- **Travel Fair**



Int'l Visitors

40,969



No.

1

in Asia

2

in the world



2016 Exhibitors

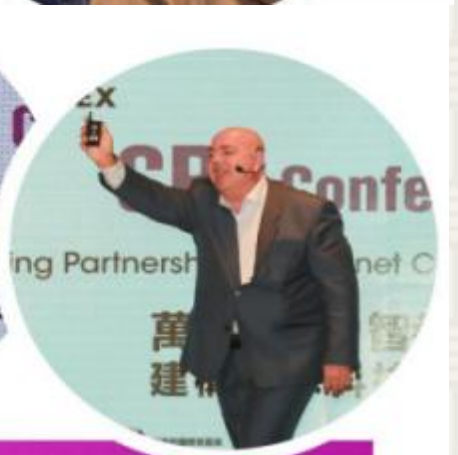
1,602



2016 Booths

5,009





No.

1

in Asia

2

in the world

 GIANT

TAIPEI
Taipei international cycle show
CYCLE



Total Visitors

35,284



2016 Exhibitors

1,702



2016 Booths

3,030

 **TAIPEI AMPA**



No.

2 in Asia

 Total Visitors

45,033

April 19-22, 2017

Nangang Exhibition Center
TWTC Exhibition Hall 1 Area B

 2016 Exhibitors

1,015


 2015 Booths

4,120

techway

TIMTOS

26th Taipei Int'l Machine Tool Show

Taipei International Machine Tool Show 


TIMTOS TAIPEI

No. **2** in Asia


5 in the world

 **Total Visitors**


57,133

 **2015 Exhibitors**

1,025

 **2015 Booths**

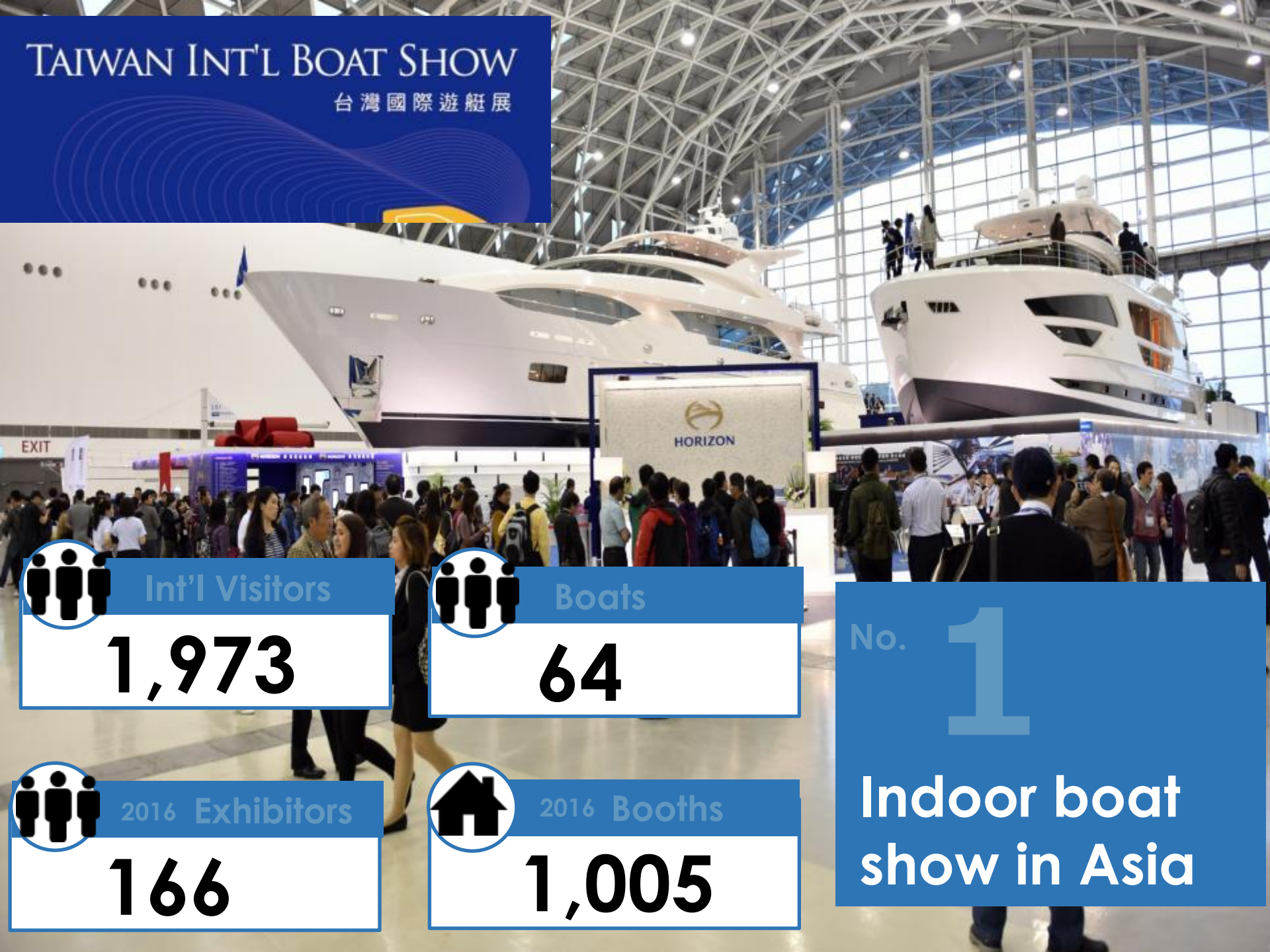
5,411

Taipei International Machine Tool Show 

2017
March 7-12

TAIWAN INT'L BOAT SHOW

台灣國際遊艇展



Int'l Visitors

1,973



Boats

64

No.

1

Indoor boat
show in Asia



2016 Exhibitors

166



2016 Booths

1,005

Taipei International Comics & Animation Festival



Visitors

335,000




Business Oppor

400 million

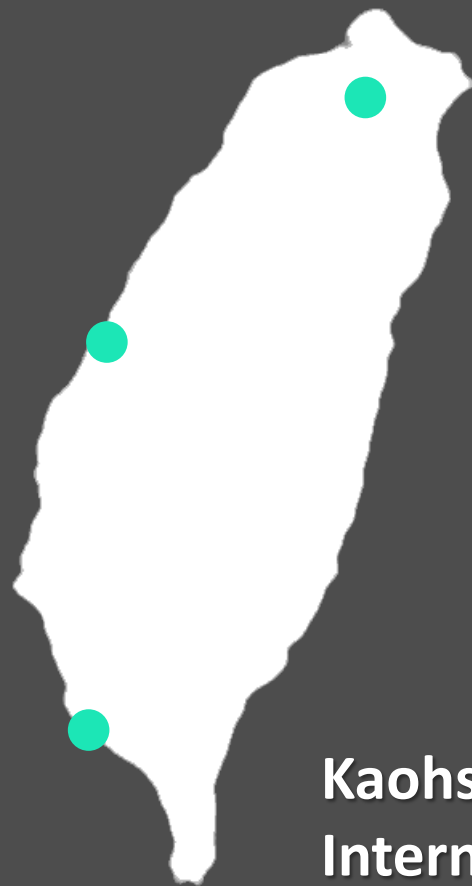
Taipei International Travel Fair



 **Visitors**
348,000

 **Business Oppo**
500 million

Exhibition Centers in Taiwan



Taipei World Trade Center(TWTC) Exhibition Hall
Taipei International Convention Center (TICC)
Taipei Nangang Exhibition Center Hall1

Greater Taichung International Expo Center
World Trade Center Taichung

Kaohsiung Exhibition Center (KEC), 2014
International Convention Center in Kaohsiung (ICCK)

Taipei World Trade Center (TWTC)



Taipei Nangang Exhibition Center



Kaohsiung Exhibition Center (KEC)



Future Development



Nangang Hall 2 opens in 2018

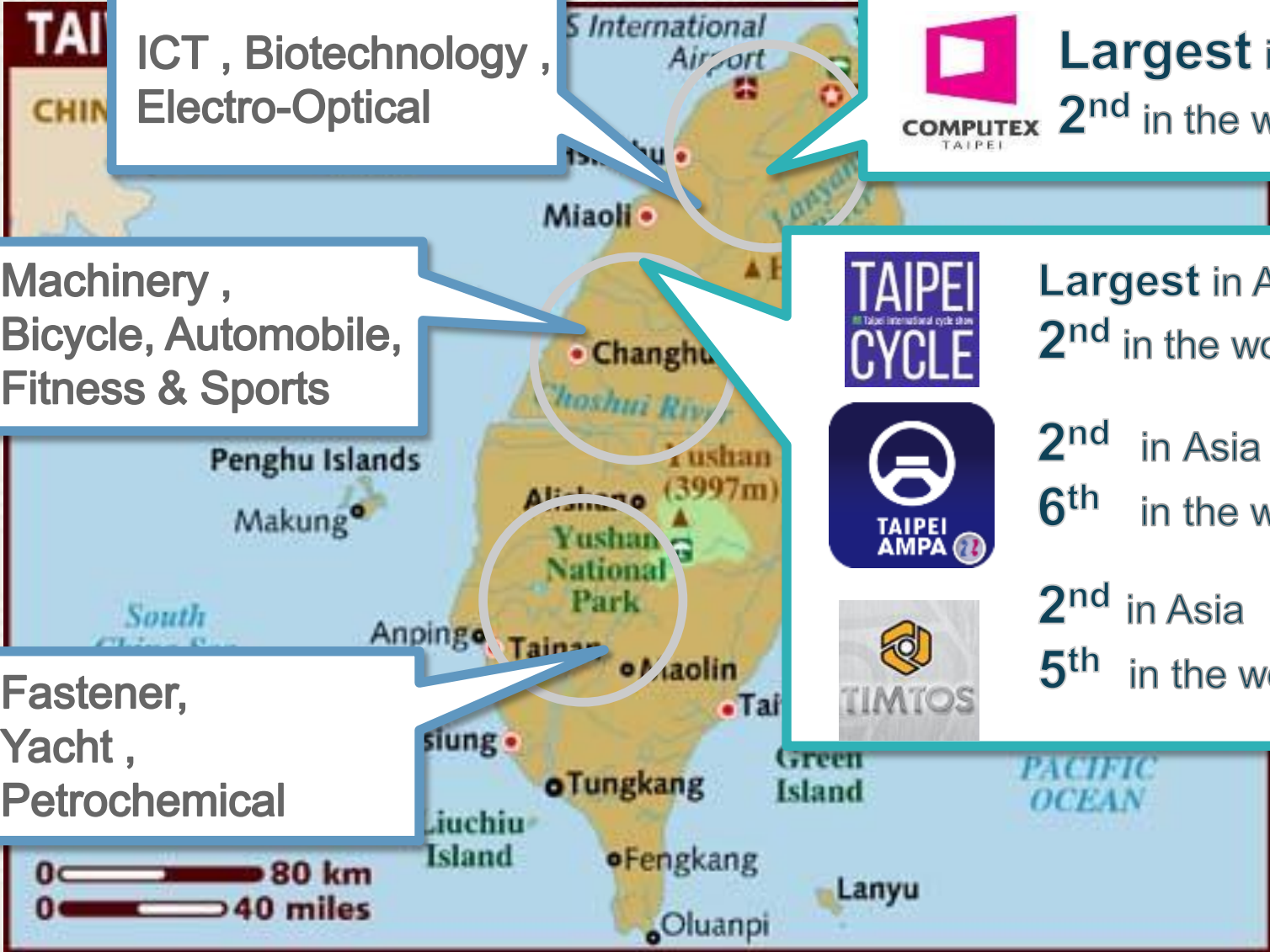


Taichung Exhibition & Convention Center opens in 2018

III. Characteristic



Industry-oriented Exhibition (Export-oriented)



ICT , Biotechnology ,
Electro-Optical



Largest in Asia
2nd in the world

Machinery ,
Bicycle, Automobile,
Fitness & Sports



Largest in Asia
2nd in the world



2nd in Asia
6th in the world

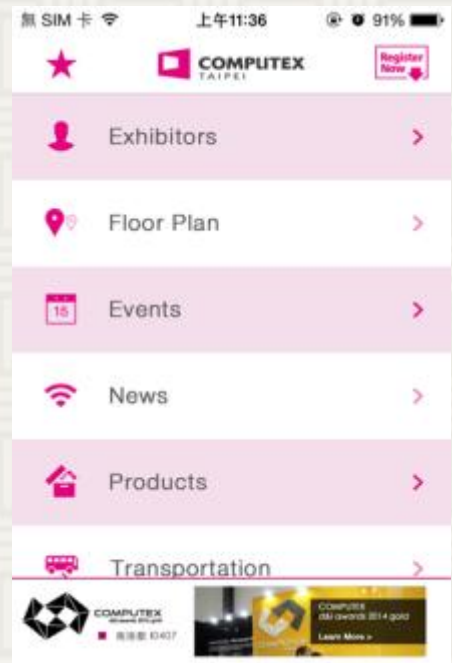


2nd in Asia
5th in the world

Fastener,
Yacht ,
Petrochemical

0 — 80 km
0 — 40 miles

Technology Application



Exhibition Organizers

Taiwanese Exhibition Organizers are mostly **small and medium enterprises(SMEs)** and **industry associations**.



Demand > Supply



Efficiency of Move-in & Move-out



Green Exhibition



Transportation



Accommodation



Decorations & Promotional Materials



Others

Dining




GREEN MU



IV. Opportunities Italian PEOs





International Exhibition Organizers

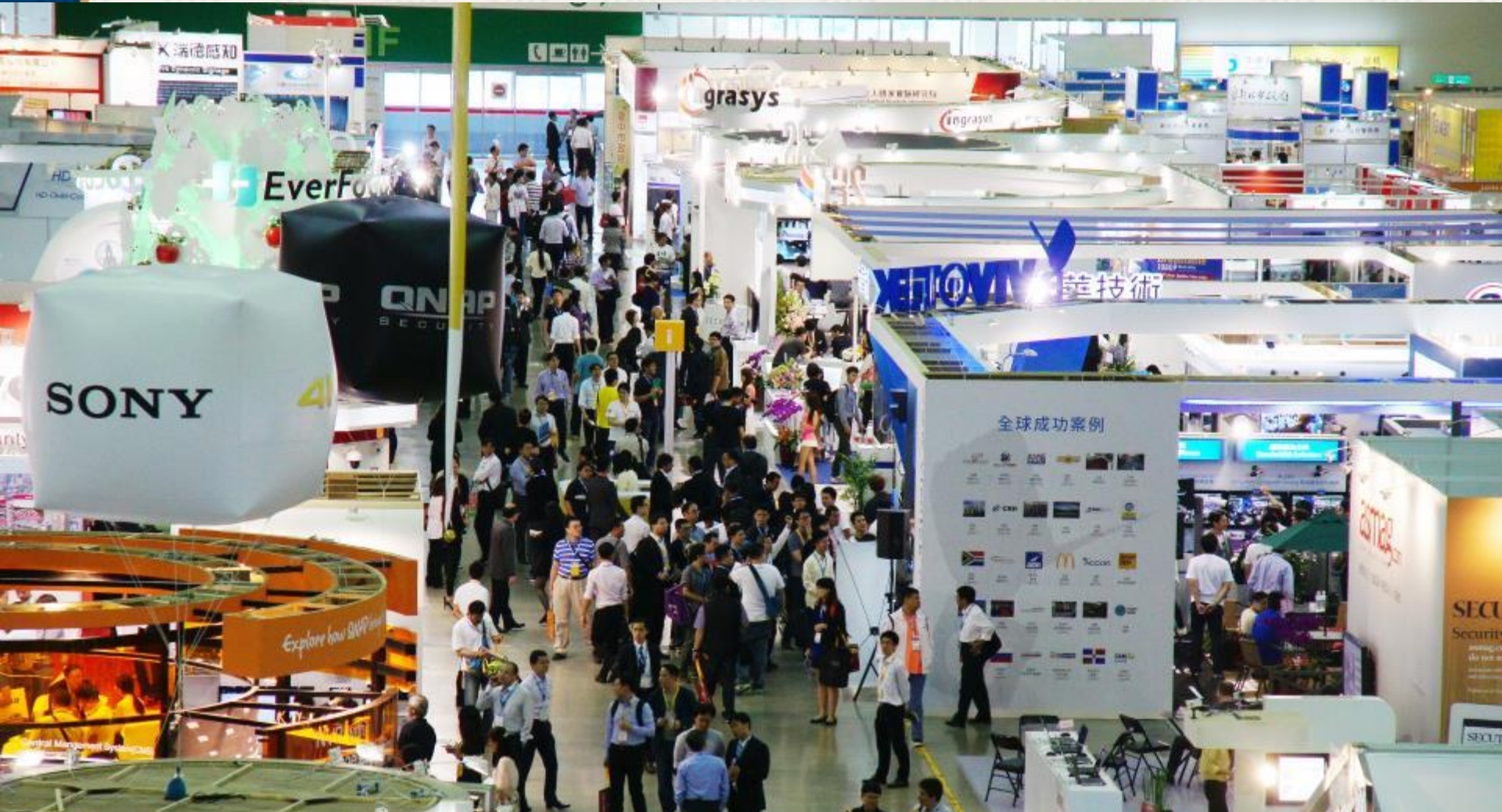


SEMICON[®]
Taiwan 2016





International Exhibition Organizers



secutech
International Security Expo



International Exhibition Organizers



UBM Asia

Potential Industry Exhibition in Taiwan



Fashion Show
→ Strong Textile Industry

Potential Industry Exhibition in Taiwan



Machine Show

→ Italy is a developed industrialized country

Potential Industry Exhibition in Taiwan



Food Show

→ Taiwanese loves Italy Foods & Wine

Cooperation



Benvenuti a Taiwan

