

## Asia's Super 5-in-1 Food Expo Is More Than Just an Exhibition!

Asia's Super 5-in-1 Food Expo creates a business platform for business-matching opportunities, and also brings in international visitors and exhibitors to create business for you!

### Participants are extremely satisfied:

**99%** of visitors were satisfied with products quality

**99%** of visitors are pleased with show performance

**91%** of exhibitors were delighted with their results



### What the Visitors Said...

We visited the show for new products and sweets. We were quite interested in Nougat due to it being quite different from what we have in Australia or Europe. We were also impressed by the packaging machinery.

**Emily and Jenny**  
Owner of Emily's Sweet Treat (Australia)

I have attended the show six times and enjoyed it each time. The machines have become faster, easier to control and better suited to my company.

**Philip Wong**  
President of SOO JERKY (Canada)

It seems more and more Taiwanese people value their health, which has resulted in more health-oriented ingredients and items being displayed at the exhibition. We are interested in purchasing products without artificial seasonings, and would like to visit the exhibition again next year.

**Takehiko Warashina**  
Sales General Manager of Shinmarusho Co., Ltd. (Japan)



## Join Food Taipei when it returns in 2018!

**June 27-30, 2018**

Taipei Nangang Exhibition Center, Hall 1 & TWTC Exhibition Hall 1

### In Conjunction with

FOODTECH (Taipei Int'l Food Processing & Pharm. Machinery Show)  
TAIPEI PACK (Taipei Int'l Packaging Industry Show)  
HALAL TAIWAN (Taiwan Int'l Halal Expo)  
TAIWAN HORECA (Taiwan Int'l Hotel Restaurant & Catering Show)

### Join as an Exhibitor

Download Exhibitor's Application Kit via website:

▶▶ [www.foodtaipei.com.tw](http://www.foodtaipei.com.tw)

### Join as a Visitor

Pre-register via website:

▶▶ [www.foodtaipei.com.tw](http://www.foodtaipei.com.tw)

The organizer TAITRA offers an incentive program for qualified international buyers. For details, please contact the nearest TAITRA overseas branch to you:

▶▶ <http://branch.taiwantrade.com.tw>



### And, the Exhibitors said...

There were many buyers from South-East Asia at the show.  
HSIN TUNG YANG CO., LTD. (Taiwan)

This is our first exhibition in Taiwan. Its scale and participation have surpassed our expectations.

HIMI AGRICULTURAL BIOTECH (SABAH) SDN BHD  
(Malaysia)

The 28<sup>th</sup> Taipei International Food Show

# FOOD TAIPEI

Asia's Super 5-in-1 Food Expo!

Held in conjunction with  
FOODTECH & PHARMATECH TAIPEI  
TAIPEI PACK  
TAIWAN HORECA  
HALAL TAIWAN



[www.foodtaipei.com.tw](http://www.foodtaipei.com.tw)



**JUNE 27-30 2018** TAIPEI • TAIWAN  
食 · 樂 · 台 · 灣

Taipei Nangang Exhibition Center, Hall 1 & TWTC Exhibition Hall 1

Show Hours: 9:00 AM – 5:00 PM



## Asia's 5-in-1 Mega Food Expo

# Sees Perfect Ending! While Eying 2018!

Food's hottest expo wrapped up in June with records across the board. FOOD TAIPEI wowed visitors by turning on the entire food chain, from ingredients and machinery to packaging and final products. By unfolding with four related shows (FOODTECH & PHARMATECH TAIPEI, TAIPEI PACK, TAIWAN HORECA and HALAL TAIWAN) FOOD TAIPEI opened the largest view on every facet of the industry.

### Three Features that made and make this 5-in-1 Food Expo a success!

#### Best Ideas & Latest Trends

FOOD TAIPEI combines Taiwan suppliers of specialty products to serve a full menu for global buyers scouting unique foods and ingredients. Across Asia, Taiwan is renowned as the epicenter of gourmet foods, fine dining, fresh produce and skilled chefs.

#### Gateway to China, Southeast Asia and More!

The steady growth of FOOD TAIPEI reflects Taiwan's unique strengths as the food gateway to China and Southeast Asia—where Taiwan brands are increasingly seen. Nearly 84% of overseas show visitors were from Asia, with China leading the way. Five out of the 10 top nations were Southeast Asian—the hot spots for growth.

#### Promising Muslim Opportunities

HALAL TAIWAN is one of the star shows in the Super 5-in-1 Food Expo. HALAL opened Taiwanese to fresh horizons for markets and flavors to better match Muslim tastes. The show enhances the growing trend across the Islamic world to adopt Taiwan personal care materials and products.

### Next year's expo builds upon June's success!

#### Track Record of 5-in-1 Food Expo 2017:

**1,717** companies from **36** countries

**4,011** booths

**7,926** overseas buyers from **103** countries

**53,877** domestic attendees



### Total Number of 2017 Exhibitors/Booths:

Show	Exhibitors	Booths
FOOD TAIPEI	1, 132	2, 155
FOODTECH & PHARMATECH TAIPEI	166	515
TAIPEI PACK	192	598
HALAL TAIWAN	35	60
TAIWAN HORECA	192	683
<b>Total</b>	<b>1, 717</b>	<b>4, 011</b>

## FOOD TAIPEI Positions Itself as an Int'l Food Convergence Platform

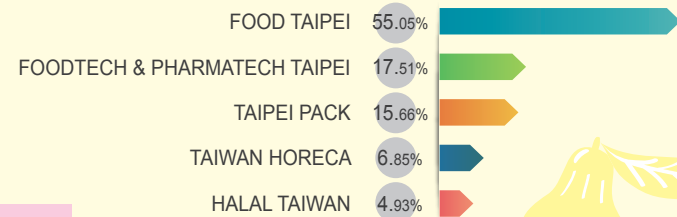
### FOOD TAIPEI (28<sup>th</sup>) Taipei Int'l Food Show

Website: [www.foodtaipei.com.tw](http://www.foodtaipei.com.tw) / E-mail: [foodtaipei@taitra.org.tw](mailto:foodtaipei@taitra.org.tw)

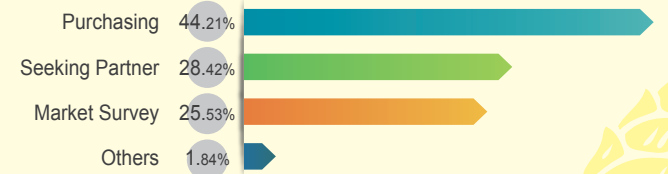
- Fresh Fruits & Vegetables
- Preserved Fruits & Vegetables
- Poultry & Seafood
- Meat & Processed Meat Products
- Edible Oils
- Dairy Products
- Organic & Vegetarian Food
- Frozen Prepared Food
- Canned Food, Baked Food & Biscuits
- Wine & Liquor
- Coffee & Tea
- Juice & Soft Drinks
- Condiments & Confectionery
- Ice Cream



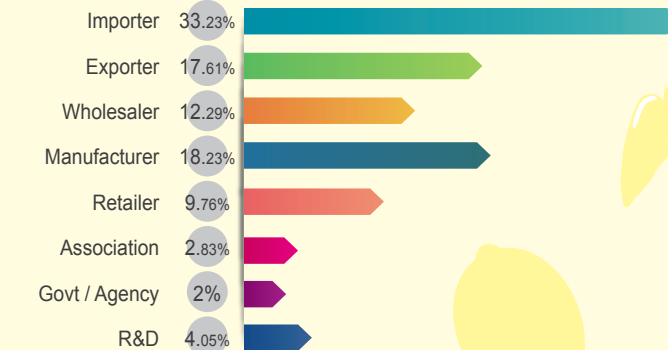
### Overseas Visitors by Main Interested Exhibition



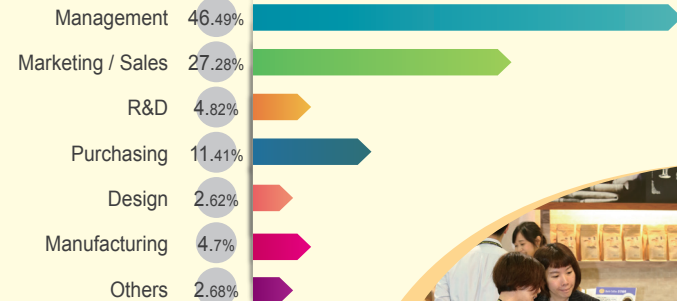
### By Visit Purpose



### By Business Category



### By Job Position



\* The above items cover visitors at all five shows.

