



Discover Advanced Trends in E-commerce

# 台灣智慧零售暨電子商務展

2019.5.29-5.31

Post Show Report

主辦單位:  中華民國對外貿易發展協會  
Organizer Taiwan External Trade Development Council

協辦單位:  台灣網路暨電子商務產業發展協會  
Co-organizer Taiwan Internet and E-Commerce Association

 中華民國物流協會  
Taiwan Association of Logistics Management

 中華民國無店面零售商業同業公會  
Chinese Non-Store Retailer Association

 亞太品牌商務加速器  
Taiwan E-commerce Start-Up Accelerator

# Key Figures

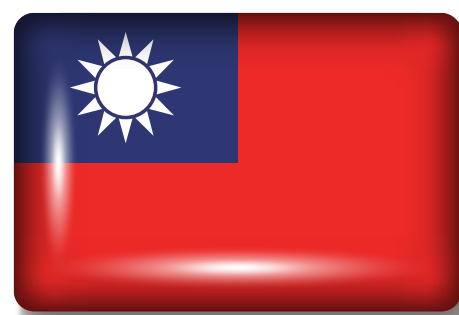
DATE

**25** Exhibitors

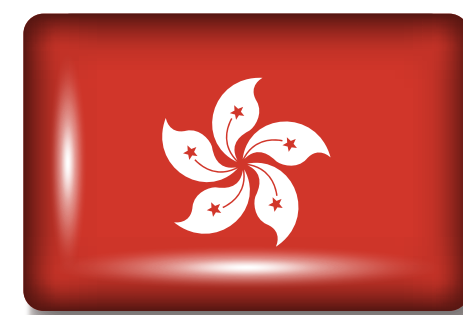
**45** Booths

**6** Exhibiting Countries

Taiwan



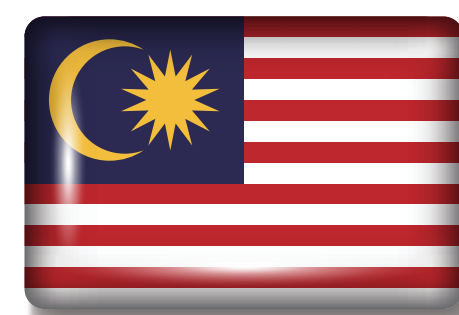
Hong Kong



Singapore



Malaysia



USA

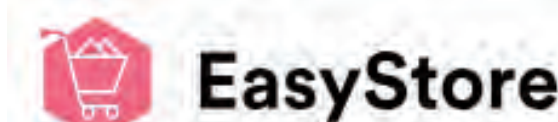


France



# Featured Exhibitors

DATE



# Featured Visitors

DATE

## Top 10 Buyers

- |   |  |       |   |   |          |   |  |           |   |  |          |    |  |           |
|---|--|-------|---|---|----------|---|--|-----------|---|--|----------|----|--|-----------|
| 1 |   | China | 2 |   | Vietnam  | 3 |   | Hong Kong | 4 |   | Thailand | 5  |   | Japan     |
| 6 |  | USA   | 7 |  | Malaysia | 8 |  | Singapore | 9 |  | Nepal    | 10 |  | Indonesia |

## Domestic Featured Visitors

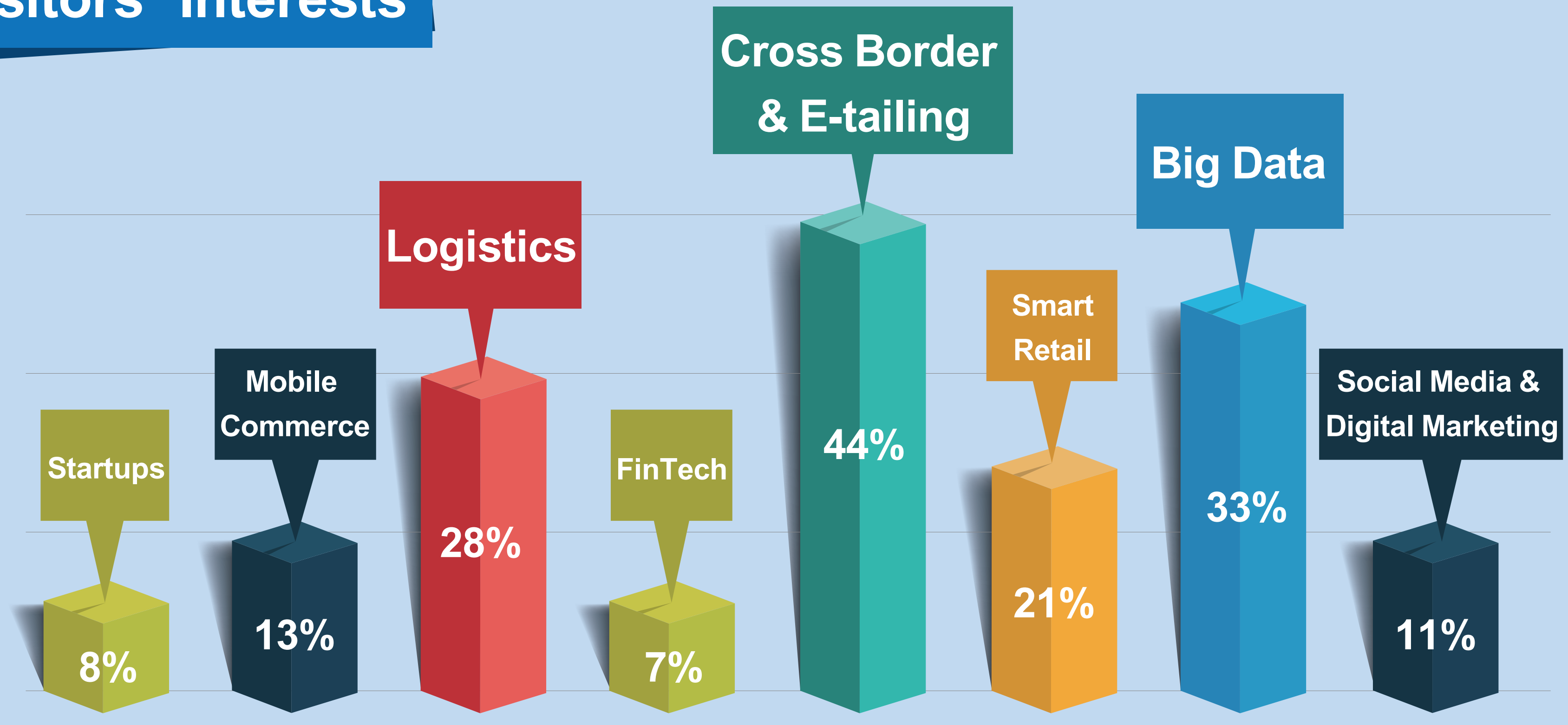


## Foreign Featured Visitors

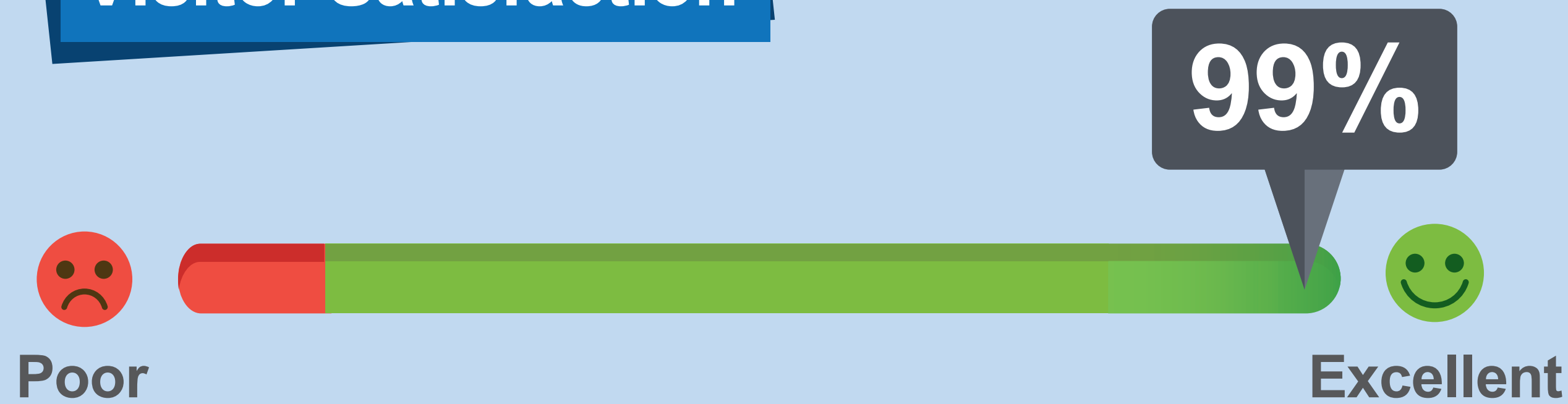


# Featured Visitors

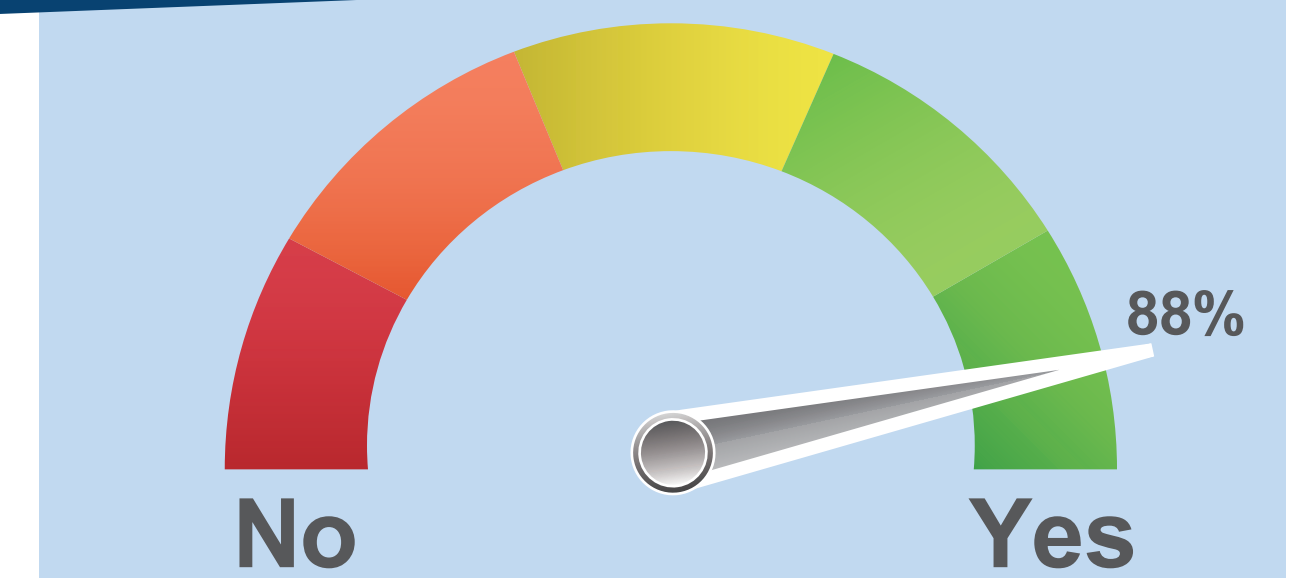
## Visitors' Interests



## Visitor Satisfaction



## Visit DATE EXPO 2020 ?





# eCommerce Salon

Market trends and business strategies



**2** days  
Event

**13**  
Topics

**1,623**  
On-site  
participation



**FACY**



COLLECTION  
by

**VI VE RE**



**CyberSource®**  
A Visa Solution

# eCommerce Seminar

Exhibitors share company features and teaching courses. Provide exhibitors with more exposure opportunities



**3** days  
Event

**18**  
Topic

**1,060**  
On-site  
participation



# Media Exposure

DATE

## Media Report

31

Online  
Reports

中時 電子報  
chinatimes.com

聯合新聞網  
udn.com

蘋果日報

經濟日報

蕃薯藤  
yum

ETtoday  
新聞雲

PChome  
ONLINE

CNA  
中央通訊社

10

TV Media

華視 CTS

TVBS  
新聞台

非凡新聞台  
鎮定非凡 掌握未來

人間衛視  
BLTV

2

Printed  
Media Reports

## Media Exposure

- International Media : Malaysia\_Nanyang Siang Pau 、 Philippine \_Philippine Daily Inquirer
- Overseas promotion : Indonesia
- Social Media Exposure : Facebook 、 Twitter 、 LinkedIn 、 WeChat 、 Business Next 、 Google Adwords & Display Network
- Taipei Streetlight Banner



Discover Advanced Trends in E-commerce  
台灣智慧零售暨電子商務展

# See you 2020

## TWTC Exhibition Hall 1

*You are cordially invited to  
join or visit in eCommerce*



E-mail

[ecexpo@taitra.org.tw](mailto:ecexpo@taitra.org.tw)



官網

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



ecexpo

