



2019 TCFB

Taichung Int'l Tea, Coffee and Bakery Show

Organizers

Taiwan External Trade Development Council (TAITRA)
Chan Chao International Co., Ltd.

Dates & Open Hours

July 5 (Fri.) – 8 (Mon.), 2019
10:00 a.m. – 6:00 p.m.

Venue:

Taichung International Exhibition Center
(No. 1, Sec. 3, Chung Shan Rd., Wuri District, Taichung City 414, Taiwan)

International Buyers' Incentive Program

TAITRA offers travel incentives for those who visit TCFB 2019 during July 5–8. For details, contact a TAITRA overseas offices:



Contact Information:

Taiwan External Trade Development Council
Show Manager: Ms. Goya Su Ext. 2662
Media Collaboration: Ms. Nicky Chuang Ext. 2674
TEL: +886-2-27255200
FAX: +886-2-27257324
Email: TeaCos@taitra.org.tw



By Taiwan High Speed Rail (THSR)

Taichung to Taipei takes 1 hour. Get off at Taichung Station and walk toward the sign for Taiwan Railway inside the station. Walk south from the main gate of Taiwan Railway for approximately 5 minutes.

By Taiwan Railway

Get off at New Wurih. Walk south from the main gate of Taiwan Railway for approximately 5 minutes.

Transportation to Downtown Area

- THSR shuttle bus
This bus serves three lines between downtown Taichung and the Taichung THSR Station.
- Ho-Hsin bus
 1. THSR Taichung Station – Overseas Chinese University
 2. THSR Taichung Station – Tunghai University – Central Taiwan Science Park
- Ubus
 1. THSR Taichung Station – China Medical University – Taichung Bus Station

INVITATION
Taichung Int'l Tea, Coffee and Bakery Show

TAITRA Exhibition Department
No.5, Hsin-yi Rd., Sec.5, Taipei 11011, Taiwan
Tel: 886-2-2725-5200 Fax: 886-2-2722-7324
Teacos@taitra.org.tw



2019 TCFB
Taichung Int'l Tea, Coffee and Bakery Show
(TCFB Taichung)

JULY 5-8

Taichung International Exhibition Center, TCIEC
www.TCFB.com.tw

Organizers
Taiwan External Trade Development Council
Chan Chao International Co., Ltd.





Taiwanese Coffee Percolates Throughout the World

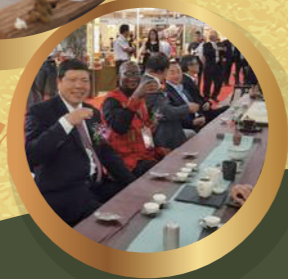
Taiwanese coffee has unique flavors and aromas. The island's production area extends from Yangmai in the north to Pingtung in the south. In addition to its extensive planting history, Taiwan also boasts a unique coffee roasting technology. In recent years, Taiwanese coffee has stunned the world by winning four titles at the World Coffee Events (WCE) competitions.

Bubble Tea Trends Originated in Taiwan!

Bubble tea has taken the world by storm, offering firm tapioca balls immersed in rich milk tea that brings a wonderful flavor with every sip. It's no wonder that this classic drink has become a favorite among tourists and Taiwanese residents alike. Bubble tea was first created in central Taiwan in the 1980s. Indeed, cooked tapioca balls were accidentally added to milk tea at a well-known tea house. A magnificent taste was discovered! Later, Bubble Tea popularity shot up as Japanese TV stations began reporting on it.

Oriental Tea Aesthetics

Taiwanese tea is synonymous with quality oriental brews. Its teas are well-known across the world, including Dongding Oolong, Wenshan Pouchong, Oriental Beauty, Pine Cypress Evergreen and others. Oriental tea culture comprises three aspects: 'tea ceremony', 'tea art' and 'tea culture'. We welcome you to deep dive into Asia's most renowned tea community and explore the 'Chan' philosophy and aesthetics of oriental tea.



The Exhibition is Taking Place in Taiwan's Baking Capital - Taichung!

Taichung's dense population, peaceful living environment, abundant raw materials, and popular traditional religious rituals all benefit the local pastries. In addition, Taiwan's multi-cultural history has impacted Taichung's pastries –they encompass both local traditions and Eastern and Western culture. These factors make Taichung a baking capital worthy of its name!



Why TCFB 2019?

1. Held in the birthplace of Taiwanese tea and coffee, TCFB is the most professional exhibition platform for tea, wine, coffee, and baked goods in central Taiwan.
2. International competitions are held during the exhibition that gather the world together. These include the World Siphonist Championship, Taiwan Representative Selection, and the Taiwan Hand Drip Championship.
3. Each year sees a record number of exhibitors and visitors. In 2018, the number of visitors exceeded 40,000! The scale of this year's exhibition is expected to reach a new historic high!
4. The exhibition will host all kinds of exciting events, including international tea forums and beverage tasting classes, each aiming to satisfy your cravings for wine, tea, coffee and baked goods all at once!

The Taichung Int'l Wine & Spirit Festival 2019 will be Held Jointly with TCFB 2019!

Wine, whiskey, Taiwanese beer, and Kaoliang liquor distillers will join alcoholic beverage companies from across the world to set up a cornucopia of potent potables for your enjoyment! The exhibition incorporates a variety of events such as beverage tasting classes, providing visitors with quality beverages and a laid-back tasting experience.

TCFB 2018 Statistic

202 exhibitors, 403 booths

*Countries / Regions: Central America, Japan, South Africa, Vietnam, Indonesia, Korea, Latin America, and more.

40,386 visitors come from 14 Countries / Regions around the world.

