



FOOD TAIPEI, June 26-29, 2024

Agriculture and Agri-Food Canada (AAFC) and the Canadian Trade Office in Taipei (CTOT) invite you to showcase your products in the Canada Pavilion at [FOOD TAIPEI](#), Taiwan's largest international food and beverage show. FOOD TAIPEI (Taipei International Food Show) will be held from June 26-29, 2024 at the Taipei Nangang Exhibition Center Hall 1 & 2 in Taipei, Taiwan.

Joining the Canada Pavilion at FOOD TAIPEI provides you with an excellent opportunity to connect with new and established contacts in Taiwan. The Show is open for trade from June 26-28 and for consumers on the last day, June 29. Retail sales will be permitted on June 29 – a great way to transact business and to raise awareness and test products directly with consumers.

FOOD TAIPEI attracted over 46,000 visitors, with more than 671 domestic and 382 international exhibitors and 22 national pavilions. The all-inclusive fee for participating in the Canada Pavilion at FOOD TAIPEI 2024 will be:

C\$ 4,600 – standard 9m-square booth (furnished), facing the main aisle*

C\$ 3,500 – standard 9m-square booth (furnished), facing a non-main aisle*

Canadian exporters that participated in the Canada Pavilion at previous shows established invaluable business contacts with Taiwan importers and retail chains. FOOD TAIPEI 2024 will be the most prominent and largest branding event to promote your products in Taiwan.

Benefits of joining the Canada Pavilion include:

- On-site promotional support
- Media relations
- Introduction to potential contacts
- Canada Pavilion exhibitors guide and promotional materials
- Virtual Taiwan market seminar (if there is interest)

Each turn-key booth includes:

- Company identification
- Electrical outlet and lighting
- Hard wall construction and furnishings
- Display counter and shelves
- Common storage space and sink

*It is recommended that you contact your industry association or Provincial Government representatives to determine whether your company may be eligible for financial assistance and/or logistical support.

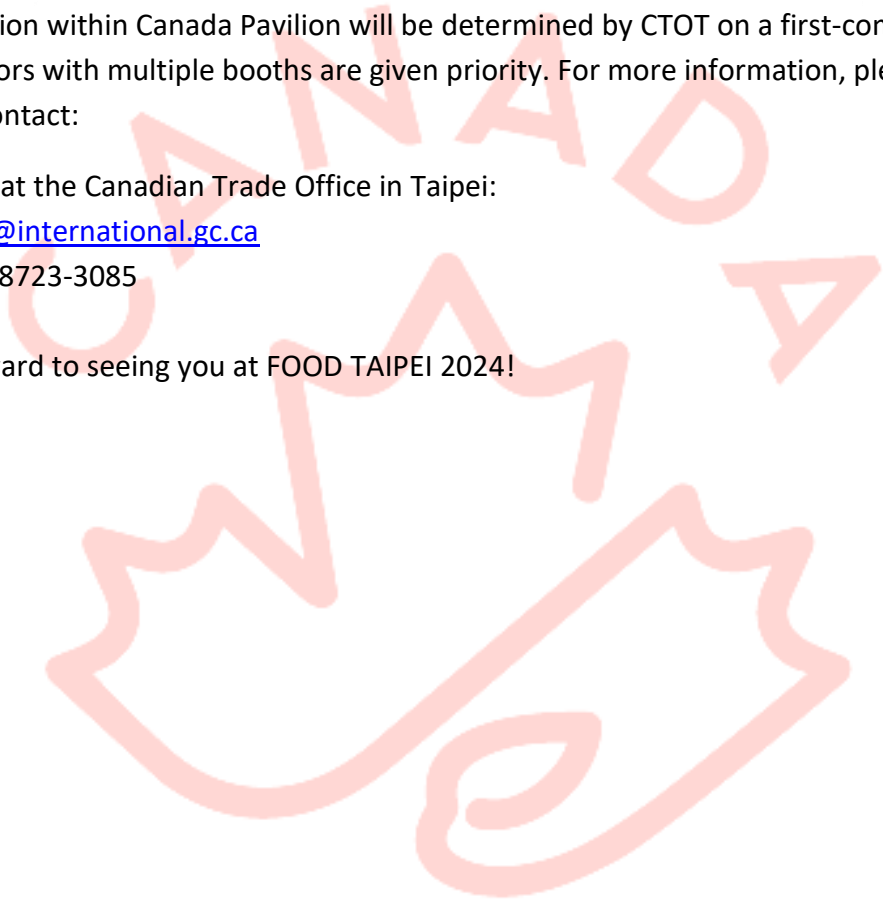
Booth allocation within Canada Pavilion will be determined by CTOT on a first-come, first serve basis. Exhibitors with multiple booths are given priority. For more information, please do not hesitate to contact:

Karen Huang at the Canadian Trade Office in Taipei:

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Tel: (+886-2) 8723-3085

We look forward to seeing you at FOOD TAIPEI 2024!



Canadian Trade Office in Taipei
APPLICATION FORM FOR CANADA PAVILION EXHIBITORS
FOOD TAIPEI
JUNE 26-29, 2024

We hereby apply for exhibition space in the Canada Pavilion at FOOD TAIPEI to be held at the Nangang Exhibition Center Hall 2 in Taipei, June 26-29, 2024.

Name of Company: _____

Address: _____

Tel: _____

Contact: _____ Position: _____ Email: _____

We require _____ 3m x 3m booth(s) at a cost of C\$4,600 for a booth(s) facing the main aisle

We require _____ 3m x 3m booth(s) at a cost of C\$3,500 for a booth(s) facing a non-main aisle

Signature _____

Date _____

Each booth rental includes: your company sign, a display counter, two shelves, two chairs and three spotlights. Charges may apply for other items.

NOTES

* Booth allocation within Canada Pavilion will be determined by the Canadian Trade Office in Taipei on a first-come, first-serve basis. Exhibitors with multiple booths are given priority.

** All products displayed in the Canada Pavilion, without exception, should be manufactured by a Canadian company and contain at least 50 percent Canadian content.