



# 臺灣文博會

CREATIVE **EXPO** TAIWAN

Design | Songshan Culture & Creative Park  
Licensing | Taipei Expo Park – Expo Dome

2020/04/22 ——— 2020/04/26  
WED. SUN.





# ABOUT CET

## 2020 Creative Expo Taiwan

The 2020 CET will be three primary exhibition halls : the “Cultural Concept / Hushan1914-Creative Park”, “Design & Craft / Songshan Culture and Creative Park” and “Licensing / Taipei Expo Park- Expo Dome”.

By strengthening the cultural value of displayed products and proposing relevant themes for exhibition,the expo will interpret the views of new generations and cultural aesthetic, which will in turn inspire further design creative thinking. Furthermore, by creating connections between the Expo and the cultural environment in the city surrounding it, the unique style of Taiwanese life aesthetics and design ideas will be presented, thus making the 2020 CET “ The Most Thoughtful Expo in Asia”.



# 3 Reasons for Attending the 2020 Creative Expo Taiwan

HIGHLIGHT

## 1 Build the connection with various channels

### Taiwanese Buyers

Category	Company Name
Department Store	SOGO / Chungyo Departments Store / Ever Rich / SHIN KONG MITSUKOSHI / Syntrend HOLA / Dream Mall / Eslite Corporation / Hayashi Department Store
Museum	Taipei Fine Arts Museum / National Taichung Theater / Kaohsiung Museum of Fine Arts Yingge Ceramics Museum
Hotel	W Taipei / Cathay Hospitality Management / The Lalu Hotel,Ltd. / Home Hotel CHECK inn Taipei / S Hotel
Online Store	Amazon Inc. / Shopee / Pinkoi / Books
Publishing	Cite Publishing Ltd. / Nani Book Enterprise Co.,Ltd / Taiwan Tohan Co.,Ltd. / Mirror Fiction
Well-known Enterprise	Hi-Life / 7-11 / Gamania / Vie Show Cinemas Co.,Ltd / Taiwan Television Enterprise, Ltd. Ogilvy Taiwan / Evergreen Group / China Airline Group / The Walt Disney Company Taiwan Hess International Educational Group / LINE Taiwan / Easy Card Investment Holdings Co.,Ltd

(Source of Information: 2019 Creative Expo Taiwan Professional Individuals Admission Statistics)

### Successful Outcomes

Company	National	Benefit achieved through business negotiations
DACHUN	Taiwan	Selected for Evergreen Hotel Shop
WEN PIIM	Taiwan	Selected for The Lalu, Sun Moon Lake
DOUXTEEL	Taiwan	Signed contract with Swiss distributor and selected for Marriott Hotel
TEN STATIONERY LIMITED	Hong Kong	Signed contract with Japanese distributor, selected for Tylee Pen Shop and MISC Store in the Netherlands
National Taiwan Museum of Fine Arts	Taiwan	Selected for We Gallery in China
Lovewood create CO,LTD	Taiwan	Selected for Shatin Plaza in Hong Kong and the gift of choice for The One
Jiihao Culture and Lifestyle Development Inc.	Taiwan	Tourism collaboration with TV Tokyo; merchandise collaboration with EXDL and icash Corp. to obtain image licensing
GOODSUNDAY Cultural & Creative industries	Taiwan	Developed licensed stationery merchandise for Maruten Co., Ltd. in Japan; collaborated with 7-11's ibon kiosk promotions; illustration collaboration with Joy to the World magazine; image packaging licensing for Miller popcorn
JIN ART	Taiwan	Developed action figures with Partner Toys; developed co-branded packaging for commodities with THH; design service collaboration with Kaohsiung City Government, and others

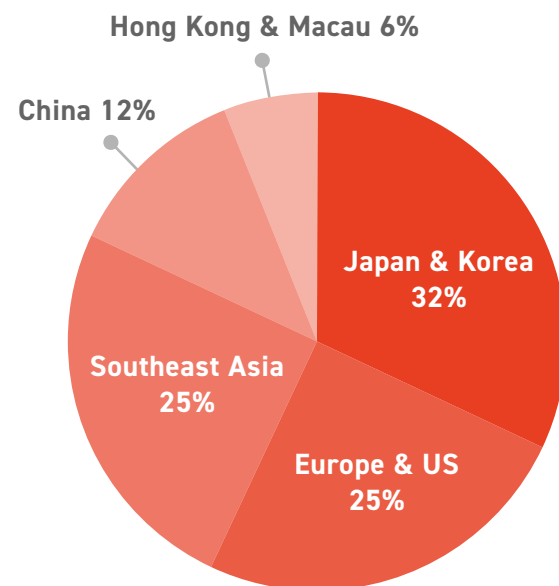




# 2

## The best way to meet buyers all over the world

### ● Number of International Buyers in 2019



(Source of Information: 2019 Creative Expo Taiwan Professional Individuals Admission Statistics)

### ● International Buyers

Country	Company Name
Japan	Nihon Keizai Advertising Company Limitd
	Nakagawa Masashichi Shoten Co.,Ltd
	Francfranc Corporation
	KIDDY LAND CO., LTD.
	TOKYU HANDS INC.
Thailand	TV Tokyo Communications Corporation
	ANOTHER STORY CO.,LTD.
	THE MALL GROUP CO.,LTD
	Siam Group
Korea	Pastelworld co ltd
	Hyundai Department Store
China	
	New Time
	Brandwork (Shanghai) Culture Communication Co., LTD.
Australia	
	Schon Pty Ltd
Russia	
	Unoquadro
US	
	Toytoise
	Areaware Poketo
Germany	
	BREVI MANU trade
France	
	Tendances2luxe HOMI
Netherland	
	HourLux
	KOHEZI/ENTREPÔT Misc Group

Country	Company Name
UK	
	MAGMA DESIGN LTD Notable Designs
Canada	
	Umbra
Malaysia	
	NINTH SPECTRUM GALLERY Timeless Design Sdn Bhd
Singapore	
	Becheras Holdings Pte Ltd
Spain	
	Berma Time
Switzerland	
	LaBoiteDesign
Poland	
	Allegro.pl Sp. z o.o.
New Zealand	
	Te Papa Tongarewa Museum of New Zealand
Jordan	
	Dimlaj Industry Corp
Hong Kong	
	City' super





## A Must-see exhibition for the media and the general public

### Media Exposure

Category	Name
TV Station	Eastern Broadcasting Co.,Ltd. / Public Television Service Foundation Sanlih E-Television Inc. / Hakka TV / CTS / TVBS Taiwan Indigenous Television
Newspaper & Magazine	Vogue / ELLE / GQ / Shopping Design / ART MAP / C'est si bon WE PEOPLE / Ppaper / BIG ISSUE / La vie / Next Digital Limited Commonwealth Publishing Co.,Ltd / Mirror Media / CONDE NAST United Daily News / Liberty Times / Chew People / MyHOME Career Commercial Times / Businessweekly
Network Media	ETtoday / Chinatimes / Yahoo / Niusnews / Womany The Storm Media / Era Group / PChome / UDN / POINT EVERYDAY OBJECT / Juksy

(Source of Information: 2019 Creative Expo Taiwan Admission Statistics and Media Exposure List)

### The Visitor Growth Performance since 2015

2015	2016	2017	2018	2019
<b>18</b> Thousand People	→ <b>21</b> Thousand People	→ <b>23</b> Thousand People	→ <b>30</b> Thousand People	→ <b>35</b> Thousand People





# BASIC INFO

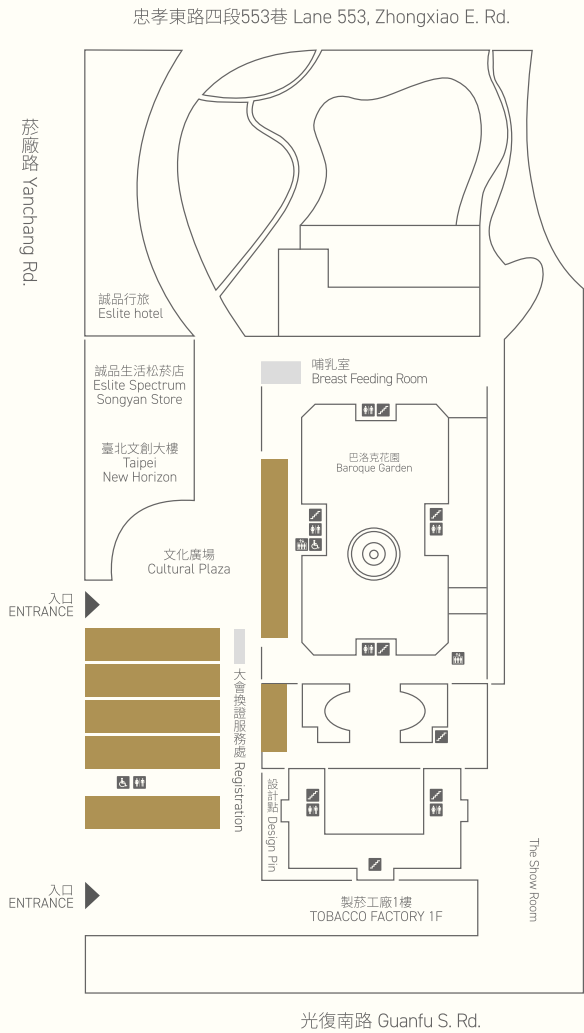
● Schedule	Songshan Cultural and Creative Park / Taipei Expo Park - Expo Dome		
	4/22-4/23	10:00~18:00	Buyers Day
	4/24-4/25	10:00~20:00	Public Day
	4/26	10:00~17:00	Public Day

## Design

● Venues	Songshan Culture & Creative Park   No. 133, Guangfu S. Rd., Taipei City		
● Setting-up	April 19 (Sun) ~ April 21(Tue), 2020		
● Move out	17:00 ~ venue close, April 26 (Sun), 2019 / April 27 (Mon), 2020		

## ● Exhibition Contents

HOME	furniture, wall décor, lighting, table décor tableware, eating utensils, glassware, other household utensils
GIFT	stationery, gifts, paper products, creativeelectronics, herbal fragrances
FASHION	textile, bags, accessories, shoes, hats, eyewear, other fashion accessories

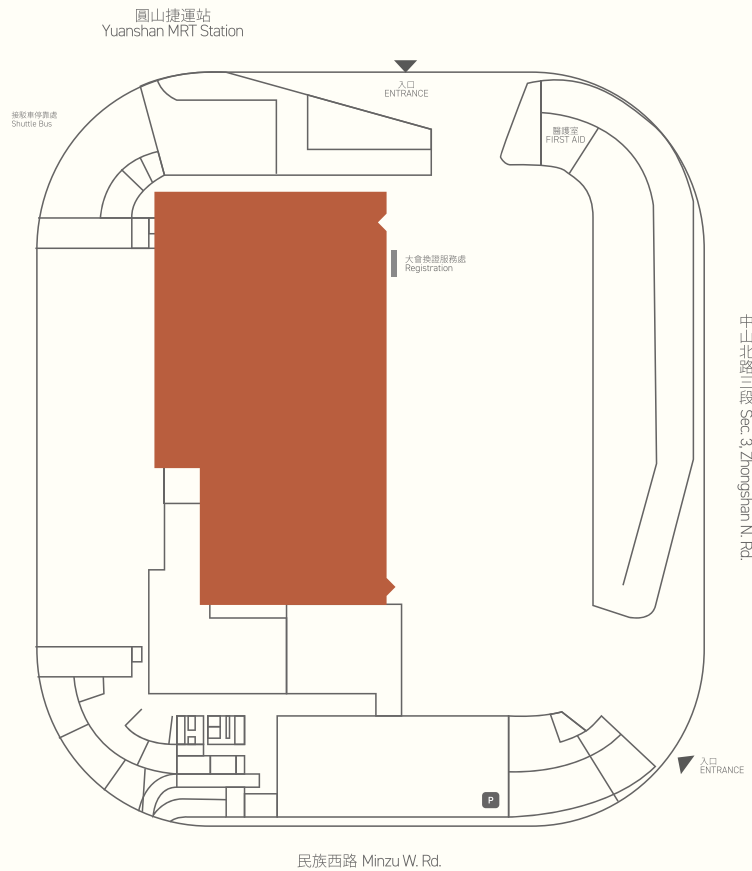


## Licensing

● Venues	Taipei Expo Park – Expo Dome   No.1, Yumen St., Taipei City		
● Setting-up	April 20 (Mon) ~ April 21(Tue), 2020		
● Move out	17:00 ~ venue close, April 26 (Sun), 2019 / April 27 (Mon), 2020		

## ● Exhibition Contents

CHARACTER	Characters licensing Agent IP character peripheral products International organizations
ART	Picture books Publisher Culture & art Printing design Illustration peripheral products Design services
COOL+	Game Digital media A R / V R Interaction design



- ※ Note
1. The Expo does not accept application from food/beverage vendors except the food area planned by the organizer.
  2. Exhibitors can register to choose suitable exhibit locations based on their products or services (or theme). The organizers of The Creative Taiwan Expo have the right to review the content of the exhibits and make the final decision on exhibit locations based on exhibited content.
  3. Recipients of the 2019 Cultural & Creative Award must register before the early-bird registration deadline (December 27, 2019) and pay a deposit of US\$350 to enjoy a discount on rent. The deposit will be refunded in full without interest after the exhibition.

# HOW TO JOIN

## Exhibitor Eligibility

Foreign exhibitors must meet the following requirements :

- Foreign companies from areas whose export to the Republic of China is permitted by the Taiwan government; or the Taiwanese agents, dealers, branch office or liaison office of such companies.
- Agents handling sales of foreign products. Supporting documents such as an authorization letter or agency agreement must be submitted to the organizer for verification.

※ Note

- The organizer reserves the right to review application based on the applicant's track record with past Expos or other domestic trade shows.
- Participating exhibitors are strictly prohibited from showcasing products with false labeling regarding place of origin, counterfeit trademarks or involving patent or copyright infringement.
- The Expo will not showcase products from areas whose export to the Republic of China is banned by the R.O.C government or products banned for import.

## Booth Rentals

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Dec 27)	Per Unit Rental for Six (or more) booths
Raw Space (without facilities)	6m <sup>2</sup> (3x2m)	US\$960	US\$800	US\$660

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Dec 27)	Standard Booth (Max. THREE booths per applicant)
Standard (with basic facilities)	6m <sup>2</sup> (3x2m)	US\$1,260	US\$1,100	
Basic Facilities	Each Standard Booth occupies a floor area of 6 m2(3m*2m) and comes with basic facilities as follows: 1. Partition walls and profiles (with standard decoration). 2. 1 reception table, 2 folding chair, 1 socket, 4 spotlights (electricity included), 1 carpet, 1 company name fascia board, 1 waste bin. 3. Each booth is provided with a 500W/110V socket (4 63W energy-saving spotlights included). 4. Fee covers daily waste disposal.			

※ Note

- Fee covers daily waste disposal. Raw space tenants shall prepare waste bins or bags at their own cost.
- "Raw Space Booth" is WITHOUT any facilities. Exhibitors shall contact contractors for booth installation, the blueprint of which shall be submitted to the organizer for approval.
- The number of booths facing the main isle is limited. In allocating booths, the organizer gives priority to exhibitors applying for 6 or more booths. The remaining booths will be allocated in the order of booth quantities and payment dates.
- Power supply : Each booth is provided with a 500W/110V socket. Additional power supply is available at the exhibitor's expense. The installation will be conducted by facility contractors designated by the organizer and invoiced.

## Application Dates

- Early Bird: **now until December 27 (Fri), 2019**
- Regular application: **January 15 (Wed), 2020**

※ Note

- Early Bird fees deadline: January 8 (Wed), 2020**
- Exhibitors failing to complete application and payment within the discount period will no longer enjoy discounts on rentals.
- The acceptance of late applicants will be at the discretion of the organizer.

## Online application

- Please visit our official website at **www.creativexpo.tw** to fill out the application form.
- Applicant receive confirmation e-mail will be considered as time of completing online application.

## Payment

**Down payment: (Down payment per booth is US\$350)**

- Once the application is accepted for participation, the organizer will ask the applicant to proceed to down payment and send invoice to the applicant.
- Time of payment affects the outcome of booth allocation. To secure priority in booth allocation, please complete down payment by in the time.

**Balance Due:**

- Once booth allocation is completed, the organizer will ask the applicants to pay the balance due and send invoice to the applicant.
- Applicants failing to pay balance due by deadline will be deemed as forfeiting their applicant status and booth rental.

**Account Number:**

- All transfer charges will be borne by the applicant. International transfers, please make full payment.
- Both down payment and balance due are non-refundable.

## Cancellation and Refund

- Once application is submitted and approved by the organizer, applicants receive payment notification. All payments made to the organizer are non-refundable.
- Following booth allocation, applicants will be asked to pay the balance due or other necessary charges.Failure to do so will result in the loss of applicant status and the paid amount will not be refunded.

## Change and Postponement

- The organizer reserves the right to modify or change the number of booths or reduce the size of the booths applicants initially apply for.
- In the event of force majeure, such as natural disasters, wars or other factors beyond the control of the organizer, and that change or cancellation of venues or show dates occurs as a result, the organizer does not compensate for any damages caused to the exhibitors.

## Booth Allocation and Use

- Once application is closed, the organizer will notify applicants of the time and place of a booth allocation meeting. Applicants failing to make down payment will be barred from participating in the meeting.
- Allocation priority is based on the following criteria
  - Exhibitor with greater number of booths.
  - When two exhibitors have the same number of booths, the exhibitor that pays down payment first enjoys priority(complete transaction before deadline).
  - A draw will be held for exhibitors with the same number of booths that have completed down payment transaction within time.

**Applicants approved by the organizer and having made payments will asked by the organizer via e-mail to attend a booth allocation meeting.**

**Booth allocation will be based on the following principles:**

- The organizer first divides the venues into different sections based on brand types and styles. Booths are allocated separately in each section.
- The organizer may choose on the behalf of absent applicants. In this case, the applicants may not raise objection.
- Application for additional booths will not be accepted at the allocation meeting. Once application is closed, applicants wishing to apply for additional booths should consult the organizer as early as possible.
- Once booths are allocated, applicants may not requests for a change in booth location for any reason.
- The organizer reserves the rights to plan for sections in accordance to nature of exhibits. At the allocation meeting, exhibitors will be asked to select according to category of exhibits.
- The general administration can do proper planning adjustments on the number of booths or exhibition areas if necessary. If the displayed items don't match the original applications, the general administration can do proper adjustments.

## Contact

Creative Expo Taiwan(CET) Team, Taiwan Design Center TEL: (02)2745-8199

Songshan Cultural and Creative Park | Mr. Su ext. 579

Taipei Expo Park - Expo Dome | Ms. Zhao ext. 516

## Standard Booth Rental

1 Standard Booth 6 square meters ( 3\*2 )

	Facilities	Quantity
1	Basic partition	1
2	Non-woven carpet (gray)	1
3	Company name board	1
4	Table	1
5	Folding chair	2
6	18W Spotlight	4
7	Reception desk (with drawers)	1
8	Waste bin	1

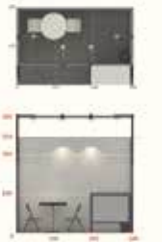
2 Standard Booth 12 square meters ( 6x2 or 4x3 )

	Facilities	Quantity
1	Basic partition	1
2	Non-woven carpet (gray)	1
3	Company name board	1
4	Table	2
5	Folding chair	4
6	18W Spotlight	8
7	Reception desk (with drawers)	2
8	Waste bin	1

※ Note

- Overdue orders are subject to an additional 50% operating fee per order.
- The Expo organizers maintain the right to make changes to aforementioned specifications.
- The layout of booth on the Expo map is tentative and subject to change.

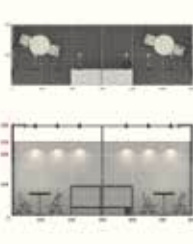
1 Standard Booth 6 square meters (3x2)



2 Standard Booth 12 square meters (4x3)



2 Standard Booth 12 square meters (6x2)







2020

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