



## 2023 Taichung Int'l Tea, Coffee and Bakery Show (TCFB Taichung) Application Kit

### ★Organizers

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

### ★Show Dates and Hours

July 7th (Fri.) - 10th (Mon.), 2023  
10:00 a.m. – 6:00 p.m.

### ★Dates for Exhibits Move-in & Move-out

Move-in:

8:00 ~17:00, July 5-6, 2023

Move-out:

18:00 ~ 23:00, July 10, 2023

### ★Venues

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

### ★Exhibit Profile

#### Tea & Coffee Area

1. **Tea:** Taiwan Tea, Black Tea, Green Tea, Pu-erh Tea
2. **Processed Tea & Tea Products:** Herbal Tea, Fruit Tea, Instant Tea, Canned Tea, Tea, Drinks
3. **Tea Set & Tea Processing Equipment:** Tea Set, Tea Maker, Tea Art & Decoration, Tea Processing Equipment, Tea Packaging Equipment
4. **Coffee, Coffee Product & Equipment:** Coffee Bean, Coffee, Processed Coffee Products, Coffee Maker
5. **Tea & Coffee Refreshment:** Salted and Reserved Food, Confectionery, Biscuit, Snacks
6. **Others:** Books & Magazines, Mass Communication, Media, Public Relation



### Bakery Area

- 1. Bakery Products & Ingredients:** Bakery Products, Roasted Food & Filling, Dessert, Chocolate, Ice Cream
- 2. Bakery Raw Materials:** Grain Products, Wheat Flour, Dairy Product, Yeast, Jelly, Edible Oil, Seasonings & Condiments, Food Additives
- 3. Bakery Equipment:** Bakery Machinery, Bakery Turn-key, Baking Utensil, Other Foods Making Machines
- 4. Frozen and Catering Equipment:** Frozen Equipment, Catering Equipment
- 5. Others:** Books & Magazines, Mass Communication, Media, Public Relation

### Food Area

- 1. Agricultural Products, Sea Food and Live Stock:** Farm Products, Fresh or Chilled, Sea Food, Live Stock, Grain Products, Vegetables, Fruits and other Farm, Animal and Aquatic Products
- 2. Processed Foods:** Frozen Food, Canned Food, Dehydrated Food, Salted and Preserved Food, Prepared Food, Confectionery, Biscuit, Snacks
- 3. Wine and Drinks:** Wine, Alcohol, Mineral Water, Carbonated Water, Fruit Juices and other Drinks
- 4. Seasonings & Food Additives:** Seasonings & Condiments, Food Grade Additives and Others
- 5. Others:** Books & Magazines, Mass Communication, Media, Public Relation

### ★Participation Information

1. All manufacturers, distributors, traders, and organizations dealing in the items on the Exhibit Profile are eligible to apply for participation.
2. Those prohibited to import by the government of Taiwan are not permitted to display in the show.
3. The organizers reserve the right to determine the exhibition eligibility of participants and the products to be on display, and also reserve the right to determine the number and location of booth(s) for each exhibitor.
4. Booth will be assigned firstly on a number of booth(s) requested basis, and then, on a first-come, first-served basis.
5. If exhibition booth demand exceeds the booths available, the organizers reserve the right to reduce the number and size of booths and to change the exhibition venue and date of the show



or to cancel the show without any liability or responsibility for compensation or indemnification to exhibitors.

- 6. The organizers do not act as sponsor for exhibitors in their entry visa applications.
- 7. The exhibitor shall keep his booth(s) staffed at all times during show hours.

### ★Booth Rental Fee (5%Tax Included)

Type of Application Received	Price (Per Unit)	Early Bird 10% OFF (before March 31, 2023)
Shell Scheme Package	USD 1,300	USD 1,170
Raw Space	USD 1,100	USD 990

Note:

- 1. Booth: 3M x 3M
- 2. Each booth, no matter raw space or package booth will be provided with 110V/500w electricity free of charge. Additional power supply and drainage will be at exhibitor's expense.
- 3. The raw space booth is without partition, carpet or any display facility.
- 4. Shell Scheme booth facilities including: 3-sided partition, 3 spotlights, Carpet, Fascia name board with company name, Reception Counter, Folding Chair, Socket 110V

### ★Payment Schedule:

#### 1. Down Payment:

Once applicant's company has been accepted for participation, the applicant will receive confirmation of booth(s) together with invoice of Down Payment (US\$ 300 per booth, inclusive of tax) for reservation of booth(s).

#### 2. Balance Due:

After booths are allocated, the organizer will notify applicants of their booth number, space location, and balance due.

#### 3. All payment should be made before May 31, 2023.

- 4. In case of cancellation or exhibitor's personal difficulties (i.e.: failure to obtain entry visa to Taiwan, travel or shipping problems), down payment and space rental already paid will NOT be refunded under any circumstances.



# 2023 TCFB

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

## JULY 7-10

Taichung International Exhibitional Center

### ★For Further Information

PLEASE CONTACT:

#### **TAITRA**

Exhibition Department

Exhibition Section 2

P.O. Box. 109-770, Taipei 11011, Taiwan

Tel: +886-2-2725-5200

Fax: +886-2-2722-7324

Ms. Ann Chen, Show Manager ext.: 2674

E-mail: [TeaCoS@taitra.org.tw](mailto:TeaCoS@taitra.org.tw)

Website: [www.TCFB.com.tw](http://www.TCFB.com.tw)

#### **Chan Chao International Co., Ltd**

Tel: +886-2-2659-6000

Fax: +886-2-2659-7000

Mr. James Yau ext. 326

E-mail: [james@chanchao.com.tw](mailto:james@chanchao.com.tw)

**TAITRA's overseas offices are at your service. Get their contact information at [http:// branch.taiwantrade.com.tw](http://branch.taiwantrade.com.tw)**



## APPLICATION FORM FOR EXHIBITION SPACE

We hereby apply for exhibit space in the "TCFB 2023" (July 7-10, 2023)

※We require: (Please select one item.)

Booth with facilities \_\_\_\_\_ units (each unit 3M\*3M)

Raw space booth without facilities \_\_\_\_\_ units (each unit 3M\*3M)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Web-site: \_\_\_\_\_

Contact person: \_\_\_\_\_  Mr.  Ms. Position: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_

### Agent or representative in Taiwan, if any:

Company Name: \_\_\_\_\_

Contact person: \_\_\_\_\_  Mr.  Ms. Position: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### Products or services to be on display: (Please fill in your Product Codes (6-7 digits) listed in the Exhibit Profile.)

1.       2.       3.       4.

5.       6.       7.       8.

Others: please specify \_\_\_\_\_

Exhibit Zone (Please select one preferable zone.)  Tea Area  Coffee Area  Bakery Area  Food Area

Payment: US\$ \_\_\_\_\_ (Please see Page 3, "Booth Rental Fee")

Payable to "Taiwan External Trade Development Council"

■ Telegraphic transfer, Account Number 5056-665-100018, Taiwan Cooperative Bank, World Trade Center  
Branch Beneficiary Name: "TAITRA (TCFB 2023)" Swift ID: TACB TWTP 505

We have read and accepted the Terms and Regulations for Participation, and agree to abide by any other rules and regulations made by organizers in connection with this show.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete and return/email the application with product catalogs to the following address/email.

**Ms. Ann Chen**

Exhibition Section 2, Exhibition Department  
Taiwan External Trade Development Council  
P.O. Box 109-770, Taipei 110, Taiwan  
Tel: 886-2-27255200 ext. 2674  
Fax: 886-2-2722-7324  
E-mail: [TeaCos@taitra.org.tw](mailto:TeaCos@taitra.org.tw)

Please affix your business card here.

The above personal information will only be used for personal contact by phone, mail and other means of communication in the year 2019-2021. Those who wish to exercise any of the following rights should directly contact TAITRA. 1. Make inquiry and request for a review of personal information 2. Make request for duplications of personal information 3. Request to supply or correct personal information 4. Request to end collection, processing or use of personal information 5. Request to delete of personal information. Those who do not provide personal information may not be able to immediately get business information from TAITRA





## General Regulations for Taiwan Trade Shows

### Organized by Taiwan External Trade Development Council

Revised on June 9, 2020

1. These general regulations (“the Regulations”) are made by Taiwan External Trade Development Council (hereinafter referred to as the “Organizer”).
2. The Regulations shall cover the registration forms, exhibition manuals, and materials made for an exhibition (hereinafter referred to as the “Exhibition Materials”). The Regulations are applicable to exhibitors, joint exhibitors, and their branch companies (hereinafter referred to as the “Exhibitors”) of the exhibition.
3. After an Exhibitor completes the registration procedure, the Exhibitor is deemed to have fully read and understood the Exhibition Materials and the Regulations and agree to comply with the Regulations unconditionally. Furthermore, the Exhibitors authorize the Organizer to include the information provided by the Exhibitors in the printed and/or digital Official Directory.
4. Compliance with or violations of the Regulations regarding the Exhibitors’ behaviors during the exhibition period shall be determined, interpreted, and implemented by the Organizer. The Exhibitors shall have no objection.
5. The organizer prohibits the participation of competitive exhibitions or related exhibition organizers, including subsidiaries or agents of associated enterprises. Exhibitors who register under falsified documents or impersonate others will be ordered to stop displaying and fees confiscated once found. The exhibitor agrees unconditionally to the organizer setting, explaining and executing of the regulation, regardless of whether or not the exhibitor has violated the regulation.
6. The Organizer has the right to plan the exhibition area and the number of booths based on the types of the products exhibited, the actual registration results, and booth demand. The Organizer also has the right to determine whether to accept Exhibitors’ registrations, adjust the exhibition area and the number of booths based on the nature of the products exhibited and the Exhibitors’ past records in the Taiwan Trade Shows, or the domestic or foreign promotional activities organized by the Organizer.
7. Except the startup exhibition area, all booths are raw spaces without carpets and partitions. All Exhibitors must set up basic decorations, including carpets, partitions, and company name boards. Exhibitors may not display without basic decorations.
8. The Organizer shall send the Exhibition Materials and the Regulations to the Exhibitors approximately 90 days before the exhibition and publish them on the exhibition website ([www.foodtech.com.tw](http://www.foodtech.com.tw)) for the Exhibitors to access and print the materials. The Exhibitors will have no grounds to claim ignorance of and/or violate the Exhibition Materials due to not having received the Exhibition Materials or having no access to the Regulations.
9. The Exhibitors shall not take exhibition items into the exhibition hall or remove exhibition items from the exhibition hall during the exhibition period, from 10 am to 6 pm daily, (or until 5 pm on the final day of the exhibition), except for small and light items that can be carried by a person. Additional exhibition items may be brought in from 9 am to 10 am during the exhibition period.
10. Before entering and decorating the booth, the Exhibitors shall fill out and submit the Decoration Affidavit and other related application documents, as well as apply for water and electricity within the prescribed period. If the Exhibitors’ decorations or interests are affected as a result of a failure to complete these tasks, the Exhibitors shall bear sole responsibility.
11. If Exhibitors do not permit exhibition items for photography or video recording by visitors, the Exhibitors shall display “No Photography” or “No Video Recording” signs in both Chinese and English. However, the Exhibitors shall allow journalists and contracted photographers with the PRESS badge issued by the Organizer to take photos or videos for promotional purposes.



12. The Exhibitors shall pick up badges at the area designated by the Organizer when moving in exhibition items, and badges shall be worn (one badge per exhibitor) during the exhibition period.
13. Unless otherwise specified within the Regulations, entry of visitors under the age of 12 is not allowed for safety and quality concerns.
14. Personnel designated by the Organizer shall be responsible for entrance/exit control during the exhibition period (including the move-in and move-out). However, the Exhibitors should take care of their exhibition items, decorations, and facilities, and purchase any necessary insurance and hire security guards for valuable exhibition items. If any items are lost or damaged, the Organizer shall not be held responsible.
15. The Exhibitors must obtain all relevant insurances, such as fire insurance, theft insurance, flood insurance, and public liability insurance (including additional insurance for natural disasters, such as typhoons, earthquakes, floods, heavy rains, or other natural disasters) from the periods when the exhibition items and decorations are transported to the exhibition hall, to the removal of the said items from the exhibition hall. The Organizer shall not be responsible for any losses or damage to the said items during the aforementioned period.
16. The Organizer may cancel the Exhibitors' exhibition qualifications and eligibility or stop supplying water and electricity if the Exhibitors are found to be in any one of the following situations by the Organizer, and make no improvement after a request for improvement has been made by the Organizer. The Exhibitors shall be banned from participating in exhibitions organized by the Organizer for at least two years, and all previous exhibition records of the Exhibitors and their seniority shall be removed. If the Organizer is sued or deemed responsible for any loss or damages, the Exhibitors shall indemnify the Organizer for the expenses (including but not limited to the lawsuit and legal fees). The Exhibitors shall have no objection.
  - (1) Use of false documents, information, or any other person's name to participate in the exhibition.
  - (2) Exhibition items shown on the product catalog provided for registration are different from those indicated on the registration forms or from the physical objects.
  - (3) Failure to make full payment of the exhibition fees 10 days before the start of the exhibition.
  - (4) Refusal or withdrawal of authorization for the Organizer to use the information provided by the Exhibitors to publish the Official Directory.
  - (5) Bringing flammable materials, explosives, or other hazardous or banned substances into the exhibition hall.
  - (6) The leased booth is barely decorated, has few or no exhibition items, or has no Exhibitors or on-site employees during the exhibition period.
  - (7) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
  - (8) The exhibition items or the means of displaying them are in violation of relevant laws and regulations prescribed in the Civil Code, the Consumer Protection Act, the Fair Trade Act, the Commodity Labeling Act, the Commodity Inspection Act, and the Act Governing Food Safety and Sanitation.
  - (9) Exhibition items or the means of display them disrupt public order or violate codes of decency.
  - (10) Exhibition items infringe upon the rights of a third party who provides the Organizer with supporting documents such as a settlement agreement, the written judgment for losing the civil suit, or the written judgment for the conviction of criminal charge (whether the judgment is made or not).
  - (11) The signs and decorations shown in the Exhibitor's booth are different from the information of the company in Chinese or English as provided in the registration form.
  - (12) The booth(s) are subleased, transferred, or used to host exhibitions under the names of companies that are not registered (including the names of sponsors, affiliate companies [parent and subsidiary companies], a branch company of the original registered company in a third region, or subsidiary



- companies).
- (13) Exhibition items are imported from regions restricted by the government of Taiwan, or are manufactured, produced, or sold in such regions, or are contraband pursuant to the laws of Taiwan.
  - (14) Exhibition items do not match the theme of the exhibition.
  - (15) Conducting retail sales in the exhibition hall.
  - (16) Using raw booths for exhibitions.
  - (17) Failure to apply to the Organizer in advance to set up a stage or sound system, promotional balloons, or set up structures or decorations more than 4 meters in height.
  - (18) Producing noises inside the exhibition hall at 85 decibels or more during the exhibition period.
  - (19) Affecting neighboring booths or the exhibition due to a lack of pollution disposal equipment prepared by the Exhibitors to promptly and appropriately deal with smoke, waste gases, dust, stenches, irritant gases, organic chemical solvent contaminants, or other pollutants resulting from demonstrating or operating an exhibition item.
  - (20) The music, images, or related information played by the Exhibitors in public during the exhibition period infringe upon intellectual property rights.
  - (21) Displaying, posting, or distributing any promotional items or materials related to the exhibition items in areas other than the booths, including public facilities, aisles, or columns.
  - (22) Conducting promotional activities or leaving the company or personal items in public areas.
  - (23) Third parties conduct disturbances or protests in the Exhibitors' booth(s) or inside/outside of the exhibition hall due to private disputes, thereby affecting the order or image of the exhibition.
  - (24) Causing any injury, death, or financial loss to the Organizer's personnel or a third party during the exhibition period (including the move-in and move-out) due to improper installation, operation, maintenance, or management of the facilities, objects, and exhibition items at the booth.
  - (25) Packing or moving out exhibition items from the exhibition hall in advance or similar behaviors.
  - (26) Causing fires due to the design and construction of the booth and or improper use of electrical devices.
  - (27) Leaving exhibition items or personal items in the exhibition hall after the move-out.
17. If the Exhibitors need to set up a stage or sound system, promotional balloons, or set up structures or decorations more than 4 meters in height, the Exhibitors shall apply in advance with the Organizer, and the structures or decorations may only be set up with approval from the Organizer. (Please refer to related regulations in the Exhibition Manual). Exhibitors who do not have approval from the Organizer shall immediately remove the structures or decorations once discovered by the Organizer's personnel, or carry out supplementary application procedures. The Organizer shall not be liable for any compensation.
    - (1) Exhibitors who carry out the supplemental application procedure shall be required to pay a fine of NT\$ 30,000 for the use of such structures or decorations.
    - (2) When the application is filed after the application deadline, the Exhibitors shall be required to pay an additional fine of NT\$10,000.
    - (3) When the application is filed during the exhibition the Exhibitors shall be required to pay an additional fine of NT\$30,000 for the use.
  18. After the end of the exhibition, the Exhibitors shall remove all exhibition items and personal items and clear the booth during the move-out. The Organizer shall not be responsible for the custody of the exhibition items. In the event that exhibition items or personal items are found onsite after the move-out, they shall be regarded as waste and removed by the cleaning company without notice to the exhibitor. The derived expenses shall be borne by the Exhibitor.
  19. In case of natural disasters, notifiable infectious diseases (such as COVID-19), or other force majeure reasons, the Organizer retains the right to adjust the exhibition date and location, or cancel the





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- exhibition. In such instances, the Organizer will refund fees paid by the Exhibitors (including deposits and other paid fees) after deducting relevant incurred costs (including but not limited to nonrefundable payments that have paid to contractors). The Organizer is not liable for any damages caused due to this adjustment or cancellation.
20. For the purpose of properly organizing the exhibition, the Organizer will implement adequate measures for disease prevention. Exhibitors clearly understand and agree that by participating in the exhibition, they are obliged to cooperate with the disease prevention actions implemented by the Organizer; Exhibitors shall solely bear risk related to infection or isolation due to disease prevention. Therefore, if a dispute arises therefrom, participating Exhibitors may not make any claims, including civil, criminal, and administrative claims, against the Organizer.
  21. If any Exhibitors would like to drop out of the exhibition due to reasons not attributable to the Organizer, any payment made, including the paid deposits will not be refunded. All payments will not be refunded if Exhibitors decide to drop out of the exhibition after their booths have been allocated.
  22. For matters not stipulated in the Regulations, the Organizer may amend or update the Regulations from time to time.



## 茶與咖啡 (Tea&Coffee) - 產品類別表 Exhibit Profile

產品代碼 Code	中文產品名稱 Product Name in Chinese	產品英文名稱 Product Name in English
514030	醃漬蔬果	Preserved Fruit & Vegetable
5165	糖果、零食及烘焙類	Baked Goods, Confectionery & Snacks
516505	餅乾	Biscuit
517010	咖啡	Coffee
517015	咖啡豆	Coffee Beans
517020	茶葉	Tea Leaves
517025	花草茶	Herbal Tea
517045	茶葉飲料	Tea Drinks
613870	製茶機	Tea Processing Machine
654030	電茶壺及電熱水瓶	Electric Airpot & Kettle
654035	咖啡機及磨豆機	Coffee Maker & Grinder
784020	咖啡及茶沖泡器	Coffee & Tea Maker
847020	圖書	Book
8510	資訊傳播及出版服務	Media & Publishing Services
854510	餐飲服務	Catering Services

## 烘焙暨設備 (Bakery)- 產品類別表 Exhibit Profile

產品代碼 Code	中文產品名稱 Product Name in Chinese	產品英文名稱 Product Name in English
510525	乳製品	Dairy Products
512545	穀粉	Grain Powder
514035	果醬	Fruit Jam
5150	食品添加物及原料	Food Additives & Ingredients
515005	烘焙粉及麵粉	Baking Powder & Flour
515030	酵母	Yeast
5155	調味品	Seasonings & Condiments
515545	食用油	Cooking Oil
516530	烘焙類及內餡	Baked Goods & Filling
516555	巧克力	Chocolate
611205	冷凍設備	Refrigerating Plant
611210	大型冷凍冷藏庫	Cold Storage Plant
613822	烘焙機械	Bakery Machine
6150	包裝機械	Packaging Machinery
8430	包裝容器	Packaging Containers
8450	包裝材料	Packaging Materials
847020	圖書	Book
8510	資訊傳播及出版服務	Media & Publishing Services
854510	餐飲服務	Catering Services



## 食品 (food) - 產品類別表 Exhibit Profile

產品代碼 Code	中文產品名稱 Product Name in Chinese	產品英文名稱 Product Name in English
51	農產及食品	Agricultural & Foods
5105	畜產品	Livestock
510599	其他畜產品	Other Livestock
5110	水產品	Seafood
511099	其他水產品	Other Seafood
5115	蔬菜	Vegetables
511599	其他蔬菜	Other Vegetables
5120	水果	Fruits
512099	其他水果	Other Fruits
5125	農產大宗物資	Grain Products
512545	穀粉	Grain Powder
5135	罐頭食品	Canned Food
513515	水產罐頭	Canned Seafood
5140	脫水及醃製食品	Dried & Preserved Food
514030	醃漬蔬果	Preserved Fruit & Vegetable
5145	調理食品	Prepared Food
514599	其他調理食品	Other Prepared Food
5150	食品添加物及原料	Food Additives & Ingredients
515099	其他食品添加物及原料	Other Food Additives & Ingredients
5155	調味品	Seasonings & Condiments
5165	糖果、零食及烘焙類	Baked Goods, Confectionery & Snacks
516505	餅乾	Biscuit
517030	果汁	Juice
517040	碳酸飲料	Carbonated Drinks
517060	酒精飲料	Alcoholic Beverage
517065	水	Drinking Water
5190	其他農、畜、水產品	Other Farm, Animal And Aquatic Products
847020	圖書	Book
8510	資訊傳播及出版服務	Media & Publishing Services
852015	連鎖加盟	Franchising Agent
854510	餐飲服務	Catering Services