



TAIWAN BEAUTY
INT'L SHOW 2020

Virtual

台 灣 國 際 美 容 展



APPLICATION KIT

November 2-30, 2020



Organizer:



TAITRA

www.BeautyTW.com.tw

Index

1. About Organizer
2. 2020 Taiwan International Beauty Show VIRTUAL
3. Packages for Exhibitors
4. Important dates and required document for application
5. Payment Schedule and withdrawing from participation

Appendixes:

Appendix 1 : General Terms and Regulation for participation

Appendix 2 : Exhibit Profile and Product Codes





About Organizer

Founded in 1970, TAITRA is Taiwan's foremost nonprofit trade promoting organization. Sponsored by the government and industry organizations, TAITRA assists enterprises to expand their global reach. Headquartered in Taipei, TAITRA has a team of 1,300 specialists and operates 5 local offices in Taoyuan, Hsinchu, Taichung, Tainan and Kaohsiung as well as 63 branches worldwide. Together with Taipei World Trade Center (TWTC) and Taiwan Trade Center (TTC), TAITRA has formed a global network dedicated to promoting world trade.

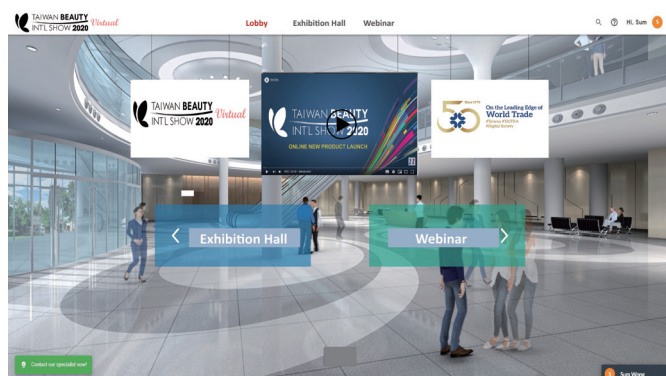
Core Missions

- To assist Taiwanese businesses in developing international market.
- To collaborate closely with Taiwanese government in trade policy implementation.
- To provide business consultation service and connect international firms with Taiwanese partners.
- To assume the role of "Smart Integrator" - complement government policies, facilitate industry needs and develop new business opportunities around the world.

Why Exhibit ?

- ✔ An international B2B show for beauty professionals around the world.
- ✔ 24/7 Engagement with global buyers across borders and time zones to capture global business opportunities.
- ✔ The Show will last a month! (Date: November 02-30)
Exhibitor's Information will stay on the Official Website (www.beautytw.com.tw) after the virtual show ends.

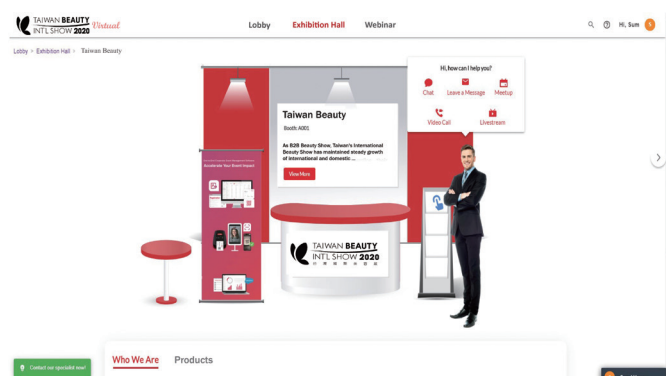
Exhibition Entrance



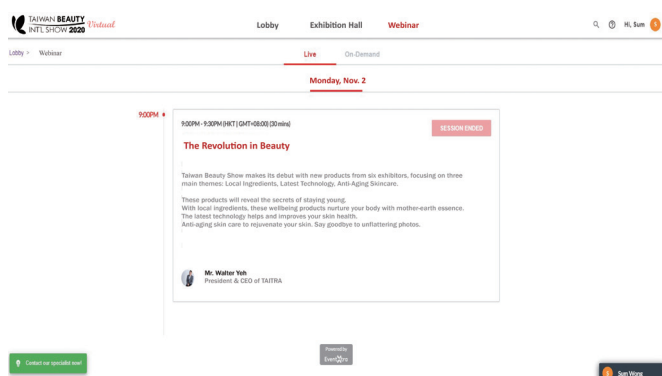
Exhibition Hall



Exhibitor Booth



Webinar



* The Organizer reserves the right to adjust the design and layout of the virtual exhibition.

Comprehensive show experience



Online Services

- Efficient use of virtual booths: Upload introduction of words/videos.
- Easy and quick search for buyers.
- Navigates visitors to digital platforms, e.g. the show's official website/Facebook.



Business Opportunities

- Reach and Interact with Exhibitor and Buyers anytime on any device.
- Zero distance interaction between global buyers:
 1. Online chat
 2. Online meetings



Latest Industry Updates

- Key international and national speakers at the webinars.
- Important content, not to be missed! Access to webinars after livestreaming.



Lead Generation

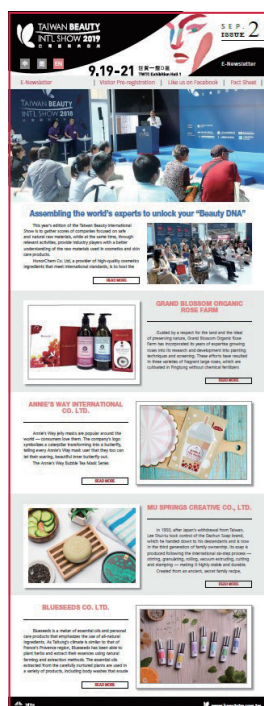
- Get engagement statistics of your booth.
- Collect contacts details of your booth visitors.

Pay a little more for extra services

Online one-on-one business meetings with buyers from Taiwan



Online Product Launch @Show Gain global exposure



EDM for Buyers Exposure before the Show.

Taiwan Beauty ONLINE Daily @Show Exhibitors' highlight

Exhibition Profile

Date

November 2-30,
2020



Exhibit Themes & Products

Beauty Makers

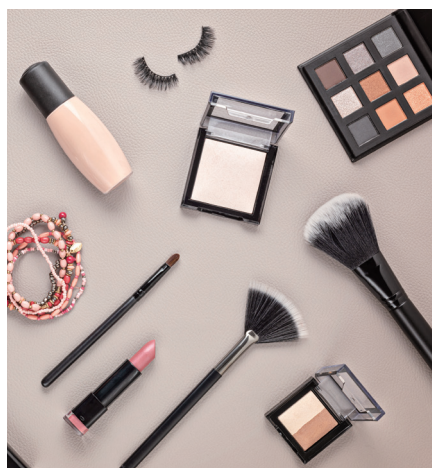
Cosmetics and Beauty
Supplies, Cosmetics
Container & Packaging,
OEM/ODM, etc

Int'l Brands

Cosmetics & Toiletries,
Skincare Products, Body
Care, etc

Fashion Trends

HALAL beauty products,
Clean beauty, Men's
skincare, etc



Visitors

Only open to
professional buyers.
Pre-registration is
required.

Packages for exhibitors

Package	BASIC	GOLD	DIAMOND
Fee	USD 850	USD 900	USD 1,000
Exhibition Tool	<ul style="list-style-type: none"> - Standard Stand layout - Document Uploads (max. 5 files) - Video Uploads (max. 3 files) - Visitor Reports* (incl. engagement statistics and visitor list) 	<ul style="list-style-type: none"> - Standard Stand layout - Document Uploads (Unlimited) - Video Uploads (Unlimited) - Visitor Reports* (incl. engagement statistics and visitor list) 	<ul style="list-style-type: none"> - Standard Stand layout - Document Uploads (Unlimited) - Video Uploads (Unlimited) - Visitor Reports* (incl. engagement statistics and visitor list)
Value-Added Services		<ul style="list-style-type: none"> - Online one-on-one business meetings (Buyers from Taiwan) - Banner advertisement** @ Pre-Show EDM (1 edition) 	<ul style="list-style-type: none"> - Online one-on-one business meetings (Buyers from Taiwan) - Banner advertisement** @ Pre-Show EDM (1 edition) - Exhibitor press releases (2 articles) @ Official Website*** - Online Product Launch @Show****

Notice:

*Visitor Report: Only the statistics and visitors TO your booth; Not the statistics of all traffic of website

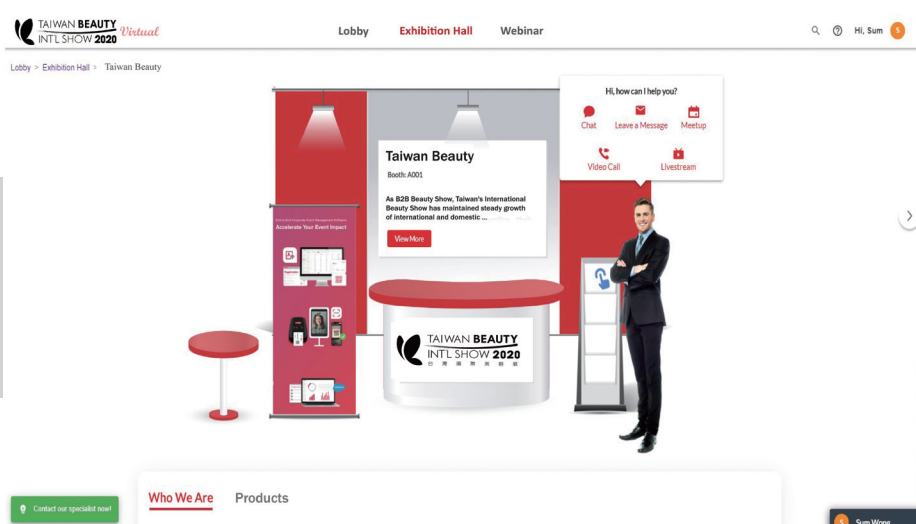
**Banner Advertisement: Exhibitor should provide design file in the dimension/format/deadline required by the Organizer

***Press release content provided by Exhibitor ; Published at www.beautytw.com.tw


****Online Product Launch : The Exhibitor should follow the presentation instructions of the Organizer

Virtual Booth:

* The Organizer reserves the right to change the items of Booth Design and facilities.



Exhibitor Timetable

○ July 8, 2020	▶▶ Application is open
○ July – September, 2020	▶▶ Qualification review.
	▶▶ Qualified applicants will receive email confirmation together with the invoice of full payment.
○ Before October 7, 2020	▶▶ Submit all documents and files to be showcased in Virtual Booth (ex: Company's logo, product pictures, etc)
○ November 2-30, 2020	▶▶ 

* The Organizer reserves the right to change the timetable.

* Please refer to Exhibitor's Manual for final deadline.

Application Procedures

Online Application (Application opens on July 8, 2020)

- (1) Go to www.beautytw.com.tw
- (2) Click "Space Application".
- (3) After the submission, email **the application form** and **the product catalogue(s)** to beauty.tw@taitra.org.tw
- (4) Qualified applicants will receive the confirmation of booth application together with Invoice of full payment.
- (5) Booth will be reserved once the payment is received.
- (6) TAITRA reserves the right to reject any application that is not conformed to the show's concept.

Payment Schedule

1. All payment should be made by telegraphic transfer (T/T) payable to:
TAIWAN COOPERATIVE BANK WORLD TRADE CENTER BRANCH
SWIFT CODE:TACBTWTP505
A/C NAME: Taiwan External Trade Development Council
A/C NO.: 5056-665-100018
333, Keelung Rd., Sec.1, Taipei 11012, Taiwan
Please indicate TAIWAN BEAUTY 2020 clearly stated in the remark area
2. All banking charges, if any, are to be borne by the applicant.
3. Failure to pay the balance by the due date will result in the cancellation of participation.
4. In case of cancellation, exhibition fee already paid will not be refunded under any circumstances.

Virtual Booth Withdrawal

1. No refund for booth payment.
2. Any payment WILL NOT be refunded or transferred to cover other expenses in case of partial or full space withdrawal.
3. Failure to submit payment before due date will be regarded as withdrawal of participation.

Contacts

TAITRA

Ms. Angela Hsu

E-mail: beauty.tw@taitra.org.tw

Find **TAITRA Oversea Offices** nearest you for information and assistance.
https://officeportal.taiwantrade.com/flash/big/unitList.jsp?lang=en_US

General Regulations for Taiwan Trade Shows

Organized by Taiwan External Trade Development Council

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 (text and pictures) provided by the Exhibitors in the marketing materials of the Exhibition.
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. 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.beautytw.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.
8. The Organizer may cancel the Exhibitors' exhibition qualifications and eligibility 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 in the marketing materials of the Exhibition.
- (5) Booth with incomplete or no information about exhibitor and exhibition items.
- (6) Sale, display, or advertisement of exhibition items that infringe upon the copyright of others.
- (7) 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.
- (8) Exhibition items or the means of display them disrupt public order or violate codes of decency.
- (9) 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).
- (10) The signs and information shown in the Exhibitor's booth are different from the information of the company in Chinese or English as provided in the registration form.
- (11) 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).
- (12) 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.
- (13) Exhibition items do not match the theme of the exhibition.
- (14) Conducting retail sales in the exhibition hall.
- (15) The music, images, or related information played by the Exhibitors in the exhibition platform infringe upon intellectual property rights.
- (16) 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.
9. The Organizer retains the right to adjust the exhibition date and venue. In the event of natural disasters, notifiable infectious diseases, or other force majeure reasons that cause the change of exhibition date or venue, the Organizer will refund fees paid by the Exhibitors after deducting the incurred costs (including but not limited to payments that have been made to contractors and cannot be returned to the Organizer).
10. The Organizer retains the right to cancel the exhibition. In the event of natural disasters, notifiable infectious diseases or other force majeure reasons that cause the exhibition to be canceled, the Organizer will refund fees paid by the Exhibitors after deducting the incurred costs (including but not limited to payments that have been made to contractors and cannot be returned to the Organizer).
11. If any Exhibitors would like to drop out of the exhibition due to reasons not attributable to the Organizer, any payment made will not be refunded. All payments will not be refunded.
12. For matters not stipulated in the Regulations, the Organizer may amend or update the Regulations from time to time.

Exhibit Profile

Product Code	Product Name
5410	Makeup & Makeup Tools
541005	Makeup Base & Concealer
541010	Foundation
541015	Face Powder
541020	Blush
541025	Eyebrow Pencil
541030	Eye Shadow
541035	Eyeliners
541040	Mascara & Eyelash Products
541045	Lipstick
541050	Lip Gloss & Liner
541055	Lip Balm
541060	Makeup Sets
541065	Body Art & Glitter
541070	Makeup Mirror
541075	Makeup Brush
541080	Tattooing Supplies
541099	Other Makeup & Makeup Tools
5420	Skin Care
542005	Facial Cleanser & Makeup Remover
542010	Skin Toner
542015	Skin Care Concentrate & Serum
542020	Face Lotion
542025	Face Cream
542030	Eye Cream & Gel
542035	Pearl Powder
542040	Exfoliator & Skin Care Scrub
542045	Face & Body Mask
542050	Eye Mask
542055	Hand Cream & Lotion
542060	Body Lotion
542065	Foot Care
542070	Essential Oil
542075	Sun Protection & Tanning
542080	Baby Oil & Powder
542085	Baby Lotion
542099	Other Skin Care Products
5430	Skin Care Tools & Equipment
543005	Cotton Pad

Product Code	Product Name
543010	Facial Cleanser Brush & Skin Scrubber
543015	Facial Steamer
543020	Skin Massager
543025	Skin Analyzer
543099	Other Skin Care Tools & Equipment
5440	Hair Care & Salon Equipment
544005	Shampoo & Hair Conditioner
544010	Hair Dye
544015	Hair Treatment
544020	Hair Curler & Straightener
544025	Hair Clipper & Trimmer
544030	Hair Dryer
544035	Hair Styling Products
544040	Shower & Conditioning Heat Cap
544045	Hair Steamer
544050	Comb & Hairbrush
544055	Hair Scissors
544060	Hair Roller
544099	Other Hair Care & Salon Equipment
5450	Nail Supplies
545005	Nail Polish
545010	Artificial Nails & Nail Art
545015	Nail Drill
545020	Manicure Tool
545025	Nail Polish Remover
545099	Other Nail Supplies
5460	Shaving & Hair Removal
546005	Razor & Razor Blade
546010	Nose Trimmer
546015	Electric Shaver
546099	Other Shaving & Hair Removal Products
5460	Shaving & Hair Removal
5470	Perfume & Deodorant
547005	Perfume
547010	Deodorant & Antiperspirant
5480	Personal Care
548005	Soap
548010	Body Wash / Shower Gel

Product Code	Product Name
548015	Bath Brush & Sponge
548020	Hand Wash
548025	Toothbrush & Interdental Brush
548030	Toothpaste & Mouthwash
548035	Dental Floss & Toothpick
548040	Sanitary Napkin & Pantyliner
548045	Tissue Paper
548050	Cotton Bud
548055	Wet Wipe
548099	Other Personal Care Products
6235	Machine Tool Accessories
5160	Health Supplement
515030	Yeast
515035	Lactobacillus & Probiotics
515040	Enzyme & Enzyme Extract
515050	Food Concentrate & Extract
516005	Herbal Nutrient Extracts
516010	Ganoderma
516015	Ginseng
516020	Antrodia Cinnamomea
516025	Honey & Honey Products
516030	Pollen
516035	Bird's Nest
516040	Chlorella, Spirulina & Other Algae

Product Code	Product Name
516045	Vitamin
516050	Slimming Tea
516099	Other Health Supplement
517040	Carbonated Drinks
517045	Tea Drinks
517050	Vinegar Soft Drinks
517055	Energy Drinks
517070	Powdered Drinks
5730	
573030	Cosmetic Bag
5660	Hosiery
566010	Pantyhose & Tights
566020	Socks, Sockettes & Stockings
566030	Body stocking
8440	Cosmetics Containers
844010	Cosmetic Bottle
844020	Squeeze Tube
844030	Lipstick Container
844040	Powder Compact Case
844050	Eye Shadow Case
844060	Nail Polish Bottle
844070	Atomizer
844080	Perfume Sprayer

