



GIFTIONERY & CULTURE CREATIVE, TAIPEI

Application Kit

APR. 21-24, 2022 | TWTC Exhibition Hall 1





Dreams take off, create life as you want it!



Stimulate creative energy, create life as you want it

The Giftnery & Culture Creative, Taipei 2022 brings together gifts, stationery, housewares, innovative products, brand authorized products, and other diversified products, displaying carefully selected items and customized handicrafts in this exhibition space filled with experience and creativity. Incorporating related activities such as webinar and creativity salons to demonstrate the creativity of diverse gifts from both domestic and abroad.

Professional B2B buyer platform, the most direct and effective marketing method

Gathering the most domestic and foreign professional visitors and running various domestic and foreign multimedia integrated marketing plans, it uses innovative marketing methods such as Podcast platforms—broadcasting using the exhibitors' startup stories and innovative products, etc. as their theme—to promote featured exhibitors and focus products.

International Creative Design Pavilion, showcasing multicultural designs

Designs from every country, innovative products, home decoration brands, agents, etc. Providing display windows for products, with professionals explaining and collecting business opportunities, it displays design products with special features from various countries, stirring up the sparks of domestic and foreign cultural and design exchanges.

Rising Stars Pavilion, leading the new trend of design

Assembling the studios established within 5 years to showcase the design themes of Taiwan's new aesthetics, new functions, and new concepts. Together with exhibitions, forums, and other activities, bringing in the latest design thoughts.



Fact Sheet 2021



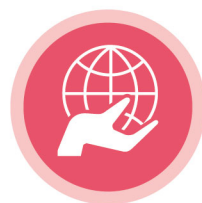
Exhibitors from
11 Countries/
Areas



298
Exhibitors



375
Booths



Visitors from
24 Countries/
Areas



92.3%
Exhibitor
Satisfaction

Top 10 Overseas Buyers (Country/Area) of 2021



Indicative Exhibition and Procurement Buyers 2021

- **Retailers and Department Stores:** Chungyo Department Store, Ever Rich, Shin Kong Mitsukoshi, a.mart, TEST RITE, 7-11, FamilyMart, JPMed, POYA, MUJI
- **E-commerce companies:** MOMO, PCHOME, Prime Plus, Amazon, Shopee
- **Cultural and creative and Public utility companies:** Hess, Eslite, FAYAQUE, TOKYU HANDS
- **Electrical engineering and Listed companies:** Acer, ASUS, HP, AMD, Formosa Plastics Group, PWC, INNOLEX, Cheng Shin Tyre, Panasonic Corporation, EVA AIR, China Airline
- **Museums and Government agencies:** National Palace Museum, National Museum of History, Taipei Music Center, Council of Agriculture, ITRI, Taipei City Government, Ministry of Labor, Taoyuan International Airport, Metro Taipei, Taiwan High Speed Rail
- **Medical and Educational institute:** National Cheng Kung University, National Taiwan University, Taipei Medical University, Chinese Culture University, Tzu Chi University of Science and Technology, Tri-Service General Hospital
- **Food companies and Hotel Groups:** China Pacific Catering Services, Dominos, Uni-President, STANDARD FOODS, Din Tai Fung, ASAHI Beer, Heineken, The Lalu, FORTE HOTEL GROUP
- **Bank and Financial sectors:** Cathay Life Insurance, Nan Shan Life, First Financial Holding, Fubon Financial, CTBC BANK, HUA NAN BANK

Marketing and Promotion Plans 2022

Invitation Target

Potential buyers such as wholesalers, traders, distributors, department stores, listed stores, hotels, financial sectors, food companies, amusement park, museum, bookstore, e-commerce companies, cultural and creative park, educational institute and Government agencies





Show Profile

Show Dates & Hours

9:30 a.m. – 5:30 p.m., April 21 - 24, 2022

Venue

Taipei World Trade Center (TWTC) Exhibition Hall 1
5, Hsin-Yi Road, Sec. 5, Taipei, Taiwan



Organizer

Taipei World Trade Center (TWTC)

Co-organizers/ Supported organizers

Taiwan External Trade Development Council (TAITRA)
Taiwan Gift & Houseware Exporters Association
Taiwan Association of Stationery Industries
Taiwan Toy & Children's Article Manufacturers Association
Taiwan Bags Association
Taiwan Glove Manufactures Association
Taiwan Towel Industry Association
Taiwan Hosiery Manufacturers' Association
Taiwan Watch & Clock Industrial Association
Good Design Association, Taiwan

Move-in & Move-out

	Dates	Hours
Move-in	April 19(Tue.)- 20 (Wed.)	7 a.m. - 6 p.m.
Move-out	April 24 (Sun.)	5:30 p.m. – 7:30 p.m.
	April 25 (Mon.)	6:00 a.m. – 11:00 a.m.



Booth Rental

Type 1 - Booths:

For Overseas Exhibitors Area

(USD/ tax included)

	Booth without Column (9 Sqm)		Booth with Column (6.75 Sqm)	
	Facing Main Aisle	General Booth	Facing Main Aisle	General Booth
Shell Scheme Package	1,980	1,710	1,690	1,460
Raw Space (Only for 3 booth or more)	1,730	1,460	1,440	1,210
<ul style="list-style-type: none"> Exhibitor who registers before December 31, 2021 will enjoy a 15% off discount. If applying for 1 or 2 booths, shell scheme package is a must. If applying for 3 or more booths, you can choose booth with raw space or upgrade to shell scheme package (USD 250/booth). Each booth comes with 500 watts (110V) of electric power supply. 				

For Shell Scheme Package, you will get:



**Subject to change for the design.

Facilities including			
1	Standard partition 300 X 300 X 250 CM/H	1	Set
2	Needle Punch Carpet (light grey)	9	Sqm
3	Company Name Fascia Board (white board with blue letters) 300 X 30 CM	1	Pc
4	Info Desk 100 X 50 X 82.5 CM/H	1	Pc
5	Folding Chair	3	Pcs
6	Spotlight 100W	3	Pcs
7	Trash Can	1	Pc

Type 2 – Showcase:

For International Creative Design Pavilion

(USD/ tax included)

Display case
700
<ul style="list-style-type: none"> Accepted exhibits items: Designs from worldwide, for example, innovative products, home decoration brands, agents, etc. This package including: Display windows for products, and person who explaining and collecting business opportunities. The price excludes product shipping. Please contact our contact forwarder for product shipping.



Participation Information

1. All manufacturers, distributors, traders and organizations in fields related to the manufacture and service of items listed on the above Exhibits Profile are eligible to participate as exhibitors.
2. The organizer reserves the right to accept or reject any application and to determine the number and location of booth(s) for each exhibitor.
3. On-the-spot sales are not allowed.
4. Children under 12 years of age are not allowed to enter the showground except the last day of the exhibition.
5. The organizer does not act as a sponsor for the exhibitor's entry visa application.

Payment & Space Allocation

1. Upon receiving booth application, the organizer will notify the exhibitor of a payment of non-refundable deposit of US\$500 per booth.
2. After the drawing-for-booth allocation meeting, the organizer will notify exhibitors of their balance due.
3. All extra banking handling charges, if any, is to be borne by applicant.
4. Space allocation priorities are based on:
 - (1) Number of booth(s) required.
 - (2) Receipt time of the application.

Contact

Ms. Eve Fan / Project Manager

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E-mail: giftionery@taitra.org.tw





APPLICATION FORM

Company Name: _____

Address: _____ Postal code: _____

Tel: _____ Fax: _____

E-mail : _____ Website: _____

Contact Person: ☐ Mr. ☐ Ms. First Name: _____

Last Name: _____

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◆ We require ☐ _____ booth(s) (3m x 3m per booth) ☐ 1 showcase

◆ Booth type (check one, if you apply for 3 booths or more): ☐ Raw space ☐ Shell Scheme

The organizer will confirm exhibitors' Exhibiting Area by email after the application.

Products to be on display (Please fill in your Product Codes listed in the next page.) :

(1) _____ (2) _____ (3) _____ (4) _____

(5) _____ (6) _____ (7) _____ (8) _____

Agent or representative in Taiwan, if any:

Name of company: _____

Address: _____

Contact Person: _____

Tel: _____ E-mail: _____

☐ We have read Application Kit and accepted the Terms and Regulations for Participation and will accord with any other rules and regulations made by TWTC in connection with this show.

Signature: _____

Date: _____



General Regulations for Taiwan Trade Shows Organized by Taiwan External Trade Development Council

Revised on April 30, 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.
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. In addition to 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 for the Exhibitors to access and print the materials. The Exhibitors may not claim not to be bound by the Regulations for not receiving the Exhibition Materials, or are not familiar with the provisions and explanations of the Exhibition Materials, or for any other reasons whatsoever.
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 9:30 am to 17:30 pm daily, except for small and light items that can be carried by a person. Additional exhibition items may be brought in from 9 am to 9:30 am pm on the first day of the exhibition or from 8:30 am to 9:30 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 dealt 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.
 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. 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).
 20. 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).
 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.



Product Code

Product Code	Product Name
51	Agricultural & Foods
5160	Health Supplement
5165	Baked Goods, Confectionery & Snacks
5170	Beverage & Tobacco
54	Beauty & Personal Care
5420	Skin Care
5430	Skin Care Tools & Equipment
5440	Hair Care & Salon Equipment
5470	Perfume & Deodorant
5480	Personal Care
56	Apparel & Accessories
5605	Apparel
5610	Sportswear
5625	Garment Accessories
5645	Neckwear
5650	Gloves
5660	Hosiery
57	Luggage, Bags & Cases
5710	Bags & Wallets
5720	Luggages, Leisure & Sports Bags
573010	Shopping Bag
573020	Laptop Bag
573090	Gift Bag

58	Timepiece, Jewelry & Eyewear
5840	Jewelry
5850	Jewelry Organizers & Displays
5860	Clocks
5870	Watch
64	Consumer Electronics
641035	Handheld Bag & Case
646035	Power Bank
673525	USB Flash Drive
78	Houseware
7810	Household Textiles
7815	Home Storage & Organization
7820	Sundries
7830	Cookware
7835	Cutlery & Kitchen Utensils
7840	Tableware
7855	Bathroom Products
7860	Household Cleaning Tools
7870	Umbrellas & Rain Gears
781015	Carpet
781020	Bed Sheet, Bed Spread & Pillow Case
781050	Towel
782045	Garden Supplies
79	Toys, Baby & Pet Products
7910	Dolls & Stuffed Toys



7920	Friction, Radio Control & Wind-up Toys
7930	Games & Models
7940	Educational Toys
7950	Preschool & Pretend Play
7960	Balloons & Classic Toys
7970	Outdoor Toys & Structures
7990	Baby Products
7995	Pet Products
80	Sports
82	Office & School Supplies
8210	Writing & Art Supplies
8220	Binding & Cutting
8230	Tapes & Glue
8240	Notebooks & Writing Pads
8250	Filing & Desk Organizers
8260	Printer Consumables
8270	Office Equipment
8280	Teaching Resources
83	Gifts & Crafts
8305	Key Chains
8310	Trophies & Flags
8315	Photo & Picture Frames
8320	Music Box
8325	Money Boxes
8330	Greeting Cards

8335	Stickers
8340	Crafts & Decors
834020	Carving & Sculpter
834040	Wind Chime & Hanging Ornament
834050	Vase
834060	Painting
834099	Other Crafts & Decors
8345	Festive & Party Supplies
8350	Candles & Candle Holders
8355	Religious Items
84	Packaging, Printing & Advertising
8420	Packaging Bags & Nets
8430	Packaging Containers
8450	Packaging Materials
8460	Printing Materials
8470	Publication
847060	E-book
8480	Movies & Music
85	Services
850540	Design Services
851010	Publishing Services
8525	Education & Training
8550	Cultural, Creative & Leisure Services
855005	Cultural & Creative Services
855010	Art Performance



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