



GIFTIONERY & CULTURE CREATIVE, TAIPEI

4.20-23.2023

Taipei World Trade Center TWTC Hall 1



Application Kit

Organizer



Taipei World Trade Center

Tel: +886-2-2725-5200

E-mail: giftionery@taitra.org.tw

Co-organizers

Taiwan External Trade Development Council

Taiwan Gift & Houseware Exporters Association

Taiwan Association of Stationery Industries

Taiwan Bags Association

Taiwan Toy & Children's Article Manufacturers Association

Good Design Association, Taiwan





The Essence of Design Lights Up Your Life

About Giftionery & Culture Creative, Taipei

The Giftionery & Culture Creative, Taipei 2023 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 creativity salons, design & life selection and one-on-one procurement meetings to demonstrate the creativity of diverse gifts from both domestic and abroad.



2022 Show Facts

262 Exhibitors from 10 Countries/ Areas

368 Booths / Visitors from 23 Countries/ Areas

90% Exhibitor Satisfaction



WHY “Giftionery & Culture Creative, Taipei”

Indicative Exhibition and Procurement Buyers

Category	Companies
Distributors, E-commerce Companies, Department Stores	Mitsukoshi Department Store, Pacific SOGO Department Stores, Far Eastern Department Store, Testrite, Carrefour, FamilyMart. JAPAN MEDICAL, Working House, Poya.
Cultural and Creative Industry, Publishing Industry	Eslite, HESS, Fnac, Campus Bookstore, Sanmin Bookstore, Inokuniya Bookstore, Tong Li Publishing, Kadokawa Taiwan
Listed Companies and Branded Companies	UMC, ASUS, MSI, Compal, Cal-Comp, VIA Technologies, Inventec, Tatung, Epson Taiwan, Ever Green, Taiwan Secom, Mercedes-Benz Taiwan, SHISEIDO, Kao Corporation, AEON TOPVALU, Disney Taiwan, An-Shin Food, Sushiro, Louisa Coffee
Museums and Government Agencies	National Theater & Concert Hall, the National Palace Museum, the National Museum of History, the Immigration Department of the Ministry of the Interior, the Ministry of Economic Affairs, the Ministry of National Defense, the Industrial Research Institute, the Taipei City Government, Taoyuan Airport, Taipei MRT
Medical and Educational Institutions	National Taiwan University, National Taiwan Normal University, Taipei Medical University, National Taiwan University of Science and Technology, Taipei University of Science and Technology, Yang Ming University, Taipei Veterans General Hospital, Cardinal Tien Hospital, Tamsui Mackay Memorial Hospital, Hualien Tzu Chi Hospital.
Financial Industry	Nanshan Life Insurance, First Commercial Bank, China Life Insurance, Taishin international Bank, KGI Commercial Bank, Hua Nan Bank.



Diverse and Strategy Marketing Campaigns

Category	Marketing and Promotion Campaigns
Direct Promotions	Sending press releases & Actively inviting previous domestic and foreign buyers to visit and developing a list of new buyers.
Online Promotions	Providing buyers with exhibition information and invitations through the official website, EDM, and fan page, google, Line, G-mail, Linkedin, FB, Twitter, Youtuber
International Marketing Plan	Holding exhibition seminars abroad, cooperating with foreign exhibitions, contacting foreign media, and strengthening the exhibition's foreign exposure.
Domestic Media Promotions	Promoting the exhibition through domestic television, outdoor billboards, professional media special issues, and mobile advertising, etc.
Exhibition Campaign	Organizing various activities such as cultural and creative salons, design & life selection, and collecting stamps for gifts before and during the exhibition to increase the richness of the exhibition.

Show Profile

Show Dates & Hours

9:30 a.m. – 5:30 p.m., April 20 - 23, 2023

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
Good Design Association, Taiwan
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
National Gift Manufacturers Association

Move-in & Move-out

	Dates	Hours
Move-in	April 18(Tue.)- 19 (Wed.)	7 a.m. - 6 p.m.
	April 23 (Sun.)	5:30 p.m. – 7:30 p.m.
Move-out	April 24 (Mon.)	6:00 a.m. – 11:00 a.m.

Exhibits Sectors

General Gifts	Rising Stars
Stationery & Office Supplies	Houseware & Artcrafts
Printing & Packaging	Souvenir & Handicraft
Creative Design & Brand Licensing	Int'l Style

Accepted Exhibits Categories and Items

Area	Exhibit
General Gifts	Variety Gifts, Christmas Accessories, Gift-wrapping Supplies, Outdoor Furniture and Supplies, Travel and Leisure Products, 3C Products & Accessories, Electronic Gifts
Stationery & Office Supplies	Stationery, Office Supplies, Office Equipment, Writing Equipment, Book & Magazine, Assistive Device for Education
Printing & Packaging	Image Service, Printing/Packing Design, Equipment & Service
Creative Design & Brand Licensing	Design Products, Creative Handcrafts, Licensees / Manufacturers, Licensors / Brand Owners, Licensing Agents, Professionals / Consultants,
Rising Stars	Design or Gift Startups Less Than 5 Years Old
Houseware & Artcrafts	Home Textile, Interior Goods, Home Accessories, Kitchenware, Bathroom Accessories, House Decorative Items, Fragrance Products, Masks, Care Products, Artcrafts
Souvenir & Handicraft	Local Specialties ,Food & Beverages, Culinary Goods, Delicacy & Fine Taste
Int'l Style	Exhibitors from Every Country, Innovative Products, Home Decoration Brands, Agents, etc.



Booth Rental (Int'l Style 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
Raw Space	1,830	1,560	1,540	1,310
Shell Scheme Package	2,080	1,810	1,790	1,560

- Each booth comes with 500 watts (110V) of electric power supply.
- Exhibitor who registers before **December 31, 2022** will enjoy a **15% off discount**.

For Shell Scheme Package, you will get:



Facilities including

1	Standard Partition 300X300X250 cm/H	1	Set
2	Needle Punch Carpet (Grey)	9	SQM
3	Company Name Fascia Board	1	Pc
4	Info Desk	1	Pc
5	Folding Chair	2	Pcs
6	Spotlight	3	Pcs
7	Trash can	1	Pc

****Subject to change for the design.**

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 two days 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

Tel: 886-2-2725-5200 ext. 2678

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: _____

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

◆ Booth type: ☐ Raw space ☐ Shell Scheme

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 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 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 09:30 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 08:30 am to 09:30 am on the first day of the exhibition or from 09:00 am to 09:30 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, stench, 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. 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 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.

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
6460	Common Used Accessories
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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