

TAIWAN HORECA ONLINE



Taiwan International Hotel, Restaurant
& Catering Show ONLINE



ONLINE APPLICATION KIT

June 23 - July 22



www.taiwanhoreca.com.tw

Organizers:



CHANG HUA



Integrated Online and Offline and Upgraded Business Opportunities in Exhibitions

2021 FOOD TAIPEI MEDGA SHOWS — Intelligent and Eco-Friendly X Safe and Efficient An Event of Glistening Opportunities

The value of the global food service equipment market is projected to reach \$50,039 million by 2025, making for a CAGR of 6.4% from 2018 to 2025, especially the Asia-Pacific food service equipment market is anticipated to grow at the highest CAGR of 8.4%, according to UK's Allied Market Research. Reflecting the ever-booming market, TAIWAN HORECA, the professional trade show for the hotel/restaurant/food catering industries, will have more booths to display advanced & compelling products/solutions from local and abroad exhibitors to lower costs and raise margins for your business. More exhibitors and products will be in Taiwan HORECA and its ONLINE Hybrid during June 23- July 22, 2021.

To facilitate continuous connections between domestic and international buyers and exhibitors, an online exhibition will be launched this year simultaneously with the physical exhibition, integrating the images of the physical exhibits with a virtual showroom and providing online messaging and video conference functions. It also provides integrated marketing and data analysis as well as exhibition services with virtual integration to help exhibitors go beyond national boundaries, market their products in both domestic and overseas markets, and enhance the online/offline digital business opportunities in the exhibition.

WHY TAIWAN HORECA Online?

Benefits of Online Exhibition

Procurement across the globe beyond national boundaries without missing business opportunities

Simultaneous online and offline exhibitions across regions and time zones facilitate 24-hour uninterrupted connections with domestic and international buyers.

O2O integration marketing and promotion maximize brand exposure

Diverse range of digital marketing and online activities for continuous exposure of brands over one month.

New technologies for exhibition venues and futuristic exhibition halls

360-degree product catalog, 720-degree product catalog, and embedded videos maximize product display effects.

Rapid communication with buyers through online meetings

Message discussions, meeting reservations, and video conferences provide convenient and rapid connections with buyers.

Online Exhibition Four Elements

Display

- Company Introduction
- Product Display
- "Digital Corner" in the Exhibition

Network

- Schedule a meeting
- Text Message
- One-on-one text message
- Video conference

Marketing

- Exhibitor list on Show Guide/ Website
- Advertisement on Show Guide
- Company & Products Introduction on EDM

Insights

- Interacted Visitor list
- Number of Scheduled Meetings
- Number of Messages

TAIWAN HORECA Online Schedule

Mar. 22

Application open.
Review and Process
Applications.



Apr. 20- Jun. 26

Customize your
virtual booth



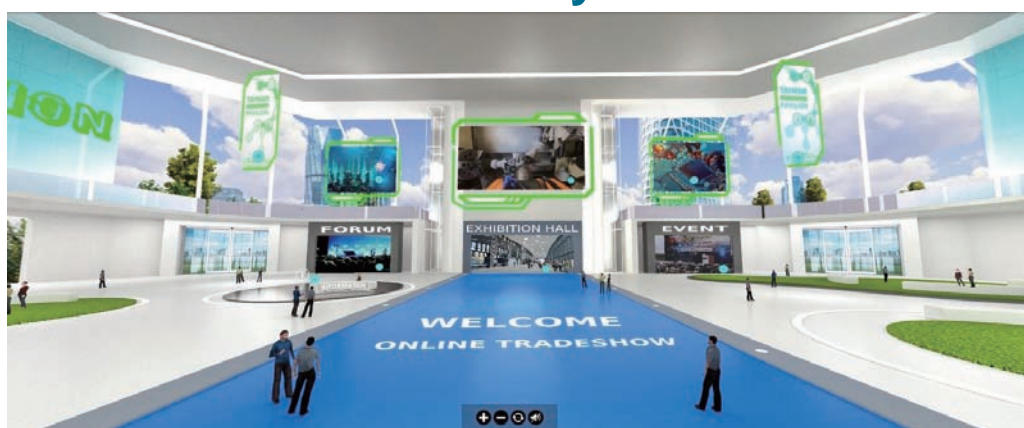
Jun.23- Jul.22

Online Show
GO LIVE!

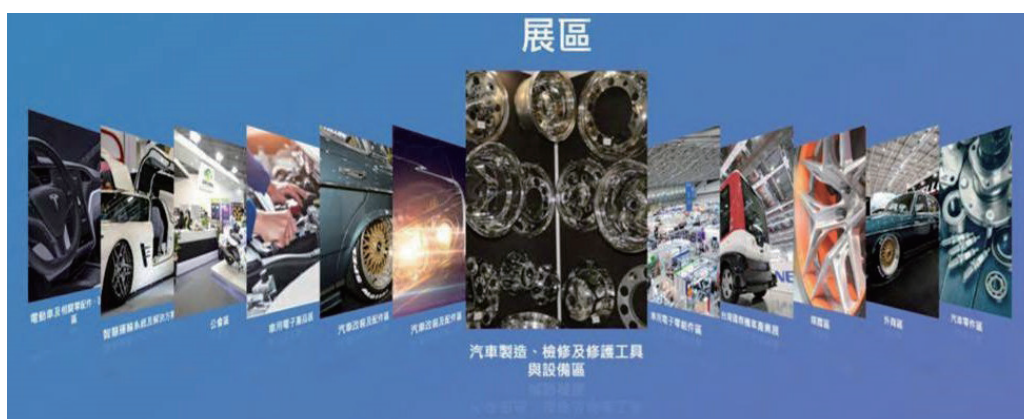


TAIWAN HORECA Online

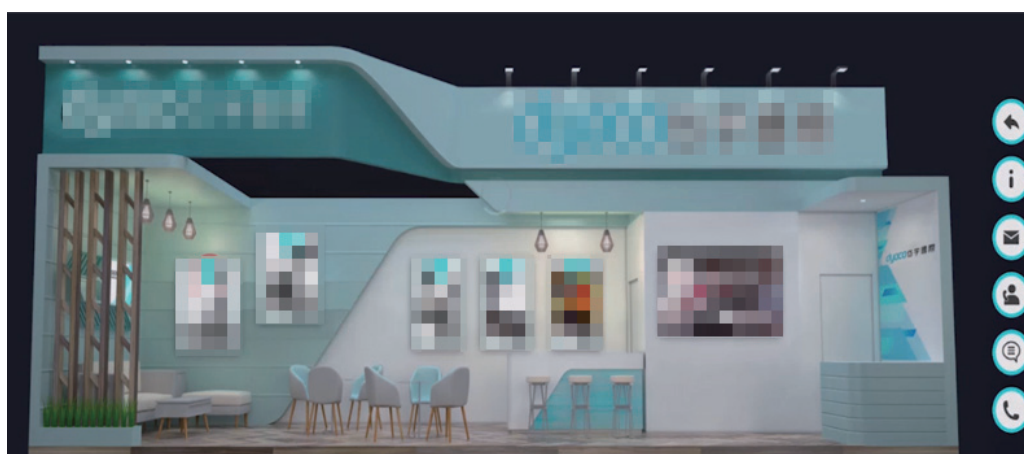
Lobby



Hall Entrances



Booths





TAIWAN HORECA Online Profile

Show Dates

2021.6.23-7.22

Organizer

Taipei World Trade Center

Exhibits Categories

-Food Processing & Preparation Machinery-Beverage Processing & Preparation Machinery-Laundry Equipment/Chemical Agents-Bakery Equipment-Hotel & Restaurant Catering Equipment & Accessories -Food Packing Machinery-Food Industry Disposal & Sanitation Equipment-Refrigeration Equipment-Tableware & Kitchenware- Bathroom Products-Electrical Household Appliances-Cleaning Tools-Restaurant POS / Ordering System-Laundry Services / Logistics Services-Seasonings & Condiments-Foods & Beverages for Restaurant

TAIWAN HORECA -Packages

Online Display	1. Virtual booth (Company name + LOGO) 2. Company Information 3. Product for display x 5 (text description, Video, 360 degree category, 720 degree category)
Value-added Services	1. Schedule a meeting 2. Text Message 3. One-on-one text message 4. Video conference
Visitors Insight Report	1. Interacted Visitor list (Company name, person name, email, country) 2. Number of Scheduled Meetings 3. Number of Messages * The above is provided by the organizer *
O2O marketing services	1. Exhibitor list on Show Guide 2. Exhibitor list on Website 3. Advertisement on Show Guide 4. Company & Products Introduction on EDM
Price	USD 1,200

Supplementary Options

	Item	Charge(USD)
1	Pre-show EDM: Banner	100
2	Pre-show EDM: Company & Product Introduction	200
3	Official Website: Banner Ad	500
4	Facebook Post	200
5	Live Tour (For physical show exhibitors)	1,500
6	Online Show Hall Entrance Page Banner	600
7	Video Display on "Digital Corner" in the Exhibition	350

Online Exhibition Application

1. Registration time: start from March 22, 2021. Fill out the form online:
Please keep your confirmation email for record.
2. Registration step-by-step:

STEP 1

Visit official website (<https://events.taiwantrade.com/HORECA21en/Enrollment/Login>), then click on 'Application Kit' under the 'Online Exhibition' tab.

STEP 2

Every company is required to login as TAITRA member:

1. Already a member: login with your account.
2. Not a member yet: create new account and then login.

STEP 3

Start filling out the application form.

STEP 4

Complete the form and wait for the review and notification from the organizer to conduct the payment.

Payment Schedule and Withdrawal from Participation

1. Upon accepting application, the show organizer will invoice the exhibitor for a full amount of rental fee.
2. The rental fee already paid cannot be refunded, transferred to other shows or participant, or credited to later events.
3. Exhibitors who do not complete the payment before the invoice due date will have their application cancelled.
4. All extra banking handling charges, if any, is to be borne by applicant.
Please select received in full amount (OUR) when transferring the payment.

Regulations and Privacy Statement

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 booth 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 optional purchase items 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.timtos.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 online platform.
 - (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, functional

failure as a result of hacking and cracking by a third party 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, functional failure as a result of hacking and cracking by a third party 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.

Contact

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產品類別表 EXHIBIT PROFILE

產品代碼	產品中文名稱	產品英文名稱
食品加工、飲料、烘焙機械		
6138	食品及飲料機械	Food & Beverage Machinery
613804	食品機械烤箱	Commercial Bakery Oven
613808	食品殺菌機	Food Sterilizer
613824	糕餅麵包製造機	Pastry Making Machine
613836	餐飲機械 / 餐飲設備	Fast Food & Beverage Machinery
613840	切肉機及碎肉機	Meat Chopper & Slicer
613846	削皮機	Peeling Machine
613848	切菜機	Vegetable Cutting Machine
613850	包餡機	Encrusting Machine
613854	油炸機	Frying Machine
613856	燒烤機	Roasting Machine
613858	米麵製造機	Rice & Noodle Making Machine
613872	果汁製造機械	Juice Making Machine
613882	自動販賣機	Vending Machine
613884	洗碗機	Dish Washing Machine
613899	其他食品及飲料機械	Other Food & Beverage Machinery
洗衣 / 清潔設備、原料、服務及相關設備		
6160	洗淨及洗衣設備	Cleaning Equipment
616040	脫水機	Etractor
616050	洗衣機械	Laundry Machine
616060	乾洗機	Dry Cleaning Machine
616070	大樓清潔機	Building Cleaning Machine
786520	洗衣精	Laundry Detergent
6570	洗滌家電	Laundry Appliances
657010	洗衣機	Washing Machine
657020	烘乾機	Clothes Dryer
657030	電熨斗及掛燙機	Electric Iron & Steamer
850555	洗衣及染色服務	Washing, Cleaning & Dyeing Services
飯店設備、影音設備及電器用品		
605020	手推車	Hand Truck & Trolley
6440	家庭影音設備	Home Audio, Video & Accessories
644005	電視機	Television
652010	家用冷氣機	Air Conditioner
652020	空氣清淨機	Air Purifier
652030	除濕機及加濕器	Dehumidifier & Humidifier
653010	電冰箱	Refrigerator
653020	家用冷凍櫃及製冰機	Freezer & Ice Maker
654005	瓦斯爐 / 爐具	Ranges
654010	抽油煙機	Range Hood
654015	電磁爐及電熱爐	Electric Hot Plates & Induction Cookers
654020	電鍋 / 電子鍋	Rice Cooker
654025	電蒸鍋及燉鍋	Electric Food Steamer & Slow Cooker
654030	電茶壺及電熱水瓶	Electric Airpot & Kettle
654035	咖啡機及磨豆機	Coffee Maker & Grinder
654040	果菜汁機	Juicer & Blender
654045	食物調理機	Food Processor
654050	食物攪拌機	Food Mixer
654055	刨冰機	Ice Crusher & Shaver
654060	製麵包機及點心機	Bread & Snack Maker
654065	烤箱及烤麵包機	Electric Oven & Toaster
654070	烘碗機及洗碗機	Dish Dryer & Washer
654075	蔬果解毒機	Water Ozonizer
654099	其他廚房家電	Other Kitchen Appliances
655010	飲水機	Water Dispenser
655020	淨水器及濾心	Water Filter & Filter Cartridge
656010	吸塵器	Vacuum Cleaner
656020	蒸氣清洗機	Steam Cleaner
管理、事務、消防及安控設備 (系統)		
672010	銷售點管理系統	POS System
672099	其他特殊電腦系統	Other Special Computer Systems
675025	掃描器	Scanner
6765	電腦軟體	Computer Software
6810	通訊設備	Communication Equipment
6820	無線電及微波通訊設備	Two-way Radio
6840	電話機	Telephone
7310	消防設備	Firefighting Supplies
731055	高樓逃生緩降機	Emergency Escape Descending Life Line
732010	入侵及訪客偵測器	Intruder & Visitor Detector

產品代碼	產品中文名稱	產品英文名稱
餐具、廚具及家電用品		
190194	靜電消散產品	Static Dissipating Product
782510	烤肉架及炭烤爐	BBQ Grill & Stove
782520	壁爐 / 火爐	Fireplace & Wood Stove
7830	鍋具	Cookware
783005	煎鍋	Fry Pan
783010	炒鍋	Wok
783015	湯鍋	Soup & Stock Pot
783020	炸鍋	Deep Fryer
783025	蒸籠及蒸鍋	Food Steamer
783030	壓力鍋	Pressure Cooker
783035	巧克力鍋	Fondue Set
783040	烤盤	Baking Pan
783045	開水壺	Water Kettle
783099	其他鍋具	Other Cookware
7835	刀具及廚房用具	Cutlery & Kitchen Utensils
783505	砧板	Cutting Board
783510	菜刀	Kitchen Knife
783515	削皮刀	Peeler
783520	披薩刀	Pizza Cutter
783525	起司刀	Cheese Slicer
783530	磨刀器	Knife Sharpener
783535	鍋鏟及湯勺	Spatula & Ladle
783540	食物夾	Tong
783545	食物瓶及食物罐	Food Can
783550	保鮮盒	Food Storage Box
783599	其他刀具及廚具	Other Cutlery & Kitchen Utensil
7840	餐具	Tableware
784005	碗盤	Dinnerware
784010	杯子及馬克杯	Cup & Mug
784015	刀叉、湯匙及筷子	Flatware & Chopsticks
784020	咖啡及茶沖泡器	Coffee & Tea Maker
784025	水瓶	Bottle
784030	保溫瓶	Vacuum Flask & Thermos
784035	杯墊、鍋墊及餐墊	Coaster Set
784040	餐巾	Napkin
784045	吸管	Straw
784050	牙籤	Toothpick
784055	手推餐車	Serving Cart
784060	水果籃	Fruit Basket
784065	食物罩	Food Cover
784099	其他餐具	Other Tableware
784510	酒壺	Wine Flask
784520	冰桶	Ice Bucket
784530	酒吧工具	Bar Tool
健身設備		
8040	體適能及健身器材	Fitness & Gym Equipment
804002	健身單車及踏車健身車	Exercise Bike & Pedal Exerciser
804004	划船器	Rower
804006	跑步機	Treadmill
804008	踏步機及橢圓機	Stepper & Elliptical
804010	重訓機	Multi Gym
804030	啞鈴、槓鈴及槓片	Dumbbell, Barbell & Plate
工藝品、裝潢品		
8340	工藝品及裝飾品	Crafts & Decors
834020	雕刻品及雕像	Carving & Sculpter
834030	室內噴泉	Indoor Fountain
834050	花瓶	Vase
834060	繪畫	Painting
834099	其他工藝品及裝飾品	Other Crafts & Decors
清潔用品及其他客房備品		
5420	保養品	Skin Care
542055	護手霜	Hand Cream & Lotion
542060	身體乳	Body Lotion
544030	吹風機	Hair Dryer
546005	刮鬍刀及除毛刀	Razor & Razor Blade
5480	個人清潔用品	Personal Care
548005	肥皂	Soap
732085	警報器及偵測器零件	Alarm & Detector Accessories
733005	監視系統	CCTV System
733010	CCTV 攝影機	CCTV Camera

產品類別表 EXHIBIT PROFILE

產品代碼	產品中文名稱	產品英文名稱
733015	CCTV 監視器	CCTV Monitor
734005	門禁管理系統	Access Control System
734010	影音對講設備	Audio & Video Door Phone
734035	各類卡片 / 門禁卡	Access Control & Plastic Card
734530	電子鎖	Electronic lock
734555	保險箱	Safe
827020	收銀機	Cash Register
衛浴設備		
7665	衛浴及給水設備	Sanitary Wares
766550	馬桶	Toilet
766555	小便斗	Urinal
766560	自動沖水系統	Automatic Flusher
766565	馬桶座、馬桶蓋及零組件	Toilet Seat & Components
766575	三溫暖設備	Sauna
767005	浴鏡	Bath Mirror
767010	浴室收納架	Bathroom Shelf
767015	門後掛勾及毛巾架	Towel Hook & Rail
767020	浴簾桿	Curtain Rod
767025	浴室扶手	Bathroom Grab Bar
767030	給皂機	Soap Dispenser
767035	芳香機	Aerosol Dispenser
767040	烘手機	Hand Dryer
7805	百葉窗及窗簾	Vinyl Blinds & Curtains
家具		
7710	客廳家具	Living Room Furniture
771005	客廳沙發	Living Room Sofa
771015	咖啡桌及茶几	Coffee & Side Table
771020	書桌	Desk
771099	其他客廳家具	Other Living Room Furniture
772005	餐桌及餐椅	Dining Table & Chair
772010	櫥櫃、碗櫃及酒櫃	Kitchen Cabinet
772015	廚房系統家具	System Kitchen
772020	吧台桌椅	Bar Table & Chair
772099	其他餐廳及廚房家具	Other Dining & Kitchen Room Furniture
7730	臥房家具	Bedroom Furniture
773005	床具	Bed
773010	床墊	Mattress
773015	衣櫃	Wardrobe
773025	梳妝台	Dressing Table
773030	立鏡	Stand Mirror
773035	吊衣桿及掛衣架	Clothes Rack & Stand
773099	其他臥房家具	Other Bedroom Furniture
7740	戶外家具	Outdoor Furniture
7750	辦公家具	Office Furniture
779030	商業家具	Commercial Furniture
照明、寢具及客房用具		
661005	夾燈、檯燈及桌燈	Book Light & Table Lamp
661010	立燈 / 落地燈	Floor Lamp
661015	夜燈	Night Light
661020	水晶燈及吊燈	Chandelier & Pendant Light
661025	吸頂燈	Ceiling Light
661099	其他室內照明	Other Indoor Lighting
663005	手電筒	Flashlight
781005	桌巾	Table Cloth
781015	地毯	Carpet
781020	寢具、床單及床罩	Bed Sheet, Bed Spread & Pillow Case
781025	棉被及被褥	Comforter & Quilt
781030	毛毯	Blanket
781035	枕頭	Pillow
781045	圍裙	Apron
781050	毛巾	Towel
781055	縫紉用品	Sewing Supplies
781099	其他家用紡織品	Other Household Textiles
782005	門牌及標示牌	Door Plate & Sign
782010	地墊及門墊	Door & Floor Mat
782030	煙灰缸	Ashtray
548010	沐浴乳	Body Wash / Shower Gel
548025	牙刷及牙間刷	Toothbrush & Interdental Brush
548030	牙膏及漱口水	Toothpaste & Mouthwash

產品代碼	產品中文名稱	產品英文名稱
548035	牙線及牙籤	Dental Floss & Toothpick
548099	其他個人及衛浴清潔用品	Other Personal Care Products
562050	睡衣及浴袍	Sleepwear & Bathrobe
568620	拖鞋	Slippers & Flip Flops
569235	鞋拔	Shoe Horn
農產食品、食材、烘焙原料及飲料		
5105	畜產 (雞、豬、牛、羊、乳、蛋)	Livestock (Chicken, Pork, Beef, Lamb, Dairy, Eggs)
5110	水產	Seafood
5115	蔬菜	Vegetables
5120	水果	Fruits
5125	農產大宗物資	Grain Products
5130	植物及花卉	Plants & Flowers
5135	罐頭食品	Canned Food
5140	脫水及醃製食品	Dried & Preserved Food
514025	脫水蔬果	Dried Fruit & Vegetable
514035	果醬	Fruit Jam
5145	調理食品	Prepared Food
5150	食品添加物及原料	Food Additives & Ingredients
515005	烘焙粉及麵粉	Baking Powder & Flour
515010	麵糰	Dough
515015	澱粉	Starch
515045	蛋糕裝飾品	Cake Decoration
515050	食品濃縮物及萃取物	Food Concentrate & Extract
515070	香料	Flavoring
515075	食用色素	Food Coloring
515080	食品增味劑	Food Enhancer / Improver
515099	其他食品添加物及原料	Other Food Additives & Ingredients
5155	調味品	Seasonings & Condiments
515535	調味醬料	Sauces
5165	糖果、零食及烘焙類	Baked Goods, Confectionery & Snacks
516530	烘焙類及內餡	Baked Goods & Filling
516535	各類堅果	Nuts & Kernels
5171	菸、咖啡、茶及飲料	Beverage & Tobacco
517015	咖啡豆	Coffee Beans
517020	茶葉	Tea Leaves
517045	茶葉飲料	Tea Drinks
517055	機能性飲料	Energy Drinks
517060	酒精飲料	Alcoholic Beverage
517070	沖泡式飲料	Powdered Drinks
5190	其他農、畜、水產品	Other Farm, Animal And Aquatic Products
其他		
8470	出版品	Publication
847010	產業名錄	Industry Directory
847020	圖書	Book
847030	雜誌	Magazine
847040	海報	Poster
8505	工商服務	Business & Industrial Services
8510	資訊傳播及出版服務	Media & Publishing Services
8545	住宿、餐飲及旅遊服務	Catering, Hotel & Travel Services
855510	物流服務	Logistics Services
8545	住宿、餐飲及旅遊服務	Catering, Hotel & Travel Services
854505	住宿服務	Hotel Services
854510	餐飲服務	Catering Services
8555	運輸及倉儲服務	Transportation & Storage
855510	物流服務	Logistics Services
856505	會議服務	Conferencing Services
856510	展覽服務	Exhibition Services

※ 請依據本「產品類別表」，於報名表中填入貴公司參展產品之「產品代碼」(即 TAITRA Code，最多填入 8 項)。

※ 如上表中無適合項目之「產品代碼」(TAITRA Code)，請至網址 <https://code.taitra.online/> 查詢，查詢方式：
Step 1. 輸入產品「中文 / 英文關鍵字」
Step 2. 直接按「Enter」進行查詢