

Application for Holding Overseas Promotional and Marketing Event: FAQs

Questions	Answers
1. What are the important dates for the application process?	The deadline for submitting your application is October 31st. Your event must be completed before November 15th and the hard copy of receipts must be sent by November 29th. Please note that companies must complete the application and pass the review before conducting any event.
2. Can I apply if I have not exported anything in the past three years?	Unfortunately, no. If you cannot find any record of your export on the following website, you are not eligible to apply. (However, if your export was done through a trading company or by consolidation/LCL, please provide the related documents as proof.)
3. Is my company eligible to apply if we produce OEM products?	(1) If your company provides OEM for a foreign brand and your company's information is not visible on the product packaging, making it difficult to tell if the products are processed in Taiwan, then your company is not eligible to apply. (2) If your company provides OEM for a domestic brand and your company's information is displayed on the product packaging, then your company is eligible to apply.
4. Can I apply for different consulting services mentioned in the project?	Yes. You can apply for different consulting services mentioned in the project. However, you are not allowed to apply for other governmental subsidies to conduct the same promotional and marketing events.
5. Which items are included and excluded in marketing fees to be reimbursed?	Excluded: slotting fees, sale-related fees of discount, travel expenses, and rents. All the fees should be allocated in reasonable proportion according to the application form. For instance, the advertising fees alone cannot account for over 50% of the total expenses.
6. Does the advertisement fees include the cost needed to post online ads, Facebook and Instagram?	Yes, but such fees should be allocated in reasonable proportion as explained above.
7. Can we apply for funding if we are to participate in exhibitions or expo events?	No, exhibition and expo events are excluded.
8. Can we commission foreign stores/event organizers to organize promotional and marketing events with multiple brands from Taiwan?	Each company from Taiwan must hold a separate promotional and marketing for each application they submit. If different companies apply to hold events at the same place/time, each event must be held in a different location or separate spaces to meet the requirements. This includes having independent promotion booths, separate promotional brochures and leaflets, separate venues, dedicated manpower, and other resources. The related fees can not be shared by multiple companies, and each company must submit their receipts separately. Failing to do so would result in the
9. If we are to host a three-day promotional and marketing event, can we hold the events in three non-continuous days?	Each event should include one physical distribution channel and should be held for three consecutive days (including weekends).
10. Do we need to hold the events in the same country?	No. You are not required to hold the events in the same country.
11. If we have already submitted our application, can we still change the time and location of the event?	Once your application has been approved, you are not allowed to change the country where the event is to be held. In case of force majeure, please inform TAITRA by phone. If you cancel the application or modify the content without prior permission, you will be blacklisted and prohibited from submitting any future application for this project.