

# TASTE THE WORLD IN TAIPEI



## 2017 Worldwide Internet Celebrities Summit

Worldwide internet celebrities will gather in Taipei on 10/25-10/29.

Local internet celebrities will collaborate with internet celebrities across the world to promote Taipei's presence.

Worldwide internet celebrities, welcome to Taipei!!!

## Taste the Best of the World in Taipei !

Why you must visit Taipei!!!

1. Internet celebrities will gather in Taipei Summit to interact with each other and share the event on the internet to gain exposure.
2. Internet celebrities experience the world tour in Taipei and create material for their live

broadcast.

3. Hospitality is offered throughout the event for free (including round-trip tickets (economy class)/accommodation/meals & transportation/personal English receptionist/insurance) to make internet celebrities enjoy their time in Taipei.

Welcome aboard~

Join us in a Taipei Gourmet Journey and participate in five-day tour in Taipei from October 25 to October 29, 2017!

-Event Introduction-

Taipei City Government invites 12 worldwide internet celebrities to gather in Taipei and have a five-day world gourmet tour. During the event, worldwide internet celebrities will taste a variety of the delicacies in Taipei with Ko P, Mayor of Taipei and Hu, Tien-Lan, the top gourmet in Asia. The event aims to expand the exposure of Taipei gourmet worldwide through the influence of internet celebrities.

-Object-

1.A person who is of any nationality, 20 years old or above, and manage his/her own social media (such as Youtube, Instagram, Facebook, Live.me, etc.)

2.Taipei City Government will select 12 internet celebrities based on the media benefits (such as volume of internet posts, number of subscription, number of visits, and positive image).

-Highlight-

1.12 worldwide internet celebrities gather in Taipei to have a five-day world tour.

2.Worldwide internet celebrities will taste a variety of the delicacies in Taipei with Ko P, Mayor of Taipei and Hu, Tien-Lan, the top gourmet in Asia.

3.The event is broadcast through multimedia channels (including online and offline media) to enhance global exposure.

Organized by : Taipei City Government

※Definition: Worldwide internet celebrities are those who manage their own social media and have a certain volume of internet posts.

※Taipei City Government reserves the right to revise, change, terminate, or cancel the event and give an explanation of all matters in this event.

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