

臺灣文博會

CREATIVE **EXPO** TAIWAN

Design | Songshan Culture & Creative Park
Licensing | Taipei Expo Park – Expo Dome

2021/04/21 ——— 2021/04/25
WED. SUN.

ABOUT CET

2021 Creative Expo Taiwan

Creative Expo Taiwan was first organized in 2010. Through a number of key transformations, CET has now become the most important domestic display and trade platform of cultural and creative merchandise and image licensing. In recent years, CET has introduced the concept of curation to guide the development of cultural trends in Taiwan and inspire citizens' thoughts on cultural issues. With a dual-emphasis on cultural curatorial exhibition and trade fair, CET aims to drive the development of cultural economy through cultural value.

In the post-pandemic era, CET 2021 focuses on the themes of "Interdisciplinary Thinking of Cultural Content" and "Introduction of Smart Technology" to present three primary exhibitions halls, "Cultural Concept/Hushan1914-Creative Park", "Merchandise Trading/Songshan Culture and Creative Park." and "Licensing/Taipei Expo Park-Expo Dome." CET also expands to integrate virtual channels to move towards becoming an expo of the "new format," displaying Taiwan's unique lifestyle aesthetics and design thinking.



3 Reasons for Attending the 2021 Creative Expo Taiwan

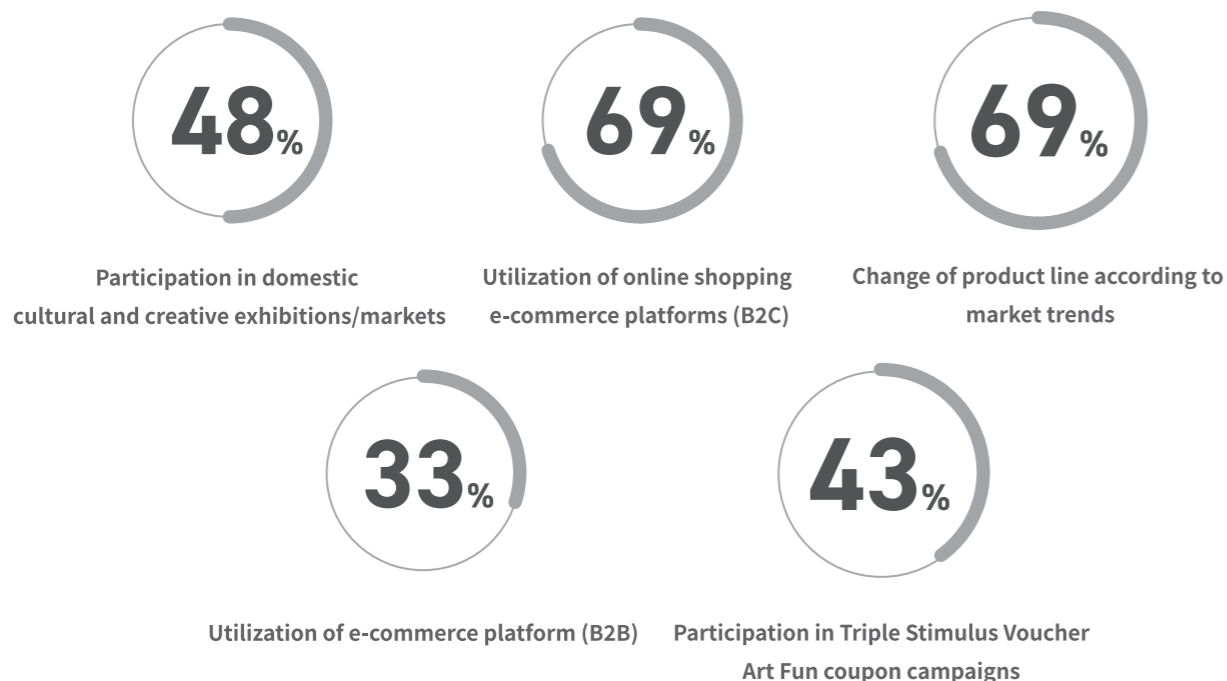
HIGHLIGHT

1 Grasping Post-Pandemic Business Opportunities

● Three Strategic Dimensions

- Business Expansion:
Integration of offline exhibition and online guided-shopping
- Brand Management:
Promotion of design brands,
IP licensing for diverse interdisciplinary collaborations
- Marketing and Promotion:
Incorporation of digital tools to enhance international brand marketing

● Facing the Impacts of the Pandemic, Important Brand Management Strategies



(Source: CET 2021 Industry Survey)

● Taiwanese Buyers

Category	Company Name
Department Store	SOGO Departments Stores Co., Ltd / Shin Kong Mitsukoshi / HOLA Hanshin Departments Stores / workinghouse / Ever Rich Syntrend / Eslite Corporation / Watsons / Dream Mall
Museum	Taipei Fine Arts Museum / National Taichung Theater / National Palace Museum Tainan Art Museum / Yingge Ceramics Museum / Jut Art Museum
Hotel	W Taipei / Cathay Hospitality Management / The Lalu Hotel, Ltd. Home Hotel / FOLIO Hotel / Ambassador Hotel
Online Store	Amazon Inc. / Shopee / Pinkoi / Books / Marais / Citisocial / zeczec
Well-known Enterprise	7-Eleven / FamilyMart / Gamania / Vie Show Cinemas Co., Ltd / LINE Taiwan The Walt Disney Company Taiwan / Ogilvy Taiwan / Evergreen Group Taiwan High Speed Rail / Hess International Educational Group Lion Travel / Taihu Brewing / Cite Publishing Ltd. / Metro Taipei

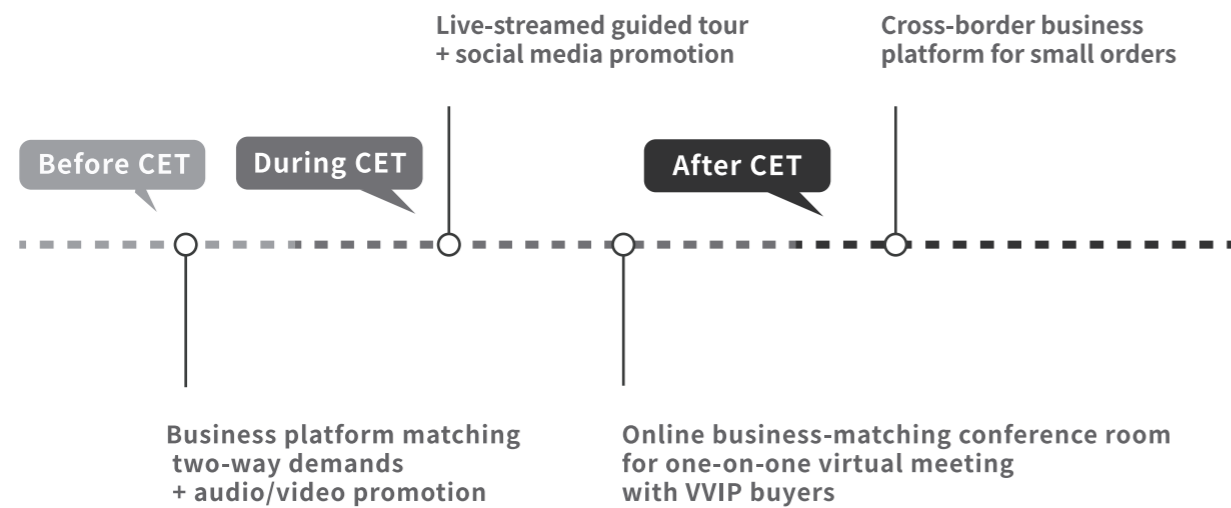
(Source of Information: 2019 Creative Expo Taiwan Professional Individuals Admission Statistics)



HIGHLIGHT

2 The Best Way to Meet Buyers All over the World

● Responding to the Post-Pandemic Era, Creative Expo Taiwan 2021



● International Buyers

Country	Company Name
Japan	Nihon Keizai Advertising Company Limited
	KIDDY LAND CO., LTD.
	LEGS Company, Ltd.
	TV Tokyo Communications Corporation
	Sony Creative Products Inc
Thailand	Character Data Bank
	Sanrio Far East
	THE MALL GROUP CO.,LTD
	Siam Group
Korea	Room International (Thailand) Co.,Ltd.
	Qualy and Co
	K VISION Inc.
China	Hyundai Department Store
	NOTAG Co., Ltd.
	FOXIDEA
US	New Time
	Brandwork(Shanghai)
	Culture Communication CO.,LTD.
Germany	Beyond123 LLC
	Design Milk
	Poketo
Switzerland	BREVI MANU trade
	LaBoiteDesign

Country	Company Name
France	HourLux
	Tendances2luxe
	Lambert + Associates
Netherlands	Stempels et co
	KOHEZI/ENTREPÔT
UK	Misc Group
	MAGMA DESIGN LTD
Canada	Notable Designs
	Umbra
Malaysia	NINTH SPECTRUM GALLERY
	Timeless Design Sdn Bhd
Spain	Berma Time
	Rice Concept Limited
Hong kong	City' super



HIGHLIGHT

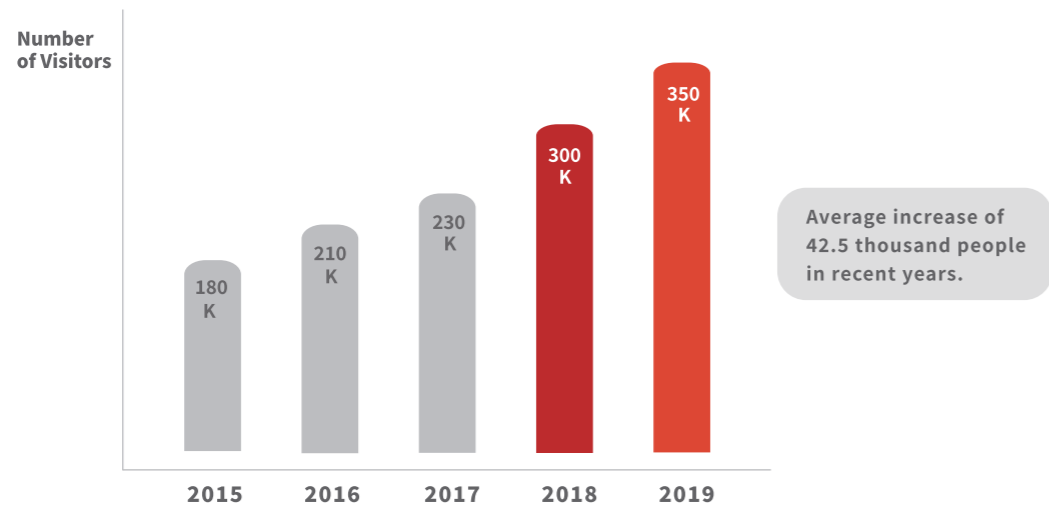
3 A Must-see Exhibition for the Media and the General Public

List of Media

Category	Name
TV Station	Eastern Broadcasting Co.,Ltd. / Sanlih E-Television Inc. Hakka TV / CTS / TVBS / Public Television Service Foundation Taiwan Indigenous Television
Newspaper & Magazine	Vogue / ELLE / GQ / Shopping Design / ART MAP / C'est si bon WE PEOPLE / Ppaper / BIG ISSUE / La vie / Next Digital Limited Commonwealth Publishing Co.,Ltd / Mirror Media / CONDE NAST United Daily News / Liberty Times / Chew People / MyHOME Career Commercial Times / Businessweekly
Network Media	ETtoday / Chinatimes / Yahoo / Niusnews / Womany The Storm Media / Era Group / PChome / UDN / POINT EVERYDAY OBJECT / Juksy

(Source of Information: 2019 Creative Expo Taiwan Admission Statistics and Media Exposure List)

Annual Growth Rate



BASIC INFO

● Schedule Songshan Cultural and Creative Park / Taipei Expo Park - Expo Dome

4/21	10:00~18:00	Buyers Day
4/22	10:00~18:00	Public Day
4/23-4/24	10:00~20:00	Public Day
4/25	10:00~17:00	Public Day

Design

● Venues Songshan Culture & Creative Park | No. 133, Guangfu S. Rd., Taipei City

● Setting-up April 18 (Sun) ~ April 20(Tue), 2021

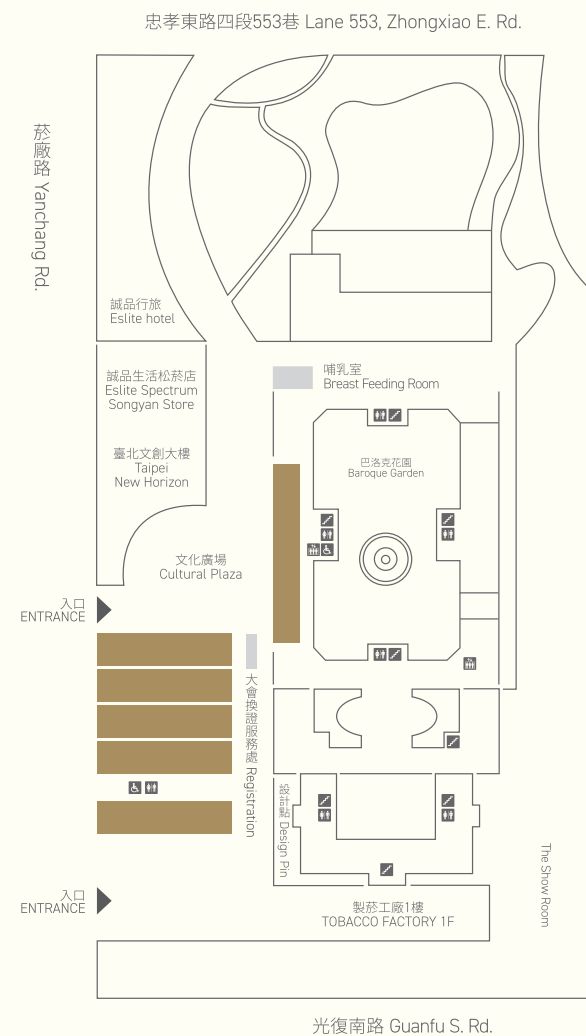
● Move out 17:00 ~ venue close, April 25 (Sun), 2021 / April 26 (Mon), 2021

● Exhibition Contents

HOME furniture, home décor, wall décor, lighting, table décor, tableware, herbal fragrances, tea sets, eating utensils, other household utensils

GIFT stationery, gifts, toys, headphones, audio, innovative derivative products

FASHION textile, bags, accessories, shoes, hats, eyewear, other fashion accessories



Licensing

● Venues Taipei Expo Park – Expo Dome | No.1, Yumen St., Taipei City

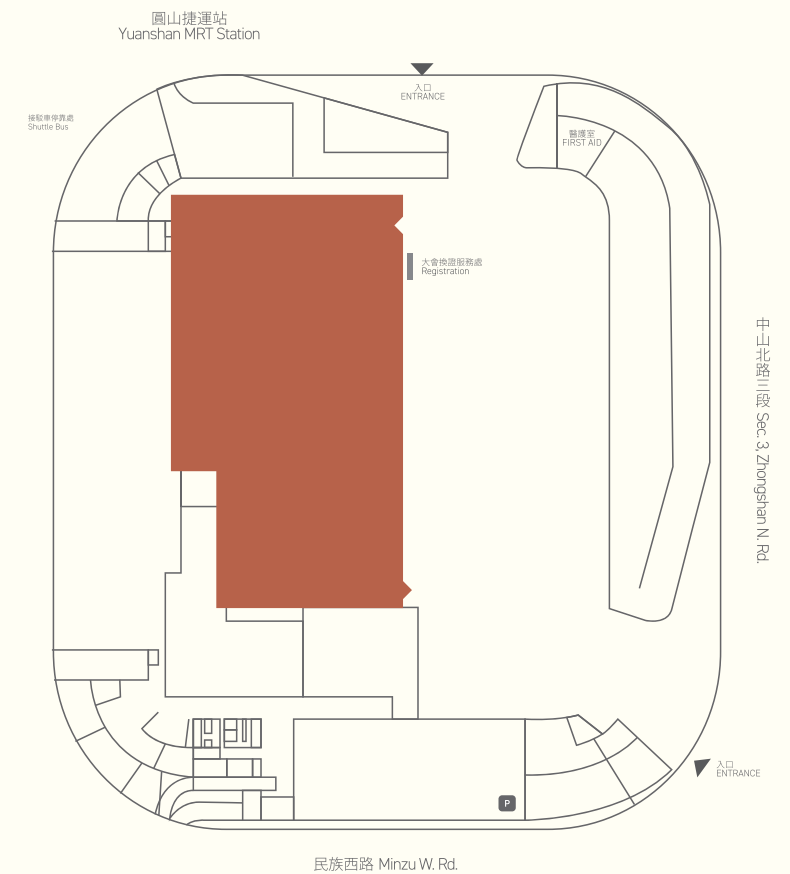
● Setting-up April 19 (Mon) ~ April 20(Tue), 2021

● Move out 17:00 ~ venue close, April 25 (Sun), 2021 / April 26 (Mon), 2021

● Exhibition Contents

CHARACTER Characters licensing
Agent
IP character peripheral products
International organizations

ART Picture books
Publisher
Culture & art
Printing design
Illustration peripheral products
Design services



※ Note

- The Expo does not accept application from food/beverage vendors except the food area planned by the organizer.
- Exhibitors can register to choose suitable exhibit locations based on their products or services (or theme). The organizers of The Creative Taiwan Expo have the right to review the content of the exhibits and make the final decision on exhibit locations based on exhibited content.
- Winners of the 2019 Cultural and Creative Award must complete application **before December 18, 2020, and pay US\$350 deposit by December 25, 2020**, to enjoy partial reduction of rental fee. The deposit will be returned after CET without interest.

HOW TO JOIN

● Exhibitor Eligibility

Foreign exhibitors must meet the following requirements :

1. Foreign companies from areas whose export to the Republic of China is permitted by the Taiwan government; or the Taiwanese agents, dealers, branch office or liaison office of such companies.
2. Agents handling sales of foreign products. Supporting documents such as an authorization letter or agency agreement must be submitted to the organizer for verification.

※Note

1. The organizer reserves the right to review application based on the applicant's track record with past Expos or other domestic trade shows.
2. Participating exhibitors are strictly prohibited from showcasing products with false labeling regarding place of origin, counterfeit trademarks or involving patent or copyright infringement.
3. The Expo will not showcase products from areas whose export to the Republic of China is banned by the R.O.C government or products banned for import.

● Booth Rentals

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Jan 4)	Per Unit Rental for Six (or more) booths
Raw Space (without facilities)	6m ² (3x2m)	US\$960	US\$800	US\$660

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Jan 4)	Standard Booth (Max. THREE booths per applicant)
Standard (with basic facilities)	6m ² (3x2m)	US\$1,260	US\$1,100	

Booth Type	Unit	Rental (tax included)	Basic Facilities
Unmanned Booth (with online conferencing equipment)	3m ² (3x1m)	US\$1,260	<ol style="list-style-type: none"> 1. Partition walls and profiles (with standard decoration). 2. 1 reception table, 2 folding chair, 1 socket, 4 spotlights (electricity included), 1 carpet, 1 company name fascia board, 1 waste bin, 1 laptop (includes Video Conferencing Camera), 1 Headphones, 1 microphone, and network. 3. Each booth is provided with a 500W/110V socket (4 63W energy-saving spotlights included). 4. Additional Purchases: Onsite Personnel, interpretation, and exhibit delivery.

※Note

1. Fee covers daily waste disposal. Raw space tenants shall prepare waste bins or bags at their own cost.
2. "Raw Space Booth" is WITHOUT any facilities. Exhibitors shall contact contractors for booth installation, the blueprint of which shall be submitted to the organizer for approval.
3. The number of booths facing the main aisle is limited. In allocating booths, the organizer gives priority to exhibitors applying for 6 or more booths. The remaining booths will be allocated in the order of booth quantities and payment dates.
4. Power supply: Each booth is provided with a 500W/110V socket. Additional power supply is available at the exhibitor's expense. The installation will be conducted by facility contractors designated by the organizer and invoiced.

● Application Dates

1. Early Bird: **now until January 4 (Mon), 2021**
2. Regular application: **January 18 (Mon), 2021**

※Note

1. Early Bird fees deadline: **January 13 (Wed), 2021**
2. Exhibitors failing to complete application and payment within the discount period will no longer enjoy discounts on rentals.
3. The acceptance of late applicants will be at the discretion of the organizer.
4. Exhibitors of CET 2020 that have completed application and passed qualification review must register via the application system before **December 18 (Fri)** to preserve priority status.

● Online application

1. Please visit our official website at www.creativexpo.tw to fill out the application form.
2. Applicant receive confirmation e-mail will be considered as time of completing online application.

● Payment

Down payment: (Down payment per booth is US\$350)

1. Once the application is accepted for participation, the organizer will ask the applicant to proceed to down payment and send invoice to the applicant.
2. Time of payment affects the outcome of booth allocation. To secure priority in booth allocation, please complete down payment by in the time.

Balance Due:

1. Once booth allocation is completed, the organizer will ask the applicants to pay the balance due and send invoice to the applicant.
2. Applicants failing to pay balance due by deadline will be deemed as forfeiting their applicant status and booth rental.

Account Number:

1. All transfer charges will be borne by the applicant. International transfers, please make full payment.
2. Both down payment and balance due are non-refundable.

● Cancellation and Refund

1. Once application is submitted and approved by the organizer, applicants receive payment notification. All payments made to the organizer are non-refundable.
2. Following booth allocation, applicants will be asked to pay the balance due or other necessary charges. Failure to do so will result in the loss of applicant status and the paid amount will not be refunded.

● Contact

Creative Expo Taiwan(CET) Team, Taiwan Design Research Institute. TEL:+886-2-2745-8199

Songshan Cultural and Creative Park : Mr. Su ext. 579

● Change and Postponement

1. The organizer reserves the right to modify or change the number of booths or reduce the size of the booths applicants initially apply for.
2. In the event of force majeure, such as natural disasters, wars or other factors beyond the control of the organizer, and that change or cancellation of venues or show dates occurs as a result, the organizer does not compensate for any damages caused to the exhibitors.

Taipei Expo Park - Expo Dome : Mr. Lei ext. 640 Ms. Huang ext. 628

● Booth Allocation and Use

1. Once application is closed, the organizer will notify applicants of the time and place of a booth allocation meeting. Applicants failing to make down payment will be barred from participating in the meeting.
2. Allocation priority is based on the following criteria
 - (1) Exhibitor with greater number of booths.
 - (2) When two exhibitors have the same number of booths, the exhibitor that pays down payment first enjoys priority (complete transaction before deadline).
 - (3) A draw will be held for exhibitors with the same number of booths that have completed down payment transaction within time.

Applicants approved by the organizer and having made payments will be asked by the organizer via e-mail to attend a booth allocation meeting.

Booth allocation will be based on the following principles:

1. The organizer first divides the venues into different sections based on brand types and styles. Booths are allocated separately in each section.
2. The organizer may choose on the behalf of absent applicants. In this case, the applicants may not raise objection.
3. Application for additional booths will not be accepted at the allocation meeting. Once application is closed, applicants wishing to apply for additional booths should consult the organizer as early as possible.
4. Once booths are allocated, applicants may not requests for a change in booth location for any reason.
5. The organizer reserves the rights to plan for sections in accordance to nature of exhibits. At the allocation meeting, exhibitors will be asked to select according to category of exhibits.
6. The general administration can do proper planning adjustments on the number of booths or exhibition areas if necessary. If the displayed items don't match the original applications, the general administration can do proper adjustments.

● Standard Booth Rental

1 Standard Booth 6 square meters (3*2)

	Facilities	Quantity
1	Basic partition	1
2	Non-woven carpet (gray)	1
3	Company name board	1
4	Table	1
5	Folding chair	2
6	18W Spotlight	4
7	Reception desk (with drawers)	1
8	Waste bin	1

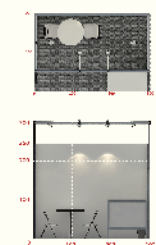
2 Standard Booth 12 square meters (6x2 or 4x3)

	Facilities	Quantity
1	Basic partition	1
2	Non-woven carpet (gray)	1
3	Company name board	1
4	Table	2
5	Folding chair	4
6	18W Spotlight	8
7	Reception desk (with drawers)	2
8	Waste bin	1

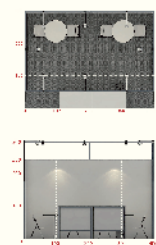
1 Unmanned Booth 3 square meters (3*1)

	Facilities	Quantity
1	Basic partition	1
2	Non-woven carpet (gray)	1
3	Company name board	1
4	Table	1
5	Folding chair	2
6	18W Spotlight	4
7	Reception desk (with drawers)	1
8	Waste bin	1
9	Laptop (includes Video Conferencing Camera)	1
10	Headphones	1
11	Microphone	1
12	Network	1

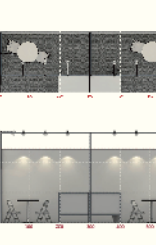
1 Standard Booth 6 square meters (3x2)



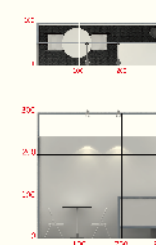
2 Standard Booth 12 square meters (4x3)



2 Standard Booth 12 square meters (6x2)



1 Unmanned Booth 3 square meters (3x1)



※Note

1. Overdue orders are subject to an additional 50% operating fee per order.
2. The Expo organizers maintain the right to make changes to aforementioned specifications.
3. The layout of booth on the Expo map is tentative and subject to change.
4. Each booth is provided with a 500W/110V socket (included 4 63W energy-saving spotlights).



2021

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