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**CREATIVE EXPO TAIWAN**

**Application Brochure**

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**Cultural & Creative Brands  
IP Licensing**

**2022 / 08 / 10 — 2022 / 08 / 14  
WED. SUN.**

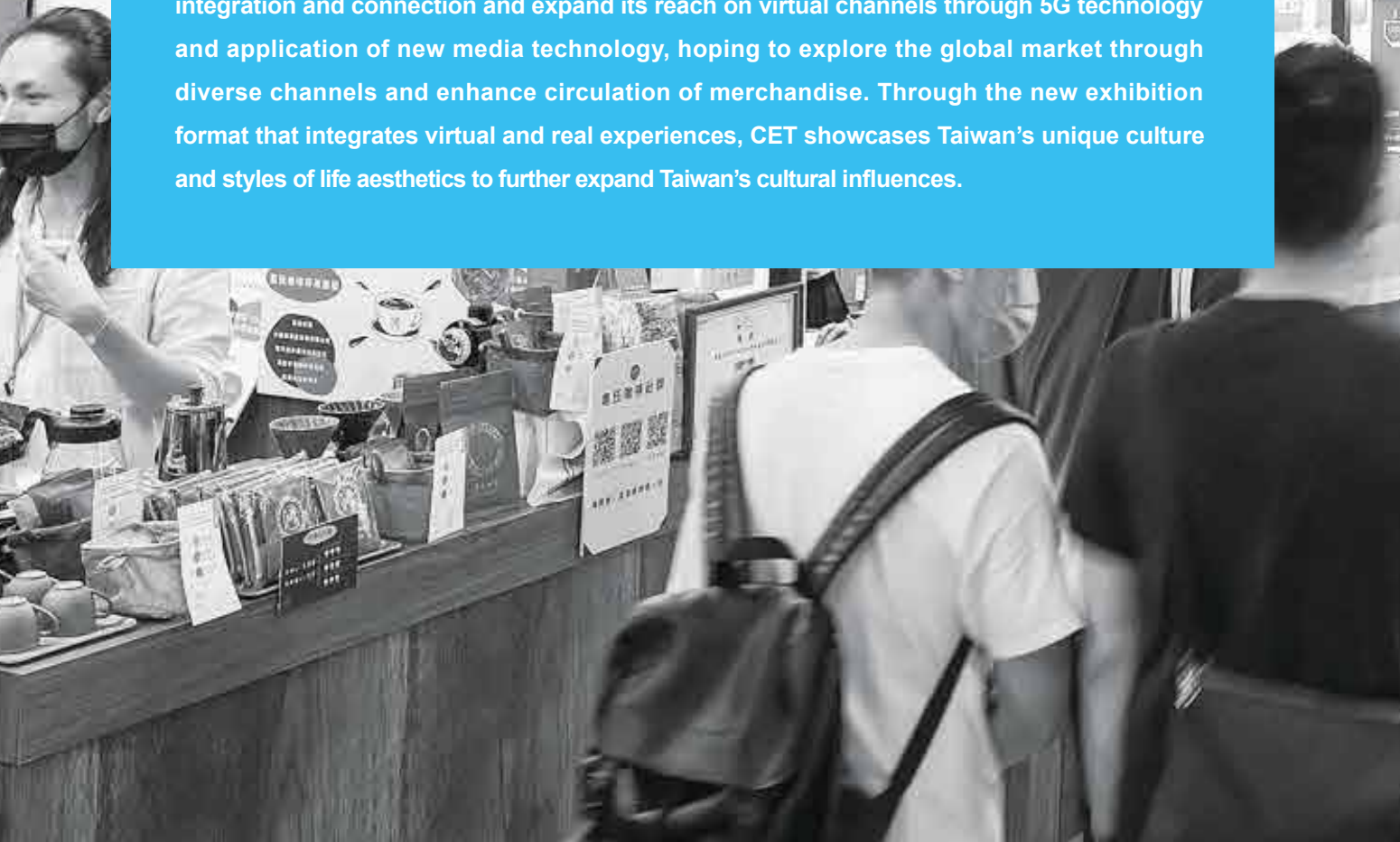
# **CREATIVE EXPO TAIWAN**

# ABOUT CET

## 2022 Creative Expo Taiwan

Creative Expo Taiwan (CET) was first organized in 2010, and after going through several transitions, CET has expanded the scale over the years to become the most important showcase and trade platform of domestic cultural and creative merchandise and image licensing. Also, the expo guides Taiwan's cultural trends and development and inspires citizens to think about cultural issues through in-depth curatorial exhibition; by organizing both cultural curatorial exhibition and trade show, CET strives to drive economic growth with cultural values.

The CET 2022 is held in Kaohsiung in southern Taiwan for the first time. Combining the latest urban development project, Asia New Bay Area, and national smart venues, CET presents two main sections—"Cultural Concepts" and "Brand Fair," covering three major exhibitions of cultural curatorial exhibition, Cultural and Creative Brands, and IP Licensing. Facing the transition of market mechanism in the post-pandemic age, CET will enhance virtual-real integration and connection and expand its reach on virtual channels through 5G technology and application of new media technology, hoping to explore the global market through diverse channels and enhance circulation of merchandise. Through the new exhibition format that integrates virtual and real experiences, CET showcases Taiwan's unique culture and styles of life aesthetics to further expand Taiwan's cultural influences.





# Asia's grandest cultural and creative event!

Attracts nearly 500 cultural and creative brands and licensors every year

## 2021 Creative Expo Taiwan Metrics

**250** events | **23** countries · **522** exhibitors

Coverage by **730** domestic and foreign media

**703** booths | **375,297** visitors

# WHY JOINING CET

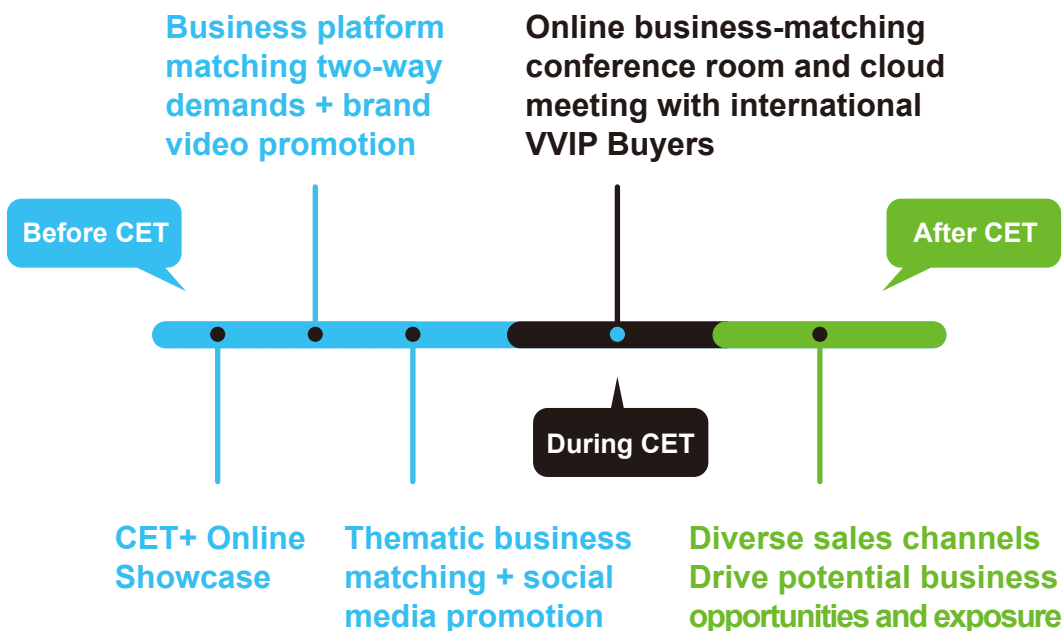
## Three Advantages of 2022 Creative Expo Taiwan

# 1

Virtual-Real Integration to Grasp  
Post-Pandemic Business Opportunities



- Physical Expo + CET + Online Exhibition for Maximized Exposure



# 2

## The Best Way to Meet Buyers All Over the World



### ● Major domestic buyers

Category	Company Name
<b>Department Store</b>	SOGO Department Store / Shin Kong Mitsukoshi / EVER RICH D.F.S. CORPORATION / Dream Mall / SYNTREND CREATIVE PARK / HOLA / Eslite Corporation / HANSHIN DEPARTMENT STORE CO.,LTD.
<b>Well-known Enterprise</b>	Taiwan High Speed Rail / FamilyMart / 7-Eleven / Line Taiwan / Taipei Rapid Transit Corporation / EVERGREEN INTERNATIONAL CORPORATION / GAMANIA DIGITAL ENTERTAINMENT CO., LTD / STARLUX Airlines
<b>Hotel</b>	W Taipei / The Ambassador Hotel Co., Ltd. / HAN PI LOU HOTEL CO., LTD / Folio Hotel / Home Hotel
<b>Museum</b>	Taipei Fine Arts Museum / National Taichung Theater / Tainan Art Museum/National Palace Museum
<b>Online Store</b>	Shopee / Marais/citiesocial / books.com / WUTZ

(Source of Information: 2021 Creative Expo Taiwan Professional Individuals Admission Statistics)



## ● International VVIP buyers

National	Company Name
<b>Japan</b>	KIDDY LAND CO., LTD.
	Sony Creative Products Inc.
	Sanrio Far East Co., Ltd.
	Nihon Keizai Advertising Company
	Character Data Bank
<b>Thailand</b>	Siam Piwat Retail Holding Co., LTD
	THE MALL GROUP CO.,LTD
	Room International Co., Ltd.
	Qualy and Co
<b>Korea</b>	FOXIDEA
	NOTAG Co., Ltd.
<b>France</b>	Tendances2luxes Sas
	SOLIB

National	Company Name
<b>UK</b>	Notable Designs
	MAGMA DESIGN LTD
<b>Netherlands</b>	HourLux
	Misc Group
<b>Canada</b>	Umbra
<b>US</b>	Beyond123 LLC
	Poketo

# 3

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



### ● List of Media

Category	Name
<b>Newspaper &amp; Magazine</b>	La Vie / Shopping Design / c'est si bon / MAGAZINE TAIWAN / business today / CommonWealth Magazine / ELLE / Marie Claire / XinMedia / Interior / MyHome / BUSINESS NEXT / LIVING& DESIGN / WalkerLand / Taipeiwalker / foodNEXT
<b>Network Media</b>	Ettoday / NIUSnews / BIOS monthly / EVERYDAY OBJECT / MOT TIMES / 500 times / udn.com
<b>TV Station</b>	TVBS / Sanlih E-television / Eastern Broadcasting Co., Ltd. / Unique Satellite Television / Taiwan Public Television / Hakka TV / Taiwan Indigenous TV
<b>International media</b>	Dezeen / Creative Bloq / License Global / Design Wanted / Room / Floor Nature / IDN World

(Source of Information: 2021 Creative Expo Taiwan Admission Statistics and Media Exposure List)



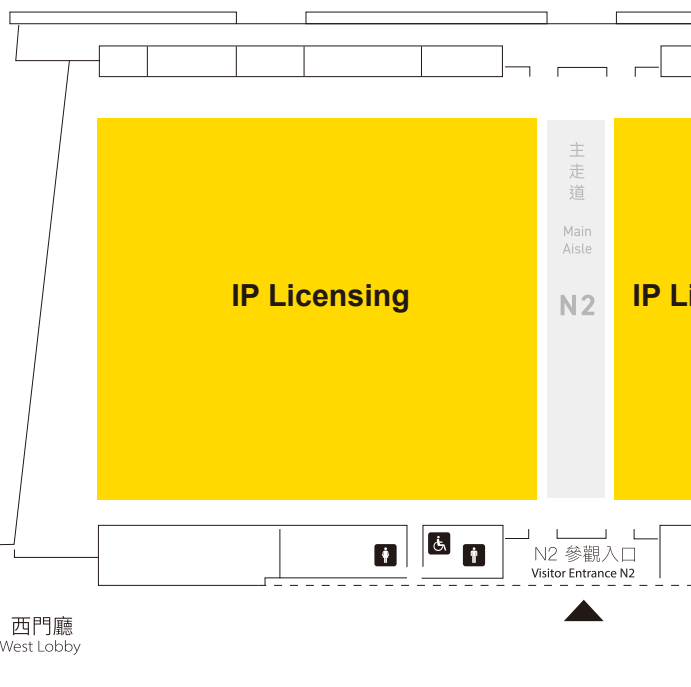
# BASIC INFO

高雄港 KAOHSIUNG HARBOR



西門入口  
West Entrance

西門廳  
West Lobby

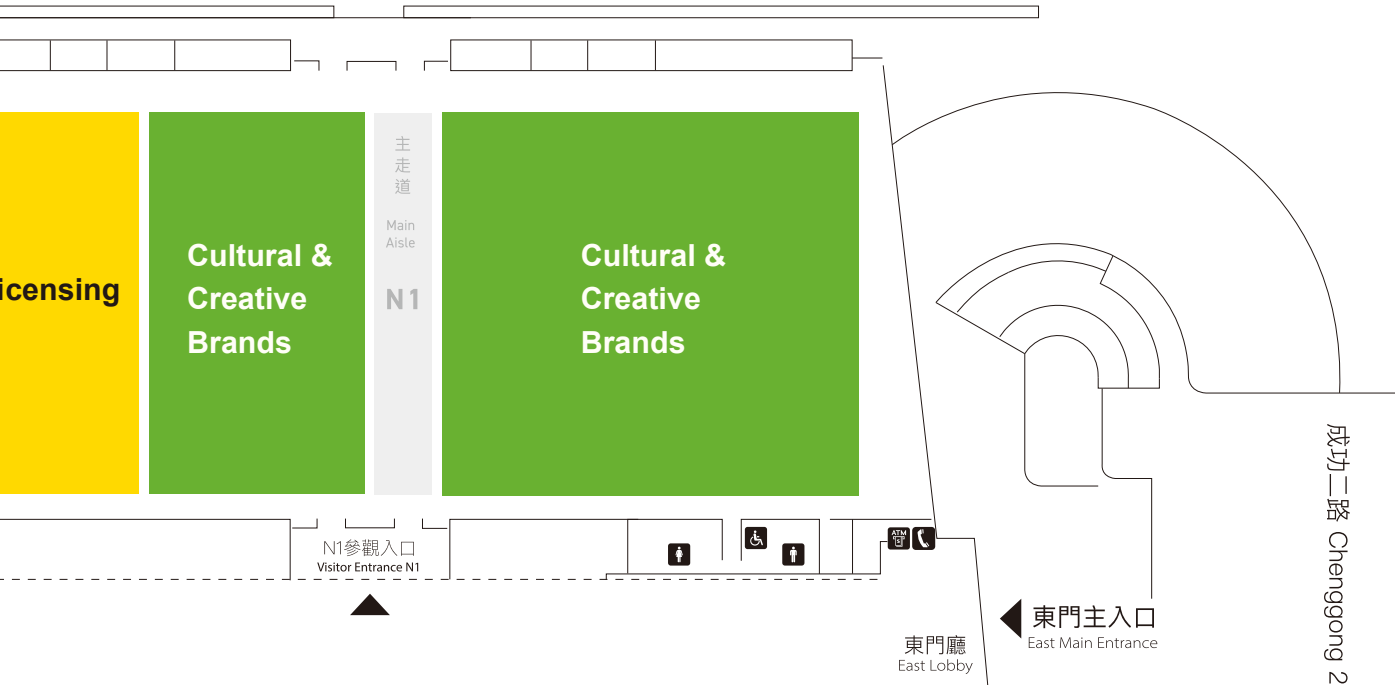


- **Venues** Kaohsiung Exhibition Center North Hall (No.39, Chenggong 2nd Road, Qianzhen Dist., Kaohsiung 806, Taiwan, ROC)
- **Setting-up** Aug 8 (Mon) – Aug 9 (Tue), 2022
- **Move out** 17:00 - venue close, Aug 14(Sun)/ Before 17:00, Aug 15 (Mon) 2022

## IP Licensing

### ● Exhibition Contents

<b>Character</b>	Domestic and foreign licensed characters, agents, merchandise, and organizations
<b>Art</b>	Pattern designs, illustrations and picture books, publishers, educational toys (figurines, board games), cultural arts, design services.
<b>Digital COOL+</b>	Digital contents including animations and games, digital multimedia, AR/VR, somatosensory applications and technology, and entertainment
<b>Theme IPs</b>	IPs of special themes and images, including local enterprises and brands, theme parks, transportation, museums, and sports and recreations
<b>TALENT100</b>	Overall planning carried out by executive organizer and related open call information will be publicly announced on CET official website



- **Schedule**
  - Aug 10 - Aug 11** 10:00~18:00 Buyers Day
  - Aug 12 - Aug 13** 10:00~18:00 Public Day
  - Aug 14** 10:00~17:00 Public Day

接駁車停靠處  
Shuttle Bus

## Cultural & Creative Brands

### ● Exhibition Contents

<b>Craft</b>	Micro-cultural and creative merchandise of ceramics, sculpture, metalwork, fiber, and bamboo
<b>Gift&amp;Home</b>	Derivative merchandise of innovative technology, including stationary, gifts, toys, headphones and speakers Furniture, home décor, wall decorations, lighting, tableware, tea ware, and herbal fragrances
<b>Fashion</b>	Accessories, bags, textiles, glasses, footwear, hats
<b>Culture of origin</b>	Local governments and related public agencies

# 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.

- ※Notes
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.
  4. The Expo does not accept application from food/beverage vendors.

## ● Booth Rentals

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Apr 11)	Per Unit Rental for Six (or more) booths
Raw Space (without facilities)	6m <sup>2</sup> (3x2m)	US\$960	US\$800	US\$660

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Apr 11)
Standard Booth (Max. THREE booths per applicant)	6m <sup>2</sup> (3x2m)	US\$1,260	US\$1,100

### Basic Facilities

Each Standard Booth occupies a floor area of 6 m<sup>2</sup>(3mX2m) and comes with basic facilities as follows:

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.
3. Each booth is provided with a 500W/110V socket (energy-saving spotlights included).
4. Fee covers daily waste disposal.

- ※Notes
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 isle 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.

## ● CET+ Online Exhibition

Borderless showcase platform for combined online x offline exposures and limitless business opportunities

- Date: Launched in early July 2022 (TBA)
- A separate public announcement will be made for related details and schedule, and exhibitors shall pay close attention to CET official website and e-mails.

Categories	Fees
All exhibitors applying for the physical expo	Shall participate in the exhibition at a free discount
Exhibitors applying for the CET+ online exhibition only	<b>USD 200</b> (including webpage setup and marketing)

How to Register	Online Showcase Features
Please visit CET official website for online registration of the CET+ online exhibition	<ul style="list-style-type: none"> <li>● Bridge with potential buyers and maximize effect of exhibition in the post-pandemic age</li> <li>● Around-the-clock exclusive online showroom presents brand features and bright spots</li> <li>● Reaching international buyers worldwide.</li> </ul>

Application Dates	Online application
<ol style="list-style-type: none"> <li>1. Early Bird : <b>now until April 11 (Mon), 2022</b></li> <li>2. Regular application : <b>now until April 18 (Mon), 2022</b></li> </ol> <p>※Note</p> <ol style="list-style-type: none"> <li>1. <b>Early Bird fees deadline : April 15 (Fri), 2022</b></li> <li>2. Exhibitors failing to complete application and payment within the discount period no longer enjoy discounts on rentals.</li> <li>3. The acceptance of late applicants will be at the discretion of the organizer.</li> </ol>	<ol style="list-style-type: none"> <li>1. Please visit our official website at <a href="http://www.creativexpo.tw">www.creativexpo.tw</a> to fill out the application form.</li> <li>2. Time of completing online application (applicant receive confirmation once completed) will be considered as time of application.</li> </ol>

- ※Notes
1. The executive organize primarily uses e-mail for communication. Exhibitors must provide e-mail addresses of the primary contact and proxy (or backup e-mail) when completing the application information. Please notify the executive organizer of any changes to avoid missing any information and affecting your own rights.
  2. Applicants will be put on waiting list once the booths are all taken, and will be notified later on via e-mail depending on the result of booth assignment.

## ● Payment of Fees

### Deposit : **USD 350/ Booth**

1. Exhibitors who have completed the application process and passed qualification review will be notified by CET to make payments for "Booth Deposit" and receive a "payment account link" (automatically generated by the system); upon completing the payments, the executive organizer will send out statement and receipt.
2. Time of payment affects the outcome of booth allocation. To secure priority in booth allocation, please complete the payment by the deadline.
3. To maintain quality of exhibits and order, all exhibitors must comply with exhibition venue entry/exit guidelines and all rules and regulations, and promptly attend business-matching meetings with buyers and fill in questionnaire after the exhibition.

### 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

All transfer charges will be borne by the applicant. For international transfers, please make full payment.

## ● 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 payments will not be refunded.

## ● 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.

## ● Booth Allocation and Use

**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.**

**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.

### **Other Rules**

1. Exhibitors can choose to apply for appropriate exhibition sections according to types of products or services; CET executive organizer reserves the rights to review exhibition contents, and assign final exhibition sections and areas based on the provided exhibition contents, as well as making arrangement for exhibitors to select booth location.
2. The executive organizer reserves the rights to make adjustment to the number of booths and exhibition section applied by exhibitors according to the overall planning of the exhibition. In case of discrepancies between the exhibits and the application information, the executive organizer reserves the rights to make necessary adjustments.
3. The organizer may choose booth on behalf of absent applicants. In this case, the applicants may not raise objection.
4. 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.
5. Once booths are allocated, applicants may not request for a change in booth location for any reason.
6. Booths belonging to the same applicant should be next to one another and may not be on the two sides of an aisle.

## ● Other Information

### **Exhibition Manual and Executive Organizer Service Application**

CET rules and regulations and application for related services, including rules and explanations of exhibition setup, submission of exhibitor information and application for services provided by the executive organizer, will all be detailed in the exhibition manual. The exhibition manual will be available for download on the official website after the booth allocation meeting.

### **Exhibitor's Exclusive Rights**

**Participate or attend the following public activities organized by the executive organizer free of charge :**

1. Business-matching meetings: distribution channels including department stores, select shops, museum gift shops, online stores, and domestic and international buyers are invited to participate in the business-matching meetings with exhibitors.
2. Trend Forum: Based on the annual theme and observations of global industries and technology, the executive organizer invites corporate leaders in design, licensing, and other disciplines to carry out dialogues.
3. Product release and stage performance: open to all exhibitors to apply for the use of activity areas in all venues for product release or other promotional activities.
4. Event news: integrating marketing and promotion based on the executive organizer's theme, CET collects and publishes exhibitors' information on the official website and social media platforms for maximum promotion and exposure.
5. Participate in various awards and booth popularity contest organized by CET.
6. Receive annual exhibition survey and market trends report for future reference.

※Note: the executive organizer reserves the rights to change the above-mentioned events and activities.

## Contact

Creative Expo Taiwan(CET) Team, Taiwan Design Research Institute  
 Tel: +886 2 2745-8199  
 Cultural & Creative Brands | Ms. Huang ext. 571  
 IP Licensing | Ms.Hsu ext. 584 /Ms. Huang ext. 628

## ● Standard Booth Rental

### 1 Standard Booth 6 square meters (3x2)

No	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

### 1 Standard Booth 6 square meters (3x2)



### 2 Standard Booth 12 square meters (4x3)



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

No	Facilities	Quantity
1	Basic partition	1
2	Non-woven carpet (gray)	1
3	Company name board	1
4	Table	1
5	Folding chair	4
6	18W Spotlight	8
7	Reception desk (with drawers)	2
8	Waste bin	1

### 2 Standard Booth 12 square meters (6x2)



- 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.



臺灣文博會  
CREATIVE EXPO TAIWAN

主辦單位  
Official Organizer



執行單位  
Executive Organizer



設計台灣  
研究院