



Dear Professional Buyers,

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 international cultural and creative merchandise and image licensing. In 2021, it attracted more than 370,000 visitors by 522 international and domestic exhibitors from over 23 countries around the world.

The CET 2022 is going to be 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—"Brand Fair" and "Cultural Concepts" covering three major exhibitions of Cultural and Creative Brands, IP Licensing cultural and curatorial exhibition. 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.

Welcome to Kaohsiung for the Creative EXPO Taiwan 2022. We look forward to seeing you here!

**Yours faithfully,
Taiwan Design Research Institute**

CREATIVE EXPO TAIWAN 2022

Official Organization	Taiwan Ministry of Culture (MOC)
Executive Organization	Taiwan Design Research Institute (TDRI)

VENUES

Cultural & Creative Brands and IP Licensing

Kaohsiung Exhibition Center South Hall

No.39, Chengong 2nd Road, Qianzhen Dist., Kaohsiung 806, Taiwan, ROC

SCHEDULE

Buyers Day	10 th August 2022 (Wed.)	-	11 th August 2022 (Thur.)	10 am – 6 pm
Public Day	12 th August 2022 (Fri.)	-	13 th August 2022 (Sat.)	10 am – 6 pm
	14 th August 2022 (Sun.)			10 am – 5 pm

CONDITIONS OF APPLICATION & EVALUATION

International buyers must qualify for one or more of the following criteria to apply for subsidies:

1. International buyers representing companies from **developed countries**¹ that have had annual revenue of \$300,000 USD in one of the past 3 years.
2. International buyers representing companies from **emerging markets**² that have had annual revenue of \$100,000 USD in one of the past 3 years.
3. International buyers who have previously conducted business with Taiwan's cultural and creative companies.

Note:

1. Buyers applying for a subsidy must hold a foreign passport as a proof of identity and residency. Resident certificates such as a green card are not accepted.
2. Invited companies may not apply or receive subsidies from other projects in the current year/same year.
3. Creative EXPO Taiwan is entitled to offer one subsidy per company's application. Only 1 representative will be **reimbursed**.

¹ **Developed countries** refer to the following 25 members of the Organization for Economic Co-operation and Development: Australia, Austria, Belgium, Canada, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Japan, Korea, Luxembourg, Portugal, Spain, Sweden, Switzerland, the Netherlands, New Zealand, Norway, the United Kingdom, and the United States.

² **Emerging markets** refer to countries other than the 25 aforementioned states.

HOW TO APPLY

2022 Creative EXPO Taiwan will invite international buyers for **online business-matching meetings** with the exhibitors. Please visit our **Buyer's Online Application Link** to fill out the application form. Subsidies are available for limited international buyers (All applications will be reviewed and audited by Taiwan's Ministry of Culture and Taiwan Design Research Institute. All information will be used by Taiwan Design Research Institute for verification purposes only. Companies will receive an e-mail confirmation of the evaluating results.

Buyer's Online Application Link:

<https://www.stss.com.tw/creativexpo/buyer/eng/>

CONTENT of SUBSIDY

International buyers will receive subsidies for participating in online meeting and brand sample shopping.

1. Sample orders voucher

- A. Orders be placed via the e-commerce platform of CET pavilion during the dates set by the organizer.
- B. **Each applicant will be provided with \$200 USD voucher for the sample order.**

2. Online meeting attendance

- A. Applicants can log in the reservation system to read the product information of the brands and book the online meetings (Aug 10 - Aug 12 10:00~18:00) with the exhibitors before the trade show starts.

3. No show:

If you book online meetings with our exhibitors, you do not show up on time, you will be charged a cancellation fee and will not receive any subsidy from us.

Note:

- 1. The brands that you select to place the sample order need to match the ones that you book online meetings with.
- 2. No show on time will not be subsidized.



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3. Any expenses or additional costs that are not listed in the above descriptions must be borne by the applicant.
4. Resident certificates such as green cards will not be accepted.
5. All the names (buyers or the company) on the documents submitted for reimbursement need to match the original approved application forms.

CONTACT US

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