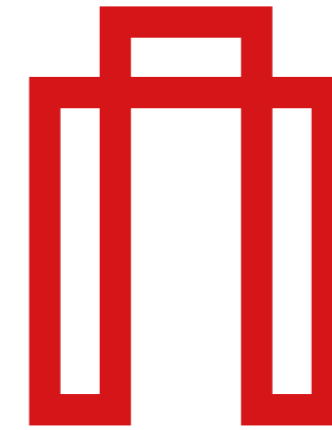


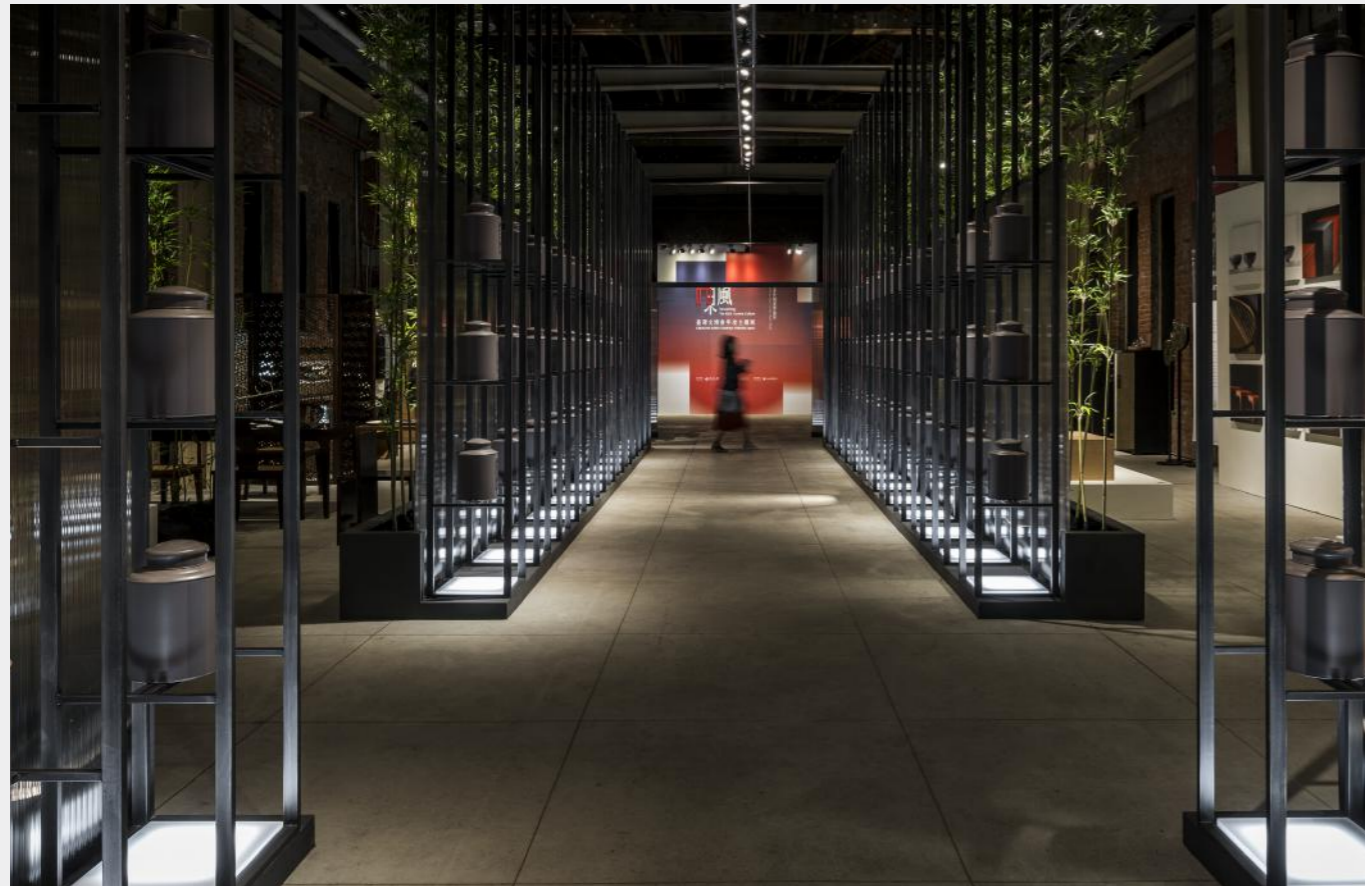
[www.creativexpo.tw](http://www.creativexpo.tw)



# 臺灣文博會

CREATIVE **EXPO** TAIWAN

2017/04/19 WED. ▶ 2017/04/23 SUN.



Creative Expo Taiwan is a triple-venue exposition held concurrently in Huashan1914 Creative Park, Songshan Cultural and Creative Park and the Taipei Expo Park - Expo Dome. Boasting fully integrated contents, the Expo facilitates the vertical upgrade of industries and the horizontal expansion of markets. By converging resources from across the industry chain, including space, talents, marketplace, brands and service, etc., and aligning external vendors, associated exhibitions, forums and Plenty Market, the Expo, with its all-embracing nature, ramifies into every corner of the host city. Take a stroll on the streets of Taipei, and you will experience Chinese exquisite lifestyle.

An L-shape cultural and creative corridor is formed along the lines of Taipei Metro linked by the three main venues, Huashan, Songshan and the Expo Dome, stringing the neighboring cultural living circles. The Expo will partner with all kinds of events organized by vendors to give buyers, media and the public a better experience of the Taiwanese life style, conveying the core meanings of culture and creativity, showcasing a tasteful life style in all aspects of living and driving new trends for the cultural and creative industry in the Chinese community.

The Expo is now open to application. We sincerely invite you to the Expo and together polish the Chinese cultural and creative brand for greater international visibility.

## Venues

**Huashan1914 Creative Park**  
No.1, Sec. 1, Bade Rd., Taipei | Craft

**Songshan Cultural and Creative Park**  
No. 133, Guangfu S. Rd., Taipei | Design

**Taipei Expo Park - Expo Dome**  
No.1, Yumen St., Taipei | Licensing

## Schedule

Show-hours | WED. April 19<sup>th</sup> ▶ SUN. April 23<sup>th</sup>, 2017

April 19<sup>th</sup> ~ April 20<sup>th</sup>, 10:00 ~ 18:00, | Open to Professionals  
April 21<sup>th</sup> ~ April 22<sup>th</sup>, 10:00 ~ 18:00, | Open to Professionals/Public (Retail)  
April 23<sup>th</sup>, 10:00 ~ 17:00, | Open to Professionals/Public (Retail)

Set-up | MON. April 17<sup>th</sup> ▶ TUE. April 18<sup>th</sup>, 2017

Dismantling | 17:00 ~ venue close,  
SUN. April 23<sup>th</sup> ▶ MON. April 24<sup>th</sup>, 2017

# Highlights of Creative Expo Taiwan 2016

CET 2016 was record-breaking event that saw participation by over 20 countries. Over the five-day period, CET 2016 achieved 470 million NTD in transaction, and the event achieved growth in all aspects.

# 3

CET featured three major venues

# 22,000+

Three venues combined for over 22,000 m<sup>2</sup> in total area

# 180

Organized over 180 activities and events, including forums, seminars, and product launches



# 697

Participated by 697 international and domestic exhibitors with a total of 1,132 booths

# 250

Collaborated with 250 fringe shops, art spaces, and museums

# 100

Talent 100 featured 100 emerging artists from 14 countries



# 213,000+

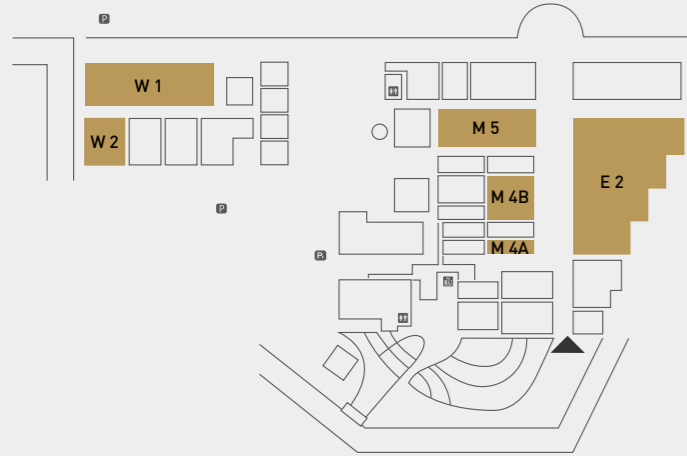
Attracted over 213,000 visitors

## EXPO Location Information

### Huashan1914 Creative Park

**Craft**

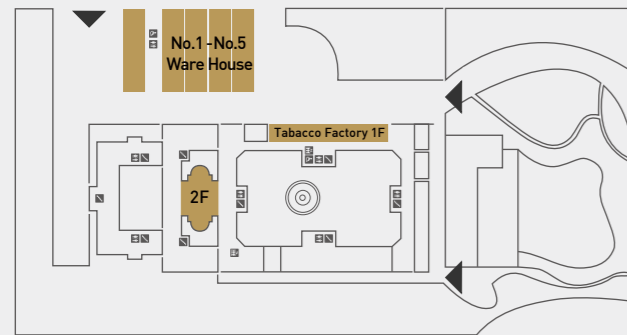
5,000 square meters of exhibition space



### Songshan Cultural and Creative Park

**Design**

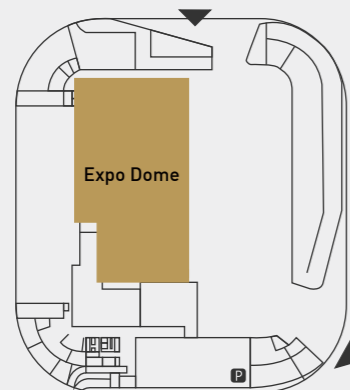
9,000 square meters of exhibition space



### Taipei Expo Park - Expo Dome

**Licensing**

6,000 square meters of exhibition space



## Exhibition Profile

● Showcase products and services that have cultural or creative content. Exhibitors may apply for the ideal venue depending on the category of their products or services:

Huashan1914 Creative Park	<b>[ Craft ]</b>	metal, stone, wood, bamboo, ceramics, glass, dyeing and weaving and other fine crafts	<b>[ Tableware ]</b>	tableware, eating utensils, teaware, glassware, other household utensils
	<b>[ Others ]</b>	products or services derived from the above categories		
Songshan Cultural and Creative Park	<b>[ Furniture &amp; Accessories ]</b>	furniture, wall décor, lighting, table décor, herbal fragrances	<b>[ Stationery Gift ]</b>	stationery, gifts, paper products, toys, creative electronics
	<b>[ Style &amp; Accessories ]</b>	textile, bags, accessories, shoes, hats, eyewear, other fashion accessories	<b>[ Creative &amp; Design Service ]</b>	design, marketing and planning consultancy, other services related to the cultural and creative industry
	<b>[ Technology &amp; Living ]</b>	Everyday products that utilize innovative technology, such as smart appliances, creative consumer electronics, and so on.		
Taipei Expo Park - Expo Dome	<b>[ Character ]</b>	Illustration, cartoon, animation, comics character design, publishing	<b>[ Animations &amp; Games ]</b>	animations, games, movies, music, entertainment
	<b>[ Art, Design, Image ]</b>	museums, artists, galleries, designers, image libraries, illustrations	<b>[ Branding Agency ]</b>	corporations, trademarks, sport, autos, charity, celebrities
	<b>[ Others ]</b>	products or services derived from the above categories		

● The following exhibition areas will be planned by the organizer or allocated to entities by invitation only:

<b>[ TRENDS ]</b>	Planned by organizer on annual theme	<b>[ TALENT 100 ]</b>	100 emerging Asian artists selected by organizer and associated media
<b>[ NEXT ]</b>	Selected quality Taiwanese brands and new arrivals		

※ Invited overseas and local guests, buyers, procurement staffs from companies, foreign trade institutions, distributors, trading companies and other entities verified by the organizer shall obtain Expo passes by showing their business cards.

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

※ The Expo is primarily a business-to-business event serving buyers. To maintain the professional image of the Expo, exhibitors may not distribute promotional material or samples outside their booths.

※ Winners of the 2016 Cultural and Creative Award must complete online application by the Early Bird deadline.(2016/12/9)

※ The organizer reserves the right to review the exhibited content of the exhibitors, allocate booths and modify the exhibition area.

## Application

● Application Dates:

1. Early Bird: **now until December 9 (Fri), 2016**
2. Regular application: until January 9 (Mon), 2017

● Online application:

Please visit our official website at [www.creativexpo.tw](http://www.creativexpo.tw) to fill out the application form.

※ Early Bird payment deadline: December 15, 2016

※ Exhibitors failing to complete application and payment within the discount period no longer enjoy discounts on rentals.

※ The acceptance of late applicants will be at the discretion of the organizer.

## Exhibitor Eligibility

### ● Domestic Exhibitors must meet the following requirements

Brands, manufacturers, trading companies, agents, dealers, etc. approved and registered by pertinent local authorities and whose scope of business fits any of the categories listed by the Expo and verified by the organizer.

### ● Foreign Exhibitors must meet the following requirements

1. Foreign companies from areas whose export to Taiwan 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.

## Booth Rentals

### ● Raw Space Booth

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Dec 9)	Per Unit Rental for Six (or more) booths
Raw Space (without facilities)	6 m <sup>2</sup> (3x2m)	US\$900	US\$750	US\$600

※ Fee covers daily waste disposal. Raw space tenants shall prepare waste bins or bags at their own cost.

※ "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.

### ● Standard Booth (Max. THREE booths per applicant)

Booth Type	Unit	Rental (tax included)	Early Bird Rate (by Dec 9)
Standard (with basic facilities)	6 m <sup>2</sup> (3x2m)	US\$1,200	US\$1,050
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, 3 spotlights (electricity included), 1 carpet, 1 company name fascia board, 1 waste bin. 3. Each booth is provided with a 500W/110V socket (3 63W energy-saving spotlights included). 4. Fee covers daily waste disposal.		

※ Unless invited, planned or supported by the organizer, each exhibitor must apply for at least ONE booth (6 square meters).

※ 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.

※ Power supply : Each booth is provided with a 500W/110V socket. Additional power supply is available at the exhibitor's expense.

## Payment

### ● Down payment | Down payment per booth is US\$350.

1. Once the applicant 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 the deadline.

※ Both down payment and balance due are non-refundable.

### ● 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.

## Exhibitor Benefits

Access to the following public events free of charge:

### Pre-Show Press Conference

Prior to the Expo, the organizer will invite domestic and foreign press to conduct news coverage on the participating vendors, giving the exhibitors more media exposure.

### Business matching

Invite Fang Suo Commune, WallpaperSTORE, CitySuper, Loft, MoMA or other retail channels, museum gift shops, online stores of similar size to participate in procurement matching.

### Expo Forum

Exchange of views and dialogue among business leaders from around the world in specialized areas, such as craft, design, and licensing; hearing about perspectives on the global cultural and creative industry and expert observation on the manufacturing technology of the global industry chain.

### Product launches and stage performance

Participating exhibitors will be encouraged to rent show platforms in any of the three main venues for performances, product launches or other promotional events.

### Newsletter

Exhibitor information will be gathered prior to the Expo and posted on the official website, social media sites or show preview for joint promotion.

※ Sign up for the above-mentioned events on the Expo's official website.

## Contact

**Creative Expo Taiwan(CET) Team, Taiwan Design Center**

**Tel:** +886-2-2745-8199

**Huashan1914 Creative Park** | Mr. Su ext. 579

**Songshan Cultural and Creative Park** | Ms. Liao ext. 586 / Mr. Chen ext. 574

**Taipei Expo Park - Expo Dome** | Ms. Hsieh ext. 581 /Ms. Hsueh ext. 588

**Apply online at:** [www.creativexpo.tw](http://www.creativexpo.tw)

**E-mail:** [info@creativexpo.tw](mailto:info@creativexpo.tw)

**Postal address:** Taiwan Design Center

11072 2F, No.133, Guangfu South Road, Taipei, Taiwan

※ Please check the official website ([www.creativexpo.tw](http://www.creativexpo.tw)) for further details; the organizer reserves the rights to make changes to the events.