



臺灣文博会
CREATIVE EXPO TAIWAN



Dear Potential Buyers,

The Creative EXPO Taiwan will be held from April 16th to April 25th, 2021, at 2 historic areas – “**Design & Craft**”-Songshan Cultural and Creative Park, and “**Licensing**”-Taipei Expo Park EXPO DOME, as well as 1 cultural concept exhibition area – Huashan 1914 Creative Park – to form a trading platform connecting cultural centers and local stores of great potential. Furthermore, we will hold press conferences and forums, and provide matchmaking and business consulting services that can further increase public exposure of exhibitors’ contents.

The Expo will partner with a variety of events organized by vendors to give buyers, the media and the public an unforgettable experience of new generations and the unique style of Taiwanese life cultural aesthetics, by strengthening the cultural value of displayed products and proposing relevant themes for exhibition, thus making the 2021 CET "The Most Thoughtful Expo in Asia."

Welcome to Taipei for the Creative EXPO Taiwan 2021. We look forward to seeing you here!

Yours faithfully,
Taiwan Design Research Institute

CREATIVE EXPO TAIWAN 2021

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

SCHEDULE

Buyers Day	21 st April 2021 (Wed.) - 23 rd April 2021 (Fri.)	10 am – 6 pm
Public Day	Huashan	
	16 th April 2021 (Fri.) - 18 th April 2021 (Sun.)	10 am – 9 pm
	19 th April 2021 (Mon.) - 22 nd April 2021 (Thur.)	10 am – 8 pm
	23 rd April 2021 (Fri.) - 25 th April 2021 (Sun.)	10 am – 9 pm
	Songshan & Expo Park	
	22 nd April 2021 (Thur.)	10 am – 6 pm
	23 rd April 2021 (Fri.) - 24 th April 2021 (Sat.)	10 am – 8 pm
	25 th April 2021 (Sun.)	10 am – 5 pm

VENUES

Songshan Cultural and Creative Park-Design & Craft

No.133, Guangfu South Road, Xinyi District, Taipei

Taipei Expo Park | EXPO Dome-Licensing

No.1, Yumen Street, Zhongshan District, Taipei

CULTURAL CONCEPT EXHIBITION

Huashan 1914 Creative Park

No. 1, Bade Road, Sec. 1, Zhongzhen District, Taipei

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.

HOW TO APPLY

Creative EXPO Taiwan will send e-mail invitations. Subsidies are available for limited international buyers. All applications will be reviewed and audited by Taiwan's Ministry of Culture and the Taiwan Design Center. All information will be used by the Taiwan Design Center for verification purposes only. Companies will receive an e-mail confirmation of the evaluating results.

CONTENT of SUBSIDY

1. Virtual meeting

- A. Applicants will have an access code to the online booking and reservation system with the exhibitors before the trade show starts (**we expect you to reserve at least 2 to 3 meetings**), and to read the product information of the brands in advance.

Note:

No show:

If you already booked virtual meeting with our exhibitors, but you do not show

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.

up on time, you will be charged a cancellation fee and will not receive any subsidy from us.

REIMBURSEMENT

1. **Documents required for reimbursements (all documents are mandatory):**
Please kindly provide the listed documents at the end of the fair
- A. **At least 2 to 3 business meeting notes** (need to fill in the procurement amount) must be completed.
- B. A satisfaction survey is required to be filled in.

Note:

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

CONTACT US

Taiwan Design Research Institute (TDRI)

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Buyer's Online Application Link: <https://www.stss.com.tw/creativexpo/buyer/eng/>

***Please fill out all fields with a * mark.**

CREATIVE EXPO TAIWAN INTERNATIONAL BUYER SUBSIDY APPLICATION FORM					
1. COMPANY INFORMATION					
*Company Name			*Who Recommend Us?		
* Address					
* Country			* E-mail		
*Company Website			*Telephone (+)		
*Annual Sales	2020 USD \$ _____	2019 USD \$ _____	2018 USD \$ _____		
*Types of Business	<input type="checkbox"/> Chain store <input type="checkbox"/> Department store <input type="checkbox"/> Independent select shop <input type="checkbox"/> Retailer <input type="checkbox"/> Distributor <input type="checkbox"/> Museum shop <input type="checkbox"/> Procurement department <input type="checkbox"/> E-commerce <input type="checkbox"/> TV shopping/mail order <input type="checkbox"/> Trader <input type="checkbox"/> Agent <input type="checkbox"/> Manufacturer <input type="checkbox"/> Advertising <input type="checkbox"/> Licensee <input type="checkbox"/> Service design industry <input type="checkbox"/> Property/real estate <input type="checkbox"/> Others _____				
* History of Procurement with Taiwanese Companies	<input type="checkbox"/> No <input type="checkbox"/> Yes				
	Company			Year	
	Product			Amount	
*Please indicate the purpose(s) of your visit	<input type="checkbox"/> Place orders <input type="checkbox"/> Source products/services <input type="checkbox"/> Visit suppliers <input type="checkbox"/> Establish contacts <input type="checkbox"/> Gather information <input type="checkbox"/> Gather industry trends <input type="checkbox"/> Others _____				
*Target Purchasing Categories in 2021	<input type="checkbox"/> Furniture <input type="checkbox"/> Home décor <input type="checkbox"/> Wall décor <input type="checkbox"/> Lighting <input type="checkbox"/> Table décor <input type="checkbox"/> Herbal fragrances <input type="checkbox"/> Tableware <input type="checkbox"/> Tea sets <input type="checkbox"/> Stationary <input type="checkbox"/> Gifts <input type="checkbox"/> Toys <input type="checkbox"/> Headphones <input type="checkbox"/> Audio <input type="checkbox"/> Innovative derivative products <input type="checkbox"/> Accessories <input type="checkbox"/> Bags <input type="checkbox"/> Textiles <input type="checkbox"/> Eyewear <input type="checkbox"/> Shoes <input type="checkbox"/> Hats <input type="checkbox"/> Local government and related organizations <input type="checkbox"/> Chararter Licensing <input type="checkbox"/> Agent <input type="checkbox"/> IP Chararter peripheral products <input type="checkbox"/> International organizations <input type="checkbox"/> Picture books <input type="checkbox"/> Publisher <input type="checkbox"/> Cutlure & art <input type="checkbox"/> Printing design <input type="checkbox"/> Illustration peripheral products <input type="checkbox"/> Design services			* Estimated Purchasing Amount in 2021	USD \$ _____
*Company Information	(Please provide a short description of your company.)				
2. REPRESENTATIVE INFORMATION					
* Name of Representative (must be same as passport)			*Title	(Mr./Mrs./Miss)	
*Department			*Job Position		
*E-mail			*Mobile Phone (+)		
*Contact Person	<input type="checkbox"/> Same as participant <input type="checkbox"/> another, as follows				
*Name of Contact			* Job Position		
*E-mail			*Mobile Phone (+)		