



AUSTRALIAN PREMIUM PRODUCT SHOWCASE AND WORKSHOP

Discover the advantages of exporting premium Australian food, beverage and consumer products to one of Asia's most discerning retail markets.

ABOUT THIS EVENT

Austrade invites Australian exporters to participate in the **Australian Premium Product Showcase and Workshop** to be held in Taipei on 16-17 March.

The program is designed to help companies currently exporting to mainland China and Asia to understand business opportunities in Taiwan through a program of in-depth market briefing, retail site visits, one-on-one meetings and industry networking. Australian companies will be able to meet key buyers and identify potential new partners through these events.

2020 is the third year Austrade Taipei conducting this showcase in Taiwan, following strong feedback received from previous years. This year, the showcase will take place after the major food and beverage exhibition in Japan, Foodex (10-13 March 2020) and the major food ingredient exhibition in Taiwan, Taipei International Bakery Show (12-15 March 2020). This allows food and beverage exporters to time their travel and opt to participate in events within all two markets maximising potential for new business opportunities.

In addition to food and beverage products, the market demand for Australian consumer products and pet food continues to grow. In order to assist more Australian companies capture the business opportunities, the showcase will expand to consumer products and pet food this year.

Important information

Australian Premium Product Showcase and Workshop

Date: 16 -17 March 2020

Location: Taipei, Taiwan

Apply by: 28 January 2020

Who should attend?

Australian exporters of the following products are encouraged to join this program:

- Grain and cereal products
- Packaged food and beverage
- Beef and lamb
- Natural and functional food
- Skincare and personal care
- Condiments and edible oil
- Pet food and pet care products

Apply now at [www.austrade.gov.au/Australian Premium Product Showcase](http://www.austrade.gov.au/Australian-Premium-Product-Showcase)

AUSTRALIAN PREMIUM PRODUCT SHOWCASE & WORKSHOP - TAIWAN

TAIWAN MARKET OVERVIEW

The population of Taiwan is 23.8 million with 36,000 kilometres square in geographic size (approximately half of Tasmania). Taiwan is the sixth largest export market for Australian value added food and the major export categories are meat, grains, dairy, edible fat and oil, wine, fruit and vegetable products.

Australia is Taiwan's 4th largest agri and food supplier. The agriculture self-sufficiency rate of Taiwan is less than 31 per cent. The demand for imported, especially high quality, food and beverage products continues to grow. The value of total imported food reached A\$11.5 billion in 2018.

Food safety, traceability and associated standards are among top concerns of consumers as a result of several major food safety incidents a few years ago. Australia notably has an excellent reputation in the market relating to these standards, leading to a rising demand for Australian natural and high quality products in Taiwan.

Taiwanese consumers are highly sophisticated and willing to pay premium prices on products that can maintain or improving their appearance and health. The demand for quality skin care/cosmetic, functional food and products continues to rise, especially for anti-aging and health maintenance.

Taiwan is considered an aging society and the birth rate around 1% only. Couples nevertheless spend a proportionally higher share of their income on their children, boosting sales of high quality products that emphasise safety, comfort and design.

The pet food market continues to grow and reached A\$950 million in 2018, with strong market preferences for natural and high quality products. The Taiwanese authorities relaxed the regulation for pet food ingredient in mid 2019, therefore, this will generate more demand for Australian made pet food.

WHY YOU SHOULD PARTICIPATE

- Learn how to successfully operate in the Taiwanese retailing, foodservice and e-commerce sectors.
- Meet with key Taiwanese importers from both offline and online channels.
- Meet with major retail buyers, food service companies and wholesalers for market expansion.
- Conduct one-on-one business meetings with potential customers.
- See first-hand the market landscape and develop an understanding of consumer preferences and trends.

AUSTRALIAN PREMIUM PRODUCT SHOWCASE & WORKSHOP - TAIWAN

PROGRAM

Date / Time	Details
Monday 16 March 2020	
9:30am – 11:30am	In-depth market briefing : Overview of Taiwan market and regulations by Austrade, Department of Agriculture and guest importer
12:00pm - 2:00pm	Lunch
2:00 – 5:30 pm	Retail visit (Optional)
Tuesday 17 March 2020	
10:00am – 11:00am	Preparation and set up of showcase
11:00am – 4:30pm	Showcase and one-on-one meetings

PARTICIPATION COST

Direct Cost	Austrade Service Fee
A\$ 650 <ul style="list-style-type: none">• Networking function with local customers• Car rental for retail market visit• Production cost of marketing material and showcase booklet.	A\$ 1,375 (5 hours @ A\$275 per hour) <ul style="list-style-type: none">• Overall showcase program coordination and organisation• Preparation of showcase booklet in Chinese to promote participants' capabilities• Pre-showcase marketing to targeted potential importers in retail, trade, food service and e-commerce companies• Setting up one-on-one appointments.

TOTAL COST

A\$2,050 per companies includes the direct cost as well as Austrade service fee

[CLICK HERE TO REGISTER](#)

Register your interest in attending this mission on the Austrade website (click link above). As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

Please refer to the event [Terms & Conditions](#) for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

AUSTRALIAN PREMIUM PRODUCT SHOWCASE & WORKSHOP - TAIWAN

IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Sample delivery information will be provided once the registration of the showcase is confirmed.

Please note that participants are responsible for ensuring they have permission to travel to Taiwan.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australian and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS

If you would like to discuss participating in this trade show, please contact:

Taiwan

Nancy Chen
Business Development Manager
Austrade Taipei
T + 886 2 8758 4213
E nancy.chen@austrade.gov.au
