

Plan Your Visit to Asia's Best Motor Sourcing Destination Now!



Get local assistance at the TAITRA branch nearest to you:

TAITRA Overseas Branches:

Asia	Almaty Chennai Guangzhou Kolkata Nanjing Seoul Wuhan	Bangkok Dalian Ho Chi Minh City Kuala Lumpur Nanning Shanghai Xiamen	Beijing Dhaka Hong Kong Manila Osaka Singapore Yangon	Chengdu Fukuoka Jakarta Mumbai Qingdao Tokyo
Africa	Algiers Nairobi	Cairo	Johannesburg	Lagos
North America	Chicago San Francisco	Los Angeles Toronto	Miami Vancouver	New York
Latin America	Mexico City	São Paulo		
Europe	Barcelona Istanbul Moscow Sofia	Bucharest Kyiv München St. Petersburg	Budapest London Paris Warsaw	Düsseldorf Milano Rotterdam
Middle East	Dubai	Kuwait	Tehran	
Oceania	Sydney			

Or contact TAITRA head office:

Tel: +886-2-2725-5200

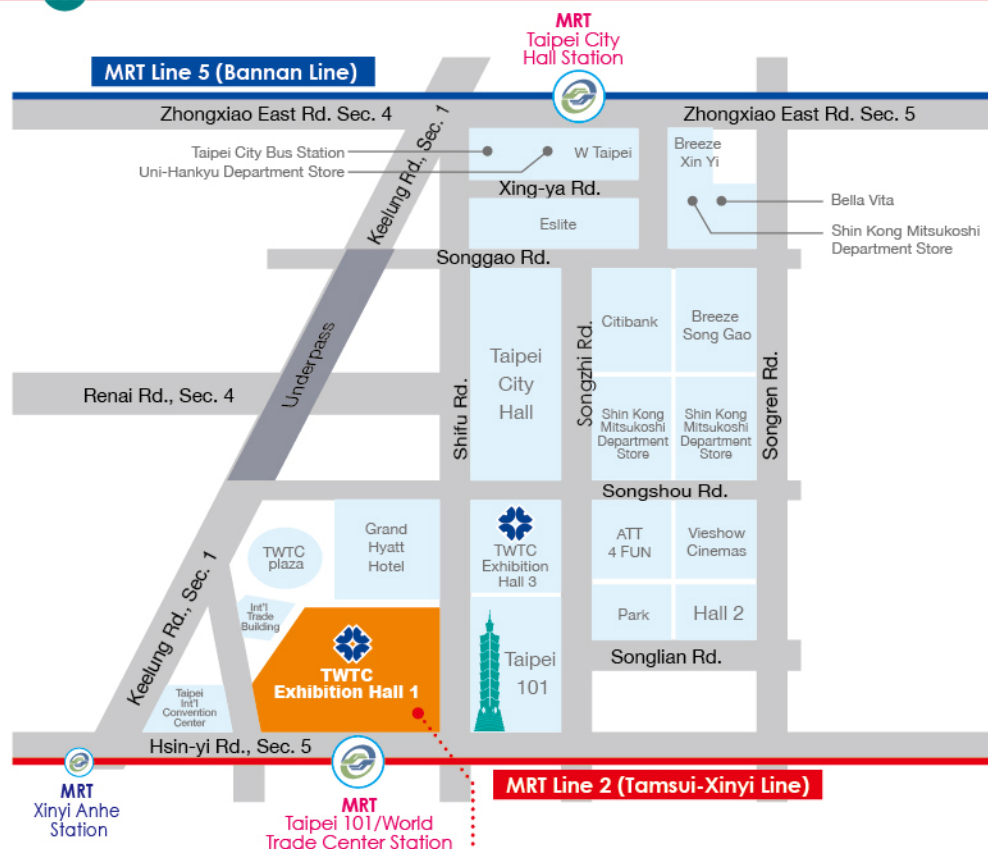
Fax: +886-2-2723-4374

Email: motorcycle@taitra.org.tw

Show Manager: Mr. Steve Lee, Ext. 2623

Media Contact: Ms. Wei-Shan Lin, Ext. 2654

How to Get to the TWTC Exhibition Hall 1



2016 MOTORCYCLE TAIWAN Venue

- **By MRT** (Taipei Metro) —
 1. Take **MRT Line 2 (Red)** and get off at the **Taipei 101/World Trade Center Station**.
 2. Take **MRT Line 5 (Blue)** and get off at the **Taipei City Hall Station**. Then walk to the TWTC Exhibition Hall 1, which takes about 13 minutes, or take bus routes 537 or Blue 5 at **Taipei City Hall Station** to reach the TWTC Exhibition Hall 1.
- **By Taxi** —

Taxis are convenient in Taipei and fares are reasonable. The base fare is NT\$70, increasing by increments of NT\$5 per 250m with an NT\$20 surcharge added from 11:00 PM to 6:00 AM per trip.

If arriving by taxi, show this map to driver!

請載我到台北世界貿易中心展覽一館
Please take me to Taipei World Trade Center Exhibition Hall 1.

Organizer:
Taiwan External Trade Development Council (TAITRA)
 Co-organizer:
Taiwan Transportation Vehicle Manufacturers Association (TTVMA)

Official Carriers:
EVA AIR www.evaair.com
CHINA AIRLINES www.china-airlines.com

INVITATION
Taiwan International Motorcycle Industry Show

TAIWAN Taiwan International Motorcycle Industry Show
MOTORCYCLE

Fired Up for Sourcing
at Asia's Best



APR. 6-9
2016
TWTC Exhibition Hall 1

www.MotorcycleTaiwan.com.tw



Concurrent Events:

- TAIPEI AMPA**
- AutoTronics Taipei**
- EV TAIWAN**

Printed Matter
AIR MAIL
 STAMP

Boost Your Business with Reactivated MOTORCYCLE TAIWAN

MOTORCYCLE TAIWAN, Asia's leading motorcycle sourcing platform, is a one-stop fulfillment shop for two-wheel needs. From parts to CBU, from famous brands to customized bikes, this completely reactivated event fires on all cylinders to boost and expand your business.

Featuring:

- Motorcycles, Scooters, ATVs
- Engines and Parts
- Motorcycle Parts and Accessories
- Motorcyclists' Accessories
- Customized Bikes and Accessories
- Noise, Emission Inspection Equipment
- Manufacturing Equipment
- Maintenance Equipment

Events:

- Pre-Show Press Conference
- Opening Ceremony
- Innovation Awards Display
- 1-on-1 Procurement Meetings

And more to be announced!

Dates & Hours:

April 6-8 9:00 AM – 5:00 PM
April 9 9:00 AM – 4:00 PM



“Made in Taiwan” Quality Assurance Total Supply Chain Powers the World’s Motorcycles

Taiwan International Motorcycle Industry Show has always been a vital sourcing platform for buyers from such advanced motorcycle-producing countries and regions as the US, Japan and the EU, who count on the quality and value Taiwan delivers best. Boasting innovative, quality products, along with exceptional customization options, Taiwan’s motorcycle industry has earned industry customers with a half century of excellence.

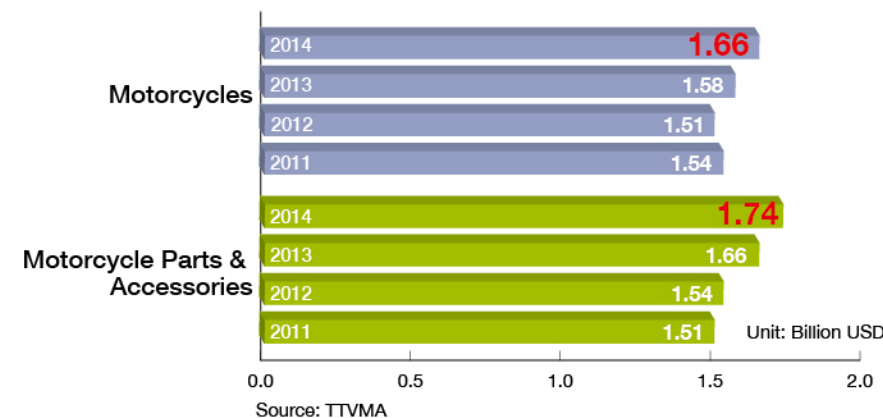
Best Platform for Complete Taiwan Supply Chain & Beyond

While many of Taiwan’s fine products can be seen at industry shows in Italy, Germany and the United States, that’s only a part of the picture. MOTORCYCLE TAIWAN is a direct link to Taiwan’s total industry supply chain to make sourcing a snap. While here, numerous noted industry buyers, invited by TAITRA’s 60 overseas branches, scout the vast opportunities offered by Taiwan and overseas exhibitors from countries like Japan and China, etc. especially making **MOTORCYCLE TAIWAN** a dynamic portal to the industry.

In 2014, Taiwan produced 1,175,000 combined CBU and KD units, a 5.37% growth over the previous year, exporting nearly US\$1.43 billion worth of motorcycles and parts worldwide. Taiwan’s motorcycle industry is highly geared towards the global export market, with 42% of its output going abroad. In the motorcycle realm as in other specialized, advanced fields, “Made in

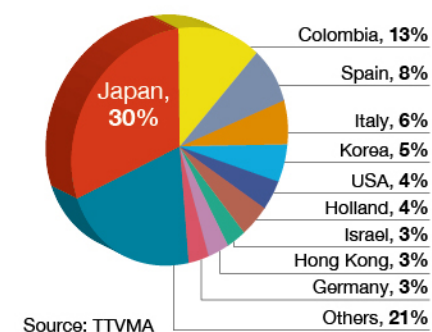
Taiwan” is a guarantee of quality. Many Taiwanese manufacturers have also established manufacturing bases in China and Southeast Asia to serve local markets with optimal efficiency.

Taiwan Motorcycle Production Value, 2011-2014



Top 10 Export Destinations of Taiwan Motorcycle in 2014

(Export Unit: 339,238 / Export Value: US\$500 Million)



Reasons that You Must Attend MOTORCYCLE TAIWAN

- Great chance to scout Taiwan’s motorcycle industry supply chain
- Numerous buyers are invited to the show by TAITRA’s 60 overseas branches.
- Heavyweight buyers from overseas are invited to share their procurement strategies and insights.
- International media interviews are arranged with exhibitors and buyers.
- Strong promotion ensures **MOTORCYCLE TAIWAN** enjoys excellent exposure in motorcycle magazines from Taiwan, Japan, USA, Brazil, Germany, Italy and Spain.
- **MOTORCYCLE TAIWAN** consistently promoted through industry-related websites in Chinese & English, brochures in Chinese, English, Japanese and Spanish, pre-show e-DMs in Chinese & English, pre-show reports in English (publishing papers & e-papers), and Facebook postings in Chinese & English.
- Great exposure at motorcycle shows in Italy, USA and Japan.

Taiwan Named World’s 2nd Safest Place

Based on a statistical analysis report from the U.S. Federal Bureau of Investigation, the American website *Lifestyle9* ranked Taiwan the second-safest country in the world in its “Top 10 Safest Countries in the World to Settle in 2014.”

Taiwanese people are truly friendly and willing to help. We believe you would enjoy your stay while visiting **TAIPEI AMPA** and **AutoTronics Taipei**. Also, do not miss out the chances to take a tour around Taipei!

