



FOOD TAIPEI, FOODTECH & PHARMATECH TAIPEI, TAIPEI PACK, TAIWAN HORECA and HALAL TAIWAN 2016

Joint Opening Ceremony Press kit

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FOOD TAIPEI, FOODTECH & PHARMATECH TAIPEI, TAIPEI PACK, TAIWAN HORECA and HALAL TAIWAN 2016

Joint Opening Ceremony Agenda

Date / Time: 10:00 A.M., June 22, 2016

Venue: Area M Lobby, 4F, Taipei NANGANG Exhibition Center, Hall 1

Note: Subject to change without notice.

Time	Program
10:00-10:05	Greetings and Introduction of VVIPs
10:05-10:10	Remarks by Mr. Peter W.J. Huang , President & CEO, TAITRA
10:10-10:15	Remarks by Mr. Robert Ouyoung, Chairman, Taiwan Food & Pharmaceutical Machinery Manufacturers' Association
10:15-10:20	Remarks by Ms. May Wang, Vice Chairman, Taiwan Packaging Association
10:20-10:25	Remarks by Mr. Wei-Fuu Yang, Vice Minister, Ministry of Economic Affairs
10:25-10:30	Show Inauguration & Group Photo
10:30-	Tour for VIPs of the show ground

Opening Ceremony for 5-in-1 Food Show 2016

Welcoming Remarks

By Mr. Peter W. J. Huang, President & CEO, TAITRA

Note: This is not a word-for-word transcript.

Ministry of Economic Affairs, Vice Minister Mr. Wei-Fuu Yang, Taiwan Food & Pharmaceutical Machinery Manufacturers' Association, Chairman Mr. Robert Ouyoung, Taiwan Packaging Association, Vice Chairman Ms. May Wang, Chan Chao International, General Manager Mr. Mao-Ting Lin and President of Taiwan Halal Integrity Development Association Mr. Ali K. M. C. Chang, International Affairs Department Director Mr. Chun-Yen Chen of Council of Agriculture, ATO Director Mr. Mark Ford of the American Institute in Taiwan, Executive Vice President of Japan External Trade Organization Mr. Satoshi Shimomura, Embassy of the Republic of Honduras, Ambassador Mr. Rafael Sierra, H.E. and Secretary General of Ministry of Commerce and Industry, Republic of Panama Mr. Eduardo Palacios, distinguished guests and media friends. Good morning!

It gives me great pleasure to extend to you all a very warm welcome on behalf of the Taiwan External Trade Development Council (TAITRA). We are grateful for your participation in this joint opening ceremony for the 2016 "Taipei International Food Show," "Taipei International Food Processing & Pharm. Machinery Show", "Taipei International Packaging Industry Show," "Taiwan International Hotel Restaurant and Catering Show," and "Taiwan International Halal Expo."

Exhibitions are the showcase of an industry and a market indicator. The Taipei International Food Show showcases the prosperity of Taiwan's food industry and food market. In Taiwan, consumers can taste different cuisines from Chinese culture and enjoy gourmet foods from Europe, the USA, Japan, South Korean, Southeast Asia, and different parts of the world. This is the very special advantage of Taiwan and one of the reasons for foreign food manufacturers to promote products and open branches in Taiwan.

With such a local food culture, Taiwanese food manufacturers have developed an exceptionally internationalized Taiwan food industry by combining the characteristics of European, US, and Japanese foods with Taiwan's local characteristics. Together with the friendly environment for exotic foods, this explains why food manufacturers from increasing countries are eager to participate in the 26-year-old "Taipei International Food Show" that is welcomed by an increasing number of people for its increasing influence.

This year, "building a new-generation hub for Chinese and Western food cultures" is the theme of the "2016 Taipei International 5-in-1 Food Show" featuring "technology and food safety," "healthy diet," and "future foods." Together with the four other shows: "Taipei

International Food Processing & Pharm. Machinery Show,” “Taipei International Packaging Industry Show,” “Taiwan International Hotel Restaurant and Catering Show,” and “Taiwan International Halal Expo,” they have attracted altogether 1,656 food manufacturers with 3,981 booths, which is a new record of the show. By displaying the complete supply chain of the food industry covering upstream, midstream, and downstream manufacturers, the show links up the entire food industry chain to fulfill the need of the industry and thereby lead the latest currents and trends of the food industry. Therefore, it is the only 5-in-1 food industry show in the Asia-Pacific Region. It is also a super annual event in the Asia-Pacific food industry that no one should miss.

In terms of the characteristics of the show, the “Taiwan Pavilion” planned and designed by the Council of Agriculture is again the biggest from Taiwan. Featuring “Focus on Taiwan Pavilion,” characteristic and certified Taiwan agricultural foods will be displayed in the pavilion. Major domestic agricultural counties and cities, including Yunlin, Kaohsiung, Tainan, and Taitung, have also planned their own pavilions. By displaying local fresh ingredients, they aim to present Taiwan’s outstanding agricultural technologies and savory agricultural, fishery, and animal products to strengthen buyers’ confidence in Taiwanese agricultural foods. The Office of Food Safety of the Executive Yuan has set up the “Technology and Food Safety” pavilion for the first time to enrich consumers’ knowledge in “safe ingredients and healthy meals” by combining technology with food safety knowledge.

This year, a total of 36 countries have set up pavilions at the show. The top five country pavilions include the Cross-Strait Pavilion, Japan Pavilion, USA Pavilion, South Korean Pavilion, and Pavilion for FTA and Latin American Diplomatic States. The Japan Pavilion has the most exhibitors, with a total of 103 Japanese manufacturers. Ten member states from the EU also participate in the show, the most over the years. In addition to their faith in the Taiwan market, this shows that most foreign food manufacturers consider Taiwan as the outpost to the Asia-Pacific market. Therefore, this 5-in-1 food show is a true hub of Chinese and Western food cultures.

Furthermore, food processing and packaging machinery from Taiwan is famous worldwide for its excellent quality and competitive prices. The show this year has included machinery of innovative and smart design for foreign buyers to see the “innovation and difference” of MIT food processing and packaging machinery. Besides aligning with the promotion of machinery industry upgrade, these exhibits meet with the “smart machinery” trend in one of the government’s five major innovation, research, and development programs.

The “Taiwan International Hotel Restaurant and Catering Show” and “Taiwan International Halal Expo” are the purchasing platform that no food manufacturer should miss. The growing strength of “Taiwan International Hotel Restaurant and Catering Show” is beyond our imagination, as witnessed by a total of 650 booths, which is nearly 8% higher than last year

(602 booths). This is the fastest growing show among all five shows, suggesting that there is huge space for hotel, restaurant, and catering development in Taiwan.

The “Taiwan International Halal Expo” is an important platform for cultivating business opportunities in the Muslim market. As this is Ramadan (from June 6 to July 5), we have specifically invited the Indonesian Economic and Trade Office to Taipei to plan the Indonesia Pavilion to respond to the government’s “New Southward Movement” policy through two-way exchange, in order to help enterprises to seize business opportunities in the Muslim world.

During the four-day show, stage activities including “World Cuisine: Cooking Show from Country Pavilions” and “New Product Presentation” will be organized every day. Brazil, Austria, Spain, and Germany will present the characteristic foods of their countries. In addition, there will be 35 new product presentations, different professional seminars and forums to inform you of the latest trends and information about foods across the world.

I am grateful to the organizers and sponsors of this 5-in-1 show and the presenters of country pavilions and theme pavilions. Your efforts to combine foreign and domestic manufacturers have made this 5-in-1 show greater than ever in scale. Lastly, thank you for attending this opening ceremony and your support for the 5-in-1 show. I wish you health, all the best, and success in your business. Thank you very much.

5-in-1 Food Show 2016 OPENING CEREMONY SPEECH
by Mr. Robert Ouyoung, Chairman, Taiwan Food & Pharmaceutical
Machinery Manufacturers' Association

Note: This is not a word-for-word transcript.

To our host, distinguished guests, friends in the food related industries, ladies and gentlemen, good morning. On behalf of the Taiwan Food and Pharmaceutical Machinery Manufacturers' Association, I would like to thank you all for coming to today's joint opening ceremony for the Taipei International Food Show, Taipei Int'l Food Processing & Pharm. Machinery Show, and Taipei International Packaging Industry Show.

Currently, the global economy is facing the challenge of overcapacity. In the past 20 years, industries in Taiwan, from traditional to high tech, have kept relocating to other countries. The fast declining Chinese economy and the emergence of the "red supply chain" have had a great impact on Taiwan's economy. Moreover, some trends have caused a decrease in Taiwan's exports, such as global industries focusing more on software than hardware, emergence of the Internet, automated production, and energy conservation. The new government in Taiwan is trying to promote five innovative industries excluding biotech pharmaceutical, green technology, Asian Silicon Valley (high tech), science and technology for national defense, and intelligent machinery. It is also working hard to strengthen industries related to daily life, for example, agricultural tourism and ocean industries. All these efforts will help increase overall market demand and boost the economy.

In the short term, still, Taiwan will not be able to join international economic and trade organizations such as the TPP. As a result, I really hope for our industries to keep on innovating, developing, and manufacturing equipment that is different and has good features. In addition, it is also important for SMEs to participate in quality professional exhibits in Taiwan and abroad to exchange views, get inspired, and understand different markets. There might be opportunities for business cooperation and create new mindsets.

Facing a brand new global business climate, our industries should be on their toes, and keep up with the ever-changing market demand. Meanwhile, I would like to ask for assistance and guidance from the government.

I wish the exhibition great success and I hope it brings about many business opportunities.

Remarks by Ms. May Wang, Vice Chairman, Taiwan Packaging Association

Note: This is not a word-for-word transcript.

After the third party alternation, the new Taiwanese government will absolutely take economic development as its priority target because exports have declined for 15 straight months. Moreover, the equipment, machine, and material supply of the packaging industries rely on economic development to drive them. Therefore, we need to not only be rooted in Taiwan but also think globally, and everyone must endeavor together to promote economic development and raise the industry's energy more and more.

The 2016 “Taipei International Packaging Industry Show”, “Taipei International Food Show”, “Foodtech & Pharmatech Taipei”, “Taiwan HORECA”, and “Halal Taiwan” are presented in the form of a 5-in-1 joint exhibition from June 22nd to June 25th. This year, the Packaging Machinery Area in the Nangang Exhibition Center is expecting to accommodate 103 vendors with the use of 424 booths, while the Media Area is expecting to accommodate 6 vendors with the use of 9 booths. The Packaging Machinery Area in Exhibition Hall 1 of the Taipei World Trade Center is expecting to accommodate 24 vendors with the use of 52 booths, while the Material Area is expecting to accommodate 45 vendors with the use of 107 booths, and the Media Area is expecting to accommodate 6 vendors with the use of 6 booths, amounting to 184 vendors participating in the exhibition, with the use of 598 booths. Appreciations must be given to all vendors for their support, allowing the exhibition to put on an outstanding performance. However, due to the limited number of booths, we apologize for not satisfying all the vendors. We look forward to providing better service and satisfying the demands of all vendors when the construction of Exhibition Hall 2 is complete next year.

We need to enhance the competitiveness of the industries if we want to compete in international markets. Moreover, if we want to enhance our competitiveness, we need to pursue R&D and innovating products of smart industrial automation 4.0 to develop irreplaceable products so that we can enter blue ocean markets. Therefore, we need to cultivate professional personnel to keep enhancing the R&D category and to keep our own core competence advantage. We hope to catch up with the technical level of America, Japan, and Europe by the hard-working and practical spirit of the Taiwanese, and to stand out and flourish in the competition of the internationalized markets.

Lastly, I wish prosperity and success in business to everyone. Thank you!

FOOD TAIPEI, FOODTECH & PHARMATECH TAIPEI, TAIPEI PACK, TAIWAN HORECA and HALAL TAIWAN 2016

FACT SHEET

1	SHOW NAME	The 26 th Taipei International Food Show(FOOD TAIPEI)																					
		The 18 th Taipei Int'l Food Processing & Pharm. Machinery Show (FOODTECH & PAHRMATECH TAIPEI)																					
		The 28 th Taipei International Packaging Industry Show (TAIPEI PACK)																					
		The 7 th Taiwan International Hotel, Restaurant & Catering Show (TAIWAN HORECA)																					
		The 4 th Taiwan International HALAL Expo(HALAL TAIWAN)																					
2	SHOW DATES	June 22 to 25, 2016																					
3	SHOW HOURS	9 AM ~ 5PM Minor under 12 are not permitted.																					
4	VENUE	Taipei NANGANG Exhibition Center, Hall 1 TWTC Exhibition Hall 1																					
5	SHOW SCALE	5-in-1 FOOD SHOW ANALYSIS:																					
		<table><tr><th>Show Name</th><th>Exhibitors</th><th>Booths</th></tr><tr><td>FOOD TAIPEI</td><td>1,100</td><td>2,148</td></tr><tr><td>FOODTECH & PHARMATECH TAIPEI</td><td>152</td><td>527</td></tr><tr><td>TAIPEI PACK</td><td>184</td><td>598</td></tr><tr><td>HALAL TAIWAN</td><td>29</td><td>58</td></tr><tr><td>TAIWAN HORECA</td><td>191</td><td>650</td></tr><tr><td>Total</td><td>1,656</td><td>3,981</td></tr></table>	Show Name	Exhibitors	Booths	FOOD TAIPEI	1,100	2,148	FOODTECH & PHARMATECH TAIPEI	152	527	TAIPEI PACK	184	598	HALAL TAIWAN	29	58	TAIWAN HORECA	191	650	Total	1,656	3,981
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6	VISITORS ANALYSIS (2015)	(FOOD TAIPEI, FOODTECH & PHARMATECH TAIPEI, TAIPEI PACK, TAIWAN HORECA and HALAL TAIWAN) : Domestic Visitors: 59,349 Int’l visitors: 7,562 Total: 66,911																					
7	EXHIBIT SPACE	35,000 m² (FOOD TAIPEI) 70,000 m² (5-in-1 show)																					

