

# Surge in professional buyers at Kaohsiung Food Show

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More than 8,000 professionals visited the Kaohsiung Food Show between Oct. 27-30, a 25-percent increase on last year, the event's organizer said.

The food show drew buyers from Taiwan as well other countries, with Japan, China, Hong Kong, Malaysia and the U.S. making up the bulk of international buyers.

At the event, over 400 procurement sessions were held to match buyers and sellers. US\$20.5 million in deals were struck, according to event organizer Taiwan External Trade Development Council (TAITRA).

Buyers from Southeast Asia and South Asia, regions targeted by the government's "New Southbound Policy," were more interested in tea, fruits and vegetables, snack and dessert, prepared food, sauces and condiment, TAITRA said.

Tin Thuong from Vietnam said Taiwan produced excellent



Courtesy of TAITRA

A scene of the 2016 Kaohsiung Food Show is shown in the photo taken on Friday, Oct. 28. The exhibit covers a wide variety of fresh vegetables and fruits, agricultural and fishery products, processed food products, specialty food gift-boxes, coffee and wine products.

passion fruits that were in great demand in Vietnam, adding that business deals were struck with Taiwanese sellers at the food show.

Exhibitor Paris Beaute, a subsidiary of Paris-based Groupe GM,

was positive about the exhibition turnout, saying that there were visits from some well-known companies in Kaohsiung on the show's opening day.

Besides the Food Show, the Kaohsiung International Hotel,

Restaurant, Baking and Catering Show were also held onsite. The four-day event boasted a record number of 360 exhibitors and 14 national pavilions and likely. The shows will be held again between Oct. 26-29, 2017.