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Taipei International Food Show 2013

Report Categories:

Trade Show Evaluation

Export Promotion Programs

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Report Highlights:

At the Taipei International Food Show (TIFS), 33 USA Pavilion exhibitors reported on-site sales of approximately US\$660,000 and 12-month projected sales of nearly US\$19 million, up 375% over 2012! The U.S. exhibitors introduced about 250 new-to-market products and reported making over 200 new business contacts. U.S. products at the show drawing the most interest were beef, chicken leg quarters, sauces, snacks and potatoes. In addition, the inaugural USDA-supported United Tastes of America - Asian Chef Competition, organized by the U.S. Meat Export Federation and co-sponsored by fifteen other Cooperators, took place at the USA Pavilion Kitchen and was a huge success with positive media coverage.

General Information:

Overview



The USA Pavilion, the largest national pavilion at TIFS 2013, encompassed 75 booths with 33 exhibitors; it grew 27% from 2012. In 2013, the show attracted 58,535 local professionals, up 6% compared to 2012, and 5,688 international visitors throughout the four day period (Appendix 1, 2). The USA Pavilion exhibitors reported on-site sales of about US\$660,000 and 12-month projected sales of nearly US\$19 million, up 375% over 2012.

The show proved itself to be a regional "match-maker" as exhibitors connected with Chinese and regional buyers.

One first-time exhibitor reported signing a contract with a Taiwan buyer with greater Asia distribution. The U.S. exhibitors introduced about 250 new-to-market products and reported making over 200 new business contacts. U.S. products drawing the most interest at the show were beef, chicken leg quarters, sauces, snacks and potatoes.

Activity Highlights

In addition to providing immediate, on-site counseling at the USA Pavilion's Business Center, ATO Taipei organized a variety of activities to complement U.S. exhibitors' endeavor to introduce more American food and beverage products to the island. Below is a summary of highlighted activities:

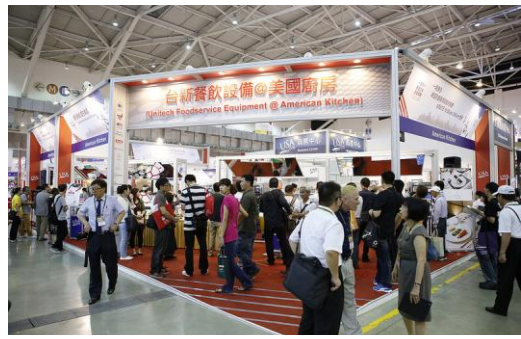
USA Pavilion Opening

The 2013 USA Pavilion opening ceremony received wide press coverage. Director Marut of the American Institute in Taiwan (AIT) gave the opening remarks and then joined Chef Lars Kronmark from The Culinary Institute of America to perform a cooking demonstration - U.S. Pork Loin Chop Santa Fe Style! The opening celebration also included the grand finale of the regional chef competition - United Tastes of America, Asian Chef Challenge - at the USA Pavilion's Kitchen. Media reports covering the opening were estimated to have reached hundreds of thousands of Taiwan consumers and trade contacts (Appendix 3).



United Tastes of America - Asian Chef Challenge

The 2013 USA Pavilion broke new ground in the gourmet arena by inviting international top culinary talents to participate in the exciting inaugural United Tastes of America - Asian Chef Challenge. The winning chefs from preliminary competitions in Tokyo, Hong Kong, Shanghai, and Taipei faced off for the grand championship. The win went to Chefs Eyck Zimmer and Yiu Sing Lau from Hong Kong



Jockey Club's Derby Restaurant. The competition received strong support from Hong Kong, Shanghai, Tokyo and Taipei ATOs.

Throughout the finale competition, chefs utilized twenty high-quality U.S. ingredients to create appetizer, soup, main and dessert courses. This exciting competition successfully put the USA Pavilion front and center, drawing a crowd of potential buyers, producers and media alike. Having such a successful event brought in

significant foot traffic and created networking opportunities for USA pavilion exhibitors.

USA Pavilion Welcome Reception

The USA Pavilion Welcome Reception was attended by over 200 industry contacts, including importers, retail buyers, hotel and restaurant buyers, and culinary school faculty. The reception provided a great platform for the exhibitors to showcase their products while mingling with potential buyers. The buffet featured a wide variety of U.S. regional cuisines that incorporated U.S. food ingredients, such as U.S. Chicken and Sausage Jambalaya, Roasted U.S. Beef Rib Eye with Condiment, Roasted Alaskan Salmon in Rock Salt and U.S. Blueberry Fruit Tart.

U.S. Food and Wine Pairing Seminar

ATO Taipei supported The Culinary Institute of America in organizing a dynamic seminar featuring trends of food and wine pairing in the US. The seminar successfully attracted 40 trade contacts. At the seminar, Chef Lars Kronmark encouraged chefs to experiment on how taste buds affect wine tasting through flavor-dynamics segments. The exhibitors' wines--Koenig Riesling, Idaho and Elk Cove Mount Richmond Pinot Noir, Oregon were featured throughout the seminar.



Appendix 1: USA Pavilion Profile 2013 vs. 2012

Item	2012	2013	Growth
Number of Booth	59	75	27%
Number of Exhibitor	16	33	106%
Size (sq.m.)	531	675	27%
Most popular products	beef, cheesecake, french fries, wines, and snacks	beef, chicken leg quarters, sauces, snacks, and potatoes	Projected 12-mth sales up 375%

Appendix 2: Show Exhibitor Profile 2013

Type	Exhibitors	Booths
Local	591	1563
Foreign	406	478
Total	997	2,041

Exhibit Categories	Exhibitors	Booths
National/Regional Pavilions	368	540
Regional Governments	70	74
Association Pavilion	147	515
Assorted Food & Beverages	196	531
Frozen & prepared food	28	109
Wine, coffee, tea, juice& soft drink	37	107
Ice Cream & Beverage	9	18
Baking snacks & bread	26	30
Foreign Exhibitor	17	18
Media & Other	7	7
Cross Strait Food Show 2013	92	92
Total	997	2041

Appendix 3: Media Coverage

Date	Media	Source/Summary
6/26/2013	NP	Economy Daily: <i>Food Taipei attracted over 1,557 exhibitors, including int'l exhibitors, such as those accommodated by USA Pavilion</i>
6/26/2013	NP	Economy Daily: <i>United Tastes of America - Asian Chef Challenge takes place on June 27</i>
6/27/2013	TV	GTV 18:00 news (93 secs) <i>HK chefs win United Tastes of America - Asian Chef Challenge</i> http://www.youtube.com/watch?v=B42mBsQltXQ
6/27/2013	NP	Youth Times <i>United Tastes of America - Asian Chef Challenge takes place on June 27</i>
6/27/2013	On-line	Apple Daily: <i>Taipei chefs win 2nd runner-up at United Tastes of America - Asian Chef Challenge</i> http://goo.gl/iY9gd
6/27/2013	On-line	Apple Daily: <i>AIT Director Marut cooks U.S. pork loin to kick off chef competition</i> http://goo.gl/lnB4J
6/27/2013	On-line	China Times: <i>AIT Director picks U.S. pork to show his culinary skills</i> http://goo.gl/ssGAR
6/27/2013	On-line	Sina News: <i>AIT Director cooks U.S. pork loin, showing his culinary skills</i> http://www.cna.com.tw/News/aIPL/201306270185-1.aspx
6/27/2013	On-line	CNA: <i>AIT Director cooks U.S. pork loin, showing his culinary skills</i> http://www.cna.com.tw/News/aIPL/201306270185-1.aspx
6/27/2013	On-line	UDN: <i>AIT Director cooks U.S. pork loin, showing his culinary skills</i> http://www.youtube.com/watch?v=4oT-zwaRuOw
6/27/2013	On-line	Focus Taiwan: <i>AIT head shows off culinary skills at food show</i> http://focustaiwan.tw/news/aeco/201306270033.aspx
6/28/2013	NP	Commons Daily: <i>Food Taipei attracted over 60,000 visitors. Highlight programs include the first-ever regional chef competition at USA Pavilion's kitchen.</i>
6/28/2013	NP	Liberty Times: <i>AIT Director Marut promotes Great American Food</i>
6/28/2013	NP	Metrotimes: <i>AIT Director Marut shows off his culinary skills to promote Great American Food</i>
6/28/2013	NP	United Daily: <i>Taipei team won 2nd runner-up at United Tastes of America - Asian Chef Challenge</i>

6/28/2013	NP	China Post: <i>AIT head shows off culinary skills at food show</i>
6/30/2013	NP	TSSD News: <i>Food Taipei attracted over 60,000 visitors. Highlight programs include the first-ever regional chef competition</i>
7/8/2013	NP	TAIPEI TIMES <i>Ready, steady, cook</i> <i>Asian chefs had a chance to demonstrate their mastery of Western fine dining at Taipei Food last week in an event promoting US produce</i> http://www.taipeitimes.com/News/feat/archives/2013/07/08/2003566593