



台灣飲食系列展

Taiwan FOOD & BEVERAGE Series

# 2023(33屆)台灣國際 茶業博覽會

Taiwan Int'l Tea Expo

主辦單位 台灣區製茶工業同業公會

11.17 Fri. ▶ 11.20 Mon.

10:00-18:00

台北南港展覽館 1館

## 展後報告

Show Report

## PART1. Exhibition Profile

Exhibition	Taiwan International Tea Expo
	Taiwan International Coffee Show
	Taiwan International Wine & Spirits Festival
	Taiwan International Food Industry Show
Date	Nov.17(Fri.)-20(Mon.), 2023 10:00-18:00
Venue	Taipei Nangang Exhibition Center, Hall 1, 1F Taipei Nangang Exhibition Center, Hall 2, 1F, 4F
Organizers	Taiwan Tea Manufacturer's Association Taiwan Coffee Association Chan Chao International Co., Ltd.
Admission	(1) Pre-Registration (2) Onsite Ticket : Regular Tickets NT\$200 Concession Tickets NT\$100

## PART2. Statistics

### i. Exhibitor's Report

The Expo including **84 exhibitors** and **369 booths** in 2023. Among them, there are overseas exhibitors from Sri Lanka, Vietnam and Japan which are major places for tea production.

Exhibitor Category	TEA
Booths	369
Exhibitors	84



## ii. Visitor's Report

The trade hall draw close to many crucial buyers, most are **Traders, Equipment, and Food Manufacturers**. Among them, there are from Malaysia, China, America, Japan, Indonesia, Singapore, Thailand, Korea, Hong Kong, Vietnam, Canada etc.



## PART3. Remarkable Event

### i. Formosa Tea House

Formosa Tea Art House has stood as a highlight at the Tea Expo, drawing enthusiasts with its captivating blend of tradition and modernity. Tea masters from Taiwan have consistently mesmerized attendees with their performances, skillfully brewing and presenting traditional tea in contemporary and artistic manners. The Formosa Tea House has emerged as a hub for tea lovers, offering them a unique opportunity to delve into the exquisite world of tea crafting and tasting.



## ii. A Story of Tea

We invited Pinglin Tea Museum of New Taipei City to bring their mobile museum to our exhibition. The boxes includes many different tea-related interactive boxes to let the public explore the tea world and learn about tea facts.

Additionally, we also invited Readmoo to discover the world of tea from a technological perspective. With e-book platform, it can deliver a richer and more convenient tea culture experience.



## iii. Opening Ceremony

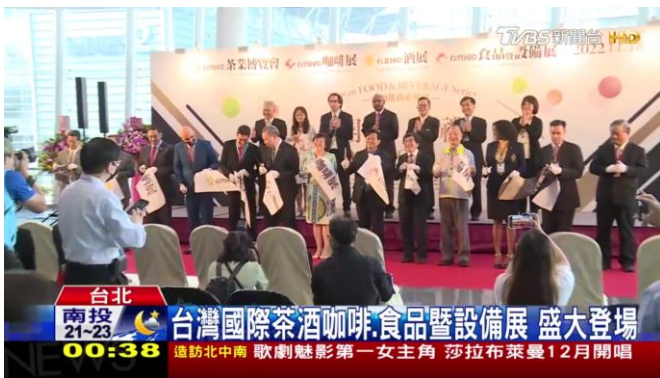
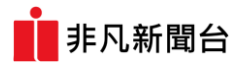
The Opening ceremony held on the date November 17<sup>th</sup>. Guests included Taiwan Tea Manufacturers' Association chairman, Taiwan Coffee Association president, Specialty Coffee Association president, ambassadors, representatives from industries and associations together participating the grand opening ceremony.



# PART4. Advertising Report

## i. Media Posts

In the course of the expo, there are about 100+ posts of mainstream media on TV, newspaper, and the internet.



## ii. Website & Facebook

The Official Website and Facebook Fan page of Taiwan International Tea Expo created over a million page views in 2023. The series promotion on the Official Website and Facebook Fan page wins a lot of attention before and during the Taiwan International Tea Expo and maximizes the exposure of exhibition.



台灣區製茶工業同業公會強勢參加2022台灣國際茶業博覽會

時間	11/18 (Fri)	11/19 (Sat)	11/20 (Sun)	11/21 (Mon)
10:00				
11:00	09:00-10:00 開幕典禮	09:00-10:00 「2022 國際飲料 作物研討會暨論壇」 開幕典禮	09:00-10:00 「2022 國際飲料 作物研討會暨論壇」 開幕典禮	09:00-10:00 開幕典禮
11:30				
13:00	12:00-13:00 開幕茶會暨研討會	12:00-13:00 開幕茶會暨研討會	12:00-13:00 開幕茶會暨研討會	12:00-13:00 開幕茶會暨研討會
14:00	13:00-14:00 2022 台灣國際茶業博覽會 開幕茶會暨研討會	13:00-14:00 2022 台灣國際茶業博覽會 開幕茶會暨研討會	13:00-14:00 2022 台灣國際茶業博覽會 開幕茶會暨研討會	13:00-14:00 2022 台灣國際茶業博覽會 開幕茶會暨研討會
15:00	14:00-15:00 開幕茶會暨研討會	14:00-15:00 開幕茶會暨研討會	14:00-15:00 開幕茶會暨研討會	14:00-15:00 開幕茶會暨研討會
16:00	15:00-16:00 開幕茶會暨研討會	15:00-16:00 開幕茶會暨研討會	15:00-16:00 開幕茶會暨研討會	15:00-16:00 開幕茶會暨研討會
17:00	16:00-17:00 開幕茶會暨研討會	16:00-17:00 開幕茶會暨研討會	16:00-17:00 開幕茶會暨研討會	16:00-17:00 開幕茶會暨研討會

台灣區製茶工業同業公會於11月18日至21日舉辦茶業博覽會，邀請各界茶友踴躍參加。...



### 好運好啡選！來自涸瀾的優雅與純淨 帶你愛上花蓮咖啡



「2022台灣國際咖啡展-花蓮館」11月18日至21日在南港展覽館一館瀾都登場！此次參展主題-「花蓮好啡選」，特地邀請來自夏威夷 Paradise Coffee Roasters 烘焙廠創辦人、同時也是國際知名咖啡評審-R. Miguel Meza 分享花蓮咖啡的好味道；此外精選花蓮 10 家優質咖啡廠商前來參展...



### 打響台東咖啡及紅烏龍茶品牌 劉權豪爭取補助太麻里地區農會



【記者陳賢義/台東報導】提升及行銷台東紅烏龍茶與咖啡產業價值，促進當地農產發展，劉權豪主席日前向農權會爭取450萬元補助太麻里地區農會，今至21日前備台北南港展覽館舉辦的「2022台灣國際咖啡展」，配合「2022台灣國際茶業博覽會」活動，打響台東咖啡及紅烏龍茶品牌，提升產業價值...

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2023 Taiwan Int'l TEA EXPO  
Nov. 17 Fri. ~ 20 Mon. Taipei Nangang Exhibition Center Hall 1, 1F

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Don't drink and drive