



▶ 台灣飲食系列展 ◀  
F&B Taiwan

2024台灣國際

# 咖啡展

TAIWAN INT'L COFFEE SHOW

台灣咖啡協會 社團法人台灣咖啡協會 CHW 展昭國際企業股份有限公司



11.15 Fri. ▶▶ 11.18 Mon.

10:00-18:00

台北南港展覽館 1館

## 展後報告

Show Report



## PART1. Exhibition Profile

<b>Exhibition</b>	Taiwan International Tea Expo
	Taiwan International Coffee Show
	Taiwan International Wine & Spirits Festival
	Taiwan International Food Industry Show
<b>Date</b>	Nov.15(Fri.)-18(Mon.), 2024 10:00-18:00
<b>Venue</b>	Taipei Nangang Exhibition Center, Hall 1, 1F, 4F
	Taipei Nangang Exhibition Center, Hall 2, 1F
<b>Organizers</b>	Taiwan Tea Manufacturer's Association
	Taiwan Coffee Association
	Chan Chao International Co., Ltd.
<b>Admission</b>	(1) Pre-Registration
	(2) Onsite Ticket :
	Regular Tickets NT\$200
	Concession Tickets NT\$100

## PART2. Statistics

### i. Exhibitor's Report

The Expo including **303 exhibitors** and **1,366 booths** in 2024. Among them, there are overseas exhibitors from **Ethiopia, America, China, Australia, Netherlands, Brazil, Singapore, Korea, Panama, Indonesia** and etc. which are major places for Coffee production.

Exhibitor Category	
Booths	1,366
Exhibitors	303



### ii. Visitor's Report

The trade hall draw close to many crucial buyers, most are **Traders, Equipment, and Food Manufacturers**. The overseas buyers come from **more than 50 countries**, with the largest groups coming from Hong Kong, Malaysia, Japan, China, America, etc.





### PART3. Remarkable Event

#### i. World Coffee Events

A series of World Coffee Events was held on Nov 15<sup>th</sup> -18<sup>th</sup>. Events including Taiwan Barista Championship, Taiwan Latte Art Championship, Taiwan Coffee in Good Spirits and Taiwan Coffee Roasting Championship.





## ii. Barista Workshop

During the four-day exhibition, we invited the champions from the WCC-Taiwan Trial and exhibitors to share their knowledge of coffee. Includes Wu Bing-Chieh and Kao Hsin-Chieh, the champion of Taiwan Coffee in Good Spirits Championship; Wang Shih-Ju, the champion of Taiwan Brewers Cup Championship; Lu Yi-Pei, the champion of Taiwan Barista Championship.



## iii. Coffee Champions' Market

New in 2024! For the first time, past Taiwan champions gathered to showcase and sell coffee beans, drip bags, and other coffee-related products, offering top-notch coffee flavors! The 15 champions participating in the market included:

- ◆ Latte Art Champion: Hsieh Yi-Chen.
- ◆ Brewing Champions: Hsu Shih-Yuan and Wang Shih-Ju.
- ◆ Barista Champions: Lin Tung-Yuan and Lu Yi-Pei.
- ◆ Coffee in Good Spirits Champions: Wu Bing-Chieh and Kao Hsin-Chieh.
- ◆ Cup Tasters Champions: Lin Chen-Chia, Chang Pei-Shao, Lu Chun-Yen, and Tseng Kai-Wei.
- ◆ Coffee Roasting Champions: Tsai Kun-Pei, Lo Shih-Hsien, Hua Ming-Hsuan, and Huang Chieh-Wu.

The vibrant market attracted large visitors coming for exchanges and purchases, achieving excellent exhibition results and high praise from visitors.



## iv. Coffee Cup Rental

In line with eco-friendly efforts, the expo partnered again with renowned brand "Lin' s Ceramics Studio" to offer daily cup rental services. During the four-day event, over 1,050 attendees participated in the rental program, encouraging coffee enthusiasts to join in on environmental sustainability.

## v. Opening Ceremony

The Opening ceremony held on the date November 15th. Guests included Taiwan Tea Manufacturers' Association chairman, Taiwan Coffee Association vice president, Agriculture and Food Agency chief secretary, Ministry of Foreign Affairs vice minister and 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.

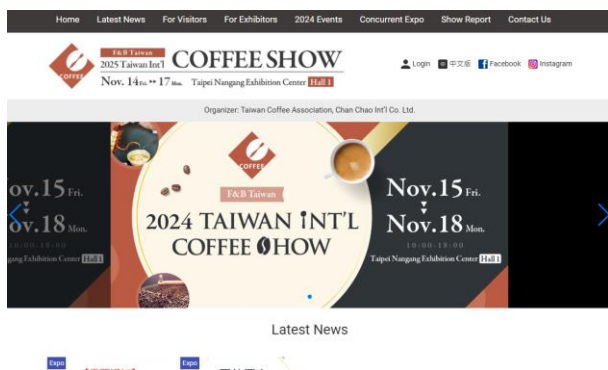






## ii. Website & Facebook

The Official Website and Facebook Fan page of Taiwan International Coffee Show created over a million page views in 2024. The series promotion on the Official Website and Facebook Fan page wins a lot of attention before and during the Taiwan International Coffee Show and maximizes the exposure of exhibition.



## PART5. Show Gallery

