



台灣飲食系列展  
F&B Taiwan

# 2024(34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  
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 **86 exhibitors** and **407 booths** in 2024. Among them, there are overseas exhibitors from Sri Lanka, Vietnam and Japen which are major places for tea production.

Exhibitor Category	
<b>Booths</b>	<b>407</b>
<b>Exhibitors</b>	<b>86</b>



## 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 Japan, America, Hong Kong, China, Malaysia, 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.

日期 時間	11/15 (Fri.)	11/16 (Sat.)	11/17 (Sun.)	11/18 (Mon.)
10:00   11:00	10:00-12:00 聯合開幕典禮	10:00-12:00 113 年度亮點茶莊頒獎禮 臺灣茶體驗遊程設計頒獎典禮 農業部農糧署	10:30-12:00 2024 國產茶及咖啡好禮 徵選活動頒獎典禮 農業部農糧署	10:00-12:00 茶球 DIY 講師：趙國強 臺灣客家文化館 第一場次：10:00-11:00 第二場次：11:00-12:00 *每場限額 15 名
11:00   12:00				
12:00   15:30	12:00-12:55 製茶活動影片欣賞	12:00-12:30 製茶活動影片欣賞 12:30-13:30 調茶師帶您茶遊世界 - 花茶圓舞曲 茶思特	12:00-13:00 製茶活動影片欣賞 13:00-13:50 日本的抹茶 主講者：梶島俊昭 理事長 日本茶輸出組合	12:00-13:00 製茶活動影片欣賞
15:40   17:15	13:30-15:30 2024 全國機採茶技術競賽 2024 全國部分發酵茶製茶技術競賽 2024 第五屆全國有機茶分類分級 TAGs 評鑑活動 2024 第四屆臺灣產銷履歷茶分類分級 TAGs 評鑑活動 2024 第一屆臺灣咖啡分類分級 TCAGs 評鑑賽 頒獎典禮 茶及飲料作物改良場	14:00-15:30 穿梭古今·茶藝之華 主講人：曹鼎中 中華茶聯	14:00-15:30 生活茶、茶生活 泡茶師聯會	
	15:40-17:00 法國農產品加值協會 AVPA · 世界茶葉大賽 茶及飲料作物改良場	15:45-17:15 喫茶微醺 - 茶與酒的結合 主講人：維尚茶藝 - 王芝棋 調酒師：鹿山科技大學餐飲廚藝講師 - 郭詠嫻 中華茶聯	15:45-17:15 老少咸宜的泡茶方式 無我茶會	



### iii. 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 over 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 2024. 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.



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## 2024台灣國際茶業博覽會

台灣飲食系列展 | 11.15 Fri. - 18 Mon. 台北南港展覽館 1館

— 台灣飲食系列展 —

### 年度最大飲食品盛會！

### 橫跨南港 1&2 館 隆重登場

— 2024 —

## 11.15 Fri. - 18 Mon.

10:00-18:00

1 館

2 館

酒展2館見！

茶業博覽會
咖啡展
食品設備展
酒展

禁止酒駕

未滿十八歲禁止飲酒

# 茶

禁止酒駕 · 未滿十八歲禁止飲酒