

EUROPEAN COMPANY MISSION TO TAIPEI, TAIWAN FOCUSING ON FOOD SECTOR, DRINKS AND PACKAGING RELATED INDUSTRIES

Tuesday 20 - Friday 23 June 2017

Closing date for applications: Friday 18 November 2016



UK companies are invited to join businesses from EU countries to explore the growing business opportunities in Taiwan.

Taiwan is a central player in the 'East Asian Miracle' and a market of high economic and strategic value. As a gateway between Europe, the United States, Japan and the emerging Asian markets (and a bridge connecting China and international markets), this advanced country attracts investment from around the globe and offers various tax- and sector-specific incentives.

Taiwan's GDP is the nineteenth largest in the world on a purchasing power basis. The Taiwanese have more disposable income than their counterparts in Korea, Japan, France or the UK. Increasing wealth is resulting in a growth in consumption, including demand for foreign imports. In total, 40% of goods consumed are imported.

The food and drinks sector is the fifth largest industry in Taiwan and one of the market's fastest growing sectors. Local supermarkets, hypermarkets and convenience stores are increasing their ranges of imported foods to meet demand. Potential areas of opportunity in food and drink are linked to entertainment and convenience product ranges that can also be part of the healthy trend in food services.

Companies joining the mission will receive a subsidy towards their accommodation and have the opportunities to visit the following Trade Shows:

- **FOOD TAIPEI**, Taipei International Food Show, www.foodtaipei.com.tw
- **Foodtech & Pharmatech TAIPEI**, Taipei International Food Processing & Pharm, Machinery Show, www.foodtech.com.tw
- **TAIPEI PACK**, Taipei International Packaging Industry Show, www.taipeipack.com.tw
- **Taiwan HORECA**, Taiwan International Hotel, Restaurant and Catering Show, www.taiwanhoreca.com.tw
- **HALAL TAIWAN**, Taiwan International Halal Expo, www.halalexpo.com.tw

This European company mission is part of the EAGLE TWO project which has received funding from the European Union's COSME Programme (2014-2020).



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TAITRA

Taiwan Trade Centre, London

EAGLETWO aims to enhance co-operation between European trade promotion organisations and the European Commission, with the result that there will be an even better trade promotion service available to SMEs. Focusing on trade missions, the project also aims at a greater involvement of SMEs in the internationalisation activities of the European Commission in general.

During 2016-2017, the EAGLE project partners from Belgium, Greece, Hungary, Italy, Lithuania and the UK will be organising a series of events/meetings and running joint European company missions to non-EU countries.

PROGRAMME (subject to change)

TIME	ACTIVITY
Monday 19 - Tuesday 20	Depart London Heathrow - Arrive Taipei (Eva Air) Free evening
Wednesday 21	Briefing for EU companies Networking lunch with briefing speakers/experts Business meetings
Thursday 22	Visit to Food Taipei Visit to factories/companies where applicable
Friday 23	Visit to Food Taipei, Foodtech & Pharmatech Taipei, Visit to Taipei pack, Taiwan Horeca, Halal Taiwan
Saturday 24	Depart Taipei (Eva Air) Arrive London

The above programme is organised in partnership with Taiwan External Trade Development Council (TAITRA), www.taitra.org.tw.

BENEFITS OF JOINING THIS MISSION

- Pre-visit and in-country briefings providing market information and advice on how to do business in Taiwan
- Pre-arranged business-to-business meetings in Taipei organised by TAITRA
- Networking opportunities and client hospitality at a business networking lunch in Taipei
- Access (complementary) to five food, drink and packaging related Trade Shows
- Networking with like-minded businesses from Belgium, Greece, Hungary, Italy and Lithuania which are also part of this European mission
- Your company profile in the company mission brochure, circulated to companies in Taiwan
- Services of an experienced mission manager before and during the visit.

THE COSTS

- Participation fee: £100 (There is a discounted rate of £50 for LCCI Premier Plus Members)

TRAVEL ARRANGEMENTS AND SUBSIDIES

For companies from food, drink and packaging related sectors, four nights' accommodation (for one representative per company) will be covered by TAITRA. Eligible companies must have an annual turnover of at least £205,000 and must attend any of the above Trade Shows.

For non-food, drink and packaging related companies hotel recommendations will be provided.

You can make your own travel arrangements but it is highly recommended that you stay in the mission hotel in order to make the most of the networking opportunities. For detailed information on travel and accommodation, please refer to the full application pack.

ELIGIBILITY

To participate in this European company mission, your business must be established within the UK and selling or marketing a British product or service.

Please note that this mission is open to companies from all sectors but priority will be given to companies active in food, drink and packaging sector-related industries.

Applications are subject to approval by LCCI and you will be notified after the closing date for applications as to whether you have been successful.

HOW TO APPLY

For the full application pack, please contact the Mission Manager: Vanessa Vlotides, Head of International Business Team, London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP. E: eagle@londonchamber.co.uk, T: +44 (0)20 7203 1838.