

Taiwan Excellence Marketing Events 2021 in Thailand

Registration Instructions

TAITRA will hold the following Taiwan Excellence Marketing Events in Thailand, please register according to your company's **marketing needs** and **registration qualifications**.

I. Taiwan Excellence Pavilion at Taiwan Expo in Thailand 2021 and Online Press Conference

- 1. Event Description:** In line with the government's new southward policy, TAITRA (Taiwan External Trade Development Council) organizes an online "Taiwan Expo", and "Taiwan Excellence Pavilion " is set up in the expo to showcase 20-30 Taiwan Excellence companies' products in the field of smart homes, consumer electronics, esports and leisure products that meet the local needs of Thailand. Among these exhibitors, 4-5 company representative will be arranged to launch their products in the online press conference; To enhance business opportunities, exhibitors will be arranged for online matchmaking with Thai buyers.
- 2. Event time:** Sept. 30-Oct.2, 2021 (Tentative)
- 3. Venue:** Online/ if the COVID-19 ebbs, TAITRA will plan to hold onsite expo at hotel or exhibition hall in Bangkok, Thailand.
- 4. Online or Onsite:** Online, if the COVID-19 ebbs, TAITRA will plan to hold onsite expo at the same time.
- 5. Registration Qualification:** Taiwan Excellence Award-Winning companies (2019/2020/2021)
<Note>
If the COVID-19 ebbs, TAITRA will also hold onsite expo. In order to improve the efficiency of the event, priority will be given to companies that can arrange local staff to attend the onsite expo and can deliver products by themselves, or locally by Taiwan Excellence's local branches, agents, or distributors. However, if your company only consider to joining online expo, your company don't need to be capable of arranging local staff to attend the onsite expo and delivering products. In other words, your company still can register even though your company cannot arrange local staff to attend the onsite expo and deliver products. Your company may have chance to join online expo, but not onsite expo.
- 6. Registration Steps:**
 - (1) Please download " **Company information form**" + " **Product form**" at <https://reurl.cc/nn6WVv> and fill in.
 - (2) Please send " Companies information form" + "Product form" along with product photos and company logo in JPG and AI. to TAITRA contact person Claire " chou@taitra.org.tw". (Claire will reply the Email to let you know she has received the Email, if no, please Email again to notify.)
- 7. Deadline:** **Apr. 23, 2021 (Fri) 17:30**
- 8. Fee:** Free (Free to join Online Expo and Onsite Exp. Exhibitors don't need to pay registration fee, but must pay the travel expense, and delivery fee.)

Points 9 and 10 apply to onsite expo. If the COVID-19 ebbs, TAITRA will held onsite expo. Please follow the rule if onsite expo is confirmed.


9. Exhibits, and Prizes

(1) Exhibits (Showcase Products)

- A. Please showcase Taiwan Excellence Award Winning products and other products which are suitable for Thai market.
- B. Please also provide accessories (e.g., remote control), auxiliary equipment (e.g., display stands, tablets, laptops, and flyers).
- C. In order to attract Thai audience or buyers to experience products, it is suggested to provide products that can be displayed dynamically, or video.
- D. Before delivery, please charge the product, install the running program and test whether it works normally, to ensure that it can be showcased immediately.
- E. Please do not set passwords for products, tablets, and laptops, and provide English operation steps to facilitate the staff to assist in the display.
- F. If the exhibits provided by your company can only be operated with professional skills, please be sure to have your company's operating staff participate in the exhibition, and assist in displaying and explaining the exhibits °

(2) Prizes/Gifts

- A. It is encouraged to provide prizes and gifts.
- B. Prizes: tablets, laptops, etc., which will be used for lucky draw prizes.
- C. Gifts: notebooks, toilet bags, USB, etc., will be used for consumer interactive games, answering questionnaires.
- D. If the exhibits and prizes provided by your company are electronic and electrical products, please also provide the local voltage and plug specifications in Thailand, and provide charging power cords, transformers, and adapters at the time of delivery.

Voltage	Socket
220V/50HZ	

<Note> If the malfunction happens (exhibits fail during the event, the prizes within 3 months), the brand company must repair or replace immediately.

10. Delivery

- A. TAITRA will decide whether to hold onsite expo and whether to provide products delivery services according to the COVID-19.
- B. TAITRA reserves the right to choose the product display and display space depending on the event theme, venue, and brand company attendance.
- C. If it is confirmed that TAITRA will hold onsite expo and provides products delivery services, the exhibitors are required to deliver exhibits, prizes, and auxiliary equipment after the official notification. The receiving address and time of exhibits will be notified by email.
- D. Thailand's customs regulations are strict, so before you register the event, please make sure that the exhibits and prizes follow Thailand's import and export laws, relevant regulations, or certification marks, and try to ship them by your company's Thailand branches, agents, or distributors. TAITRA has the right to refuse to exhibitors for products of brand enterprises that do not comply with the relevant Thai import regulations or have not obtained the certification mark.
- E. If it is confirmed that TAITRA will hold onsite expo and provides products delivery services, exhibitors are requested to submit their exhibits and prizes in the following manner after receiving the notice from the organizer of the exhibition: (please update the grey parts)

Exhibits Delivery	Prizes/Gifts Delivery
IEP Thailand (Event Name) - Exhibit	IEP Thailand(Event Name) - Prize
Company Name/ Brand Name	Company Name/ Brand Name
Product Name & Model*Qty	Product Name & Model*Qty
Accessories*Qty	
Auxiliary equipment *Qty	

- F. Before you pack the product, prizes, and gifts, please take a photo, and provide it for TAITRA contact person.
- G. Please provide a list of delivered products, electronic product catalogue files (including dimensions, weight, product photos, etc.), and products with batteries must provide a battery safety inspection certificate to facilitate customs inspection.
- H. Please deliver the exhibits and prizes to the designated locations before the delivery deadline:

If the shipment is from Taiwan, exhibitors must deliver their products and prizes to the designated location in Taipei at their own expense. TAITRA will responsible for the delivery from the designated location to venue in Bangkok. The designated location will be notified. If exhibitors will deliver their products and prizes on their own from Taiwan or locally from Thai branches, agents, the designated location will be notified one week before the event.

Exhibitors will deliver their products and prizes on their own from Taiwan or locally from Thai branches, agents	TAITRA Delivery
Products receiving time and location will be notified.	Shipping time: early August (tentative) Receiving time and delivery location will be notified. Contact person: Claire 02-2725-5200 #1397

- I. If the exhibits need electricity, please fill in the required number of sockets on the registration form, please match the local voltage and plug specifications of the exhibition, and provide charging power cords, transformers, and adapters at the time of delivery. Please install the execution program before delivery, and test whether it can work normally to ensure that it can be used immediately. If your company's exhibits use high voltage (above 380V), please notify TAITRA by Email.

II. "Taiwan Excellence Pavilion" at PChomeThai website

- 1. Introduction:** Taiwan Excellence cooperated with PChomeThai to establish a "Taiwan Excellence Pavilion" on the PChomeThai website to promote Taiwan's ICT, consumer electronics, and sports, home, and leisure brands, as well as short-term online promotions and KOL marketing. PChomeThai is a cross-border e-commerce company that can handle cross-border international logistics and cash flow, making it as convenient for Taiwanese sellers to sell things to Thailand as in Taiwan. (Thai agents can also directly register on PChomeThai)
 ✧ PChomeThai "Taiwan Excellence Pavilion" link: <https://reurl.cc/pmnmkZ>
- 2. Duration:** From now until Dec. 31, 2021 ◦
- 3. Registration Qualification:** Taiwan Excellence Award-winning Companies
- 4. Registration Steps:**

- A. If you are willing to provide contact information to PChomeThai, please fill the Google doc. <https://goo.gl/forms/3yOGmguNgtQsU5HJ2> , and then PChomeThai contact person Judy will contact you, or you can contact her directly.
- B. If you need to inquire more detailed information, please refer to point “5” (EDM and Seller’s start kit) or contact PChomeThai Judy.

Judy Lin

Title: Specialist

Email: judy@pchomesea.com

Tel: +886-1-2700-0898#9920

5. **EDM and Seller’s start kit** (Chinese/English/Thai): <https://reurl.cc/Q7nld0>

6. **Deadline:** From now until Nov. 1, 2021 (Mon)

It is recommended to register earlier and join PChomeThai short-term online promotions.

7. **Fees:** No registration, activation, and annual fee. Sellers who registered in Taiwan need to pay 5% transaction fee. If your company’s Thai agent registers, the agent needs to pay 2% cash flow fee, but no transaction fee (The actual charging standard is according to PChomeThai regulations)

III. Dual Brand Advertisement

1. **Introduction:** Place dual brand advertisements to enhance the recognition of Taiwan Excellence Award-winning brands and Taiwanese Excellence.

2. **Duration:** Apr.-Nov. (Tentative)

3. **Location:** BTS, MRT, shopping mall., etc.

4. **Registration Qualification:** (must meet all the following conditions)

- (1) Taiwan Excellence 2021 award-winning products
- (2) Thai consumers must can buy the product in Thailand (If your company has no channel (shops, online shops in Thailand), please consider to join PChomeThai.
- (3) Thai consumers can buy the products on online.

<Note> There will be Taiwan Excellence logo, the Taiwan Excellence Award-winning company logo, the product photo, purchase link QR code (for Thai audiences who see the advertisements to scan the QR code and buy the products.) on the Dual brand advertisement.

5. **Registration Steps:**

- (1) Please download “Dual brand registration form” at <https://reurl.cc/2b44LX> and fill in.
- (2) Please send “Dual brand registration form” along with product photos and company logo in JPG and AI. to TAITRA contact person Claire “ chou@taitra.org.tw”. (Claire will reply the Email to let you know she has received the Email, if no, please Email again to notify.)

6. **Deadline:** Jan. 29 (Fri), 2021 17:30

7. **Fees:** Free

8. Due to the limited number of dual-brand advertisements, in addition to the registration qualifications, TAITRA will also consider the needs of the Thai market and advertising place to select products. Therefore, the qualifications are more rigorous. Thus, it is suggested that Taiwan Excellence Award-Winning who are interested in registering to evaluate whether to register. If the registered company is not selected for dual-brand advertising, in order to strengthen the promotion, TAITRA will use the registered product information as the promotional material for Taiwan Excellence Facebook and Line.

IV. KOL Marketing

1. **Introduction:** Cooperating with KOLs by shooting videos, livestream, or postings, etc.,

2. **Post/video or livestream release time:** Apr.-Nov. (Tentative)

3. **Registration Qualification:** (must meet all the following conditions)

- (1) Taiwan Excellence 2019, 2020, 2021 award-winning products (Taiwan Excellence 2021 Preferred)
 - (2) Thai consumers must can buy the product in Thailand (If your company has no channel (shops, online shops in Thailand), please consider to join PChomeThai.)
 - (3) Thai consumers can buy the products on online.
 - (4) Willing to sponsor or lend products for free for KOL marketing
 - (5) Willing to ship/deliver products to designated locations by your company
- 4. Registration Steps:**
- (1) Please download “KOL marketing registration form” at <https://reurl.cc/WE44R7> and fill in.
 - (2) Please send “KOL marketing registration form” along with product photos and company logo in JPG and AI. to TAITRA contact person Claire “chou@taitra.org.tw”. (Claire will reply the Email to let you know she has received the Email, if no, please Email again to notify.)
- 5. Deadline: Jan. 29 (Fri), 2021 17:30**
- 6. Fees:** Free to join KOL marketing, but the companies must pay the expense of products delivery.
<Note>
- (1) There is no KOL list at present, and TAITRA will arrange suitable KOLs to experience the products.
 - (2) Please feel free to notify TAITRA if your company has showroom or KOL dream list.
- 7.** Due to the limited number of KOL marketing, in addition to the registration qualifications, TAITRA will also consider the needs of the Thai market to select the product to join KOL marketing. Therefore, the qualifications are more rigorous. Thus, it is suggested that Taiwan Excellence Award-Winning who are interested in registering to evaluate whether to register. If the registered company is not selected for KOL marketing, in order to strengthen the promotion, TAITRA will use the registered product information as the promotional material for Taiwan Excellence Facebook and Line.

Note: TAITRA reserves the right to change the content of marketing events and whether to accept registration.

TAITRA contact person:

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Title: Specialist

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Email: chou@taitra.org.tw

Department: IEP Smart Machinery Section, Strategic Marketing Department