



# 2016 Taiwan International Fruit & Vegetable Show



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## Post Show Report

**10 – 12 November 2016**

Kaohsiung Exhibition Center (KEC)Kaohsiung, Taiwan



# Introduction & Highlights

The 1st annual Taiwan International Fruit and Vegetable Show 2016 was successfully took the stage at Kaohsiung Exhibition Center from 10 – 12 November 2016.

Taiwan International Fruit and Vegetable Show 2016 featured fresh fruit and vegetable, processed fruit and vegetable, edible flower, aromatic plants, rice corps, nuts, cultivation techniques, equipment, and technology, industrial service and processing equipment.

Occupying the North Hall of Kaohsiung Exhibition Center, Taiwan International Fruit and Vegetable Show 2016 has commercially success and established as a meeting point and trade show platform for exhibitors and visitors in Asia Pacific.



**3918** Visitors

**326** International Visitors from **19** Countries

**183** Exhibitors **13** Countries

**260** Booths

**5,058<sup>m2</sup>** Space Occupied

# Exhibition Profile

Taiwan International Fruit and Vegetable Show is a trade show platform in Asia Pacific to showcase the complete chain of agriculture industry. Start from fresh fruit and vegetable, processed products, cultivation technique, equipment and technology, processing equipment and industrial services. The event has been held at Kaohsiung and has established as one of the flagship shows in Asia Pacific.

## Endorsed by

 Council of Agriculture Executive Yuan  
 Bureau of Foreign Trade

## Organizers

 My Exhibition Co., Ltd.  
 Sphere Exhibits Malaysia Sdn., Bhd.

## Show Dates

10 – 12 November 2016

## Venue

Kaohsiung Exhibition Center (KEC)  
 Kaohsiung, Taiwan

## Exhibitors

183 Exhibitors from 13 Countries, Including : China, Indonesia, Malaysia, Vietnam, Thailand, Japan, Spain, Italy, USA, Mexico, Marshall Islands, Singapore, South Africa and Taiwan. Displayed fresh fruit and vegetable, processed fruit and vegetable, edible flowers and aromatic plants, processing equipment, cultivation technique, equipment and technology.  
 National Pavilion represented from China, Indonesia, and Malaysia

## Visitors

Total 3,918 comprising retail, distributor, wholesaler, importer, exporter, broker, agriculture industry, manufacturing & processing equipment, from Taiwan and 19 other countries

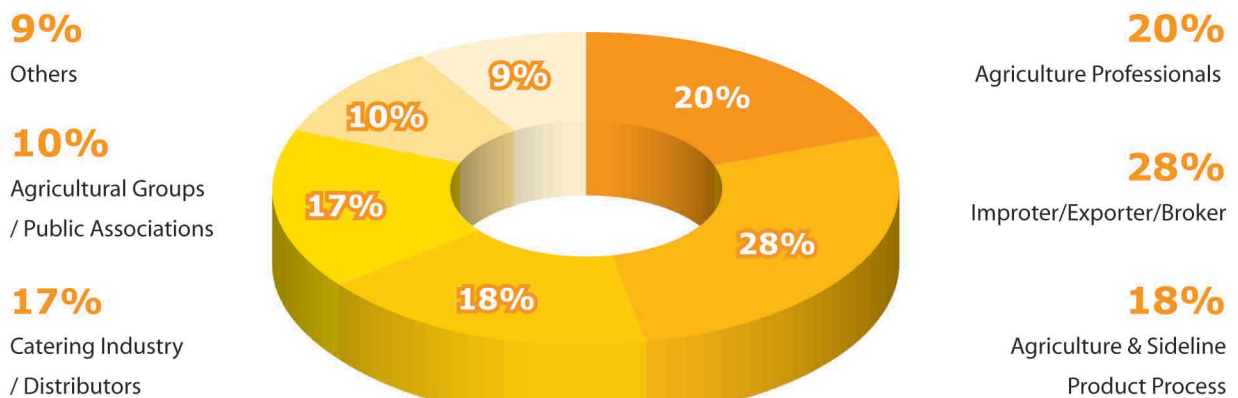




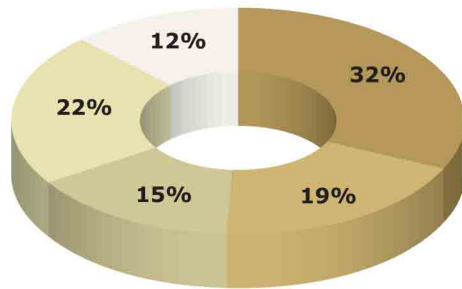
### International Buyers

Countries		
China (15.6%)	Malaysia (14.72%)	Vietnam (14.42%)
Japan (9.82%)	Marshall Islands (7.36%)	Hong Kong (5.52%)
Thailand (5.52%)	Singapore (5.21%)	USA (2.45%)
Indonesia (4.91%)	Others (14.47%) , countries listed as below,	
Argentina, Australia, Canada, Egypt, France, India, Italy, Turkey, Samoa		

### Buyers Based on Industry



### Buyers Interested Area



**12%**

Production, Marketing and Cold Chain

**22%**

Agricultural Material

**15%**

Processing Equipment

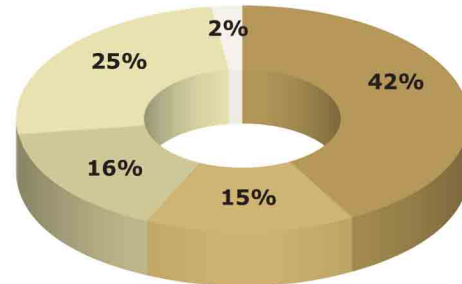
**32%**

Fresh & Agricultural Products

**19%**

Agricultural Technology

### Buyers Based on Position/Title



**2%**

Others,

**25%**

Purchasing

**16%**

Research & Development

**42%**

Management (Responsible/Manager)

**15%**

Marketing

### Hosted Buyers Program

80 qualified buyers from all over the world has been given free 5 star hotel accommodation for 4 days and 3 nights.

### Business Matchmaking

Business one-on-one meeting took a place in our VIP lounge and was aiming to assist exhibitors and buyers to get the right contact for their business.

### International Conference

The exclusive international conference held on the 1st day (10th November 2016) of the show. The speakers are professional expert in the industry who covered the contemporary issues in the industry, the topics of the conference included observing fruit market development trends from global consumption and production, sustainable value chain, trends and challenge in herbal and lifestyle industry from Malaysia perspective.

### Innovative Products and Technology Presentation

Adopted theatre seated style; innovative products and technology presentation is an international seminar covering a range of topics from fresh fruit to the technology support in agriculture. Sessions ran all days show and located inside the main hall.

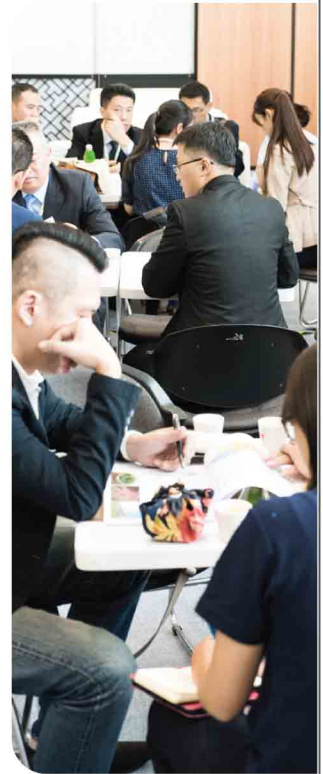
### Factory Visit

Buyers are able to see the new technology, green house innovation and farms from the market leaders in Taiwan on-site.

# Show Features

## Key Visitors & Buyers Statistic

- 73% visitors have a high level decision maker and purchasing power
- Estimated annual market spend on-site USD 15 million
- Estimated follow-up business opportunity USD 33 million
- 93.8% of visitors attend Taiwan International Fruit and Vegetable Show 2016 to compare products and suppliers
- 92.7% of visitors attend Taiwan International Fruit and Vegetable Show 2016 to generate new ideas for their business
- 90% of visitors were satisfied or very satisfied for visiting Taiwan International Fruit and Vegetable Show 2016
- 90% of buyers were satisfied with the suppliers and products in Taiwan International Fruit and Vegetable Show 2016
- 85.8% of visitors and buyers confirmed will attend Taiwan International Fruit and Vegetable Show 2017
- 93.8% of visitors were satisfied with the exhibitors' quality and exhibition service



## Key Exhibitors Statistic

- Top three reasons to exhibit at Taiwan International Fruit and Vegetable Show 2016 :
  - Increasing brand and product awareness
  - Generating high value and large volume sales lead especially for Asia Pacific region
  - Meeting and engaging with the existing customers, suppliers and networks
- 91.3% of exhibitors were satisfied or very satisfied with the show
- 85% of exhibitors were satisfied with the quality of visitors
- 90% of exhibitors were satisfied with the number of visitors
- 72% of exhibitors decided to participate for Taiwan International Fruit and Vegetable Show 2017 (re-booking on-site)



2017 Taiwan International  
Fruit & Vegetable Show

Nov. 9 ▶ 11 / 2017



Save  
The Date!

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Organized by :

