

Subject:

The Application for the Buyer's Incentive Program of 2025 KAOHSIUNG FOOD SHOW is opened now till October 10, 2025.

Details:

1. Above mentioned show will be held from October 23 to 26 at Kaohsiung Exhibition Center physically. It is expected to have 240 exhibitors using 360 booths. For the exhibition information, please visit our website at www.foodkh.com.tw.
2. The criteria, quota of the buyers, and details of the buyer's incentives for each of the Taiwan Trade Shows are listed on EBS. **To apply, please visit the EBS system at <http://ebs.taitra.org.tw>. Under [Inquiries/Show Visitors], select [New Inquiry], and then choose [Meeting Suppliers in Exhibition] from the [Type] list.** For instructions on how to apply and enter buyer information, please refer to the EBS Manual for Inquiry, which can be found and downloaded from the EBS homepage (located in the lower right-hand corner).

3. To facilitate the post-exhibition performance statistics, please pre-register all the invited buyers (including self-expense buyers) in the EBS system before the exhibition. Post-exhibition performance will be credited based on pre-registration and valid exhibition access check-in records, and duplicate performance for the same buyer will not be permitted. In cases where buyers fall under the jurisdiction of both the Economic Division and the Taiwan External Trade Development Council, please coordinate pre-registration in advance to ensure clear performance attribution.

4. In order to enhance the effectiveness of buyers' procurement in the exhibition and improve exhibitors' satisfaction with target buyers, please confirm that the buyer's business items are related to the exhibition and describe the buyer's procurement items in detail on EBS. If the buyer wishes to meet certain exhibitor(s), please make a note in the "Remark" section.
5. The program opens for overseas offices to invite buyers who hold the Republic of China (Taiwan) Passports to visit the Taiwan Trade Shows. However, the number of people of ROC (Taiwan) nationality invited shall not exceed 8% the total number of foreign buyers who have received the incentives. When this quota is full, anyone with ROC (Taiwan) passport applying for the program will not be accepted.
6. In order to carry out the buyer reimbursement matters smoothly after the trade shows, please use buyer's name on the passport when you type in buyer's information on EBS for identification.
7. The Exhibition Section 8, Exhibition Department, TAITRA is responsible for the reviewing of buyer's application and reimbursement. The person in charge of the buyer's incentive program of KAOHSIUNG FOOD SHOW is Ms. Fran Huang, who can be reached at phone number: +886-2-2725-5200, ext. 2987, email: franhuang@taitra.org.tw.
8. The buyers receiving "SMMEs: Air Ticket" are required to participate in one-on-one procurement meetings with the exhibitors. Application deadline for these buyers ends on August 15th, 2025. In case of delay, it will be converted to accommodation incentive for the buyer.
9. One-on-one procurement meetings will be held during the show. The person in charge of the meetings is Ms. Vita Wen from Agriculture and Food Section, Strategic Marketing Department and Ms. Ilona Chen from Exhibition Section 2, Exhibition Department, TAITRA. Please contact Ms. Wen at phone number: +886-2-2725-5200, ext. 1322, email: vita@taitra.org.tw / Ms. Chen at phone number: +886-2-2725-5200, ext. 2629, email: ilonachen@taitra.org.tw
10. In addition, for those "SMMEs: Air Ticket" buyers who need to attend the procurement meetings, we will prepare "Int'l visitor badge" to the hotel. Please provide Ms. Fran Huang with the buyers' hotel information and flight schedules 7 days prior to the trade show.