

# 2022 Taiwan Innotech Expo Future Tech Pavillon

## INTERNATIONAL AREA APPLICATION KIT

HYBRID event

- Oct 13-15, 2022  
TWTC Exhibition Hall 1 in Taipei City
- Oct 11-20, 2022  
Taiwan Innotech Expo Virtual

# International Hub for R&D Exchange

Showcasing Cross-Sector R&D Innovation and Achievements



## Annual International Technology Trading Platform

Showcased over **1,300** innovations and inventions from **444** domestic and international exhibitors on-site and virtually.



## Scientific & Technological Innovation in Three Pavilions

“Future Tech,” “Innovation Pilot,” and “Sustainability,” co-created by 10 government ministries!

**Future Tech Pavilion (FUTEX), a platform for showcasing global technology trends and opportunities of the future.**

FUTEX attracted **15,000** industry/academic experts from **24** countries, **240,000** virtual interactions.

# Future Tech Pavillon

## Stay connected without boundaries

3 professional forums & visionary speakers

34 organizations & companies from 12 countries



**NASA**  
Administrator  
Bill Nelson



**NVIDIA**  
Global Head of  
Medical AI  
Mona Flores



**Ministry of Economy  
and Innovation (Lithuania)**  
Minister  
Aušrinė Armonaitė



**Kacific Broadband  
Satellites Group**  
CEO and Founder  
Christian Patouraux



**Amazon Web Services**  
Head of worldwide  
healthcare, life science,  
and genomics  
Wilson To



**e-Estonian Briefing  
Centre**  
Digital Transformation  
Advisor  
Anett Numa

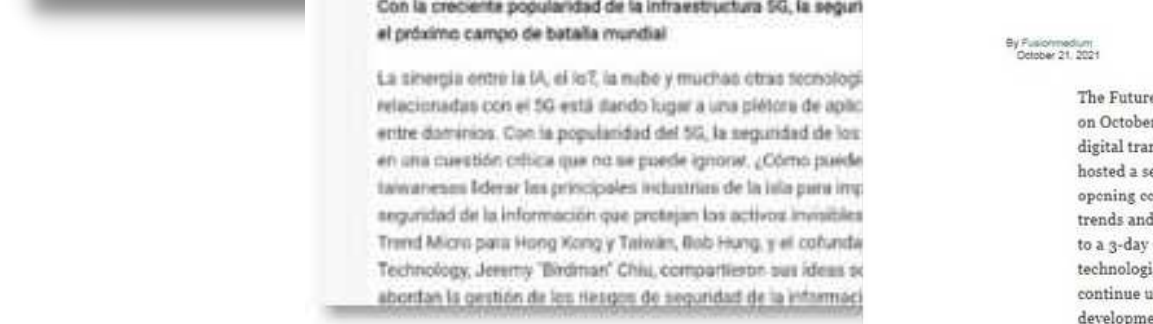


**e-Government Technologies,  
Member of the Management  
Board**  
Director  
Arvo Ott



**Czech Space Alliance**  
President  
Petr Bares

Qualcomm    aws    NVIDIA    ZEISS  
LIFESENSE GROUP    Seeing beyond  
BOSSARD    POWER ARENA  
Proven Productivity  
OutSense    ORIGIN™  
WIRELESS AI    QT Medical  
VERDIGRIS    Winnöz    FPT Software  
Ahead    MindtronicAI    covestro    ODYSSEUS  
Ogeeg



# International Media Coverage



**66,313+**  
OFFICIAL WEBSITE VIEWS



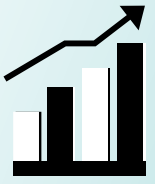
**163,000+**  
SESSION VIEWS



**760,000+**  
PRESS READERSHIP



**10,000+**  
MESSAGES EXCHANGED



**28,000,000+**  
SOCIAL MEDIA REACH



- Media released from the US, 15 European countries, and 6 Southeast Asian countries.
- Multiple-language version from English, Spanish, French, German, Malay, Indonesian, Vietnamese, Thai.

# 2022 TIE International Exhibitor Eligibility

Building Brand Recognition and International Exposure Starts in Taiwan

## Welcome to FUTEX!



### What

- AI and smart applications
- Precision health ecosystems
- Sustainable green energy and novel biomaterials
- Lifestyle and entertainment applications (sport technology, digital media, wearables)



### Who

- International exhibitors specializing in the listed fields.
- International exhibitors can be represented by their **Taiwan branch, agents, technical service providers, or business partners.**



### How

- RSVP **before June 20, 2022**, is highly recommended to reserve a spot.
- Submit a **Application Form** to the FUTEX Promotions Office **before June 30, 2022.**
- Applications will be reviewed between July 11-15, 2022.
- Eligible exhibitors will be notified on July 29, 2022.

**[Download the Application Form](#)**

# Marketing Solution for International Exhibitors

RT/VR Displays + Matchmaking + Media Coverage = One-Stop Package

## Physical Booth

Exhibition boards, displays, and showcases for creating personalized spaces

## Virtual Booth

Diversified online display areas

\*It's welcomed to exhibit in virtual booth if you cannot attend in person.

## Display



## Exposure

### Promotional Videos of the Exhibition Site

Behind-the-scenes clip will be captured by the FUTEX team

### Feature Video Broadcasting

Exhibitors can provide promotional content to be broadcast during prime time



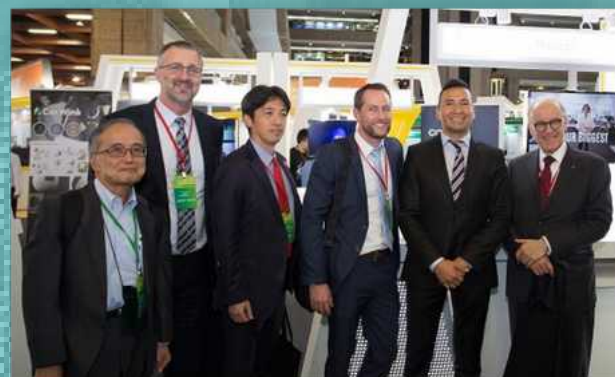
## Networking

### Exclusive Guide

VIP delegations will be invited to specific exhibits

### Online Data Analysis

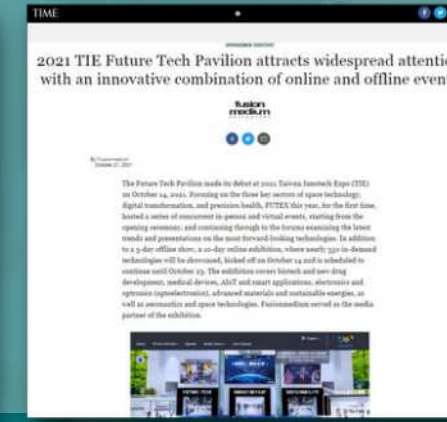
Visitor analysis/prediction  
One-on-one matchmaking



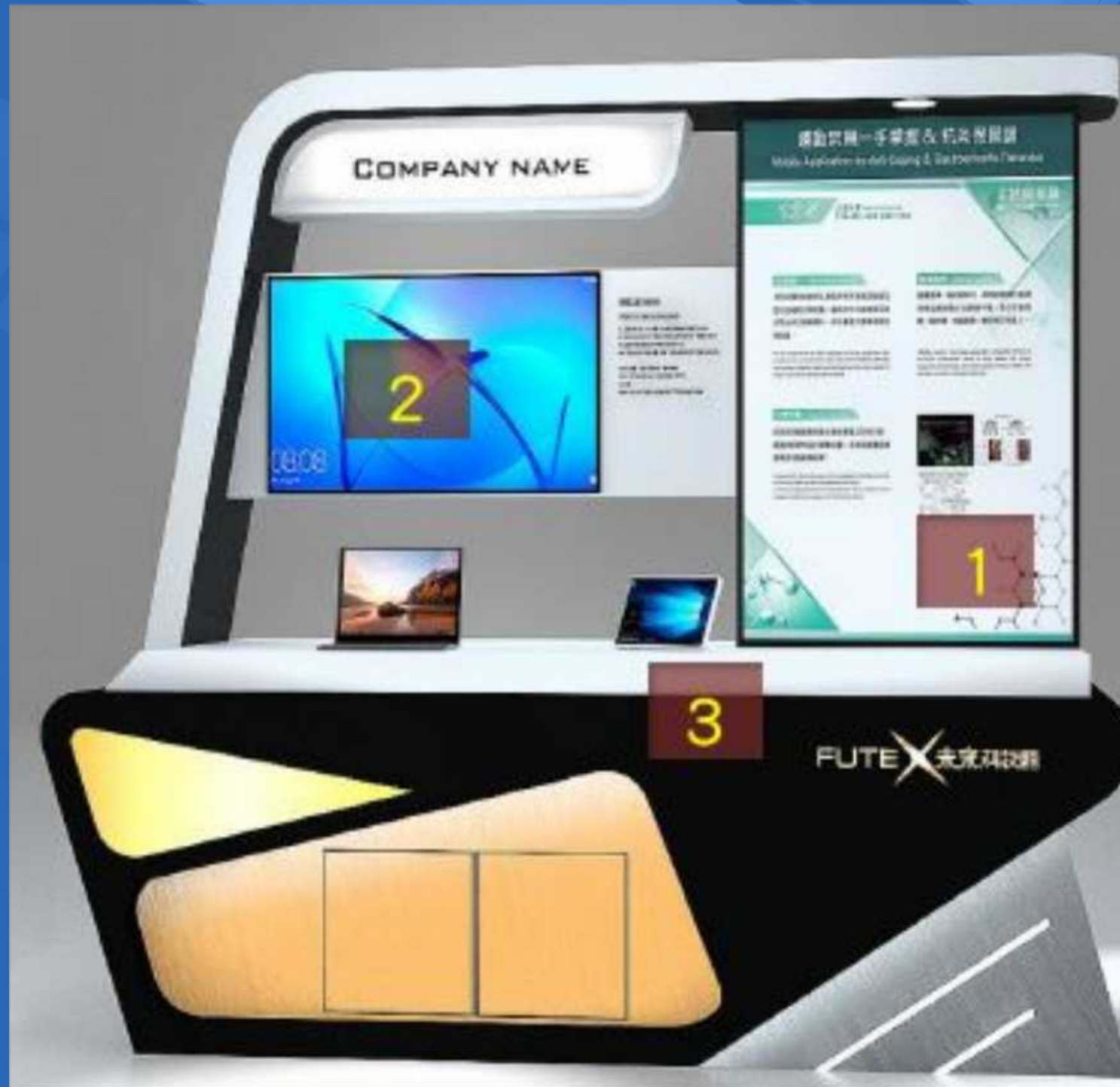
## Coverage

### Multipronged Promotion

Advertisements on the TIE/FUTEX websites and media platforms, social media, and international/local press releases



# Physical Booth Example



Venue and design fees are paid by FUTEX.  
Booths include:

## 1. Poster Design

(dimensions shall be adjusted based on the actual space and revisions are made collectively)

## 2. Wall Mounted TV

(input formats include USB or VGA/HDMI )

## 3. Showcase

- Adjustable 150 x 50 table
- Internet connection and 4 x 110v sockets

Note:

- Exhibitors are required to provide exhibits and staff to manage the booth during the exhibition times.
- There are only 15 booths available on-site. Therefore, vendors will be selected by the Ministry of Science and Technology.

# VIRTUAL BOOTH EXAMPLE



<b>Flag, Exhibitor Logo, and Exhibit Description</b>	<b>1</b>
<b>Exhibitor Description and Video Link</b>	<b>1</b>
<b>Pavilion Name and Ministry Logo</b>	<b>1</b>
<b>Exhibit Poster, Exhibit Images, Company Poster</b> Note: Please check poster dimensions on the official website in advance.	<b>3</b>



# Contact us

- FUTEX Promotion Office **Annett Wu**
- [annett@mail.tca.org.tw](mailto:annett@mail.tca.org.tw)
- +886-2-2577-4249 ext. 312

