

TaiSPO 2008

Taipei International Sporting Goods Show 2008

TaiSPO and you – A winning combination
Asia's Premier Sporting Goods Exhibition

Featuring:

Fitness Equipment
Camping Supplies
Water Sports Equipment
Racket Sports Equipment
Mountaineering Equipment
Table Games Equipment
Skiing & Skating Equipment
Martial Arts Products
Sportswear
Snowboards & Surfboards
Swimming & Diving Equipment
Cycling Accessories
Boxing Gear
Protective Gear
Sporting Balls
Massage Product
... AND MORE

Showcasing:

Product Exhibitions
New Product Releases
Seminars & Speeches
Awards of Excellence
Legal Tips & Strategies

Date:
March 13-16,2008

Great prospects at TaiSPO 2008

- 304 exhibitors at 1,560 booths
- 30 foreign exhibitors at 135 booths
- 2,013 international buyers

In its 34th year, TaiSPO (Taipei International Sporting Goods Show) has emerged as Asia's premier forum for the sporting goods industry. This four-day event, held at TWTC (Taipei World Trade Center) provides a full line-up of high quality innovative products, and a winning roster of displays, awards, seminars, speeches, and procurement meetings. Added features such as city tours and factory visits are even more reason to visit TaiSPO '08.

TaiSPO – Breaking New Ground Each Year

Growing international participation each year means the TaiSPO offers global participants a rich array of products and information. And broad participation from exhibitors and buyers representing every facet of the industry ensures visitors that they will walk away with fresh insight and a wealth of invaluable prospects.

A few on TaiSPO '07's winning line-up included such major participants as ASICS Tiger, JAPANA CO.,LTD., SHIURA SPORTS CO., LTD, Speedo Brazil, BRUDDEN EQUIPAMENTOS LTDA., ATALA S.P.A., COLZANI SNC, CARNIELLI FITNESS S.P.A., FAREAST MERCANTILE CO. LTD., KURON CORPORATION LTD., ALMAC INTERNATIONAL CO,M LTD., THE GPI GROUP, ACCELL FITNESS DIVISION B.V., HAYAKAWA SPORTS CO., LTD. During the four-day event they joined other manufacturers, sales agents, distributors and buyers to benefit from sourcing new products, building new ties, and negotiating important contracts.

In addition to brokering deals, many in the trade will benefit from a number of seminars that brief participants on latest trade and industry trends around the world. Hundreds of visitors met top trade experts at TaiSPO '07 who were especially flown in to speak about their respective markets, and best business practices.

TaiSPO ALL STARS – Inno-Stage of Excellence Award Showcase present Best New Products

Taiwan's recreation and sporting goods manufacturers are always finding ways to incorporate breakthrough materials and applications to improve products. Many of these top items are recognized with TaiSPO ALL STARS – Inno-Stage of Excellence Award. Catch the winners and finalists in a special Awards of Excellence display section at TaiSPO before you see them marketed under someone else's name!

Why Taiwan?

1. IT Backbone Maximizes Product Value

Taiwan sporting goods manufacturers boast manufacturing flexibility, product quality, and reliability as they leverage Taiwan's strong IT backbone and the strong economy backed by government support. Taiwan's complete structure in the electronics industry provides a solid foundation for its sporting goods manufacturing industry because companies do not have to search far for the latest IT technologies to support manufacturing of high added-value sporting goods.

2. R&D Abilities Enhance Function & Design

With competition becoming fierce, there's fierce demand to up the ante on innovation and value. Taiwan sporting goods manufacturers have won international recognition by turning on fitness equipment to Taiwan's huge IT strengths in internet technology, computers, and multi-media. Entertainment. And this is one area that has let Taiwan manufacturers successfully push out front of other lower level producers.

3. Global Deployment Provides Price Advantage

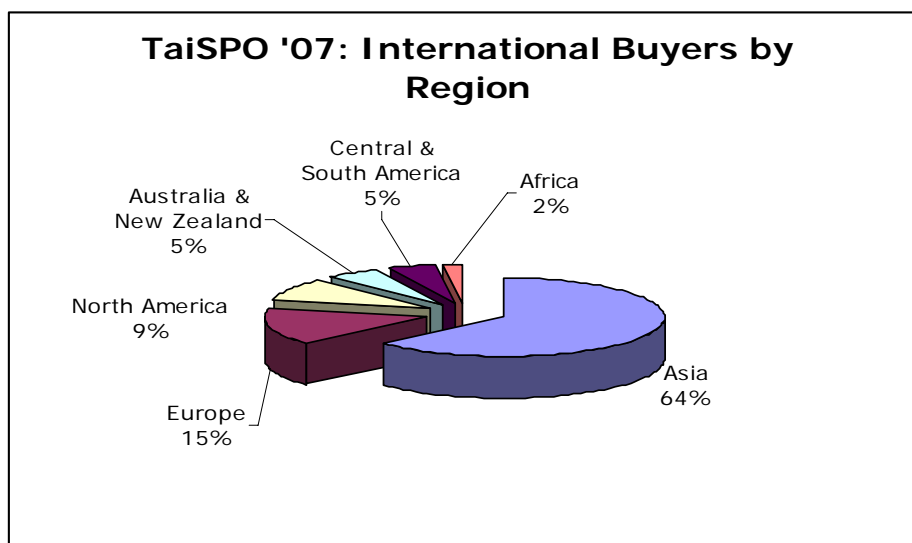
Taiwan is Asia's sporting goods design and development hub with manufacturing bases across Asia. The effective management of overseas production lines and distribution channels has enabled Taiwan sporting goods manufacturers to provide high quality products at reasonable prices.

Visit **TaiSPO 2008** and witness the made-by-Taiwan capabilities and Taiwan sporting goods known for their world-class design and quality.

Taipei International Sporting Goods Show 2007: Facts and Figures

TaiSPO 2007 crossed the finish line with fresh acclaim from exhibitors, buyers, and the industry. This event attracted 304 companies who used 1,560 booths to meet 2,013 international buyers.

The biggest buyer group at TaiSPO 2007 came from China with 355 representatives at the show. Other nations, by turn out, were Japan, Korea, USA, and Hong Kong respectively.



Most companies participating in TaiSPO 2007 declared that that they did excellent business and made fruitful contacts during the show.

Taiwan's products have a higher quality since its sporting goods industry has strong support from the nation's high-tech industries to develop high-value goods. This technological advantage differentiates Taiwanese products from those in China and South-East Asia.

Sergey Shazhko, professional procurer from Russia

Taiwan-made sporting goods are known for their high quality and reasonable prices. Taiwanese companies' offshore production lines across Asia give them a competitive edge on the global market.

Kent Lundin, General Manager, Lundin & Schonberg, Sweden

TaiSPO is the ONLY sports industry trade show I attend among the many sporting goods shows in Asia. This is because TaiSPO is an efficient one-stop sourcing center for high quality sporting goods with competitive pricing!

Leon Schor, General Manager, Spiritual Co., Israel

Taiwan – Best seed in the industry:

Taiwan has long been a reliable and valued producer of fitness equipment, sporting goods, and leisure equipment. It exports the vast bulk of its quality, well-designed output to such leading markets as the US, Japan, and the UK. Taiwan continues to expand the lead due to its:

- Superior product design
- Advanced materials
- Sophisticated manufacturing techniques and quality finishing
- Increased use of technology
- Flexibility and responsiveness to consumer needs

Taiwan's 'brainpower' is the source of constant innovation in a variety of markets. It's no wonder that Taiwan consistently outshines the competition at invention shows across the globe. As an innovative player in the sports industry, Taiwan is the best seed.

TaiSPO: Global Sourcing Center for Quality Sporting Goods

TaiSPO is a business-invigorating event where everyone comes out a winner. From around the world experts in sporting goods fly in to directly negotiate with top-flight manufacturers who are renowned for setting the pace for customer service and quality manufacturing. Visit TaiSPO and learn how to improve your game with innovative, top quality products and insider perspectives from global pros in the know.

Furthermore, to increase the contact between domestic/international sporting goods manufacturers and buyers from related industries and to further maximize the business opportunities, this year the organizer will hold the "Taipei International Cycle Show (Taipei Cycle)" simultaneously at Nangang Exhibition Hall of the World Trade Center during "TaiSPO 2008". Free shuttle buses will operate between the two venues.

By jointly hosting these two shows TAITRA will open the broadest trade window yet, an extensive stage of prospects and opportunity that will stretch to the furthest corners of the sporting goods industry.

Admission Entry for Visitors:

Those who have pre-registered before March 6, 2008, can present their confirmation e-mail printout with their enrollment number at the Pre-registered Visitors Counter at the TaiSPO showground to receive a free admission badge and complimentary copy of the Official Directory.

Buyers who did not pre-register in advance can register on-site at the on-site registration counter and pick up admission badges free of charge upon arriving at the show-ground during show hours.

Hotel Reservation & Travel Service:

The official travel agent can handle all of your hotel reservation and travel arrangements. Please contact:
Bobby Travel Service Co., Ltd.
Fax: 886-2-2515-2513

Free Shuttle Bus:

Free shuttle bus service will be offered during show dates between TWTC Exhibition Hall and back to major Taipei hotels.

Buyer's Lounge:

Free beverages and e-mail service provided for buyers.

* For visa inquiries, please go to <http://www.boca.gov.tw>

PRE-REGISTRATION FORM

I am interested in EXHIBITING at TaiSPO 2008.

(Please skip questions, attach your enlarged business card at bottom, and fax-return to 886-2-2722-7324. We will promptly get back to you.)

I am interested in VISITING the show.

VISITORS please fill in this form and return it to us by post or fax before March 10, 2008 at 886-2-2722-7324. You can also pre-register on our web-site: www.TaiSPO.com.tw

After you are successfully pre-registered, a confirmation letter will be sent to you by fax or e-mail. To obtain a FREE copy of the *2008 Official Directory*, please bring the confirmation letter or your pre-registration number with you to collect your buyer's badge at the on-site "pre-register visitors" counter.

Have you previously visited TaiSPO?

- Never Once Twice
 Three times More than three times

Purpose of visit (Please indicate all applicable reasons):

- Place Orders Meet Existing Contacts
 Negotiate Orders Make New Contacts
 Source for Alternative Suppliers Keep Abreast of Industry Trends
 Source for New Products/Services/Technology
 Source for Agents / distributors
 Evaluate Event for Future Participation

Nature of business:

- Importer Manufacturer Wholesaler Retailer
 Other (Please specify _____)

Your position:

- Management Marketing/Sales R&D
 Purchasing Design Other (Please specify):

Product interest (Please indicate all applicable interests):

- | | |
|---|--|
| <input type="checkbox"/> Fitness Equipment | <input type="checkbox"/> Sporting Balls |
| <input type="checkbox"/> Massage Product | <input type="checkbox"/> Camping Supplies |
| <input type="checkbox"/> Water Sports Equipment | <input type="checkbox"/> Racket Sports Equipment |
| <input type="checkbox"/> Mountaineering Equipment | <input type="checkbox"/> Cycling Accessories |
| <input type="checkbox"/> Table Games Equipment | <input type="checkbox"/> Skiing & Skating Equipment |
| <input type="checkbox"/> Martial Arts Products | <input type="checkbox"/> Sportswear |
| <input type="checkbox"/> Snowboards & Surfboards | <input type="checkbox"/> Swimming & Diving Equipment |
| <input type="checkbox"/> Boxing Gear | <input type="checkbox"/> Protective Gear |
| <input type="checkbox"/> Other (Please specify _____) | |

How did you learn about TaiSPO 2008?

- Advertisement (Name of publication _____)
- Colleagues/Business Associates
- Direct Mail
- E-mail
- Internet
- Newspaper/Magazine Article
- Other Related Events
- Trade Association
- Other (Please specify _____)

Please attach your business card here.
Please enlarge business card when faxing.

taispo@taitra.org.tw
www.TaiSPO.com.tw

Organizer:

TAITRA (Taiwan External Trade Development Council)

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www.taitra.org.tw

Co-organizers:

Taiwan Sporting Goods Manufacturers Association (TSMA)
Taipei Sporting Goods Association (TSGA)

Sponsor:

TWTC (Taipei World Trade Center)

Venue:

Taipei World Trade Center Exhibition Hall

Official Carriers :

EVA AIR

www.evaair.com

CHINA AIRLINES

www.china-airlines.com

* Children under 12 years of age are not admitted on showgrounds.