

Active in International Exhibitions

International Networking to Increase the Output Value of Taiwanese Works

Taiwan's multicultural society has nurtured its unique and rich cultural contents and also powerful creativity. In order to further promote Taiwanese brands and to make their original contents in the spotlight on global stage, TAICCA strives to integrate Taiwan's strengths across various sectors and to help the cultural content industry succeed in the global market.

Since its establishment, TAICCA has led Taiwanese teams to present works of excellence at major international fairs and forums. With TAICCA's efforts, crossover collaboration is promoted; the industry can catch up with the latest trends; international co-funding and co-production are promoted. TAICCA will continue to lead Taiwanese teams to about 20 top international fairs every year, including film festivals, film and animation exhibitions, book fairs and licensing trade shows.

In order to grasp updated market information, to catch up with the latest trends in the cultural content industry and to gain insights into the industry's ecosystem, TAICCA has developed effective strategies for digital marketing. This will in turn strengthen the competitiveness of Taiwanese brands and the power of "Taiwanese Wave".

Berlin International Film Festival & European Film Market

~100 professionals to Taiwan's matching event

China International Licensing Expo

5,000+ buyers to "TAICCA IP Show"

Asian Content & Film Market

40 exhibitors, 10 works

Frankfurt Book Fair

52 publishers, 312 titles

Online Taiwan Halls at **15** international fairs were curated in line with the features of each fair to optimize the effectiveness of marketing strategies.



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Year 2020, TAICCA Debut at Berlin International Film Festival Taiwanese Teams Marched to European Markets

TAICCA attempts to amplify Taiwan's strength to get original works of excellence into the limelight on the global stage. The 70th Berlin International Film Festival is TAICCA's debut at international film exhibitions. TAICCA led the Taiwanese team to this festival, and curated Taiwan Pavilion and Taiwan Cinema Night at the European Film Market.

On February 23, TAICCA hosted Taiwan Cinema Night in Berlin, which is a networking event to promote Taiwan's works. On February 24, Taiwan IP Showcase, a business matching event, was held at Gropius Mirror Pavilion, the official venue of Berlinale 2020. The teams awarded TAICCA Select were invited to pitch at this matching event. This could be seen as the first step to enter the international distribution networks.

It is praised that the film *Days* (日子), directed by Ming-Liang Tsai (蔡明亮), was shortlisted for the main competition and was the only Chinese film shortlisted at Berlinale 2020. TAICCA invited Tsai to give a talk about his philosophy of filmmaking during the festival period, showing global audiences the beauty of Taiwan through films.



Director Ming-Liang Tsai spoke about "Hand-crafted Films: In the Age of Film Industrialization" in Berlin.



LICENSING JAPAN 2020, TAIWAN CONTENT ISLAND curated by TAICCA

TAICCA Led Taiwanese Brands to Asia's Major Licensing Trade Shows to Maximize the Value of Image IP and to Reach a New Peak of Licensing Revenues

Due to the coronavirus pandemic, many international fairs hold online exhibitions. TAICCA spares no effort to help domestic industry players to cope with such trends. For example, at China International Licensing Expo 2020, TAICCA joined hands with emerging character brands – including Mantou Family, KURORO, MEIMEI, PeaQuin, SHIBUDI, Gacha Chicken, Dream DODO Zoo, ONEMAJI, Yameme and ChimoZ – to participate in this expo. This gave Taiwanese brands more business opportunities.

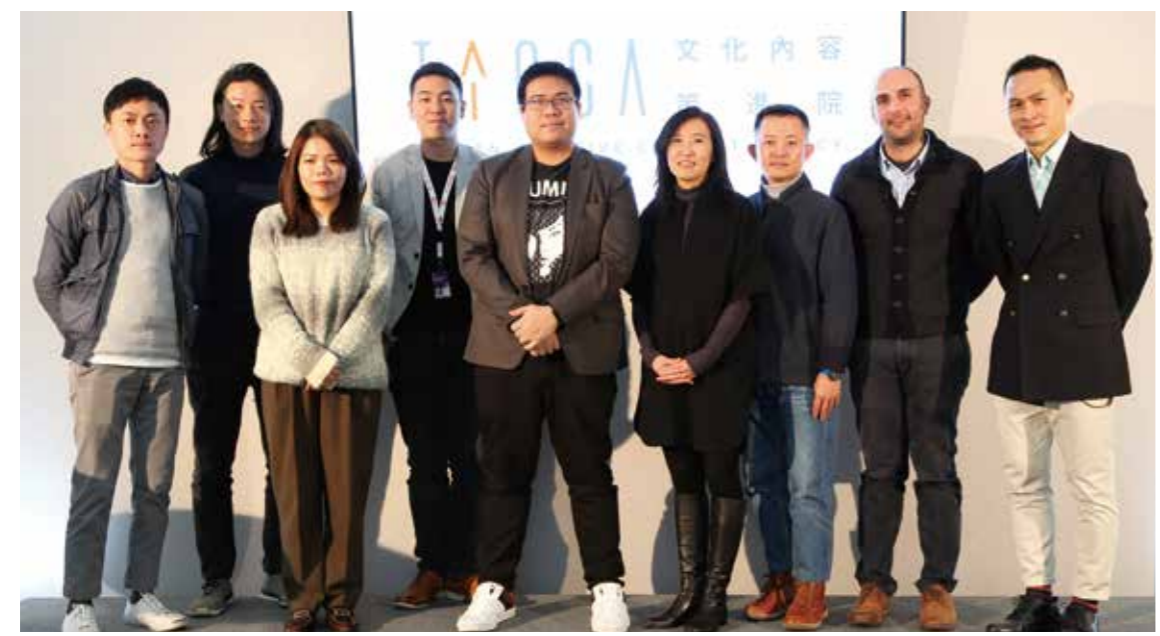
China International Licensing Expo is Asia's largest trade fair dedicated to licensing. It is widely recognized as an effective meeting place for manufacturers and retailers to learn the most popular licensing projects and to gain insights into the licensing market.



In this expo, TAICCA for the first time planned a broadcast project – "TAICCA IP Show" (台咖IP點讚秀) live stream. Over 5,000 local buyers watched the live stream. The online directory attracted 47 character brands which have registered trademarks in China and have already entered the Chinese market. This made the array of brands presented in Taiwan Hall even more impressive. Although the expo was affected by the pandemic this year, Taiwanese brands still captured great attention and business potential might exceed NT\$300 million.

LICENSING JAPAN 2020 was held both online and offline, and concurrently in Taipei and Tokyo. On-site interpreters also assisted exhibitors to communicate with buyers online, facilitating the business negotiation. The business potential may reach NT\$500 million.

TAICCA led Taiwanese brands to China International Licensing Expo 2020.



70th Berlin International Film Festival, nearly 100 international professionals to joint Taiwan's matching event organized by TAICCA

The “Double Features” Strategy Taiwan’s Outstanding Works in the Spotlight at Asian Content & Film Market



Taiwan Pavilion at ACFM 2020

In recent years, Taiwan’s film and drama production have gathered strong momentum, and the works have impressed the world. Asian Content & Film Market (ACFM) is one of the major international exhibitions which Taiwan’s film industry players attend. ACFM encompasses trade fair, Entertainment Intellectual Property (E-IP) Market, Asian Project Market (APM) and Asian Contents Awards; TV series section was introduced in 2020.

TAICCA implemented the “Double Features” strategy this time – Taiwan Cinema and E-IP Market as the two features of online Taiwan Pavilion. On the website, posters of the films and TV series were used to capture visitors’ attention on the latest top films and TV series from Taiwan. The film *My Missing Valentine* (消失的情人節) was the top recommendation for Taiwan Cinema. It’s refreshing tonal and sweet love story captured the attention of global audience. For E-IP Market, TV series *The Magician on the Skywalk* (天橋上的魔術師) was highly recommended. In this TV series, the glory of Chunghua Market Bazaar (a Taipei landmark decades ago) is made virtual using 3D digital modelling. With new technology, the unsophisticated mindset of people at that time is brought to life and the magical ambience is sensed.

Moreover, TAICCA filmed an interview with 10 teams of story creation and presented it in the E-IP Market. The insights into their works were given in the interviews. Given fascinating stories and well-developed marketing strategies, Taiwanese exhibitors listed in the E-IP Market received attention from several large Korean production companies and investors, such as CJ ENM, MEGABOX and SHOWBOX. On average, the publishers at E-IP Market had about 10 business meetings in three days.

The inclusion of television series into ACFM created a new content market for Taiwanese TV series. In the past, the major stages to showcase Taiwanese TV series were Hong Kong International Film and TV Market and Asia TV Forum & Market in Singapore. In 2020, with TAICCA’s efforts, two more stages were added – MIPCOM (Marché International des Programmes de Communication) in Cannes and ACFM in Busan. It is hoped that Taiwan’s quality entertainment content can reach wider audience.

Frankfurt Book Fair Online Animated Storytelling to Turn on the Charm of Taiwanese Publications



Books selected for animated commercials

Frankfurt Book Fair (Frankfurter Buchmesse) is the world’s leading trade fair for books. Authors, media, cultural practitioners, publishers all participate in the events. Visitors take the opportunity to obtain information about the publishing market, to network, and to do business.

Due to the pandemic, Frankfurt Book Fair 2020 was held online. TAICCA curated the online Taiwan Pavilion with the theme “Small is Big!” to present the island’s 52 publishers and 312 titles. Moreover, TAICCA produced various online programs and a digital directory for Taiwanese exhibitors.

At THE ARTS+, a gateway focusing on trading in creative IP, TAICCA hosted an online panel discussion, entitled “Little Stories, Big Economics: Taiwanese Stories Growing into All Forms”. At BOOKFEST Digital, TAICCA presented “Theatre of Voice: Four Stories from Taiwan”. Four exciting stories are told by four voice actors (Shih-Chien King, Chih-Heng Su, Gwennaël Gaffric and Thilo Diefenbach) in four languages (Mandarin, Taiwanese dialect, French and German). This demonstrated the achievement of transmedia storytelling in Taiwan.

To engage with international professionals, TAICCA invited writer Ta-Wei Chi (紀大偉), writer and music/film critic Sin Mah (馬欣) and literary agent Gray Tan (譚光磊) to a talk entitled “TAIWAN Night!”. Moderated by TAICCA President Lolita Ching-Fang Hu, the guest speakers talked about works listed in TAICCA’s “Books from Taiwan” initiative.

Furthermore, TAICCA cooperated with Goo-Shun Wang (王谷神), an independent animation director, to produce animated commercials. The themes were selected from six books – *Meeting Little Flower* (遇見花小香:來自深海的親善大使), *The Mermaid's Tale* (人魚紀), *Herstory of Sex* (性意思史), *Green Monkey Syndrome* (綠猴劫), *Cloud Mountain* (雲山) and *Abi-Sword Prequel (Vol. 1): A Seal Reopened* (阿鼻劍前傳:封印重啟). In the animated commercials, stories were told with wonderful visual effects. The commercials were promoted in international media and online Taiwan Pavilion.



Taiwan Pavilion at Frankfurt Book Fair 2020

TAICCA Pulls Resources Together To Promote Development and International Presence of Cultural Content Industry

Berlin International Film Festival & European Film Market with upgraded marketing strategies, TAICCA hosted Taiwan Cinema Night, an international business matching event and a talk by director Ming-Liang Tsai to showcase Taiwan through movies.

Cannes XR TAICCA and the organizer of Cannes Film Festival co-hosted an online forum on "How to Build an Ecosystem for XR? Taiwan as an example", aiming to promote Taiwan's future content in international market.

Venice International Film Festival "Venice VR Expanded – Satellite Programme" was launched in 2020. Thirty-two 360° interactive VR works shortlisted this year were showcased in Taipei, one of the two Asian cities selected for this programme.

American Film Market TAICCA curated the virtual Taiwan Pavilion to showcase 61 works, including feature films, short films, VR works and animations.

Guadalajara International Book Fair TAICCA launched Facebook ads in Spanish for the first time. The trailers promoting Taiwanese publishers' image and book-to-film adaptations were viewed over 16 million times.

Frankfurt Book Fair with the theme "Small is Big!", TAICCA selected 6 book titles to produce animated commercials for promotion; At THE ARTS+, TAICCA hosted an online panel discussion; TAICCA also presented "Theatre of Voice: Four Stories from Taiwan" in Mandarin, Taiwanese dialect, French and German to demonstrate Taiwan's achievement in transmedia storytelling.

EU's VR Roundtable (Building Proximity Through Immersive Content: A Role for European Creators and Companies)
The then TAICCA President Hu shared Taiwan's experience.

Asian Content & Film Market Taiwan Cinema and E-IP Market were the two features of online Taiwan Pavilion. TAICCA filmed an in-depth interview with the exhibiting teams and presented it in the E-IP Market. With successful marketing strategy, Taiwanese exhibitors received attention from several large Korean production companies and investors. Over a hundred of business meetings were held during the 3-day exhibition.

LICENSING JAPAN 2020 was held both online and offline, and concurrently in Taipei and Tokyo. On-site interpreters assisted exhibitors to negotiate with buyers online. The business potential may reach NT\$500 million.

China International Licensing Expo "TAICCA IP Show" live stream attracted over 5,000 local buyers. The online directory attracted 47 character brands which have registered trademarks in China. Despite of the pandemic this year, Taiwanese brands still captured great attention and business potential might exceed NT\$300 million.

The Post-Pandemic Creativity for Publishers: Taiwan's Perspective co-hosted by TAICCA, ASEAN Book Publishers Association and Taipei Book Fair Foundation, this online forum was held to discuss current development of publishing industry in Taiwan and ASEAN and to promote Taiwan's quality works in Thailand and Southeast Asia.

Asia TV Forum & Market together with 37 enterprises, TAICCA presented 95 pieces of works at this fair in 2020. With a "storytelling" approach, the original works from Taiwan were concatenated into a 2-hour program. This program was presented online to promote Taiwanese works of excellence.