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FOODTECH, CATERING & PHARMATECH TAIPEI 2009 6/23-6/26

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Bulletin Board

Show Dates & Hours

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Tel: (02)2725-5200 ext. 2661
Fax: (02)2722-7324

Editorial:

The China Post
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Korea Pavilion enlivened by mix of old and new

As a tradition, national pavilions brighten up the Taipei International Food Show with exotic, outlandish cuisine from their respective countries. This year, the Korea Pavilion can't be missed.

The Koreans have a strong presence at this year's multicultural food show. But it's not just the traditional kimchi, soju and fruit tea that make the pavilion special. This time, exhibitors are displaying various products that are foreign to most Taiwanese, including black garlic.

"Black garlic is a regular garlic species, but we warm it up in the oven for two weeks," explained Douglas Kim, who works at the KC&J booth.

"It is not exactly Korean, as it is a Japanese invention," Kim admitted. "Black garlic has however achieved great popularity in

Korea."

Also there are many ginseng products in the pavilion. "Ginseng is native to Korea, and the Korean ginseng is better than species grown in other countries," said U-Chan Kim, overseas sales manager of Korean Ginseng Research. "Korean ginseng is more effective in curing diseases such as diabetes and cancer, and it can improve one's immune system."

Among the ginsengs displayed at the booth, the red ginsengs are the most eye-catching. "It is the dried version, and it is definitely the most popular in Korea," Kim explained.

Fruit tea, meanwhile, is also representative of Korean culture. This year many flavors of fruit tea are featured. From seaweed strip to wasabi, different fruit tea



flavors entice buyers and visitors, who form long queues outside booths where fruit teas are offered.

Promarks Vac Co., Ltd.

Promarks Vac Co., Ltd. is a vacuum packaging and tumbling machines manufacturer. "We are a manufacturer of vac and pack food processing machines. We are present at Taipei Pack to find new potential customers and give them a good impression," explained Sam Kuo, marketing manager of Promarks Vac. "We've invested a lot in our booth at this year's show."

Exporting its machines worldwide, Promarks Vac is predominant in what Kuo called the "fresh meat and electronic parts" market. The company's most popular products are the



single and double vacuum packaging machines, he said. **Booth: K0304**

Chung Shen Food Machinery Co., Ltd.

Chung Shen Food Machinery Co., Ltd. is a manufacturer of food processing machines. Founded in 1965, the company primarily specializes in bakery machines capable of beating and stirring simultaneously.

Two of its models are displayed at Foodtech, Catering and Pharmatech Taipei: the CS-360 and CS-380. The CS-380 is a gas-heated cooker, while the CS-360 uses steam for cooking or mixing. Both products can be used for bean pastes, curries, or pre-processed foods.

Chung Shen is a Taiwan-based company,



exporting mainly to Southeast Asia. **Booth: J0316**

Fung Yuan Machinery Co., Ltd.

Fung Yuan Machinery Co., Ltd. says it is the leading manufacturer in food and beverage packaging machines. The company is displaying two of its most popular models here at Taipei Pack.

One of them, the FY-360, is a high-speed machine capable of creating up to 65 packs per minute for bottles or cans. This latest model is on display alongside a smaller version from the "Falc" series (FALC-9020-2A and FALC-6020-2), which produces 15 packs per minute.

Fung Yuan Machinery has 70 percent of the market share in Taiwan's packaging field,



and exports mostly to Malaysia, India, and Russia, the company says. **Booth: K0204**

King Eagle Industrial Co., Ltd.

King Eagle Industrial Co., Ltd. supplies specialized food processing machines for baked and dim-sum dishes, oriental food, and meat.

Ellen Huang, director of King Eagle, explains that the current economic climate and the new crisis related to the flu pandemic have negatively impacted the company. That's why King Eagle wants to take part in Foodtech, Catering and Pharmatech Taipei to promote its products, especially its encrusting and forming machines.

"Since many mainland Chinese visitors are here at the show, we would like to promote



our high-quality products to them to attract new customers," she said. **Booth: I0316**

Australian buyers looking for snack-making machines

This year's Taipei International Food, Pharmaceutical Machinery and Catering Equipment Show (Foodtech, Catering and Pharmatech Taipei) has drawn numerous buyers from all over the world. Among them were Siva and Kala Vallipuram.

The couple, born in Sri Lanka, nowadays operate a restaurant in Australia called "Rams." The restaurant specializes in Sri Lankan and Indian food. The couple came to Foodtech, Catering and Pharmatech Taipei to check out Taiwan-made machines for making snacks.

"In our restaurant, there are lots of snacks for sale," Siva said. "Indian snacks show

some resemblance to Taiwanese snacks, and thus we want to find equipment here in Taiwan."

He added: "Despite Indian and Chinese snacks' similarities, there are some differences. That's why we are interested in the machines that can be customized."

The restaurant owners also lauded holding three food events in one as they can see a wider range of products.



'So many choices at Taipei Pack': New Zealand buyer

Walking around the show arena of Taipei Pack 2009, browsing products, were packs of foreign buyers. One of them was Digby Morton, who came from Auckland, New Zealand, representing D&L Packaging. He was at the tradeshow to check out Taiwanese packaging machines and materials.

"I love the show here ... there are so many choices," he said. "If you have this kind of tradeshow in New Zealand, there would only be a couple of importers who are trading things that we already have. Here the range of products is so much wider, and we can directly meet the manufacturers," he said.

D&L Packaging is trading in different

parts of the world, so the Taiwanese have to compete with many other manufacturers." The price here is definitely a plus, and the quality is improving very fast," Morton said.

"That's why Taiwan is such an interesting place to buy goods.

