

TAIWAN | DECEMBER | 2024

# EUROPEAN CHRISTMAS MARKET



## CO-ORGANISERS

- ★ The Association des Français à Taiwan (AFT) ★
- ★ French Office in Taipei (BFT) ★
- ★ Department of Cultural Affairs, Taipei City Government (TCG) ★
- ★ Ministry of Foreign Affairs (MOFA) ★
- ★ European Chamber of Commerce Taiwan (ECCT) ★

## ASSISTING ORGANISERS

- ★ All EU Member States Offices in Taiwan ★



EDITION 5

JOYEUX  
NOËL



GOD  
JUL



聖誕快樂



MERRY  
CHRISTMAS



VIDÁM  
KARÁCSONY



FRÖHLICHE  
WEIHNACHTEN



LINKŠMŪ  
KALĒDŪ



FELIZ  
NAVIDAD

LYSTIG  
JUL



HYVÄÄ  
JOULU



VESELÉ  
VÁNOCE



BUONGIORNO  
NATALE



VESELÉ  
VIANOCE



VROLIJK  
KERSTFEEST



MEIDHREACH  
NOLLAG



WESOŁYCH  
ŚWIĄT



# GENERAL CONCEPT

The Association des Français de Taiwan (AFT), the Department of Cultural Affairs, Taipei City Government (TCG), the French Office in Taipei (BFT), the Ministry of Foreign Affairs (MOFA) & the European Chamber of Commerce Taiwan (ECCT) are delighted to co-organize the:

12/2024 EUROPEAN CHRISTMAS MARKET IN TAIPEI

with the aim to share our festive spirit of Christmas, dedicated to European cultures, gastronomy and crafts.

★ **4-day Outdoor Event on Thu. Fri. Sat. Sun.** ★

28th November - 1st December

★ **~50 Booths** ★

EU Countries' Cultures  
European Food & Beverages  
Christmas Culture  
Christmas Gifting

	2020	2021	2022	2023
★ ECM Year	2020	2021	2022	2023
★ Taipei Market	3 Days	4 Days	4 Days	4 Days
★ EU Countries	10 Countries	11 Countries	12 Countries	12 Countries
★ Booths	31 Booths	33 Booths	49 Booths	54 Booths
★ Donations	<b>\$939,200 NT</b>			

Numbers obtained from 2020-2023 ECM figures

# FOR A GOOD CAUSE

The most important missions of the 2024 European Christmas Market is to promote the Christmas spirit of solidarity in Taiwan, bring the Taiwanese public closer to our European communities, and share love by including the children in need.



AFT is a non-profitable organization. All earnings made from our "AFT Santa House" will be donated to:

CCSA (Chinese Childrenhome & Shelter Association /  
社團法人中華育幼機構兒童關懷協會)

You can also easily make extra contributions by voluntarily donating an amount of your choice.

Together we can grant the children in need a better and brighter future through this well-intended cultural event!

# FOR A GOOD CAUSE



## WHO ARE CCSA?

Charity ID Number: 1061360755

The Chinese Childrenhome & Shelter Association (CCSA) was founded by Ms. Alice Jin-Fang Hung in October of 2002. CCSA addresses concerns about children's rights and oversees the development of children's homes nationwide.



Currently runs over **50 shelters/orphanages** (kids under 18 years old) in Taiwan.

**Supports and subsidizes children in adversities**, such as subjects from single-parent families, victims of sexual or other forms of abuse, and children who are under judicatory surveillance, etc.

**Long-term full academic scholarships** and **employment assistance** to encourage children in need to create their own opportunities in life.

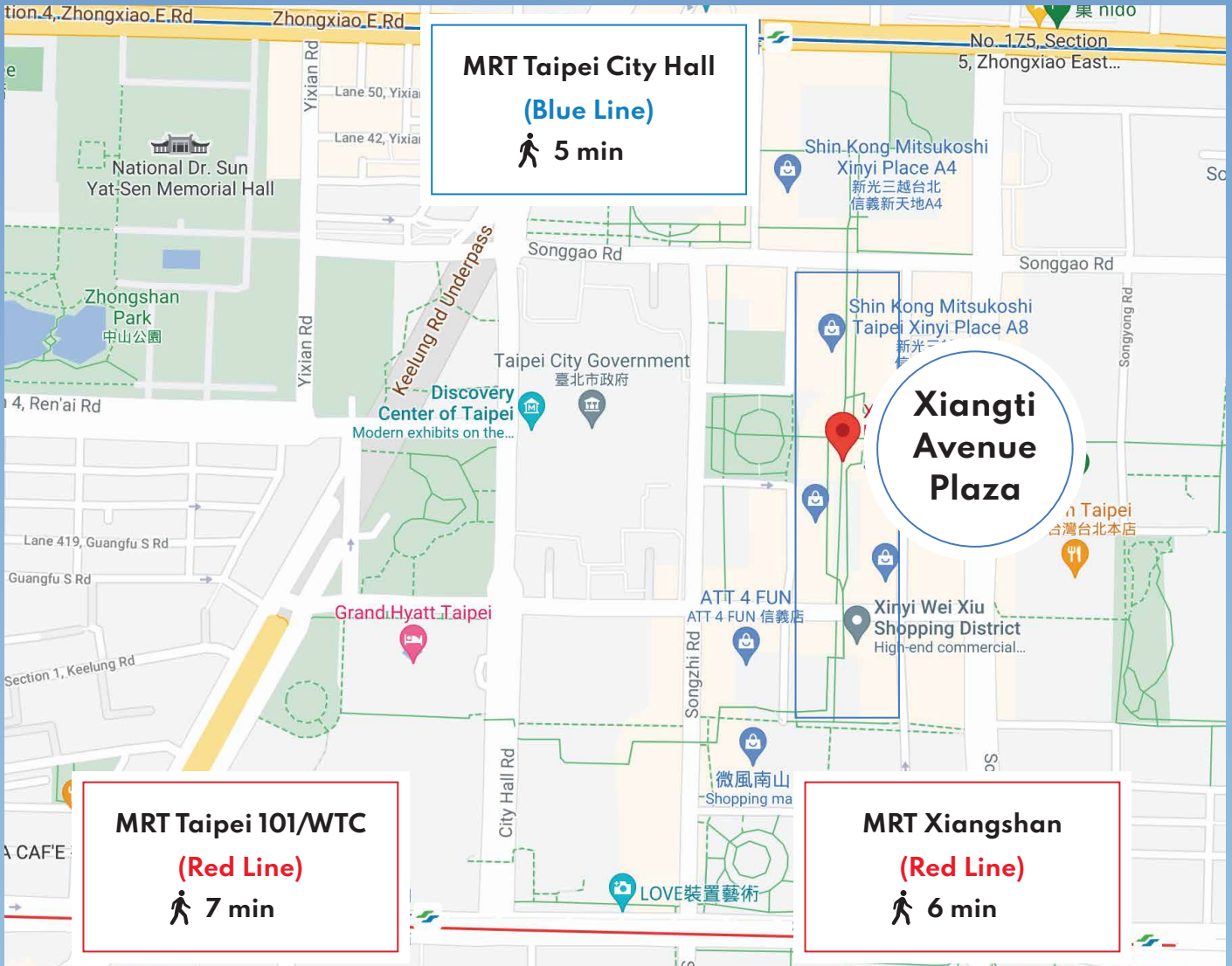
Proactively advocates for **children's rights** and pushes for **legislative procedures** towards children's benefits.

# EVENT LOCATION

The selected venue is:

**XIANGTI AVENUE PLAZA AND SIDEWALKS**

Located next to Mitsukoshi department stores (Xinyi).  
 Being the **top-frequented pedestrian shopping avenue** in Taipei, it makes the perfect location for the **Holly-Jolly Christmas Market Event** to take place.  
 (ECM has been held at the same location since 2020!)



EVENT LOCATION



XIANGTI AVENUE PLAZA

# COMMUNICATIONS

To raise awareness of the public, our communication plan is mainly based on:



- ★ Prints
- ★ Digital/KOL marketing
- ★ Press releases
- ★ Social media exposure
- ★ Street advertising posters
- ★ Radio
- ★ Emailing
- ★ Interviews



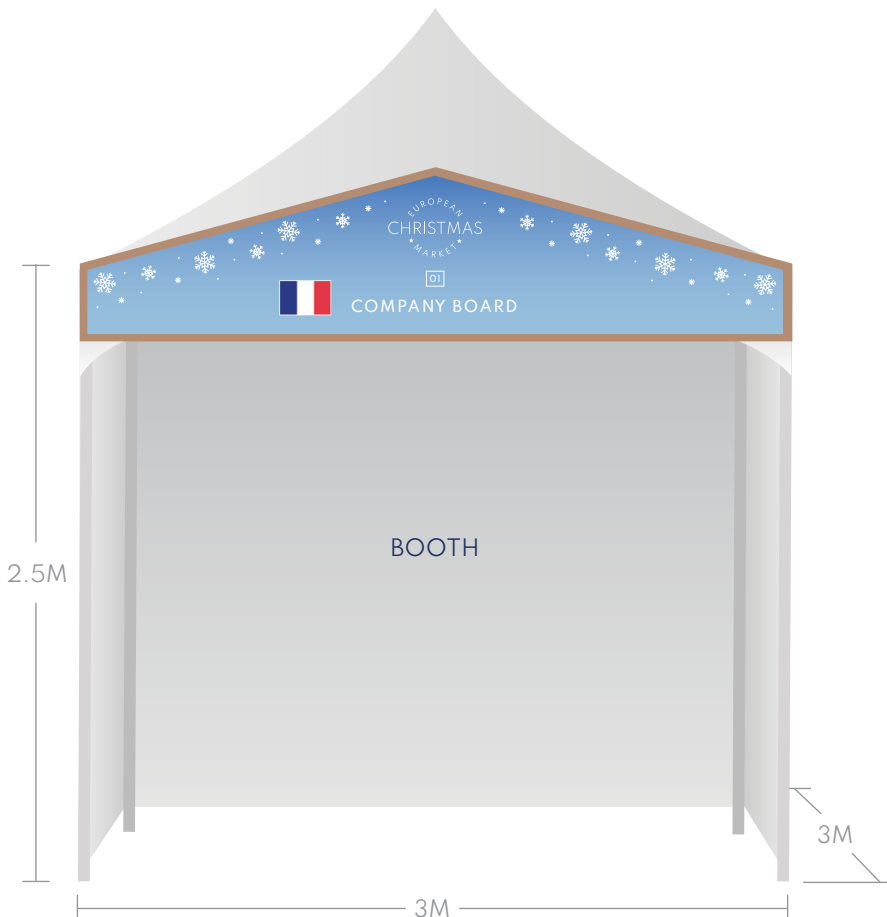


# BOOTH RENTAL

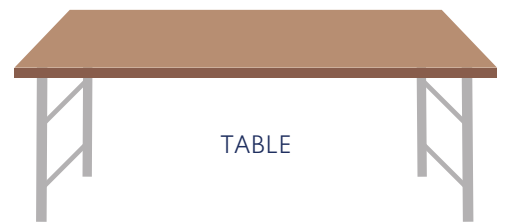
The booth rental fee will vary based on the selected showcase configuration. This year, we propose different showcase configurations, and the price will vary depending on the chosen option.

Each booth package includes:

ITEM	ECM BOOTH	COMPANY BOARD	POWER SOCKET	SHOWCASE OF CHOICE	LONG TABLE
QUANTITY	1	1	1 set	1	1
DESCRIPTION	300*300cm	with Co.'s printed name	110V/5A	8 options	180*60*80cm (+2 chairs)



POWER SOCKET



TABLE



CHAIRS

# SHOWCASE OPTIONS

The showcase types and prices are as follows:

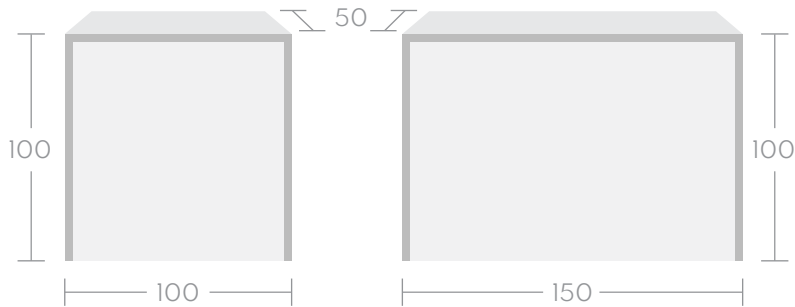
★ **Showcase Type A: 37,000 NTD** ★

[L 250 x H 100 x D 50]



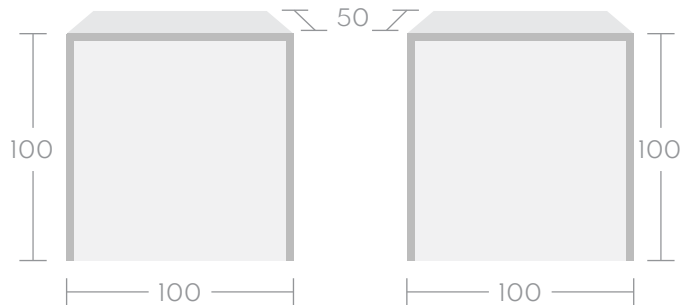
★ **Showcase Type B: 37,500 NTD** ★

[L 100 x H 100 x D 50] + [L 150 x H 100 x D 50]



★ **Showcase Type C: 36,000 NTD** ★

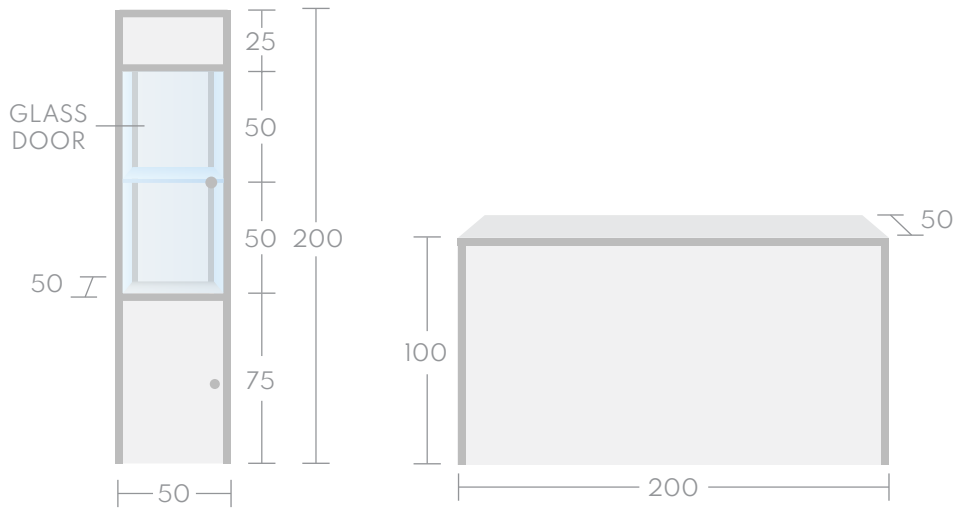
[L 100 x H 100 x D 50] + [L 100 x H 100 x D 50]



# SHOWCASE OPTIONS

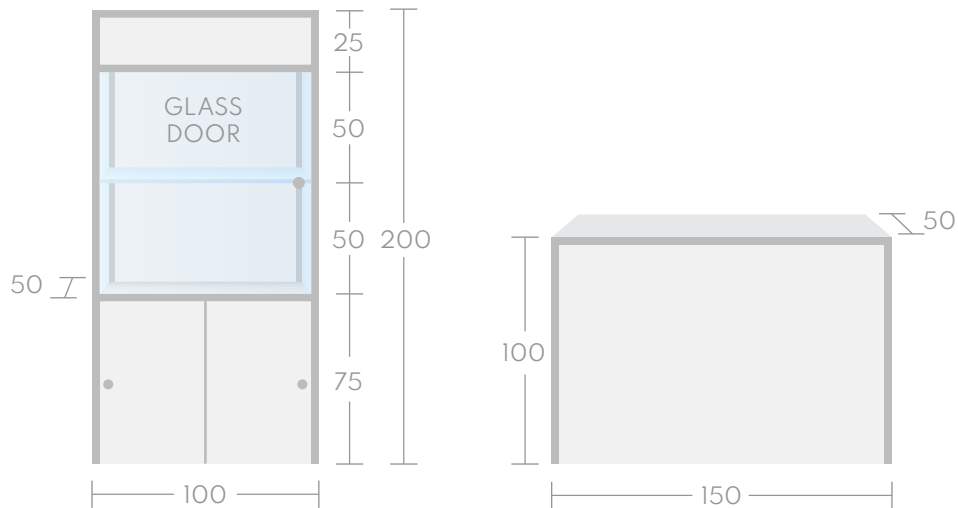
★ **Showcase Type D: 39,000 NTD** ★

[L 50 x H 200 x D 50] + [L 200 x H 100 x D 50]



★ **Showcase Type E: 40,000 NTD** ★

[L 100 x H 200 x D 50] + [L 150 x H 100 x D 50]



# SHOWCASE OPTIONS

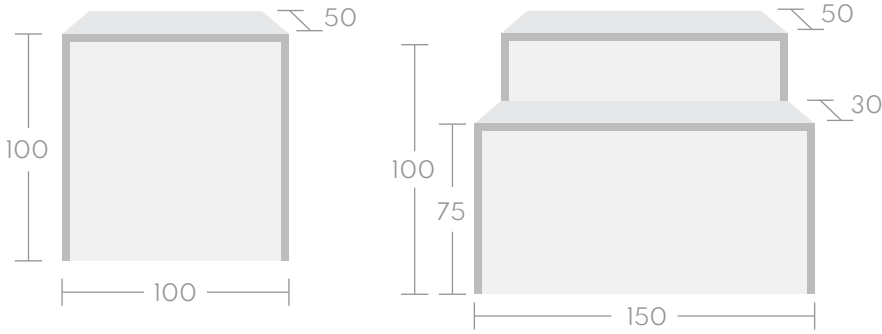
★ **Showcase Type F: 39,000 NTD** ★

[L 250 x H 100 x D 100 + 2nd layer H 75]



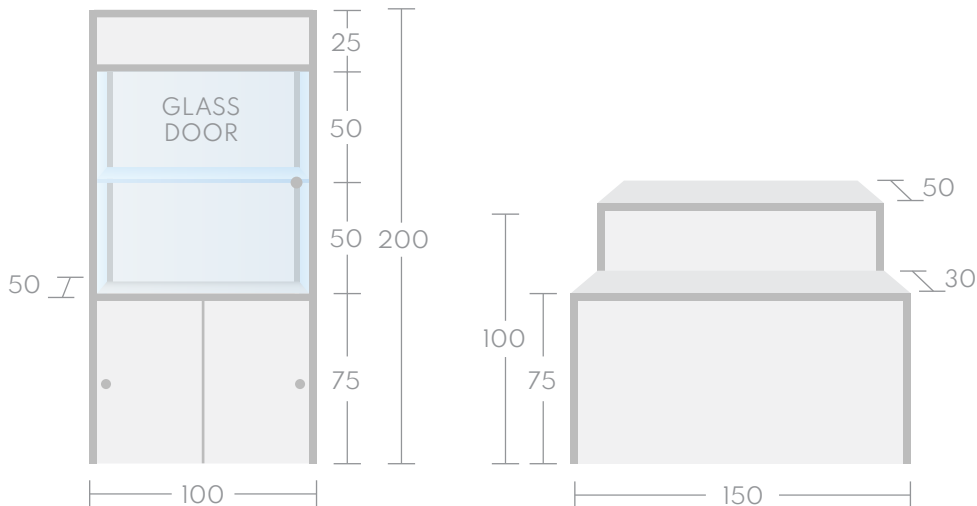
★ **Showcase Type G: 39,000 NTD** ★

[L 100 x H 100 x D 50] + [L 150 x H 100 x D 100 + 2nd layer H 75]







★ **Showcase Type H: 42,000 NTD** ★

[L 100 x H 200 x D 50] + [L 150 x H 100 x D 100 + 2nd layer H 75]



# SCHEDULE

Installation: 26th - 27th November 2024  
 Market: 28th November - 1st December 2024

TUESDAY NOV 26	THURSDAY NOV 28	FRIDAY NOV 29	SATURDAY NOV 30	SUNDAY DEC 1	
Market Installation After Midnight	7AM - 10AM	Exhibitor Installation 			
	10AM - 11AM		Electricity Starts		
	11AM - 12PM	Electricity Test	Market Opening	Market Opening	Market Opening
	12PM - 1PM		Stage Performance	Stage Performance	Stage Performance
	1PM - 2PM	Market Soft Opening			
	2PM - 3PM	Opening Ceremony			
	3PM - 4PM	Stage Performance			
	4PM - 5PM		Concert	Concert	Concert
	5PM - 6PM	Concert	Market Closing	Market Closing	Market Closing
	6PM - 7PM	Market Closing			
7PM - 8PM				Booth Removal	
8PM - 9PM					
9PM - 10PM					

**WEDNESDAY**  
NOV 27

Exhibitor Installation 11am - 10pm  


# REGULATIONS

All exhibitors must strictly follow the regulations; and any exhibitor that violates the regulations: (1) will be excluded from the exhibition if they failed to make the necessary adjustments, within a reasonable and realistic cure period, after having been notified by the Organisers; and (2) all the payments will be forfeited and allocated to the charity funds.

## BOOTH

### ★ Booth Installation ★

Nov 26th Tuesday after midnight

### ★ Exhibitor Installation ★

Nov 27th Wednesday 11am - 10pm + Nov 28th Thursday 7am - 11am

### ★ Booth Checkup ★

Nov 28th Thursday 11am - 1pm

### ★ Booth Removal ★

Dec 1st Sunday after market closing (approx. 10pm.)

## REGISTRATION

Exhibitors should use **one application form for one registering unit** for a uniquely specified industry or activity.

Exhibitors are **not authorized to transfer the booth rented** or **attend the exhibition under a company name different from the registered name.**

## INVOICE

**Receipt-issuing will be mandatory** according to the Taipei government's regulations.

# EXHIBITION

All exhibited products should meet the topic of the exhibition and **comply with the measurement of anti-counterfeiting requested by the government.**

We strictly forbid products with fakes information concerning the country of origin, logos, labels or trademarks.

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Any invasion of patent or copyrights will be faced with lawsuit and legal consequences.

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Exhibitions should also take the full compensation responsibility if the organizer is involved in lawsuit or other damages generated.

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The organizer reserves the right to modify the exhibition date and venue chosen. **Refunds won't be available if changes of dates and the location are caused by natural disaster or other force major.**

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The organizer has the right of reducing booth area or booth quality according to the capacity of venue.

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Any exhibitor **shall not create noise higher than 85 dB** during the exhibition. If the exhibitor wishes to use speaker equipment, an application should be submitted prior to the opening of the event and consent from the organizer must be obtained.

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The display area of the exhibitor is limited within the booth. It is **not allowed to display products outside of the booth** in area such as public facilities, sidewalks, aisles, walls, etc.

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During the exhibition (including pre-exhibition decoration and post - exhibition removal), exhibitors should assign personally to take care of its products and valuables. If any loss or damage may occur, the organizer cannot take responsibility of compensation.

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Exhibitors **shall not pack up or retreat from the exhibition prior to the closing of the exhibition** without the consent of the organizer.

# ALCOHOL RULES

Alcohol consumption on the EU XMAS MARKET 2024



ONE

Obligation to show a sign board with the message  
**“No drinking and driving”**

TWO

Obligation to show a sign board with the message  
**“No sale to clients under 18”**

THREE

Obligation to **use glasses with lid** (whatever the beverage).

FOUR

All the exhibitors selling alcohol will be contacted, prior to the event,  
for a kind remind of alcohol sales rules.

# CLEANLINESS

Garbage should be separated into recyclable and non-recyclable  
and dumped in the garbage area designed for exhibitors.





# MAIN STAGE

A large main stage which is 8m x 4m will host European or Christmas-relevant cultural performances. Each hour will feature one show, with performances limited to a maximum of 45 minutes, except for evening concerts, which will include two concerts (60-minute and 90-minute live concert).

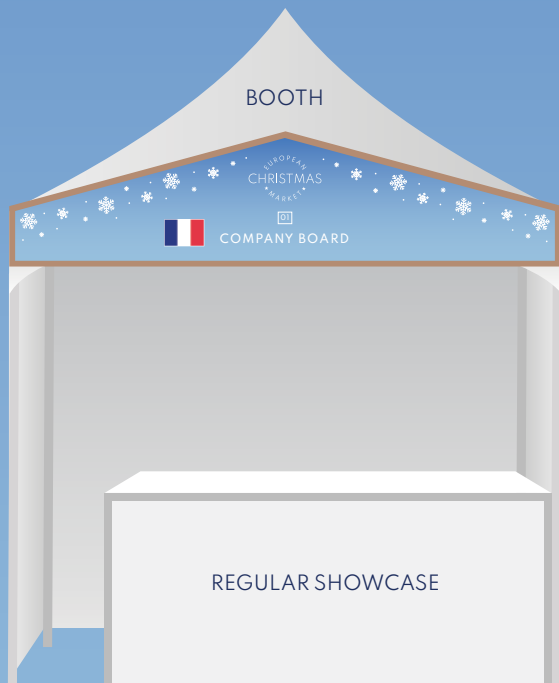


- ★ EU Cultural Shows
- ★ Crafts Demonstration
- ★ Live Concerts
- ★ Christmas Carol Choir
- ★ Dances Performances
- ★ Interactive Art
- ★ F&B Competition
- ★ and many others.....

# WHAT'S NEW FOR THE 2024 EDITION?

## ★ 1. Enhancement of Vendor Booth Aesthetics ★

In the upcoming year, we aim to elevate the visual appeal of vendor booths by introducing customizable showcases, allowing each vendor to present a more attractive facade to visitors.



## ★ 2. Revamped Opening Ceremony ★

Our proposal includes a plan to revitalize the Opening Ceremony, making it more spectacular and concise. Additionally, we will introduce new gifting initiatives to enhance the experience.



## ★ 3. Engagement of Key Opinion Leaders (KOL) ★

Our communication strategy will incorporate the involvement of prominent Key Opinion Leaders (KOL) to increase visibility among locals, with a particular focus on Thursday and Friday.





#### ★ 4. Expansion and Enhancement of Santa House and Attractions ★

To expand our market reach, we suggest enhancing visibility by redesigning the Santa House area to create a more open layout and offering additional activities.

#### ★ 5. Introduction of Photo Booths ★

We aim to introduce one or two photo booths (excluding the Santa House) to provide visitors with additional options for capturing memorable moments during their visit.

#### ★ 6. Introduction of Booth Beauty Competition ★

In an effort to encourage visually appealing booth designs, we propose organizing a Booth Beauty Competition. The winner of this competition will receive a complimentary booth for the following year, thereby incentivizing participants to enhance their booth aesthetics.



#### ★ 7. Revised Market Installation Schedule ★

We will install the market on Tuesday evening, allowing exhibitors to set up their booths on Wednesday (either in the morning or evening).

This early setup will ensure that visitors on Thursday are already aware of the Christmas market, thereby increasing Thursday traffic.

See page 15 for details.

#### ★ 8. Saturday Night Concert Featuring Celebrity ★

To further enrich the festive atmosphere, we have secured a renowned artist, well-known among locals, to perform at the Saturday night concert.

VIP CEREMONY

AFT members | EU Officials | Taipei City Government | Prestigious Media



EUROPEAN CHRISTMAS MARKET

Donation to CCSA | Charity Lucky Draw | Prize Giveaway



EVENT PERFORMANCES

EU Cultural Shows | Crafts Demonstration | Dance Performances  
Live Concerts / Christmas Carol Choir | Interactive Art | Food Shows  
and many others.....



EUROPEAN CHRISTMAS MARKET

# CONTACT



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