



2024
KAOHSIUNG
FRENCH
FESTIVAL
CELEBRATING PROVENCE



Le Palais du Pharo (Marseille)
法羅宮(馬賽)



Les Calanques (Marseille)
卡朗格峽灣(馬賽)



Oliveraies
橄欖園

2024, JUNE 7-9
PIER 2 (DAYI PARK) KAOHSIUNG



GENERAL INFORMATION

EVENT

**2024 Kaohsiung French Festival
Celebrating Provence**

DATE

June 7-9, 2024

VENUE

PIER 2 - Dayi Park & Brick A+B, Kaohsiung

FESTIVAL OPERATING HOURS

14:00 - 22:00

ESTIMATED VISITOR TRAFFIC

50,000+

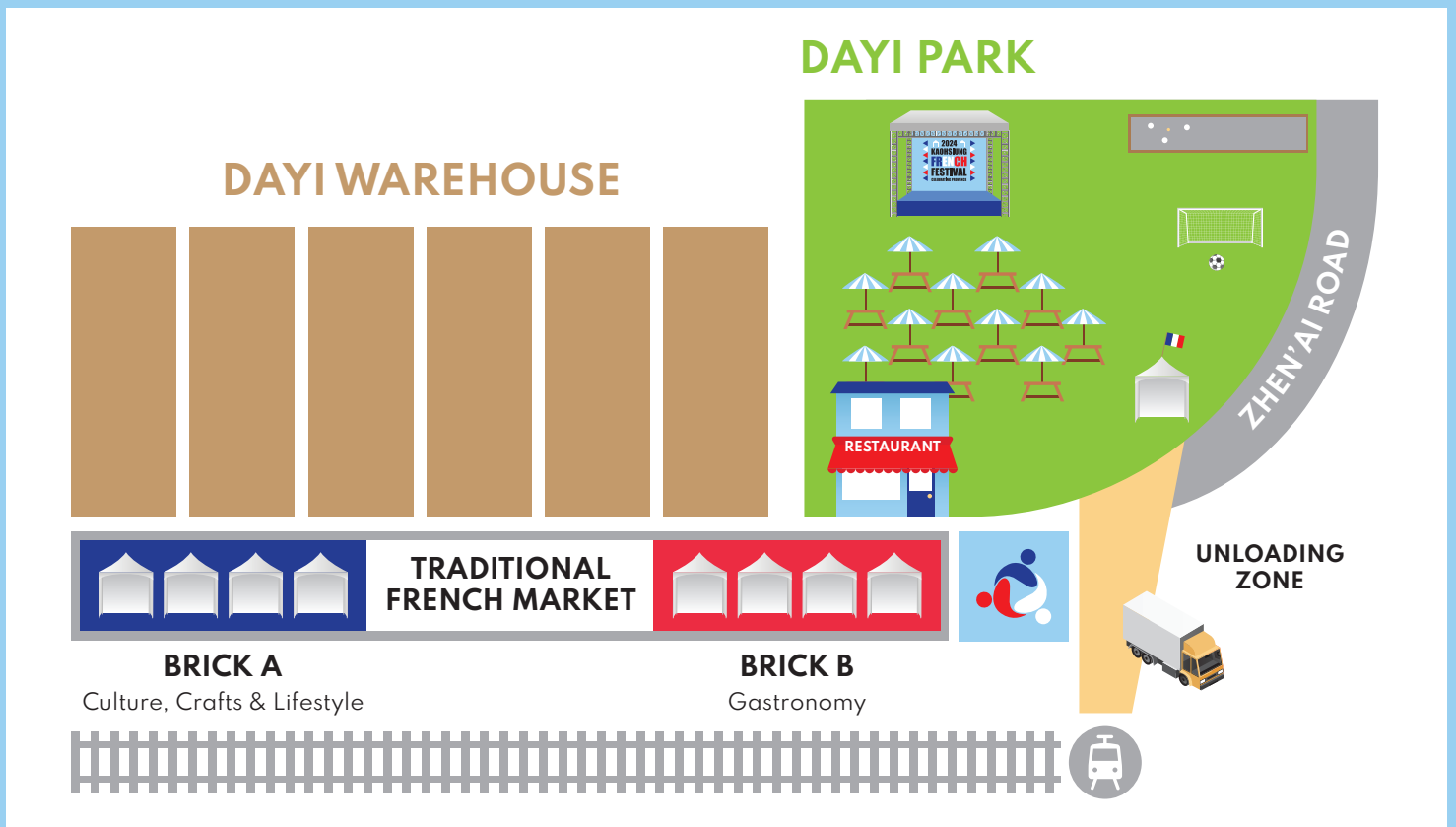
Co-organized by Kaohsiung City Government, the ministry of Foreign Affairs, the French Office in Taipei, the French Chamber Taiwan and the Association des Français in Taiwan, the very first edition of “2024 Kaohsiung French Festival - Celebrating Provence” will take place in Kaohsiung from June 7 to June 9, 2024.

For this inaugural edition, we have chosen a theme that highlights the cultural synergies between Taiwan and France, offering participants the chance to discover and celebrate the rich tapestry of traditions, arts, and values that unite our two nations.

This event will feature a French market with 50 stands showcasing our French delicacies, beverages, and crafts. Cultural activities will be organised: initiation and tournaments of football and pétanque, workshops to discover French language, conference ‘Science Bubble tea’, outdoor movie screening...



TENTATIVE FESTIVAL FLOOR MAP



TENTATIVE AGENDA

	THURSDAY JUNE 6	FRIDAY JUNE 7	SATURDAY JUNE 8	SUNDAY JUNE 9
10AM	Booth Installation	Booth Installation		
11AM				
12PM		Electricity Test		
1PM				
2PM		Market Soft Opening		
3PM				
4PM		Opening Ceremony		
5PM				
6PM	Stage Performance			
7PM	Concerts			
8PM				
9PM	Market Closure			
10PM		Market Closure	Market Closure	Booth Removal

COMMUNICATIONS

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



- ▶ Prints / Flyers
- ▶ Digital Marketing Campaign
- ▶ Press Releases
- ▶ Social Media Exposure
- ▶ Street Advertising Posters
- ▶ Radio
- ▶ Emailing
- ▶ Interviews

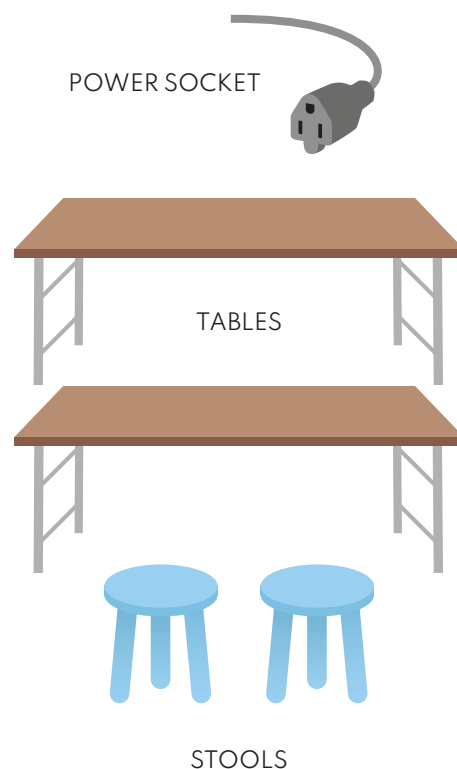
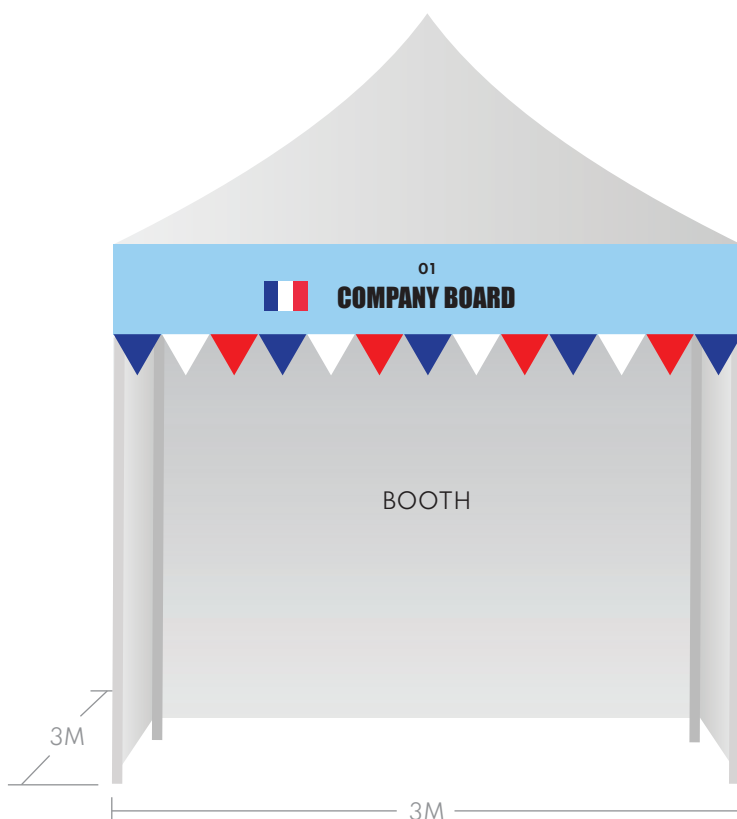


BOOTH RENTAL

The 2024 Kaohsiung French Festival is designed to be a 3-day outdoor event with the participation of around 50 booths.

You will have your own Commercial & Cultural Booths to sell and promote your French brands & products.

ITEM	BOOTH	COMPANY BOARD	POWER SOCKET	TABLES	STOOLS
QUANTITY	1	1	1 set	2	2
DESCRIPTION	300*300cm	with Co.'s printed name	110V/5A	180*60*80cm	
RENTAL FEE	FREE				

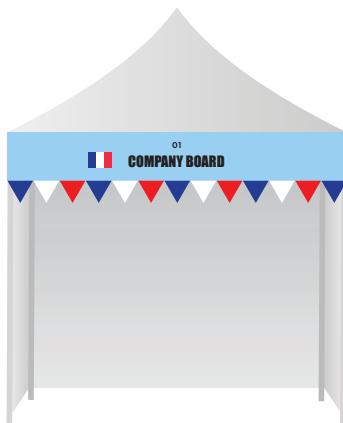


If you require additional power or furniture, please indicate it on the online registration form in the section titled "List of Required Additional Equipment."

To register, please visit www.aft.tw/kaohsiung-french-festival

REGULATIONS

All exhibitors must strictly follow the regulations; and any exhibitor that violates the regulations 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 Organizers.



BOOTH

Booth Installation

June 6th Thursday 10:00am - 8:00pm

June 7th Friday 10:00am-12:00pm

Booth Checkup

June 7th Friday 12:00pm-2:00pm

Booth Removal

June 9th Sunday after market closing (approx.10pm.)

REGISTRATION

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

To register, please visit www.aft.tw/kaohsiung-french-festival

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