WEBINARS

FLAVOR FORWARD: BREAKING INTO TAIWAN'S FOOD MARKET

Wednesday, May 7, 2025 | 10:00 AM - 11:00 AM
Registration: Friday, Apr 25 - Tuesday, May 6, 2025 | 8:00 AM
Webinar | United States of America

https://www.wusata.org/e/AME29UL

EVENT DETAILS

Flavor Forward: Breaking into Taiwan's Food Market

May 7, 2025, 10am to 11am PDT

The meeting link will be sent to registered companies the day before the meeting

Presented by Bryant Christie Inc. and PR Consultants

This webinar is targeted at companies based in the Western United States who are interested in exporting baking ingredients and supplies to Taiwan. The presentation will focus on providing a technical overview of the Taiwanese market, including import regulations, tariffs, labeling, and documentation requirements. A guest speaker from PR Consultants will provide insight into the local distribution landscape, consumer attitudes, and the evolving retail environment. In addition, the webinar will explore trends in Taiwan's baking sector and highlight niche market opportunities for specialized or value-added products.

Detailed Meeting Overview:

1. Welcome & Introduction

- Speaker introduction
- Brief overview of the seminar objectives

2. Technical Market Overview: Regulatory, Tariffs & Certifications

- Tariff structure
- MRLs and Food Safety Regulations:
    - Maximum Residue Limits (especially for inputs like wheat, spices, cocoa, etc.)
    - Phytosanitary certification for any fresh or plant-derived inputs (e.g., nuts, dried fruit)
- Taiwan FDA & Customs requirements
    - Pre-import approval processes
    - Food sanitation regulations
    - Packaging material regulations

3. Labeling and Shipping Documentation

- Mandatory label elements in Traditional Chinese
    - Ingredients, allergens, expiration date, nutritional information, origin country, storage instructions
- Labeling for allergens and additives
- Required documents for customs clearance
    - Invoice, packing list, bill of lading, certificate of origin, sanitary certificate, etc.
- Tips to avoid delays at port

4. Distribution and Supply Chain Dynamics

- Distribution channels: direct-to-retailer vs. importers/distributors
- Cold chain logistics for perishable items
- Local warehousing practices
- Partnerships with importers and foodservice distributors
- The role of online B2B platforms

5. Consumer & Retail Market Overview

- Rising consumer trends
- Modern vs traditional retail channels
- Consumer focus on health, natural ingredients, and clean labels
- Growth of specialty stores

6. Trends & Dynamics in the Baking Sector

- Rise of premium and artisanal baking ingredients
- Growing demand for gluten-free, keto, and plant-based baking products
- Growth of ready-to-bake/DIY kits
- Sustainability trends (eco-packaging, fair-trade ingredients)
- Professional baking schools and training driving ingredient innovation

7. Niche Markets and Specialty Opportunities

- Health and Wellness Foods
- Sustainable and Ethical Products
- International and Ethnic Foods
- Unique Holiday Meals and Gifting
- Artisanal and Gourmet Foods

8. Q&A and Wrap-up

- Open the floor for questions
- Provide contact info or resources for follow-up
- Mention possible upcoming trade shows or buyer-seller matchmaking events

Learning Outcomes:

- Identify the key technical import requirements for Taiwan, including tariffs, Maximum Residue Limits (MRLs), and phytosanitary or food safety certifications.
- Understand Taiwan's labeling regulations and recognize the essential shipping and documentation requirements needed for successful customs clearance.
- Describe the distribution landscape in Taiwan, including common importer and logistics models, cold chain considerations, and B2B sales channels.
- Analyze Taiwanese consumer behavior and retail preferences including the rise of premium products and local flavor trends.
- Recognize current trends in Taiwan's baking sector, such as demand for clean-label, gluten-free, and functional baking ingredients.
- Evaluate niche market opportunities for U.S food exports, health and wellness, sustainability, unique holiday foods and gifting among others.
- Apply insights from the seminar to assess their company's readiness to enter or expand in the Taiwanese market.

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373