

# MEET TAIWAN

## Business Events in Surprising Taiwan (BEST) Rewards Program Guidelines

To promote Taiwan as Asia’s premier destination for MICE, and to encourage multinational firms to choose Taiwan for their corporate meetings and incentive travel, the Taiwan MICE Project Office (MEET TAIWAN), sanctioned by the International Trade Administration (TITA), launched the TITA's Business Events in Surprising Taiwan (BEST) Rewards Program to provide incentives and support to overseas groups coming to Taiwan for corporate meetings and incentive travel.

### I. Beneficiary Requirements

Qualified activities need to meet all of the following criteria:

1. The corporate meeting or incentive travel is held by an overseas company.
2. The itinerary includes at least one of the following: meetings, incentive travel, training, visits to companies or clients, award ceremony, or team building activities.
3. The group stays a minimum of two (2) consecutive nights in Taiwan.
4. The group consists of at least twenty (20) people.

### II. Rewards Package

- A. For a group divided into batches, the group's combined total number of participants will count as the basis for calculation.
- B. Rewards are offered according to group scale and event type. Rewards details follow.

#### Group Package

Incentives and support during corporate events

- (a) A welcome kit gift for each group member
- (b) VIP souvenirs
- (c) A welcome banner
- (d) A letter of greeting from MEET TAIWAN

| Group Size<br>(exclusive of Taiwanese) | Group Package Items |                |                |               |
|--|---------------------|----------------|----------------|---------------|
|  | Welcome Kit Gift    | Welcome Letter | Welcome Banner | VIP Souvenirs |
| 20–99 pax                              | 1 per attendee      |                |                |               |
| 100–199 pax                            |                     | 1 per group    | 1 per group    | 25 per group  |
| 200–299 pax                            |                     |                |                | 50 per group  |
| 300–399 pax                            |                     |                |                | 75 per group  |

|                   |  |  |  |               |
|-------------------|--|--|--|---------------|
| 400 pax and above |  |  |  | 100 per group |
|-------------------|--|--|--|---------------|

### III. Application Procedures

- A. Either an event owner (overseas corporation) or a Taiwan agent (travel agency, PCO, DMC, or PR firm) may submit an application (hereinafter referred to as "Applicant").
- B. Only confirmed corporate events ending before December 15, 2024 are qualified for BEST Rewards. All applications must be submitted before December 10, 2024.
- C. Submission of documents  
To apply for a *Group Package*, please submit:
  - (a) Group package application form
  - (b) List of participants
  - (c) Itinerary
  - (d) Applicant company's legal documents (business license or government certification) or public information available from the Economic Division or Taiwan Trade Center of the Applicant's country.

The completed application and all respective supplementary documents must be submitted **at least one (1) month prior to the first day of the corporate event.**

- D. The BEST Rewards Program budget is limited; therefore once funds are exhausted, applications will no longer be accepted. Applications are processed on a first-come-first-served basis.
- E. If requested supplementary documents are not comprehensive or contain errors, Applicants will need to re-submit within the period requested by the Taiwan MICE Project Office (hereinafter referred to as "Project Office"). Further delay may cause the Project Office to consider the application forfeited by the Applicant.
- F. All information stated on application forms and supplementary documents must be accurate and true. If not, the Applicant must reimburse the Project Office for all rewards, and future applications submitted by the Applicant will be rejected.
- G. The Project Office will notify the Applicant in writing of the final status of the application.

### IV. Conditions

Applicants granted with rewards need to fulfill the following obligations.

Group Package

1. If the event is cancelled by the Applicant after approval of the application, the reward will be withdrawn.
2. Applicants must arrange pick up of rewards such as Welcome Kit Gifts, VIP souvenirs, and welcome banners.
3. Applicants need to provide event information to the Project Office for reference.
4. Applicants need to submit materials listed in the table below within two (2) weeks after completion of the event. If the event ends between December 1 and December 15 of 2024, the materials need to be submitted within five (5) days after completion of the event.
5. If the requested materials are not comprehensive or contain errors, Applicants need to re-submit within a period requested by the Project Office. Further delay may cause the Project Office to reject the subsidy request.

| REQUESTED MATERIALS TO SUBMIT                                  |
|--|
| 1. Copy of approved application form<br>2. Event Result Report |

**V. Other**

Modifications or additions to the current regulations are subject to the discretion of the relevant authorities, if needed, and without public announcement.

**VI. Contacts**

For further information or applications, please contact Ms. Irene Lai (Tel.: +886-2-2725-5200 ext. 3537 / Email: [irenelai@taitra.org.tw](mailto:irenelai@taitra.org.tw))

**VII. Appendices**

*Appendix 1—Group Package Application Form*

*Appendix 2—Welcome Kit Gift List*

*Appendix 3—VIP Souvenirs List*

*Appendix 4—Event Result Report*

**MEET TAIWAN**  
**Business Events in Surprising Taiwan (BEST) Rewards Program**  
**Group Package Application Form**

| <b>Basic Information</b>  |  |  |
|---------------------------|--|--|
| Event Name                |  |  |
| Event Owner               |  |  |
| Event Date                | From _____ (DD/MM/YY)<br>To _____ (DD/MM/YY)   |  |
| Expected Event Attendance | _____ person(s) per group (exclusive of Taiwanese)<br>Nationality(ies): _____                      |  |
| Venue                     |  |  |
| Contact Person            | Name: _____<br>Position: _____<br>Company: _____<br>Address: _____<br>Tel.: _____<br>E-mail: _____ |  |
| <b>Group Size</b>         | <b>Group Package Items</b><br>(Please mark requested items.)                                       |  |
| 20–99<br>pax              | Welcome<br>Kit Gift  | Limited to one (1) per attendee. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> Postcard _____ <input type="checkbox"/> Amenity bag _____<br><input type="checkbox"/> Duffel bag _____ <input type="checkbox"/> Suitcase belt _____                                      |
| 100–<br>199<br>pax        | Welcome<br>Kit Gift  | Limited to one (1) per attendee. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> Postcard _____ <input type="checkbox"/> Amenity bag _____<br><input type="checkbox"/> Duffel bag _____ <input type="checkbox"/> Suitcase belt _____                                      |
|                           | Welcome<br>Letter  | <input type="checkbox"/> in English  |
|                           | Welcome<br>Banner  | <input type="checkbox"/> in English  |
|                           | VIP<br>Souvenir  | Maximum of 25 VIP souvenirs per group. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> Universal adapter _____ <input type="checkbox"/> MEET TAIWAN USB flash<br>_____<br><input type="checkbox"/> MEET TAIWAN Collapse bottle _____ <input type="checkbox"/> MEET TAIWAN |

|                         |                  |   |
|-------------------------|------------------|---|
|                         |                  | Power Bank  |
| 200–<br>299<br>pax      | Welcome Kit Gift | Limited to one (1) per attendee. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> Postcard _____ <input type="checkbox"/> Amenity bag _____<br><input type="checkbox"/> Duffel bag _____ <input type="checkbox"/> Suitcase belt _____   |
|                         | Welcome Letter   | <input type="checkbox"/> in English   |
|                         | Welcome Banner   | <input type="checkbox"/> in English   |
|                         | VIP Souvenir     | Maximum of 50 VIP souvenirs per group. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> MEET TAIWAN Universal adapter _____ <input type="checkbox"/> MEET TAIWAN USB flash _____ <input type="checkbox"/> MEET TAIWAN Collapse bottle _____ <input type="checkbox"/> MEET TAIWAN Power Bank |
| 300–<br>399<br>pax      | Welcome Kit Gift | Limited to one (1) per attendee. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> Postcard _____ <input type="checkbox"/> Amenity bag _____<br><input type="checkbox"/> Duffel bag _____ <input type="checkbox"/> Suitcase belt _____   |
|                         | Welcome Letter   | <input type="checkbox"/> in English   |
|                         | Welcome Banner   | <input type="checkbox"/> in English   |
|                         | VIP Souvenir     | Maximum of 75 VIP souvenirs per group. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> MEET TAIWAN Universal adapter _____ <input type="checkbox"/> MEET TAIWAN USB flash _____ <input type="checkbox"/> MEET TAIWAN Collapse bottle _____ <input type="checkbox"/> MEET TAIWAN Power Bank |
| 400 pax<br>and<br>above | Welcome Kit Gift | Limited to one (1) per attendee. Organizer may choose an assortment. Indicate quantity per item in its following blank.<br><input type="checkbox"/> Postcard _____ <input type="checkbox"/> Amenity bag _____<br><input type="checkbox"/> Duffel bag _____ <input type="checkbox"/> Suitcase belt _____   |
|                         | Welcome Letter   | <input type="checkbox"/> in English   |
|                         | Welcome Banner   | <input type="checkbox"/> in English   |
|                         | VIP Souvenir     | Maximum of 100 VIP souvenirs per group. Organizer may choose an assortment. Indicate quantity per item in its   |

|   |  |   |
|---|--|---|
|   |  | following blank.<br><input type="checkbox"/> MEET TAIWAN Universal adapter ____ <input type="checkbox"/> MEET TAIWAN USB flash ____ <input type="checkbox"/> MEET TAIWAN Collapse bottle ____ <input type="checkbox"/> MEET TAIWAN Power Bank |
| <input type="checkbox"/> I agree that all information stated on the application forms and supplementary documents is accurate and true. If not, the Applicant must reimburse the Project Office for all rewards, and future applications submitted by the Applicant will be rejected.<br><input type="checkbox"/> I agree to submit all requested documents stated in "IV. Conditions" of the BEST Rewards Program Guidelines within 2 weeks after completion of the event.<br><input type="checkbox"/> I agree to provide event information to the Project Office for reference. |  |   |
| Please send this form, the list of participants, the itinerary, and copies of the Applicant company's legal documents and/or public information available from the Economic Division or Taiwan Trade Center of the Applicant's country to Ms. Irene Lai at irenelai@taitra.org.tw   |  |   |

Signature \_\_\_\_\_



**FOR OFFICIAL USE ONLY**

|                         |   |
|-------------------------|---|
| <b>Approved Rewards</b> | <b>Project Code</b>   |
| <b>Signature</b>        | <b>No.</b>  |
|                         | <b>Result</b><br><input type="checkbox"/> <b>Approved</b><br><input type="checkbox"/> <b>Rejected</b> |

**MEET TAIWAN  
Business Events in Surprising Taiwan (BEST) Rewards Program  
Welcome Kit Gift List**

A Welcome Kit Gift contains a MEET TAIWAN DM and a welcome gift. MEET TAIWAN offers four (4) different welcome gifts to choose from, as shown below.

Please indicate on the Group Package Application Form the corresponding letter/item of your selection for a Welcome Kit gift.

| <b>WELCOME GIFT OPTIONS</b>   |  |
|---|--|
|    |  |
| A. Postcard   | B. Amenity Bag   |
|  |  |
| C. Duffel Bag   | D. Suitcase Belt   |





**Notes:**

1. Photos are for reference only; actual items may vary in color and/or design.
2. If the item requested is out of stock, please choose another item.
3. MEET TAIWAN will update items from time to time.

**MEET TAIWAN  
Business Events in Surprising Taiwan (BEST) Rewards Program  
VIP Souvenir List**

MEET TAIWAN offers four (3) different VIP souvenirs to choose from, as shown below.

Please indicate on the Group Package Application Form the corresponding letter/item of your selection for VIP souvenirs.

| <b>VIP SOUVENIRS OPTIONS</b>  |   |
|---|---|
|  <p>A black universal power adapter with the MEET TAIWAN logo and 'UK', 'EUROPE', 'USA/US' labels.</p> |  <p>A dark blue USB flash drive with the MEET TAIWAN logo and '16GB' label.</p> |
| A. MEET TAIWAN Universal Adapter  | B. MEET TAIWAN USB Flash  |
|  <p>A white and grey collapsible water bottle with the MEET TAIWAN logo.</p>                         |  <p>A white power bank with the MEET TAIWAN logo and a USB cable.</p>         |
| C. MEET TAIWAN Collapse Bottle  | C. MEET TAIWAN Power Bank   |

**Notes:**

1. Photos are for reference only; actual items may vary in color and/or design.
2. If the item requested is out of stock, please choose another item.
3. MEET TAIWAN will update items from time to time.



**MEET TAIWAN**  
**Business Events in Surprising Taiwan (BEST) Rewards Program**  
**Event Result Report**

| <b>Basic Information</b>  |   |
|---|---|
| Event Name  |   |
| Actual Event Date*  | From _____ (DD/MM/YY)<br>To _____ (DD/MM/YY)                                  |
| Actual Event Attendance*  | _____ person(s) per group (exclusive of Taiwanese)<br>Nationality(ies): _____ |
| <b>Please provide two (2) event photos</b>  |   |
| Please insert photo here.   | Photo description (100 words or less)   |
| Please insert photo here.   | Photo description (100 words or less)   |
| <input type="checkbox"/> I agree that all information stated on report forms and supplementary documents is accurate and true. If not, the Applicant must reimburse all rewards to the Project Office, and future applications submitted by the Applicant will be rejected. |   |
| <input type="checkbox"/> I agree that photos together with descriptions above can be used for purposes of MEET TAIWAN promotion.  |   |
| Please send this form and a copy of the approved application form to Ms. Irene Lai at irenelai@taitra.org.tw.   |   |

