Taiwan Adds A Smart and Human Touch to Green Promotion

Taiwan’s green trade project office recently introduces its newest trademark show booth “Taiwan Green Products Demo House”. It is essentially an environmentally friendly, reusable exhibition booth featuring more than Taiwan’s award winning eco products and ideas.

經濟部推動綠色貿易專案辦公室就以可拆裝的Demo組合屋，集結台灣各家廠商的綠色商品，以主題館的形式展出成為亮點。

Introduction of the demo house, GTPO’s specialist, Lee

Welcome to Taiwan Green Products Demo House.

This wall is made of paper boards.

This Taiwan shape decoration is put together with different wooden boards.

Every board has different look and features.

現在我們來到的是國家主題形象館，牆面的部分我們是使用了由大鄴企業所提供的紙製的裝潢來做呈現，旁邊的這個台灣造型的圖騰，是由誌懋木地板公司所提供的壁材，我們來把它拼貼出一個馬賽克的台灣的感覺。

In addition to marketing green, the Taiwanese team brings out its other theme feature, a demonstration of a human-friendly living environment. All intelligent devices are not only physically versatile in functionality but also user friendly.

運用台灣設計製造的優質綠建材，並結合高科技智慧系統，將各家廠商的產品都集中在一起，以整體性和系統性的設計達到吸睛效果。

Interview, Director, Marketing Division GTPO, William Huang

Experience marketing brings people closer to a product.

Green products, energy saving products, and recycled products

are embedded to a living environment.

People can easily understand product features with this design.

最親近生活的食衣住行的方式，把廠商在這一方面的綠色產品，透過設計規劃融入其中，譬如說綠建材、節能省電的產品、還有一些環保回收的產品，都透過我們的設計規劃把它融入到裡面去。

All materials and items used, including the flooring, display window, energy saving devices, and intelligent control systems, are carefully quality controlled by GTPO. Also all products are certified by international or domestic green standards.

綠色標章，MIT台灣製造，台灣主題館裡的每一項產品，都是經由綠色辦公室所嚴格挑選，最具綠色實力的產品，代表著台灣綠色產業的整體實力與形象。

Interview, Director, Marketing Division GTPO, William Huang

The Ministry of Economic Affairs hosts Taiwan Green Classics Awards annually.

A big part of our products being displayed are award winners.

They are some of the best Taiwanese green products.

我們台灣有一個綠色典範獎，這個典範獎就是台灣最好的綠色產品。 通過非常嚴格的審查以後所獲得的一個產品獎，它本身就是一個綠色典範

The demo house is flexible in assembling and disassembling like Lego bricks. It can be easily put together for various themes, markets, and shows. In addition, it cuts waste without sacrificing style.

Demo屋打破傳統展覽一次性的裝潢形式， 可以視展出內容物的多寡和展覽主題，做多樣性的調整。

Interview, Director, Marketing Division GTPO, William Huang

Decoration and packaging can be quite expensive.

And most materials are junked after an exhibition.

The demo house itself is reusable and recyclable.

It is very environmentally friendly.

我們當初帶著廠商參加展覽的時候，我們會發現在很多國外的展會裡，攤位是很貴的，裝潢也是非常貴的，而且展覽結束以後這些所有的裝潢，我們講究綠色跟環保，但是實際上卻全部都把它拆掉。

Decoration and packaging in an exhibition can leave a sizable footprint on the planet. With the Taiwan Green Products Demo House, exhibitors can now gain big savings on exhibition costs and also participate in a much more environmentally friendly way.

GTPO is currently incorporating a new group of Taiwanese companies in hope to display a comprehensive range of products to promote a greener, smarter, and healthier living experience. The new demo house is scheduled to display in Singapore, Taipei, London, and Tokyo. For more detail, please visit [www.greentrade.org.tw](http://www.greentrade.org.tw)

Every day is a green day, Green Trade Project Office reports.

以往標榜著綠色環保的展覽，在展期結束後，仍然免不了淪為裝潢廢棄物，然而經過綠色辦公室巧思一動，把主體架構改良設計成組合式，這樣既環保，又可為參展廠商省下一大筆展覽費用，同時也充分展現台灣的綠色實力。

台灣綠色商品展示屋，今年預計在中國、印度、新加坡、台北等六個主要國際綠色會展盛大展出。