

Taiwan Pavilion in France

Tourism, Culture and Country Attractiveness Platform

Non binding discussion document

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1. Project Overview

The Taiwan Pavilion in France is conceived as a continuous country platform dedicated to strengthening Taiwan's image, attractiveness and international visibility through major French public events.

Rather than creating standalone events, the Pavilion integrates into existing high-audience platforms that already benefit from strong footfall, established infrastructure and media exposure. This approach ensures efficiency, continuity and long-term visibility.

The Pavilion is designed as a multi-year, modular and extensible framework, with a shared core replicated across events and adapted to different formats, themes and audiences.

2. Why Tourism and Culture Matter in This Model

Tourism and culture are powerful drivers of international perception and soft power. They create emotional connection, curiosity and trust, which are essential foundations for long-term engagement.

In this model, tourism and culture are treated as strategic levers of attractiveness. Repeated exposure through high-visibility events helps move from simple awareness to recognition and attachment, anchoring a positive and lasting image of Taiwan.

3. The Pavilion as an Immersive Country Showcase

The Pavilion functions as an immersive country showcase that allows visitors to experience Taiwan in a tangible and human way.

It combines a clear country narrative, visual and sensory immersion, cultural expression, gastronomy, selected products and services, and human interaction. This experiential approach strengthens memorability and differentiation in the public space.

4. Public Engagement and Audience Reach

By integrating into major French events, the Pavilion reaches large and diverse audiences, including families, young and urban publics, travellers, diaspora communities, media and cultural influencers.

These events attract hundreds of thousands to several million visitors and benefit from strong media ecosystems, extending the Pavilion's visibility beyond the physical space.

5. From Attractiveness to Economic Impact

A strong and positive country image directly supports economic outcomes. Attractiveness builds confidence, confidence generates intention, and intention enables conversion over time.

Tourism interest, cultural affinity and positive perception contribute to downstream effects such as travel decisions, product discovery, partnerships and long-term engagement with Taiwanese stakeholders.

6. Stakeholder Coordination

The Pavilion is designed as a coordination platform bringing together tourism and cultural institutions, economic and trade stakeholders, private partners, embassies and local actors.

This coordinated approach ensures coherence, reduces fragmentation and strengthens the credibility of Taiwan's presence across events.

7. Implementation Approach

The Pavilion is designed to rely primarily on partnerships, sponsorships and mutualised resources, with public involvement focused on coordination, content and strategic alignment rather than direct operational funding.

8. Next Step

If relevant, the next step would be to identify priority tourism and cultural narratives, assess suitable events, and define a first pilot activation and level of involvement, on a non binding basis.

Taiwan Pavilion in France

Economic, Trade and Business Opportunities Platform for Visibility and B2B Conversion

This document is provided as a reference and detailed background. It complements shorter discussion notes that may be shared with partners.

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1. Project Overview

The Taiwan Pavilion in France is a country platform integrated into major French events with large audiences, existing infrastructure and strong media coverage.

Its objective is to create a continuous and coherent presence for Taiwan across major French events. This presence supports economic visibility and business opportunities through a shared core replicated across events, while remaining modular and adaptable.

This document is a non binding discussion basis intended for economic and trade stakeholders, public and private, involved in exports, investment and market access.

2. Context and Opportunity

Taiwan already participates in selected events in France and Europe, particularly in technology, innovation, and strategic industries. Some Taiwanese organisations and brands also engage independently through sponsorships or sector specific events.

However, these participations are often isolated, with limited coordination across events, sectors, and institutions. The Pavilion model connects these initiatives into a coherent and scalable framework, strengthening visibility and improving conversion into concrete economic outcomes.

3. The Pavilion Concept

The Pavilion is a repeatable country platform built around a stable core and modular sector spaces. The core ensures that Taiwan is presented with the same narrative, visual identity and quality standards at every event, while modules adapt to the audience and the event theme.

Core modules that can be deployed at each event include:

- Country narrative and showcase wall, key messages, flagship brands, and the investment and innovation story
- Welcome and information point, visitor journey, orientation, and partner introductions
- Business meeting corner, pre scheduled meetings, on site matchmaking, and private discussion space
- Product and solution discovery pods, sector booths or mini showcases sized to the event constraints
- Content and media corner, live demonstrations, interviews, photo moments, and social content capture

- Lead capture and follow up kit, consent based contact collection, meeting notes, and structured handover to stakeholders

A single coordination calendar and a shared asset library ensure consistency and faster deployment from one event to the next.

Modules can be activated or scaled depending on the event, the available space and the budget. A shared playbook defines what stays constant and what can change, making preparation faster over time and enabling partners to reuse materials, logistics and content across the annual cycle.

4. Economic and Business Value

The Pavilion supports both B2B and B2C outcomes depending on the event format. Here, conversion means generating qualified leads, scheduled meetings, and follow up actions that translate visibility into commercial progress.

B2B value includes connections with buyers, distributors, partners and investors, structured meetings and follow up ready commercial opportunities, and increased credibility through a premium country context and a coordinated presence.

B2C value includes product discovery and market testing, demand signals, direct engagement with audiences, and content creation that supports commercial objectives.

Tourism, aviation, hospitality and related services are treated as core economic sectors within this framework, as they directly contribute to trade flows, market access and economic impact.

5. Sector Scope

The Pavilion framework is sector agnostic and adapts to the theme of each event. It can support participation from aviation and travel, food and beverage including premium offerings, technology and innovation, agriculture and food products, and consumer and lifestyle industries. The same platform can support multiple sectors with a consistent structure and tailored activation per event.

6. How It Works

Before events

Stakeholders align on priority sectors, objectives and participation formats. Coordination is established across participating actors, and sponsorship structuring can be put in place when relevant.

During events

The Pavilion delivers a coherent and immersive presence, facilitates professional exchanges, and supports product and service discovery, both for professional visitors and for the public.

After events

Contacts and opportunities are consolidated and followed up, ensuring continuity and measurable outcomes across the year and across the event cycle.

7. Funding and Cost Efficiency

The Pavilion is designed to be sponsor led and partner driven, with shared costs and mutualisation across participants. Depending on the event, certain components may be partially self sustaining through commercial activations linked to the event format.

Public sector involvement, when relevant, remains focused on facilitation, coordination and alignment, helping to reduce costs while maximising impact.

8. Coordination and Governance

The Pavilion provides a coordination framework across stakeholders and events, reducing duplication and ensuring coherence, continuity and efficiency compared to isolated participations. Governance can be structured through a small steering group, a monthly alignment, and a shared event playbook.

9. How Ronzess Can Support

Ronzess can support the initiative in a flexible and modular way, depending on stakeholder preferences and internal capacity. Support can range from light structuring and design to broader coordination, sponsor mobilisation and activation planning. This approach allows stakeholders to keep control of governance and scale involvement only when it creates clear value.

10. Next Steps

Identify priority sectors and anchor stakeholders, select one or two pilot events, and define activation options. This enables a focused discussion on scope, format and expected outcomes. A short working session can then confirm objectives, pilot events, roles, and success indicators such as meetings held, qualified leads captured, and follow up actions agreed.