

# 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.