1926 — 2026 ITALIAN TRADE AGENCY
A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE

HIGH STREET ITALIA

TAIPEI · 2026

台灣進口商合作說明簡報

TW Importer Partnership Briefing

Ciao!
巧有義思

SONGSHAN CULTURAL & CREATIVE PARK | 松山文創園區

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01 | 什麼是 High Street Italia？

What is High Street Italia?

High Street Italia（HSI）是由義大利貿易辦事處（ITA）主導的義大利製造常設展示暨零售空間，以策展方式呈現橫跨時尚、美食、設計、美妝等多元品類的義大利精品，全年開放消費者與業界參訪。

HSI is a permanent Made in Italy showroom and retail hub led by ITA, showcasing curated Italian lifestyle products year-round — open to consumers and trade visitors alike.



常設展示空間

Permanent Showroom

全年展示 · Year-round display

B2B 商業平台

B2B Business Platform

定期媒合活動 · Trade events

文化交流展演

Cultural Exchange

工作坊展覽 · Workshops & Exhibitions

02 | 首爾成功案例

HSI Seoul – Proven Success Since 2019



HSI 首爾自 2019 年於江南 Garosu-gil 啟動，是 Made in Italy 在亞洲的旗艦據點，成功集結超過 80 個義大利品牌，涵蓋食品、葡萄酒、時尚、美妝及設計，全年持續運營。台北是下一個章節。

Launched in Garosu-gil, Seoul in 2019, HSI hosts 80+ Italian brands across food, wine, fashion, beauty and design year-round. Taipei is the next chapter.

285,00+	6,000+	80+	2019
累計訪客	月均訪客（2025）	義大利品牌	啟動年份
Total Visitors	*Monthly Visitors*	*Italian Brands*	*Year Launched*

03 | 首爾空間實況

Inside HSI Seoul



食品與生活品區 · Food & Lifestyle Section



精品食品陳列 · Premium Italian Products Display

04 | 台北場地介紹

Taipei Venue – Songshan Cultural & Creative Park

松山文創園區 — 男澡堂 B2

- **台北市信義區，捷運直達，鄰近主要飯店**
  Central Taipei · Metro access · Near major hotels
- **前日據時期菸草工廠，獨特歷史建築空間**
  Historic former tobacco factory
- **年吸引百萬訪客，設計與文化愛好者聚集**
  Millions of annual visitors – design community
- **台北設計師週、國際展覽固定主辦場地**
  Home to Taipei Designers Week
- **HSI 進駐男澡堂，保留原有拱形結構**
  Original arched bathhouse structure preserved



05 | 台北空間設計

Space Design – Iaa · Lorena Alessio Architetti, Turin



室內陳列空間 · Display & Retail Interior



收銀台暨中央區域 · Central Counter Area

05 | 台北空間設計

Space Design – Iaa · Lorena Alessio Architetti, Turin

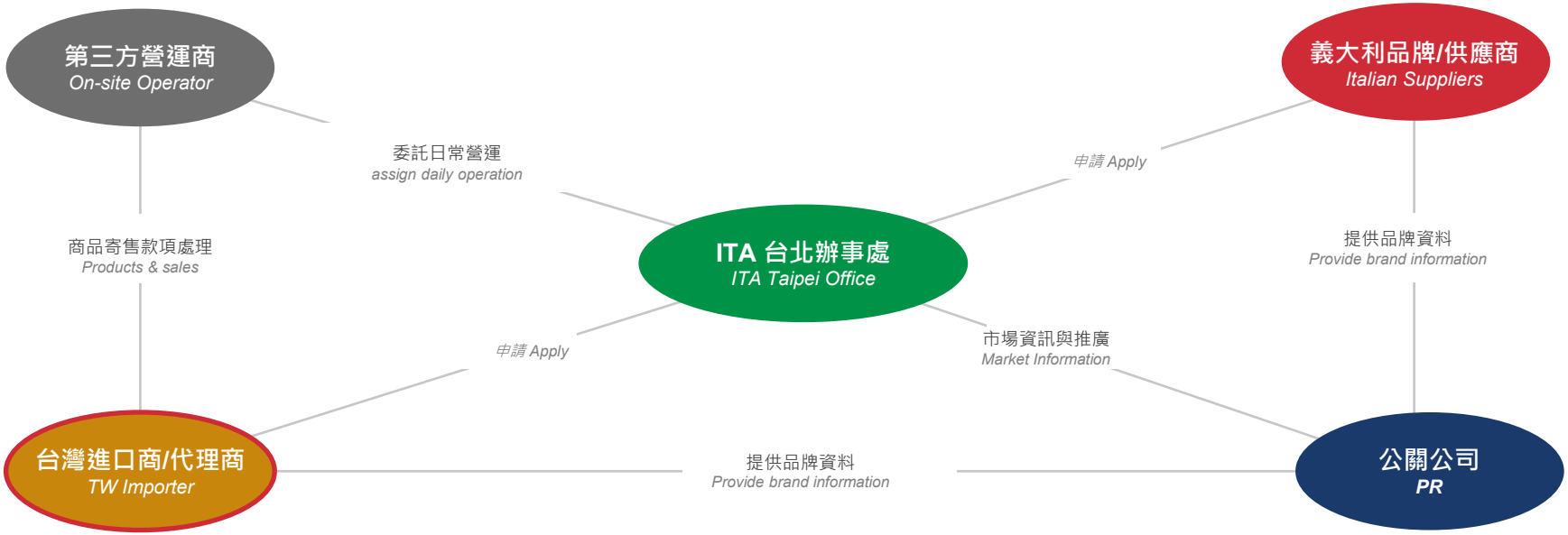


室外有活動空間可以舉辦開幕匯集發表會，也可為休息聚集區。

The outdoor area has space for events such as opening ceremonies and press conferences, as well as a rest and gathering area.

06 | 各方角色關係圖

Stakeholder Relationship Map



07 | 台灣進口商的角色與職責

TW Importer – Role & Responsibilities

01 提供合法進口商品

Supply legally imported products

提供具台灣合法進口資格的義大利商品，少量現貨陳列於現場，無需大量囤貨。

Supply products legally imported into Taiwan. Small quantities for display — no bulk inventory required.

02 配合公關公司上架資訊

Coordinate with PR agency for product listing

向官方公關提供品牌與商品資料，供 HSI 專屬官網上架與宣傳使用。

Submit brand and product info to ITA PR Partner for listing on the HSI dedicated website.

03 配合現場營運商

Work with on-site operator

與 ITA 委託的第三方營運商配合，確保商品上架陳列、補貨與收款結算順暢進行。

Coordinate with the on-site operator for product display, restocking and revenue settlement.

04 收回銷售款項

Receive sales revenue

所有商品銷售款項由營運商代收後，定期全額結算匯回進口商，作為品牌在台推廣資金。

All sales revenue collected by the operator is fully remitted to the importer as brand promotional funds in Taiwan.

08 | 商業模式

Business Model

01 寄售制 · Consignment

進口商無需事先採購或囤貨；商品由進口商提供，少量現貨陳列於現場。販售並非強制，也可選擇純展示形式，零庫存壓力。

No upfront purchasing required. Products supplied by the importer — small quantities on display. Sales are optional; pure showcase display is also available. Zero inventory risk.

02 POS 銷售收款 · Retail Sales via POS

現場設置完整收銀系統，顧客可直接購買。店內亦設有 QR Code 延伸線上購買管道。

Full POS system on-site for retail transactions. QR codes extend purchasing to online channels.

03 銷售款項全額回歸進口商 · Revenue Returns 100% to Importer

銷售所得由營運商代收，定期結算後全額匯回台灣進口商，作為品牌在台推廣資金。進口商不需與 ITA 分潤。

Sales proceeds collected by operator and remitted in full to the TW importer — as the brand's Taiwan promotional fund. No revenue sharing with ITA.

09 | 如何加入 HSI？

How to Join HSI

情況 A 已取得義大利品牌台灣代理授權

Already have an authorized import/distribution agreement with the Italian brand

台灣進口商 Importer TW → 向 ITA 台北辦事處登記意願 *Register your intention with ITA Taipei Office* → 審核通過 Approved → 正式進駐 Officially settled in *提交商品資料，上架 HSI 官網*

情況 B 義大利品牌尚無台灣進口商，由 ITA 協助媒合

Italian brand doesn't have a TW partner yet — ITA Taipei can facilitate

義大利原廠 Italian company → 向 ITA 台北辦事處登記意願 *Register your intention with ITA Taipei Office* → 審核通過 Approved → 正式進駐 Officially settled in *Submit product information and list it on the HSI website.*

★ 請台灣進口商和義大利合作夥伴，雙邊相互協調，自行決定由哪一邊負責費用和填寫正式表格。

★ The Taiwanese importer and the Italian partner can coordinate with each other and decide on which side will be responsible for the costs and to complete the official forms.

10 | 進口商的益處與責任

Benefits & Responsibilities for TW Importers

One-time Participation Fee **一次性參加費 €**

Applications are based on the number of brands, and can be submitted by either a Taiwanese company or an Italian company. The participation fee is €300 per brand per quarter (three months), €600 for two brands, and so on.

以品牌數量申請為主，由台灣公司方申請或是義大利方申請皆可，每季度（三個月）一個品牌參加費為 €300，兩個品牌參加費為 €600，以此類推。

ITA 全額負擔行銷公關

ITA-Funded Marketing & PR

官方社群推廣、媒體公關、數位廣告及 HSI 專屬網站，全由 ITA 支出。

義大利政府官方背書

Official Italian Government Endorsement

ITA 為義大利政府機構，進駐 HSI 即代表獲得官方認可，強化品牌台灣市場公信力。

推廣活動義務

Promotional Event Requirement

每季度（三個月）參加者須至少舉辦一場推廣活動，如欲增加場次可另行洽談。

零囤貨壓力

Zero Inventory Pressure

僅需少量現貨陳列，採寄售制，無需大量備貨，也可選擇單純展示，無販售。降低資金與倉儲風險。

銷售利潤全額回歸

100% Revenue to Importer

所有銷售款項全數匯回進口商，作為品牌在台推廣資金，ITA 不分潤。

11 | 活動辦理：責任歸屬與費用分攤

Event Responsibility & Cost Sharing

活動類型	主辦方	費用負擔	ITA PR Partner
ITA 自辦活動 *ITA-organized events*	**ITA 台北** *ITA Taipei*	**ITA 全額負擔** *Fully funded by ITA*	**完整企劃 + 設計 + 宣傳** *Full planning, design & promotion*
台灣進口商自辦活動 *Importer-organized events*	**台灣進口商** *TW Importer*	**進口商自負** *Importer bears cost*	**上架官網 + 協助宣傳** *Website listing + promotion support*
義大利品牌自辦活動 *Italian brand-organized events*	**義大利品牌** *Italian Brand*	**品牌方自負** *Brand bears cost*	**上架官網 + 協助宣傳** *Website listing + promotion support*

★ 無論哪種類型的活動，場地（HSI 空間）均免費提供使用。費用差異在於企劃與製作費用的歸屬。

★ Regardless of event type, the HSI venue is provided free of charge. The difference lies in who bears planning and production costs.

進口商可自行規劃於 HSI 空間內舉辦品牌推廣活動（如品酒會、新品發布、媒體試用等），費用由進口商自行負擔。ITA 協助將活動資訊上架至 HSI 官方網站並提供宣傳支援。
Importers may independently organize brand promotion events in the HSI space (e.g. wine tastings, product launches, press events). Costs are borne by the importer. ITA will list the event on the HSI website and provide promotional support.

12 | 產品方向與策展

Products & Curation

ITA 扮演策展人角色，優先選擇具代表性的義大利精品，每三個月輪替。優先考量已在台灣有代理商且備有現貨的品牌。

ITA curates product selection with quality focus. Products rotate every three months — priority to brands already represented by a TW importer with existing stock.

空間規格 | Space Features 室內層架空間（時尚、配件、食品、酒類、美妝、生活用品）· Indoor shelving　室外展示區（戶外家具、大件設計品）· Outdoor display area

食品與飲料
Food & Beverage

橄欖油、義大利麵、醋

Olive oil, pasta, vinegar

葡萄酒與烈酒
Wine & Spirits

義大利葡萄酒、氣泡酒

Italian wines, prosecco

時尚與配件
Fashion & Accessories

服飾、手袋、珠寶、眼鏡

Apparel, bags, jewellery

美妝與保養
Beauty & Cosmetics

護膚品、香水、保養品

Skincare, fragrance, wellness

生活與設計
Lifestyle & Design

廚具、家居、文具

Kitchenware, furniture, homeware

鞋履與皮革
Footwear & Leather

皮鞋、皮件、手工藝

Shoes, leather goods, crafts

13 | ITA 提供的支援

ITA Support for TW Importers

01 空間與設施

Space & Infrastructure

完整設計施工展示空間、基本燈光、電力、清潔人員、儲藏室及保險箱

Full display space, lighting, electricity, cleaning staff, storage room & safe

02 行銷與公關

Marketing & PR

ITA 官方社群推廣、媒體公關、數位廣告及品牌活動策劃

Official social media, PR, digital advertising & brand event coordination

03 供應商對接

Supplier Coordination

協調義大利供應商與台灣代理商，統籌商品物流及暫存安排

Coordinate Italian brands & Taiwan importers, manage logistics & temporary storage

04 B2B/B2C 活動

Event Programming

定期舉辦進口商媒合、產品發布及消費者體驗活動

Regular importer matching, product launches & consumer experience events

14 | 專案時程

Project Timeline

上架申請週期 listing application period

第一季：2026/10/16 – 2027/1/15（即日起開放意願登記）
第二季：2027/1/16 – 2027/3/26

1st Season: Oct 16, 2026 – Jan 15, 2027 | Register your interest NOW

2nd Season: Jan 16, 2027 – March 26, 2027

2026/10/05	2026/10/16	2027/1/15	2027/3/26	2027
工程進場	正式開幕	首季截止	活動結束	續約預期
Construction Entry	*Grand Opening*	*1st Season Deadline*	*Project End*	*Renewal Expected*

整體活動期：2026/10/05 – 2027/3/26 | Oct 05, 2026 – Mar 26, 2027 · 極高機率續訂下半年，總預期一年

High probability of renewal for the second half of the year, with a total expected renewal date of one year.

15 | 下一步 · Next Steps

即日起開放意願登記 · Registration Now Open

請填寫以下表單，提供貴公司基本資料、公司簡介（中英文），以及希望申請進駐的義大利商品資訊，我們將作為內部評選參考。

Please complete the form with your company details, bilingual profile, and Italian products you wish to apply for. All submissions are for internal review only and will not be shared publicly.

1.線上申請連結 Registration Link：docs.google.com/forms
2.正式報名表格需簽名蓋章寄回>>> 。台灣公司請用此表格 https://acesse.one/h30tpaz 。 Italian Company Form https://reurl.cc/LelA6e
The official registration form must be signed, stamped, and returned.

收件截止 Deadline：2026/9/24 · Sept 24, 2026

★ 送出申請不代表審核通過。。所有資料僅供 ITA 台北內部評選，不對外公開，請放心。
★ Submission does not guarantee approval. All data is for ITA Taipei internal review only and will not be disclosed publicly.

01

填寫表單並送出申請 · Complete & Submit the Form

Applications are based on the number of brands, and can be submitted by either a Taiwanese company or an Italian company. The participation fee is €300 per brand per quarter (three months), €600 for two brands, and so on.payable either by the Italian company remitting funds to the Rome headquarters or by the Taiwanese importer.
Formal form submission: Applications submitted by Taiwanese companies require prior payment; applications submitted by Italian companies can be paid after the event.

02

ITA 台北審核接洽 · ITA Taipei Reviews & Follows Up

以品牌數量申請為主，由台灣公司方申請或是義大利方申請皆可，每季度（三個月）一個品牌參加費為€300，兩個品牌參加費為 €600，以此類推。
可由義大利公司匯款至羅馬總部，或由台灣進口商支付。
正式表格的提出: 由台灣公司提出申請需先支付款項，由義大利公司申請則可於活動結束後支付