

2016 Chiayi International Band Festival a Great Success, looking forward to its 26th edition

We are looking forward to the 2017 International Chiayi City Band Festival

TAIPEI, TAIWAN, January 19, 2017 /EINPresswire.com/ -- 2016 marked the 25th annual Chiayi City International Band Festival. This event is both the most important annual event for Chiayi and the most famous music festival in Taiwan. In November the Cultural Affairs Bureau of Chiayi City began marketing the festival internationally, including a press conference in Kaga, Japan that was attended by multiple Japanese media agencies, so that the festival can truly be "beacon of Taiwan"

At the Chiayi Municipal Museum Dec 9th a press conference was held to announce the opening of the International Band Festival. In addition to the announcement, a special performance was performed. A deepening of the interaction between the International Band Festival and the arts and entertainment industry raised the profile of Chiayi City, and tourism industry.

Mr. Twu Shiing Jer, mayor of Chiayi city gave a speech at the press conference outlining 2016's festival events. Also in attendance were Mr. Yeh Jer Horng director of ChiaYi Cultural & Creative Industries Park and Mr. Lee YueQi as well as other VIPs and industry professionals who expressed their vision to shape Chiayi into a "musical city" in order to deepen the interaction between business and the arts, and give the festival a truly grand opening.

2016 Chiayi City International Band Festival was held in Chiayi city starting on December 10th. It lasted 15 days of festivities starting with the historically most popular events the "Parade Carnival" and "Marching Drill Evening Party". In keeping with the theme "Wherever Bandever", over 40 bands from Taiwan and around the world were invited to play over 70 performances. 2016 International Band Festival also had over four performances spaces and hosted the Asian Saxophone Congress. A full



and rich experience for event goers 2016's planned activities included Band competitions, Exchanges with local schools, Community tours, Carnival Game, Photography Contest, Masterclasses, Arts and Crafts Market and 2 Musical Instrument Exhibitions.

The 25th festival had special array of products designed for the International Band Festival, including a t-shirt designed by a well-known fashion designer, and a CIBF Special Edition Stainless-Steel Lunch Box completed with an embossed musical instruments design and filled with Chiayi's turkey rice. Through the creation of the 25th International Band Festival's spectacular merchandise a large amount business activity had also been generated.

The delicious food, exciting atmosphere and spectacular new designs available through the 2016 International Band Festival in Chiayi created a new wave of global tourism to attract greater international business opportunities in Taiwan.

To review the 2016 International Band Festival in Chiayi, please visit <http://www.chiayiband.org/> You could also find the information of the following activities like workshops, video clips and so on. We are looking forward to the 2017 International Chiayi City Band Festival.

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