

AFE 2009 - Asia Funeral Expo 亞洲殯儀博覽

Hong Kong Convention & Exhibition Centre, Hong Kong
 香港會議展覽中心

13-15 May 2009
 2009年5月13至15日

A Hub for East Meets West
 東西方交匯點



Flagship for Your Funeral Business in Asia
 為您拓展國際市場

Organizers 主辦單位:



縱延展業有限公司



美國殯儀總監協會

Official Supporter 官方支持單位:



HONG KONG TOURISM BOARD
 香港旅遊發展局

Official Publication 官方刊物:



Official Endorsement 官方認可:



U.S. Department of Commerce
 美國商務部

www.asiafuneralexpo.com

AFE Vision 目標

Redefining professionalism of funeral industry through product showcasing and conferences of cutting-edge topics.

透過產品展示及具前瞻性的會議，提昇殯儀業之專業性。

AFE is 是

- an annual event in Asia, with Hong Kong as the Asia hub for international gathering;
亞洲一年一度的盛會，以香港作為連接亞洲和國際的樞紐。
- a hub for East meets West;
東西方交匯點。
- a level platform that welcomes all voices from different cultures & sectors;
包容不同文化及界別的開放平台。
- recognized as a portal for professional of funeral homes, cemeteries and crematoriums.
聯繫殯儀館、墓園及火葬場等各範疇的專業人士。

AFE features a full-spectrum of activities, including expositions, conferences, site visits and tours. The participation of NFDA brings cutting-edge ideas from the West to this Asia event. It is a platform for **“Networking, Sharing and Learning”**.

亞洲殯儀博覽包括一系列的活動：博覽、會議及參觀。美國殯儀總監協會(NFDA)從西方帶來具前瞻性之議題。透過以上活動，參加者能夠體現AFE的宗旨 —

“拓展人際網絡，彼此分享學習”。

You met and surpassed every expectation we had. Your level of professionalism, graciousness and kindness were very much appreciated!

我們非常欣賞您們的專業、友善殷勤的態度，超出我們預期所想!

Ms. Deborah Andres, Director of International Relations, NFDA
美國殯儀總監協會國際關係總監Deborah Andres女士



I encourage all of us to support the vendors, learn from the presenters, and build new friendships with the attendees. Congratulations to AFE in making this historic, global expo here in Asia.

我鼓勵大家支持參展商，從展會中學習並與參加者建立友誼。恭喜AFE於亞洲舉辦了這次歷史性的國際展會！

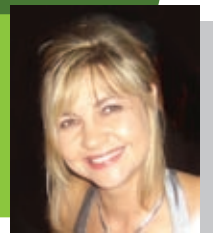
Renato Dychangco Jr., President of Philippine Mortuary Association Inc.
菲律賓遺體處理協會主席Renato Dychangco先生



As you probably aware, there are now many Asians living in our part of the world at the foot of Africa, and it is an opportune time to learn how to best serve them when it comes to funerals and repatriation.

各位大概已經注意到有不少亞洲人正居住在非洲，是次展會正好讓我們學習如何在他們的葬禮及遺體運送提供更好的服務。

Elsabe Basilio, President of National Funeral Directors' Association of South Africa
南非殯儀總監協會主席Elsabe Basilio女士





The **1st and ONLY** funeral show endorsed by the U.S. Department of Commerce 首個及唯一獲美國商務部認可的殯儀展會

The U.S. Department of Commerce is pleased to grant Trade Fair Certification to AFE 2009. It is a favorable opportunity to explore global markets.

美國商務部非常榮幸認可 AFE 2009 作為探索國際市場的理想平台。

Mr. Michael Thompson, Program Manager, Trade Fair Certification Program, U.S. Department of Commerce
美國商務部 Michael Thompson 先生

AFE 2008 was a smash-hit! I have never seen a more impressive list of prestigious international buyer delegations from around the world in a single event – an incredible opportunity for U.S. exhibitors to reach new export markets!

AFE 2008 辦得非常出色！我從未在一個展會內遇見這麼多來自世界各地的專貴買家團，這實在是美國參展商拓展海外新市場的大好機會！

Mr. James Mayfield, Commercial Consul, U.S. Consulate Hong Kong & Macau, U.S. Commercial Service
美國駐香港總領事館商務領事詹美田先生

AFE 2008 Key Facts & Figures 重要數據及資料

- More than **30 conferences and concurrent activities**.
超過**30**節研討會及活動。
- Over 2,000 buyers, delegations, associations, officials and funeral professionals**.
逾**2,000**位買家、參觀團、行業協會、公務人員及殯儀業同業。
- Visitors from more than **36 countries and regions**.
觀眾來自超過**36**個國家/地區。
- Over 20 international groups and delegations** from USA, Japan, Korea, Malaysia, Mainland China, Hong Kong, Philippines, Singapore, South Africa and Taiwan etc.
超過**20**隊世界各地訪問團，分別來自美國、日本、韓國、馬來西亞、中國內地、香港、菲律賓、新加坡、南非及台灣等地。
- Exhibitors from Denmark, France, Germany, Japan, Mainland China, Hong Kong, Taiwan, the Netherlands and USA etc.
參展商來自丹麥、法國、德國、日本、中國內地、香港、台灣、荷蘭及美國等地。
- Extensive report of over **17 media** from around the world.
世界各地超過**17**家媒體採訪和報導。

A level platform that welcomes all voices from different cultures & sectors
一個包容不同文化及專業界別的開放平台



What exhibitors said?

參展商的話



- 90% of exhibitors are satisfied with the visitor quality and flow.
參展商表示滿意觀眾的質素和人流。
- 85% of exhibitors found AFE effective in building relationship with clients.
參展商認同AFE提供一個有效的平台建立客戶關係。
- 83% of exhibitors plan to exhibit in AFE 2009.
參展商即場表示計劃參展AFE 2009。
- Some exhibitors received orders from Australia, Germany, Ireland, Macau, Southeast Asia, the Philippines and USA on site. An exhibitor who had even **signed a contract of US 2 million** at the fairground!
有部份參展商現場已接獲澳洲、德國、愛爾蘭、澳門、東南亞、菲律賓、美國等地的訂單，當中更有**二百萬美元**的合同！

Source: AFE 2008 Exhibitor Survey
資料來源：AFE 2008 參展商問卷調查



Sich Casket Co., Ltd. 西川有限公司

Have a good variety of attendees. It gives us a chance to expose to customers from many regions.

我們有機會遇到不同類型的參與者，從而認識到不同地區的客人。

Dalian Xueying Biochemistry Technology Co., Ltd. 大連雪鷹生物科技有限公司

Thank you so much for providing quality services and constructing this trade-fostering platform for buyers and sellers. The expo gave us the chance to connect and establish good business relations with buyers in a short period of time.

十分多謝主辦單位為參展商提供優質的服務，及為買賣雙方搭建了促進貿易的平台！展會使我們在很短時間內接觸到行業內的採購商，彼此建立友好的合作關係。

Nantong Millionaire Furniture Ltd. 南通市大豪家具有限公司

We have found many potential clients.

我們找到了許多潛在的客戶。

Futein Pacific Enterprise Co., Ltd. 福田石藝有限公司

Thank you for your meticulous arrangements and hospitality. I believe every attendee fully gained from the expo, conferences and reception. I look forward to next year's gathering with you in Hong Kong!

謝謝你們精心安排與細心接待，無論是會展、演講到晚會，相信對每一個參與的人而言都是收獲滿滿。期待明年與你們在香港再一次相會！



What visitors said? 觀眾的話



- **90%** of visitors rate AFE 2008 as a good or excellent event.
觀眾評價AFE 2008為出色的活動。
- **80%** of visitors find AFE 2008 very beneficial to them and their business.
觀眾表示AFE 2008對他們及其業務非常有幫助。
- **95%** attendees find the conferences of AFE 2008 very professional.
與會者表示AFE 2008的會議非常專業。

Source: AFE 2008 Visitor Survey
資料來源：AFE 2008 觀眾問卷調查

Mr. Jeffrey K. Chancellor, Director, Far East Operations (International), BLAKE Emergency Services (Global 全球)

Congratulations on a great convention! Everyone I spoke with was very impressed with what you were able to pull together!

衷心恭賀會議成功舉行！所有我接觸到的人都對您們的活動能聯合各國人士而感到喜出望外！

Mr. Darren Crouch, President, Passages International Inc. (USA 美國)

From all that I spoke to the show, it was a great success!

總括而言，AFE非常成功！

Mr. Henry Kwong, Vice President – Business Development, Rose Hills Memorial Park and Mortuary (Canada 加拿大)

AFE will no doubt generate tremendous knowledge, as well as the mutual exchange of culture, products and services for those who attend this inaugural event between the Asian and Western funeral industries.

AFE無疑為來自東西方的參加者帶來了大量知識，促進了文化、產品及服務的交流。

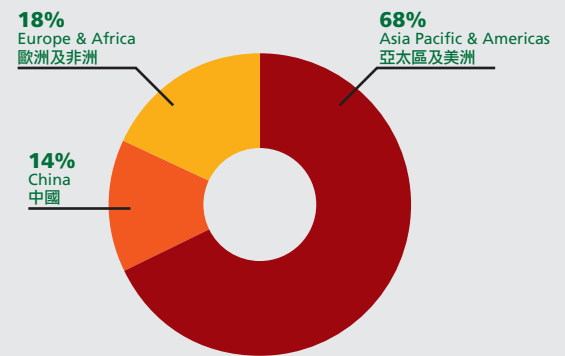
Mr. Sun Chai Tan, Prestavest Bhd. (Malaysia 馬來西亞)

This year's program is good enough.

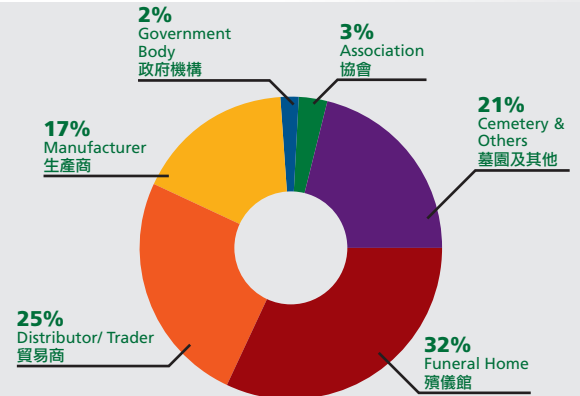
這一年的節目安排已經很好。

The majority of visitors 大部份觀眾：

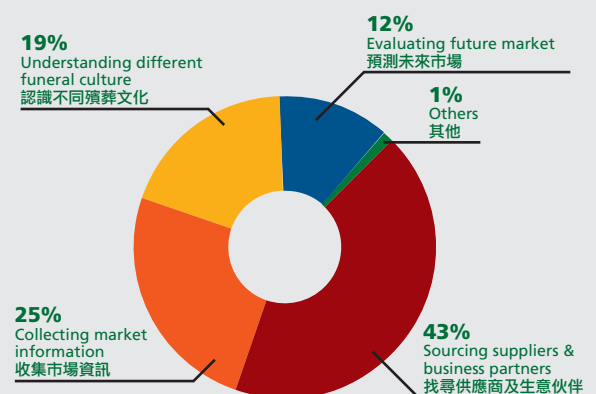
are from Asia Pacific & Americas
來自亞太區及美洲



represent funeral homes, trading firms & cemeteries
代表殯儀館、貿易公司及墓園



come to source suppliers & business partners
來找尋供應商及生意伙伴



for "Asia Funeral Expo"



New Features of AFE 2009 新內容

AFE is dedicated to bringing attendees a quality international platform for cultural exchange as well as business development. To enrich the AFE experience and pursue excellence, “**GREEN**” and “**CEMETERY**” will be the new features of AFE 2009.

AFE 的宗旨是為與會者提供一個文化交流及業務拓展的高質素國際平台。為強化AFE的深度及追求卓越，「**綠色專區**」及「**墓園專區**」將是AFE 2009的新內容。



Green 綠色專區

- Increase social awareness of Green Funeral in global communities
提高世界各地社群對環保殯葬的認識
- Share up-to-date information on eco-friendly funeral services and products
分享最新的環保殯儀產品及服務資訊
- Facilitate exchange of ideas among funeral professionals on Green-way-to-go
促進業界對環保殯葬的意見交流
- Contribute to ecological restoration and conservation
為保護環境及生態平衡盡一分努力



Cemetery 墓園專區

- Congregate funeral professionals in the cemetery sector across nations to facilitate information exchange and interaction
集合各地的墓園管理專業人士，匯萃AFE 2009，促進交流合作
- Connect cemetery specialists with partners and clients for more business opportunities
聯繫墓園經營者及他們的伙伴和客戶，以助拓展業務
- Foster the sharing of expertise and knowledge to advance professional practice
分享業內最新的專業知識，提升整體服務水平





Hong Kong as the Asia hub for international gathering 香港是連接亞洲和國際的樞紐

- With a central location in Asia Pacific, Hong Kong is an international business, trade and financial hub and recognized as a springboard to Asia & from Asia.

香港是一個國際商業、貿易及金融樞紐，位處於亞太區的中心位置，被喻為進入亞洲和國際市場的跳板。

- Building on its foundational free market economic policy, Hong Kong has developed into a modern, vibrant and cosmopolitan services economy, underpinning the role of the city as a global business platform.

香港建基於深厚的自由市場經濟政策，已發展為一個現代化、充滿活力和具大都會魅力的服務型經濟體系，為其作為全球商業平台的角色建構理想環境。



Hong Kong Convention & Exhibition Centre 香港會議展覽中心

More Space, More Opportunities in Asia's World City™!

在亞洲國際都會，有更多空間，更多機會！

- Over 70,000 m² exhibition and meeting space.
超過7萬平方米的會議及展覽場地。
- More than 70% of exhibitions at the HKCEC are international events.
在會展中心舉辦的展覽，超過70%屬國際性活動。
- Voted "Best Convention and Exhibition Centre in the Asia Pacific" in the 2007 and 2005 Industry Surveys.
在2007及2005的業界調查中，獲推選為「亞太區最佳會議展覽中心」。



Do you know? 你知道嗎?

Hong Kong is an international business hub, increasing number of business visitors come to the city for meetings, conventions, exhibitions and other commercial events.

香港是一個國際商業樞紐，越來越多商務旅客來港參加大小會議、展覽及其他商業活動。

- From 2002 to 2006, the total number of incoming business visitor trips showed an uninterrupted rise averaging 7.9% per annum.
在二零零二至二零零六年期間，訪港商務旅客的總人數從不間斷地上升，平均增幅為每年7.9%。
- The year of 2006 saw a record high of 5.7 million, equivalent to 22% of overall visitor arrivals.
在二零零六年，訪港商務旅客的總人數創570萬新高，相當於整體旅客人次22%。

Source 資料來源:
First Quarter Economic Report 2007,
Economic Analysis and Business Facilitation Unit
經濟分析及方便營商處2007年第一季經濟報告

Exhibiting Fees & Services 展台價目及服務

About the Organizers 關於主辦單位

Asia Funeral Expo and its professional conferences are organized by Vertical Expo Services Company Limited (VES) and its American partner, NFDA.

Vertical Expo Services Company Limited (VES) is a Hong Kong based company specializing in organizing vertical trade events for various industries. AFE is a distinguished vertical funeral trade fair of VES.

National Funeral Directors Association (NFDA) is one of the largest funeral associations in the world and the organizer of NFDA expo in USA, with over 126 years of history.

亞洲殯儀博覽(AFE)及一系列專業會議是由縱延展業有限公司及其美國合作伙伴—美國殯儀總監協會(NFDA)聯合舉辦。

縱延展業有限公司總部設於香港，為一家敢於創新的展覽會主辦機構，項目覆蓋不同行業，而AFE就是縱延展業主辦的一個卓越的縱向殯儀展會。

美國殯儀總監協會是全球其中一個歷史最悠久、規模最大的殯儀服務組織，亦是NFDA博覽暨年會的主辦單位。

Furnished Stand 標準展台：

○ USD 3,080 per 9m²
3,080 美元 (每9平方米)

Your fee includes 費用已包括：

- Booth space with identification sign 展位及標記
- Furniture, carpet and basic equipment 基本傢俱、地毯及設備
- Free listing in the Exhibition Catalogue, Official Website and Program Guide 免費於展覽會會刊、官方網站及展覽會的買家指南刊登公司名稱及簡介
- Registration and admittance to workshops/conferences 工作坊／研討會註冊登記費用
- Free exhibitors' badges for advance registration 預先登記的展商證件
- 24-hour on site security 場內保安服務

Raw Space (min. 36m²) 空地 (最少36平方米)

○ USD 2,530 per 9m²
2,530 美元 (每9平方米)

Your fee includes 費用已包括：

- Space 展位
- Free listing in the Exhibition Catalogue, Official Website and Program Guide 免費於展覽會會刊、官方網站及展覽會的買家指南刊登公司名稱及簡介
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- Free exhibitors' badges for advance registration 預先登記的展商證件
- 24-hour on site security 場內保安服務

* Stands with more than one open side are charged with a premium on the total stand rental as appropriate. Details can be referred to the Participation Contract.
多於1開邊的展台需付附加費，詳情請參考參展合同。

Scope of Exhibits 展品範圍

Casket & Urn 棺材及骨灰盒

- Casket & Urn made of metal, wood, stone, crystal, paper and some advanced materials.
以金屬、木材、石材、水晶、紙及其他先進物料製造的棺材和骨灰盒。

Monument & Stone 紀念碑及石材

- Tombstone; Monument; Slab stone etc.
墓碑；紀念碑；板石等。

Equipment & Machinery 設備及機器

- Embalming equipment; Cremation equipment; Cold storage equipment; Morgue equipment; Protective clothing; Excavation equipment; Disaster pouches/Human remain bags; Cosmetics; Stone working machines; Incineration equipment, Funeral vehicles etc.
防腐設備；火葬設備；冷藏設備；遺體處理及相關醫療設備；保護衣物；化妝品；挖掘器材；石材處理器材；焚化器材；殯儀車等。

Keepsake & Memorial Products 紀念品

- Jewelry; Garment; Painting/Photo; Handicraft; Pet funeral/ memorial products; Candles etc.
珠寶；紡織品；油畫/照片；工藝品；寵物殯儀用品；蠟燭等。

Technology & Services 技術及服務

- Embalming technology; Repatriation services; Cemetery services; Computer, website, internet-related services; Cremation services; Pre-planning & other consulting services etc.
防腐技術；遺體處理服務；電腦及網上相關服務；墓園服務；火化服務；預先計劃服務及其他顧問服務等。

Accessories & Materials 配件及材料

- Paper; Fabric; Plastics; Chemical; Timber; Metal; Coffin handles & ornaments; Decorations and fittings for funeral products etc.
紙；布料；塑膠；化工材料；木材；金屬；棺木手柄及裝飾；其他殯儀用品裝飾及配件等。



Extra Promotional and Marketing Privileges Enjoyed by Exhibitors

其他宣傳推廣優惠

- Free listing on AFE website
免費於展覽會的官方網站刊登參展商名稱
- Use of the official AFE logo
使用展會的官方商標
- Media exposure via AFE's international marketing and promotional campaign
善用展會的媒體宣傳渠道
- Privileged advertising package and listing in the Official Publication, "The Director"
官方刊物 "The Director" 的廣告優惠
- Free listing in the Expo Buyers' Guide
免費於展覽會的買家指南刊登參展商名稱
- Hyperlink between AFE website and the exhibitors' websites and more...
網站連結及更多

More Exposure

額外宣傳機會

- Sponsorship Packages 贊助
(e.g. souvenir, workshops, forums, tours, party etc)
- Advertising Packages 廣告
(e.g. official publication, exhibition catalogue, on site ads etc)

Please go to www.asiafuneralexpo.com for updated info and value-added services!

請瀏覽www.asiafuneralexpo.com以了解最新資料及更多優惠詳情!



the **DIRECTOR**

AFE 2009 & NFDA Official Publication
官方刊物

- It has the **LARGEST** total circulation of all funeral service magazines.
發行量乃所有殯儀服務刊物之冠。
- Over 13,000 subscribers, who are funeral service professionals, funeral directors, owners and managers etc.
逾13,000 名業內人士訂閱。
- 12 editions a year covering different editorials and highlights that serve as an effective link between target buyers and partners worldwide.
每年發行12期，是向全球買家推廣產品和服務的有效渠道。

Contact Us

聯絡我們

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