



亞洲殯儀及墓園博覽暨會議
Asia Funeral and Cemetery Expo & Conference
7 - 9 May 2024 | Hong Kong

Asia Funeral and Cemetery Expo and Conference 2024

2024亞洲殯儀及墓園博覽暨會議

Show Report 展會報告

AFE 2024 Review 展會回顧

Show Date 展覽及會議日期:

國際會議及博覽 Conference & Expo	7 - 9/5/2024
開幕典禮及國際晚宴 Opening Ceremony and International Night Dinner	7/5/2024
蒙古國交流團 Post Show Tour - Mongolia	7 - 9/5/2024

Venue 場地: Hall 5DE, Hong Kong Convention and Exhibition Center,
香港會議展覽中心 5 DE 館
1 Expo Drive, Wan Chai, Hong Kong
灣仔博覽道 1 號

Website 網址: www.AsiaFuneralExpo.com

Email 電郵: info@AsiaFuneralExpo.com

- ✓ 115 exhibiting companies and brands from about 15 countries/regions: Australia, China, Hong Kong China, India, Malaysia, Mongolia, Philippines, Singapore, Taiwan, and USA, etc.
參展企業及品牌達 115 家，來自約 15 個國家及地區：澳洲、中國、中國香港、印度、馬來西亞、蒙古國、菲律賓、新加坡、台灣及美國等
- ✓ Over 2,550 buyers, delegations, associations, officials and funeral professionals from over 33 countries and regions attended the trade expo, conferences, visits and networking activities.
逾 2,550 位來自超過 33 個國家/地區的買家、參觀團、協會、官員與及殯儀業同業前來貿易展區參觀及參加會議。
- ✓ AFE2024 brought over 22 international groups to the show. Delegations from Australia, China, Congo, Hong Kong China, India, Indonesia, Korea, Latin America, Malaysia, Singapore, South Africa, Taiwan, Thailand, The Philippines, Uganda, USA etc.
AFE2024 成功吸引來自世界各地的超過 22 個專業訪問團蒞臨貿易展區，參觀團來自澳洲、中國、剛果，中國香港、印度、印尼、韓國、拉丁美洲、馬來西亞、新加坡、南非、台灣、泰國、菲律賓、烏干達、美國等。
- ✓ **96%** of exhibitors agreed AFE is a professional event for the funeral business.
96%的參展商同意 AFE 是專業的殯儀業界商貿活動。

- ✓ **92% of exhibitors and 94% visitor plan to exhibit and come at AFE next event.**
92%的參展商及 94%買家計劃參展及參與下屆 AFE。
- ✓ **88% of exhibitors were satisfied with the visitor quality.**
88%的參展商表示滿意觀眾的質素。
- ✓ **94% of exhibitors found AFE effective in building relationship with clients.**
94%的參展商認同 AFE 提供一個有效的平臺去建立客戶關係。
- ✓ **92% of exhibitors and 95% of visitors were satisfied with the services provided by the organizer and the venue.**
92%的參展商及 95%買家滿意主辦單位服務及場地設施。
- ✓ **89% of exhibitors said participating AFE2024 had met their exhibition targets.**
89%的參展商表示參加 AFE2024 能達到他們參展預期的目的
- ✓ **92% of visitors agreed AFE is an effectiveness expo to sourcing their desired product.**
92%買家表示 AFE 是一個有效的採購平臺。
- ✓ **93% of the conference delegates gave the "speaker's knowledge and presentation skills" a high score.**
93%國際會議與會者給予『講者的知識及演講技巧』極高評分
- ✓ **94% of conference delegates said that the speech content met their expectations.**
94%國際會議與會者均表示演講內容切合期望。

- ✓ **17 Industrial International conferences were held concurrently.**

The spotlighted **AFE2024 Keynote Speech “Renuite, Fight Back” and Women for Asia Pacific Funeral Professionals Summit**, attracted over 468 global industry attendees from 32 countries / regions, including Australia, Austria, Bolivia, Brazil, Canada, China, Colombia, Czech Republic, Dominican Republic, Guatemala, Hong Kong, India, Indonesia, Japan, Malaysia, Mauritius, Mexico, Netherlands, New Zealand, Norway, Philippines, Puerto Rico, Romania, Singapore, South Korea, Spain, Taiwan, Thailand, Uganda, UK, USA, Vietnam, Zambia etc.

AFE2024 展會同期舉行 17 場國際會議，與會者一致好評。

會議的焦點—AFE 專題演講「一起重聚，戰勝困難」及亞太女性殯葬專業人士峰會，獲 468 名來自逾 32 個國家／地區的重要殯葬業界代表出席，其中包括澳大利亞、奧地利、玻利維亞、巴西、加拿大、中國、哥倫比亞、捷克共和國、多米尼加共和國、危地馬拉、香港、印度、印度尼西亞、日本、馬來西亞、毛里求斯、墨西哥、荷蘭、新西蘭、挪威、菲律賓、波多黎各、羅馬尼亞、新加坡、韓國、西班牙、台灣、泰國、烏干達、英國、美國、越南及贊比亞等。

Messages from Participants 參與者的話

Mr. Consulta Carl EMERSON, Director, SG Ecogreen Pte Ltd (Singapore)

Exhibitor 參展商

SG Ecogreen Pte Ltd 董事 Consulta Carl EMERSON 先生 (新加坡)

“It is our first time to join AFE. We are so honour to be involved here in Hong Kong. We meet lot of buyers who are very interested in our eco coffin. Thanks for AFE and we will come again in next event.”

“我們是第一次參加展會，感到非常榮幸，也對主辦方表示感謝。這次展會對我們公司幫助很大，因為我們結識了更多的買家，他們對公司的環保棺木非常感興趣。”

Mr. Zhinan Huang of Wuhan Dingguang Creation Culture Technology Co., Ltd (China)

Exhibitor 參展商

武漢頂光造物文化科技有限公司 黃之男先生 (中國)

“This year we join AFE, we have gained a global perspective and contacted lot of overseas clients. We will join again in next event.”

“今年參加了AFE，讓我們有了一些國際視野，接觸了很多國外客戶，下次會準備再次參加AFE。”

Mr. Lachlan Campbell, Director, Tech-Assist Products (Australia)

Exhibitor 參展商

Tech-Assist Products 董事 Lachlan Campbell 先生 (澳大利亞)

“It is our first time to be an exhibitor in AFE and it's been really worthwhile experience. We have made a lot of good contacts in Asia and it's definitely worth to join. We are happy to come again.”

“這次是我們首次參加AFE並取得非常有價值的體驗。現場接觸到來自亞洲地區不同的客戶。很高興 2026 年可以再參與展會。”

Mr. Peter Mugongo, Director, Uganda Funeral Services (Uganda)

Delegate 與會者

Uganda Funeral Services 董事 Peter Mugongo 先生 (烏干達)

“It is the honour to come to AFE. I meet with lot of friends and exhibitors. I am also to be the speaker at International Conference. Many thanks for AFE and I will join it again in next event.”

“非常榮幸再次出席AFE，碰到許多老朋友及展商。同時還當上演講嘉賓。下次還會再出席AFE。”

Trade Visitor from Brazil

Trade Visitor 參觀者

巴西參觀者

“I can easily find the products and there is a large variety of companies in the exhibition. I will bring this information to Brazil and share with friends.”

“我在展會找到了想要的產品，也聯絡展會上多元化的參展商。會把這些資訊帶回巴西與朋友分享。”

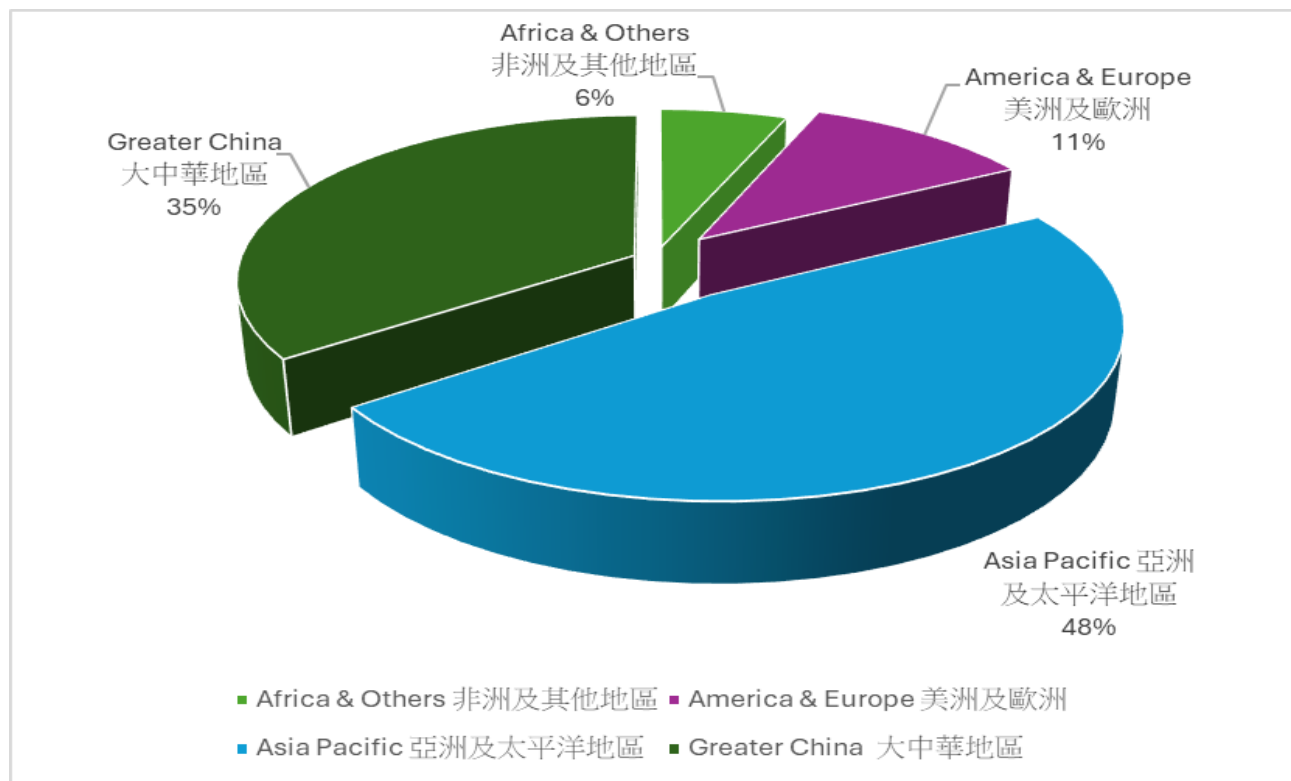
**Only partial information shown, as of 29 May ,2024. 以上只屬部份名單、資料截至 2024 年 5 月 29 日。*

Over 2,550 visitors from 33 countries and regions attended AFE 2024.

逾 2,550 位來自 33 個國家/地區的買家及參觀團參與 AFE 2024 盛會。

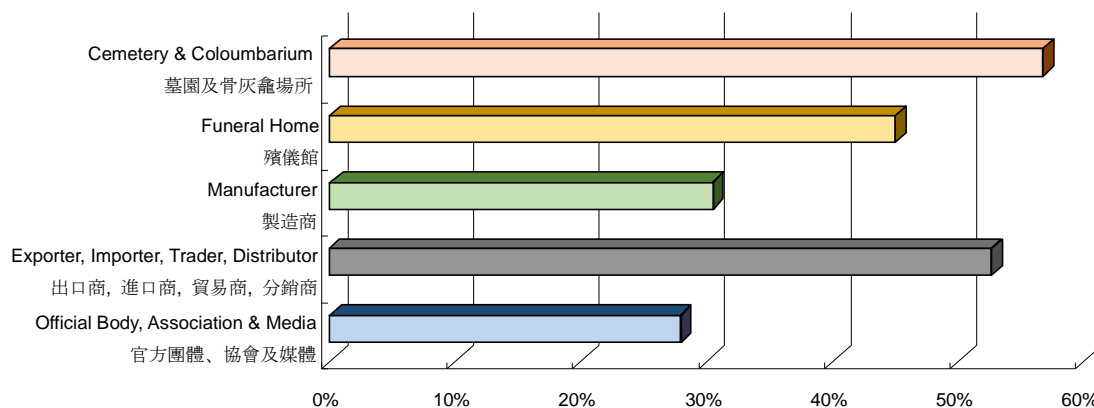
Visitor Profile 觀眾分析

Visitors Came From 觀眾來自



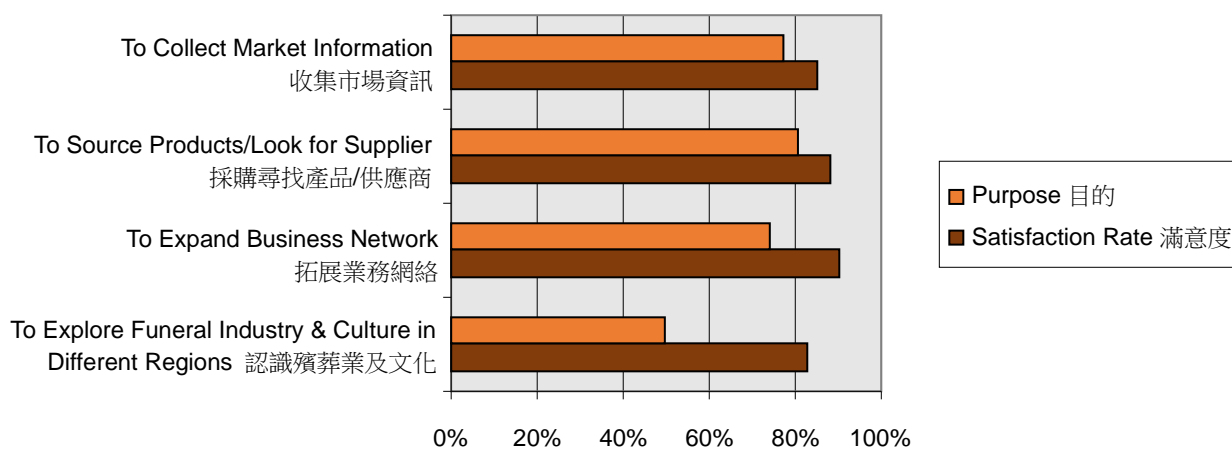
Greater China (China, HK, Macau, Taiwan)
大中華地區(中國,香港,澳門,台灣)*

Business Nature of Visitors 觀眾業務類型

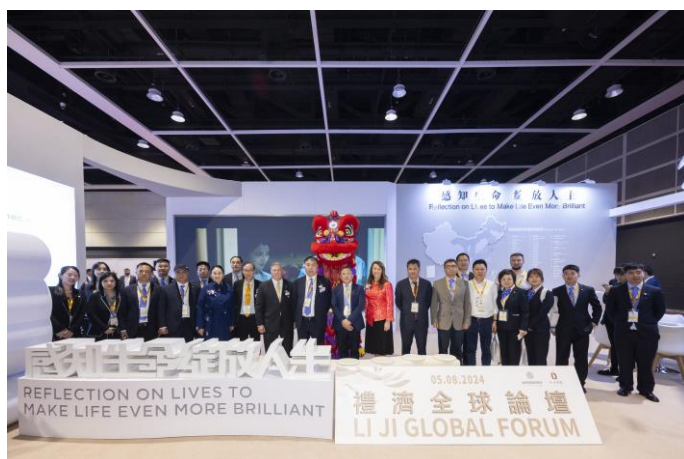


*Multiple Options 可選多項

Visitor's Visiting Purpose & Satisfaction Rate 專業觀眾參觀目的及滿意度



*Interviewee can choose more than one *受訪者可選擇多於一項





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Organizer 主辦單位:

Brilliant Vertical Exhibition (Hong Kong) Limited

香港美縱展覽有限公司

Official Supporters 官方支持單位:

