



亞洲殯儀及墓園博覽暨會議
Asia Funeral and Cemetery Expo & Conference
16 – 18 May 2017 | Hong Kong

Asia Funeral and Cemetery Expo and Conference 2017

2017亞洲殯儀及墓園博覽暨會議

Show Report 展會報告

AFE 2017 Review 展會回顧

Show Date 展覽及會議日期:

國際會議及博覽 Conference & Expo	16 – 18/5/2017
馬來西亞交流團 Post Show Tour - Malaysia	19 – 22/5/2017
開幕典禮及國際晚宴 Opening Ceremony and International Night Dinner	16/5/2017

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

- ✓ 120 exhibiting companies from 22 countries: Argentina, Australia, Bolivia, Brazil, Chile, China, Colombia, France, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, Macao, Peru, Philippines, Singapore, Taiwan, The Netherlands, UK and USA, etc.
參展企業達 120 家，來自 22 個國家及地區：阿根廷、澳洲、玻利維亞、巴西、智利、中國、哥倫比亞、法國、德國、香港、印度、意大利、日本、韓國、馬來西亞、澳門、秘魯、菲律賓、新加坡、台灣、荷蘭、英國、美國等
- ✓ Over 2,750 buyers, delegations, associations, officials and funeral professionals from 38 countries and regions attended the trade expo, conferences, visits and networking activities.
逾 2,750 位來自超過 38 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。
- ✓ AFE2017 brought 22 international groups to the show. Delegations from Australia, China, Germany, Hong Kong, Indonesia, Japan, Korea, Latin America, Lesotho, Malaysia, Russia, Singapore, South Africa, Taiwan, Thailand, The Philippines, USA, Uganda, Vietnam etc.
AFE2017 成功吸引來自世界各地的 22 個專業訪問團蒞臨貿易展區，參觀團來自澳洲、中國內地、德國、香港、印尼、日本、韓國、拉丁美洲、萊索托、馬來西亞、俄羅斯、新加坡、南非、臺灣、泰國、菲律賓、美國、烏干達、越南等。
- ✓ **93% of exhibitors agreed AFE is a professional event for the funeral business.**
93%的參展商同意 AFE 是專業的殯儀業界商貿活動。

- ✓ **90% of exhibitors and 93% visitor plan to exhibit and come at AFE next event.**
90%的參展商及 93%買家計劃參展及參與下屆 AFE。
- ✓ **87% of exhibitors were satisfied with the visitor quality.**
87%的參展商表示滿意觀眾的質素。
- ✓ **90% of exhibitors found AFE effective in building relationship with clients.**
90%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 94% of visitors were satisfied with the services provided by the organizer and the location of the venue**
92%的參展商及 94%買家滿意主辦單位服務及場地設施。
- ✓ **88% of exhibitors said participating AFE2017 had met their exhibition targets.**
88%的參展商表示參加 AFE2017 能達到他們參展預期的目的
- ✓ **93% of visitors agreed AFE is an effectiveness expo to sourcing their desired product.**
93%買家表示 AFE 是一個有效的採購平臺。
- ✓ **96% of the conference delegates gave the "speaker's knowledge and presentation skills" a high score.**
96%國際會議與會者給予『講者的知識及演講技巧』極高評分
- ✓ **97% of conference delegates said that the speech content met their expectations.**
97%國際會議與會者均表示演講內容切合期望。
- ✓ **20 Industrial International conferences were held concurrently. The spotlighted **AFE2017 Keynote Speech “Think Fresh” and CEO Cemetery Summit**, attracted over 452 global industry attendees from 36 countries / regions, including Argentina, Australia, Bolivia, Brazil, Canada, Chile, China, Columbia, Ecuador, Finland, Germany, Guatemala, Hong Kong, Indonesia, Ireland, Japan, Korea, Lesotho, Macao, Malaysia, Nepal, Norway, Peru, Poland, Russia, The Philippines, Singapore, South Africa, Sweden, Taiwan, Thailand, Uganda, United Kingdom, Uruguay, USA, Vietnam, Zimbabwe and so on.**
AFE2017 展會同期舉行 20 場國際會議，與會者一致好評。會議的焦點—AFE 專題演講「創新思維：帶動殯葬業前進」及國際墓園 CEO 論壇，獲 452 名來自逾 36 個國家／地區的重要殯葬業界代表出席，其中包括阿根廷、澳洲、玻利維亞、巴西、加拿大、智利、中國內地、哥倫比亞、厄瓜多爾、芬蘭、德國、危地馬拉、香港、印尼、愛爾蘭、日本、韓國、萊索托、澳門、馬來西亞、尼泊爾、挪威、秘魯、波蘭、俄羅斯、菲律賓、新加坡、南非、瑞典、臺灣、泰國、烏干達、英國、烏拉圭、美國、越南、津巴布韋等。

Messages from Participants 參與者的話

Mr. Mario L. Montenegro, Manager – Loyola Memorial Chapels and Crematorium (Philippines)

Loyola Memorial Chapels and Crematorium 經理 Mario L. Montenegro 先生 (菲律賓)

“By participating in AFE, we learn many new ideas from other countries.”

“今年參與展會，我們從其他國家得到很多新的概念和知識。”

Mr. Cao Dong, Chairman, Yu Fu Xiang Memorial Group (China)

御福祥生命文化國際集團 董事長 曹棟 先生 (中國)

“AFE is a great platform to help connecting us with friends and customers all around the world, and building our global brand. We will be here at next AFE!”

“AFE展會作為一個平台，讓我接觸到很多國外例如東南亞、歐美的朋友和客戶，對我們的品牌國際化很有幫助。下屆AFE展會一定再次來臨。”

Ms. Barbara Pilato, CEO of Pilato SPA (Italy)

Pilato SPA 行政總裁 Barbara Pilato 女士 (意大利)

“AFE is very potential to develop our Asia Pacific market. We have great opportunity to reach new customers from different regions during AFE. We strongly believe we can reach customers not only in Europe but in the world. We will be here in 2 years again.”

“AFE是個很好的機會讓我們可以接觸到更多地區的新客戶，我們相信AFE可以提供更多來自不同國家的客戶給我們。我們會在兩年後再次見面。”

Mr. Jared Friesen, Managing Director of Genelyn Japan (Japan)

Genelyn Japan 董事總經理 Jared Friesen 先生 (日本)

“By participating the AFE, we are able to promote our product to South East Asia, Hong Kong, Taiwan, just list a few. We are very satisfied with the professional trade visitors. Besides, the AFE conference allows us to better understanding the funeral and cemetery industry development in the future.”

“透過AFE這個平台，把我們的產品推廣到東南亞、香港、台灣等等。大部分的參觀人士都十分專業令我們十分滿意。此外，AFE國際會議有效地讓我們更加深入了解整個行業的發展前景。”

Trade Visitor from South Africa 南非參觀者

“The AFE is very educational. We learnt a lot and having new ideas. We have also seen sharp different between South Africa and Asia in funeral.”

“AFE是一個具教育性的展會，我們從中得到很多知識和想法，並且認識到南非與亞洲殯葬的巨大差異。”

**Only partial information shown, as of 26 May, 2017. 以上只屬部份名單，資料截至2017年5月26日。*

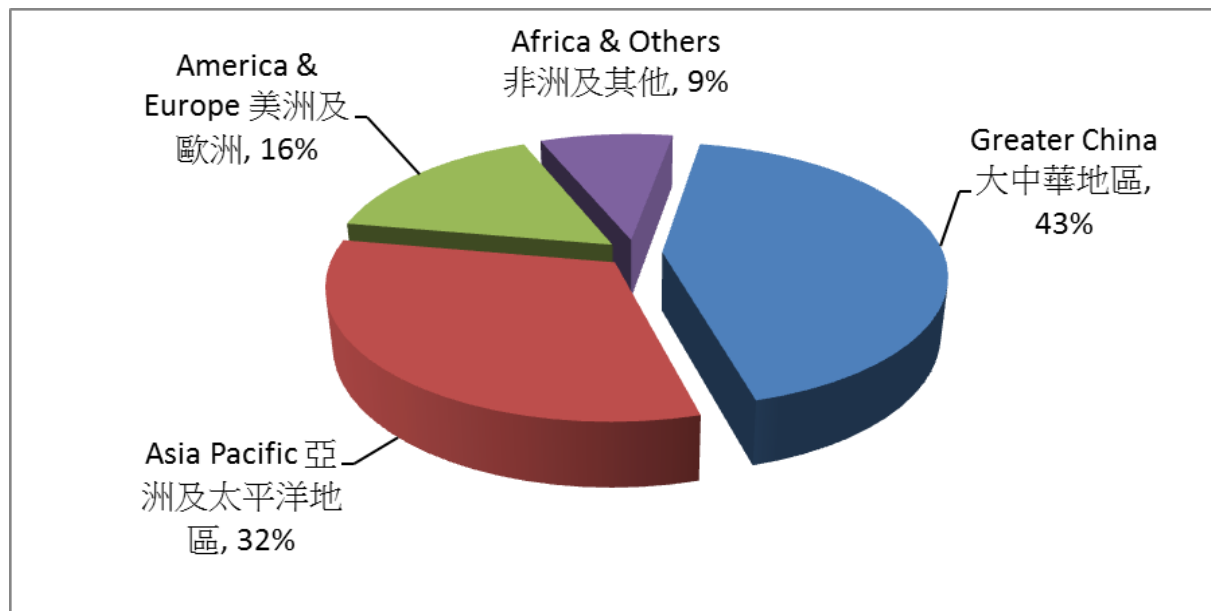


Over 2,750 visitors from 38 countries and regions attended AFE 2017.

逾 2,750 位來自 38 個國家/地區的買家及參觀團參與 AFE 2017 盛會。

Visitor Profile 觀眾分析

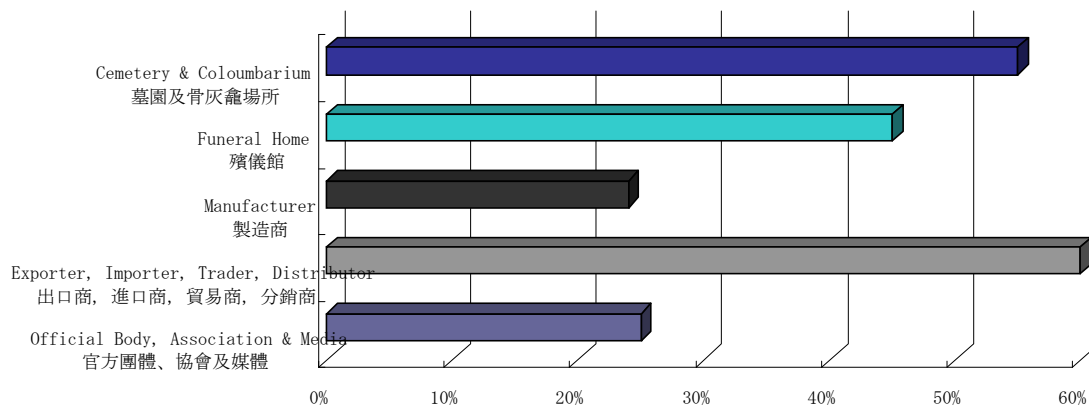
Visitors Came From 觀眾來自



Greater China (China, HK, Macau, Taiwan)

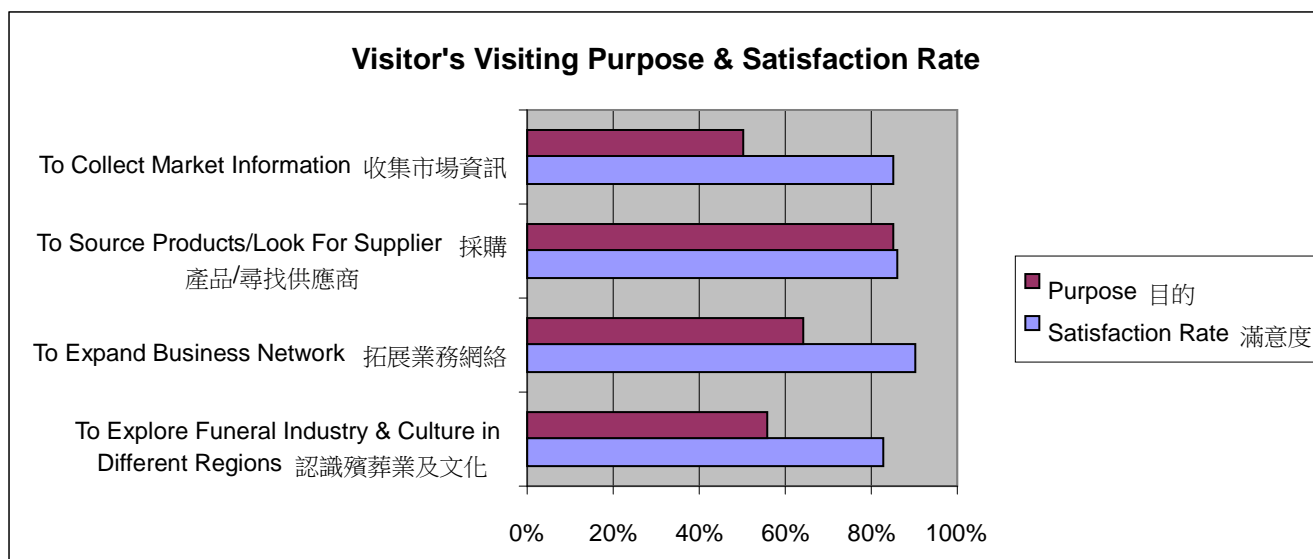
大中華地區(中國, 香港, 澳門, 台灣)

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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Official Supporters 官方支持單位:

