



亞洲殯儀及墓園博覽暨會議  
Asia Funeral and Cemetery Expo & Conference  
14 - 16 May 2019 | Hong Kong

# Asia Funeral and Cemetery Expo and Conference 2019

## 2019亞洲殯儀及墓園博覽暨會議

### Show Report 展會報告

#### AFE 2019 Review 展會回顧

##### Show Date 展覽及會議日期:

國際會議及博覽 Conference & Expo	14 – 16/5/2019
開幕典禮及國際晚宴 Opening Ceremony and International Night Dinner	14/5/2019
澳大利亞交流團 Post Show Tour - Australia	17 – 22/5/2019

**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](http://www.AsiaFuneralExpo.com)

**Email 電郵:** [info@AsiaFuneralExpo.com](mailto:info@AsiaFuneralExpo.com)

- ✓ 100 exhibiting companies from about 20 countries: Australia, Bolivia, Brazil, China, Columbia, Germany, Hong Kong, Japan, Korea, Malaysia, Mongolia, Philippines, Singapore, Taiwan, the Netherlands, USA, etc.  
參展企業達 100 家，來自約 20 個國家及地區：澳洲、玻利維亞、巴西、中國、哥倫比亞、德國、香港、日本、韓國、馬來西亞、蒙古、菲律賓、新加坡、台灣、荷蘭、美國等
- ✓ Over 2,500 buyers, delegations, associations, officials and funeral professionals from over 35 countries and regions attended the trade expo, conferences, visits and networking activities.  
逾 2,500 位來自超過 35 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。
- ✓ AFE2019 brought over 20 international groups to the show. Delegations from Australia, China, Hong Kong, India, Indonesia, Latin America, Malaysia, Singapore, Taiwan, Thailand, The Philippines, USA etc.  
AFE2019 成功吸引來自世界各地的超過 20 個專業訪問團蒞臨貿易展區，參觀團來自澳洲、中國內地、香港、印度、印尼、拉丁美洲、馬來西亞、新加坡、台灣、泰國、菲律賓、美國等。
- ✓ **95%** of exhibitors agreed AFE is a professional event for the funeral business.  
**95%**的參展商同意 AFE 是專業的殯儀業界商貿活動。

- ✓ **91% of exhibitors and 94% visitor plan to exhibit and come at AFE next event.**  
**91%的參展商及 94%買家計劃參展及參與下屆 AFE。**
- ✓ **84% of exhibitors were satisfied with the visitor quality.**  
**84%的參展商表示滿意觀眾的質素。**
- ✓ **93% of exhibitors found AFE effective in building relationship with clients.**  
**93%的參展商認同 AFE 提供一個有效的平臺去建立客戶關係。**
- ✓ **93% of exhibitors and 96% of visitors were satisfied with the services provided by the organizer and the venue.**  
**93%的參展商及 96%買家滿意主辦單位服務及場地設施。**
- ✓ **83% of exhibitors said participating AFE2019 had met their exhibition targets.**  
**83%的參展商表示參加 AFE2019 能達到他們參展預期的目的**
- ✓ **94% of visitors agreed AFE is an effectiveness expo to sourcing their desired product.**  
**94%買家表示 AFE 是一個有效的採購平臺。**
- ✓ **92% of the conference delegates gave the "speaker's knowledge and presentation skills" a high score.**  
**92%國際會議與會者給予『講者的知識及演講技巧』極高評分**
- ✓ **93% of conference delegates said that the speech content met their expectations.**  
**93%國際會議與會者均表示演講內容切合期望。**
- ✓ **15 Industrial International conferences were held concurrently.**

The spotlighted **AFE2019 Keynote Speech “Explore, Go Beyond” and Greater China CEO Summit**, attracted over 481 global industry attendees from 34 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, UK, USA, Vietnam, Zambia etc.

AFE2019 展會同期舉行 **15** 場國際會議，與會者一致好評。

會議的焦點—AFE 專題演講「探索可能·超越界限」及大中華區 CEO 高峰論壇，獲 481 名來自逾 34 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、英國、美國、越南及贊比亞等。

## Messages from Participants 參與者的話

**Mr. Yaohua Xu, Executive Deputy General Manager, West Shanghai Group (China)**

西上海集團 執行副總經理 徐耀華先生 (中國)

“It is our first time to join AFE. We are so honoured to be involved here in Hong Kong, the stage of Asia, which could lead us go further. We also extend our gratitude to the organizer. AFE helped our business a lot as we have met more friends and some potential customers from the Philippines and South Africa.”

“我們是第一次參加展會，對於從國內走出到香港這個亞洲舞台，讓我們可以走得更遠，我們感到非常榮幸，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朋友和來自如菲律賓及南非的對口客戶。”

**Exhibitor 參展商**

**Mr. Guowei Cheng, Sales Manager of Everlon (China)**

上海萬豪實業有限公司 銷售經理 程國威先生 (中國)

“For a niche industry like us, this kind of large-scale expo which could gather all the industrial professional is a very rare opportunity. We are all very happy to participate in it. We could learn and share with each other and achieve a better result.”

“像我們這個行業相對來說會比較封閉一些，這種大規模的展覽能把整個行業聚集起來，機會難得，大家也非常樂意來參與這個活動，相互學習、了解和溝通，達到一個更好的效果。”

**Exhibitor 參展商**

**Mr. Armen Mikaelian, Director Asia – OrthoMetals BV (The Netherlands)**

OrthoMetals BV 亞洲總監 Armen Mikaelian先生 (荷蘭)

“The event was very professionally organized. It went very smoothly. We have definitely met new contacts here.”

“這次展會非常專業，很順利地進行，而且也認識了新客戶。”

**Exhibitor 參展商**

**Mr. Ziegler P. Vital, General Manager of Sepacio Validez Funeral Home (Philippines)**

Sepacio Validez殯儀館 總經理 Ziegler P. Vital先生 (菲律賓)

“I found the overall AFE Conference very good, lots of new information, insights from the speakers and experts. The Conference enable us to gain not only the knowledge but the information from our foreign counterparts, met new friends in the funeral industry who would somehow help us build relationships and improve our business and industry.”

“我覺得整個AFE國際會議非常好，得到很多新的信息，和來自發言人及專家的見解。國際會議讓我們不僅獲得了知識，還獲得了海外同行的信息。我們還結識了殯葬業的新朋友，他們或許能幫助我們建立關係，和改善我們的業務和行業。”

**Delegate 與會者**

**Trade Visitor from Malaysia**

馬來西亞參觀者

“I can easily find the products I am looking for and there is a large variety of companies in the exhibition which I will contact them for starting up my own business.”

“我在展會找到了想要的產品，也會聯絡展會上多元化的參展商，開創我的生意。”

**Trade Visitor 參觀者**

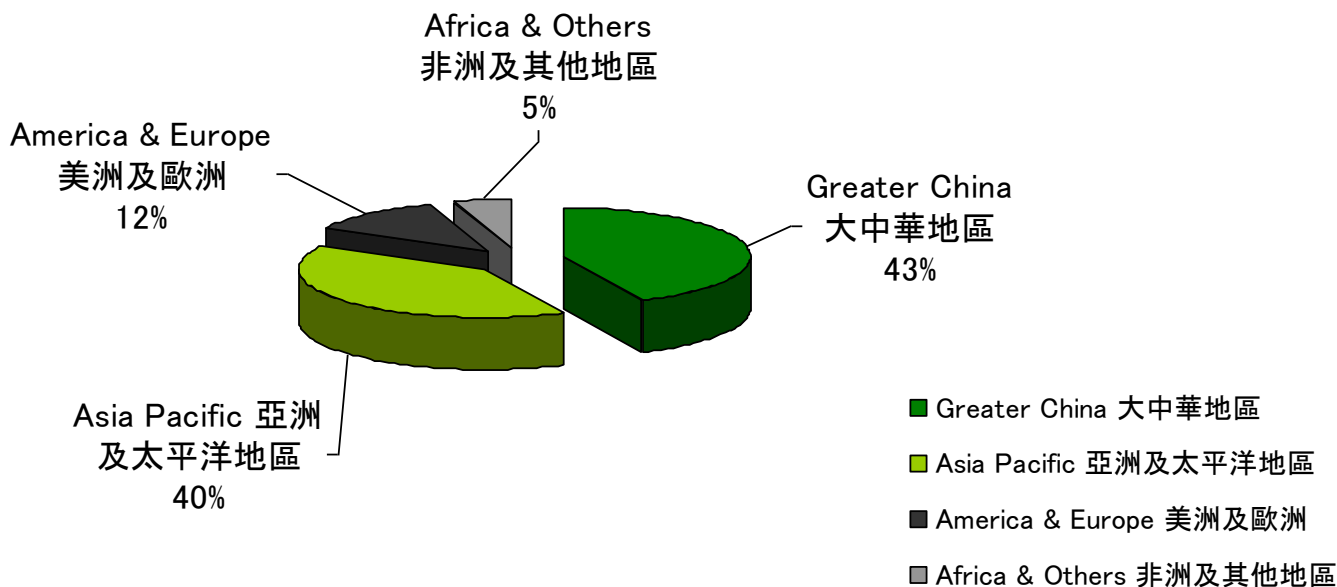
*\*Only partial information shown, as of 29 May, 2019. 以上只屬部份名單、資料截至2019年5月29日。*

Over 2,500 visitors from 34 countries and regions attended AFE 2019.

逾 2,500 位來自 34 個國家/地區的買家及參觀團參與 AFE 2019 盛會。

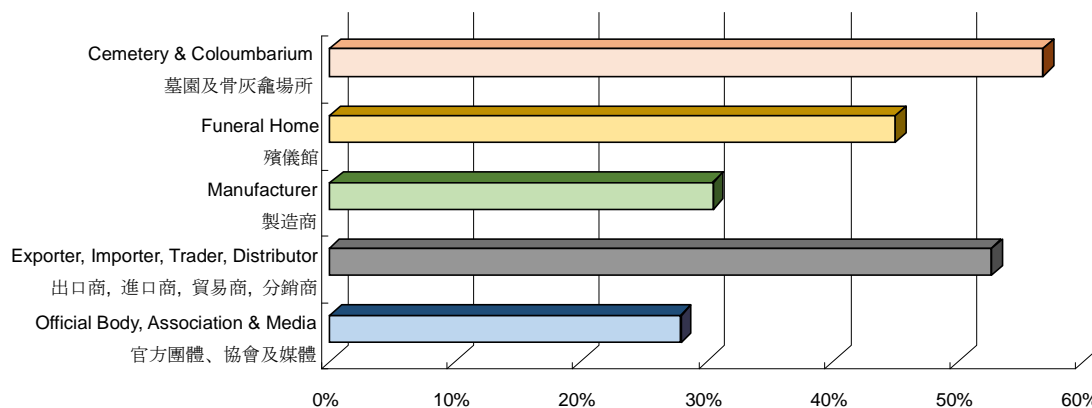
## Visitor Profile 觀眾分析

Visitors Came From 觀眾來自



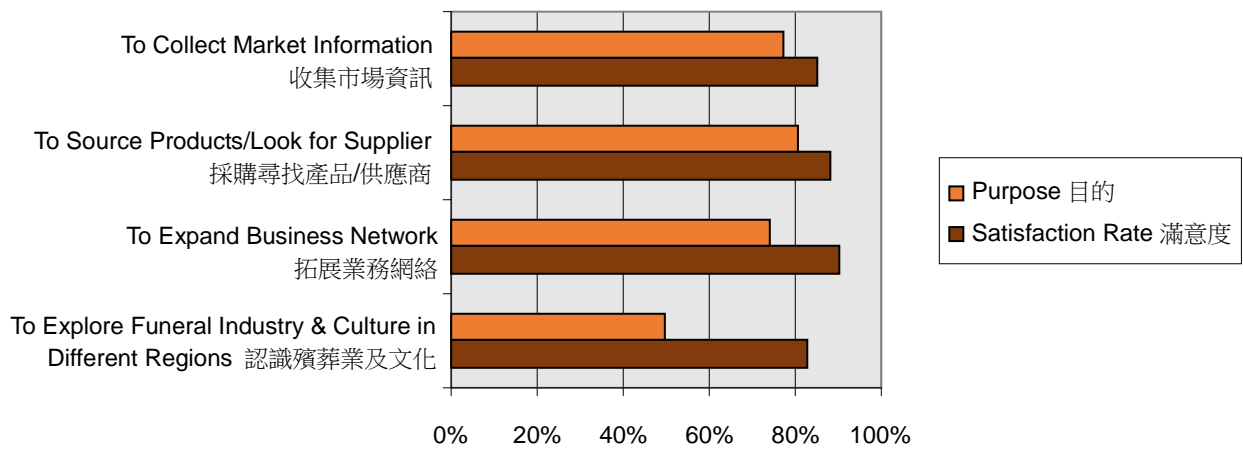
Greater China (China, HK, Macau, Taiwan)  
大中華地區(中國, 香港, 澳門, 台灣)

## 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:**

Vertical Expo Services Company Limited 縱延展業有限公司

**Official Supporters 官方支持單位:**

