



亞洲殯儀及墓園博覽會暨會議
Asia Funeral and Cemetery Expo & Conference
12 – 14 May 2015 | Macao

Asia Funeral and Cemetery Expo and Conference 2015

2015亞洲殯儀及墓園博覽暨會議

Show Report 展會報告

AFE 2015 Review 展會回顧

Show Date 展覽及會議日期:

國際會議及博覽 Conference & Expo	12 – 14/5/2015
中國華東交流團 Post Show Tour: East China	16 – 19/5/2015
開幕典禮及國際晚宴 Opening Ceremony and International Night Dinner	12/5/2015

Venue 場地: Level 3 and 4, Macau Tower Convention & Entertainment Centre (Macau Tower)
澳門旅遊塔會展娛樂中心 3樓 及 4樓
Largo da Torre de Macau
澳門觀光塔前地

Website 網址: www.AsiaFuneralExpo.com

Email 電郵: info@AsiaFuneralExpo.com

- ✓ 116 companies/exhibitors from 21 countries: Australia, Bolivia, China, Colombia, France, Germany, Hong Kong, India, Italy, Israel, Korea, Macau, Malaysia, Mexico, Mongolia, Netherlands, Philippines, Singapore, Taiwan, UK and USA, etc.
參展商達 116 家，來自 **21 個國家及地區**：澳洲、玻利維亞、中國、哥倫比亞、法國、德國、香港、印度、意大利、以色列、韓國、澳門、馬來西亞、墨西哥、蒙古、荷蘭、菲律賓、新加坡、台灣、英國、美國等
- ✓ Over **1,800** buyers, delegations, associations, officials and funeral professionals from **34 countries and regions** attended the trade expo, conferences, visits and networking activities.
逾 1,800 位來自超過 **34 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。
- ✓ AFE2015 brought **20** international groups to the show. Delegations from Australia, China, Hong Kong, Korea, Malaysia, Mexico, Mongolia, Indonesia, Russia, Singapore, South Africa, Taiwan, The Philippines, USA. etc.
AFE2015 成功吸引來自世界各地的 **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、韓國、馬來西亞、墨西哥、蒙古、印尼、俄羅斯、新加坡、南非、臺灣、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 location of 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 AFE2015 had met their exhibition targets.**
83%的參展商表示參加 AFE2015 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。
- ✓ **33 Industrial International conferences were held concurrently. The spotlighted AFE2015 International Summit “Step Forward”, which was the only in Asia, attracted over 520 global industry attendees from 34 countries / regions, including Australia, Austria, Belgium, Bolivia, Botswana, Brazil, Canada, China, Chile, Columbia, Germany, Hong Kong, India, Indonesia, Italy, Jamaica, Japan, Korea, Macau, Malaysia, Mexico, Mongolia, Pitcairn Island, Russia, The Philippines, Saudi Arabia, Singapore, South Africa, Spain, Syria, Taiwan, Trinidad & Tobago, Uganda, United Kingdom, USA, Vietnam, Zimbabwe and so on.**
AFE2015 展會同期舉行 33 場國際會議，與會者一致好評。展會的焦點—AFE 國際論壇 2015「邁進一步，與眾不同」，獲 520 名來自逾 33 個國家／地區的重要殯葬業界代表出席，其中包括澳洲、奧地利、比利時、玻利維亞、博茨瓦納、巴西、加拿大、中國內地、智利、哥倫比亞、德國、法國、香港、印度、印尼、意大利、牙買加、日本、韓國、澳門、馬來西亞、墨西哥、蒙古、皮特凱恩島、俄羅斯、菲律賓、沙地阿拉伯、新加坡、南非、西班牙、敘利亞、臺灣、特立尼達和多巴哥、烏干達、英國、美國、越南、津巴布韋等。

Messages from Participants 參與者的話

Mr. Cees Janssen, Director – Goldsmith, Jewel Concept (The Netherlands)

Jewel Concept 總監 Cees Janssen 先生 (荷蘭)

“This is the first time at AFE, we have a pleasant fair, and the atmosphere is really good. The quality of the visitor really amazed us; they are from all over Asia: Mainland China, Singapore, Korea, and Taiwan; really people that decide. We hope to back in two year.”

“今次是第一次參加AFE 展會，現場氣氛非常好。買家的質素和購買力出乎意外，當中有來自亞洲區、中國內地、新加坡、韓國、台灣。兩年後會再次參加AFE。”

Ms. Veronica Rivas Bazaes, Import Manager, Importadora La Colonia Limitada (Chile)

Importadora La Colonia Limitada 進口部經理 Veronica Rivas Bazaes 女士 (智利)

“AFE really impressed me; the range of supplier could help us develop new business partners. We are here at the fairs for three days, and planning to place a order now. We will be here at the next AFE!”

“AFE展會帶給我很多驚喜，有著各式各樣的產品供需商有助開拓更多的商業合作夥伴，在3天的展會中進行商談並已準備下單，下屆展會一定再次來臨。”

Ms. Teresa Saavedra, President of ALPAR (Bolivia) ALPAR 主席 Teresa Saavedra 女士(玻列維亞)

“Appreciated by joining the tour, I could further meet old and new friend in different regions and enhance the knowledge and culture in China.”

“參與AFE 華東交流團，這是個很好的機會加深認識中國殯葬文化及當地的業內人仕。過去4天的行程是一個最美好的時光。”

*Only partial information shown, as of 22 May ,2015. 以上只屬部份名單，資料截至2015年5月22日。

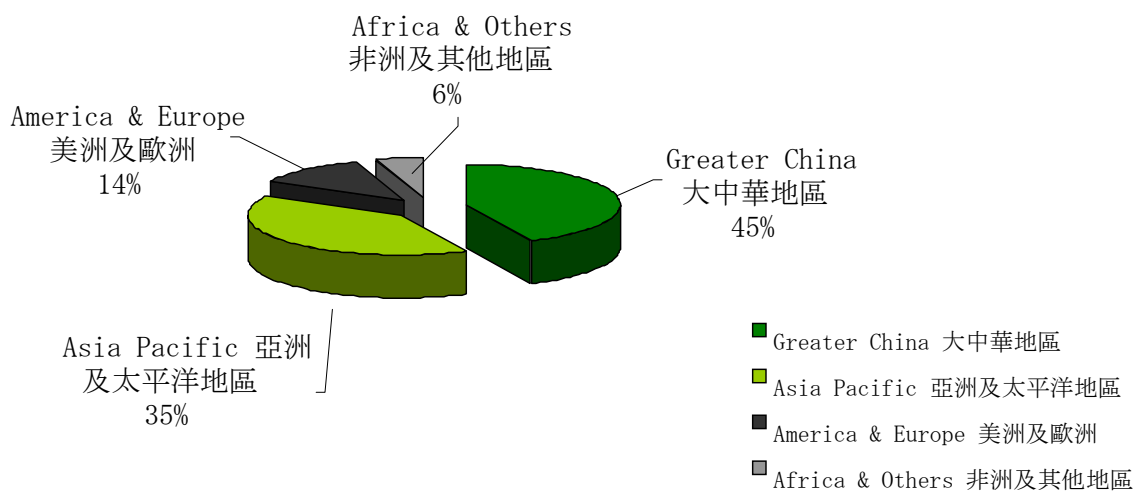


Over 1,8000 visitors from 34 countries and regions attended AFE 2015.

逾 1,800 位來自 34 個國家/地區的買家及參觀團參與 AFE 2015 盛會。

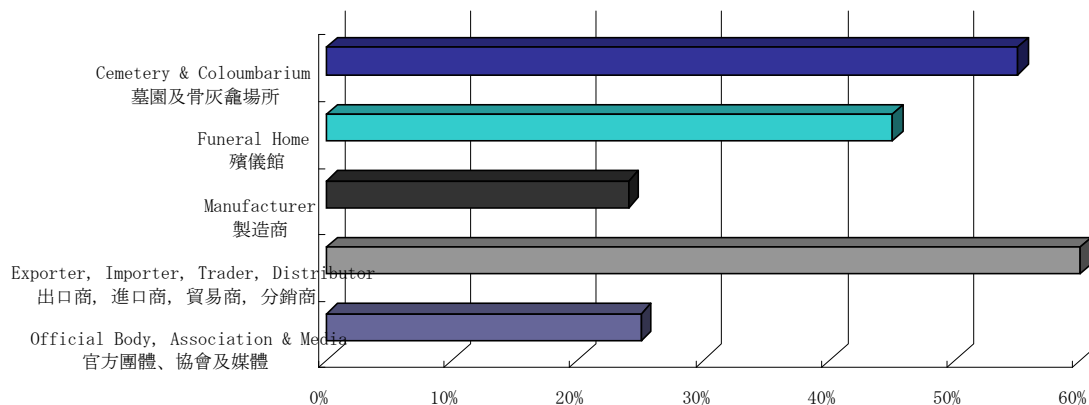
Visitor Profile 觀眾分析

Visitors Came From 觀眾來自



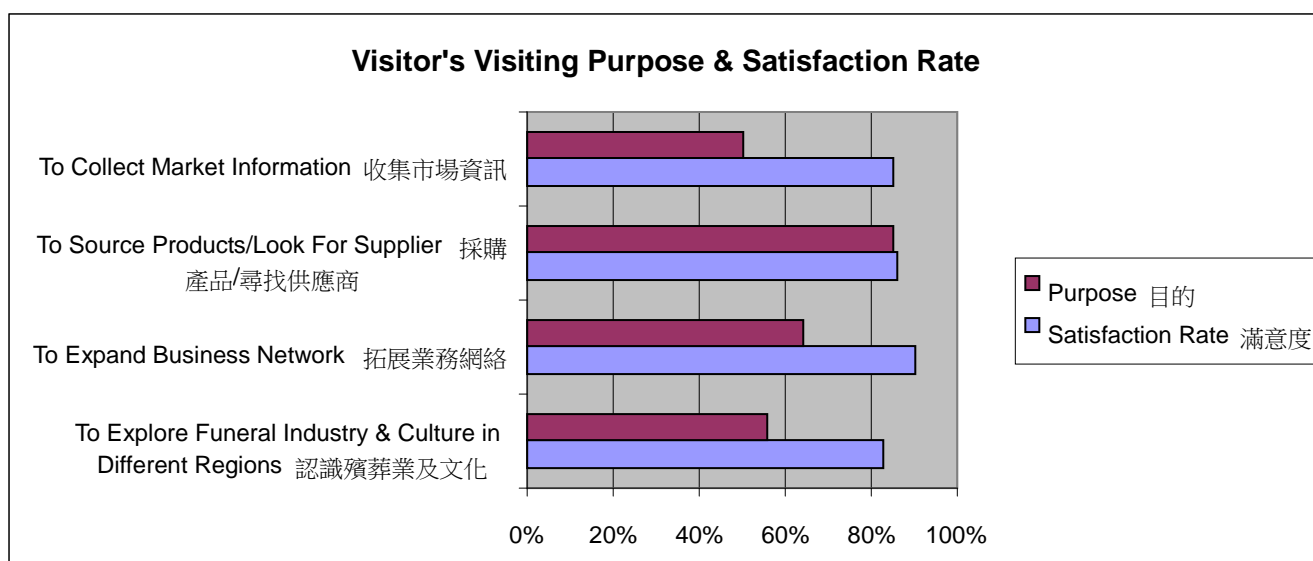
Greater China (China, HK, Macau, Taiwan)
大中華地區(中國, 香港, 澳門, 台灣)

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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