

**AFE 2026 International Conference Schedule\***

Hall 5D, Hong Kong Convention and Exhibition Centre

18/5/2026	
09:00 - 09:05	<b>Welcome &amp; Briefing Session</b> Ms. Lin Lin JACOBS, President, Brilliant Vertical Exhibition, Hong Kong China
09:05 - 09:45	<b>A Fresh Look at the Funeral Consumer</b> Ms. Christine PEPPER, CEO, National Funeral Directors Association, USA
09:45 - 10:25	<b>How Consumers Talk and Think About Funerals</b> Mr. William WAPPNER, President, FIAT IFTA, USA
10:25 - 10:40	<b>Conference Tea Break</b>
10:40 - 11:30	<b>From Funeral Care to Life Education: Insights from Xiao En's Journey</b> Mr. Frank CHOO, Managing Director, Xiao En Group, Malaysia Mr FONG Yee Leong, Senior Consultant in Counselling & Support, Xiao En Group, Malaysia Ms Kidman KOK, Chief Marketing Officer & Life Education Lead, Xiao En Group, Malaysia
11:30 - 12:20	<b>Women in Funeral Service &amp; Leadership Summits</b> <b>Moderator - Ms Deanne MCLEOD, Senior Vice President, Funerals Australia, Australia</b> Ms. Christine PEPPER, CEO, National Funeral Directors Association, USA; Ms Asha DOOLEY, National President, Funerals Australia, Australia; Ms WEN Lin Lin, General Manager of Life Care Division, Taikang Community, China
12:30 - 12:45	<b>Opening Ceremony (Hall 5E )</b>

19/5/2026	
08:30 - 09:15	<b>How Australia Is Rethinking Funeral Leadership</b> Ms Asha DOOLEY, National President, Funerals Australia, Australia
09:15 - 10:00	<b>Changing Landscape in Australasia – Innovation, Careful and Cautious</b> Mr. Dean MATTHEWS, President, Australasian Cemeteries & Crematoria Association, Australia
10:00 - 10:15	<b>Conference Tea Break</b>
10:15 - 11:00	<b>Beyond the Service: Training Funeral Directors for Compassionate Baby Loss Care</b> Dr Chantal Fowler LOCKEY, Founder and Director, The Foundation for Infant Loss Training, United Kingdom
11:00 - 11:45	<b>New Zealand Funeral Industry Trends Report</b> Mr. Andrew MALCOLM, Past President, New Zealand Independent Funeral Homes, New Zealand
11:45 - 12:30	<b>The Latest Development &amp; Technical Aspect of Cremator including E-cremator</b> , Ms. Aline SCHLEIF, Key Account Manager for the Asian and Scandinavian Market, IFZW International , Germany

20/5/2026	
08:30 - 09:15	<b>Technical Session: Embalming</b> Mr. KUO Chang Chen, Embalmer, Taiwan Region Ms. CHENG Pei Chieh, Embalmer, Taiwan Region RIPHK.com, Hong Kong China
09:15 - 10:00	<b>Funeral Industry: Future Trends &amp; Strategic Development</b> Mr. Guang-tsan TSAO, Chairman, ChinPaoSan Group, Taiwan Region
10:00 - 10:15	<b>Conference Tea Break</b>
10:15 - 11:00	<b>Pet Funeral</b> Mr. Michael LEE, General Manager, Green Tech Enterprise, Hong Kong China
11:00 - 11:45	<b>The Science of Dignity: Raising Standards in Body Preparation</b> Mr. Consulta Carl EMERSON, Embalmer, Casket Fairprice, Singapore
11:45 - 12:30	<b>In-depth Reflections on Buddhist Culture in Funerals and Burials</b> Mr. Li Jie, Executive Chairman, World Buddhist Center, China

(updated as of: 9/05/2026)

\*Conference Topic and Schedule subject to change.

For more detail, please contact:

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