



Asia Funeral and  
Cemetery Expo &  
Conference

亞洲殯儀及墓園博覽暨會議

# Asia Funeral and Cemetery Expo & Conference

# 2026

18-20 May 2026

BREAKTHROUGH AND BEYOND

# EXHIBITION OVERVIEW

The Asia Funeral and Cemetery Expo and Conference (AFE) is the largest and most professional international funeral industry event in the Asia-Pacific region, dedicated to promoting industry innovation, service upgrades, and cross-border cooperation. It is held biennially. AFE 2026, themed "Breakthrough and Beyond", will gather leading companies and experts in the global funeral equipment, services, technology, and cultural sectors to create a professional platform integrating international expo, high-level conferences, networking, sharing, and learning.

**18–20 May 2026**

**Hong Kong Convention and Exhibition Centre, Halls 5D & 5E**

**Organizer:** Brilliant Vertical Exhibition (Hong Kong) Ltd.

**Co-organizer:** National Funeral Directors Association (NFDA), USA

**Overseas Tour:** 21–25 May 2026, Hiroshima, Japan

**Official Supporting Unit:** Hong Kong Tourism Board

**Official Publication:** The Director



# BREAKTHROUGH AND BEYOND

# EXHIBITION VALUE & POSITIONING

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## Asia-Pacific's Largest Funeral Industry International Expo

AFE is 100% a professional international funeral expo, targeting overseas markets. It is expected to gather exhibitors from over 15 countries and regions, attracting over 2,000 professional buyers, association representatives, government officials, and industry experts from more than 33 countries and areas. The event is not only a showcase but also the top platform for international business cooperation, technical exchange, and market expansion. Currently held biennially but may become annual or biennial in the future.

### Four Core Strengths for Global Connection

#### Most Asian manufacturers

Showcases the most competitive Asian funeral equipment and producers

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#### Mature exporters

All exhibitors have solid international trade experience and capability

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#### High-intent international buyers

Visitors actively seek international cooperation and business expansion

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#### Leading enterprises

Gathers top award-winning companies, innovative brands, and benchmark service providers

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# EXHIBITION SCOPE



## **Casket & Urn & Cremains Consignation Rack**

Metal, wood, stone, crystal, paper coffins and urns; urn storage systems

## **Monument & Stone**

Tombstones, monuments, slabs, sculpted stones, personalized tombstones, eco-friendly tombstones, smart tombstones

## **Equipment and Machinery**

Embalming, cremation, refrigeration, body handling equipment, excavation machinery, tombstone engraving machinery, stone processing machines, hearses

## **Keepsake & Memorial Products**

Memorial jewelry, textiles, paintings/photos, handicrafts, pet funeral souvenirs, candles

## **Technology and Services**

Embalming techniques, body transport, cemetery management, cremation services, advance planning, digital systems, pet funeral services, tombstone design & planning, consulting services

## **Accessories and Materials**

Paper, cloth, plastic, chemicals, wood, metals, coffin accessories, decorations, tombstone decorative accessories

## **Associations and Service units**

Funeral parlors, cemeteries, columbaria, industry associations, pet funeral organizations, tombstone design and construction units, consultancy firms

# EXHIBITION HIGHLIGHTS

## Diverse Activities – The Professional Platform for Industry Gathering

Includes: Trade exhibition, international summit conference, networking banquet, NFDA Welcome Reception, onsite teaching/demonstrations, post-show tour

## Religious Diversity Research and Content Introduction

This year's conference features the "Global Faiths and Life Ceremony Forum," gathering authoritative representatives from Catholicism, Orthodox Christianity, Buddhism, Islam, Hinduism, and Shinto, to deeply explore ceremonial traditions, modern adaptation, and cross-border cooperation.

**Catholicism:** End-of-life care and funeral sacraments, local case studies

**Orthodox:** Orthodox rites and cultural heritage in immigrant societies, Slavic traditions and modern fusion

**Buddhism:** Ceremonial rites of various sects (Pure Land, Zen), promotion of eco-friendly natural burials

**Islam:** Halal funeral standards and standardized cross-border body handling

**Hinduism:** Reincarnation beliefs and cremation rites, ritual evolution in overseas Indian communities

**Shinto:** Japanese Shinto ritual and harmony with nature, regional practice differences

# NEW FEATURE SECTIONS

## Monument & Stone Section

Special “**Monument & Stone Zone**” for AFE 2026, showing the latest tombstone designs, materials, and technology:



- Designed tombstones – traditional & modern materials (stone, metal, glass, crystal, etc.)
- Smart tombstone systems – integrating QR codes, AR, digital memorial screens
- Eco-friendly tombstone solutions – degradable materials, nature-integrated designs
- Tombstone carving and equipment – laser engraving, CNC carving, 3D printing
- Personalized services – themed tombstones, cultural symbols as per client requests

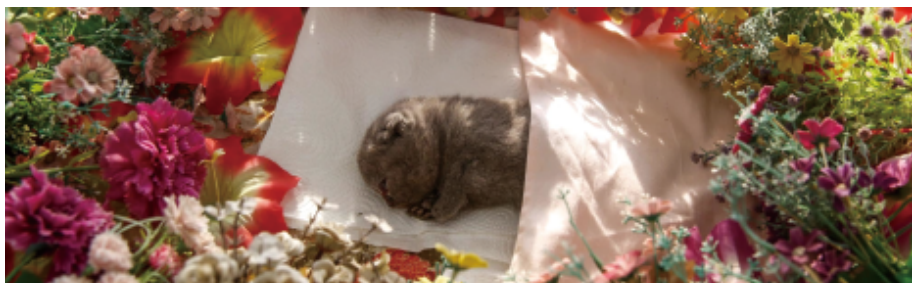




## Pet Funeral Section

With the growing trend of pet family-ization, services for pets after death are rising. AFE 2026 has a dedicated “Pet Funeral Zone,” showing:

- Pet coffins / urns and commemorative accessories
- Pet cremation equipment and eco-friendly funeral tools
- Pet farewell ceremony planning and memorial services
- Pet urn storage and memorial technology products
- Pet funeral regulations and standards interpretation



## International Conference: Insight and Future Leadership

Focuses on the latest hot topics like green funerals, technology application, cemetery planning, pre-arranged services, and multicultural ceremonies. New forums on “tombstone design and materials innovation” and “pet funeral market development & service standards” with speakers from NFDA and global experts. Simultaneous translation provided.



# RECOMMENDATIONS FOR MAIN CONFERENCE TOPICS

## Culture and Tradition

- Integration and local practice of modern funeral rituals
- Innovations in commemoration within a multicultural context
- Cultural heritage protection and cemetery landscape design

## Technology and Innovation

- Green funeral technologies and sustainable solutions
- Digital management and smart cemetery systems
- Application prospects for life sciences in the funeral industry

## Market and Marketing

- Asia funeral market access strategies and brand internationalization
- Customer communication and service systems in the digital era





# EXHIBITION / PARTICIPATION METHODS

## Booth Types & Fees

### Standard Booth (9 m<sup>2</sup>)

USD 3,850 / HKD 30,030 / CNY 28,105

Includes basic setup, signs, furniture, carpet, security, directory listing, website promotion, business matching services

### Raw Space Booth (36 m<sup>2</sup>+)

USD 3,150 / HKD 24,570 / CNY 22,995 per 9 m<sup>2</sup>

Suitable for custom design, showcasing company image and product lines

## Visitor Registration Types

### Delegate Badge (Expo + Conference)

USD 500 / HKD & CNY 4,000

Early bird: USD 300 / HKD & CNY 2,400

Includes 3-day access, meetings, catalogue, gala dinner, business matching, tour priority

### Visitor Badge (Expo Only)

USD 25 / HKD & CNY 200 / Free for online pre-registration

Includes 3-day access

### International Night Dinner Registration

USD 200 / HKD & CNY 1,600 / ticket

night dinner admission

### Overseas Tour (Fees TBA)

## Sponsorship Package Simplification

**Demonstration stage:** exclusive stage, basic equipment, onsite promotions

**Brand exposure:** logo on venue, directory, website, digital screens for increased visibility