



For Immediate Release

The First Belt and Road International Food Expo join hands with global Halal sourcing platform

[Hong Kong – 14<sup>th</sup> November, 2017] The First Belt and Road International Food Expo (Hong Kong) (BRIFE) is going to convene in June 2018 and the preparation is now in its full swing. Organizer of the event – FMC Exhibition Company Limited (FMC) is exploring opportunities with organizations and institutions, hoping to maximize the synergy among the impending exhibitors.

Recently, FMC and Mega Capital Holdings Limited (MHC), holder of global Halal sourcing platform – eHalal.com joined hands to provide O2O promotions solutions for countries and regions that are going to participate in BRIFE 2018.

FMC will exploit its network, inviting representatives of various countries to set up their own columns in eHalal.com. Both companies hope the arrangement could allow users of eHalal.com to have a more thorough understandings on respective countries' specialties. "The collaboration between FMC and eHalal.com means more than two companies working together, it implies institutions who are eager to join the Belt & Road Initiative can now count on an efficient and reliable platform; to realizing the unimpeded principle of the policy" Mr. Bryan Chan, CEO of FMC stated.

Users of eHalal.com are encourage to join BRIFE 2018 and stretch their networks. Mr. Carson Kwong, President of MCH is earnestly to provide an O2O promotion solution for all countries that are interested in the Belt & Road policy, he hopes there will be more opportunities being discovered followed by this cooperation.

BRIFE 2018 will seize every opportunity and collaborate with more platforms like eHalal.com, aiming to uncover the prospects along the Belt & Road Initiative's blueprint.

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