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PRESS RELEASE

## The First “Belt and Road International Food Expo (Hong Kong)” Seeks to Provide New Opportunities for Food Industries Around the World

By  
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HONG KONG, Jan 29, 2018 (BUSINESS WIRE) -- The Belt and Road Initiative (BRI) provides a visionary blueprint for global economy in the 21st century, brings new opportunities to promote prosperity and development of emerging countries and economies along the scheme.

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Under the theme of “Steering World Food Industries to New Opportunities”, the First Belt & Road International Food Expo (Hong Kong) (BRIFE 2018) will take place from June 27 to June 29, 2018 in AsiaWorld-Expo, Hong Kong. It aims to facilitate trade and provide an international platform for buyers, sellers and service providers of food industry to come together and explore opportunities. Five halls of separate specialties, will be an opportune occasion for procuring, business matching and providing professional business solutions.

Major supporters of BRIFE 2018 includes: Invest Hong Kong (the Government of the HKSAR), Meetings & Exhibitions Hong Kong (A Division of Hong Kong Tourism Board) and the Belt & Road Global Development Alliance. Apart from the 3-day trade show, BRIFE 2018 will also host remarkable events: “The First Belt and Road Agrifood & Trade Summit (ATS)” and “2018 Belt & Road Hot Chef Culinary Challenge”.

ATS on June 27 this year will be a high-level event which is highlighted with multiple distinguished guests such as country ministers of agriculture and trade, business leaders, ambassadors, consul-generals, industry experts, international investors and professional services providers etc. Providing a solid platform for business matching and investment promotion.

Aims at promoting different cuisine culture from over 73 Belt & Road countries & regions and worldwide, enhancing industry communication and public knowledge, the 2018 Belt & Road Hot Chef Culinary Challenge (June 27-29, 2018) will bring together over 100 elite chefs globally and compete with different types of cuisine cooking under the “Hot & Spicy” theme.

12 Consul-Generals in Hong Kong, 4 countries’ Ambassadors to the PRC and 15 prestigious personages & community key leaders forms our Honorary Advisory Board. The Expo will provide 1,200 booths, exhibitors and buyers from over 35 countries and regions will participate.

Please visit <https://brifexpo.com/> for details.

About FMC Exhibition Co. Limited

FMC Exhibition Co. Limited, aims to provide professional exhibition planning services and organize large-scale international exhibitions and conferences.

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