



THE FIRST BELT AND ROAD
INTERNATIONAL FOOD EXPO (HONG KONG) CUM
THE BELT & ROAD AGRIFOOD & TRADE SUMMIT



The “Belt and Road International Food Expo” Welcomes Delegate from Canada
North America Investment Association Aims Opportunities Derived from
OBOR Initiative

(Hong Kong – 3rd January, 2018) A Canadian delegation formed by North America Investment Association (NAIA), a Vancouver-area-based non-profit organization will join the “Belt and Road International Food Expo (BRIFE)” in coming June, 2018. The participation is seen as a tactical move to bring Canadian agricultural products to the vast markets along the “One Belt One Road (OBOR)” routes linking China and Europe.

NAIA president Amy Huang, who was in China this August was trying to push Canadian goods in several trade promotional exchanges, said Canada’s reputation as a clean and high-quality producer spurred interest during their initial outreach. Samples like icewine, red wine, powdered milk and dried fruits were completely gone after our brief meeting with BRIFE’s representative.

Huang said that is the key value of an expo like BRIFE: It attracts leaders of many other countries along the route to attend and discuss opportunities pertaining to their market, meaning Canada can have direct access to many decision-makers in major growth markets like India and Indonesia to create discussion on imports and exports.

“You have 50 countries gathered in one place,” Huang said. “That means, if we push our Canadian products onto the stage there, there are 50 markets instantaneously exposed to Canada’s brand. If we are truly a trading nation and want as much exposure for our agricultural products as possible, an OBOR event like this one presents a major opportunity.”

Organizer of BRIFE - FMC is excited to have NAIA’s enrollment and welcome more countries and exhibitors to join this very exhibition that linked countries together with food and culture.

About BRIFE

The Belt and Road Initiative (BRI) provides a visionary blueprint for global economy in 21st century, brings new opportunities to promote the prosperity and development of the developing countries and emerging economies along the Belt & Road (B&R). Under the theme “Steering World Food Industries to New Opportunities”, The First Belt & Road International Food Expo (Hong Kong) (BRIFE) 2018 aims to promote the “Unimpeded Trade” via forging a one-stop professional platform for global agri-food trade and investment cooperation, help to explore, share and create the businesses under the BRI. BRIFE has received strong support from major supporters Invest Hong Kong (the Government of the HKSAR), Meetings & Exhibitions Hong Kong (A Division of Hong Kong

FMC Exhibition Company Limited

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Tourism Board) and the Belt & Road Global Development Alliance. BRIFE is also honored with 4 countries' Ambassadors to the PRC, 12 Consul-Generals in Hong Kong and 11 prestigious community key leaders to join our Honorary Advisory Board. The Expo will provide 1,200 booths, exhibitors from over 35 countries and regions around the world will participate.

About FMC Exhibition Co. Limited

Forever Marketing Consultant Co. Ltd (FMC), is a Hong Kong-based company devoted to providing professional business and marketing consulting service to overseas consulates, business associations and food companies. FMC Exhibition Company Limited, as a subsidiary company of FMC, aims to provide professional exhibition planning services and organize large-scale international exhibitions and conference.

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