



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



For Immediate Release

**The First Belt & Road International Food Expo
Reaches Agreements with Multiple Organizations
Chef Martin Yan Turns Out as Culinary and Cultural Ambassador
To Facilitate Exchanges among Food Industries of Belt & Road Countries**

[Hong Kong, 10 April 2018] The First Belt & Road International Food Expo (Hong Kong) (BRIFE 2018) will be held on 27 to 29 June 2018 at the AsiaWorld-Expo. The 3-day trade show is hosted by FMC Exhibition Co., Ltd. and China Agricultural Advertising & Exhibition Co., co-organized by Hong Kong Commercial Daily, with strong support from Agricultural Bank of China as one of the major supporters, to craft business opportunities for exhibitors. Internationally renowned Chef Martin Yan is also acted as Culinary and Cultural Ambassador to celebrate Chinese food culture.

China Agricultural Advertising & Exhibition Co. is collaborating with FMC to co-host the Food Expo. China Agricultural Advertising & Exhibition Co. is a wholly funded subsidiary of National Agricultural Exhibition Center which is directly under the Minister of Agriculture of the PRC. It is the mastermind behind over 1,000 advertising planning and conventions & exhibitions commissioned by the Minister of Agriculture, local governments and agricultural enterprises and institutions. BRIFE 2018 is set to bring together potential buyers and business opportunities for exhibitors under the auspices of China Agricultural Advertising & Exhibition Co., a pioneer and leader among the Chinese agricultural brands.

Hong Kong Commercial Daily (HKCD), a Hong Kong newspaper with largest circulation in mainland China, is the co-organizer of the inaugural BRIEF dedicated to the promotion of the event. With its wide-ranging in home and abroad, HKCD is the perfect economic exchange platform between Hong Kong and mainland China. Thanks to its large readership base and various communication platforms including newspaper and social media channels, HKCD is poised to successfully promote the event and its exhibitors, products and services among professionals and industry insiders, which helps to facilitate the potential business and economic development of countries along the Belt and Road.

Celebrated International Chef Martin Yan is invited by BRIEF 2018 as Culinary and Cultural Ambassador to tout Chinese food culture via the Expo. As a world-famous Chinese chef and a TV presenter, Mr Yan is a befitting advocate of Chinese food, with a vision of harnessing

FMC Exhibition Company Limited

Rm 7-9, 18/F, Sterling Ctr., 11 Cheung Yue St., Lai Chi Kok, Kln., HK
香港九龍荔枝角長裕街11號定豐中心18樓7-9室
T電話: (852) 2370 0829 F傳真: (852) 2370 0072 fmcexhibition.com

Organizer 主辦機構:



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‘food’ as a medium to introduce the kaleidoscopic Chinese culinary culture to global countries. Meanwhile, he will use unique ingredients from Belt & Road countries to consummate Chinese cuisines and culinary art, with a view to inspiring cultural exchange between China and the world, thereby keeping Chinese culture be connected and updated. Mr Yan will turn out as celebrity guest chef for the **Belt & Road 2018 Hot Chef Challenge** and showcase his talent through dishes prepared with ingredients from different parts of the world.

FMC is prepared to work with more organizations to further promote BRIEF 2018 and the advancement of agricultural and culinary visions for the common good among agri-food industries amongst countries and regions along the Belt and Road, eventually shaping the industry agenda that will pave the way for more milestones ahead.

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, helps to explore, share and create the businesses under the BRI. BRIFE has received strong support from Major Supporters including Agricultural Bank of China, Invest Hong Kong (the Government of the HKSAR), Meetings & Exhibitions Hong Kong (A Division of the Hong Kong Tourism Board) and the Belt & Road Global Development Alliance. BRIFE is also honored with 4 countries’ Ambassadors to the PRC, 13 Consul-Generals in Hong Kong and 11 prestigious community key leaders as Honorary Advisors. The Expo is expected to attracting the exhibitors from over 35 countries and regions around the world to participate.

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About FMC Exhibition Co. Limited

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

For enquiry, please contact

Dave Lam email: press@fmcexhibition.com Telephone: 2849 3328

Caroline Chan email: press@fmcexhibition.com Telephone: 2849 3328

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