



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



Press Release

**The First Belt and Road International Food Expo Inaugurate
Ministers and Consuls of Five Countries Join Hands with 300 Exhibitors
to Celebrate the Inauguration**

(Hong Kong – 27th June, 2018) Hong Kong’s First “Belt and Road International Food Expo” (BRIFE) opening ceremony was held on June 27 at the AsiaWorld-Expo. Scheduled to run three days, the exhibition brings together 300 exhibitors and features food products along the “Belt & Road” initiative.

The opening ceremony was graced by Dr. Bernard Chan Pak-li, Under Secretary for Commerce and Economic Development with his opening speech addressing the importance of “Belt & Road” initiative and recognised the efforts made by BRIFE.

“Food is absolutely indispensable to the masses,” said Mr. Calvin Yip, chairman of FMC Exhibition Company Ltd, organizer of the expo. “And ‘food’ is also a key ingredient of the Belt and Road Initiative. Hong Kong has the advantage of acting as an extremely well-connected intermediary within the Belt & Road blueprint, and this exhibition is a reflection of how Hong Kong can optimize its strong points; it brings China’s diverse food products to the world, and also introduces cuisines of “Belt & Road” countries to the China market.

A ‘thousand-mile journey’ commences with a single step. We hope that this year’s BRIFE and related projects will be the first step in stimulating food businesses along the “Belt & Road” countries to converge in Hong Kong. The results of this exhibition are encouraging. Although this is our first year, we have succeeded in inviting more than 300 participating exhibitors from over 35 countries and regions.”

“Since the introduction of the One Belt, One Road Initiative,” continued Mr. Yip, “many overseas firms have shown keen interest in China’s massive market. However, when they seek to enter the market, they are deterred by their lack of familiarity with the country’s customs, industrial and commercial systems such as taxation and environmental regulations. Service providers familiar with the China market can serve as guiding lights for these overseas firms. Hong Kong’s professional bodies such as legal, accounting and banking services have been praised by the international community. Thanks to their pioneering work in China, they have accumulated valuable experience that can provide professional consultancy services to overseas firms aspired to expand in China market. Therefore, professional service providers such as investment and financing companies are invited to participate in our expo. The aim is to provide professional business solutions to our exhibitors, including cross-border e-commerce, finance, logistics, law, taxation, quality inspection and certification, food security and professional technical services.

Mr. Barnard Chan along with Mr. Yip, Mr. Tam, all consuls and guests visited different booths to get a more in-depth understand on how exhibitors’ products and services



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Dr. Bernard Chan Pak-li, Under Secretary for Commerce and Economic Development Mr. Calvin Yip, Chairman of the FMC and Mr. Tam Yiu-chung, Member of the Standing Committee of the National's People's Congress of PRC and consul-general of participating countries visited various booths. The party toured around the exhibition hall and explore products and services under the development and opportunities of " Belt & Road " initiative. They stopped at one of the booths tasting tea and Prince of Georgia H.R.H Prince Juan Bagration-mukhrani himself explain his representing booth's product to tour members.

In addition, during the three-day exhibition the following events will also take place: the first Belt & Road Agrifood & Trade Summit (ATS); the establishment and signing ceremony of the International Growers Standards Organization (IGSO); hot chef challenge and "BRIFE 2018 Awards."

The organizer hopes that this large-scale event will construct a "one-stop" "Belt & Road" business matchmaking and investment cooperation platform for the international agriculture and food industries, and optimize the development opportunities afforded by the One Belt, One Road Initiative.

The First "Belt & Road International Food Expo" (June 27-29)

More than 300 firms from all over the world will participate. It is worth noting that even the North American Investment Association — based in Canada, which is not a "Belt & Road" country — also intend to use this opportunity to enter the "Belt & Road" market.

First Belt & Road Agrifood & Trade Summit (June 27)

Five "Belt & Road" countries have been invited: Ministers of Agriculture or Ministers of Trade from Cambodia, Philippines, Albania, Lithuania, and Zimbabwe will address in the forum as VIP Speakers. The organization hopes to use this forum to promote the development of agricultural products, food and related services within the "Belt & Road" territories.

Establishment and MoU Signing Ceremony of IGSO (June 27)

In order to help conscientious growers around the world and protect consumers from fraudulent growers looking for quick profits, the International Growers Standards Organization (IGSO), founded by Hong Kong fruit trader Mr. Leo Cheung, signed three sets of Memorandum of Understanding (MoU) with Chinese government agencies in the IGSO ceremony. Mr. Cheung hopes to take advantage of BRIFE to promote the IGSO's messages to more countries.



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Hot Chef Challenge (June 27-29)

The organizer will hold a spicy culinary competition under the theme of hot and aromatic cuisine, and invited elite chefs around the world to join the competition and showcase their cooking prowess. “Spicy” is a common language in the culinary world and cuisines of Thailand, India and various Middle East countries also feature dishes with unique piquant flavours. Celebrity chef Martin Yan is the food ambassador for this gala event and Roberto Riveros Leyton, Michelin’s 3-star chef, will also perform on the opening day to showcase the international charm of Hong Kong to other renowned chefs from various countries.

BRIFE 2018 Awards (June 28)

To promote innovation in the food industry, BRIFE will present several categories of awards in recognition of outstanding products and packaging. Awards will include the “The Belt & Road Finest Featured Food Award”, the “Most Innovation Halal Food Product Award” and the “Best Food / Beverage Packaging Design Awards”.

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.

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.

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