

For Immediate Release

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AFE 2009 Asia Funeral Expo – International Conferences highlights

Organized by Vertical Expo Services Co Ltd (Vertical Expo), AFE 2009 Asia Funeral Expo will be held at Hong Kong Convention and Exhibition Center during May 13-15, 2009. Over 3,000 funeral home operators, cemeteries operators, crematorium operators, traders, suppliers, buyers, professional associations, investors and media from all around the world will gather at this professional funeral event in Asia.

Held successfully in Macau last year, AFE has been moved to Hong Kong in 2009 and become bigger in scale and more internationalized. Vertical Expo has established a public zone on top of the trade zone. Trade zone has also enriched the program by setting up international conferences and summit. There are over 20 seminars and meetings to be held during AFE.

In the afternoon of May 13, AFE International Summit 2009 will be held. The theme is “How Economic downturn Affects Funeral Industry: Threats and Opportunities”. Key Representatives are invited from US, Europe, Africa & Asia-Pacific. This is the foremost platform in Asia offering valuable opportunities of cooperation, trade, education and interaction.

Apart from the international summit, there is a three-day conference to be held from May 13-15. It includes technical seminars such as specialist from Switzerland / Hong Kong to talk about “A New Way For Memorial: Transform Ashes Into Diamond”, speakers from U.S. will tell you “Today's Mortuary Cosmetology” and “Contemporary Embalming Techniques” and US Funeral / Market related news. Forensic Human Identification Specialists from Hong Kong and South Africa will discuss how “Forensic Human Identification Protocol” affects the work for funeral directors, and the challenges faced by funeral directors.

Cemetery industry will be highlighted at the conference. From design and management perspectives, there are seminars comparing cemetery operations in China, U.S. and Australia and experts will tell the design and management strategy for contemporary cemetery.

Hot environmental topics are on the list too. Seminars include U.S. specialist talking about “Going Green In The Funeral Industry”; and speaker from Taiwan will teach you how to include green concept into paper products.

What's more? There is an International Roundtable Session with a series of cultural

exchange and experience opportunities for worldwide industry leaders to attend and contribute. Topics include: 1. Taiwan Modern Funeral Culture Sharing; 3. The Current Trend of the Bereavement Industry in Malaysia; 4. Funeral Culture & Custom in France.

“AFE professional conference has a large scope of topics and themes. It’s a golden chance for exhibitors and visitors to meet with key international specialists and to share their thoughts ”, said Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd.

At the trade zone, AFE has attracted over 18 groups of professional delegations to visit the exhibition. Visitors over 35 countries and regions have pre-registered with organizers. AFE 2009 has a full program including expo, conferences with cutting-edge topics, International Reception in Hong Kong Jockey Club, and Hong Kong funeral facilities visits etc.

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About Vertical Expo Services Co., Ltd

Based in Hong Kong, Vertical Expo Services Co., Ltd is an innovative exhibition organizer that has staged various international conferences and exhibitions covering a variety of industries such as funerals, financial investment, security and gifts.

Website: www.verticalexpo.com