



For Immediate Release

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AFE 2009 Asia Funeral Expo –Products and Exhibitors highlights

The annual sparkling funeral event – AFE Asia Funeral Expo 2009 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 in Hong Kong.

Held successfully in Macau last year, Organizer - Vertical Expo Services Co Ltd (Vertical Expo) has moved AFE to Hong Kong in 2009. AFE has 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.

“AFE 2009 provides a platform for worldwide industry players to exchange their funeral customs, knowledge and explore more business opportunities. Visitors can reach more than 150 exhibiting companies at AFE. They are from China, the U.S., Canada, Australia, France, Germany, Hong Kong, India, Japan, Malaysia, the Netherlands, Singapore, Taiwan Switzerland, Thailand and other countries and regions.” said Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd.

AFE 2009 is going to showcase a wide variety of high-quality exhibits from products, equipment and tools, to services and technology. They include: caskets, urns, tombstones, monuments, slab stone, keepsake, human remain bags, funeral vehicles, pathological and hospital supplies, pet funeral products, handicrafts, funeral accessories and materials, embalming equipment, cremation equipment, cold storage equipment, morgue equipment, apparel, repatriation services, cemetery services, funeral consulting services and more. Four highlighted pavilions at the fairground will be: Australia pavilion; Taiwan Pavilion; USA Pavilion; and the Tombstone Pavilion.

AFE has successfully brought in new exhibitors and new products, to name a few: 1. Algordanza who is presented by Elwood Beach Ltd has pioneered the process of transforming ashes into diamond. They will show their technology at the fairground; 2. Sino Panel will bring its professional craftsmanship of golden funeral products at AFE; 3. One of the largest suppliers and manufacturers of embalming chemicals, cosmetics, equipment, and instruments in the world, the Dodge Company, will bring its latest embalming technology and products to AFE; 4. Coming from Melbourne, Australia, Arrow Bronze will showcase its bronze plaques, letters, insignia and signs. They will focus on its promotion on their recent release of Lasting Memories™ plaques where client's photographs are

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converted to fine bas and the biography will be recorded in bronze; 5. BedRock International, who accommodates deceased cremated remains to make imitation rocks, will showcase its patented products such as memorial plaque, cameo and flower vases.

Exhibitors of AFE Asia Funeral Expo 2009 will showcase a wide range of funeral products with creativity and new ideas. The organizer thus established 8 awards to recognize the excellence of different areas. Awards include: Best Design, Best Alternative Materials, Best Marketing & Promotion Concept, Best Product Collection – General Funeral Supplies, Best Product Collection – Stone Products, Most Environmental-friendly, Most Innovative Product, Most Aesthetic Product. Nominated products will be displayed at the exhibition venue. The awarded products will be voted by AFE advisors and delegates. The organizer will announce the awarded list during the International Reception.

“At the Asia Funeral Expo Hong Kong 2009, visitors from all over the world will find the latest and the most sophisticated products, information and services for the market,” said FIAT-IFTA International President Chen Qun Lin.

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