

Reminder

To assignment editors:

Highlights of Food Expo 2021 revealed
Six concurrent August events to showcase food, wine, tea, home delights, beauty and wellness, and Chinese medicine

3 August 2021 – The Hong Kong Trade Development Council (HKTDC) is holding a media preview on **4 August (Wednesday)** to announce details and highlights of five exciting concurrent public exhibitions taking place in August: the 31st **HKTDC Food Expo**, the **Hong Kong International Wine & Spirits Fair (Special Edition)**, 12th **HKTDC Hong Kong International Tea Fair**, seventh **HKTDC Home Delights Expo**, and the fifth **HKTDC Beauty & Wellness Expo**. Information will also be provided on the **International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM)** that will be held alongside the public events.

The exhibitions and the conference all begin on 12 August. The Food Expo will feature a diverse selection of delicious food and beverage products from around the world through the **Premium Food Zone**, the ever-popular **Gourmet Zone**, **group pavilions** and other exhibition areas.

The upcoming press event will feature products from the Food Expo and four of the other concurrent exhibitions, including **popular Finnish caviar**; a series of keto and low-carb selections such as **cauliflower rice** and **vegan desserts**; **handcrafted beers** and **Daiginjō-shu sake**; and a collection of beauty and wellness products such as a **Korean-made customised shampoo set**. Exhibitors from the Home Delights Expo will also introduce a **vehicle air purifier** which employs NASA-developed technology to offer protection against bacteria and viruses.

This year's exhibitors will enjoy a free three-month online shop service offered by online platform **Boutir**. Details of the initiative will be introduced by a **Boutir representative** at the press conference.

We cordially invite you and your photographers to attend a preview of the August events on 31 July (Wednesday). Details of the media preview are as follows:

Date: 4 August (Wednesday)
Time: 2:30pm (venue opens at 2:15pm)
Venue: N101, Hong Kong Convention and Exhibition Centre
Speaker: Benjamin Chau, Deputy Executive Director, HKTDC
Language: Cantonese (questions in English and Putonghua are welcome)
Remarks: Eating or drinking, including sample tasting, are not allowed at the event

Media enquiries

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