

To Assignment Editor:

Food Expo, Home Delights Expo, Tea Fair, ICMCM Open in August Beauty & Wellness Expo Features “Stylish K-Beauty” Products *Preview of all 5 events will be held on 31 July*

19 July 2018 – Five concurrent events organised by the Hong Kong Trade Development Council (HKTDC) will open on 16 August at the Hong Kong Convention and Exhibition Centre (HKCEC). They include the 29th Food Expo, the 3rd Beauty & Wellness Expo, the 5th Home Delights Expo, the 10th Hong Kong International Tea Fair and the International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM). More than 2,000 exhibitors are expected to take part in the four fairs, offering a massive and diverse array of innovative products for public consumers and trade buyers.

The **29th Food Expo** will feature a delicious selection of high-quality food and beverage items for everyone, from industry players right through to foodies, including premium products showcased at the Gourmet Zone under four themes of “Western Delicacy”, “Asian Cuisine”, “Sweet Delight” and “Green Palate”. A wide variety of exciting events will take place during the fair period, including star chef cooking demonstrations featuring more than 10 celebrity chefs.

This year, the **3rd Beauty & Wellness Expo** will return and adopt the theme of “Stylish K-Beauty”. A number of hot Korean brands will be showcased at the expo, presenting beauty and health products including skincare and haircare. Together, the concurrent fairs and the ICMCM will feature a range of industry seminars, health talks, celebrity chef cooking demonstrations, beauty and makeup tutorials, tea art performances and more.

We cordially invite you and your photographers to attend a preview of the five events on **31 July (Tuesday)**, when some 130 exhibitors will offer a taste of things to come, including fresh black truffle crafted beer, plant-based pork, first cold pressed coconut oil toothpaste, and the limited edition of Hello Kitty themed water heater. What’s more, the International KamCha Competition 2018 Hong Kong Style Milk Tea - 10th Anniversary Special, organised by Association of Coffee and Tea of Hong Kong, will showcase a brand-new AI robotic milk-tea making machine at the event.

Details of the media preview are as follows:

Date: 31 July (Tuesday)
Time: 2:30pm (Venue opens at 2:15pm)
Venue: Hall 3B, HKCEC
Speaker: Benjamin Chau, Deputy Executive Director, HKTDC

Language: Cantonese (Questions in English and Putonghua are welcome)

Media Enquiries

This press invitation is distributed by **Strategic Public Relations Group (SPRG)** on behalf of the **HKTDC**. For further media enquiries, please contact:

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