

To Assignment Editors:

Food Expo, Home Delights Expo, Tea Fair, ICMCM Open in August *New Beauty and Wellness Expo; Media Preview of Product Highlights*

20 July 2016 – The Hong Kong Trade Development Council (HKTDC) will stage four concurrent fairs at the Hong Kong Convention and Exhibition Centre starting from 11 August, namely the Food Expo, Home Delights Expo, the Hong Kong International Tea Fair as well as the inaugural Beauty and Wellness Expo. Meanwhile, the International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM) will take place on 11 & 12 August.

A total of more than 1,800 exhibitors are expected to take part in the events. The Food Expo will feature a tantalizing selection of high-quality food and beverage items, with the popular Gourmet Zone showcasing an expanded range of premium products for food lovers and industry players alike. Also, the first Beauty and Wellness Expo will present the latest beauty and health products. Each of the fairs will feature seminars and forums for trade visitors, while the public will be invited to join activities ranging from educational talks and cooking demonstrations to seminars on healthy eating.

We cordially invite you and your photographers to attend a media preview of these fairs on 27 July, during which around 140 exhibitors will be on hand to offer the media a taste of things to come. The event details are as follows:

Date: 27 July (Wednesday)
Time: 2:30pm
Venue: Hall 3E, HKCEC
Speaker: Benjamin Chau, Acting Executive Director, HKTDC

Guests:

- **Agus Cahyono**, Economic Consul, Consulate General of Indonesia
- **Daiki Yasuda**, Consul, Consulate-General of Japan in Hong Kong
- **Hiroyuki Tanaka**, Director, Business Development Department, Japan External Trade Organization
- **Richard C. Sun**, Managing Director, Taipei Trade Centre Hong Kong
- **Sergio Avila**, Consul General, Consulate General of Peru in Hong Kong and Macao
- **Liu Wei Zhong**, Standing Vice Chairman and Secretary General, Chinese Tea Culture International Exchange Association
- **Simon Wong**, Chairman, Association of Coffee & Tea of Hong Kong
- **Jimmy Tam**, Vice Chairman, Hong Kong & Kowloon Tea Trade Merchants Association
- **Kenneth Chan**, Chairman, Hong Kong Food Council
- **Eliza Liu**, Chairman, International Chinese Tea Club
- **Vivien Chou**, President, Modernized Chinese Medicine International Association (MCMIA)
- **May Leung**, representative of Hong Kong Quality Brand Alliance

Celebrity Chefs:

- **Esther Au**, Owner of Dolce Dolce Kitchen & Gourmet, and “Truffle Queen”
- **Chiu Sze Cheuk**, Chief Executive Chef, Sushi Ocean
- **Gabriel Choy**, Topgrade (Holding) Limited Executive Chef



Media Invitation 採訪邀請

- **Elaine Ma**, Cook Book Writer
- **Denice Wai**, Founder and Director of Six Senses Cooking Studio
- **Max Wu**, Cooking Appliance Expert

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

Media Enquiries

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