

## REMINDER

To Assignment Editor:

### **Food Expo, Home Delights Expo, Tea Fair, ICMCM Open in August Beauty & Wellness Expo Returns; Media Invited to Preview Highlight Products**

**25 July 2017** – Five concurrent events organised by the Hong Kong Trade Development Council (HKTDC) will open on 17 August at the Hong Kong Convention and Exhibition Centre (HKCEC). These are the 28<sup>th</sup> Food Expo, the fourth Home Delights Expo, the second Beauty & Wellness Expo, the ninth Hong Kong International Tea Fair and the International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM).

More than 1,900 exhibitors are expected to take part in the four fairs, offering an array of interesting products to consumers and trade buyers. The Food Expo will feature a tantalising selection of high-quality food and beverage items for food lovers and industry players, including premium products showcased at the Gourmet Zone. After its successful debut last year, the Beauty & Wellness Expo will return this year with a wide variety of beauty and health products, including skincare, haircare, spa massage products and nail polish. The concurrent fairs and ICMCM will feature a range of industry seminars, health talks, celebrity chefs' cooking demonstrations and tea art performances.

We cordially invite you and your photographers to attend a preview of the five events on 27 July, when around 130 exhibitors will offer a taste of things to come, including a Wagyu Beef cooking demonstration by a Japanese chef. Details of the media preview are as follows:

**Date:** 27 July (Thursday)  
**Time:** 2:30pm (Venue opens at 2:15pm)  
**Venue:** Hall 3B, HKCEC  
**Speaker:** Benjamin Chau, Deputy Executive Director, HKTDC

Line-up of Guests and Celebrity Chefs:

- **Tsukasa Hirota**, Consul General of Japan in Hong Kong
- **Ryoichi Ito**, Director General, Japan External Trade Organization
- **Mohammad Kehtari**, Consul General of the Islamic Republic of Iran in Hong Kong and Macao
- **Chris Li**, Sr. Agricultural Marketing Specialist, United States Agricultural Trade Office, Hong Kong
- **Stephen Wu**, Managing Director, Taipei Trade Centre Hong Kong
- **Vivien Chou**, President, Modernized Chinese Medicine International Association
- **Liu Weizhong**, Secretary General, Chinese Tea Culture International Exchange Association
- **Howard Wong**, Vice President, Association of Coffee & Tea of Hong Kong
- **Kenneth Chan**, Chairman, Hong Kong Food Council
- **Jimmy Tam**, Vice Chairman, Hong Kong & Kowloon Tea Trade Merchants Association
- **Eliza Liu**, Chairman, International Chinese Tea Club

- **May Leung**, representative of Hong Kong Quality Brand Alliance
- **Joseph Ho**, President, The Cosmetic & Perfumery Association of Hong Kong Ltd
- **Gabriel Choy**, Seasons Group Executive Chef; Gordon Ramsay College Scholar in 2005
- **Ricky Cheung**, celebrity chef; Head Chef, Bistro Bon
- **Shadow Kwan**, Gourmet & Life Style Brand founder; founder of SP Flower & Tea Room / SP Life Style Boutique; Partner founder of Smile Yogurt / Cookies Quartet / BU Dining / Bonne Journee
- **Bonnie Yves**, founder, Yves Kitchen

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

## Media Enquiries

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