

For Immediate Release  
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AgriPro Asia 2015 [The Quality Agricultural products Trade Platform]

AgriProAsia (hereinafter referred to as APA) will be held from December 3 – 5, 2015 at Hong Kong Convention and Exhibition Center. As the first feature professional trade platform in Hong Kong, APA is committed to enrich the experience of the buyers, as well as to enhance their efficiency in sourcing. APA, as an exhibition, has developed from displaying exhibits on fairground to leading business matching which encourages frequent and high interaction between buyers and suppliers. It is delighted that APA committee has arranged business matching meeting for over 90% of the pre-registered buyers to touch base with exhibitors.

To meet the pursuit of new product of buyers, APA is working on bringing in new suppliers as this year over 90% exhibiting company is the first participation. The exhibition theme of "Convergence Quality Ingredients," exhibitors will debut new agricultural products, which include "features farm chicken and duck, new kind of vegetable and valued quality organic foods, which will offer new market opportunities.

Highlights of APA2015 includes the second time for "Flavors of Europe – Quality and Tradition" program – represented by Polish pavilion, will include promotion of fresh, chilled and frozen pork and beef, processed meat, high quality poultry meat and frozen fruits and vegetables. Moreover Chinese pavilion shares the latest success of their works. Hunan CCPIT has come to an agreement with Hong Kong F.S.I. (C.H.K.) Association and will hold "Contract Signing Ceremony" on December 4. Moreover, professional event promotion will be held for promoting new products, market trend and enhancing communication, like "**Hunan Agri-Product Food Tasting Promotion**".

In addition, APA committee is working closely with local and regional association and industry, including Associacao de Comerciantes de Legumes por Grosso de Macau; Chinese Organic Agrification Association; Hong Kong Chamber of Seafood; Hong Kong Fish/ Vegetable Marketing Organization; Hong Kong Imported Vegetable Wholesale Merchants Association; Kowloon Fruit & Vegetable Merchants Association Limited; Taiwan Fisheries Economic Development Association and Overseas Fruit and Vegetables Imported Merchants Organization, Hong Kong Fish / VMO and so forth. With the 1<sup>st</sup> hand market information from the supporters, APA is able to change into a customized business matching platform in order to extend services in market promotion, business matching outside the fairground and maximize the result in new product launching, marketing and networking.

Concurrent event, "Hong Kong International Bakery Expo", will present bakery industry trends/products and over 50 on-site events including chef masters' demonstration and international competition.

For further information about the APA, please contact the organizer

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