

**16-18/5/2017**  
**Hong Kong 香港**

### Market Update

December 2016 ISSUE



Green Burial in Fo Shou Yuan@ China

### “Green Burial” Trend to Take Off in China!

Eco-friendly burial options are gaining popularity all over the world. Common factors such as aging population, limited land supply and a general awakening to eco-friendly causes, prompted governments, funeral and cemetery industry practitioners, as well as the general public to give much greater attention to this trend.

In China – the most populous country in the world with over 10million deaths a year – the government has released a guideline on the further reform of domestic funeral and interment services, and eco-friendly alternatives of burials are highly encouraged. Not surprisingly, some clever industry practitioners have come up with creative solutions to the call. We hope to bring you some fresh insights on this aspect at the upcoming event.

### 綠色殯葬新趨勢在中國起動

綠色殯葬在世界各地有越廣為大眾接受，各地政府、殯葬業界以及公眾也因各種原因例如人口老化，土地資源以及環保等而更加關注這議題。

中國是世界上人口最多的國家，每年有 1000 多萬人離世。中國政府剛發佈了一系列關於改革殯葬和相關服務的指南，並鼓勵民眾採用較環保的殯葬方法。無疑，一些具前瞻性的業者提出了創新的解決方案。這些新資訊將在今屆展會及會議上展示。

### Expo + Conference Preview

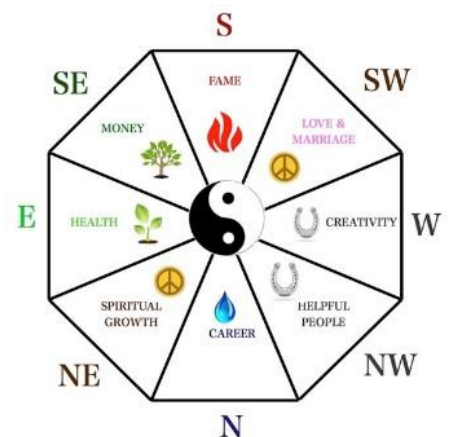
#### AFE2017 Conference Topic Highlight: Feng Shui – Is it Art, Science, or Key to Better Profit?

In the upcoming AFE 2017, we are very delighted to introduce the exciting topic of “Feng Shui” in our conference programme. How “Feng Shui” can work with your cemetery for higher profit margin? How do you incorporate “Feng Shui” elements into your product/service portfolio and add value to your brand? If you are interested in this topic, stay tuned to our updates!

#### AFE2017 議題聚焦

#### 風水-是一門藝術、科學或是帶來更高利潤的關鍵？

在今屆亞洲殯葬展 AFE2017 上，我們有幸為您介紹“風水”這個有趣的議題。如何在墓園設計上結合風水元素，以獲取更高的利潤？如何將風水元素加入您的產品/服務當中，為您的品牌增加價值？如果您對這個議題感興趣，請關注我們的更新！



Basic elements of Feng Shui

### Call For Speakers & Conference Topics

If you are an industry professional, with interesting topics you'd like to share with our conference attendees, please send us an email via [info@asiafuneralexpo.com](mailto:info@asiafuneralexpo.com).

我們現正徵集會議演講嘉賓和議題，誠邀業內人士參加，請即與我們聯絡(電郵)：[info@asiafuneralexpo.com](mailto:info@asiafuneralexpo.com)



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16– 18 May, 2017 at Hong Kong Convention and Exhibition Center

For Further Inquiry, please contact with AFE Organizing Committee Ms. Cissie Chang / Ms. Claudia Lee at: Tel: (852) 2528 0062 or email: [info@AsiaFuneralExpo.com](mailto:info@AsiaFuneralExpo.com)

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