

**16-18/5/2017**  
**Hong Kong 香港**

Focus Market – Malaysia

焦點市場 - 馬來西亞

March 2017 ISSUE



## Innovative Strategies in Malaysian Funeral Industry

Being the focus market of AFE 2017, revolution in the traditional industry was initiated in Malaysia with astonishing growth recently. Funeral was no longer a taboo and the industry players motivate their potential customers to prepare for the funeral in the middle ages. New product categories with low price strategy have also stimulated the demand for different market segmentation. In addition, funeral services are enhanced with modernized and professional manner which differs from the usual practice.

### 馬來西亞殯葬業創新戰略

作為 AFE 2017 的焦點市場，馬來西亞殯葬業近年來的巨大改革使市場發展迅速。殯葬公司不再將殯儀安排當作禁忌話題，瞄準中年人士推廣預早籌備殯葬事宜，同時增加低價的新型產品服務，刺激不同的市場分塊需求。加上現代化及專業化的服務，昭示著馬來西亞殯葬業鼎新革故的現況風貌。

Malaysia-Related Conference Sessions & Post Show Tour will be held at AFE 2017!

AFE 2017將舉辦馬來西亞相關議題會議及考察團！

Exhibitors Highlight – Facultatieve Technologies 展商巡禮

## The Global Technology Leader for Cremation Systems Equipment

Facultatieve Technologies (FT) is a builder of cremators and an operator of various crematoria since 1908. Based in The Netherlands, it fitted systems across the globe with brands including Dowson & Mason, Stellus, TABO INEX, Evans Universal, Evans Tabo Universal, FDI and ISI.

### 國際火葬設備系統龍頭企業

始於 1908 年，Facultatieve Technologies (FT) 為製造專業焚化爐並營運多個火葬場的荷蘭企業。公司製造的品牌 Dowson & Mason, Stellus, TABO INEX, Evans Universal, Evans Tabo Universal, FDI 及 ISI 均適用於全球標準系統。



Cremation & Incineration Equipment



## Call For Delegates

If you are interested to join Asia Pacific's Largest Convention for funeral & cemetery industry, please send us an email via [info@asiafuneralexpo.com](mailto:info@asiafuneralexpo.com) or fill in the conference pre-registration form at [http://www.verticalexpo.com/download.php?file\\_id=1536](http://www.verticalexpo.com/download.php?file_id=1536)

如有興趣參加亞太區最大型國際殯葬業年會，請即與我們聯絡(電郵)：[info@asiafuneralexpo.com](mailto:info@asiafuneralexpo.com) 或填妥會議預先登記表格：[http://www.verticalexpo.com/download.php?file\\_id=1536](http://www.verticalexpo.com/download.php?file_id=1536)



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