



Asia Funeral and Cemetery Expo & Conference  
亞洲殯儀及墓園博覽會暨會議  
16-18.05.2017 | Hong Kong

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**Award-winning Chinese Funeral Corporation Features in  
Asia Funeral and Cemetery Expo & Conference 2017**

**Hong Kong, 2 May 2017** – *Yu Fu Xiang Memorial Group* (御福祥), a leading brand in China funeral product industry, will feature in Asia Funeral and Cemetery Expo & Conference (AFE 2017) (Booth No. C15). AFE 2017 is one of the largest international conference and expo of the funeral and related services industry in Asia-Pacific.

Established in 1975, Yu Fu Xiang focuses on funeral products including shrouds, urns, commemorative diamonds and other funeral supplies. The business is currently expanding and exploring the overseas market, aiming to build a trading platform of international premium funeral products.

Yu Fu Xiang has established one of the largest funeral products trade platform in the region. The business, as a preminent funeral department store, has more than 50 distribution outlets in major cities like Tianjin, Beijing, Shijiazhuang, Qingdao, Yantai, Chengdu, Shenyang and etc. With hundreds of franchisees, strong manufacturing and sales teams, Yu Fu Xiang is constantly growing.

Research and development is also an important aspect of the business as they strive to adapt funeral products to accommodate various cultures in different parts of China.

Yu Fu Xiang has been awarded *China Funeral Industry Brand of the Year 2016*. The company is also a *Five-star Funeral Suppliers* rated by the China Funeral Evaluation System.

Registration is now open for AFE 2017 (16-18 May 2017, Hong Kong Convention & Exhibition Center, Hong Kong). The three-day event features over 100 exhibit booths and delegates from more than 33 countries and regions, providing the opportunity for attendees to exchange ideas with professionals in the industry.

**For more information, please contact the organizer, Vertical Expo Services Co Ltd.**

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