



AS-IN-SE-OSAS1

30 November 2017

Dear President / To whom it may concern,

Re: Invitation to participate The First Belt and Road International Food Expo (Hong Kong) (BRIFE) on 27 to 29 June 2018

We cordially invite your delegations and pavilions to participate in the First Belt and Road International Food Expo (Hong Kong) (BRIFE), which will be held on 27 to 29 June 2018 at AsiaWorld-Expo in Hong Kong, to share with your distinguished members as buyers and exhibitors, to explore the best fruitful expertise, investment and business opportunities.

From vision to action, BRIFE 2018 will be the first large-scale and one-stop overseas food expo that focuses on Belt & Road Initiative (BRI), aiming to foster a professional platform of agriculture and food trade of over 70 countries along the Belt and Road and the rest of the world. BRIFE installs 5 spotlight halls covering 30 major food categories and professional service with unique positioning including Food Trade Hall, Snack Food Hall, Halal Food Hall, Investment Hall, and Professional Service Hall. The "First Belt & Road International Culinary Competition" includes the first halal food cooking competition in Hong Kong which is a striking event of the Expo to promote the food culture among Belt & Road countries.

In conjunction with BRIFE, the First Belt & Road Agrifood & Trade Summit (ATS) is held on 27 June 2018. ATS will be one of the most remarkable and high-level events. It brings together many distinguished guests including 8 countries' ministers of agriculture and trade will be invited as guest speakers to discuss, exchange views and promote the business and investment opportunities in agriculture and food trade under BRI. Expecting over 1,000 senior government officials, ambassadors, consul-generals, professional investors, food industry leaders, bankers, top-managements of private institutions and chambers will be in attendance.

Please accept this letter as our official invitation of BRIFE. We believe BRIFE is undoubtedly an ideal platform to benefit your association in promoting investment opportunity of agriculture and food trade, developing international collaboration and networking.

Your utmost acceptance is our treasure to anticipate. Forward herewith please find our latest BRIFE brochure with respective information for your kind perusal.

Yours sincerely,

Bryan Chan
Chief Executive Officer
FMC Exhibition Company Limited

Organizer:



Major Supporters:

InvestHK, The Government of the HKSAR
Meetings & Exhibitions Hong Kong (MEHK)
Belt & Road Global Development Alliance

FMC Exhibition Co. Ltd.

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Rm 7-9, 18/F, Sterling Centre, 11 Cheung Yue Street, Lai Chi Kok, Kowloon, Hong Kong

I. Details of pavilion to participate BRIFE 2018

All national trade promotion agencies, government representative office, chambers and associations, etc. are eligible for Pavilion package benefits.



Pavilion Benefits

- Price Reduction (Up to 15% discount*)
- Free Advertising
- Free Promotional Opportunities
- Free Business Matching Program

	Raw Space	Standard Booth	Premium Booth
Price / Booth Size: 3mX3m (9sqm)	HKD 28,142 USD 3,608 up	HKD 31,980 USD 4,100 up	HKD 35,490 USD 4,550 up
Basic Specifications	<p>Only exhibit space is provided.</p> <p>Each exhibitor should select the designated service provider and install exhibition equipment.</p>	<ul style="list-style-type: none"> - Booth carpet - Booth panels - Company fascia board - 1 information counter - 2 folding chairs - 2 long-arm spot light - 1 garbage bin - 1 500W power socket 	<ul style="list-style-type: none"> - Include all the basic specifications of Standard Booth - Premium booth design with the company logo integrate into the fascia board and information counter - 1m (W)X1m(L) storage room will be provided for booth size 18sqm up
Country Pavilion Package (10 Booths or above)	<ul style="list-style-type: none"> - Association / Organization's flag and name will be integrated into the booth design - Installation of a different coloured carpet - One-stop service assistance: additional translation service, accommodation and city tour arrangements - A complimentary information booth at 6sqm is offered for pavilion organizer 		



II. Details of organizing a visitor delegation to participate BRIFE 2018

To foster tighter business linkage between exhibitors and buyers, we welcome visitor delegation groups from your country to visit BRIFE 2018, the ideal platform to meet up with tremendous opportunities and level up your business into an international spectrum.

■ Productive Trip

- Tailor-made itinerary to fully utilize the time of visit
- Relevant events checklist that matches with group's sourcing scope
- Match-making and networking opportunity and pre-arrangement with selected exhibitors / pavilions

■ Cost Saving

- Complimentary Fair Catalogue for each delegate
- Special rate accommodation offered by official accommodation partners

■ Priority Privileges

- Free visa assistance for Letter of Invitation
- Prioritized seat reservation for seminar and stage session (limited seat available, subject to availability)
- Free access to VIP Lounge
- Pre-printed registration badge for easy access to exhibition
- Dedicated service counter of Hong Kong Tourism Board at fairground
- Special section in fair guide to highlight all delegation groups
- Free access to the reserved meeting room

■ Memorable Moments

- Free group photo taking session upon arrival
- Special service of exhibition introduction
- Free set of souvenirs of BRIFE 2018
- VIP invitation for opening ceremony of the Expo



----- Reply Slip -----

**Re: Invitation to participate The First Belt and Road International Food Expo
(Hong Kong) (BRIFE) on 27-29 June 2018**

Please fill this reply slip and return to FMC Exhibition Co., Ltd by fax to 852-2370 0072 or email finayeung@fmcexhibition.com. RSVP kindly on or before 22 Dec 2017.

For any enquiries, please feel free to contact Ms Fina Yeung (Assistant to CEO) at 852-2370 0829 or email to finayeung@fmcexhibition.com.ok

Please check:

- We are able to **organize a pavilion to participate BRIFE 2018**
- We are able to **organize a delegation to participate BRIFE 2018**
- We are able to **attend the First Belt & Road Agrifood & Trade Summit (ATS) on 27 June 2018**

Contact Person:

Name: _____ (Mr./Mrs./Ms.) Title: _____

Organization: _____

Tel: _____ Fax: _____ Email: _____

Address: _____