



國際咖啡薈萃

THE BELT & ROAD INTERNATIONAL FOOD EXPO (HONG KONG)

INTERNATIONAL COFFEE FESTIVAL

11TH – 13TH JUNE 2019

ASIAWORLD – EXPO (HONG KONG)

Host:

China Agriculture Exhibition Association
Hong Kong Belt and Road Food Trade Association

Supporter:

Hong Kong Federation of Restaurants & Related Trades Limited
Guangdong (China) Imported Food Association

Overseas Consulate General in HK & MO (Supporter):

Belgium, Indonesia, Italy, Netherlands, Peru, Turkey, Vietnam

Special Media Partner:

China Daily

**Sorted by initials of countries in English alphabetical order*

INTERNATIONAL COFFEE FESTIVAL

“PROVIDE A NOVEL TRADING PLATFORM FOR QUALITY COFFEE”

The global coffee planting area has reached 1.8 billion mu, with an annual output of nearly 10 million tons, and annual consumption has reached more than 8 million tons. Coffee beans are the 2nd largest commodity in global trade, which is preceded only by crude oil. International coffee companies can take advantages of Hong Kong as a "Super Connector" in the Belt & Road Initiative (BRI) and actively usher into the huge emerging markets along Asia and the Belt & Road region (B&R).

2019 Belt & Road International Food Expo (Hong Kong) (BRIFE 2019) will host a series of events of

International Coffee Festival to create a professional business and trade platform for over 100 exporters and brands of coffee industry along and beyond the B&R, promote the coffee brands and products to seize the development opportunities brought by the increasing demand for quality coffee under the BRI. The International Quality Coffee Tasting will debut at BRIFE 2019, and the Coffee Brewing & Sharing Seminar will introduce and promote the tastes and flavors of coffee produced in various countries and release new industry trends.



EVENT HIGHLIGHT 1

INTERNATIONAL COFFEE PAVILION

International Coffee Pavilion will be presented at BRIFE 2019. Hundreds of coffee exporters and brands will be invited to participate in the exhibition to enhance the business connectivity with coffee importers, distributors, traders and catering groups in Asia and Europe to promote industry trade.

WHY PARTICIPATES?

- The company participates in the series of events can display a coffee product at the showcase of the International Coffee Festival nearby the entrance of the exhibition hall for free, and attract over 500 global coffee importers, traders and retailers to visit the booths for further information.
- The festival is supported by Hong Kong Federation of Restaurants & Related Trades Limited and Guangdong (China) Imported Food Association. The quantity and quality of the buyers are well guaranteed as the coffee shop owners will be invited to join.
- Coffee Exporters can promote their products to the buyers onsite by participating in the Coffee Brewing & Sharing Seminar. The Organizer will provide a buyer list of the event to the representatives of the registered brands for future negotiation.
- The organizers will collaborate with Consulates General, local and foreign business associations to send exclusive eDMs regularly regarding International Coffee Festival to over 100,000 potential buyers before BRIFE 2019 to attract more quality buyers.
- International Coffee Festival will be highlighted in the official website of BRIFE as a key exhibition event, which is widely browsed by multitudes of visitors.
- Certificate will be given to the company who participates in the International Quality Coffee Tasting and Coffee Brewing & Sharing Seminar to recognize the quality products and brands.
- The series of events will be introduced or highlighted in the BRIFE disclosure documents for promotion/ advertisement.



EVENT HIGHLIGHT 2



INTERNATIONAL QUALITY COFFEE TASTING

Via this event, the international coffee exporters and brands can invite quality buyers to taste and explore the unique texture, aroma and flavor of coffee from different countries of origin via an on-site experience.

EVENT HIGHLIGHT 3



COFFEE BREWING & SHARING SEMINAR

Coffee exhibitor is encouraged to promote the features and selling points of the brand by organizing seminar/ lecture or coffee brewing workshops via Coffee Brewing & Sharing Seminar. The event will attract buyers of catering groups and coffee shops to share the insights of coffee culture and promote business cooperation.

ABOUT INTERNATIONAL QUALITY COFFEE TASTING:

- Date:** 13th June 2019
- Duration:** total 1.5 hours
- Target Audiences:** Buyers from Starbucks, Pacific Coffee, Coffee Box, Coffee Academics, Catering Chain Store...etc
- Form of event:** Participants will be divided into 3-4 groups with 4 companies/ brands per group, 20 mins per tasting session. Participant is required to use the coffee equipment provided by Organizer or bring self-use equipment to brew coffee on site and distribute to about 40 buyers/ experts for tasting (includes the representatives of coffee importers and catering groups in mainland China, Hong Kong and Asia). Every participant has 5 mins to introduce the product and company by turns.
- Participation fee:** HK\$39,800 (Including a standard booth of 9 sqm)
(Please contact the Organizer if requiring a bigger booth)
- Event Reward:**
- 1 One 9 sqm Standard Booth in International Coffee Pavilion for product display and promotion
 - 2 5 mins promotion to introduce product and promote business to the coffee industry experts and professional buyers in the International Quality Coffee Tasting
 - 3 1 product is entitled to be displayed in the exclusive showcase of International Coffee Festival at the entrance of the exhibition hall
 - 4 The participating company will be issued the Belt & Road International Quality Coffee Certificate and presented by the Organizer
 - 5 Exclusive eDMs will be sent out regularly regarding the Quality Rice & Show to over 100,000 potential buyers
- Registration:** Download the application form of International Quality Coffee Tasting from the BRIFE official website. Fill-in the form and return it to the Organizer together with the participation fee by 30th April 2019

EXCLUSIVE PROMOTION OFFER FOR INTERNATIONAL COFFEE FESTIVAL

ABOUT COFFEE BREWING & SHARING SEMINAR:

- Date:** 13th June 2019
- Duration:** 30 mins
- Form of event:** Coffee Seminar/ Lecture
Coffee Brewing & Tasting Workshop
- Participation fee:** Participants of "International Quality Coffee Tasting" can enjoy the special offer of HK\$3,000 for this event (original cost: HK\$6,000)
- Event Reward:**
- Enjoy a special offer of HK\$3,000 for a 30 mins time slot and venue to host for a Coffee Seminar/ Lecture or a Coffee Brewing & Tasting Workshop to promote the product/brand to attract quality buyers from the restaurants and coffee shops
 - The participating company will be awarded the Belt & Road International Quality Coffee Certificate and presented by the Organizer
- Sign up:**
- Download the application form of Coffee Brewing & Sharing Seminar from the official website of BRIFE, fill-in and return it to the Organizer together with the participation fee by 30th April, 2019
 - The Organizer will accommodate the required timeslot with confirmation on or before 24th May, 2019. If a certain timeslot is too full, the "first-come, first-served" policy will be adopted. The Organizer reserves the right to adjust or amend the arrangements without any prior notice.

- For enquiry:** Tel: 852-2370 0829 / Fax: 852 - 2370 0072
Contact: Assistant Project Manager - Angel Lo / Calvin Lam
Email: angello@fmcexhibition.com / calvinlam@fmcexhibition.com
- Official website:** www.brifexpo.com

SME Export Marketing Fund (EMF) in Hong Kong:

Hong Kong companies can apply for the SME Export Marketing Fund (EMF) which delivers enhancements to the applications submitted on or after 1st August 2018. The maximum funding per application has been increased from HK\$50,000 to HK\$100,000, or 50% of the total approved expenditure incurred (subject to the lower one). The maximum cumulative funding has increased from HK\$200,000 to HK\$400,000 per company, and the requirement on the usage of the last HK\$50,000 of funding has been removed. For application details and eligibility, please visit the website of the EMF of Trade and Industry Department (TID): <http://www.smefund.tid.gov.hk/eindex.html>. Approval of funding is ultimately approved by TID.