

ASIA FUNERAL AND **CEMETERY EXPO &** CONFERENCE

亞洲殯儀及墓園博覽暨會議



AFE 2013 亞洲殯儀及

16-18 May 2013 HKCEC 5月16-18日































Lead Embalmer &



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AFE 2013 Conference – The Largest Asia's Funeral and Cemetery Expo & Conference 『亞洲殯儀及墓園博覽暨會議』(AFE) 是亞洲區最大型國際殯葬展覽及會議

The renowned industry players and top managements will discuss and share the topics about Green Funeral, Cemetery, Repatriation and Technical Session from cutting-edge angle in AFE conference. 全球演葬業內專業人士及企業領導匯聚及參與第六屆『國際殯葬業會議』,內容廣及綠色殯葬、墓園、還體運送等殯葬專題,以專業角度剖析行業發展趨勢,內容具前瞻性。

AFE International Summit 2013 AFE國際論壇 2013:

"New Opportunities 新機遇"

Key speakers from Australia, Bolivia, the States, Malaysia, and China will share their multi-dimension views and expertise on new funeral market insights at the summit. They will cover such topics as new market development, green funeral business model, upgraded and innovative funeral services, etc. in hopes of exchanging useful ideas with audiences who look for New Opportunities in funeral industry.

來自澳洲、美國、馬來西亞,中國及玻利維亞等主講者及企業領導將從多角度出發,分享他們如何協調及應對現有的市場轉變並發掘當前的新機遇。主講者將以實例,深入淺出, 為參會者帶來新思維及新啟發。

Topics Highlight 重點議題

Market & Technical Updates 市場趨勢及最新技術發展

- Funeral Market Trends in Korea 韓國殯葬服務發展趨勢
- Transition and Prospect of Korea Cemetery System: Green Funeral Services 韓國公墓系統轉型及展望:綠色殯葬
- Asia Pacific Repatriation Forum 亞太區遺體運送論壇
- The Evolution of Green Funerals in Asia 亞洲殯葬業綠色趨勢
- Future Development in Funeral Services in Taiwan 台灣創新發展趨勢 5.
- Embalming with focus on Massive Trauma and Reconstructive Surgery II 'Creating the Smile' 6. 防腐專題: 重傷後的防腐技術及復原手術 - 「重現笑容 ॥」
- 7. Embalming Tool Kit 防腐處理錦囊

Corporate Development 企業層面

- 8. NFDA Certified Preplanning Consultant Program and Examination 美國殯儀總監協會生前契約策劃師認証課程及考試
- Strategic Marketing for the Funeral Industry 殯葬產品及服務的市場策劃及行銷模式
- The Implications of Social Media for the Funeral Industry 'Daring To Be Different' 新世代媒體興起對殯葬界帶來的商機:「新技術使一切變得不一樣」
- 11. Build Up The Funeral Business into Corporate Level 把殯葬業務企業化
- 12. How Quality Control Improve Competitive Power 如何提升品質以增加市場競爭力

AFE 2013 Focus Country - Korea 焦點國家韓國

Korea has been selected as the focus country of AFE2013. AFE committee believes that Korea can promote Modern and Environmental funeral services while reserving her customs and rituals. Its concept of 'Green Funeral' will definitely give an

insight to international industry players. 積極推動現代化環保殯葬業-韓國 ,已被遴為AFE2013的焦點國家。面對有限的地球資源及人類對殯葬服務的要求日益提高,韓國殯葬業近年來的發展不但日趨現代化,而且極具環保意念,更有效保留韓國傳統殯葬習俗及儀式,非常值得殯葬業界參考 及學習。透過大會舉辦的交流團,相信各國將對韓國殯葬業的水平及新文化有更深切的了解。





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