



February 22-24, 2019  
 Hong Kong Convention &  
 Exhibition Centre, Hall 5F & G  
 香港會議展覽中心5F及5G展覽廳



[www.vegfoodasia.com](http://www.vegfoodasia.com)

Organizer:



Principal Partner:



Concurrent Event:



The Trade Exhibition of Natural,  
 Organic & Green Living Products  
 天然、有機、綠色生活產品展覽會

February 22-24, 2019  
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[www.lohasexpohk.com](http://www.lohasexpohk.com)

Concurrent Event:



Organizer:



Principal Partner:



LOHAS Expo is the leading trade expo for Organic, Health and Green Living products & services since 2012 in Hong Kong. With the aim to promote LOHAS (Lifestyle Of Health And Sustainability) in the region, the event has attracted a diverse array and growing numbers of well-known companies and famous brands in the industry from around the world.



## Scope of Exhibits

### BEAUTY & HEALTHCARE

- Alternative Healthcare
- Body & Personal Care
- Cosmetic & Skincare
- Essential Oil & Aromatherapy
- Natural Healing & Therapies

### NATURAL & ORGANIC FOOD & SUPPLEMENT

- Dietary Supplements
- Natural & Organic Food & Beverages
- Nutritional Food Products
- Vitamin & Mineral Supplements

### GREEN HOME & LIFESTYLE

- Eco Clothing & Apparel
- Eco Friendly & Biodegradable Products
- Eco Friendly Cleaning Products
- Eco Tourism & Travel
- Electric & Hybrid Vehicles
- Energy Saving Home Appliances
- Green Home Furnishings
- Green Living Products

### SUSTAINABLE ECONOMY

- Social Responsible Investment
- Environmental Management
- Eco Labeling



## Visitors Profile

- Catering Operators
- Chain Natural Stores
- Chain Cafes
- Convenient Stores
- Distributors
- Educational Institutes
- Foodservice
- Healthcare Practitioners
- Hotels / Clubs
- Importers
- Organic Stores
- Restaurants
- Salons / Pharmacies
- Spa / Beauty Stores
- Supermarkets
- Therapists
- Travel Agents

# Why LOHAS & VFA?

### PROVEN TRACK RECORD

Inaugurated in 2012, LOHAS Expo & VFA are the only trade exhibitions dedicated LOHAS and Vegetarian market in Hong Kong & Asia, and have attracted hundreds of exhibitors and tens of thousands of visitors. LOHAS Expo & VFA 2018 enjoyed the shows most resounding success to date.

### ENJOY YEAR ROUND MARKETING SUPPORT

A string of marketing activities aimed at promoting exhibitors' products & services to thousands of potential buyers throughout the year even after the show.

### EXTENSIVE EVENT PROMOTIONS

Broad spectrum of marketing activities to promote the fairs and draws high quality trade visitors from Hong Kong, China, Asia Pacific and worldwide to attend the events.

### EXCELLENT RETURN OF INVESTMENT

- Meet hundreds of high quality trade buyers who are decision makers
- Generate excellent leads with unmatched sales potential
- Build your brand's presence in the region
- Launch new product to market on the best platform
- Showcase your products alongside with other leading brands
- Meet key customers face to face
- Promote your product to buyers with top purchasing power



## BUSINESS MATCHING

Partnering with local commercial & industry associations, delegation of high quality buyers from various countries / regions such as Mainland China, Taiwan, Korea, are organized to visit the fairs and conduct business meeting with exhibitors. The program aspires to provide a platform for exhibitors and buyers to make accurate connections and facilitate necessary meetings allowing them to maximize their networking & business opportunities at the Show. Over a hundred of business matching were successfully achieved in 2018.



## GREEN BEAUTY SALON AWARD

With the support from major associations in the beauty industry, Green Beauty Salon Award aims to enhance the awareness from the industry to provide greener and better-quality service. Gathering numerous industry professionals at the Show, this breakthrough event is another testament to show how LOHAS Expo plays an important role in the fast-growing green beauty industry.

### Supporting Associations and Judging Panel of Green Beauty Salon Award



## VEG KITCHEN

### Receive wide attention from vegetarian lovers

Master chefs, KOLs, and vegetarian experts deliver their signature dishes at the event, drawing thousands of vegetarian lovers to the show. 18 sessions of cooking demonstration were held in the 2018 show.

### Highlights of Master Chefs in Veg Kitchen in 2018

- Chef Master Yau, Winner of Chinese Chef Avenue Seven Awards 2017
- Mr. Patrick Lim, Former Royal Chef of Brunei
- Mr. Jeffrey Lim, awarded the Shojinryori Certificate in Japan
- Chef Hu De Hua, General Committee Member of King of Master Chef

## ON SITE FORUM

### Attract high-profile visitors at show floor

45 sessions of seminars for trade buyers and corporate executives attracted 2,000 high-profile visitors to learn and network at the 2018 show. The Forum, packed with top class international & local speakers, will discuss impactful topics including growing trends, business development and marketing, industry key issues, and more.

### Highlights of Notable Speakers in Onsite Forum in 2018

- Ms. Alicia Hernandez, Director of US Agricultural Trade Office, Hong Kong
- Ms. Jennifer Chang, Vice-president of IFOAM Organics International
- Mr. David Yeung, CEO & Co-Founder of Green Monday
- Ms. Elaine So, Business Development Manager of Fair Trade Hong Kong

## HONG KONG LOHAS AWARD

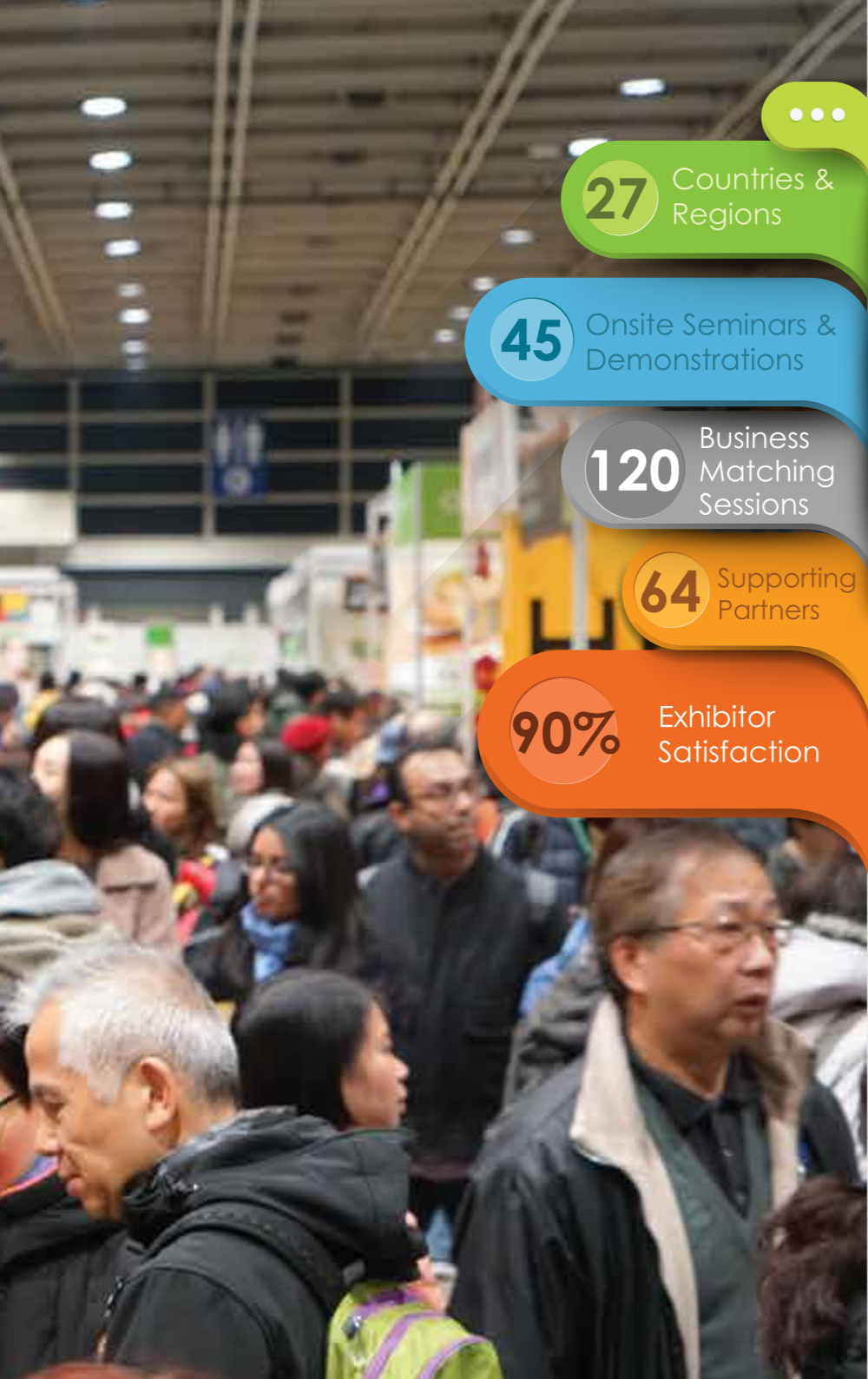
Organized in partnership with LOHAS Association of Hong Kong, the award aims to examine and recognize the achievements of enterprises which contribute outstanding efforts to support the development of Lifestyle Of Health And Sustainability (LOHAS) in Hong Kong.

### Hong Kong LOHAS Award Judging Panel

- LOHAS Association of Hong Kong
- Green Council
- Korea LOHAS Association
- Japan LOHAS Business Alliance
- Hong Kong Food Science & Technology Association



# EVENT HIGHLIGHTS



27 Countries & Regions

45 Onsite Seminars & Demonstrations

120 Business Matching Sessions

64 Supporting Partners

90% Exhibitor Satisfaction

180 Exhibiting Companies

4,200 Trade Buyers

23,000 Visitors

90 Media Visits

2,000 Event Attendees

## MEET QUALITY BUYERS FROM LEADING ENTERPRISES TO EXPLORE PARTNERSHIP AND COOPERATION AT THE SHOW

- Aeon Topvalu (Hong Kong) Co Ltd
- AS Watson Retail (HK) Ltd
- Café de Coral
- City Super Ltd
- Conrad Hong Kong
- DKSH Hong Kong Ltd
- ESDlife
- Fairwood Holdings Ltd
- Greendotdot.com Ltd
- HKTVMall
- Hospital Authority
- Hutchison China Meditech Ltd
- Maxim's Caterers Ltd
- O' Farm
- Ocean Park Hong Kong
- ParkNShop
- Pret A Manger
- The American Club
- The Dairy Farm
- The Ritz Carlton
- Vitasoy International
- Wellcome
- Yata Ltd
- ..... and more

# YEARROUND PROMOTION

Join LOHAS Expo or Vegetarian Food Asia to get free exposure in **Natural China 2018!**

Natural China is pioneering the natural food industry of China. Natural China evaluates exhibitors, products, and emerging brands for participation which guarantees a professional atmosphere for our valued visitors. The show also recruits leading financial investment companies and matches them with committed exhibitors to foster accelerated business cooperation and development onsite.



**November 21-23, 2018**  
**HALL 2H, National Exhibition & Convention Center, Shanghai · China**

*What's More?*

Broad spectrum of year-round marketing activities to promote the fairs and draws high quality trade visitors from Hong Kong, China, Asia Pacific and worldwide to attend the events.

### YEAR ROUND PROMOTION

- |                                  |                                    |
|----------------------------------|------------------------------------|
| - Printed and Web Advertisements | - Social Media Marketing           |
| - Show Preview Direct Mailer     | - Outdoor Poster Display           |
| - Flyers Distribution            | - MTR Billboards                   |
| - Email Broadcasts Campaign      | - Supporting Organizations & Media |
| - Visitor Invitations            | - Event Website                    |
| - VIP Visitor Program            | And many more ...                  |
| - Press Releases & Events        |                                    |



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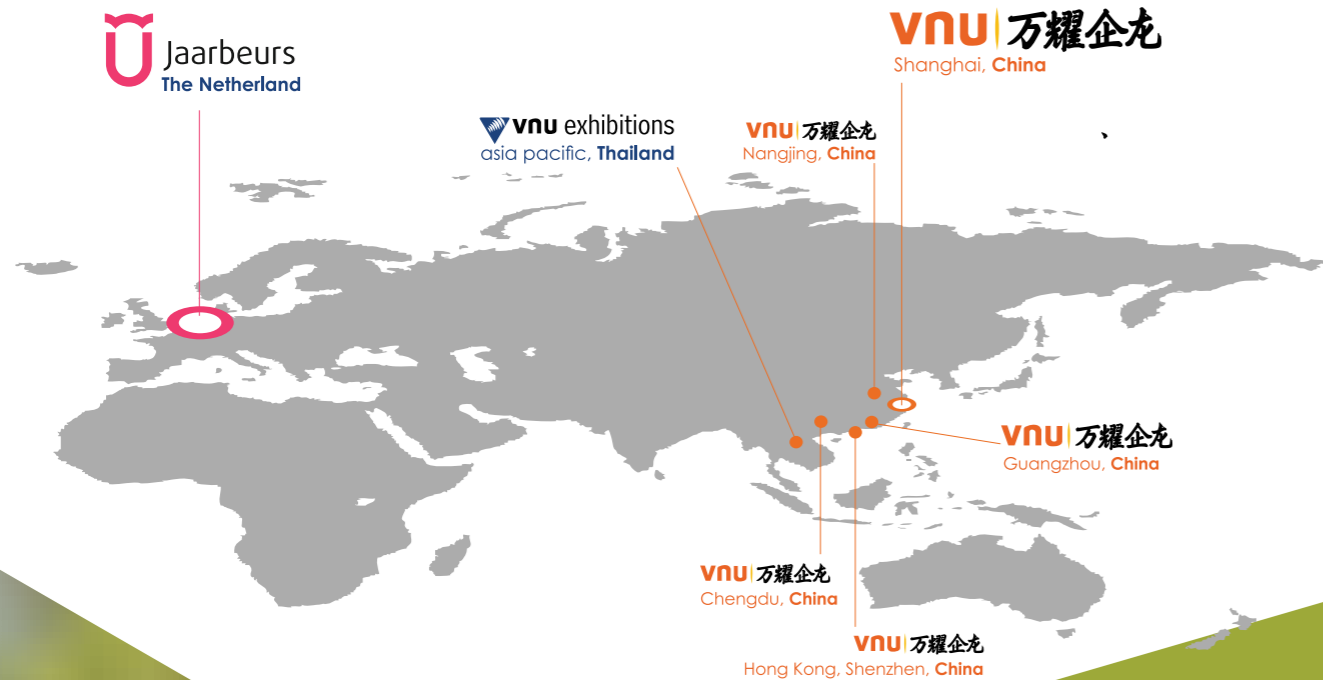


LOHAS乐活博览 | Q

VFA亚洲素食展 | Q

# ABOUT THE ORGANIZER

Headquartered in the Netherland, **VNU** has offices in Shanghai, Nanjing, Chengdu, Shenzhen, Hong Kong and Thailand that offer worldwide business support and provide clients with a variety of event plans aimed at "maximize potential business opportunities at the lowest cost".



**VNU Exhibitions (Hong Kong) Ltd** is a joint-venture formed by VNU Exhibitions Asia and Inspire Advertising & Marketing Ltd who had made LOHAS Expo and Vegetarian Food Asia successful debuts in 2012 and 2015 respectively. Both shows have become the leading platform for showcasing natural, organic, green living products and vegetarian food in China and Asian regions.

# EFFECTIVE GATEWAY TO CHINA



Take advantage of the special events and increase your brand awareness beyond the show floor. For cooperation opportunity and exhibiting enquiry, please contact:

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# SUPPORTING PARTIES



LOHAS Association of Hong Kong | Korea LOHAS Association | Taiwan Tourism Bureau | Taiwan Leisure Farms Development Association | Japan LOHAS Business Alliance | Physicians Committee for Responsible Medicine | Green Council | Hong Kong Food Science & Technology Association | Hong Kong Vegan Association | Meat Free Hong Kong | Green Monday | Fair Trade Hong Kong Foundation | Hong Kong Organic Resource Centre | InvestHK | Hong Kong Tourism Board | Club O | Inspire2aspire | Earth Life Care Association | Hong Kong Catholic Vegetarian Association | Natural Networks | Vegetable Marketing Organization | Produce Green Foundation | Asia Pacific Vegan Union | Happy Cow.com | Vegetarian Society of Singapore | Meat Free Monday Taiwan | International Vegetarian Club of Beijing | MyVege-The Malaysia Vegetarian | Thai Vegetarian Society | Malaysia Vegetarian Society | Organic Lifestyle Expo | Health Food Expo, Ingredients & Contract Manufacture | Global Organic Network Japan | GoVeg | Hong Kong Beauty Magazine | Ecozine | Organic Slow Life | Japan Health Business Magazine | Suiis.com | Connature | DagangHalal.com | Food Focus Thailand | Like Magazine | Mind & Life | foodMate.net | Global FoodMate | Lifestyle of Healthy and Sustainable | 99yoo.com | Isyfood.com | jmw.com.cn | bjspw.com | Commerce | Restaurateur | Ringier | Empire Media | Liv | HC360-Food | Eco-Business.com

Vegetarian Food Asia (VFA) is the only trade exhibition with dedicated focus on vegetarian and vegan food and products & services in Hong Kong. The fair targets the fast growing market of vegetarianism and veganism fuelled by the increasing awareness of health, environment and kindness towards animals in recent years, drawing suppliers & producers globally.



## Scope of Exhibits

### VEGETARIAN FOOD & BEVERAGE

- Beverages
- Beans & Bean Products
- Biscuits & Snacks
- Bread & Baked Food
- Cereal Products
- Confectionery & Chocolates
- Edible Fungi
- Edible Seeds & Plants
- Fruits & Vegetables
- Herbs & Spices
- Nuts & Dried Fruits
- Oil & Seasoning
- Rice & Noodles
- Tea & Coffee

### VEGAN PRODUCT

- Vegan Food
- Vegan Supplement



## Visitors Profile

- Catering Operators
- Chain Natural
- Chain Cafes
- Convenient Stores
- Distributors
- Foodservice
- Hotels / Clubs
- Importers
- Organic Stores
- Restaurants
- Supermarkets

