

**百本** BAMBOOS 全力支持

# 健康博覽

## 12th HEALTH EXPO 2018

### 2018/6/8-10

**Venue:** HK Convention and Exhibition Centre, Hall 5FG

**Time:** 10am-8pm

**Ticket Price:** \$30 (free for 65 years and above)

Concurrent Exhibition

**愛BABY愛媽咪**  
親子博覽

1st Mom & Baby Expo 2018

### Prevention is better than cure. Stay healthy!

People usually take preventive maintenance on their cars, their houses and even home appliances but strangely enough not on their own health and wellness. Why?

People in their 30s would say "I am fine, why bother?"

People in their 40s would say "I am not that old, don't bother right now!"

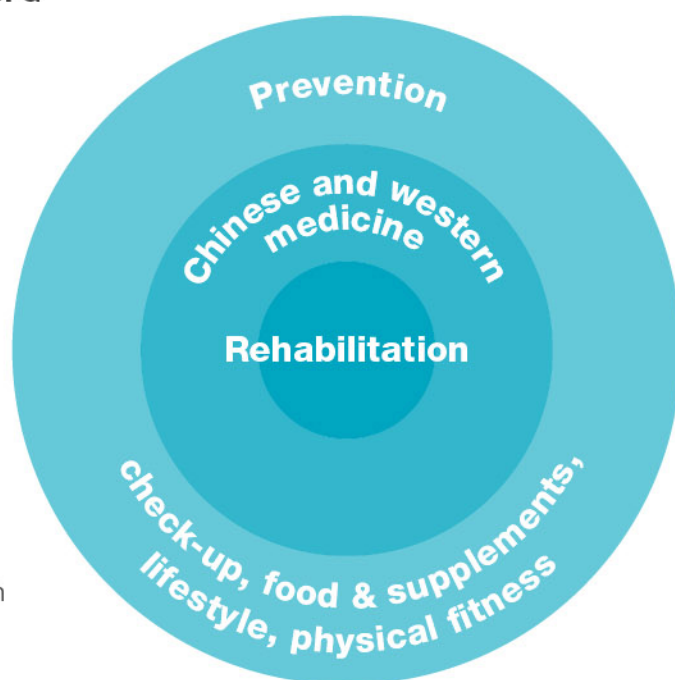
By the time when people reach their 50s, health condition may deteriorate faster than they expected and all remedies become too little, too late. They may have to spend the rest of their lives fighting against various illnesses which could have been prevented, or at least in a lesser extent.

Prevention is better than cure. Cure is a costly regimen which may or may not bring us back to normal health but we can prevent illness by maintaining healthy habits and eating healthy foods. It is easier and better to follow the basic rules of health and hygiene and prevent diseases.

In Health Expo 2018, we will focus on prevention and ways of staying healthy for the 40 plus population. We will invite health professionals and businesses to showcase their ideas, services and products in promoting good health and wellbeing of the community. All health related organizations and businesses are welcome to participate and share the opportunities with us!

### TARGET AUDIENCE:

**40+ adults who are conscious of their own health and care much for their parents' too.**



# 2018 SUPPORTING ORGANIZATIONS & ADVISORS

(Updated as of 14 May 2018)

## Organizer:

**凌速博覽**  
IN EXPRESS EXPO

## Co-organizer/ Appointed Radio:

**METRO BROADCAST**  
新城廣播有限公司

## Title Sponsor:

**百本**  
Bambos Professional Printing Services Limited  
百本專業印刷服務有限公司

## Partner Sponsor:

**北京同仁堂**

**Kyber Force**  
創新無疆保健專家

**德善醫療集團**  
CHINESE ESSENCE MEDICAL GROUP

**愛麗健醫療集團**  
Eutelia Medical Group

**髮再生**  
HAIR AGAIN 2005

**Amazing Life**  
富美健

**綠色東方有限公司**  
Green Eastern Ltd.

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Green Eastern Ltd.

## Supporting Organizations:

**HKAIM**  
Hong Kong Association of Integrative Medicine

**香港認知障礙症協會**  
Hong Kong Alzheimer's Disease Association

**香港腦科基金會**  
The Hong Kong Brain Foundation

**香港乳癌基金會**  
HK Breast Cancer Foundation

**香港中醫學會**

**香港復康會**  
The Hong Kong Society for Rehabilitation

**Rehabilit**  
康復協會

**香港有機資源中心**  
HONG KONG ORGANIC RESOURCE CENTRE

**YWCA**  
女青

**中國香港體適能總會**  
Hong Kong Physical Fitness Association of Hong Kong, China

**H K H F A**  
香港保健及法醫學會

**MCMIA**  
現代化中醫藥國際基金會

**香港中醫藥管理學院**  
Hong Kong College of Chinese Medicinal Nursing

**老友所醫**

**老友所醫**

**Neichuan Academy**  
新傳學院

**Diabetic**  
糖尿病學會

**康健社**  
The Hong Kong Stroke Association

**關心您的心**  
Care For Your Heart

**香港哮喘會**  
The Hong Kong Asthma Society

**東華三院 心蒲軒**  
Tung Wah Group of Hospitals

**MD**  
MD

**MD**  
MD

**MD**  
MD

**ETA**  
HONG KONG ELECTRONICS & TECHNOLOGIES ASSOCIATION  
香港電子科技協會

**IOTA**  
Hong Kong Institute of Yoga Alliance

**HKBIO**  
Hong Kong Biotechnology Organisation  
香港生物技術協會

**Cooperating Partner:**

**香港中醫藥學會**

**香港中醫藥學會**

**香港中醫藥學會**

**香港中醫藥學會**

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**香港中醫藥學會**

## Supporting Media:

**宣傳**

**MH**  
MODERN HOME

**姊妹美容**  
Sisters BeautyPro

**BamBoo's**  
Life

**中藥醫緣**

**中醫生活**

**中醫生活**

**健康**

**健康**

**世界**

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## Advisors:

**Prof. Vivian TAAM WONG, JP**

Former Chief Executive, Hospital Authority;  
Former Chief Executive, Queen Mary Hospital;  
Former President, Hong Kong Association for Integration of Chinese-Western Medicine

**Dr. DAI Lok Kwan, David, JP**

Chairman, Hong Kong Alzheimer's Disease Association

**Dr. Huang Chen Ya**

Chairman, The Hong Kong Brain Foundation

**Dr. CHEUNG Suk Yee, Polly**

Founder of Hong Kong Breast Cancer Foundation

**Prof. WANG Hui Min**

President, The Hong Kong Association of Traditional Chinese Medicine

**Prof. CHAN Lai-wan Cecilia**

Chairperson, The Hong Kong Society for Rehabilitation

**Dr. MOK KWAN Ngan-hing Edith**

Vice-Chairperson, The Hong Kong Society for Rehabilitation

**Dr. Cecilia LAM**

Chief Executive Officer, Rehabaid Society

**Prof. Jonathan W. C. Wong, MH, JP**

Director, Hong Kong Organic Resource Centre

**Dr. WONG Ping San**

President, Physical Fitness Association of Hong Kong, China

**Dr. Wilson Fung**

Founder, DoctorNow NEEDS

**Dr. Mak Siu King**

Specialist in Urology

**Ms. HO Mei Yi**

President, Hong Kong College of Chinese Medicinal Nursing Ltd

**Dr. Ben HUNG**

Registered Chinese Medicine Practitioner at IMI Hong Kong, Core Council Member (World Federation of Chinese Medicine Societies Diabetes Branch), PT Lecturer (HKUSPACE)

**Dr. LI Tsui Yin Jade**

Registered Chinese Medicine Practitioner

**Dr. Eason LAM**

Registered Chinese Medicine Practitioner, Traditional Chinese Medicine and Health Consultant

**Mr. James IP**

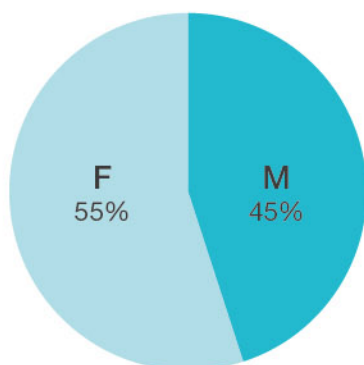
Certified Play Therapist



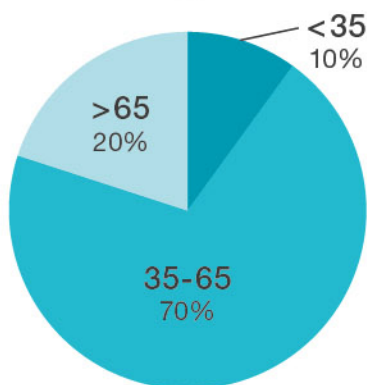


# 2017 HEALTH EXPO VISITOR PROFILE

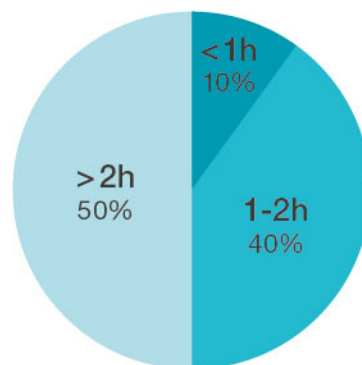
**Gender**



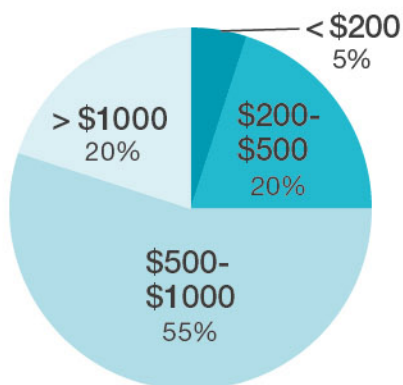
**Age**



**Length of stay (hour)**

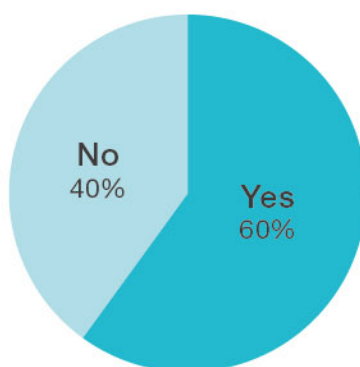


**Spending (HK\$)**

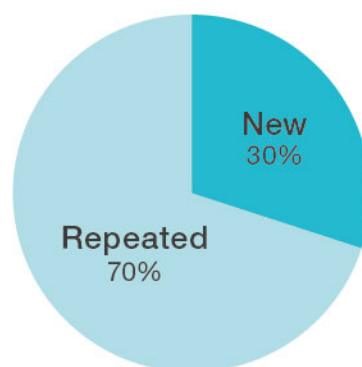


Estimated average spending \$850

**Joined seminars/workshops**

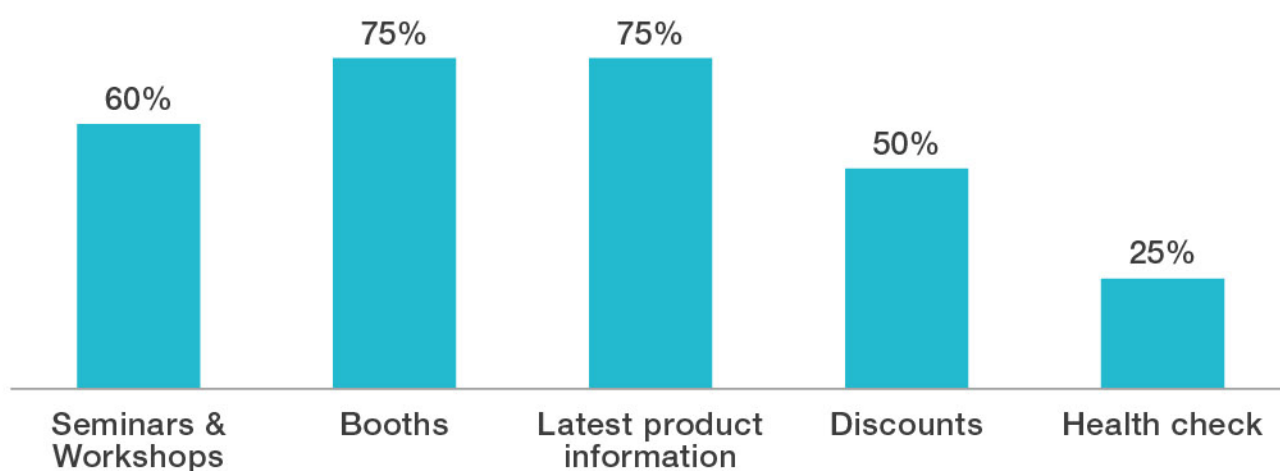


**Repeated visitor**



90% willing to visit Health Expo 2018

**Favourite activities**



# 2018 MASSIVE PROMOTION FOR MORE OPPORTUNITIES

Continuing the success of the 11th Health Expo, a strategic and targeting promotion plan is set to arouse public interest in the attractions and benefits of the event.

## TV and Radio

Advertising in TV and radio will start in February and reach at an intensive frequency before the event. For TV, we will have different phases of promotions at TV Easy slots of TVB targeting to the huge number of middle aged audience of the free TV channel. For radio, Metro Broadcast as the Co-organizer will provide full support through its radio channels, website, social media and mobile app platforms.



## Print Media

Advertisements and advertorials will also be put on newspapers and health magazines to bring up the main features of the expo, exhibitors' information and promotion highlights.



# 2018 MASSIVE PROMOTION FOR MORE OPPORTUNITIES

## Network/Social Media

The information of Health Expo will be released through the Organizer and supporting organizations' official websites, Facebook, YouTube, WeChat and various social media. Expo highlights and attractions can be widely and quickly spread on the Internet.

## Press Conference

A press conference will be held shortly before the Expo to promote special features of the exhibitors, on-site discounts and special offers.

## Public Relation Activities

A professional public relations team is dedicated to raise public awareness forwards the importance of health, and to drive the public's interesting towards Health Expo, from now until the end of the exhibition.

## Complimentary Tickets

A large number of complimentary tickets and e-tickets will be distributed to target audience through exhibitors and supporting organizations. Selected residential estates and social media groups are also ideal channels for distribution.



# 2018 RANGE OF EXHIBITS

The Health Expo targets at people of aged 40 and above who are conscious of health and care much of their parents' too. The range of exhibits spans from modern technologies to traditional wisdom, from Chinese to western, and in all aspects of physical, mental and social health. All health related organizations, businesses, retailers or distributors are welcome to participate and to share the opportunities.

## Nutritional Products/Health Supplements

Dietary supplements, nutritional supplements, sport supplements, vitamins, personal healthcare products and etc.

## Traditional Chinese Health Food and Products

Chinese medicine, health drinks, instant essence, herbal products and etc.

## Health Food and Drinks

Health soup packs, dried seafood, tonics and etc.

## Health Technology

Smart, hi-tech, innovative products for personal and family health and safety, health-management apps, domestic health-checking devices, health oriented kitchenware and bathroom facilities, massage equipment and etc.

## Organic Products

Organic food, drinks, products, personal healthcare products and etc.

## Sport/Health/Rehabilitative products and courses

Fitness, Yoga, Qigong and Taiqi centres, fitness and sport equipment, natural therapy, rehab and care products etc.

## Health Check/Consultation service

Private hospitals, Chinese and/or Western medical centres, nutritional, physiotherapy, chiropractic, podiatric, rehabilitation and care centres etc.

## Investment/Insurance

Banking, investment, insurance, financial services and etc.

## Organizations/Associations

Government organization, social enterprises, nonprofit organizations, industry and commercial associations etc.

## Others





# 2018 STAGE AND WORKSHOP ACTIVITIES FOR BETTER PROMOTION

In 2017, all the stage and workshop activities throughout the 3-day event had drawn a lot of attention from the visitors.

In view of this, the Organizer will give full support to encourage exhibitors to organize various kinds of healthcare talks and workshops. Please book early for the stage and workshop sessions before the schedule is full.

(Sound system and projector will be provided.)

## Main Stage:

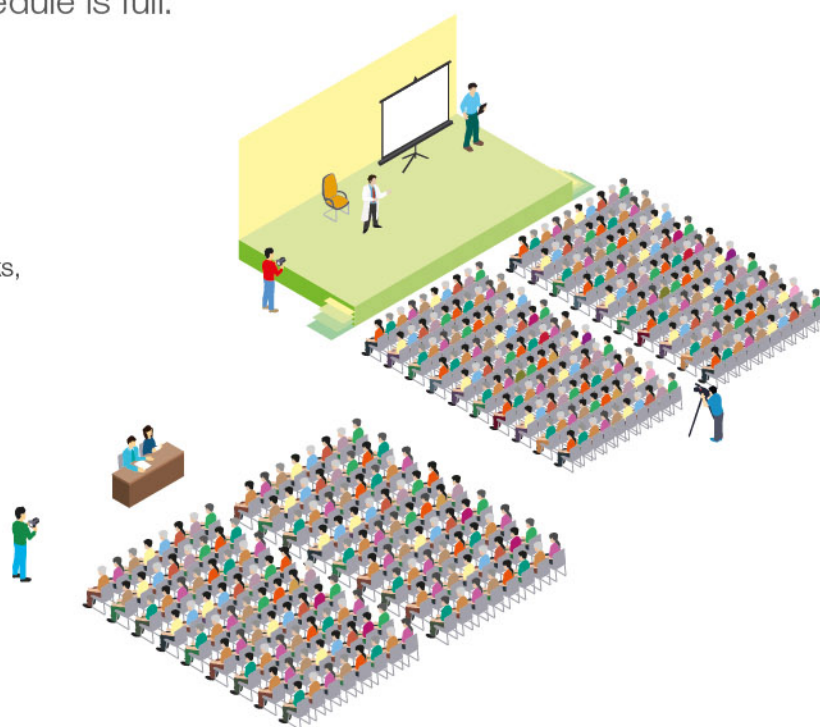
6 to 8 sessions per day, each lasts for 30 to 45 minutes. Around 150 seats available.

Main stage is suitable for holding professional talks, demonstrations and Q&A forums etc.

## Workshop:

8 to 10 sessions per day, each lasts for 30 minutes. Around 80 seats available.

Workshop is suitable for holding product/service presentation, demonstration, interactive activities etc.



# ORGANIZER & CO-ORGANIZER



## About the Organizer

In Express Expo Limited was established in 2000 with its focus in exhibition and event organization. IEE is best known for organizing the mega-scaled public exhibition Ani-Com & Games Hong Kong which is world famous for its success. Exhibitors include international leading brands of animation, comics, games and toys that attract hundreds of thousands of visitors every year.

For the trade sector, we have SISTERS BeautyPro Trade Fair for the professional beauty industry. SBPTF is held biannually in May and September.

In 2016, In Express Expo became the Organizer of the 10th Health Expo.

Our objective is to promote the concept of healthy living to the middle aged and senior groups through a range of exhibits in health technology, healthy lifestyle and nutrition, organic life, medicine, rehabilitation and physical fitness etc. This B2C expo will bring the exhibitors and visitors together for a meaningful exchange of knowledge, needs and ideas in all aspects of a healthy life.

## About the Co-organizer

Metro Broadcast Corporation Limited currently operates 3 channels, namely Metro Finance, Metro Info and Metro Plus. Together with its web and app media, Metro Broadcast provides a wide range of programmes that take care of the needs of listeners from different industries and sectors.



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