

百本  
BAMBOOS 全力支持

# 健康博覽

13th HEALTH EXPO 2019

2019/6/7-9

**Venue:** HK Convention and Exhibition Centre, Hall 3

**Time:** 10am-8pm

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

Concurrent Exhibition

愛BABY  
親子博覽  
2nd Mom & Baby Expo 2019



## Prevention is better than cure. Stay healthy!

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 2019, 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.**

# 2019 SUPPORTING ORGANIZATIONS & ADVISORS

## Organizer:



## Title Sponsor:



## Partner Exhibitors:



## Supporting Organizations:



## Cooperating Partners:



## Appointed Radio:



## Official Free Newspaper / Media Partner:



## Supporting Media:



## 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**  
Advisor, 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, RehaSociety

**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

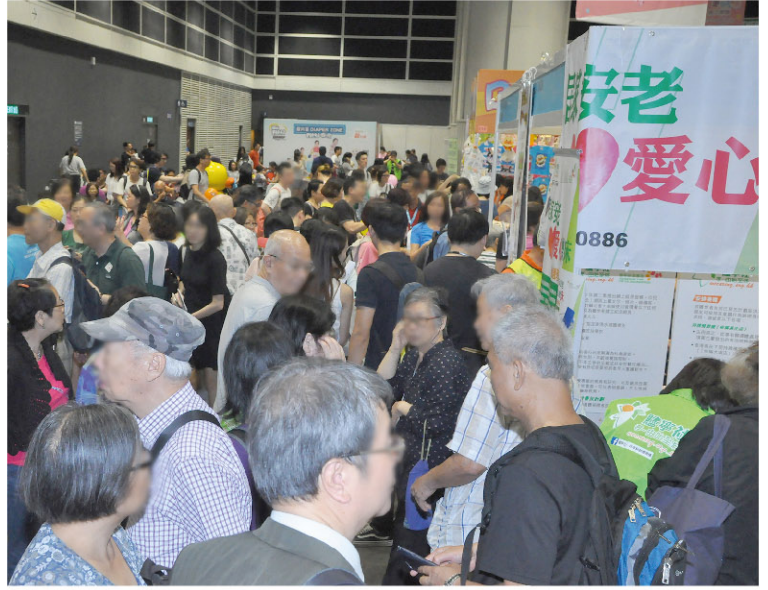
**Dr. Mak Siu King**  
Specialist in Urology

**Ms. HO Mei Yi**  
President, Hong Kong College of Chinese Medicinal Nursing Ltd

**Dr. Eason LAM**  
Registered Chinese Medicine Practitioner, Traditional Chinese Medicine and Health Consultant

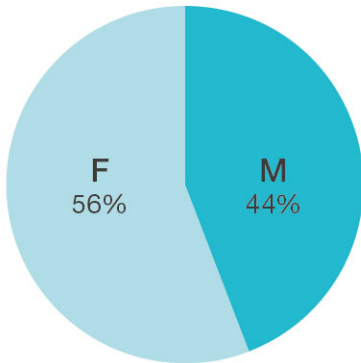


# 2018 REVIEW

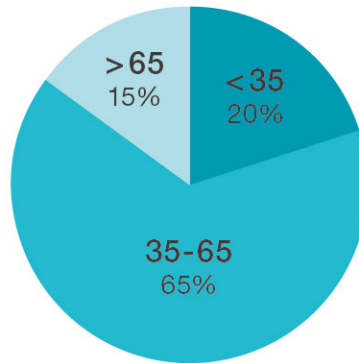


# 2018 HEALTH EXPO VISITOR PROFILE

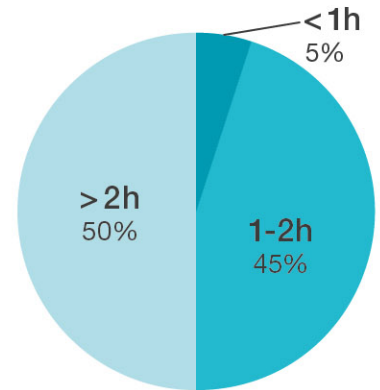
## Gender



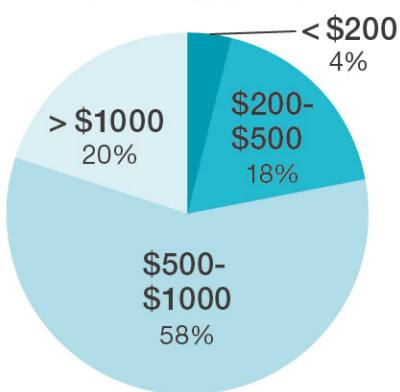
## Age



## Length of stay (hour)

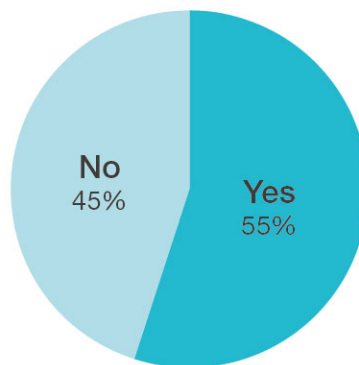


## Spending (HK\$)

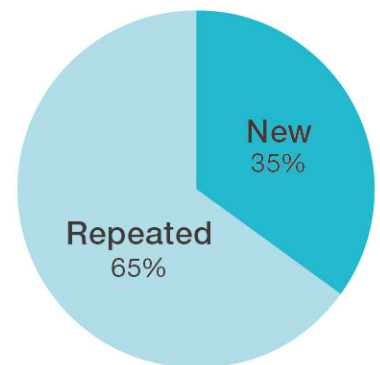


Estimated average spending \$850

## Joined seminars/workshops

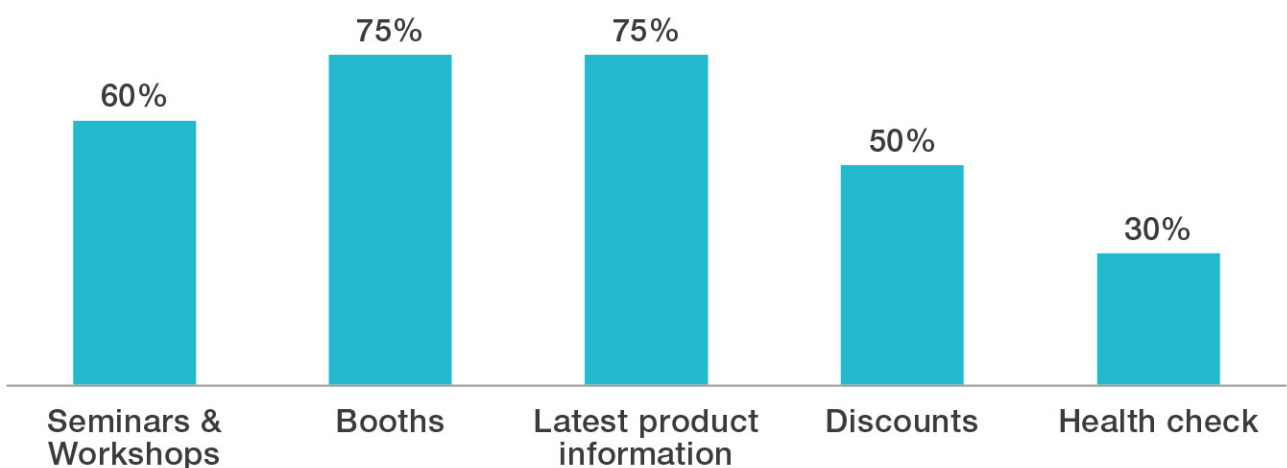


## Repeated visitor



90% willing to visit Health Expo 2019

## Favourite activities



# 2019 MASSIVE PROMOTION FOR MORE OPPORTUNITIES

Continuing the success of the 12th 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 media partner 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.

# 2019 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.

## Discount Coupons

Free coupon books will be distributed to the visitors during the exhibition, to encourage the consumption and increase sales by putting your discount coupon on it.

## 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.



# 2019 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.

## Veggie Life

Vegetarian food, snacks, wellness, recipes, international specialties, veggie-friendly vacations 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.



Health Technology



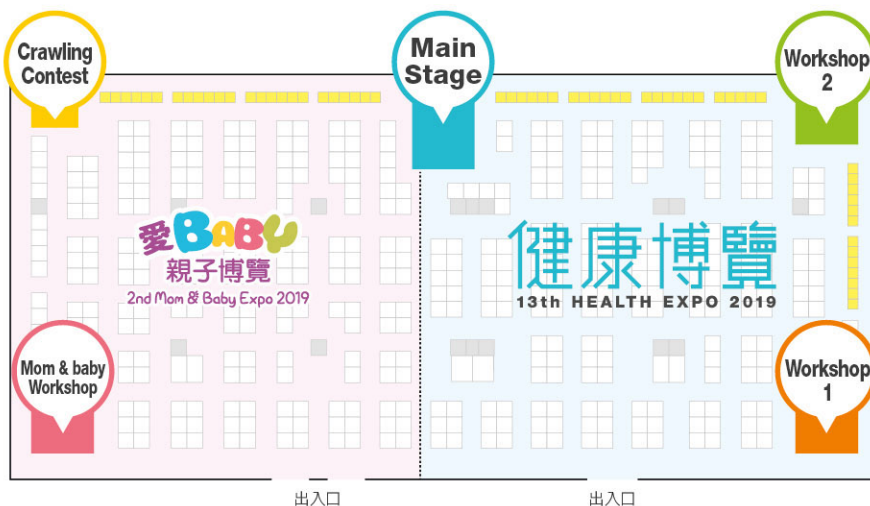
Health Food



Health Check



Veggie Life



HK Convention and Exhibition Centre, Hall 3

# 2019 STAGE AND WORKSHOP ACTIVITIES FOR BETTER PROMOTION

In 2018, 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:

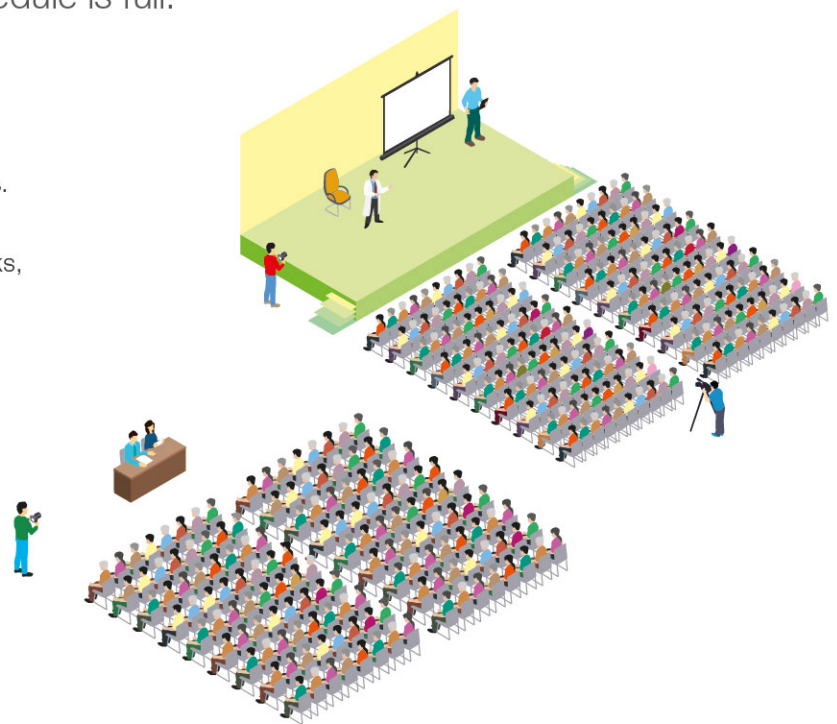
6 to 8 sessions per day, each lasts for 45 minutes.  
Around 150 seats available.

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



## 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.

## 凌速博覽 IN EXPRESS EXPO

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Tel: (852) 2344 6380

Fax: (852) 2951 4142

E-mail: [sales@health-expo.hk](mailto:sales@health-expo.hk)

\*The Organizer reserves the right to amend, revise or delete the information.

In case of any dispute, the Organizer reserves the right of final decision and interpretation.