



For Immediate Release  
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**Asia Funeral Expo Transitions to Biennial Schedule**  
**Vertical Expo Launches New Emergency Management Expo in 2016**

Since 2008, the Asia Funeral Expo & Conference (AFE), which is organized by the Hong Kong-based Vertical Expo Services Co. Ltd., has been recognized as the largest international funeral conference and expo in the Asia-Pacific region. AFE will be transitioning to a biennial schedule beginning in 2017. In 2016, Vertical Expo will launch a new Asia Emergency Management Expo (AEME) that will be held on a biennial basis.

AFE serves as a platform to help funeral professionals from around the world network, learn and discover products and services that help them serve families that are grieving the death of a loved one. During AFE 2015, more than 30 funeral professionals and leaders from 15 countries will present educational sessions about topics such as cremation, cemetery management, customer service and marketing. The expo will include a wide range of products from companies based in Asia, Europe and other regions that offer products such as caskets, urns, keepsake items and cremation equipment.

“Thanks to the dedication of our many partners and supporters around the world, AFE has become a leading and well-respected event in the funeral profession,” said Mr. Kenny Lo, Chief Executive of Vertical Expo Services Co. Ltd. “During natural or man-made disasters, funeral directors play a critical role in helping to recover, identify and, whenever possible, return the bodies of those who died to their families for funeral rites. The AEME will help all professionals who are involved in responding to mass-fatality disasters share knowledge and information and discover new products and technology that will help them better react to future incidents.”

“We have been so pleased to see the growth of AFE over the last eight years and look forward to our continued participation in this important event.” said Ms. Christine Pepper, CEO of the National Funeral Directors Association (NFDA). “In the United States, NFDA has been a key player in the federal government’s mass-fatality management planning efforts. We also have a disaster management task force comprised of association members who are experts in – and have assisted during – mass-fatality incidents. AEME will be a great complement to AFE and we look forward to supporting this new event and sharing our knowledge and expertise with colleagues around the world.”

The AFE organizing committee invites all funeral professionals to attend join them in Macau for AFE 2015 where they can learn more about AEME 2016 and look ahead to AFE 2017. For more information about the Asia Funeral and Cemetery Expo & Conference, please visit [www.AsiaFuneralExpo.com](http://www.AsiaFuneralExpo.com).

**About the Organizer**

Vertical Expo Services Co. Ltd. (VES) specializes in organizing international trade fairs and conferences, covering a variety of industries in Hong Kong, Macau, China and the U.S. VES is headquartered in Hong Kong and works closely with different trade and governmental organizations.

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