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### **AgriPro Asia Expo has received great feedback**

Asia's leading agricultural trade fair in Hong Kong, AgriPro Asia Expo (APA) 2013 ended in splendid success on 7th December. The expo has accommodated trade visitors more than 20 countries and regions at the Hong Kong Convention & Exhibition Centre (HKCEC) during the 3-day show period.

"We are to glad to receive great feedback from exhibitors that APA could help them to get more market intelligence from different countries and facilitate them to explore new markets." said Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd.

Supreme Organic Pasture (Hong Kong) Limited, selling high quality organic forage used for race horse consumption, exhibited in APA for the first time and wished to explore market in Asian countries. Mr. Lin, the Managing Director found APA was right for them as they met many potential buyers from different countries/regions, e.g. Indonesia, Korea, Macau...etc. He was happy that he could learn from these people who were buyer coming to Hong Kong and sharing their experience.

China Council for the Promotion of International Trade Hunan Sub-Council has very satisfied the result, "Most of the Hunan company met many buyers/associations, they planned to buy their product, this year was the most successful APA event." Rubber Tree International Trade Events Co., Limited, organizer of Xinjiang Pavilion, also expressed very positive result after the show. "We have reported to Ministry of Agricultural Xinjiang, this year it was a great success as we met lot of potential buyers."

Concurrently Hunan Green Agri Product Conference, organized by China Council for the Promotion of International Trade Hunan Sub-Council, has attracted over hundred invited guests to attend. Speakers from Hong Kong leading vegetable associations, Vegetable/Fish Marketing Organization and Hunan regional office presented the situation of Hunan and Hong Kong trading statistics; future co-operation opportunity. On site there was a section to discuss how to further explore the potential market in Hunan.

The next edition will held concurrently with Hong Kong International Bakery Expo during 4-6 Dec 2014 at Hong Kong Convention and Exhibition Centre again.

### **About the Organizer**

Vertical Expo Services Company Limited (VES) is specialized in organizing international trade fairs and conferences, cover a variety of industries in Hong Kong, Macau, China and the US. VES is headquartered in Hong Kong and works closely with different trade and government official bodies. For further show information or media enquiries, please visit APA website [www.AgriProAsia.com](http://www.AgriProAsia.com) or contact the organizer.

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