

Understanding Hong Kong and the Chinese Mainland's Food Markets with Insiders' Tips

與業內人士探討香港及中國內地食品市場新趨勢

Date 日期 : 18/8/2017 (Friday 星期五)
Time 時間 : 3pm – 4pm
Venue 地點 : Open Forum, Hall 5E, HKCEC
香港會議展覽中心 展覽廳 5E 參展商論壇
Language 語言 : Cantonese 廣東話

Programme 程序表

2:30pm – 3:00pm	Registration 登記
3:00pm – 3:25pm	Overview of Hong Kong food market and procurement trends 概述香港食品市場和採購趨勢 <i>Speaker 講者:</i> <i>Dr. Ellis Wong Wai Hung, CEO of Kiu Fung Hong Ltd (EDO Pack)</i> 黃偉鴻博士, 僑豐行有限公司行政總裁
3:25pm – 3:50pm	Latest food market's development on the Chinese mainland and How a HK brand successfully established its foothold in China 中國內地食品市場的最新發展及業界成功的例子分享 <i>Speaker 講者:</i> <i>Ms Phyllis Cheuk Fung Ting, Executive Director & CEO of the Kampery Group</i> 卓鳳婷小姐, 金百加集團執行董事
3:50pm – 4:00pm	Q & A Session 問答環節
4:00pm	End of Seminar 研討會結束

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

Trade only and persons under 18 will not be admitted. 只接待18歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Dr. Ellis Wong Wai Hung



Dr. Ellis Wong Wai Hung is the CEO of Kiu Fung Hong Ltd (EDO Pack). Dr. Wong has been an expert in the field of food imports for the last 20 years. Despite the fierce competition in the food and snack market, "EDO" outstood from their competitors by considering imports from various channels and hence successfully became the largest individual packaged biscuits provider as well as stepping into the chips market with the achievement of their own developed brand "EDO Pack Potato Chips". The two retail chains "Ameyokocho" and "Takeya" have been undergoing rapid growth and expansion to a number of 50 retail outlets in Hong Kong. Another objective for them is to explore and extend their snacks business in the area of Chinese Mainland.

Dr. Wong holds different position in various associations, including:

- Chairman of Industrial Committee (Food & Beverage Products), The Chinese Manufacturers' Association of Hong Kong
- General Committee of Hong Kong Brand Development Council

黃偉鴻博士

黃偉鴻博士現任 EDO 僑豐行有限公司行政總裁，擁有二十幾年食品進口貿易經驗，在競爭激烈的市場中，透過不同進口渠道，建立擴大自有品牌「EDO」，成為全港最大盒裝獨立包裝餅乾。及成就了自創的「巨浪大切」，成為薯片類著名品牌。零食連鎖店「アメ横丁」及「多慶屋」的分店更拓展至全港五十多間，未來更會在內地市場開拓零食代理業務，繼續打造「零食王國」。

除 EDO 僑豐行有限公司行政總裁外，黃偉鴻博士兼任多項職務，包括：香港中華廠商聯合會食品製造業委員會主席及香港品牌發展局理事等。

Ms Phyllis Cheuk Fung Ting



Ms. Cheuk is the Executive Director & CEO of the Kampery Group. Kampery Group was established in 1993 and its businesses include food and beverage manufacturing, wholesale, retail, import and export. Product categories ranged from coffee, tea, wine, coffee machines, health and organic products, etc. Major brands include Dai Pai Dong, Greendotdot, Reddotdot, Organic Gardens, Coffee Chateau and Chateau Le Cleret. Among these brands, Dai Pai Dong and Greendotdot were awarded "Hong Kong Top Brands". Kampery Group has branch offices in major cities in China and its products are widely distributed in China. Its clients ranged from hotels, restaurants, cafes, fast food chains,

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supermarkets, etc. Kampery group also tapped into overseas markets such as North America, Australia, Southeast Asia and Europe, etc. The group has established business collaboration with companies from over 30 countries and regions. The group has branch offices in Canada, Toronto and Vancouver, in order to open up the North American markets.

Ms. Cheuk holds public services position in various associations, including

- Member of the Marketing Advisory Board of Vegetable Marketing Organization
- Governing Board Member of Hong Kong Organic Resource Centre
- Vice Chairman of the Association of Green Organic @ Living (GO@L)

卓鳳婷小姐

卓鳳婷小姐現任金百加集團執行董事。金百加集團自 1993 成立，主要業務包括食品進口、生產、批發、零售及出口，產品種類包括：咖啡、紅茶、咖啡機、葡萄酒、健康及有機食品等。金百加集團旗下品牌包括：「大排檔」、「点点綠」、「点点紅」、「慈康農圃」、「樂滿家」及「嘉禧酒莊」等。「大排檔」及「点点綠」分別獲得「香港名牌」的殊榮。

集團在中國主要城市均設有分公司，客戶以酒店、餐廳、茶餐廳、快餐連鎖店、超級市場為主，產品分銷全中國主要城市。產品同時銷往海外，市場如北美洲、澳大利亞、東南亞及歐洲等國家。集團更與 30 多個國家建立貿易關係，更分別在加拿大，多倫多及溫哥華設有分公司，致力開拓北美洲市場。

卓鳳婷小姐熱心於社會事務，兼任多項社職，包括：漁護署轄下蔬菜統營顧問委員會委員，香港有機資源中心監督委員會委員，綠色有機生活協會(綠機會)副主席等。