



For Immediate Release

Hong Kong's Largest Vegetarian Expo Returns this February!
6,000 Vegetarian Products and Exciting Onsite Events Deliver an Annual Feast
of Health and Green Living



[Hong Kong, 23 January 2025] The annual Vegetarian Food Asia will take place from 21-23 February 2025 at the Hong Kong Convention and Exhibition Centre! As the largest vegetarian and green living exhibition in Hong Kong, this year's event, themed "Delight in Veg Living", will gather 300 exhibitors and 600 brands, showcasing over 6,000 new vegetarian and sustainable living products. The Expo will host a series of onsite events, professional sharing sessions, and hands-on programs that will allow visitors to eat, buy, and play all in a place to explore vast possibilities of vegetarian culture. Whether you are a vegetarian enthusiast or just curious about a healthy trend, this is an event not to be missed!

Expo Highlights:



Over 6,000 Vegetarian and Green Living Products to Explore Health Trends

The Expo will feature a wide range of global vegetarian food, with various specialized zones including “Snack Zone”, “Coffee, Tea & Bakery Zone”, “VegFood Zone”, “Veg Living Pavilion” and more. All these cover the essential aspects of clothing, food, housing, and transport, allowing visitors to easily experience a green lifestyle and discover personal health inspirations.



Creative Competitions: Vegetarian Can Be Fun Too

- **Tiga Milk VegCoffee Mix & Match Competition 2025**

Participants will use Tiga Milk to create coffee drinks paired with delicious vegetarian desserts, challenging their taste buds and showcasing unlimited creativity. Winners will be selected by a professional judging panel and become the center of attention!

- **Inaugural Hong Kong Vegetarian Charity Cooking Competition**

Local restaurant industry participants will create healthy and delicious vegetarian dishes. Two vegetarian celebrities, Mr. Ngo Ka Nin, Pierre, the event ambassador and judge, along with special guest Mr. Chau Chi Man, will also demonstrate their culinary skills live. Additionally, the net proceeds from the Competition will be donated to Public Nutrition Development Association Limited to promote a healthy dining culture.



Main Stage Programs and Veg Kitchen: A Hands-on Learning Experience

- **Main Stage Programs**

Renowned guests will delve into topics about the nutritional value of vegetarian food, environmental significance, and its impact on mental and physical health. The Chartered Institute of Marketing Hong Kong will present ESG Community Learning - Wellness Living. The Hangzhou Vegetarian Food Association will share the current and future trends of vegetarian food market in Hangzhou, while the InvestHK, Food With Benefits, and Meat the Next will embark on an innovative journey with health superfoods. Additionally, a representative from Mars International (HK) Limited will shares more experience on finding "veggie" options and tips for getting nutrition in an active lifestyle!

- **Veg Kitchen**

Culinary experts will demonstrate how to use simple ingredients to create a variety of vegetarian dishes, making vegetarian living enjoyable and easy! Kenny Wong, the Founder of Tempeh Plant, and Christine Cheun, the Founder and Chef of De Christine Pâtisserie, will showcase the production of a tempeh energy drink and honey black pepper tempeh on-site. Moreover, Greeny Cheung, the health expert and the Founder of Original Taste and Health Limited, will demonstrate cooking methods for "Okara", a sustainable food that integrates health, nutrition, and environmental concepts, offering better dietary choices for everyone.



LeStyle Workshops for Mind, Body, and Spirit Health

The Expo will feature LeStyle Workshops that offer activities such as “Glass Mandala Painting”, “Chinese Tea Therapy” and “Green Smoothie Making Demonstrations”, enabling participants to relax and engage in meaningful health and wellness conversations. The well-known fresh handmade beauty brand Lush will also host multiple workshops at the Expo, teaching how to make fresh face masks and showcase its signature cleansing products, allowing attendees to fully embrace vegetarian living!

Vegetarian Food Asia is an annual feast that brings together creativity, deliciousness, and health, allowing visitors to fully experience the diverse charm of vegetarian culture across all aspects of life. This year’s Expo is packed with highlights and is absolutely an event not to be missed by vegetarian enthusiasts and environmental supporters! Regardless of whether you're here to learn, shop, or have fun, this is the place for you! Join us and experience the new allure of vegetarian culture!

Vegetarian Food Asia 2025 at a glance:

- Dates & Opening Hours:
21-22 February 2025 (Friday to Saturday) 11am-8pm
23 February 2025 (Sunday) 11am-7pm
- Location: Hall 3FG, Hong Kong Convention and Exhibition Centre
- On-site ticket: HK\$25 (Children under 11 and seniors aged 60 or above with a "Senior Citizen Card" or "JoyYouCard" are free to enter)

Pre-register for free admission: <https://bit.ly/4atL9H9>

About the Organizer – Baobab Tree Event Management Co. Ltd.

Founded in 2011 and headquartered in Hong Kong, Baobab Tree Event (BTE) specializes in the planning and management of events and exhibitions. With branch offices in Guangzhou, Shanghai, and Beijing, BTE excels in coordinating large-scale events, managing exhibition booth sales, and overseeing on-site operations. The company leverages its extensive expertise to maximize benefits for partners and integrates Environmental, Social, and Governance (ESG) principles into all aspects of its business operations, underscoring its commitment to sustainability. Additionally, BTE serves as a sales agent for nearly 20 prestigious international exhibitions annually, aiding Chinese companies in expanding their global market reach. Learn more details at www.baobab-tree-event.com.

This press release is issued on behalf of Vegetarian Food Asia by Square Communications Limited and Baron Public Relations Limited.

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