



© Kunstmuseum, Garden at Arles
by Vincent Van Gogh (1863-1890)



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hkafa 香港插花藝術學院

The H.K. Academy of Flower Arrangement

NUFLEUR

KUNSTMUSEUM
DEN HAAG



perbenjamin
SWEDEN



JANE PACKER
LONDON



香港服務名牌
HONG KONG TOP
SERVICE BRAND

© Kunstmuseum, Sea and Dune at
Zoutelande by Jan Toorop (1858-1928)





Floral Art - an art with nature

香港插花藝術學院 創立於1989年，為香港首間引入國際花藝教學的花藝學校。本院秉承着過往三十多載的教學理念，務求學員能把花藝創作元素融入室內設計中。

校長 Theresa Lam 熱衷於藝術和設計，致力把世界頂級花藝大師 (Tomas de Bruyne、Per Benjamin、Jane Packer) 的設計、梵高印象派及 NUFLEUR 簡約設計風格帶來香港。

如果你也想接觸花藝設計，擴闊視野，歡迎一起深索插花藝術的樂趣！

Founded in 1989, The Hong Kong Academy of Flower Arrangement, renowned as the first international flower school in Hong Kong, aims to continue its decades' mission to cultivate flower enthusiasts with global inspirations empowered with contemporary skills - spanning the full breadth from flowers to interior design inspirations. We embrace the practical and artistic take between flower arrangement and art.

Our principal, Theresa Lam, devotes her life to art and design, strives to bring world-leading designers with their award-winning styles here to Hong Kong throughout the years, namely Tomas de Bruyne, Per Benjamin, Jane Packer London, Van Gogh and NUFLEUR.

Join us to indulge yourself into the world of flowers with art and architecture!

hkafa Awards :

- Hong Kong Top Service Brand Award (HK Brand Development Council)
- Hong Kong Flower Show Grand Award for Design Excellence
- China Outstanding Enterprise (International Floral Education, HK & Macau)
- Quality Wedding Merchant Award (HK Productivity Council)
- The Best Flower Arrangement School Brand Award (PCCW)
- Family-Friendly Employers Award (Family Council of Hong Kong)



©Kunstmuseum, Trio fleurit
by Jan Toorop (1868-1928)

由心教學 *Teaching with Passion*

hkafa 導師不單傳授知識，同時承諾教導和啟發他人 - 培養每個學生的潛能及發展空間，全職緊貼每個學生的學習進度。在歐洲接受培訓並獲得英國 Jane Packer London 及 I.A.F. 國際花會認證 - 專業的導師以耐心及關愛投入教學，與學生在花藝美學上一起成長！

“It is a beautiful thing when a PASSION and a CAREER come together.” – Steve Jobs

Going beyond transmitting knowledge, **hkafa** teachers are committed to teaching and inspiring students to discover each of their own purpose and full potential. Patient and caring hkafa full-time teachers are here to provide the best learning experience for all students. Europe trained, International Academy of Floristry (I.A.F) & Jane Packer London certified, they are dedicated to help students quench their curiosities in the world of flowers and more.

International Accreditation

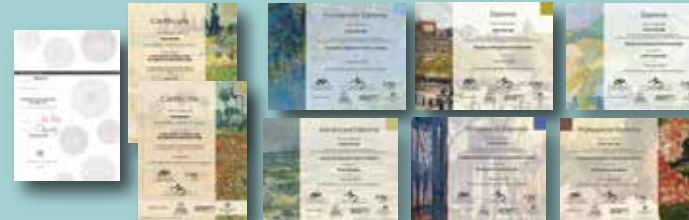
I.A.F. 國際花會歐洲花藝大師 Per Benjamin
英國 JANE PACKER SCHOOL 認證 (JP 課程編號)
荷蘭海牙美術博物館認證 KUNSTMUSEUM Den Haag, the Netherlands 認證
I.A.F. European Designer Certificates / Diplomas by Per Benjamin, Sweden
Jane Packer London Certification (JP Course Codes)
Accredited by KUNSTMUSEUM Den Haag, the Netherlands



Mr. Per Benjamin
(Our official consultant)



Jane Packer, London



香港插花藝術學院獲邀推動當代歐洲花藝，荷蘭海牙美術博物館認證旨在把花藝提升至國際水平。

荷蘭海牙美術博物館 收藏品風格眾多：新造型主義(Neo-Plasticism)、印象派 -(Impressionism)及後印象派(Post Impressionism)、風格派(De Stijl)等，學院將帶領學生從風格多變及超時空的畫作中，發展不同領域的思維，開啟花卉藝術的新創意和靈感，帶領新一代的國際花藝潮流。

KUNSTMUSEUM
DEN HAAG

KUNSTMUSEUM Den Haag accreditation aims to create modern floral art pieces fusing Neo-Plasticism, impressionist, De Stijl & post impressionist visual elements and various artists' aesthetics. Via enhancing modern artistic designs, **hkafa** leads students to explore the domain of trendy European floral art with a global contemporary perspective.

Always a class to fit you

香港插花藝術學院 課程適合初學者及不同程度之學員。興趣消閒、創業求職增值或業內再培訓。本院課程大使及經驗導師會協助您選擇合適的課程。建議出席本院每月舉辦的課程簡介講座。請參考以下不同顏色的課程分類配合不同

hkafa courses cater for students with different learning background. To know which courses suit you, consult our course ambassadors or experienced teachers. Or you may attend our course briefing seminars (dates are available on our website).



課堂選擇多 適合不同需要

Different class options

常規班 Regular Class

1課試堂 Trial Class

短期興趣班 (4至6堂) Short Interest Courses (4-6 lessons)

個別教授 One-to-one Private Tuition

速成班 Intensive Speedup Courses

自組課堂 Private Groups

詳情請參考網頁或向本院查詢

More details at schools or
www.hkafa.com.hk

哪個課程適合我呢?
Which course is right for me?

KUNSTMUSEUM
DEN HAAG

I.A.F. 國際花會 Per Benjamin 荷蘭海牙美術博物館證書或文憑
I.A.F. Per Benjamin, KUNSTMUSEUM Den Haag, the Netherlands Certificates & Diplomas

英國 JANE PACKER LONDON 證書或文憑 JP 課程編號
JANE PACKER LONDON Certificate / Diploma JP Course Code



以下不同顏色的課程編號配合不同的程度、風格及認證
Different course categories below indicate different levels / styles of learning and accreditation.

1		初學精選課程 Best Starters 適合完全未學過插花或有少許學習經驗的初學者 Suitable for complete beginners or students with little knowledge of flower arrangement	P.7 - P.14
2		專科花藝設計課程 Design Advancing 適合具備歐洲花藝基礎 (EFA), 並希望學習不同風格花藝之學員 Suitable for students with basic western flower arrangement knowledge (EFA), aiming to learn different design styles and new skills	P.15 - P.20
3		英國 Jane Packer London 課程 - 現代英倫風格 Jane Packer London Courses 建議學員有歐洲花藝基礎 (EFA) 才修讀 Recommended to have acquired fundamental skills in flower arrangement via taking EFA	P.21 - P.24
4		Per Benjamin - 大師級設計系列 Per Benjamin - Professional Designer Courses 請留意個別課程基本要求 Note pre-requisite for each course	P.25 - P.26
5		I.A.F. 文憑課程、高級文憑課程及專業文憑課程 I.A.F. Diploma, Advanced Diploma and Professional Diploma Courses Accreditation & Skill Advancement Pathway in Floristry	P.27

符號索引 Index



預備投身花藝相關行業先修
Recommended career course



特別推介
hkafa Special



環保花藝
Eco - Floral

初學精選課程 Best Starters

興趣班及職業先修 Hobby or Career

“What would be of life if we didn't
have the courage of doing

something new ?”

Vincent Van Gogh

CPD 歐洲花藝基礎文憑

I.A.F. 國際花會 Per Benjamin 及荷蘭海牙美術博物館認證
學生完成 EFA & FG 可申請荷蘭證書
完成 JPBB 可申請英國 Jane Packer London 證書
之後可申請 CPD 荷蘭基礎文憑

CPD Foundation Diploma in Floral Concepts

I.A.F. Per Benjamin, KUNSTMUSEUM Den Haag, the Netherlands
Upon completion of EFA & FG, students are eligible for the I.A.F. Per Benjamin, KUNSTMUSEUM Den Haag Accredited Certificates; and are eligible for the Jane Packer London Certificate upon completion of JPBB.
CPD Foundation Diploma applicable upon obtaining all certificates of its 3 modules.



歐洲花藝基礎文憑 Foundation Diploma in Floral Concepts

48 Designs



Optional Course Pairing 建議修讀

CPD為最受歡迎的花藝基礎文憑課程，適合興趣消閒亦同時增值裝備與花有關的行業。CPD包括3個重要的專業花藝基礎課程（每課程16款設計），適用於全球。（請參閱第9-10頁）

*建議加修徒手花藝選項 ECO / EHT (P. 11-12)

CPD being the most desired foundation diploma for hobby as well as for careers, it comprises of 3 important globally applicable fundamental floristry courses, 16 designs per course. (Details at pages 9-10)

*Recommended Free Hand Options ECO / EHT (P. 11-12)



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初學精選課程 Best Starters

興趣班及職業先修 Hobby or Career

CPD = EFA + JPBB + FG (48 Lessons)

- 48節實踐訓練後，您將能掌握專業的基礎，在任何花店中工作。
- 您可以選擇在4個月內完成文憑課程，亦可選擇以較慢的速度完成課程。
- 所有課程均可分別報讀。
- What you will achieve? You will be able to master a strong & professional foundation to perform in any flower shop after the 48 lessons of practical training.
- Complete the diploma in 4 months or at your preferred pace with flexible time schedule arrangements
- All courses can be enrolled separately



EFA

歐洲花藝設計
Modern European Floral Design Concepts

16 Designs (Elementary 初級)

*Intermediate & advanced levels refer to JFA 中、高級 P.13



JPBB

結婚花球設計
Wedding Bouquet Design

16 Designs (Elementary 初級)

*Intermediate & advanced levels refer to JABB 中、高級 P.23



學生湯洛雯 Roxanne 親手為岑杏賢 Jennifer 製作花球



FG

花店花束及
花禮品包裝設計
Creative Floral
Gift Design

16 Designs (Elementary 初級)

*Intermediate & advanced levels refer to AFG 中、高級 P.29

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初學精選課程 Best Starters

興趣班及職業先修 Hobby or Career



eco ECO 環保徒手花藝技巧 (不用花泥)
Eco-floral Techniques in Freehand Vase Arrangement

12 Designs



eco EHT 環保手扎花束技巧

Eco-floral Techniques in Hand-tied Bouquets



12 Designs



Kunstmuseum, Garden at Arles by Vincent van Gogh (1853-1890)

WB 花店潮流花束包裝設計

Trendy Bouquet Packaging Design for Florists

8 Designs



IK 日式花藝

Ikebana

10 lessons (20 designs) per level x 3 levels



WG 特色開張花籃製作

Unique Opening Stands and Celebration Flower Basket Design

8 Designs



WF 中西式商業殯儀及靈堂佈置設計

Funeral Tribute Design, Ceremony and Hearse Decoration

10 Lessons, 15 Designs

WH 節日洋酒糖果禮籃包裝設計

Creative Festive Hampers and Fruit Baskets Design

8 Designs



“Always continue walking a lot and *loving nature* ,
for that’s the real way to learn to understand art better and better.”

Vincent Van Gogh

*Vincent van Gogh to his brother Theo
London, beginning of January 1874*



 **FM**  **花店創業管理文憑**
Florist Management Diploma

*Take your floristry
career forward*

花店創業管理文憑 為嶄新的創業管理課程。
將全面拆解花藝行業竅門，由專業鮮花護理、顏色運用、全球入貨運作、利潤導向定價方程式、訂單處理培訓，以至創新運作模式、業務拓展、酒店花藝管理、婚禮宴會花藝策劃，網上及實體生意互動、運用花藝發展其他相關生意等等。此課程三個單元，包含全面經營花卉業務的精髓。通過理論課程、經驗分享及個案分析，學會全球適用的管理知識及創業技巧。

**詳細課程大綱可參考網頁或向校務處索取 (15 課, 60節)



Module 1 [5 lessons / 20 lectures]

單元 1 [5 課 / 20 節]

創立花藝相關生意
之前管理要訣須知



Module 2 [5 lessons / 20 lectures]

單元 2 [5 課 / 20 節]

開設花店或花藝相關
生意 - 籌備及運作管理



Module 3 [5 lessons / 20 lectures]

單元 3 [5 課 / 20 節]

企業拓展及
規模管理要訣

The comprehensive floral management diploma course prepares students the essence for creating and paving the know-how of a successful floristry business as well as floral related businesses. Through three modules of theoretical lectures, the syllabus is created to distil globally applicable key advices, knowledge and skillsets on the operations and management of the industry. Full coverage on industry tips, from professional flower care, colour theory, global purchase operations, to online and off-line business management, training on commercial order taking and more. This course contains the keys for running a flower business with creativity & modern management skills. Through experience sharing and case analysis, students learn globally applicable management knowledge and entrepreneurial skills.

**Please refer to website or school office for detailed course content. (60 topics in 15 lessons)



國際潮流花藝創作
Floral Design Creation

16 Lessons x 3 Levels

*EFA之進階 Advance course of EFA P.9



國際潮流花藝研習
Advanced Floral
Design Creation

32 Lessons x 3 Levels



IFA 及 AFA 是培養花藝設計師的重點課程，為 EFA 的進階。學員將放眼全球設計風格，融合各種概念和技巧，創造令人驚嘆的獨特設計。這些技巧及混合概念可讓學生創作大規模的設計，適用於酒店、不同場合或展示。導師在課堂的演繹都是基於當前趨勢：用花、顏色和風格。每位學員將運用各種花瓶和工具，創造一個與別不同的個人作品，互相觀摩學習！

© Kunstmuseum, Poppy Field by Vincent van Gogh (1863-1890).



IFA & AFA are important courses to bring up floral designers. After acquiring EFA concepts, students are open up to GLOBAL design styles with mixed concepts & techniques to CREATE stunning designs. These can enable students to expand into larger scale UNIQUE designs to use in hotels, different occasion or display. The presentation of each lesson is based on current TREND: use of flower, colour and style. Each student will create a different masterpiece with a wide choice of vases and tools, observe and learn from each other!

NUFLEUR® | 新派簡約設計系列 Contemporary Minimalist Designs

NUFLEUR® 意即「新派」，用嶄新的角度演繹插花設計，配合簡約的室內設計。引入環保概念，摒棄傳統理論，不走古典、繁複的路線。而「徒手」是一種環保插花技巧，不必以花泥固定花材，可令作品造型更簡潔清雅，特別適合簡約時尚家居及商業擺設。
* 建議修讀 NF 前先看 EFA & ECO 基礎

NUFLEUR® is a new take on contemporary flower arrangement design. It redefines traditional European floral design concepts and eliminates the use of oasis. It incorporates Eco-floral concept to create contemporary and minimalist designs, perfect for modern & chic interiors.
* Students are recommended to take EFA & ECO prior to taking NF



NF

eco 🍵 **NF** 👍
新派徒手簡約花藝設計
Contemporary Freehand Vase Arrangements in Minimalist Design
16 Designs x 3 Levels

eco 🍵 **NB** 👍
新派簡約花束設計
Contemporary Bouquets in Minimalist Design
16 Designs x 3 Levels

eco 🍵 **NS** 👍
新派簡約結構技巧設計
Modern Structures in Minimalist Design
16 Designs x 3 Levels

🍵 **NC** 👍
新派簡約創意花藝
Creative Floral Settings in Minimalist Design
16 Designs x 3 Levels

NG
新派花園式花藝創作
Contemporary Garden Arrangements in Minimalist Design
12 Designs x 2 Levels



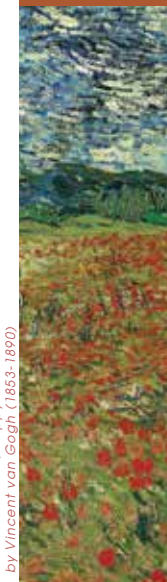
NF

NF

NB

NS

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歐洲大師設計系列

European Master Design Series



FRA
 法式花藝設計
 French Floral Design
 16 Designs x 3 Levels



FRB
 法式花束設計
 French Hand-tied
 Bouquet Design
 16 Designs x 3 Levels

DFA

當代荷蘭花藝設計
 Contemporary Dutch
 Floral Design
 16 Designs x 3 Levels

GBA

德國及比利時花藝設計
 German & Belgian
 Floral Design
 16 Designs x 3 Levels



FRB



FRB

FRA

DFA

GBA

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特色花束設計
Hand-tied Bouquet Design
16 Designs x 3 Levels

英國 JANE PACKER LONDON 證書課程
JANE PACKER LONDON Certificate Courses



餐桌及創意室內花藝設計
Table Flower and
Creative Interior Arrangements
16 Designs x 3 Levels



現代設計概念及徒手花藝
Contemporary Design
Concepts and Vase Arrangements
16 Designs x 3 Levels



顏色概念設計
Colour Conceptual Design
16 Designs x 3 Levels





JABB 👍

結婚花球進階

Advanced Wedding Bouquet Design

Intermediate 16 Lessons,
Advanced 16 Lessons
1.5 hrs per Lesson

*JPBB之進階
Advance course of JPBB P.10



英國 JANE PACKER LONDON 證書課程
JANE PACKER LONDON Certificate Courses

JPPB 👍

婚禮及宴會佈置設計

Party Decoration & Event Floral Design

16 Lessons, 32 Designs,
1.5 hrs per Lesson



JANE PACKER
LONDON

香港插花藝術學院 獨家提供英國 JANE PACKER LONDON 獨特課程大綱，內容精要，完成後可申請英國證書及文憑。
JANE PACKER LONDON 以當代英倫風格馳名，設計優雅細緻，而顏色配搭時尚。

JANE PACKER LONDON Certificate/Diploma unique syllabus available exclusively at hkafa
BRITISH • CONTEMPORARY • SUMPTUOUS • ELEGANT



- PDA** 👍
Per Benjamin 設計師花藝創作
Per Benjamin Creative Floral Design
16 Designs x 3 Levels, 1.5 hrs
- PHT** 👍
Per Benjamin 獨特藝術花束設計
Per Benjamin Unique Artistic Bouquet Design
16 Designs x 3 Levels, 1.5 hrs
- PCS** 👍
Per Benjamin 現代潮流結構花藝
Per Benjamin Constructions and Structures
16 Designs x 3 Levels, 1.5 hrs
- PWB** 👍
Per Benjamin 特色結婚花球創作
Per Benjamin Creative Wedding Bouquet Design
16 Designs x 3 Levels, 1.5 hrs

© Kunstmuseum, Vase of Flowers by Vincent Van Gogh (1853-1890)



Per Benjamin

香港插花藝術學院及 I.A.F. 國際花會的官方顧問
The official consultant of hkafa & I.A.F.

Per Benjamin 來自瑞典，是著名國際花藝大師及花藝教育家，獲獎無數。大師班課程將教授 Per Benjamin 獨一無二的设计及技巧。
* PDA, PCS: 學生須先完成 IFA1 方可報讀

Per Benjamin, from Sweden, is a renowned world-class floral designer as well as educator with numerous awards. In this designer course, you will learn the one-of-a-kind designs from Per - the floral master.
* for PDA, PCS - IFA1 is a prerequisite

“ Color in a picture is like *enthusiasm* in life.”
Vincent Van Gogh



Accreditation & Skill Advancement Pathway in Floristry



可根據個人興趣及花藝事業取向，選擇以下不同增值認證途徑。
Please select from below the appropriate accreditation pathway according to your interest and career development plan.

*各文憑申請之學歷要求請參閱學費表或網頁內認證細明 Diploma prerequisites and details, please refer to fee list or website

CPD

歐洲花藝基礎文憑
Foundation Diploma in Floral Concepts

ACPD

綜合職業花藝先修文憑
Diploma in European Floristry Essentials

文憑 Diploma

綜合花藝設計 環保徒手花藝設計 室內花藝設計 宴會花藝佈置 結婚花球設計	DFD Comprehensive Floral Design DEF Freehand Eco-Floral Design DID Interior Floral Design DED Event Flower Decoration DWA Wedding Flower Arrangement	accredited floral associate
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高級文憑 Advanced Diploma

花藝創作 歐洲花藝設計 當代簡約花藝設計 室內花藝設計 結婚花及宴會花藝佈置 商業花藝管理	ADFC Floral Creation ADED European Floral Design ADCD Contemporary Floral Design ADID Interior Floral Design ADWD Wedding & Event Floral Design ADCM Commercial Floristry Management	accredited floral designer
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專業文憑 Professional Diploma

國際花藝設計 當代簡約花藝設計 室內及架構陳列花藝設計 商業花藝管理	PDFD International Floral Design PDCD Contemporary Floral Design PDFA Floral Architecture PDCM Commercial Floristry Management	accredited professional floral designer
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專業文憑 Professional Diploma

高級花藝設計師 高級商業花藝師 I.A.F. 國際花會導師	PDAF Advanced Floristry PDAC Advanced Commercial Floristry IAFD I.A.F. Flower Arrangement Instructor	accredited floral master
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課程簡介講座

Course Briefing Seminar

hobbies or career / floral related businesses



香港插花藝術學院為培訓新一代花藝人才，針對花藝興趣消閒或創業進修，定期舉辦課程簡介講座，由校長及經驗導師主講，內容包括如何選擇合適自己的興趣課程、如何在發展興趣並同時增值、花藝相關行業之前景及入行求職創業須知。移民花藝技術旁身建議及全球花藝事業發展等。適合不同學習背景經驗朋友參加，內容廣闊又實用。
(有線上形式選擇)

Course Briefing Seminar covers hkafa course contents, teaching styles, how to choose a right course for each individual for hobby or career development, etc. Conducted in English or in Cantonese. Everyone is welcome including existing students.

講座日期及登記講座: hkafa.com.hk/semr
Seminar dates & registration: hkafa.com.hk/semy



潮流興趣工作坊

Trendy Interest Courses



PET

創意立體小品花藝造型工作坊
Creative 4D Flower Arrangement
12 Lessons x 3 Levels

JF

兒童及少年花藝興趣工作坊
Creative Floral Workshop for Juniors
8 Lessons x 3 Levels



JFP

親子實用花藝工作坊
Parent-Child Practical Floral Workshop
8 Lessons x 3 Levels



PF

創意保鮮花工作坊
Creative Workshops with Preserved Flower
12 Lessons x 3 Levels

GW

創意禮物包裝設計
Creative Gift Wrapping
12 Lessons x 3 Levels



AFG

創意花禮品包裝設計進階
Advanced Floral Gift Design
Intermediate 16 Lessons,
Advanced 16 Lessons
*FG之進階 Advance course of FG P.10



BT

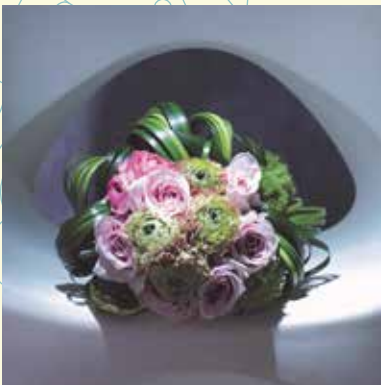
玻璃盆景設計工作坊
Contemporary Bonsai Design in Terrarium
12 Lessons x 3 Levels



我們的學員

Our Students





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婚前派對工作坊
Bridal Shower



品茶
Tea Appreciation



香水製作
Make Your Own Perfume



親子花藝工作坊
Parent-Child Workshops



陶藝
Ceramic Pottery



韓式蛋糕啣花
Cupcake Decoration



個人化皮藝製作
Personalized Leather Craft



創意保鮮花
Creative Preserved Flower



嘉年華手工藝
School Fun Fair



精品咖啡工作坊
Coffee Brewing



繪畫藝術工作坊
Mini Art Jamming on Canvas



化妝班
Make-up and Beauty

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企業服務 Corporate Services

Group interest class, Team building, Product launch, VIP workshops, Staff training, etc.

hkafa 一直為眾多中小企業和國際品牌提供免費度身定制的服務。其中包括：專業團隊建設工作坊、公關活動、VIP 貴賓活動、禮品包裝品牌諮詢與培訓、員工康樂工作坊、商場活動、員工聖誕節/母親節/新年與情人節工作坊、親子工作坊、私人會所活動、航空公司員工花藝培訓、花藝治療等。N*U*F*LE*U*R® 活動場地請參閱 P.37 歡迎聯絡我們的企業服務團隊：info@hkafa.com.hk 為您公司度身訂造下一個活動！



Product Launch



Corporate Training



Team Building



Gift Wrapping
Imaging & Training

Our Clients:



hkafa has been serving numerous local SMEs as well as international brands in tailor made services. These includes: professional team building workshops, PR events, VIP events, gift wrapping, branding consultancy & training, staff wellness workshops, shopping mall client workshops, staff Christmas / Mother's Day / Chinese New Year & Valentine's Day Workshops, parent-child flower jamming, private club member workshops, airline hostess training, floral healing etc. *Please refer to P.37 for N U F L E U R® Venues with full facilities available for your next event. Welcome to discuss your next event with our Corporate Services Team at: info@hkafa.com.hk !