

ASIA'S LEADING  
**FOOD & HOSPITALITY  
TRADESHOW**



**HOFEX**

2021 MAY 12-14  
HONG KONG CONVENTION  
& EXHIBITION CENTRE

Organiser:



**informa**  
markets

[www.HOFEX.com](http://www.HOFEX.com)

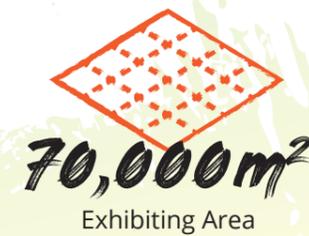


HOFEX



# A Global Event for F&B Traders

## 2019 EXHIBITOR FACTS & FIGURES



## NATIONAL PAVILIONS

- |  |  |
|--|--|
|  Argentina      |  Macau S.A.R.     |
|  Australia      |  Mainland China   |
|  Austria        |  Malaysia         |
|  Belgium        |  Netherlands      |
|  Canada         |  Peru             |
|  Colombia       |  Portugal         |
|  Cyprus         |  Singapore        |
|  Czech Republic |  South Africa     |
|  Denmark        |  South Korea      |
|  France         |  Spain            |
|  Germany        |  Sri Lanka        |
|  Greece       |  Sweden         |
|  Hungary      |  Taiwan (China) |
|  Ireland      |  Thailand       |
|  Italy        |  Turkey         |
|  Japan        |  UK             |
|  Latvia       |  USA            |

and more...

## Restart, Reconnect and Rebound

**HOFEX 2021** - the biennial 19<sup>th</sup> International Exhibition will land from 12-14 May at the Hong Kong Convention and Exhibition Centre to bring the global F&B scene back to life after the pandemic. As the most supportive industry partner, HOFEX will serve up new products, trends and innovations to reconnect businesses and restart the challenging market.

Over 2,900 international brands will showcase a wide range of food & beverages, coffee, wine & spirits, innovative equipment & hospitality technologies across the exhibition halls.

Welcoming an expected 45,000 trade buyers to experience all things about food and hospitality, HOFEX is one of a kind event that you cannot miss out!

“Exhibitors who came along with TAITRA were impressed by the scale and quality of HOFEX. We were able to meet with lots of potential buyers and since then we have been looking forward to joining the next edition.”

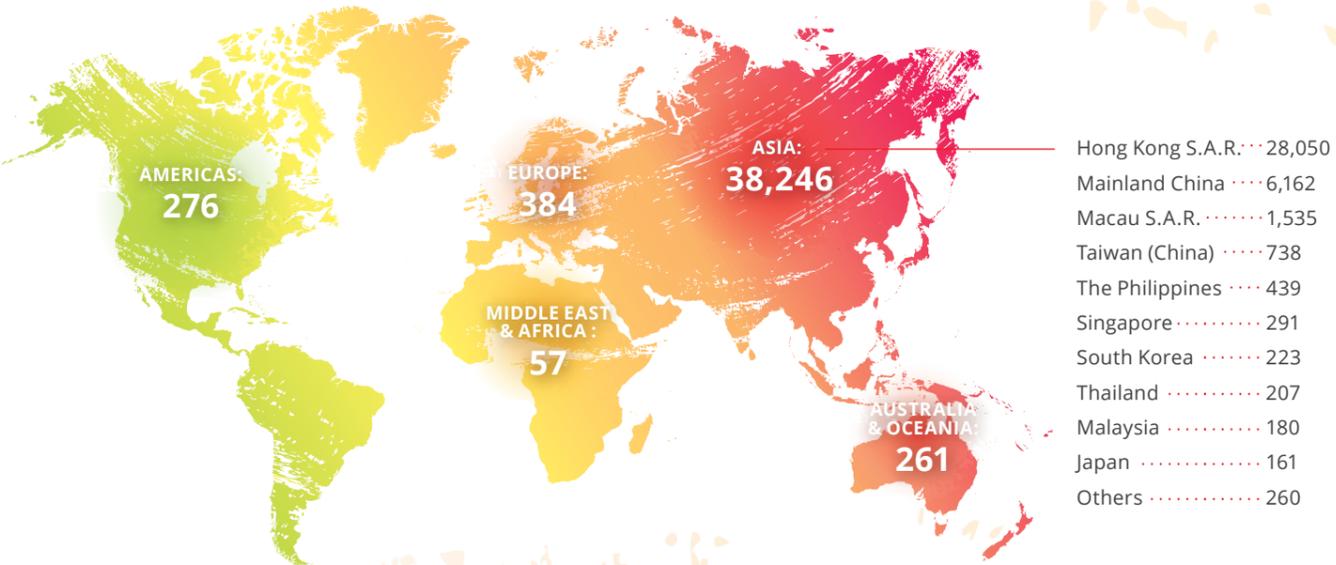
**Ms Michelle WU**

Manager, Food Marketing Section, Strategic Marketing Department, Taiwan External Trade Development Council (TAITRA)



# High-Profile Buyers within Your Reach

## 2019 VISITOR FACTS & FIGURES



“HOFEX is getting bigger and bigger every edition! Very impressed with the national pavilions this year with a lot of fascinating new groups and new products. Can't wait for the next edition!”

**Ms May CHOW**  
Director, Little Bao

### TOP VISITING COUNTRIES & REGIONS

- Hong Kong S.A.R.
- Mainland China
- Macau S.A.R.
- Taiwan (China)
- The Philippines
- Singapore
- Australia
- South Korea
- Thailand
- Malaysia
- Japan
- USA
- and more...

### KEY VISITING COMPANIES

- COFCO Corporation
- Dairy Farm International Holdings Limited
- Dorsett Hospitality International
- Four Seasons Hotel
- Hilton Worldwide
- InterContinental Hotels Group
- Jebsen Group
- Marriott International
- ParknShop
- Pernod Ricard
- Swire Pacific Limited
- Tesco China
- Union Border Trade Limited
- Uni-President Group
- Walmart China
- WH Group
- and more...

# Broad Interests & High Purchasing Power

## Business Nature

Importer / Distributor / Wholesaler	8,919
Foodservice / Institutional Catering (Airline / Rail)	5,972
Hotel / Serviced Apartment / Resort / Attraction / Theme Park	4,144
Bistro / Restaurant / Fast Food / Takeaway	4,045
Consultancy / Facility & Property Management	2,767
Manufacturer / Supplier	2,632
Coffee Shop / Café	2,076
Vineyard / Wine Producer / Alcoholic Drinks / Bar Equipment	1,244
Hypermarket / Supermarket / Department Store / Grocery Store	974
Bar / Entertainment / Night Club / Pub	892
Agriculture / Fishery	883
Bakery / Sweets / Confectionery	865
Transportation (Airline / Cruise Line / Rail / Terminal) / Logistic	809
Health / Organic / Pharmaceutical	804
Academic Training Institute / Hospitality School	691
Clubhouse / Country Club / Sports & Recreation Club / Leisure	549
Media / Publication / Association	531
Design / Furnishing	226
Property Developer / Real Estate / Commercial Facility	201

## Product Interest \*

Food & Drinks	20,148
Foodservice Equipment	10,106
Coffee / Tea	10,071
Meat	9,578
Wine / Spirits / Beer	9,481
Bakery Equipment & Ingredients	8,709
Catering / Hospitality Technology	8,463
Hospitality Design & Supplies	6,331
Industry Service	3,112

\* Multiple response from visitors

## Buyer's Job Function

Corporate Management (Owner / Proprietor / President / CEO / MD / GM)	10,392
Business Development / Sales / Marketing	9,481
Merchandising & Purchasing / Buyer	4,147
F&B / Catering Management / Consultant	3,313
Executive Chef / Chef / F&B Manager / Captain	3,297
Account / Finance / Human Resources / I.T.	2,675
R&D / Project Planning / Property & Facility Management	840
Retail / Interior Design / Visual Design & Merchandising	804
Executive Pastry Chef / Pâtissier / Baker	714
Customer Service / Front Office	682
Operations / Maintenance / Production Management	600
Quality Audit / Control / Inventory	516
Barista / Coffee Roaster	355
Executive Steward / Steward	268
Housekeeping	233
Logistic	203
Bartender / Brewer / Mixologist / Sommelier	147
Recreation / Entertainment / Spa / Resort	128
Investor / Wine Broker	105
Dietitian / Nutritionist / Food Technologist	98
Media & Others	226



# HOFEX has it all



## Bakery & Confectionery @ HOFEX

- Bakery & Confectionery – End Products
- Bakery & Confectionery – Equipment & Supplies
- Ice Cream / Gelato / Sorbet
- Icing / Cake Decorations
- Ingredients / Essences / Agents
- Packaging Solutions



## Kitchen Equipment & Catering Supplies

- Beverage Processing / Dispensing Equipment
- Food Preparation / Cooking / Processing Equipment
- Foodservice / Catering Equipment
- Packaging Equipment & Materials
- Refrigeration Equipment & Storage Systems

## Bean2Cup @ HOFEX

- Coffee Beans / Powder
- Disposable Cups
- Espresso Machines & Barista Equipment
- Roasting Machines
- Specialty / Blend / Instant Coffee
- Tea Leaves



## Meat @ HOFEX

- Frozen / Chilled / Processed Meat
- Prime Meat
- Preserved Meat
- Sausages



## Tableware & Hospitality Supplies

- Cleaning & Laundry
- Displayware, Tableware & Accessories
- Foodservice / Catering Supplies
- Guestroom Amenities
- Lobby Equipment



## Food & Drinks

- Beer
- Canned / Processed Food
- Dairy Products
- Frozen / Chilled Food
- Fruits / Vegetables
- Ingredients / Essences
- Organic / Health Food
- Seafood
- Snacks
- Soft Drinks

## ProWine Asia @ HOFEX

- Bar Equipment & Accessories
- Champagne
- Chinese Wine
- Japanese Wine / Sake
- Liquor
- Spirits
- Whisky
- Wine



## Hospitality Technology

- Catering / Retail Systems
- Consultancy / Management Services
- Fire & Security Systems
- Hotel / Guest Service Systems
- In-room Technologies
- Property Development & Management
- Restaurant Technologies



Spanning across 3 levels at the Hong Kong Convention & Exhibition Centre, HOFEX covers every Food and Hospitality sector you can imagine!

# Strong Industry Support & Extensive Promotions

Capitalise on our comprehensive marketing services to add presence before, during and after the tradeshow. Our strong database and extensive industry coverage guarantee you plenty of leads and opportunities — you won't find greater reach than this!

## PROMINENT SUPPORTING ORGANISATIONS

- Chinese Culinary Institute of Vocational Training Council
- Hong Kong Bakery & Confectionery Association
- Hong Kong Bar & Club Association
- Hong Kong Bartenders Association
- Hong Kong Chefs Association

- Foodservice Consultants Society International (FCSI) - Asia Pacific
- Hong Kong Sommelier Association
- Hong Kong Tourism Board
- Hong Kong Wine Chamber of Commerce
- Hospitality Industry Training & Development Centre of Vocational Training Council
- Lan Kwai Fong Association
- Singapore Hotel Association
- The Club Managers' Association of Hong Kong
- World Association of Chefs Societies
- 廣州地區酒店協會
- 廣州市越秀區食品商會

and more...

## KEY MEDIA PARTNERS

- AsiaHORECA
- Asian Hotel & Catering Times
- Cru Magazine
- Foodservice Equipment Reports
- Grocery Trade Magazine
- HOTELS Magazine (USA)
- OpenRice
- Pasticceria Internazionale
- PRC Magazine
- PuntolT
- Spirito diVino Asia
- Supermarket News
- Tasting Kitchen
- Today's Baking
- Whisky Magazine
- Wine & Spirits Magazine
- WINE.LUXE Magazine
- Wine Now Monthly
- 21food.cn
- 食品展會大全
- 進口食品網
- 咖啡沙龍
- 中國飯店
- 中國酒店工程與餐飲採購指南
- 廣州日報
- 採購雜誌
- 酒典

and more...

# Snapshot of Promotional Campaigns



## WEBSITE

An essential orientation tool that enables current and potential customers to browse through your company profile, products and booth location prior to the visit.



## E-NEWSLETTER

With more than 35 issues sent throughout the year, our show e-newsletters reach over 75,000 subscribers, giving you an additional boost in lead generation.



## DIRECT MAILING

A series of promotional materials (e.g. Buyer's Invitation, Advance Buyer's Guide & Show Reminder) will be sent to over 30,000 international and regional buyers.



## SOCIAL MEDIA

Visitors can get hold of the latest market news and event details on our Facebook, Instagram and LinkedIn accounts, which effectively communicate your trade fair presentation and create excitement!

## TRADE MAGAZINE, NEWSPAPER AND ONLINE MEDIA

Leverage our industry connections to gain extra exposure in a wide range of overseas and regional F&B and hospitality magazines, websites and apps.



## TELEMARKETING

Our professional telemarketing team keep close contact with prospects to deliver show information, maximise onsite attendance and build bridges between the show and visitors.

## VIP NOMINATION

VIP/Visitor invitation letter will be sent automatically to potential buyers nominated by exhibitors. You can also tailor e-invites to your valued customers on our online DIY platform!



# Rolling on Fascinating Events

**HOFEX** is the destination to learn, network and gain market insights. Each event gathers a vast amount of F&B importers, wholesalers and retailers, as well as high-profile buyers from restaurants, hotels and supermarkets, under one roof to source for their business.



## Hong Kong International Culinary Classic (HKICC)

HOFEX's flagship event endorsed by the World Association of Chefs' Societies (WACS) wrapped up another successful edition. Over 900 chefs and apprentices will exert their best efforts to compete for the culinary crown.

## Mixed Barista Arts (MBA)

Building on the successful debut of the first ever 4-in-1 barista competition in 2017, the Mixed Barista Arts (MBA) will yet again impress the industry with its innovative competition method, which tests the hands-on technique of competitors in areas including grinder assembly, knowledge of roasted coffee beans by country and latte art skills.



## Cocktail Challenge

Talented bartenders and mixologists from around the region will gather at HOFEX to showcase their signature cocktails, stirring up excitement with a fierce battle of skills and finesse.



## ProWine Asia Wine Forum

World-renowned Masters of Wine will lead a series of educational seminars to share their extensive wine knowledge and insights on the upcoming trends. Exclusive masterclasses of wine, spirits, sakes etc. will also be held for enthusiasts to explore the stories and history behind every bottle.



# Exhibiting Packages



## SPACE ONLY

USD 510/m<sup>2</sup> (min. 18m<sup>2</sup>)



## WALK-ON PACKAGE

USD 560/m<sup>2</sup> (min. 9m<sup>2</sup>)



A



B

## PREMIUM PACKAGE

USD 600/m<sup>2</sup> (min. 18m<sup>2</sup>)

# Sponsorship Opportunities

We offer a wide range of sponsorship opportunities to keep your brand top-of-mind for attendees and foster higher booth turnout. They vary in nature and scale to match all budgets and marketing needs. Contact us with your requirements and we will tailor-make the best solution for you!

- Banner & Lightbox
  - Cyber Kiosk
  - Events & Competitions
  - Gifts & Souvenirs
  - Glassware & Equipment
  - Mobile Charging Station
  - Show Bag
  - VIP Lounge
  - Visitor Badge & Lanyard
- and more...*



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