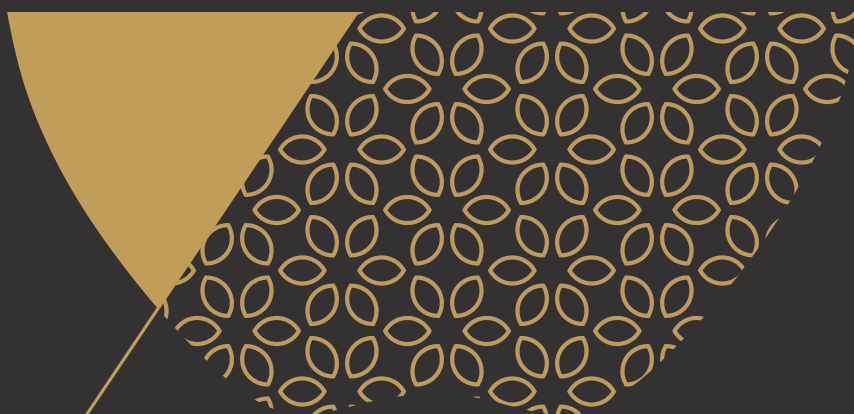




HOFEX

ASIA'S LEADING
FOOD & HOSPITALITY
TRADESHOW



2019 POST-SHOW REPORT

Major Supporters



Organiser





Another Record-Breaking Year for HOFEX

Spanning 70,000 square meters across 17 halls of Hong Kong Convention and Exhibition Centre (HKCEC), HOFEX 2019 recorded the participation of 39,224 visitors from 81 countries and regions, with a substantial increase in overseas trade buyers, which accounted for one third of the total visitors. The growth from Southeast Asian countries such as Indonesia, Taiwan, Singapore and Macau was particularly evident, among which Taiwan and Macau experienced 41% and 14% growth respectively. HOFEX 2019 presented the strongest exhibitor line-up ever, playing host to 2,843 exhibitors from 74 countries and regions. The successful edition has led to an overwhelming response from exhibitors, nearly 70% of them have already re-booked for the next HOFEX which will take place from 18 - 21 May 2021 at HKCEC. In addition, the second edition of ProWine Asia @ HOFEX co-organised with Messe Düsseldorf also recorded substantial growth in both exhibitors and visitors, bringing a wealth of wine, spirits and sakes to Asia to buck up the regional market. Co-located with HOFEX for the first time, Asia's Retail Innovation Hub – Retail Asia Conference & Expo created synergy with HOFEX and generated vibrant business opportunities for front F&B business owners.

HOFEX 2019 Facts & Figures

Exhibitors

 **70,000m²**
Exhibiting Area

 **2,843**
Exhibitors

 **80%**
Overseas

 **20%**
Local

Visitors

 **39,224**
Trade Buyers

 **81**
Countries & Regions

 **28%**
Overseas

 **72%**
Local

Highly Specialised Zones



Food & Drinks



Meat @ HOFEX



Bakery & Confectionery
@ HOFEX



Hospitality Design
& Supplies



Foodservice Equipment
& Catering Supplies



Hospitality
Technology



Bean2Cup @ HOFEX



ProWine Asia @ HOFEX

Exhibitor Analysis

Being the biggest ever, HOFEX 2019 housed a total number of 2,843 exhibitors. The number of overseas exhibitors has increased two years in a row, hitting a record high of 80% this year. Our strong international presence and wide variety of exhibits have ensured a pleasant and satisfactory sourcing experience.

Overseas / Local Exhibitors

Overseas



80%

Record High

Local



20%

International Exhibitor per Continent

Europe



37%

Asia



50%

America

7%

Africa

1%

Oceania

5%



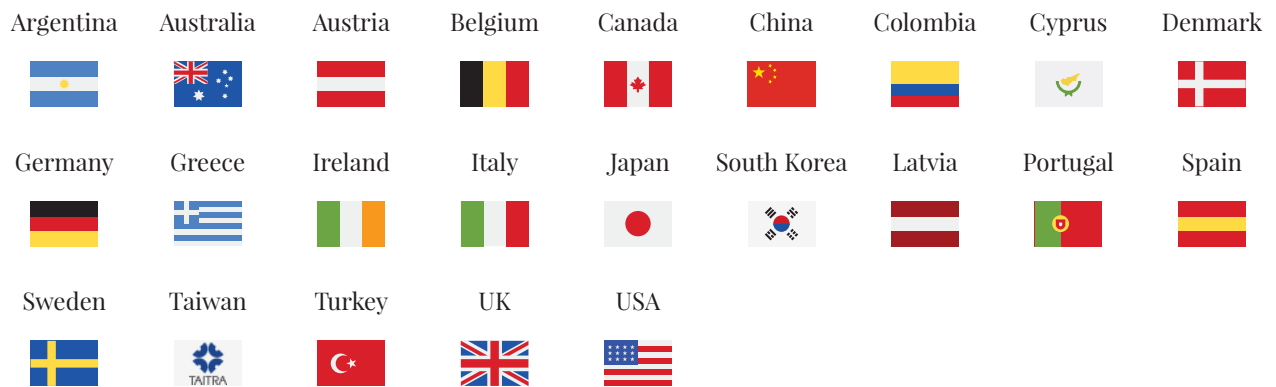
48 National Pavilions

HOFEX reached an international dimension with 48 national groups and pavilions. In addition to long supporting members including Japan, Australia, UK, USA, Germany, Austria and Spain, we also welcomed new joiners such as AANA - Agence de l'Alimentation Nouvelle-Aquitaine France, AREI Latvia, Association PorkColumbia, British Columbia, Ministry of Agriculture Czech Republic, Spanish Beef, VLAM Belgium, etc.

Hall 1



Hall 3B-E



Hall 3FG / ProWine Asia



Hall 5E



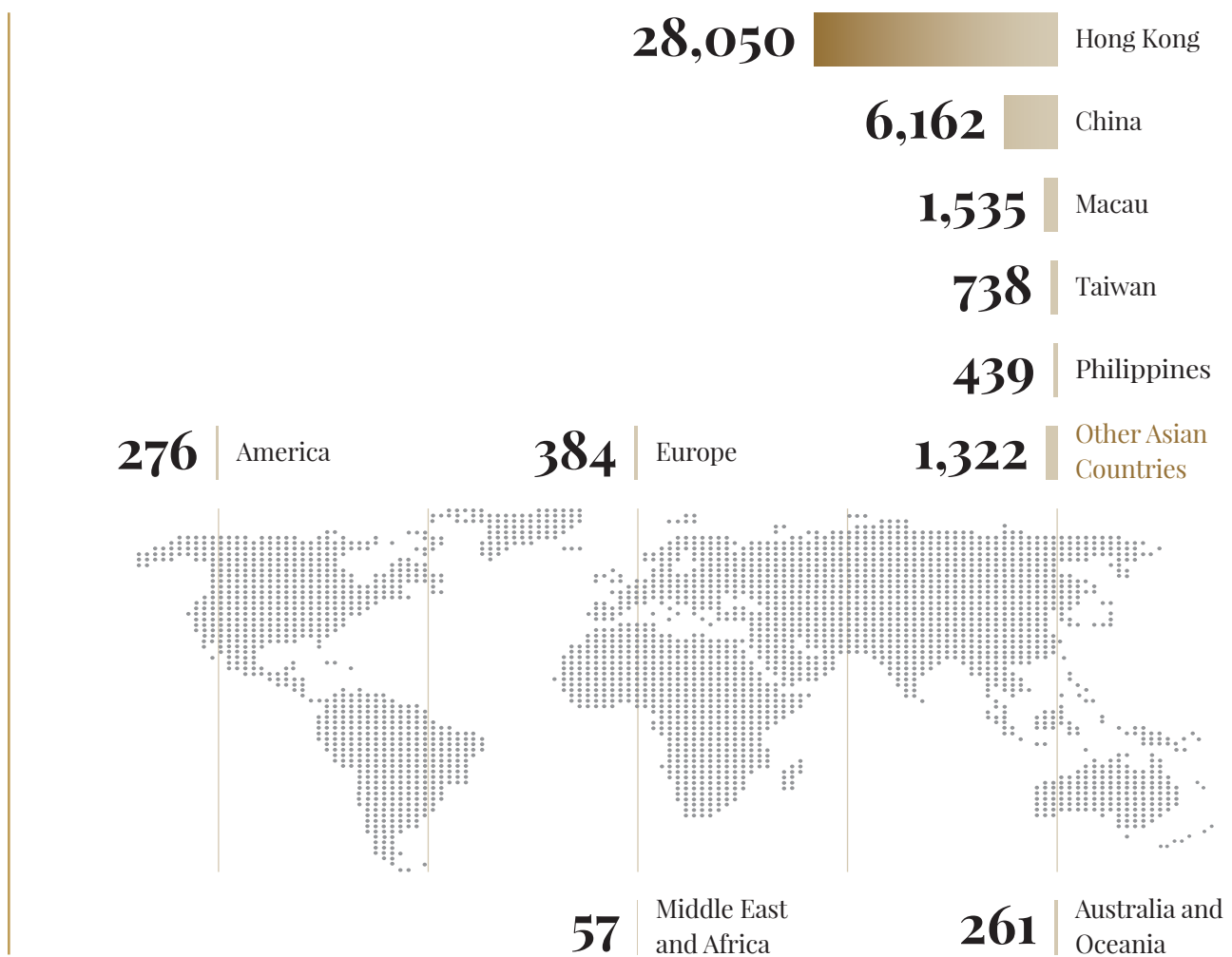
Hall 5FG



Visitor Analysis

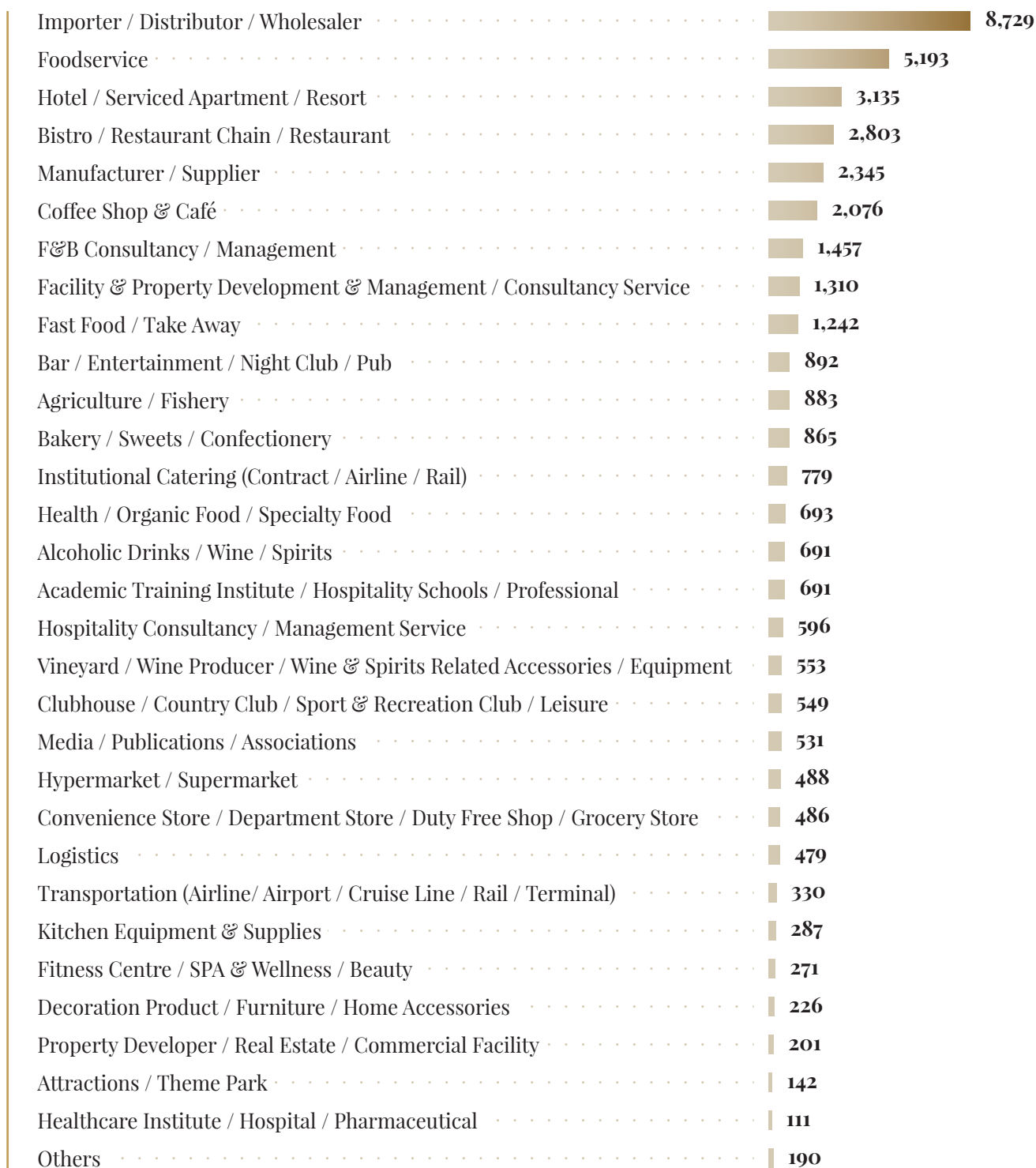
39,224 visitors from 81 countries and regions flocked to HOFEX during the 4 days hunting for new business opportunities. There was a substantial increase in visitors from Southeast Asian countries such as Indonesia and Singapore, adding up to 47% growth. The show gathered a vast amount of F&B importers, wholesalers and retailers, as well as high-profile buyers from restaurants, hotels and supermarkets, under one roof to source for their businesses.

Breakdown by Country / Region



Visitor Analysis

Breakdown by Business Nature



Visitor Analysis

Breakdown by Job Function

Owner / Proprietor / President / CEO / Managing Director / General Manager	10,392
Business Development / Sales / Marketing	9,481
Merchandising & Purchasing	4,147
Executive Chef / Chef / F&B Manager / Leader / Captain	3,297
Account / Administrative / Finance / Human Resource / I.T.	2,675
F&B/ Catering Management	2,048
Executive Pastry Chef / Patisserie / Baker	714
Customer Services / Front Office	682
Consultant / Advisor	642
Academy / Professional / Professor / Student	623
Research & Development / Project Planning / Management	602
Quality Audit / Control / Inventory	516
Retail / Brand Management	430
Architect / Draftsman / Interior Design / Visual Design & Merchandising	374
Barista / Coffee Roasters	355
Kitchen Operations / Management	320
Engineering Service / Maintenance / Management	280
Executive Steward / Steward / Kitchen Assistant	268
Commercial Facility Planning and Management / Property Management	238
Housekeeping	233
Logistic	203
Bartender / Brewer / Mixologist / Sommelier	147
Recreation / Entertainment Dept / Spa / Resort	128
Investor / Wine Broker	105
Dietitian / Nutritionist / Food Technologist	98
Media & Others	226



Signature Events

Hong Kong International Culinary Classic (HKICC)

HOFEX's flagship event endorsed by the World Association of Chef's Societies (WACS) wrapped up another successful edition. Over 900 chefs and apprentices from 12 countries and regions exerted their best efforts to compete for the culinary crown.



Welcome Reception

Sponsored by Invest Hong Kong, the Welcome Reception provided a relaxed atmosphere for over 300 delegates, sponsors, trade commissioners and VIPs to mingle while enjoying the food and music.



“Experience Macao • Creative City of Gastronomy” Cocktail Reception

Over 500 visitors had a jolly night at the cocktail reception organised by the Macao Government Tourism Office (MGTO), which has been dedicated to showcasing the charm of Macao as a Creative City of Gastronomy.



Signature Events

Mixed Barista Arts

Building on the successful debut of the first ever 4-in-1 barista competition, the Mixed Barista Arts 2019 attracted more than 30 regional baristas who pulled out all the stops to display their full sets of skills including assembling a grinder, making a shot, creating latte art and team cooperation. Ms Wong Ka Man who excelled in all challenges earned the best barista title.



Italian Cocktail Challenge

Talented bartenders and mixologists from around the region gathered together to showcase their signature cocktails, stirring up excitement with a fierce battle of skills and finesse. The winner goes to Mr Dexter To from Hong Kong Jockey Club.



Regional Hotel General Manager's Luncheon

Over 50 Hotel GMs gathered at HKICC Gourmet Team Challenge to enjoy a premium lunch buffet prepared by two groups of contestants while exchanging management ideas and solutions.





ProWine Asia 2019 achieved immense success

After its successful debut in 2017, ProWine Asia returned as part of HOFEX – Asia's Leading Food and Hospitality Tradeshow from 7-10 May 2019 and recorded yet another roaring success. 12,716 trade visitors from 62 countries and regions complimented high-quality international participation. 36% of the total visitors came from outside Hong Kong - predominantly from Southern China, Macau, Taiwan and Korea, which is an 8.4% increase than 2017.

This year, the spectrum space increased by 20% compared with the previous edition, playing host to more than 340 exhibitors from 28 countries and regions. 13 national pavilions and industry associations took advantage of the expo: Gobierno de la Rioja made its first appearance along with PRODECA (Region of Catalonia), which showcased some of the more boutique and premium brands within its portfolio. Other highlighted participants included Business France, California Wine Institute, Italian fine wines ISWA, Wines of Germany (DWI), to name but a few.

Statistic of ProWine Asia 2019

Exhibitors



340
Exhibitors



90%
Overseas



10%
Local

Visitors



12,716
Trade Buyers



36%
Overseas



64%
Local



Packed line-up of events

A top-class event programme spanned all 4-days of the show, incorporating specialised masterclasses and seminars by a line-up of industry speakers, including Debra Meiburg MW, Sarah Heller MW, Jennifer Docherty MW, Darius Allyn MS and Yang Lu MS.

Debra Meiburg MW hosted a series of Asia Wine Summit seminars covering the latest wine consumption trends, food and wine pairing, and wine drinking habits throughout the Asia-Pacific.

In addition, wine masterclasses were organised by different parties such as WSET (Wine & Spirit Education Trust), Jennie Mack and AWSEC (Asia Wine and Service Education Centre), Business France, California Wine Institute, Hungary Tourism Agency and Deutschland Sommelier Association.

Visitor Analysis

Breakdown by Business Nature



Visitor Analysis

Breakdown by Job Function

Owner / Proprietor / President / CEO / Managing Director / General Manager	4,536
Business Development / Sales / Marketing	3,181
Merchandising & Purchasing	1,355
Executive Chef / Chef / F&B Manager / Leader / Captain	582
Account / Administrative / Finance / Human Resource / I.T.	546
F&B/ Catering Management	363
Bartender / Brewer / Mixologist / Sommelier	351
Consultant / Advisor	303
Academy / Professional / Professor / Student	215
Customer Services / Front Office	167
Investor / Wine Broker	163
Research & Development / Project Planning / Management	140
Retail / Brand Management	112
Quality Audit / Control / Inventory	96
Barista / Coffee Roasters	84
Logistic	84
Executive Steward / Steward / Kitchen Assistant / Operations / Management	80
Engineering Service / Maintenance / Management	48
Executive Pastry Chef / Patisserie / Baker	48
Architect / Draftsman / Interior Design / Visual Design	44
Recreation / Entertainment Dept / Spa / Resort	32
Commercial Facility Planning and Management / Property Management	24
Operation Management / Visual Merchandising	20
Housekeeping	12
Dietitian / Nutritionist / Food Technologist	4
Media & Others	126



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HOFEX

2021 MAY 18-21
HONG KONG CONVENTION
& EXHIBITION CENTRE

