

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



HOFEX

2021 SEP 7-9
HONG KONG CONVENTION
& EXHIBITION CENTRE

Organiser:



www.HOFEX.com




HOFEX



A Global Event for F&B Traders

2019 EXHIBITOR FACTS & FIGURES


70,000m²
Exhibiting Area


2,843
Exhibitors


48
National Pavilions


68
Countries & Regions


80%
International


20%
Local

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 19th International Exhibition will land from 7-9 September 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 1,500 international brands will showcase a wide range of food & beverages, coffee, wine & spirits, innovative equipment & hospitality technologies across the exhibition halls.

Welcoming an expected 30,000 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

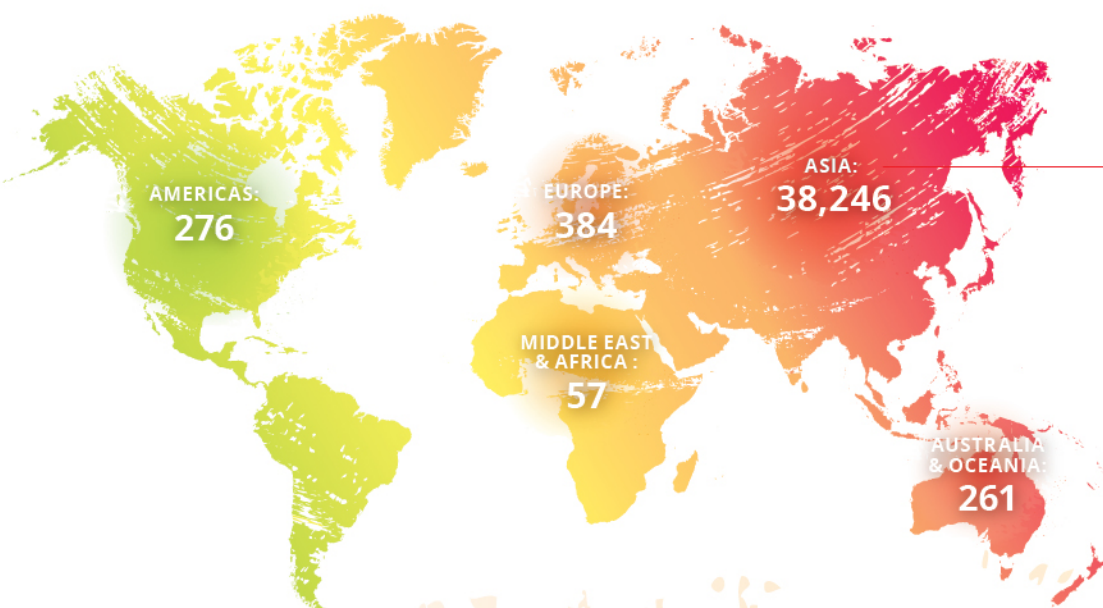
2019 VISITOR FACTS & FIGURES


39,224
Visitors


81
Countries & Regions


28%
International


72%
Local



Hong Kong S.A.R. 28,050
Mainland China 6,162
Macau S.A.R. 1,535
Taiwan (China) 738
The Philippines 439
Singapore 291
South Korea 223
Thailand 207
Malaysia 180
Japan 161
Others 260

TOP VISITING COUNTRIES & REGIONS

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

KEY VISITING COMPANIES

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

“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

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

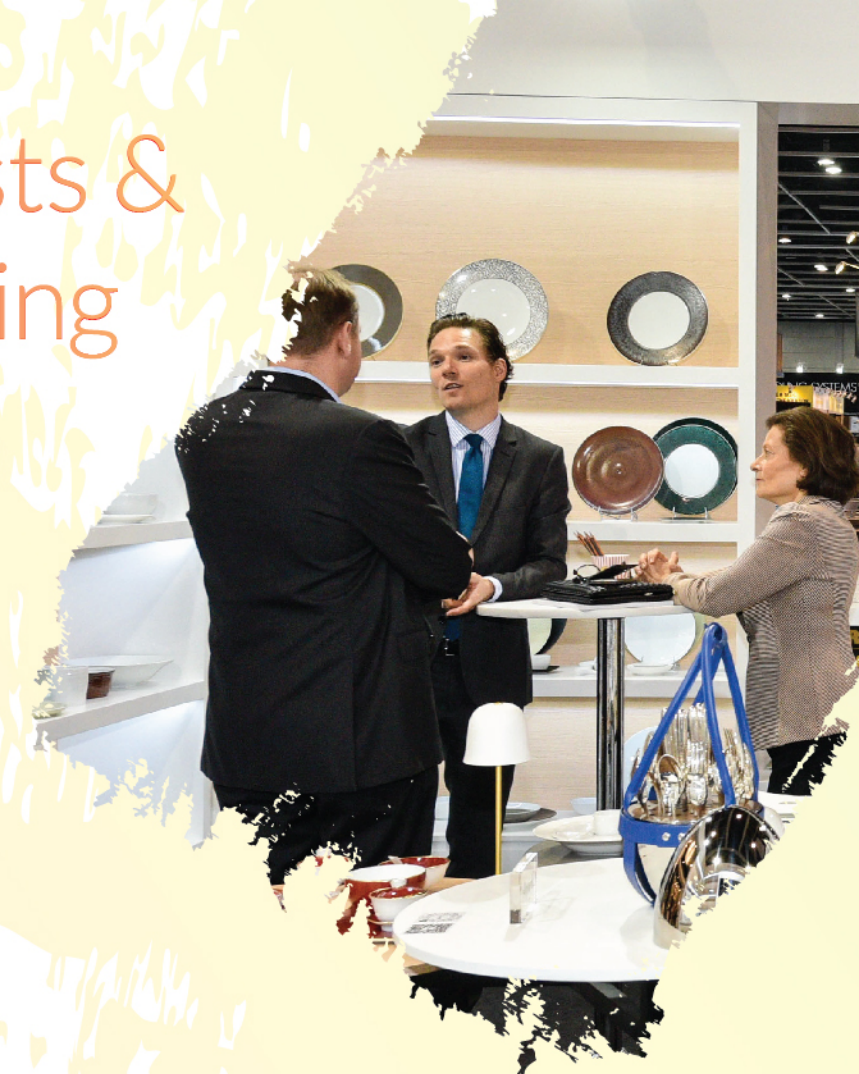
Product Interest *

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

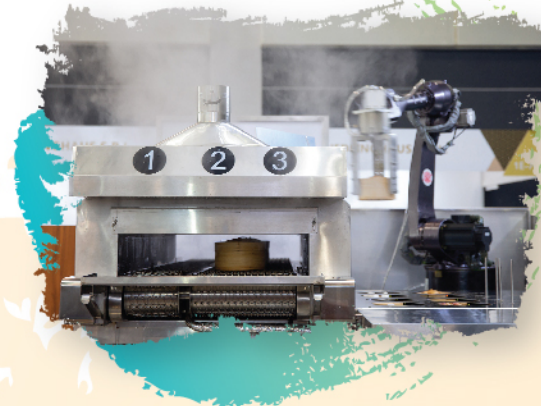


HOFEX has it all



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



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 Hong Kong @ 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



Landing at the heart of Asia — Hong Kong, HOFEX is the regional F&B trading hub covering 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

- Asian Hotel & Catering Times
- Cru Magazine
- Foodservice Equipment Reports
- Grocery Trade Magazine
- HOTELS Magazine (USA)
- OpenRice
- Pasticceria Internazionale
- PRC Magazine
- PuntoIT
- 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.



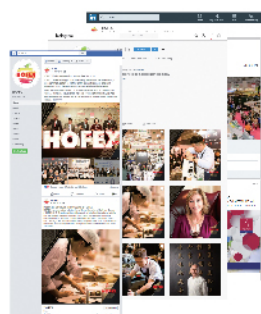
E-NEWSLETTER

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.



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.



Sponsorship Opportunities

We offer a wide range of sponsorship opportunities to keep your brand top-of-mind for attendees and foster higher booth turnout.

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

Exhibiting Packages



SPACE ONLY
USD 510/m² (min. 18m²)



WALK-ON PACKAGE
USD 560/m² (min. 9m²)



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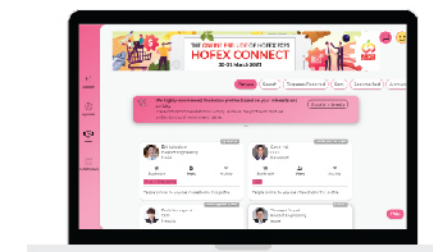
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PREMIUM PACKAGE
USD 600/m² (min. 18m²)

Hybrid Packages

(For International Exhibitors)

DIGITAL SERVICES



ONSITE SHOWCASE



INDIVIDUAL
Starting from
USD \$5,500

PAVILION
Starting from USD \$32,500
for 5 companies



CONTACT US

Organiser:



**informa
markets**

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