



POST SHOW REPORT

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

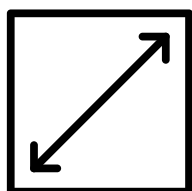
14 – 16 MAY 2025

Hong Kong Convention & Exhibition Centre

HIGHLIGHTS OF HOFEX 2025



HOFEX 2025, Asia's Leading Food and Hospitality Tradeshow, united both global and regional food and beverage professionals, presenting a vibrant mix of flavours, innovative technologies, and exciting culinary concepts in a welcoming environment. With a diverse range of sectors and expert-led onsite events, the exhibition provided an ideal platform for industry stakeholders to stay ahead in the global market.



45,000 sqm
total exhibition area



2,060
exhibitors & brands



27,005
visitors

8 Specialised Sectors



Bakery &
Confectionery



Food & Drinks



Food Packaging



Hospitality
Technology



Kitchen Equipment &
Catering Supplies



National Pavilions



Specialty Coffee & Tea



Tableware &
Hospitality Supplies



ProWine Hong Kong
@ HOFEX

OUR EXHIBITORS

2,060 exhibitors & brands from **35** countries & regions

Australia
Azerbaijan
Bulgaria
Canada
China
Denmark
France

Germany
Greece
Hong Kong S.A.R.
Hungary
India
Indonesia
Israel

Italy
Japan
Macau S.A.R.
Malaysia
Mexico
The Netherlands
Norway

Portugal
Republic of Ireland
Romania
Singapore
Slovakia
South Korea
Spain

Taiwan (China)
Thailand
Ukraine
UK
USA
Uzbekistan (Rep of)
Vietnam

**Including ProWine Hong Kong @ HOFEX*



Pavilions from 16 countries & regions



Australia



Canada



China



Italy



Japan



Macau
S.A.R.



Malaysia



Republic
of Ireland



Singapore



South Korea



Spain

Taiwan (China)



Thailand



UK



USA



Uzbekistan
(Rep of)



TESTIMONIALS FROM OUR EXHIBITORS



“ HOFEX was much greater in real life, because we met so many decision makers from the hospitality and F&B industries and people who just share our common belief, so we thought it was just brilliant! ”

ANDERS GOTTLIEB-NYGAARD
Co-Founder
TUE+DAM

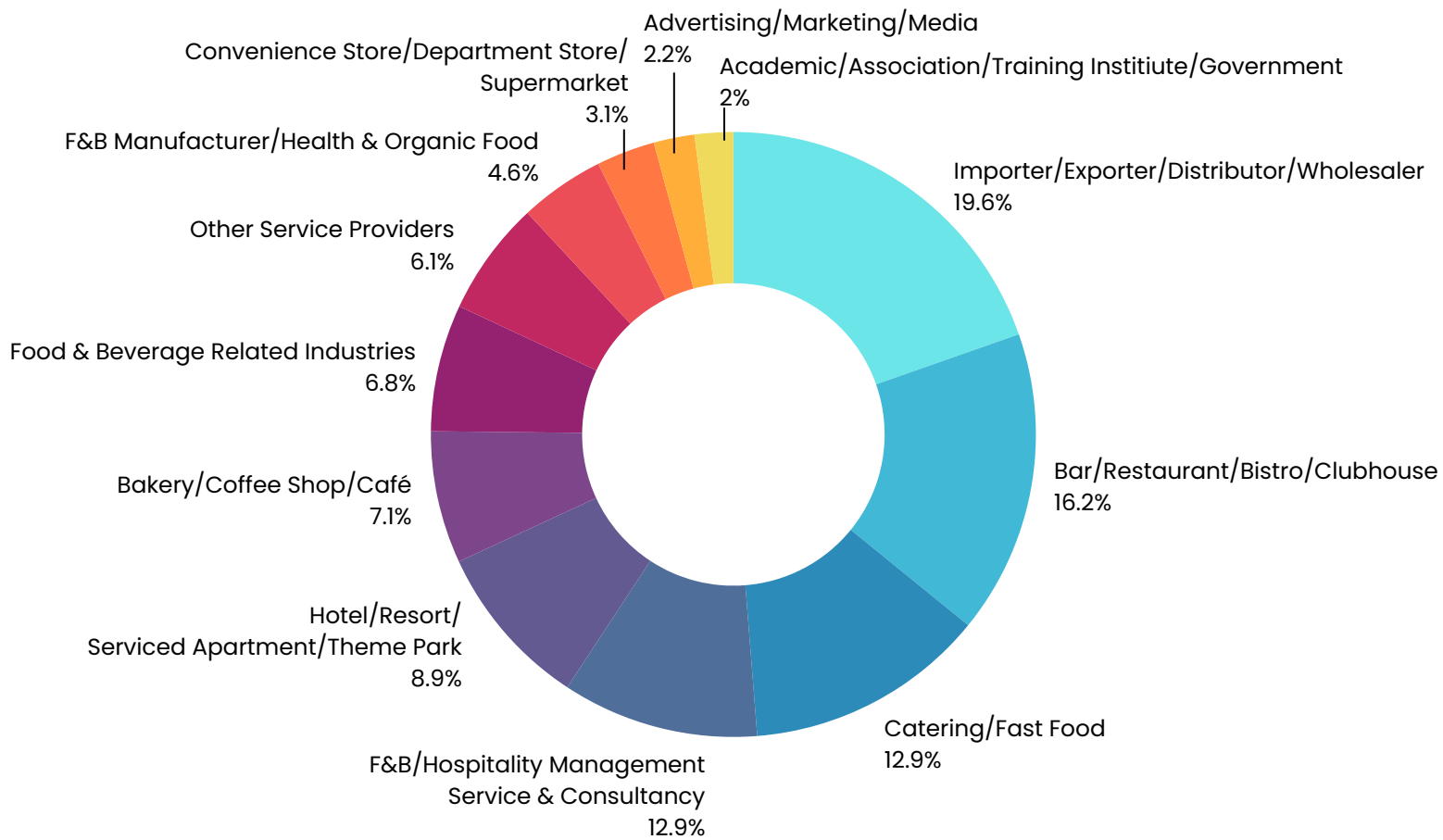
“ HOFEX has become an important event for our business. The last edition was exceptional, with a great mix of brand promotion and networking. We were pleased with our results and are looking forward to another successful event that will undoubtedly help us grow! ”

LIU BING
Deputy Consul-General (Commercial) &
Senior Trade and Investment Commissioner -
Hong Kong and Macau
Australian Trade and Investment Commission (Austrade)



OUR VISITORS

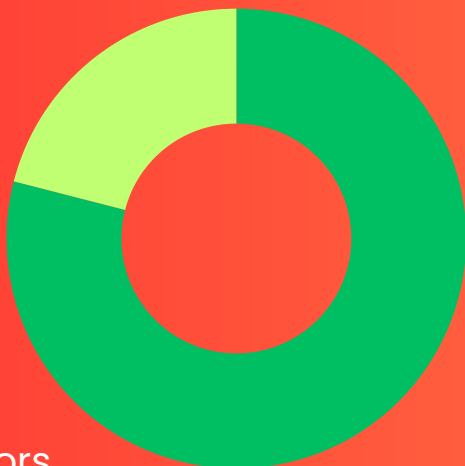
BUSINESS NATURE



VISITOR PROFILE

International Visitors

21%



Local Visitors

79%

27,005

60 visitors from countries & regions, and

108 hosted buyers

604 delegation buyers from China and Macau S.A.R.

Top 10 countries & regions

1. Hong Kong S.A.R.
2. China
3. Macau S.A.R.
4. The Philippines
5. Taiwan (China)
6. Malaysia
7. USA
8. Singapore
9. Thailand
10. Japan

TOP VISITING COMPANIES

- A.S. Watson
- A-1 Bakery Co HK Limited
- Aberdeen Marina Club
- AEON Stores (Hong Kong)
- Angliss Hong Kong Food Service Limited
- APITA & UNY
- Aqua Restaurant Group
- Best Mart 360
- Big C (HK) Company Limited
- Black Sheep
- Cafe de Coral Holdings Ltd
- Cafe Deco Group
- Cathay Pacific Catering Services
- Central Pattana Plc
- City Super
- Conrad Hong Kong
- DFI Retail Group
- Epicurean Group
- Fairwood Holdings Ltd
- Four Seasons Hotel Hong Kong
- Gaia Group Ltd
- Galaxy Entertainment Group
- Grand Hyatt Hong Kong
- Grand Lisboa Palace
- Harbour Grand Hong Kong
- Hilton Bali Resort
- Hong Kong Disneyland
- Hong Kong Jockey Club
- Hyatt International
- IHG Hotels and Resorts
- Jardine Restaurant Group
- JIA Group
- JW Marriott
- Lai Sun Dining
- Langham Hospitality Group
- Lei Garden
- LKF Concepts
- Lubuds
- MacroAsia Catering Services, Inc.
- Mandarin Oriental
- Maxim's Caterers Limited
- McDonald's
- Melco Resorts & Entertainment
- MGM Macau
- Miramar Group
- Ocean Park
- Pan Pacific Hotels Group
- The Park Lane Hong Kong, Autograph Collection
- Parkshop
- Pirata
- Robinsons Land Corporation
- Rosewood Hong Kong
- Sands Macau
- Shangri-La Group
- SOGO Hong Kong
- Solaire Resort & Casino
- Swire Hotels
- Tai Hing Group
- Tam Jai International Co., Ltd.
- The Peninsula Hong Kong
- The Ritz Carlton Hong Kong
- The St. Regis Hong Kong
- Tsui Wah Holdings Limited
- Uni-President Enterprises Corp
- Wynn Macau Resorts
- YATA Limited



Our Hosted Buyers made **US\$3.35mil** purchase on our show floor!



“ When sourcing new products, usually we’re going to be talking to the sub-distributors. It’s quite challenging to get a better quote, better understanding and better support from the principal brands. But when you come to HOFEX, you can meet all the principals and main distributors at the same time. ”

TICOMPORN TANGKIATSILP

Head of Hotel Asset Management – F&B
Central Pattana

“ We are looking at innovative products, especially for the food service equipment that will ease up the task of the kitchen staff. Suppliers (here) were very willing to explore and distribute their products to our country. A good encounter with new and old suppliers here in the exhibition. ”

MARIVIC YANGUAS

President
Association of Purchasing Managers of
Hotels and Restaurants of the Philippines



EVENTS



Hong Kong International
Culinary Classic



Hong Kong International
Beer Awards



Hong Kong Coffee in Good
Spirits Championship 2025



CP-Meiji Speed
Coffee Art Championship 2025 –
Hong Kong Episode



ProWine Hong Kong
Wine Forum



HOFEX Insight

THANK YOU TO OUR VALUED PARTNERS

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MOMENTS OF HOFEX 2025



ASIA'S LEADING
FOOD & HOSPITALITY
TRADESHOW



HOFEX

10-12 MAY 2027

Hong Kong Convention
& Exhibition Centre



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Wanchai, Hong Kong

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HOFEX.COM