

ASIA'S LEADING
FOOD & HOSPITALITY
TRADESHOW



HOFEX

10-12 MAY 2027

Hong Kong Convention
& Exhibition Centre



Asia's Ultimate F&B Marketplace

As Asia's culinary capital and strategic gateway to the Greater Bay Area, Hong Kong will host the world's top F&B leaders from 10–12 May 2027. With 38 years of experience, HOFEX has established itself as a vital link to Asian markets, particularly for regions within a three-hour flight radius. HOFEX is where deals are made, trends are born, and partnerships flourish.

Showcase your innovations, connect with qualified buyers, and position your brand at the forefront of the F&B industry—all at Asia's premier food and beverage exhibition. Don't just participate in the future of F&B—shape it as a featured exhibitor at HOFEX 2027!

All-inclusive Product Showcase



Bakery & Confectionery



Food



Packaging



Hospitality Technology



Kitchen Equipment & Catering Supplies



National Pavilions



Specialty Coffee & Beverages



Tableware & Hospitality Supplies



ProWine Hong Kong @ HOFEX

Exhibitor Profile 2025

2,000+
Exhibitors & Brands

25
National & Regional
Pavilions

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



Thailand



Ukraine



UK



USA



Uzbekistan (Rep of)



Vietnam

Featured Exhibitors



Hear from our Exhibitors

"HOFEX was instrumental in helping us forge meaningful business connections that have resulted in lasting partnerships. We were thrilled with the connections we made last time and are eager to see what the upcoming edition has in store for us!"

Umesh Bhasin
Managing Director
Global Hotelware Limited

"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)

Visitor Profile 2025

27,000+
Professional Buyers

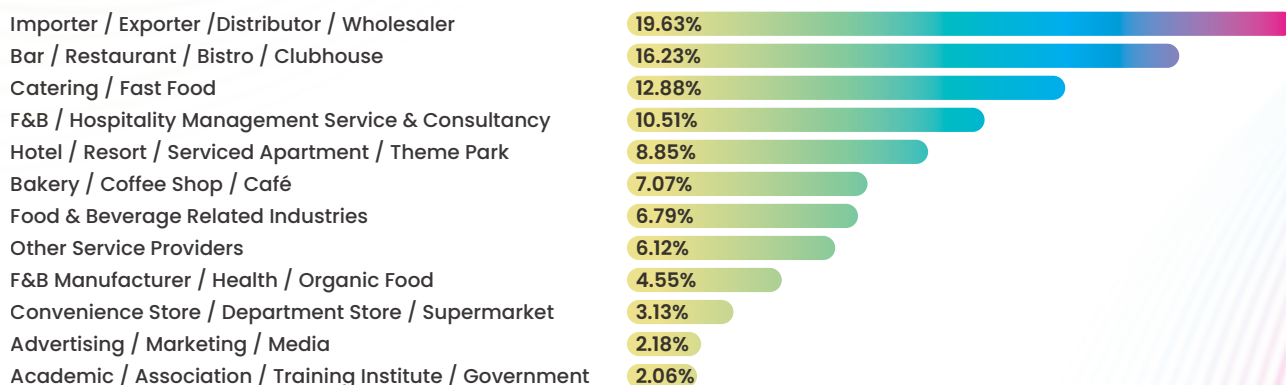
60
Countries & Regions

79% Local
21% Overseas

Top Visiting Countries and Regions



Business Nature Breakdown



Key Visiting Companies

- A-1 Bakery Co HK Limited
- A.S. Watson
- 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
- China Resources (Holdings)
- 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
- InterContinental Shenzhen
- Jardine Restaurant Group
- JIA Group
- Jumeirah Guangzhou
- JW Marriott
- Lai Sun Dining
- Langham Hospitality Group
- Lei Garden
- LKF Concepts
- Lubuds
- Luckin Coffee
- 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
- Parknshop
- 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 Park Lane Hong Kong
- The Peninsula Hong Kong
- The Ritz Carlton Hong Kong
- The St. Regis Hong Kong
- Tsui Wah Holdings Limited
- Uni-President Enterprises Corp
- Wal-Mart (China)
- Wynn Macau Resorts
- YATA Limited

Hear from our Buyers

"We had an amazing time at HOFEX 2025! The exhibition was full of exciting new products, top-tier exhibitors, and inspiring industry events. What stood out most to us were the seminars and networking opportunities—they were incredibly insightful, offering valuable market trends and strategies for growth. Highly recommend it!"

Mr Donald Wong
Chief Steward, F&B Operations & Culinary
Galaxy Macau

"The international presence at HOFEX is remarkable! The International Pavilions highlighted global trade associations, exotic products and unique country-specific showcases, making it an exciting opportunity to discover new international trends and connect with suppliers from around the world."

Carrel Kam
Director
Yung Kee Restaurant Group Ltd

Spectacular Events

Hong Kong International Culinary Classic (HKICC)

Coffee Competitions

Hong Kong International Beer Awards

Grand Master Tasting Session

ProWine Hong Kong Wine Forum

Comprehensive Marketing Coverage



- Strong Association and Industry Support
- Social Media
- Website
- E-newsletter to 100,000 target audience
- Direct Mailing
- VIP Nomination
- Trade Magazine, Newspaper and Online Media
- Telemarketing



Hosted Buyer Programme

HOFEX's Hosted Buyer Programme is specially designed for overseas senior decision makers to source and connect with our exhibitors in a cost-efficient manner. Set to welcome 200 elite Hosted Buyers and facilitate access to over 1,000 delegation buyers from China and Macau, this exclusive programme creates unparalleled business opportunities and offers a wide range of benefits, including:

- Accommodation
- Transportation
- Airport / Hotel Transfer
- Exclusive Business Matchmaking Services
- Access to Hosted Buyer Lounge, and so much more!

SME Promotion Funding



SME Export Marketing Fund

The SME Export Marketing Fund aims at helping SMEs in Hong Kong to expand their business. See www.smefund.tia.gov.hk for latest guidelines.

HOFEX 2027 Exhibiting Packages



Space Only
US\$550/m² (min. 18 m²)



Walk-on Package
US\$605/m² (min. 9m²)



Premium Package
US\$645/m² (min. 18m²)

Organiser:



**informa
markets**

Informa Markets

📍 17/F China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong

☎ +852 3709 4981

👤 Ms Grace Lee / Ms Loretta Choi / Mr Terry Tse

✉ Exhibit@HOFEX.com

International Sales Office – Worldwide

📍 240 Blackfriars Road,
London SE1 8BF,
United Kingdom

☎ +44 20 7560 4309

👤 Ms Fiona Murray

✉ Exhibit@HOFEX.com