



18 – 21 May 2021,
Hong Kong Convention & Exhibition Centre

Be a part of HOFEX 2021



Organised by



Australian Representative



About HOFEX



Dates: 18 – 21 May 2021

Location: Hong Kong Convention & Exhibition Centre

HOFEX – Asia's Leading Food & Hospitality Tradeshow, has been taking the industry on numerous extraordinary journeys of culinary delicacies from all over the world, bringing the most comprehensive selection of Food & Drinks, Hospitality Equipment & Supplies products to Asia.

As the regional trading & re-export hub, Hong Kong is well connected (within 2 hours flight) to Asia's burgeoning markets including China, Macao, Taiwan, Vietnam, etc

HOFEX attracts an audience not just from across Asia, but reaching into the south Chinese market. A well-established trade port, Hong Kong is an English-speaking city providing a gateway into trade with China.

Statistics

- 52 Australian Exhibitors at the last edition
- Occupied 70,000sqm of exhibition space
- 2,843 exhibiting companies from 81 countries and regions
- 48 National Pavilions
- 39,224 trade buyers (28% from overseas)
- 8 specialised zones

Who can you meet?

- Food Procurement Officials from government agencies
- Owners and procurement personnel of Catering companies, Restaurants and Cafés
- Distributors, Importers and Retailers from the Food and Beverage industry
- Food and Beverage manufacturers
- Chefs from Hotels, Resorts, Catering companies, Restaurants and Cafes

Organised by



Informa is listed on London Stock Exchange and a member of FTSE 100, with over 11,000 colleagues working in more than 30 countries. Informa Markets organises some 500 exhibitions around the world each year.



Appointed Informa Markets' exclusive representative in Australia and New Zealand, we are in direct contact with the organising team. Our role is to assist all Australian and NZ businesses interested in participation at HOFEX.

Why exhibit in the Australian pavilion?

The Australian Pavilion is a key destination for trade buyers looking to source high quality imported products. We provide a 'one stop shop' by simplifying the exhibiting process and managing your entire stand build - so you can arrive, set up your display and focus on presenting your products at the show.

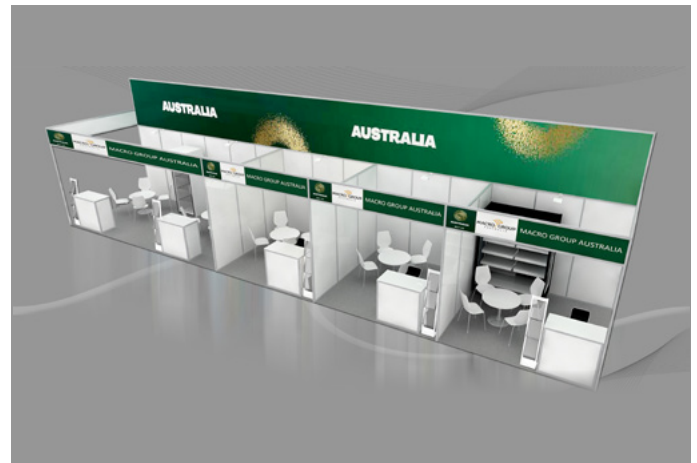
Exhibiting options - Australian Pavilion

OPTION 1

Australian Stand Package

Your own stand alongside other Australian businesses in Hall 3D. Overhead branding across the pavilion using Australia’s Nation Brand with a “Walk-On” solution that includes:

- Flexible stand sizes starting from 9sqm.
- Fascia Name Board (0.5m high) with your Company Name and Logo in colour
- 2.5m high walls in your stand
- Carpeting and Daily Stand Cleaning
- Entry into the Australian Exhibitor Directory



Illustrative design only

Plus, the following entitlements:

Items	9 sqm	12 sqm	15 sqm	18 sqm
White Lockable Cabinet with your Logo printed on the front	1	1	2	2
White Standard Table	1	1	1	2
Standard Chairs	4	4	4	8
HQI Lights	1	1	1	2
13A Power Outlet (for laptop, mobile devices, or TV)	1	1	1	2
Waste bin	1	1	2	2
Brochure Rack	1	1	2	2
OR your option to Exchange for:				
Flat Wall Shelves	3	3	6	6

The 2.5m high walls in your stand are reserved for your branding and product message. Our stand builder will print and install quality digital graphic and either ‘direct stick’ to the walls or on a compressed foam board, to give the best presentation of your brand and product messaging.

Printing and installation at additional cost.

Services such as renting of Audio Visual, Refrigeration and Cooking Equipment, additional Furniture and ordering of Wall Graphic are available through the Australian Exhibitor Form, which will be available closer to the show dates.

Participation costs

Price starts from USD 6,394 for a 9sqm stand.

Option to pay in AUD is available.

Exhibiting options - Australian Pavilion

OPTION 2

Custom Build

Ideal for large exhibitors who would like to build their own custom stand design within the Australian Pavilion in Hall 3D.

- Available for stands from 18 sqm in size.
- We can assist with design and obtain competitive pricing from our reliable stand builder.



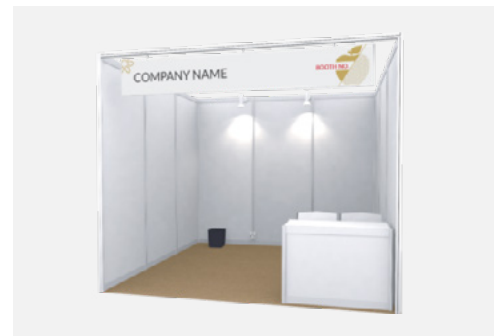
Illustrative Custom build at HOFEX

OPTION 3

Shell Scheme

The cheapest option, and ideal where you are taking a small stand in a specific location around the Halls.

- The “walk on package” comprises an eco-friendly system build; fascia with your name and stand number; and furniture including info counter and meeting table and chairs.
- We can dress up the build with high quality wall graphics, to complement your product display.



Illustrative design only

Participation costs: Price starts from USD 5,040 for a 9sqm stand.

This information is a guide only – refer to the stand documentation for complete details of the build and furniture inclusions.

Book your stand

To secure your stand in the Australian Area, please contact Nurziah Masagoes at Export Solutions or fill out the form via the link below.



Nurziah Masagoes

+61 (0) 400 999 898

+61 (0) 8 9201 0331

nurziah@exportsolutions.com.au

[Book a stand form](#)

Financial assistance for Australian Exhibitors (EMDG)

Exhibitors may be eligible for financial assistance to obtain a grant or rebate of part of the cost of exhibiting through the Export Market Development Grant (EMDG) scheme. **Applications are now open.** Contact us to find out if your business is eligible or for more information about this grant program.

[Find out more](#)



exportsolutions.com.au