

Celebrating 30 Years of Excellence



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ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW



8-11 MAY

HONG KONG CONVENTION AND EXHIBITION CENTRE

www.hofex.com

Organiser: Hong Kong
Exhibition
Services
Ltd

Member of
Allworld
Exhibitions



30 YEARS OF EXCELLENCE



Since 1987, HOFEX has brought Asia's food & hospitality industry together on an extraordinary culinary journey which has seen its development into the highly diversified marketplace for which Hong Kong is renowned. In the last edition in 2015, over 38,053 regional buyers gathered to source the latest products, exchange market insights & immerse themselves in a series of educational & inspiring events.

At HOFEX 2017 - The 17th International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services, 2,500+ international exhibitors from 57 countries will present an extensive range of food & beverage, coffee, wine & spirits, innovative equipment & hospitality technologies in 14 exhibition halls spanning across 65,000 m². What's more? Building on the tremendous success of its inception in 2015, Meat @ HOFEX will again showcase the world's premium meat producers with a unique presentation aimed at educating & developing Asia's growing demand for prime cuts.

88% of exhibitors are satisfied with the quality of visitors at HOFEX 2015, and they said the show helped them to:

- Generate New Leads
- Promote Presence
- Engage Existing Clients
- Launch New Products
- Seek Agents / Distributors
- Do Market Research



"The 1st ever Meat @ HOFEX was a huge success for us. We met with lots of quality buyers and importers of meat products. Meat supplying countries were consolidated at the specialized meat hall creating a great atmosphere for boosting business interaction."

Mr Romeo Alfonso, General Manager, Sutherland Company Ltd



THE REGIONAL EVENT

HOFEX is THE regional event, attracting an audience not just from across Asia but reaching into the south Chinese market and Chinese regions further afield.

HOFEX 2015 welcomed 38,053 trade visitors, of which 10,263 came from overseas. 81% of visitors were decision makers and responsible for purchasing or recommending products involving the business of hotel & resort, restaurant, café, bakery, supermarket, clubhouse, trading, property management and more.

Country of Origin of Total 38,053 Visitors at HOFEX 2015



Buyer's Profile

Nature of Business

Importer / Distributor / Wholesaler	7,619
Institutional Catering / Foodservice	5,975
Hotel & Resort / Clubhouse / Spa & Wellness	4,396
Café / Fast Food Outlet / Night Club / Karaoke Bar	3,500
Manufacturer / Supplier	3,382
Free-standing Restaurant / Restaurant Chain	3,269
Department Store / Supermarket / Wine Store / Organic Food Store	3,162
Bakery / Sweets & Confectionery Store	2,613
Property Development & Management / R&D	1,313
Design / Furnishing	1,162
IT / Telecommunications	654
Fishery	503
Others	505

Job Function

Owner / Proprietor / President / CEO / General Manager	12,696
Sales & Marketing Manager	6,105
Purchasing Manager / Buyer	5,048
F&B Management / Hospitality Consultant	4,168
Executive Chef / Chef / Cook	2,765
Production / Operations / Maintenance Manager	1,941
Pastry Chef	1,454
IT / Telecommunications / EDP / MIS Manager / Financial Controller	1,086
Dietitian / Nutritionist / Food Technologist / Spa & Wellness Consultant	512
Sommelier	504
Architect / Interior Designer	410
Executive Housekeeper	274
Others	1,090

Interested Products

Foodservice Supplies / Equipment	11,509
Food and Drink	10,161
Wine / Spirits / Beer	6,479
Hotel Supplies / Equipment	5,929
Coffee	5,771
Meat Products (Fresh / Frozen / Processed)	5,245
Cold Chain & Frozen Food	5,065
Seafood	5,008
Natural / Organic / Well-being Products	5,005
Technology - Hospitality / Retail	4,971
Tea	4,323
Hospitality Design	3,665

*Analysis by buyers' interest has multiple responses from attendees

"With its thoughtful and considerate services and clear directions by the staff upon arrival at the exhibition, the registration process was efficient. The variety of exhibits and manufacturers were even better than last edition which shows HOFEX is well recognised by the industry. And especially there were some new technologies and products that fulfil our needs, it was a valuable visit."

Yang Yongjun, China Southern Airlines Company Limited (Air Catering Department - Product Development)



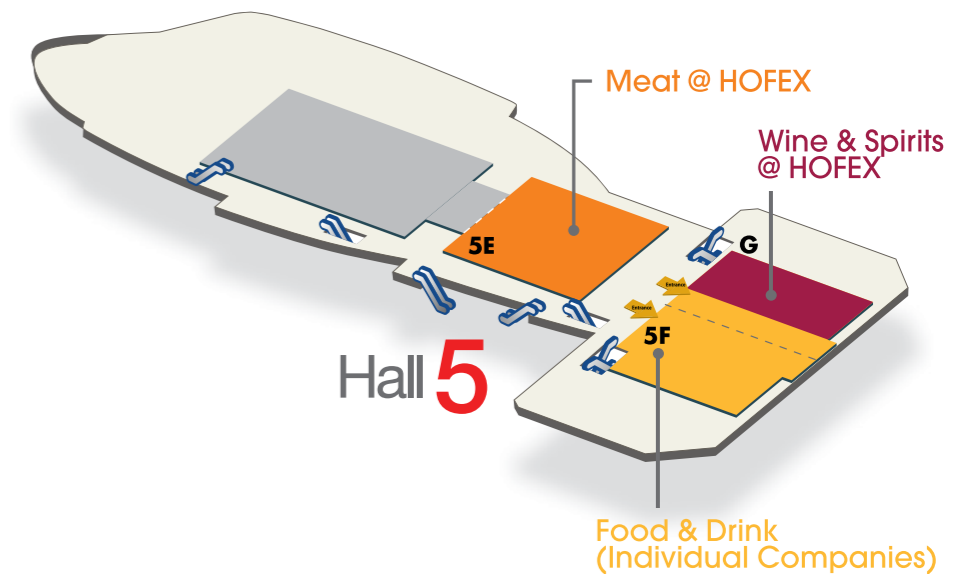
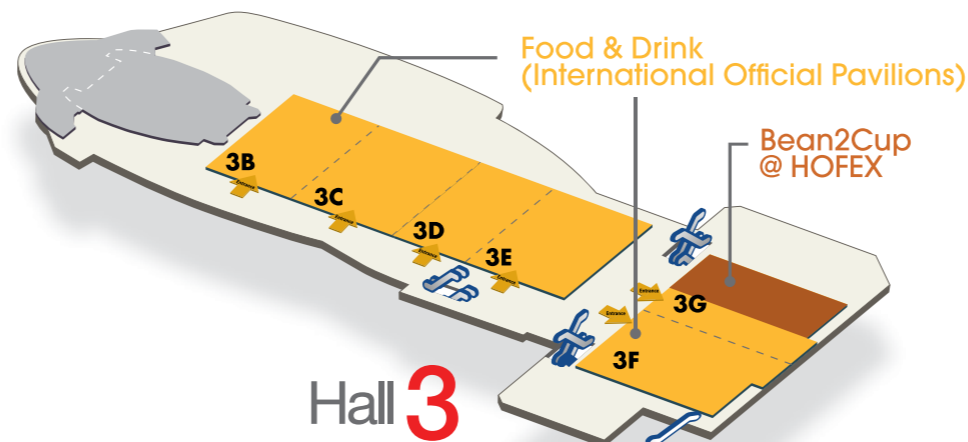
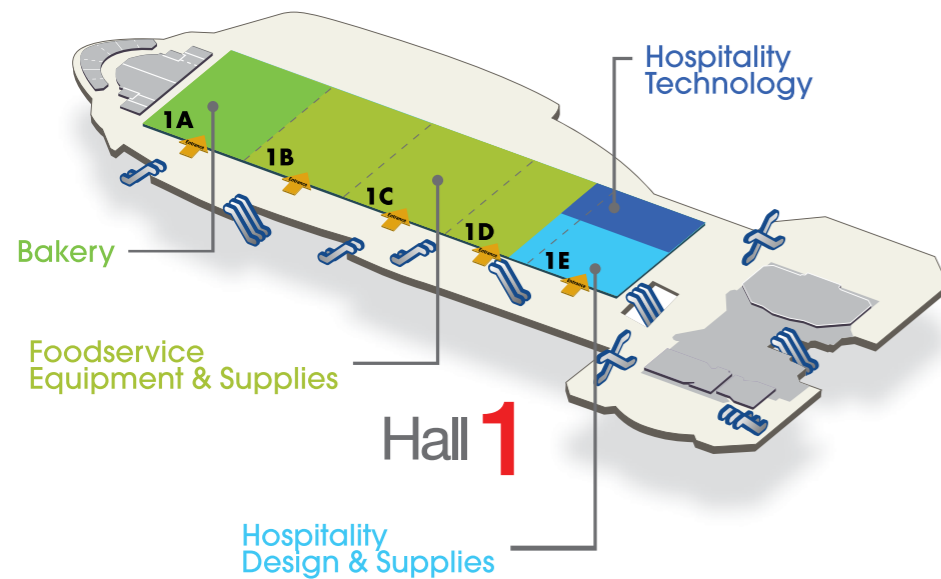
10,000+ LATEST F&B PRODUCTS & TECHNOLOGIES

Spanning 65,000m² across 3 different levels, the exhibition is strategically arranged into different themes, bakery, foodservice equipment & supplies, hospitality technology, hospitality design, coffee, international food and drinks, wine & spirits, premium meat products and an array of delicacies, to facilitate our exhibitors to connect with the right buyers through the most efficient paths.

“This is the third year that Foodgears has participated in HOFEX. We always find it an invaluable tool to launch new products; find new customers; start new conversations with existing customers; and find new suppliers. We look forward to another successful show in 2017.”

Mr Daniel Goode, Marketing and Business Planner, Foodgears Industrial International Ltd

Floor plan of HOFEX 2017



Bakery

- Bakery & Confectionery - End Products
- Bakery & Confectionery - Equipment & Supplies
- Ice Cream / Gelato / Sorbet
- Icing / Cake Decorations
- Ingredients / Essences / Agents
- Packaging Solutions

Foodservice Equipment & Supplies

- Beverage Processing / Dispensing Equipment
- Cleaning & Laundry
- Displayware, Tableware & Accessories
- Food Preparation / Cooking / Processing Equipment
- Foodservice / Catering Equipment
- Packaging Equipment & Materials
- Refrigeration Equipment & Storage Systems
- Shopfittings / Display / Retail Supplies

Hospitality Technology

- Catering / Retail Systems
- Consultancy / Management Services
- Fire & Security Systems
- Hotel / Guest Service Systems
- In-room Technologies
- Property Development & Management
- Restaurant Technologies

Hospitality Design & Supplies

- Beds & Beddings
- Carpets / Fabrics / Interior Supplies
- Furniture & Fixtures
- Guestroom Amenities
- Professional AV & Lighting
- Spa & Resort Facilities

Bean2Cup @ HOFEX

- Coffee Bean / Powder
- Disposable Cups
- Espresso Machine & Barista Equipment
- Roasting Machines
- Specialty / Blend / Instant Coffee
- Tea leaves

Food & Drinks

- Canned / Processed Food
- Dairy Products
- Frozen / Chilled Food
- Fruits / Vegetables
- Ingredients / Essences
- Organic / Health Food
- Seafood
- Snacks
- Soft Drinks

Food & Drinks (44 International Pavilions)

- | | |
|-------------------|-------------|
| Australia | Austria |
| Belgium | Canada |
| China | Cyprus |
| France | Germany |
| Greece | Italy |
| Japan | Korea |
| Macau | Malaysia |
| Mexico | New Zealand |
| Portugal | Scotland |
| Singapore | Spain |
| Sri Lanka | Taiwan |
| Thailand | Turkey |
| UK | USA |
| Wales and more... | |

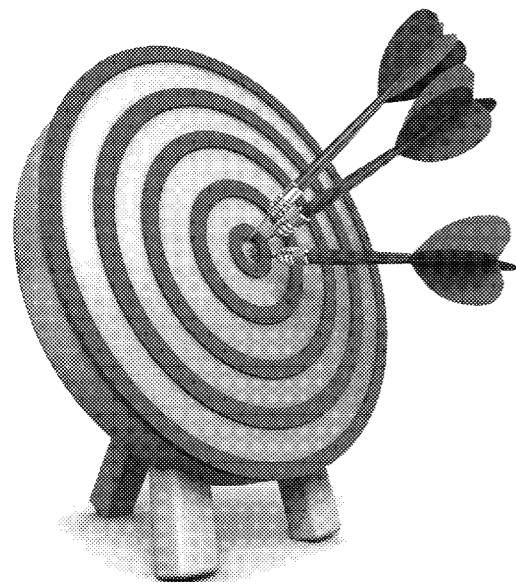
Meat @ HOFEX

Showcasing top-notch meat products across the globe!

- Argentina
- Denmark
- Hong Kong
- Hungary
- Poland
- Scotland
- Spain
- UK
- USA
- Wales and more...

Wine & Spirits @ HOFEX

- Bar Equipment & Accessories
- Beer
- Champagne
- Chinese Wine
- Japanese Wine / Sake
- Liquor
- Spirits
- Whisky
- Wine



EXTENSIVE PROMOTION

Hailed as the leading food & hospitality tradeshow in Asia, HOFEX receives considerable support from the industry associations and organisations, jointly curating a diverse variety of competitions, seminars, forums, workshops, cocktail receptions and other networking activities for industry members.

In a bid to reach as many target buyers as possible, HOFEX 2017 will offer a comprehensive line-up of promotional campaigns, including direct mailing, e-newsletters, social media, online advertising, trading magazines for exhibitors to further market their business and send their messages to the right audience.

Supporting Associations

- ASEAN Hotel & Restaurant Association
- Association of Purchasing Managers of Hotels and Restaurants of Philippines
- Chinese Cuisine Training Institute of Vocational Training Council
- Fish Marketing Organisation (FMO)
- Guangdong District Catering Trade Association
- Guangdong Restaurant Association
- Guangzhou Western Food Association
- Guangzhou Yuexiu Restaurant & Catering Association
- Hong Kong Bar & Club Association
- Hong Kong Bartenders Association
- Hong Kong Chefs Association
- Hong Kong Chinese Chefs Association
- Hong Kong Hotels Association
- Hong Kong Quality Assurance Agency
- Hong Kong Sommelier Association
- Hong Kong Wine Chamber of Commerce
- Hospitality Industry Training & Development Centre of Vocational Training Council
- Hotel & Restaurant Association of The Philippines
- Macau Culinary Association
- Macau Hotel Association
- Malaysian Association of Hotels
- Shenzhen Hotel Association
- Sichuan Provincial Hospitality Industrial Association
- Singapore Chefs Association
- Singapore Hotel Association
- Thai Chefs Association
- Thai Hotels Association
- Thai Spa Association
- The Club Managers' Association of Hong Kong
- União de Bartenders e Cocktails de Macau and many more...

Snapshot of Promotional Campaigns

Website

Exhibitor profiles and products to be browsed on HOFEX website, with online pre-registration system opens in February.

Direct Mailing

A series of promotional materials (e.g. Buyer's Invitation, Advance Buyer's Guide & Show Reminder) sent to over 25,000 regional industry players.

E-mail

The show e-newsletters reach over 120,000 databases with more than 30 issues throughout the year. E-invitation system is also available for exhibitors to send out a customised version to their clientele.

Social Media

Visitors can get hold of the market news and details of our significant events on Facebook and LinkedIn as well as joining in the conversations.

Trade Magazine, Newspaper and Internet Media

Advertising and editorials in various hospitality, restaurant and catering magazines; and web banners across leading industry websites.

Public Relations

Press releases sent to a wide range of media to promote the highlights of the show. And our PR team will pay visits to important buyers in neighbouring regions to invite them personally.

Telemarketing

A professional telemarketing team makes contact with potential buyers directly to invite them to come to the show and confirm their attendances.

VIP / Prestigious Buyer's Group Nomination

VIP/Visitor confirmation letters to be sent automatically to potential buyers nominated by exhibitors.



Key Media Partners:

- Asian Hotel & Catering Times
- AsiaHORECA
- Bar Talk
- China Food Manufacturing Journal
- Coffee t&i
- Cru Magazine
- Cuisine & Wine Asia
- Drinks World Asia
- Food Focus Thailand
- Grocery Trade Magazine
- HRC China
- The Malaysian Hotel & Restaurant Purchasing Handbook
- Openrice.com
- PRC Magazine
- Restaurateur
- Taiwan Food News Magazine
- Tasting Kitchen
- Today's Baking
- Toque'N Wok
- Wine.Luxe
- 21food.cn
- 美食導報
- 廣州日報
- and many more...



FASCINATING EVENTS

A wide range of events will be staged during the show days, playing host to your target audience from close and afar. HOFEX is the destination to learn and gain market updates, many of the events also offer sponsorship opportunities to exhibitors who would like to gain further exposure and outshine the others.



Hong Kong International Culinary Classics

900+ talented chefs, pastry chefs and apprentices from Hong Kong, Macau, China, Taiwan, Korea, Philippines and Thailand etc. will cook up a storm in the most prestigious culinary competition in Hong Kong.



Barista Championship

70+ up-and-coming baristas will show off their techniques, workmanship and aesthetic sense in the internationally-renowned barista championship and latte art championship.



Allworld Open Cup

Contestants from 11 countries and regions will show off their flair bartending moves and shake up tasty creative concoctions to the on-trade audience.



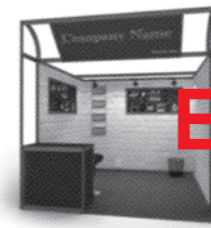
Hong Kong International Wine Challenge

A team of discerning local sommeliers will select the best wine in each grape variety and give recognition to those that suit the Asian palate as well as pairing well with a 10-course Chinese banquet.

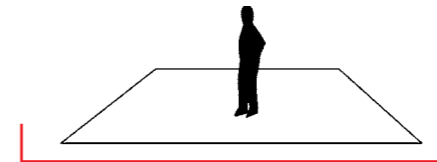


ACE Awards - Asian Catering Equipment Awards

A prestigious accolade bestowed on the innovators who create efficient, cost-effective catering equipment tailored to the Asian market to reduce the negative impact on the planet.



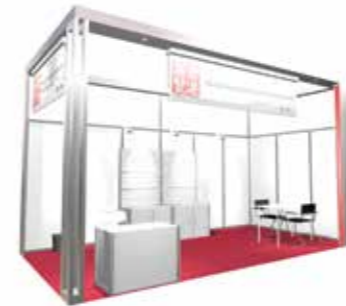
EXHIBITING PACKAGES



Space Only
US\$450/m² (min. 18m²)



Walk-on Package
US\$500/m² (min. 9m²)



A



B



C

Premium Package
US\$540/m² (min. 15m²)



Wine Cellar Package
US\$500/m² (min. 8m²)



Spirits & Liquor Package
US\$500/m² (min. 8m²)



Meat @ HOFEX Package
US\$500/m² (min. 9m²)

*For Wine & Spirits Square exhibitors only

*For meat exhibitors in Hall 5E only

Sponsorship Opportunities

Various Sponsorship Programmes are on offer to enhance your company visibility and networking opportunities, so you can stand out from your competitors and draw more traffic to your exhibiting stand. Sponsorship opportunities include, but not limited to, visitor lanyard, show bag, souvenir, cyber kiosk, VIP lounge and on-site competitions. Just give us a call for more details!