



ASIA'S LEADING
FOOD & HOSPITALITY TRADESHOW
亞洲頂尖國際食品餐飲及酒店設備展
14 - 16 May 2025
Hong Kong Convention & Exhibition Centre
香港會議展覽中心



Premier Coffee & Spirits Fusion Showdown: An Unmissable Journey of Mixology Mastery at HOFEX

頂尖咖啡 X 烈酒調配對決 — 在HOFEX品味創意極限之旅



Hong Kong Coffee in Good Spirits Championship is set to bring HOFEX 2025 to life, serving up the perfect blend of mixology, barista artistry and cutting-edge coffee trends.

香港咖啡調酒大賽將於HOFEX 2025 重磅回歸，呈獻調酒與咖啡藝術的極致結合。

Watch as bartenders and baristas go head-to-head, crafting innovative coffee cocktails that display exceptional skills, creativity and passion. Winners will have the opportunity to represent Hong Kong on the global stage, taking their craft to a wider audience. **Join us to discover rising stars in coffee mixology, connect with experts, and get a sneak peek into what's coming next in the beverage world!**



業界精英將在競賽中大展身手，展示精湛的咖啡調酒技巧與創新理念，帶來驚艷全場的咖啡雞尾酒創作。優勝者將有機會代表香港出戰國際賽，為香港咖啡文化加冕。**立即登記參觀，拓展聯商網絡，掌握飲品界最新動向，見證下一位咖啡調酒之星的誕生！**

Register for 登記參觀
HOFEX

Calling for Sponsors 贊助召集

Bespoke sponsorship opportunities await at our all-time favourite event - contact us to discuss the full package!

贊助HOFEX最受矚目的餐飲界賽事，獲取量身訂製的宣傳方案！

**Become a sponsor to enjoy
成為贊助商，助您**

Direct Access to Key Decision-Makers 接觸採購決策者

Position your brand in front of a highly engaged and discerning audience, from café owners and operators, baristas, suppliers and distributors to media and influencers, all eager to discover the latest trends and products.

與行業領袖的精彩商務交流，向最具影響力及購買力的目標群體展示品牌，包括咖啡店老闆、咖啡師、供應商、分銷商及媒體。一起引領咖啡界的未來！

Effective Product Showcase 產品有效曝光



Display your equipment in action, used by top-tier baristas during the competition. This hands-on demonstration will highlight the quality and performance of your products, positioning your brand as a trusted choice in the industry.

頂尖咖啡師將在比賽中親自使用您贊助的產品，即場展示其卓越品質與性能，助您將品牌打造成業界信賴之選。

Exclusive Market Insights 獲取市場新知

Have first-hand access to the latest coffee trends, innovative products, and evolving customer preferences, offering key insights to inform your business strategy, product development and marketing efforts.

深入了解最新咖啡趨勢、市場動態及瞬息萬變的顧客偏好，幫助您優化業務策略、產品開發和行銷規劃。

Sponsor us for HKCIGS to amplify your brand's reach and pioneer growth in the coffee industry!
誠邀贊助HKCIGS，拓展品牌影響力，掌握咖啡行業無限商機！

We welcome all forms of sponsors,
contact us for details :
歡迎任何產品或形式贊助，詳情請與我們聯絡:
✉ exhibit@hofex.com
☎ +852 3709 4981

Organiser 主辦機構
HKSCA
HONG KONG SPECIALTY COFFEE ASSOCIATION

Register for 登記參觀
HOFEX

Be part of the Thriving Coffee Community 不容錯過的咖啡盛會

HOFEX has a long-standing history as a premier coffee event, with a dedicated coffee sector attracting coffee professionals from around the world each edition. **Register now to discover innovative products, experience world-class coffee competitions, and build invaluable partnerships that will connect you to the regional coffee network!**

HOFEX 咖啡專區在業界享有盛譽，每屆吸引來自全球咖啡專業人士參與。**立即登記，採購創新產品，參與世界級咖啡競賽，拓展您的區域商業網絡！**

Organiser:



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