

A stylized graphic of a plant. The main body is a large, rounded shape composed of several overlapping segments in shades of green, yellow, and blue. A thick, blue stem rises from the center, topped with a single, large, green leaf that has a white outline. To the right, a smaller, green leaf is visible. The entire graphic is set against a white background.

HOFEX



14 - 16 May 2025

Organiser:

informa
markets




 HOFEX 



POWERING UP Global F&B Communities

Landing in Hong Kong, the culinary capital of Asia and the crucial gateway to the Greater Bay Area of China from 14 to 16 May 2025, HOFEX – Asia's Leading Food and Hospitality Tradeshow will reconnect global and regional F&B professionals by bringing a dazzling array of flavours, cutting-edge technologies, and novel culinary concepts all in one, convivial place. Featuring wide-ranging sectors and expert-led onsite events, the exhibition is the perfect stage for industry players from near and far to stay ahead of the curve in the reviving global market.

2023 Overview



Exhibitor

40,000m²
Exhibiting Area

27
Countries & Regions

1,600+
Exhibitors & Brands



Visitor

30,823
Visitors

64
Countries & Regions

60%
Decision Makers

All-inclusive Product Showcase



Bakery & Confectionery



Food & Drinks



Food Packaging



Hospitality
Technology



Kitchen Equipment &
Catering Supplies



National
Pavilions



Specialty Coffee
& Tea



Tableware &
Hospitality Supplies



ProWine Hong Kong
@ HOFEX



Hear from our Exhibitors!

"The show's atmosphere and quality of buyers never ceases to disappoint me! I was thrilled to reach so many critical decision makers and had really serious talks on future collaborations!"

Ms Paulin Yeung
Senior Brand Manager
Nestlé Professional Hong Kong and Macau

"We've been looking for ways to reconnect with regional buyers ever since the pandemic and we're happy to meet so many target buyers from Hong Kong and the Mainland China this year. It's a good sign for us to expand further."

Cyrus Chan
Managing Director
Ping Shan Foods Co., LTD

Hear from our Visitors!

"This year's HOFEX offered an unrivalled product showcase – pulling together the best from each F&B and hospitality category. I would like to praise the way HOFEX categorises suppliers based on sectors and countries. I could easily locate what I was looking for in the large exhibition hall."

Mr Billy Yip
Senior Manager
Wynn Macau | Wynn Palace

"I'm surprised by how packed the show is! I've met so many old friends and new industry peers, sharing past practices and latest market insights to achieve win-win. We highly recommend HOFEX to all F&B & hospitality practitioners and we look forward to what HOFEX will bring next year!"

Mr Yuen Kwok Hing
Chef
The Hong Kong Jockey Club

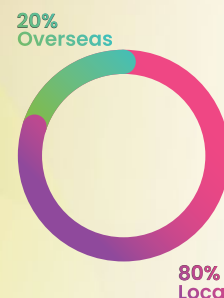
Key Visiting Companies

- AEON STORE (HONG KONG) CO LTD
- BLACK SHEEP RESTAURANTS
- CAFÉ DE CORAL GROUP LTD
- CITY SUPER LTD
- COMPASS GROUP HK LTD
- DFI RETAIL GROUP
- FAIRWOOD HOLDINGS LTD
- FOUR SEASON HOTEL HONG KONG
- GRAND HYATT HONG KONG
- HILTON WORLDWIDE
- HKTMALL
- MAXIM'S CATERERS LIMITED
- MOHD CHAN GROUP
- MELCO RESORTS & ENTERTAINMENT
- NINA HOSPITALITY
- PARKNSHOP (HK) LTD
- PASTRY WORLD SDN BHD
- PIRATA GROUP
- RESORTS WORLD CRUISES
- SINO HOTELS
- SWIRE HOTELS
- THE VENETIAN MACAO
- WYNN MACAU
- YATA LIMITED

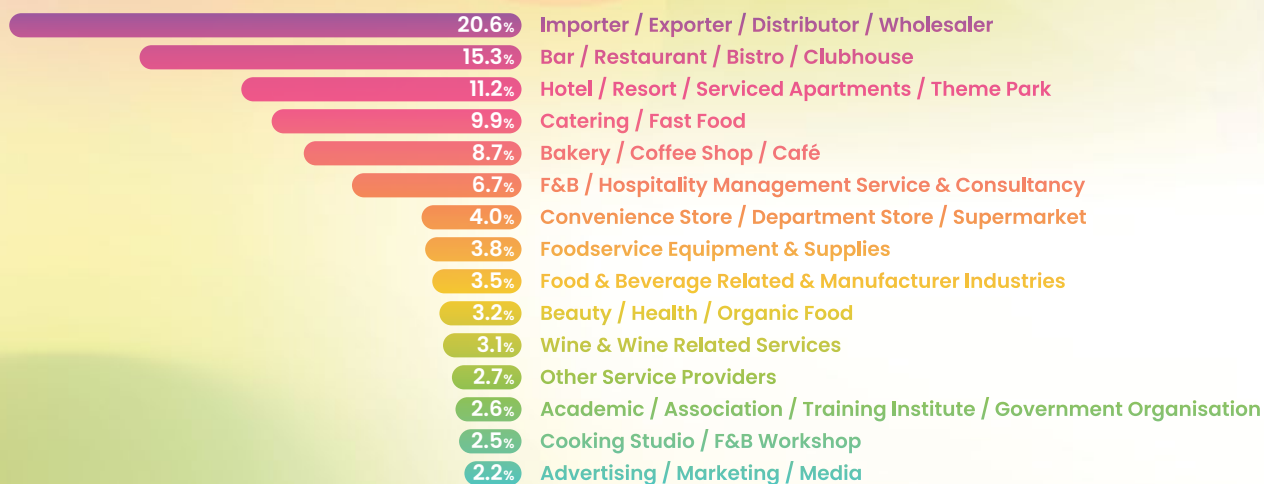
and more...

Top Visiting Countries / Regions

- Hong Kong S.A.R.
- Mainland China
- Macau S.A.R.
- Taiwan (China)
- Malaysia
- Singapore
- Philippines
- South Korea
- Australia
- Thailand



Business Nature Breakdown



Promotional Channels



Strong Association and Industry Support

Strong support from local and regional associations.



Website

An essential orientation tool that enables current and potential customers to browse through your company, products and booth location prior to their visit.



Direct Mailing

A series of promotional materials will be sent to over 40,000 international and regional buyers.



Trade Magazine, Newspaper and Online Media

Leverage our industry connections to gain extra exposure in a wide range of overseas and regional F&B media coverage.



Social Media

Visitors can get hold of the latest market news and event details on our social media platforms.



E-newsletter

With more than 35 issues sent throughout the year, our show e-newsletters reach over 75,000 subscribers.



VIP Nomination

VIP/Visitor invitation letter will be sent automatically to potential buyers nominated by exhibitors.



Telemarketing

Our professional telemarketing team keeps close contact with prospects to deliver show information.



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. The programme offers a wide range of benefits that may include:

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

Jam-packed Inspirational Events

Strike up lucrative relationships with like-minded industry peers, present your unique perspectives and get tangible takeaways through our series of competitions, live demonstrations, masterclasses, seminars and more!



14-16 May 2025

Hong Kong Convention & Exhibition Centre

SEE YOU AGAIN



Hong Kong International Culinary Classic



Coffee Competition



Cocktail Challenge



ProWine Hong Kong Wine Forum

and more...

Exhibiting Packages



Space Only

US\$535/m² (min. 18 m²)



Walk-on Package

US\$590/ m² (min. 9m²)



Premium Package

US\$630/m² (min. 18m²)

Organiser:



**informa
markets**

Informa Markets

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