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For Immediate Release

HOFEX and ProWine Hong Kong @ HOFEX 2025 Opens with Strong International Presence

[14 May 2025, Hong Kong] **HOFEX** – **Asia's Leading Food and Hospitality Tradeshow** and **ProWine Hong Kong @ HOFEX** opens its doors today at Hong Kong Convention and Exhibition Centre, marking a powerful start to three days of industry innovation, networking, and business opportunities. The three-day event spans an impressive 45,000 square meters of exhibition space, featuring over 2,000 exhibitors and brands companies from more than 28 countries and regions, expected to welcome over 24,000 professional visitors from Hong Kong and around the world.

The event's grand opening ceremony was graced by the Honourable Mr Paul Chan Mo-Po, GBM, GBS, MH, JP, Financial Secretary of the Government of the Hong Kong Special Administrative Region as the Guest of Honour. In a pre-recorded video message, Dr Peter Lam Kin-ngok, GBM, GBS, Chairman of Hong Kong Tourism Board, extended his warm greetings to the audience, highlighting the significance of this premier industry gathering. Joining him on stage were Ms Margaret Ma Connolly, President & CEO of Asia, Informa Markets; Ms Evian Gu, General Manager, Messe Düsseldorf China; Mr Dane Cheng, Executive Director, Hong Kong Tourism Board; Mr Arnold Lau, Associate Director-General, Invest Hong Kong and Mr Alex Wu, 1st Vice Chairman, Hong Kong Hotels Association. The ceremony brought together prominent figures from F&B associations, industry leaders, and professionals, collectively celebrating the industry's reunion while exploring new business opportunities and future innovations.

"This year marks the 38th edition of HOFEX, reflecting the strong and enduring partnership we have built with the food and hospitality industries. Throughout the years, we have stood side by side with industry professionals — offering a platform that connects people, drives innovation, and supports business growth across Asia and beyond." says Ms Margaret Ma Connolly, President & CEO of Asia, Informa Markets — Organiser of HOFEX and ProWine Hong Kong @HOFEX.

Demonstrating its strong international presence, the event showcases over 25 national and regional pavilions, including Australia, Canada, China, Italy, Japan, Korea, Macao, Malaysia, Republic of Ireland, Singapore, Spain, Taiwan (China), Thailand, UK, USA, Uzbekistan and others across HOFEX and ProWine Hong Kong @ HOFEX exhibition halls. This diverse representation underscores the global essence of HOFEX, making it an unmissable opportunity for industry professionals to connect, collaborate, and drive the future of the food and hospitality sectors.

Celebrating Culinary and Coffee Excellence Through World-Class Competitions

HOFEX 2025 solidifies its status as Asia's premier culinary platform with an impressive lineup of competitions. The highlight, **Hong Kong International Culinary Classic (HKICC) 2025**, features over 500 talented chefs competing in four categories: Chinese Cuisine, Western Cuisine, Pastry, and the new Meat Challenge, showcasing exceptional culinary mastery. Additionally, two prestigious coffee championships — CP-Meiji Speed Coffee Art Championship 2025 — Hong Kong Episode and Hong Kong Coffee in Good Spirits Championship 2025 — test baristas' skills, with winners earning the honour of representing Hong Kong





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internationally. These events reflect HOFEX's commitment to nurturing talent and elevating industry standards in both culinary and beverage sectors.

Exclusive Masterclasses and Expert Sessions

In addition to HOFEX's world-class competitions and dynamic exhibitor showcase, this edition of HOFEX features an exceptional lineup of masterclasses led by industry leaders, providing unique insights into global trends. Ringo Chan, Executive Pastry Chef at Four Seasons Hotel Hong Kong, will explore Dubai's chocolate phenomenon. Complementing the sweet offerings, craft beer expert Warren Yu will present two innovative pairing sessions: one combining craft beer with traditional Hong Kong street food, and the other pairing premium craft beers with caviar. These masterclasses highlight HOFEX's commitment to delivering cutting-edge content that merges traditional craftsmanship with contemporary trends, offering attendees practical knowledge for their businesses.

Sustainability and Industry Insights

With its commitment to reinforces sustainability and industry development through a comprehensive program of educational sessions, at HOFEX Insight, GREEN Hospitality's Founder and Executive Director Lucia Loposova will lead an interactive workshop focused on practical food waste reduction strategies, providing hospitality professionals with actionable solutions for sustainable practices. Additionally, Casper Tsui, Executive Director of The Federation of Hong Kong Hotel Owners, will deliver an insightful keynote addressing emerging hospitality trends and their implications for the industry. These sessions highlight HOFEX's role as a catalyst for industry transformation and sustainable development.

Industry Excellence Takes Centre Stage with Prestigious F&B Awards

Excellence in the beverage industry takes centre stage at HOFEX 2025 through a series of prestigious awards celebrating the region's finest talents and establishments. Hong Kong International Beer Awards continues its tradition of recognizing exceptional craftsmanship and innovation among regional brewers, highlighting the growing sophistication of Asia's craft beer scene. Adding to the celebrations, the 2025 Hong Kong & Macau TOP 10 Bar Awards & TOP 10 Young Bartender Awards acknowledge the most outstanding establishments that have shaped the region's vibrant nightlife, cocktail culture, as well as the next generation of mixology talent, celebrating emerging professionals who are pushing creative boundaries and elevating the art of cocktail crafting.

ProWine Hong Kong: Where Global Wine Culture Meets Asian Market

ProWine Hong Kong @ HOFEX emerges as a premier destination for wine and spirits professionals, featuring an impressive showcase of eight distinguished country and regional pavilions. From the renowned vineyards of China, France, Portugal, Spain, Germany, and Italy to the emerging wine regions of New South Wales, Australia, the exhibition offers an unparalleled opportunity to explore global wine diversity. Adding to the international flair, the event welcomes new spirits exhibitors from diverse markets including China, Ireland, Mexico, the Netherlands, Romania, Singapore, Slovakia, and Ukraine, creating a truly global marketplace for beverage professionals. The educational cornerstone of the event, **ProWine Hong Kong Wine Forum**, presents an extensive program of 20 carefully curated sessions, headlined by three distinguished Masters of Wine - **Xing Wei MW**, **Dr Jackie Ang MW**, and **Patrick Schmitt MW** - alongside other industry experts. Notably, **Carlito Chiu, winner of the MICHELIN Guide Hong Kong & Macau 2025**





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Sommelier Award and Wine Director of Andō, JIA Group, will also join as one of the expert speakers at the forum. This comprehensive educational platform delivers cutting-edge insights and expert knowledge, specifically designed to meet the sophisticated needs of professional buyers and industry stakeholders, reinforcing ProWine Hong Kong's position as a vital hub for wine education and business development in Asia.

The show is open to trade professionals and media only and visitors must be aged 18 or above.

For Day 1 event photos, please visit: https://bit.ly/43qDHKO

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About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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即時發佈

HOFEX 及 國際葡萄酒與烈酒貿易展覽會@HOFEX 2025 強大國際陣容盛大開幕

[2025年5月14日·香港] 亞洲頂尖國際食品餐飲及酒店設備展 HOFEX 及國際葡萄酒與烈酒貿易展覽會 ProWine Hong Kong @ HOFEX 今天於香港會議展覽中心隆重開幕,為一連三天的行業創新、交流及商機的揭開序幕。展會面積佔地 45,000 平方米,匯聚來自逾 28 個國家及地區超過 2,000 家參展商及品牌,預計將吸引超過 24,000 名來自香港及世界各地的專業觀眾。

開幕典禮邀請了香港特別行政區政府財政司司長陳茂波先生,大紫荊勳賢,GBS,MH,JP擔任主禮嘉賓。香港旅遊發展局主席林建岳博士,大紫荊勳賢,GBS 透過預錄影片向在場觀眾致以親切問候,強調了這項行業盛會的重要性。出席典禮的貴賓包括亞洲英富曼會展有限公司(Informa Markets)亞洲區總裁兼首席執行官馬穎女士、杜塞爾多夫展覽(中國)有限公司總經理顧燕女士、香港旅遊發展局總幹事程鼎一先生、投資推廣署助理署長劉智元先生及香港酒店業協會第一副主席胡瑞麟先生。開幕典禮匯聚了餐飲業協會的重要人物、行業領袖及專業人士,共同慶祝業界的重聚,探索新商機及未來創新發展。

HOFEX 及國際葡萄酒與烈酒貿易展覽會@HOFEX 主辦機構亞洲英富曼會展有限公司 (Informa Markets) 亞洲區總裁兼首席執行官馬穎女士表示:「今年是 HOFEX 的第 38屆,體現了我們與餐飲及酒店行業建立的深厚夥伴關係。多年來,我們一直與業界專業人士並肩同行,提供一個連接人脈、推動創新及支持亞洲及其他地區業務發展的平台。」

今屆 HOFEX 及國際葡萄酒與烈酒貿易展覽會@HOFEX 設有超過 25 個國家及地區展團,包括澳洲、加拿大、中國、意大利、日本、韓國、澳門、馬來西亞、愛爾蘭共和國、新加坡、西班牙、中國台灣、泰國、英國、美國及烏茲別克。HOFEX 的多元化參展陣容突顯了展會的國際性和影響力,為業界人士提供一個交流、合作及推動餐飲酒店業未來發展的寶貴機遇。

世界級賽事提升烹飪及咖啡卓越成就

HOFEX 2025 透過一系列精彩賽事,鞏固其作為亞洲頂尖烹飪平台的地位。其中最矚目的**香港國際美食大獎(HKICC)2025** 吸引超過 500 名優秀廚師參與四個組別的比賽:中式烹調、西式烹調、糕點技藝及全新的肉類挑戰賽,測試廚師們的烹飪技藝。此外,兩項享負盛名的咖啡錦標賽——CP-Meiji Speed Coffee Art Championship 2025 – Hong Kong Episode 及香港咖啡調酒大賽2025,考驗咖啡師的技藝,優勝者將有機會代表香港參加國際賽事。這些活動體現了 HOFEX 致





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力培育人才及提升烹飪及飲品行業水平的承諾。

獨家大師班和專家論壇

除了世界級比賽及展商展示外,此屆 HOFEX 還特別安排了由行業領袖主持的大師班,分享全球趨勢見解。**香港四季酒店行政餅房主廚陳永雄**將探討杜拜朱古力的興起。啤酒專家 Warren Yu 將主持兩場創新配對環節:一場將精釀啤酒與傳統香港街頭小食配對,另一場則將優質精釀啤酒與魚子醬配對。這些大師班突顯了 HOFEX 致力提供結合傳統工藝與當代趨勢的前沿內容,為專業買家提供實用的業務知識。

可持續發展及行業洞察

HOFEX 致力透過全面的內容,致力加強可持續發展及行業發展。在 HOFEX Insight 環節中,GREEN Hospitality 創辦人兼執行董事 Lucia Loposova 將主持互動工作坊,重點介紹實用的食物浪費減少策略,為餐飲酒店業的從業員提供可持續發展的實踐方案。此外,香港酒店業主聯會執行總幹事徐英偉將發表主題演講,探討新興酒店業趨勢及其對行業的影響。這些環節凸顯了HOFEX 作為推動行業轉型及可持續發展的角色。

餐飲業界盛典 見證卓越成就綻放

今屆展會透過一系列業界大獎,表彰區內最優秀的人才及機構,展現飲品行業的卓越成就。香港國際啤酒大獎延續其傳統,表揚區內啤酒商的卓越工藝及創新,突顯亞洲精釀啤酒業日益成熟。 此外,2025 香港及澳門十大酒吧大獎 & 十大青年調酒師大獎表彰塑造區內充滿活力的夜生活及雞 尾酒文化的傑出機構,同時表揚推動創意界限及提升調酒藝術的新一代調酒人才。

ProWine Hong Kong:全球美酒文化與亞洲市場交匯

作為葡萄酒和烈酒專業人員的首要目的地·ProWine Hong Kong @ HOFEX 展示了八個傑出的國家和地區展團。從中國、法國、葡萄牙、西班牙、德國和意大利的著名酒莊到澳大利亞新南威爾士州的新興葡萄酒產區,展覽提供了探索全球葡萄酒多樣性的無與倫比的機會。為增添國際色彩,活動還歡迎來自中國、愛爾蘭、墨西哥、荷蘭、羅馬尼亞、新加坡、斯洛伐克和烏克蘭等多個市場的新烈酒展商,為飲品專業人士創造了一個真正的全球市場。作為活動的另一焦點·ProWine Hong Kong 葡萄酒論壇提供了 20 場精心策劃的會議,主講嘉賓包括三位傑出的葡萄酒大師——邢威 MW、Dr Jackie Ang MW 和 Patrick Schmitt MW,還有其他行業專家。除此以外,2025 年度香港及澳門米芝蓮指南侍酒師大獎得獎者 Carlito Chiu,將成為專家講師之一,參與論壇。這一綜合教育平台提供前沿見解和專業知識,專門設計以滿足專業買家和行業利益相關者的需求,強化 ProWine Hong Kong 作為亞洲葡萄酒教育和商業發展的重要樞紐的地位。





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展覽只開放予業界人士和媒體參觀·參觀者必須年滿 18 歲。 欲回顧首日展覽照片·請瀏覽:https://bit.ly/43qDHKO

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關於亞洲英富曼會展有限公司

亞洲英富曼會展有限公司 (Informa Markets) 旨在為各行各業和專業市場,提供交易、創新和發展平台。業務包括 550 多個國際 B2B 活動和品牌,涵蓋多個領域,包括醫療、保健與製藥,基礎設施,建築及房地產,時尚服飾,酒店、食品與飲料,以及健康與營養等。通過舉辦面對面會展,提供專業數據和可執行數據解決方案,為全球客戶和合作夥伴提供參與、體驗和達成交易的機會。作為全球領先的會展主辦方,我們為各種各樣的貿易行業注入發展動力,釋放機遇 ,為其蓬勃發展助一臂之力。欲了解更多信息,請瀏覽 www.informamarkets.com。

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即时发布

HOFEX 及 國際葡萄酒與烈酒貿易展覽會@HOFEX 2025 强大国际阵容盛大开幕

[2025年5月14日·香港] 亚洲顶尖国际食品餐饮及酒店设备展 HOFEX 及国际葡萄酒与烈酒贸易展览会 ProWine Hong Kong @ HOFEX 今天于香港会议展览中心隆重开幕,为一连三天的行业创新、交流及商机的揭开序幕。 展会面积占地 45,000 平方米·汇聚来自逾 28 个国家及地区超过2,000 家参展商及品牌,预计将吸引超过24,000 名来自香港及世界各地的专业观众。

开幕典礼邀请了香港特别行政区政府财政司司长陈茂波先生,大紫荆勋贤,GBS·MH,JP 担任主礼嘉宾。 香港旅游发展局主席林建岳博士,大紫荆勋贤,GBS 透过预录影片向在场观众致以亲切问候,强调了这项行业盛会的重要性。 出席典礼的贵宾包括亚洲英富曼会展有限公司(Informa Markets)亚洲区总裁兼首席执行官马颖女士、杜塞尔多夫展览(中国)有限公司总经理顾燕女士、香港旅游发展局总干事程鼎一先生、投资推广署助理署长刘智元先生及香港酒店业协会第一副主席胡瑞麟先生。 开幕典礼汇聚了餐饮业协会的重要人物、行业领袖及专业人士,共同庆祝业界的重聚,探索新商机及未来创新发展。

HOFEX 及国际葡萄酒与烈酒贸易展览会@HOFEX 主办机构亚洲英富曼会展有限公司(Informa Markets) 亚洲区总裁兼首席执行官马颖女士表示:「今年是 HOFEX 的第 38届,体现了我们与餐饮及酒店行业建立的深厚伙伴关系。 多年来,我们一直与业界专业人士并肩同行,提供一个连接人脉、推动创新及支持亚洲及其他地区业务发展的平台。」

今届 HOFEX 及国际葡萄酒与烈酒贸易展览会@HOFEX 设有超过 25 个国家及地区展团,包括澳洲、加拿大、中国、意大利、日本、韩国、澳门、马来西亚、爱尔兰共和国、新加坡、西班牙、中国台湾、泰国、英国、美国及乌兹别克斯坦。 HOFEX 的多元化参展阵容突显了展会的国际性和影响力,为业界人士提供一个交流、合作及推动餐饮酒店业未来发展的宝贵机遇。

世界級賽事提升烹飪及咖啡卓越成就

HOFEX 2025 通过一系列精彩赛事·巩固其作为亚洲顶尖烹饪平台的地位。 其中最瞩目的香港国际美食大奖(HKICC) 2025 吸引超过 500 名优秀厨师参与四个组别的比赛:中式烹调、西式烹调、糕点技艺及全新的肉类挑战赛·测试厨师们的烹饪技艺。 此外·两项享负盛名的咖啡锦标赛—— CP-Meiji Speed Coffee Art Championship 2025 – Hong Kong Episode 及香港咖啡调酒大





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赛 2025·考验咖啡师的技艺·优胜者将有机会代表香港参加国际赛事。 这些活动体现了 HOFEX 致力培育人才及提升烹饪及饮品行业水平的承诺。

独家大师班和专家论坛

除了世界级比赛及展商展示外,此届 HOFEX 还特别安排了由行业领袖主持的大师班,分享全球趋势见解。香港四季酒店行政饼房主厨陈永雄将探讨迪拜朱古力的兴起。 啤酒专家 Warren Yu 将主持两场创新配对环节:一场将精酿啤酒与传统香港街头小食配对,另一场则将优质精酿啤酒与鱼子酱配对。 这些大师班突显了 HOFEX 致力提供结合传统工艺与当代趋势的前沿内容,为专业买家提供实用的业务知识。

可持续发展及行业洞察

HOFEX 致力透过全面的内容,致力加强可持续发展及行业发展。 在 HOFEX Insight 环节中,GREEN Hospitality 创办人兼执行董事 Lucia Loposova 将主持互动工作坊,重点介绍实用的食物 浪费减少策略,为餐饮酒店业的从业员提供可持续发展的实践方案。 此外,香港酒店业主联会执行总干事徐英伟将发表主题演讲,探讨新兴酒店业趋势及其对行业的影响。 这些环节凸显了 HOFEX 作为推动行业转型及可持续发展的角色。

餐饮业界盛典 见证卓越成就绽放

今届展会透过一系列业界大奖,表彰区内最优秀的人才及机构,展现饮品行业的卓越成就。 香港国际啤酒大奖延续其传统,表扬区内啤酒商的卓越工艺及创新,突显亚洲精酿啤酒业日益成熟。此外,2025 香港及澳门十大酒吧大奖 &十大青年调酒师大奖表彰塑造区内充满活力的夜生活及鸡尾酒文化的杰出机构,同时表扬推动创意界限及提升调酒艺术的新一代调酒人才。

ProWine Hong Kong:全球美酒文化与亚洲市场交汇

作为葡萄酒和烈酒专业人员的首要目的地·ProWine Hong Kong @ HOFEX 展示了八个杰出的国家和地区展团。 从中国、法国、葡萄牙、西班牙、德国和意大利的著名酒庄到澳大利亚新南威尔士州的新兴葡萄酒产区,展览提供了探索全球葡萄酒多样性的无与伦比的机会。 为增添国际色彩·活动还欢迎来自中国、爱尔兰、墨西哥、荷兰、罗马尼亚、新加坡、斯洛伐克和乌克兰等多个市场的新烈酒展商·为饮品专业人士创造了一个真正的全球市场。 作为活动的另一焦点,ProWine Hong Kong 葡萄酒论坛提供了 20 场精心策划的会议,主讲嘉宾包括三位杰出的葡萄酒大师——邢威 MW、Dr Jackie Ang MW 和 Patrick Schmitt MW,还有其他行业专家。除此以外,2025 年度香港及澳门米芝莲指南侍酒师大奖得奖者 Carlito Chiu,将成为专家讲师之一,参与论坛。 这一综合教育平台提供前沿见解和专业知识,专门设计以满足专业买家和行业利益相关者的需求,强化 ProWine Hong Kong 作为亚洲葡萄酒教育和商业发展的重要枢纽的地位。





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