



Lead Capture: New Restaurants & Hotels Sprouting Up 【開發客戶】聚焦新開業餐廳酒店

Amid waves of restrictions and closures under COVID-19, Hong Kong's dining scene has proved its resilience and adaptability. According to data from the Food and Environmental Hygiene Department, around 2,700 restaurants have opened since January 2021, reaching 16,492 as of May 1.

香港餐飲業在限聚令和強制停業雙重打擊下仍屹立不倒。根據食物環境衛生署的數據，自2021年1月以來約有2,700家餐廳開張，截至5月1日餐廳數目已達16,492，可見其彈性和高適應力。



Luxury and boutique hotels are also opening at a surprising rate. According to Hong Kong Tourism Board Figures, there are 23 confirmed hotel projects from 2020 September onwards.

大型及精品酒店數目亦有增無減。香港旅遊發展局數據顯示，2020年9月起已有23個確認的酒店發展項目。

WHY and HOW? 市場潛力龐大



Lower Rent 租金下降

Restaurateurs are trying to capitalise on the reduced rent, which steadily decreased between Q2 2019 to Q4 2020
租金於2019年第二季度至2020年第四季度之間穩步下降，減少餐廳營運成本



High Consumer Spending 高人均消費

A survey by Mastercard showed that Hong Kong diners are the biggest spenders on food in the Asia Pacific Region
萬事達卡的一項調查顯示，香港食客是亞太地區最大的食品消費群體



Thriving Food Delivery Industry 外賣行業發展迅速

Food delivery industry brought in \$8b revenue for partner restaurants and created 48,000 jobs in Hong Kong
外賣行業為合作餐廳帶來了80億美元的收入，並在香港創造了48,000個工作崗位

F&B Demand Remains HUGE, grasp it!
機不可失，立即參展！

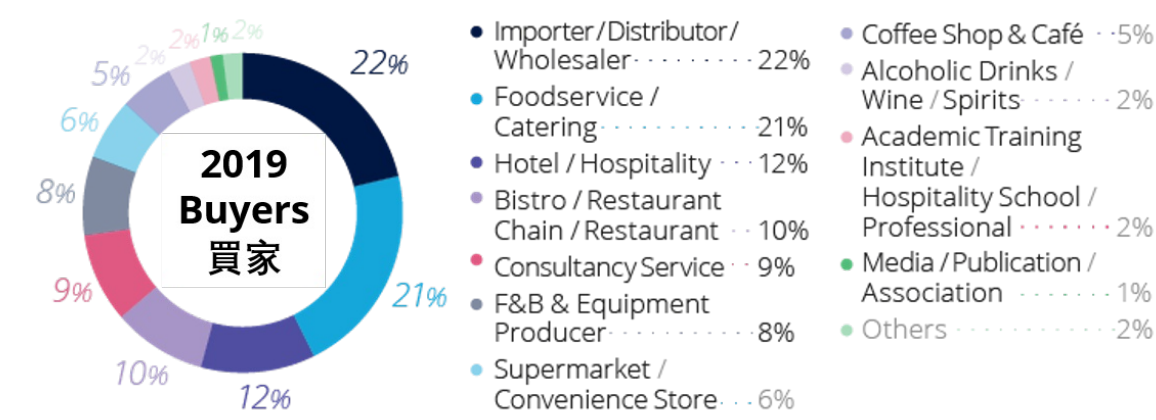
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The Get-together of F&B Buyers 雲集目標餐飲買家

By exhibiting at HOFEX 2021, not only can you come across old friends from the industry, you can also meet energetic restaurateurs and hoteliers hurrying to source for their new businesses!



成為HOFEX 2021參展商，你不僅能與相熟的餐飲同業敘舊，更可開發大量剛剛步入市場，潛力龐大的新客戶！



Reserve your space with us! 立即預訂展位

6 - 8 / 7 / 2021 | Online 線上平台
7 - 9 / 9 / 2021 | HKCEC 香港會展

Eligible Hong Kong exhibitors may apply for the SME Export Marketing Fund to save up to 50% exhibiting costs! The eligibility criteria has been relaxed to cover **online exhibitions and non-SMEs**, for a period of 2 years.

合資格香港展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！申請資格現已放寬，涵蓋線上展覽及非中小企業，為期2年。

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