



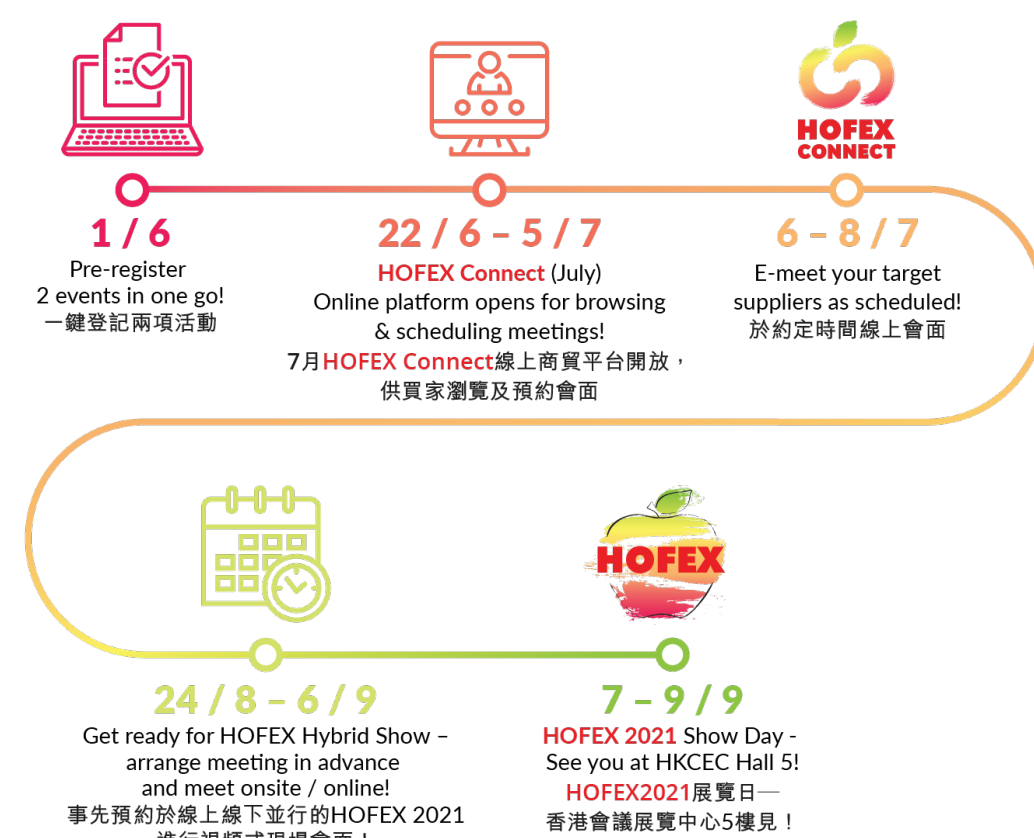
Platform OPENS Today! 線上平台今天啓用

HOFEX Connect platform Opens Today! Registered buyer can now log in to the platform to browse the exhibitor list and send meeting invitations to 100+ potential business partners! Register NOW and watch out for an activation link which will be sent to your mailbox, click the link to start scheduling meetings!

HOFEX Connect線上平台正式啓用！已登記買家可登入HOFEX Connect線上平台瀏覽參展商名單，向超過100名潛在合作夥伴發送會面邀請！成功登記後，啓動帳戶的連結將發送至你的郵箱，點擊連結即可進入平台預約會面！立即行動！

[Download Buyer's Platform User Guide](#)
下載買家平台使用指南

[Click to Connect 立即參與](#)



F&B Demand Remains HUGE 餐飲市場潛力龐大

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? 發展因素



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

We help you stay at the forefront 我們助你保持競爭力

HOFEX Connect exhibitors are here to provide top-notch F&B products to help you move forward with confidence! Platform is now open for meeting scheduling, remember to check your mailbox for the activation link!

HOFEX Connect 參展商已就位，為你提供源源不斷的優質餐飲產品，助新舊企業完善業務！平台現已開放予買家預約會面，記得檢查郵箱，點擊啓動連結！



[Click to Connect 立即參與](#)

[Event Details 活動詳情](#)

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