



# ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

7-9 SEP 2021 | HKCEC



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Hong Kong – 3 September 2021  
[For Immediate Release]

## HOFEX, ProWine Hong Kong @ HOFEX, Retail Asia Conference Expo and Natural & Organic Asia are back and bustling

*Four major B2B exhibitions will return to Hong Kong - the heart of Asia - concurrently in September 2021 to offer unparalleled sourcing and networking opportunities*

HOFEX, ProWine Hong Kong @ HOFEX, Retail Asia Conference Expo and Natural & Organic Asia, taking place concurrently from 7 to 9 September 2021 at the Hong Kong Convention & Exhibition Centre (HKCEC), are set to energise the global F&B, Retail and Natural Products industries and open up a full range of business opportunities following one of the most challenging years the industries have faced. As the first and only B2B exhibitions returning to Hong Kong this year, the shows will buckle down to bring the best products, latest trends and invaluable insights to fulfil the needs of all industry professionals.

To herald the beginning of the three-day expo, there will be an opening ceremony on 7 September, officiated by the Honourable Mr Paul Chan Mo-Po, GBM, GBS, MH, JP Financial Secretary of the HKSAR Government, and other key industry partners, such as Hong Kong Tourism Board, Invest HK, and more. Key figures spanning various industries will unite on the show floor to celebrate, connect and catch up on market trends, joining hands to innovate for the future.

### A New Hybrid Experience

Given the ongoing travel restrictions, to ensure overseas professionals capture new business opportunities from afar, HOFEX, ProWine Hong Kong @ HOFEX and Natural & Organic Asia will be conducted in hybrid format for the first time, combining online business matchmaking and the physical tradeshow to offer a seamless online-to-offline visiting experience. In addition to online sourcing and networking, participants can watch live streams of selected events and replay them anytime, anywhere, using any device!

### HOFEX – Asia's Leading Food & Hospitality Tradeshow

HOFEX 2021 will take visitors on yet another extraordinary F&B journey while offering a world stage for product innovations. This year, over 1,000 international brands and 10+ country and regional pavilions such as Denmark, Italy, Japan, Malaysia, Scotland, South Korea, TAITRA, United Kingdom, USA, and more, will bring the most comprehensive selection of Food & Drinks, Hospitality Equipment & Supplies products directly to 30,000+ regional industry players.

### Feast your Eyes on Fascinating Events

#### [Hong Kong International Culinary Classic @ HOFEX](#)

As the flagship event of HOFEX, Hong Kong International Culinary Classic (HKICC) will see over 300+ chefs, cooks, pastry chefs and apprentices honing their culinary skills at this esteemed competition. Endorsed by World Association of Chef Societies (WACS) and co-organised with the Hong Kong Chefs Associations (HKCA), the competitions include a Live Afternoon Tea Set Competition, Pastry, Chinese & Western Cuisine, which provide a unique chance to mingle with the best chefs in town.

#### [Hong Kong Latte Art Championship & Hong Kong Coffee in Good Spirits Championship 2021](#)

Baristas from across the region will battle it out at a new-to-HOFEX event co-organised with the Hong Kong Specialty Coffee Association (HKSCA) to challenge baristas with a full spectrum of coffee making and serving skills. The competition comes in two parts: Hong Kong Latte Art Championship and Hong Kong Coffee in Good Spirits Championship, highlighting contestants' artistic expression in latte art, as well as coffee mixology skills, and offers a ticket to World Competitions.

#### [Hong Kong Professional Mixologist Challenge 2021](#)

The Hong Kong Professional Mixologist Challenge 2021 aims to promote and support the art of Mixology, attracting an audience including managers from bars, clubs, restaurants, hotels and casinos around the globe. This world-class event offers a fantastic opportunity for contestants to promote and demonstrate their talents with their signature cocktails.

#### [FOODTECH Asia @ HOFEX](#)

HOFEX as the Industry Giant is trendsetting in food technology as a contributor to food sustainability. This brand-new seminar will provide an overview of the food tech market and explore how innovations on alternative protein, cell agriculture and IoT can create a sustainable and efficient food system.

#### [Other Exciting and Educational On-site Events](#)

Other must-see events include The Best of the Best MASTERCHEF Recommendation Restaurant, Hong Kong Best Spirits Awards, Hong Kong Washu Awards, Wine Luxe International Awards and Asia Hospitality and Retail Design Awards, and more. Each event gathers a vast amount of F&B professionals to learn, share and network, creating never-before-seen business opportunities.

#### [ProWine Hong Kong @ HOFEX 2021 – International Trade Fair for Wines & Spirits](#)

Continuing the successful cooperation with food and hospitality, ProWine Hong Kong will continue to be held as part of HOFEX 2021, bringing a diverse assemblage of established wine labels while offering the best practices, credibility and global recognition brought about by Messe Düsseldorf's ProWein- the World's leading international trade fair for wines and spirits. From Bar Equipment & Accessories, Wine, Spirits, Champagne, Whisky, the show covers everything needed to make wine business sizzling.

#### [Uncork New Tips for your Wine Business @ ProWine Hong Kong Wine Forum](#)

The all-time favourite Wine Forum features rounds of seminars and forums, with cutting edge topics and sought-after speakers including Asia's first Master of Wine – Debra Melburg MW and more. Wine professionals are invited to join this fascinating business-focused symposium designed to boost the success of their wine-related businesses.

#### [Natural & Organic Asia - Asia's No. 1 Sourcing Platform for the Natural and Organic Industry](#)

To respond to the global health and wellness trends, Natural & Organic Asia (NOA) will be co-located with HOFEX to bring organic lifestyle to a wider audience and add zest to the city's dynamic F&B scene. As the forerunner in Asia, NOA introduces the best choice of natural and organic food, health, beauty and natural living products to Asia, creating new inspirations and opportunities which make businesses bloom.

#### [Expand Your Natural & Organic Dictionary @ NOA Academy](#)

NOA Academy features industry experts who will share their professional experience and innovative concepts in a range of down-to-earth topics and trends. Highlighted speakers this year include Ms Heidi Yu Spurrel — CEO of Food Made Good HK, Richard Ekkebus — Director of Culinary Operations and Food & Beverage of The Landmark Mandarin Oriental, Ms Joanne Cheung — Vice President of Hong Kong Health Food Association, Ms Harini Perera — Director of V Brands Limited (Sri Lanka Product Specialist), and others.

#### [Retail Asia Conference & Expo – Asia's Retail Innovation Hub](#)

Situated at the forefront of innovative retail solutions, Retail Asia Conference & Expo (RACE) will showcase innovative products and technologies, with a special focus on digital solutions such as e-commerce platforms, online payment systems, security systems and more to equip retailers with the right gears for the new digital normal. Over 600 brands and exhibitors, and more than 6,000 retailers, brands owners, mall operators, hospitality providers will dive into a series of meaningful discussions, networking and entertainment at the three-day expo.

#### [Keep Up with the Next Chapter of Retail @ Retail Asia Conference](#)

As the highlight of RACE, Retail Asia Conference, themed "The New Path of Retail under Post Pandemic", will convene brightest minds in the industry to address the greatest challenges and opportunities the retail industry is facing. Highlighted Speakers include Mr Dane Cheng — Executive Director of Hong Kong Tourism Board, Mr Michael Cheng — Consumer Markets Leader, Asia Pacific, Mainland China and Hong Kong of PwC, Mr CK Chan — Head of Hong Kong and Macau of Tmall Taobao World and more.

#### A Not-to-be-missed Industry Reunion

Organised by the Informa Markets, the world's leading exhibition organiser, HOFEX, ProWine Hong Kong @ HOFEX, Retail Asia Conference Expo and Natural & Organic Asia are committed to providing the best tradeshow experience which caters to the needs of each and every industry professional. With consistently more quality industry buyers visiting over the years, the events have proven their value and uniqueness in their respective industries and will continue to break new ground, starting from the coming September edition!

For more information, please visit our show websites:

HOFEX	<a href="https://hofex.com/">https://hofex.com/</a>
ProWine Hong Kong @ HOFEX	<a href="http://www.prowine-hongkong.com/">http://www.prowine-hongkong.com/</a>
Natural & Organic Asia	<a href="https://www.naturalandorganicasia.com/">https://www.naturalandorganicasia.com/</a>
Retail Asia Conference & Expo	<a href="https://www.retailasiaexpo.com/">https://www.retailasiaexpo.com/</a>

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