



Quarantine-free entry under Hong Kong's "0+3 Scheme"!

香港入境「0+3」免隔離 全球餐飲業線下重聚

Good news! From 26 Sep 2022, Overseas or Taiwan travellers to Hong Kong no longer have to be confined to hotel rooms; only 3 days of medical surveillance is needed. Hong Kong is all set to welcome global professionals, and so is HOFEX! Taking place on 10-12 May 2023 at HKCEC, this year's HOFEX is expected to welcome 1,000+ international brands and 21,000+ professional buyers from your targeted markets! We have waited long enough for this global industry gathering, make sure you don't miss the chance!



好消息！由 2022 年 9 月 26 日起，前往香港的海外或台灣旅客無需強制前往酒店隔離，只需進行三天醫學監察，顯示香港已準備好迎接全球商務旅客，HOFEX 更是蓄勢待發，等待你的到來！下屆 HOFEX 將於 2023 年 5 月 10 日至 12 日假香港會議展覽中心舉行，預計將迎來 1,000 多個國際品牌和 21,000 名專業買家，讓你瞄準目標市場，全速前進！久違的全球餐飲業聚會，你又怎可錯過？

*For updated entry requirement, please click [here](#).



Unbeatable Advantage of Hong Kong's F&B market

香港餐飲市場獨特優勢

Gateway to China and South-east Asia 開拓中國及東南亞市場

Hong Kong's processed food and beverages industry largely centres on re-exports. In 2021, re-exports accounted for over 83% of Hong Kong's total F&B exports, with Mainland China, Taiwan, US, South Korea, Vietnam, etc. as the largest markets.

香港的加工食品和飲料業以轉口為主。2021年，轉口佔香港餐飲食品出口總額的83%以上，其中中國內地、台灣、美國、韓國、越南等為最大市場。

High Acceptance of exotic flavours 進口產品接受度高



Hong Kong is a melting pot for all sorts of cuisines and tastes. By cooperating with local F&B outlets and retailers, many foreign niche brands have won loyalty from foodies and high-end diners and further expanded consumer base by localising their products.

香港飲食文化多元，追求創新口味。許多外國小眾品牌透過與本地餐飲公司和零售商合作，成功擷獲高端食客和美食博客的芳心，隨後更可藉產品本地化來擴大目標受眾。

Growing local F&B demand 本地餐飲需求持續增長



Hong Kong has one of the highest ratios of food establishments in the world, being currently home to 15,500+ F&B outlets. Number of supermarkets and online grocery stores also soars lately, with a rapid rise in specialized country-themed food stores.

香港是世界上餐飲場所比例最高的國家之一，目前擁有超過 15,500 家餐飲店。超市和網上食品零售店的數量也不斷上升，當中不乏以國外地道飲食為主題的商店。

Extensive Brand Promotion 專業推廣

From online digital promotion to offsite event sponsorship, HOFEX provides a wide range of brand marketing solutions to maximise your exhibit investment.

從線上推廣到線下活動贊助，HOFEX 提供一系列品牌宣傳服務，務求為你帶來最佳的展覽投資效益。

Source 資料來源 : click [here](#)



Book your booth to grasp the opportunity

立即參展，把握商機



SME Export Marketing Fund

中小企業市場推廣基金

Eligible Hong Kong exhibitors may apply for the "SME Export Marketing Fund" to save up to 50% exhibiting costs!

合資格的參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

Organiser: Informa Markets



1701-05, 17/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong
+852 3709 4981
exhibit@hofex.com

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