

HOFEX

ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

10-12 MAY 2023 | HKCEC

APAC Foodservice Equipment Market is Making a Leap!

亞太區餐飲設備市場龐潛力無限！



From revitalising kitchen space, optimising operations to implementing new technologies, APAC foodservice equipment market is ambitiously navigating changes triggered by Covid-19. Entering the post-pandemic period, the "0+3" policy and relaxation of group gatherings at restaurants will boost demand for catering service, while automatic, touchless and multi-functional designs will gain significance for safety and hygiene reasons. Want to tap into the profitable market? Showcase what you've got at HOFEX on 10-12 May 2023!

從優化廚房空間、提升營運效率到引進新技術，亞太區餐飲設備市場正積極應對疫情帶來的挑戰。進入後疫情時代，"0+3"入境免隔離政策和餐廳酒吧限聚令放寬將進一步提升餐飲服務需求，而隨著安全意識增加，自動化、無接觸和多功能設計將大規模取代原來的設備。想打入潛力龐大的亞太區市場？立即參展 2023 年 5 月 10日至12日舉行的HOFEX，展示你的優質產品！



The Leading Equipment and Supplies Exhibitors are Back
行業領先的餐飲設備及用品參展商強勢回歸

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A glimpse of the APAC market potential
亞太市場潛力無窮

Remarkable growth in market size 市場規模顯著增長

With a close to 36% revenue share of the global market in 2021, the Asia Pacific foodservice equipment market will continue to expand and is expected to grow at the CAGR of 7.8% from 2022 to 2030.

2021年亞太區餐飲設備市場佔全球的收入份額近 36%，預計 2022 年至 2030 年其複合年增長率將達到 7.8%。



Source 資料來源: Precedence Research

Restaurants and hotels sprouting up 餐廳及酒店數量上升



The number of licensed restaurants in Hong Kong continue to rise, reaching over 17,500 in 2022 from 16,000 in 2021. Hotel numbers has grown from 306 in 2020 to 326 currently, with around 60 quarantine hotels freed up upon the ease of compulsory quarantine.

香港持牌餐廳的數量繼續增長，從2021年約16,000家增至2022年17,500多家。酒店數量從2020年306間增至目前326間，而隨著強制隔離取消，約60家隔離酒店亦可重新接待顧客。

Source 資料來源: Food and Environment Hygiene Department / Hong Kong Tourism Board

Food tourism as the new norm 美食旅遊成為新常態

A new Asia travel trend emerged especially among millennials, driving interest in food experiences and pushing demand for professional foodservice equipment for proper food handling and hygiene.

以飲食作為主要體驗的旅遊方式在亞洲興起，旅客對餐飲品質的標準有所提升，從而推動對食品處理和衛生等專業餐飲服務設備的需求。



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

SME Export Marketing Fund (EMF) has been expanded to cover large-scale exhibitions targeting the local market as well as online exhibitions, and the eligibility criteria has been relaxed to cover non-listed enterprises till 30th June, 2026. Each enterprise has increased their cumulative amount from HK\$800,000 to HK1,000,000.

Eligible Hong Kong exhibitors may apply and to save up to 50% exhibiting costs! 「中小企業市場推廣基金」已擴大資助範圍至涵蓋以本地市場為目標及具規模的展覽會和網上展覽會；以及放寬只限中小企業申請的要求至 2026 年 6 月底。每家企業（非上市企業）的累計資助上限由 80 萬元增至 100 萬元。合資格的參展商可申請及節省高達 50% 的參展費用！



Source 資料來源: Funding Schemes, Trade and Industry Department 工業貿易署資助計劃

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