



HOFEX Empowers You to Keep Up with Latest Food Packaging Trends

HOFEX助你緊貼食品包裝最新趨勢



Packaging of F&B goods brings the very first impression of a product, and similar to all other industries, food packaging trends evolved a lot alongside with COVID era and the popularity of sustainability concept. As Asia's Leading Food & Hospitality Tradeshow, HOFEX 2023 allows you to connect your brand to the market and meet high-profile F&B buyers such as importers, wholesalers, retailers, restaurateurs and hoteliers from the region. Join us on 10-12 May 2023 at HKCEC to connect with some renowned enterprises in the business!

食品包裝是顧客在購買產品時看到的第一印象，而與其他行業一樣，這個行業的趨勢隨著新冠疫情以及可持續發展概念的流行發生了翻天覆地的變化。作為亞洲頂尖國際食品餐飲及酒店設備展，HOFEX 2023將會迎來香港、中國以至亞洲各地的高水準買家，包括進口商、批發商、零售商、餐廳及酒店經營者，助你將品牌與市場及客戶連接起來。立即參展，於2023年5月10日至12日與來自知名企業的買家交流！

Contact Us for the Best Exhibiting Package
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The Leading Food Packaging Sector Exhibitors are Back
行業領先的食品包裝參展商強勢回歸



And more...
及更多...

Food Packaging Sector Trends in 2023 2023年食品包裝行業最新趨勢

Sustainable and Environmental-friendly packaging 可持續及環保包裝

Consumers are more concerned about environmental problems such as pollution and climate change, therefore demanding more eco-friendly purchasing experiences. Minimalist design and packaging, as well as recyclable packaging will be the market's choice to battle adverse climate effects.



消費者比以前更加關注污染、氣候變化等環境問題，因此希望能感受一個更環保的購買體驗。極簡設計與包裝以及可回收包裝將成為市場應對惡劣氣候影響的首選。

Intelligent Packaging 智能包裝



With regard to food safety and desire of transparency in product information, intelligent packaging technology such as place of origin, temperature and freshness indicators will bring confidence to consumers.

食品安全以及資訊透明化促使了智能包裝的崛起，例如可顯示產地、產品溫度或新鮮期的標示將會讓消費者買得更放心。

Customised Packaging 個性化包裝

Advances in automation pave way for customised packaging, allowing companies to make a good impression to consumers in an easier way, leading to continuous sales. Consumers also show interest in such packaging – it is seen from viral feedback via social media channels.

隨著生產及包裝過程更加自動化，餐飲企業能夠以更容易的方式採用個性化包裝，為消費者留下良好印象，從而實現持續銷售。消費者亦透過社交媒體的回饋展現對這種包裝的興趣及喜愛。

Join Your Peers to Get a Slice of the Pie!
立即參展，於後疫情餐飲市場爭一席位！



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！

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