



New Norm of Bakery Sector 準備迎接烘焙行業新常態

For ages, rice has been the major food source for most Asian countries. Yet, with continuous integration of food cultures, pastry and confectionery items emerged to popular attention. After a series of evolution, Asian bakery and confectionery industry has developed into a rising field generating prosperous business opportunities.

亞洲大部分國家及地區素來以大米作為主食，然而各地飲食文化不斷融合及交流，麵包、蛋糕等烘焙食品開始進入大眾視野，而歷經不少變革後，現時的亞洲烘焙產業已經蛻變為能夠創造出巨大商機的新銳產業。



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Congregating Exhibitors of the Supply Chain 從原材料至包裝一站式採購



The popularity of home baking and group baking boosted sales of complementary tools and equipment. Furthermore, new-generation customers prioritise health and product appearance when making food purchase decisions, causing manufacturers researched and developed additives and packaging that emphasise

health while preserving appealing designs. Bakery & Confectionery @ HOFEX accurately captures the growing bakery market in Asia and offers manufacturers and suppliers a one-stop opportunity to meet with regional buyers from across the ever-growing bread, cakes, pastries and confectionery trade, which is undoubtedly a can't-miss tradeshow for the industry.

在家烘焙以及共享烘焙的冒起刺激了相關器材及設備的銷售。同時，新世代顧客對食品安全越益關注，令健康躍升為選購產品關鍵決策因素，促使生產商研發出兼顧健康及美觀的添加劑及包裝；加上消費者越來越視烘焙為潮流生活象徵，亦令口味及造型趨向多元化。HOFEX烘焙及甜點專區準確捕捉亞洲持續增長的烘焙市場，讓本地及全球生產商及供應商與買家直接交流，是業界不能錯過的專業展覽。

Prominent Competitions Foster Industry Development 載譽賽事培訓優秀人才

The Hong Kong International Culinary Classic (HKICC) will also make its grand return. Endorsed by the World Association of Chef's Societies (WACS) and co-organised by the Hong Kong Chefs Associations (HKCA), HKICC endeavours to train and recognise outstanding culinary talents, and raise the standard of the whole industry. A series of bakery competitions under "Display" and Live Cooking" will be held. Various elites in bakery and confectionery industry would showcase their prowess, therefore, don't miss your chance to witness the birth of the best new chefs in town and keep up with the latest trends in the culinary world!

享負盛名的香港國際美食大獎（HKICC）亦會載譽歸來。比賽由香港廚師協會合辦，並榮獲世界廚師協會（WACS）認可，致力培訓優秀人才及提升業界標準。賽事設有三個大類，其中糕點技藝項目細分為擺設展示及現場製作，吸引眾多烘焙專才聚首一堂切磋技藝，一較高下。萬勿錯過這場盛會，與一眾餐飲界同儕交流！



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