



ASIA'S LEADING  
FOOD & HOSPITALITY  
TRADESHOW  
10-12 MAY 2023 | HKCEC

亞洲頂尖  
國際食品餐飲及酒店設備展  
2023年5月10-12日  
香港會議展覽中心

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**Hong Kong International Beer Awards  
is returning to HOFEX!**  
見證精釀啤酒王者誕生：香港國際啤酒獎



According to the latest global beer consumption report, Asia is the largest beer market in the world, with one-third of the whole market share. However, with the Asian population's improving quality of life and increasing level of purchasing power, the market relies less on large-scale commercial brand beers, but lean towards craft beer that are brewed independently and in small-volume by traditional methods.

最新全球啤酒消費報告指出，亞洲是全世界最大的啤酒市場，市佔率近三成。然而，隨著亞洲人的生活質素及消費水平的提高，亞洲市場對於大型商業品牌啤酒的依賴卻正在逐漸下降，取而代之的是產量相對較少、獨立製造並以傳統手法釀製的精釀啤酒。



To promote local and regional craft beer to Asia, the revamped version of [Hong Kong International Beer Awards](#) will be held at HOFEX. Previously-held successfully at Restaurant & Bar Hong Kong, the award will return with new elements, and endeavours to raise the awareness of craft beer inside and outside industry and to become the ultimate guide of Asia's craft beer trade. It

also helps to attract international craft beer brands to enter to the Hong Kong and the South China market. Let us crown the best craft beer together on 10-12 May 2023! Know more about the [Rules & Regulations](#) and [Enrol as Contestant](#).

為了向亞洲餐飲業界及消費者推廣本地及區內精釀啤酒，[香港國際啤酒獎](#)將會以新形式及元素降臨HOFEX。比獎致力提升精釀啤酒在業界內外的知名度，並成為亞洲精釀啤酒貿易的終極指南。香港餐飲展 (Restaurant & Bar Hong Kong) 亦曾成功舉辦啤酒比賽，這次在HOFEX以新形式及新元素回歸，勢必掀起新一輪啤酒狂熱；而本次盛事預計亦將有助吸引國際精釀啤酒品牌進駐香港及華南市場。2023年5月10至12日，約定你在HOFEX會場，一同見證精釀啤酒王者誕生！了解更多[比賽規則](#)及[報名參賽](#)。

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

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