



## Visit HOFEX with Riveting Events under Fresh Air! 脫下口罩 盡情享受HOFEX精彩活動

With the cancellation of mask mandate from March onwards, mask is no longer needed, meaning we can take a breath of fresh air freely! **HOFEX - Asia's Leading Food & Hospitality Tradeshow** will make its grand return on 10-12 May. Convening the whole F&B trade, exhibitors from all over the world will gather at HOFEX, including **China, Denmark, Malaysia, Poland** and **Thailand**, where you can source products in one-stop, hassle-free way! Apart from being an occasion for exhibitors and buyers to scout potential business opportunities, a wide variety of activities will also take place at HOFEX to allow trade professionals to exchange ideas and follow the latest market trends. With a myriad of products and series of riveting activities, this is definitely a gem-like opportunity for F&B professionals! Register now as visitor to grasp umpteen business opportunities!

香港由3月起解除所有防疫要求，我們不再需要強制戴口罩，呼吸新鮮空氣終於沒有任何限制！**亞洲頂尖國際食品餐飲及酒店設備展HOFEX**將於5月10至12日一連三日舉行，匯聚餐飲業界，參展企業眾多，分別來自**中國、丹麥、馬來西亞、波蘭及泰國**等地，讓您一站式採購所需產品！除了讓一眾餐飲業參展商以及買家拓展商機，HOFEX同時亦將舉行一連串精彩活動，供業內人士交流切磋並且了解市場趨勢。包羅萬有的豐富展品、精彩紛呈的賽事活動，結合成一期一會的採購良機，萬勿錯過！

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### Highlighted Events 焦點活動

#### Hong Kong International Culinary Classic 香港國際美食大獎

\*New Categories Added! 增添新賽事項目！

The much-anticipated Hong Kong International Culinary Classic (HKICC) will return to HOFEX. Endorsed by the World Association of Chefs Societies (WACS) and co-organised with the Hong Kong Chefs Association (HKCA), HKICC is where the best and brightest convene to show mastery in culinary arts. This year, the categories of Bread Showpiece, Croissants & Danish, and Dim Sum Platter are added in, and it's definitely a can't-miss highlight!



萬眾期待的香港國際美食大獎 (HKICC) 將與HOFEX同期舉行。比賽與香港廚師協會合辦，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。今年賽事更新增麵包工藝擺設、牛角包與丹麥酥，以及點心拼盤項目，絕對不容錯過！

#### Hong Kong International Beer Awards 香港國際啤酒獎

\* New Event 新登場！



Asia beer market prospers with consumers' increasing demand for premium and pricey beer, and among various beer products, craft beer beguiled beer enthusiasts with its rich and lively flavours. The Hong Kong International Beer Awards endeavours to raise the awareness of craft beer inside and outside industry and to become the ultimate guide of Asia's craft beer trade. The awards aim to promote local and regional craft beer to Asia, and would also help 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 at HOFEX!

亞洲啤酒市場蓬勃發展，消費者對高品質啤酒的需求不斷增加，而在眾多啤酒產品中，精釀啤酒以其醇厚提神的風味吸引著啤酒愛好者。香港國際啤酒獎致力提升精釀啤酒在業內外的知名度，並成為亞洲精釀啤酒貿易的終極指南。預計本次盛事亦將有助吸引國際精釀啤酒品牌進駐香港及華南市場。約定你在HOFEX會場一同見證精釀啤酒王者誕生！

#### Hong Kong Professional Mixologist Challenge 香港專業調酒師挑戰賽

\* Further Details Will Be Announced Soon 更多詳情容後公布

The Hong Kong Professional Mixologist Challenge 2023 aims to promote and support the Art of Mixology, attracting an audience including managers from bars, clubs, restaurants, hotels and casinos around the globe. This world-class event offers a fantastic opportunity for contestants to promote and demonstrate their talents with their signature cocktails. There will be exciting prizes for those passionate and innovative contestants.



調酒師挑戰賽旨在促進和支持調酒藝術，吸引了包括來自全球酒吧、俱樂部、餐廳、酒店和賭場經理在內的觀眾。這項世界級盛事為參賽者提供絕佳機會，以他們的招牌雞尾酒宣傳和展示自己的才華。同時，挑戰賽為充滿激情和創意的參賽者準備了多樣吸引的獎項。

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Organiser: **Informa Markets**



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