



30 YEARS
8-11 MAY 2017

ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

POST SHOW REPORT



Organiser:



Major Supporters:



ACHIEVED A NEW MILESTONE

HOFEX 2017 wrapped up with tremendous success on 11th May, with 39,060 visitors from 86 countries and regions participating in the four-day show! We saw a substantial increase in overseas visitors, in particular the 6,683 from South China representing a growth of 56.4%. There were other noticeable increases in buyers from Macao, Taiwan, the Philippines and Korea, with the total number of overseas visitors growing by 17.2% compared to 2015 visitor numbers.

With 66,000m² of exhibiting space, this edition was held on the largest scale ever, housing 2,661 International Exhibiting Companies from 74 countries and regions. This resulted in an impressive number of exhibits, with over 13,000 buyers (33% of total guests) visiting HOFEX 2017 for two days or more. We're extremely grateful to all the exhibitors, buyers, sponsors, and supporting organisations who contributed to the success of this record-breaking event!

2,661 International Exhibiting Companies | **74** Exhibiting Countries & Regions | **39,060** Trade Buyers | **86** Visiting Countries & Regions

ORIGINS OF BUYERS - TOTAL OF 39,060 BUYERS







EXCELLENT FEEDBACKS

"The HOFEX show has grown and matured into an excellent venue to meet current clients and develop new ones. The HOFEX show produced results for new business leads far past our expectations. The organisers should be proud of the lay out, and the booth designs...Very professional."

Mr. James M. Geller
President, Geller International

"This was the first time for FOODPOLIS attend the HOFEX2017 and it was fantastic!! More customers and companies have got to know FOODPOLIS on this platform. We are thankful to the organiser for their support and help."

Mr. Angie Monoz
Ms. Nana Oh, Team Leader,
Investment Promotion Department of Foodpolis

"Exhibitors who came along with TAITRA were impressed by the scale and quality of HOFEX 2017. We were able to meet with lots of potential buyers and since then we have been looking forward to joining the next edition."

Ms. Michelle Wu
Manager, Food Marketing Section, Strategic Marketing Department, Taiwan External Trade Development Council (TAITRA)

"We are very happy to have one of the largest booths at ProWine Asia's first edition in Hong Kong. We did not expect so many professional and focused visitors to our booth and are very satisfied with the results so far. These two days have been tremendously successful for our company."

Les Grands Chais De France, China

"ProWine Asia has made the right decision to launch one of its episodes in Hong Kong and be as part of HOFEX - the best F&B tradeshows in Asia. We are thankful to meet with many new suppliers and to find new ideas for future industry development."

Mr. Nelson Chow
Chairman, Hong Kong Sommelier Association

"This is already the fifth time we are visiting HOFEX and it just grows bigger and bigger every edition! Very impressed by the national pavilions this year with a lot of fascinating new groups and new products. Can't wait for the next edition!"

Ms. May Chow
Asia's Best Female Chef 2017
Director, Little Bao



30TH ANNIVERSARY PARTNER COUNTRIES

JAPAN, US, UK - THE OFFICIAL PARTNER COUNTRIES

To commemorate HOFEX's 30th Anniversary, founding members including Japan, the US and the UK had the honour of being HOFEX 2017 Official Partner Countries, showcasing a variety of traditional food delicacies, workshops and live demonstrations at the show.

Kick starting the first day, Japan held the opening ceremony at Event 3C to celebrate the continual partnership with HOFEX. Based on the theme of "Stories from Japan", they promoted the country's traditional and unique food culture. Attended by many, the Japan pavilion successfully showed its "Genki" - a Japanese expression meaning good spirits - through a series of interactive and entertaining events.

The United States pavilion presented a diverse selection of high quality food and beverages on the second day, with both traditional and innovative products readily available for retail and food service buyers. The exciting live demonstrations provided a wonderful opportunity for Asia's F&B professionals to understand America's food culture and its staple food items.

To conclude this significant partnership, the United Kingdom pavilion prepared a full day of engaging activities, with fun and informative tastings and workshops at Event 3C, as well as during Event 3G at Meat@HOFEX. The thoughtful schedule allowed for a quintessentially British experience, with Afternoon Tea tasting, Scottish Surf & Turf reception and butchery demonstrations all proving inspiring and enjoyable for the pavilion's many visitors.



STRONG INTERNATIONAL PRESENCE

This year, HOFEX saw substantial growth in exhibiting countries. The popularity of the show was driven by Hong Kong's strong international trade presence and close connection with China, a particularly exciting market to follow as it develops.

2,661 International Exhibiting Companies from 74 Countries and Regions

- Argentina
- Australia
- Austria
- Bahrain
- Belarus
- Belgium
- Bolivia
- Brazil
- Cambodia
- Canada
- Cape Verde
- Chile
- China
- Colombia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Fiji
- Finland
- France
- Georgia
- Germany
- Greece
- Hong Kong
- Howland
- Iceland
- India
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Korea
- Kuwait
- Laos
- Latvia
- Lebanon
- Lithuania
- Macau
- Malaysia
- Malta
- Monaco
- Myanmar
- Netherlands
- New Zealand
- Nigeria
- Norway
- Pakistan
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Republic of Serbia
- Russia
- Saudi Arabia
- Singapore
- Slovakia
- South Africa
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- UK
- Ukraine
- United Arab Emirates
- USA
- Vietnam

Apart from the founding members, HOFEX also welcomed 46 official pavilions, with first time participating countries such as Belarus, Finland, Georgia, Ireland, Latvia, Peru and Sweden joining the biennial feast!

HALL 1



HALL 3



HALL 5FG



PROWINE ASIA @ HALL 5DE & CONCOURSE





INTERNATIONAL CULINARY EVENT

HONG KONG INTERNATIONAL CULINARY CLASSIC 2017

As one of the signature events of HOFEX, the Hong Kong International Culinary Classic (HKICC) is a prestigious cooking competition endorsed by the World Association of Chefs' Societies (WACS). A total of 28 categories re divided into Chinese and Western Cuisine, as well as Pastry and Team Challenges. During the four-day event, 900 contestants from Hong Kong, China, Korea, United Arab Emirates, Singapore, Thailand, Germany, Taiwan, Australia, the Philippines and Macau participated in the competition, exhibiting their finest cuisine for a chance of winning the coveted title.



REVOLUTIONARY BARISTA COMPETITION

MIXED BARISTA ARTS (MBA)

HOFEX 2017 launched Asia's revolutionary barista competition – Mixed Barista Arts (MBA) – with the help of world-renowned barista, Scottie Callaghan and a wonderful supporting team. The competition impressed the industry with its unique and innovative competition formula, which tests the hands-on technique of competitors in areas including grinder assembly, knowledge of roasted coffee beans by country, and latte art skills. These tests aim to mimic the everyday challenges of skilled coffee baristas.

After rounds of intensive competition, Hoi Pang Mok, representing his own company, was crowned the first Mixed Barista Arts winner!



Mr. Hoi Pang Mok (on the left), the first MBA winner, awarded presented by Ms. Valentine de Parisot (on the right), Project Manager of Foodgears Industrial International Ltd.



Hong Kong's lifestyle celebrities joined as the VIP guest judge.





PROWINE ASIA @ HOFEX 2017

As the newest of ProWein Düsseldorf's family of international trade fairs, ProWine Asia's foremost Hong Kong exhibition, held as part of HOFEX 2017, staged a truly prolific expo. With a wealth of wines and spirits, products and solutions from around the world, the show brought the finest selection of beverages to the premier trading hub of the Asia-Pacific region.

Powered by the exclusive collaboration, the success of ProWine Asia @ HOFEX 2017 is a testament to Asia's booming wine and spirits trade. Over 300 exhibitors and 12,184 trade professionals participated in the show, with highlights including the first ever Champagne Lounge and the ever-popular Whiskey Pavilions.



WELL ATTENDED ONSITE EVENTS AT PROWINE ASIA @ HOFEX

A first-class, trade-focused event programme spanned all four days and included talks by top opinion-leaders and experts from the globe. Altogether, more than 450 guests attended each day, filling 90% of seats!

Highlights of the show programme included seminars and guided tastings by Jancis Robinson OBE, MW sharing her expertise on topics such as how to judge wine quality, and offering choice selections of wines to celebrate typically under-appreciated grape varieties.

Debra Meiburg, MW hosted a series of Asia Wine Summit seminars covering E-commerce, gender-specific marketing, and the link between wine education and sales. She also explored trade developments and industry trends throughout the Asia-Pacific.

Other event highlights included wine, spirits, whiskey and sake master-classes by Wine & Spirit Education Trust (WSET), Jennie Mack & Asia Wine and Service Education Centre (AWSEC), Highland Park & Edrington, and exclusive events at the ProWine Asia Champagne Lounge. Additional international wine seminars were also offered by Austria, Israel, Italy, Portugal and Spain.



The exhibition is jointly organised by Messe Düsseldorf China, a member of Messe Düsseldorf Group - organisers of the industry-leading ProWein Düsseldorf – and UBM HKES, organiser of HOFEX. The next edition of ProWine Asia Hong Kong will be collocated with HOFEX 2019 at Hong Kong Convention and Exhibition Centre (HKCEC) in Halls 3F-G, on 7th to 10th May 2019.

BOOK YOUR SPACE NOW!

Early-bird rate available until
15 December 2017

HOFEX ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

2019 MAY 7-10
HONG KONG CONVENTION &
EXHIBITION CENTRE



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