

ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

HOFEX

7-10 MAY 2013

Hong Kong Convention
and Exhibition Centre



Premier Supporter:



Show Supporter:



Supporting Associations and Partners:



Member of VTC Group
VTC 機構成員



香港烘焙專業協會有限公司
HONG KONG BAKERY AND CONFECTIONERY ASSOCIATION LIMITED



蔬菜統營處
Vegetable Marketing Organization
(Since 1946)



香港會所管理協會
The Club Managers' Association of Hong Kong



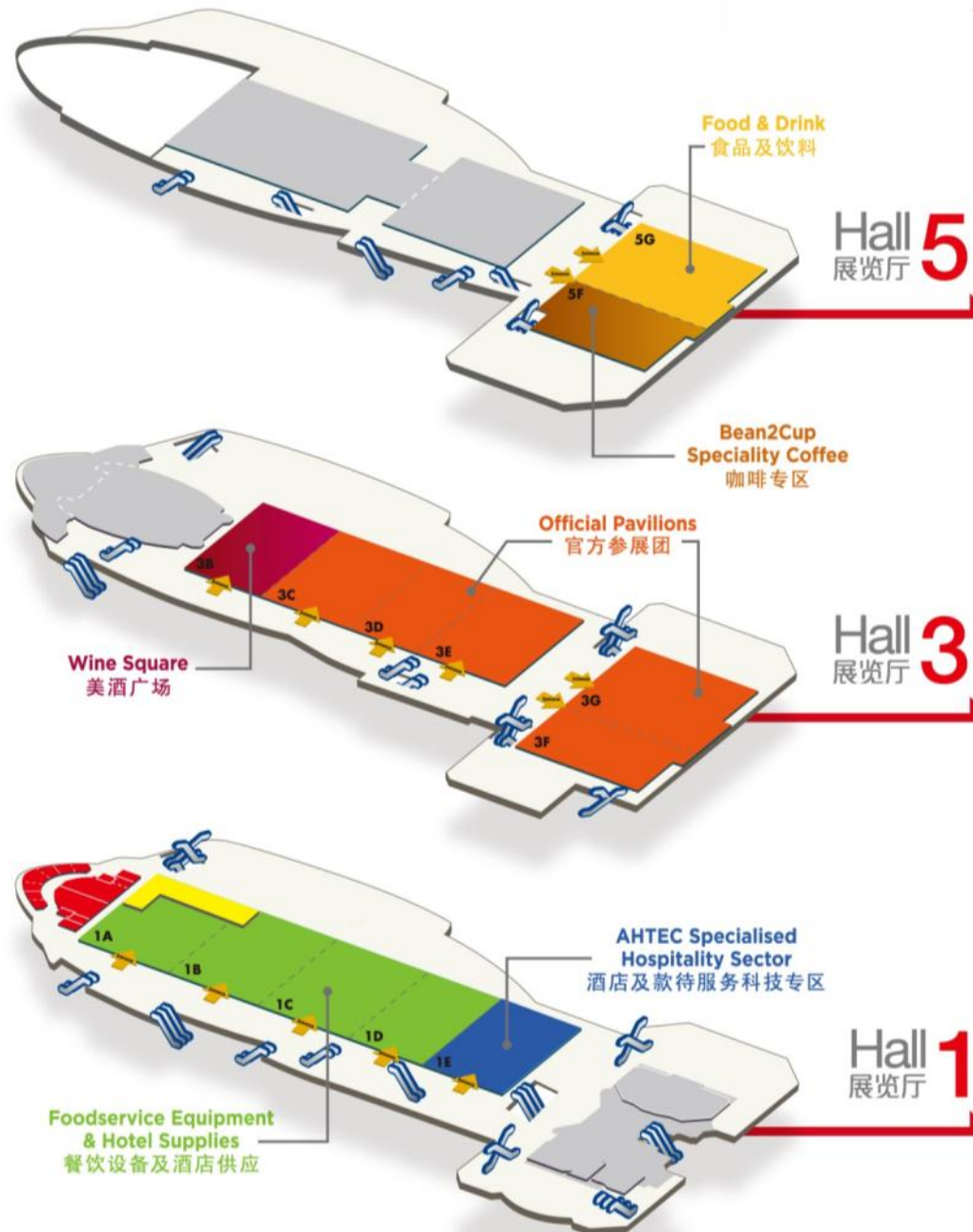
Exhibitors – Another Record Breaking Year!

- **60,000 m²** exhibition space
- **13** exhibition halls
- **23%** increase over the last show
- **1,900** renowned exhibiting companies
- **40** official pavilions

HOFEX

Asia's Leading Food & Hospitality Tradeshow

7-10 MAY 2013



Floorplan

National Groups

Hall 3B

-  Argentina 阿根廷
-  Belgium 比利时
-  Cyprus 塞浦路斯
-  Greece 希腊

Hall 3C

-  Austria 奥地利
-  France 法国
-  Italy 意大利
-  Poland 波兰
-  Scotland 苏格兰
-  Spain 西班牙

Hall 3D

-  Australia 澳洲
-  Germany 德国
-  United States of America 美国

Hall 3E

-  Canada 加拿大
-  Korea 韩国
-  Taiwan 台湾

Hall 3F

-  Japan 日本
-  Macao 澳门
-  Malaysia 马来西亚
-  New Zealand 新西兰
-  Philippines 菲律宾
-  Singapore 新加坡
-  Thailand 泰国

Hall 3G

-  China 中国
-  Turkey 土耳其
-  United Kingdom 英国
-  Wales 威尔士

Hall 5F

-  Sri Lanka 斯里兰卡

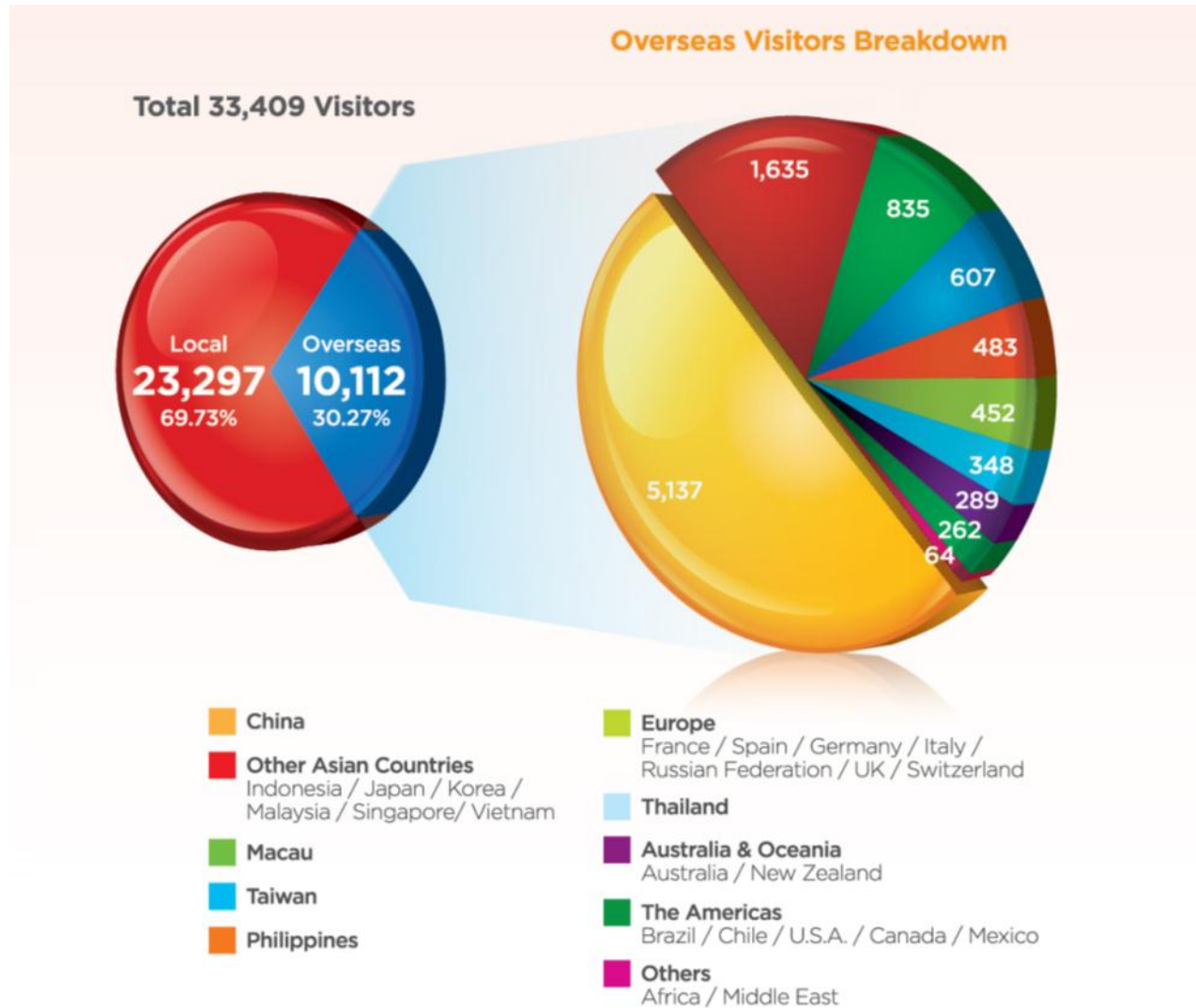
Hall 5G

-  Brazil 巴西
-  Denmark 丹麦
-  EBLEX and BPEX

Visitors – Another Record Breaking Year!

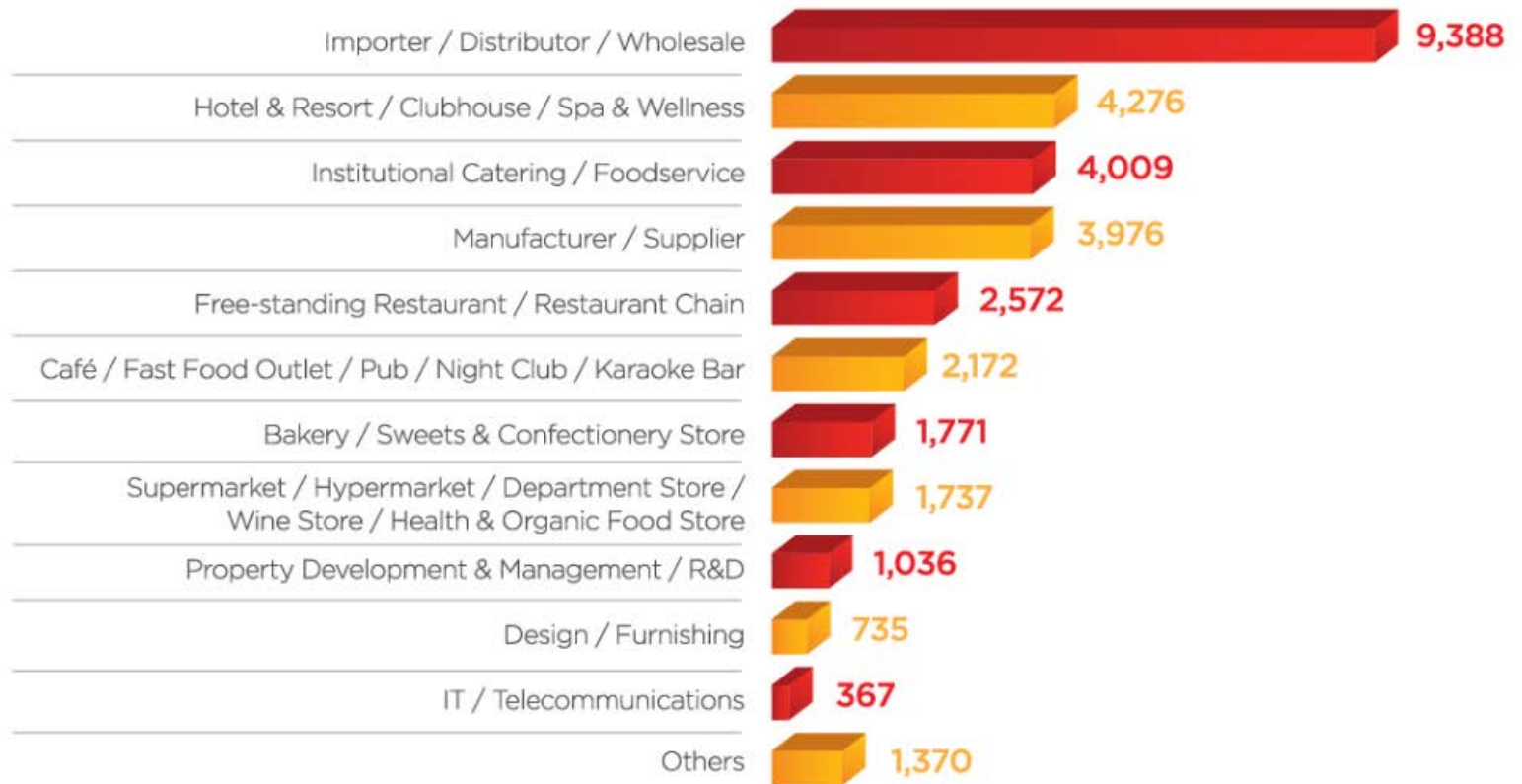
- **32,647** pre-registered buyers
- **32.4%** increase over the last show
- Top 5 countries
 - China
 - Macao
 - Philippines
 - Singapore
 - Taiwan

HOFEX 2011 Buyer's Profile



HOFEX 2011 Buyer's Profile

Buyers by Company's Main Activity - HOFEX 2011

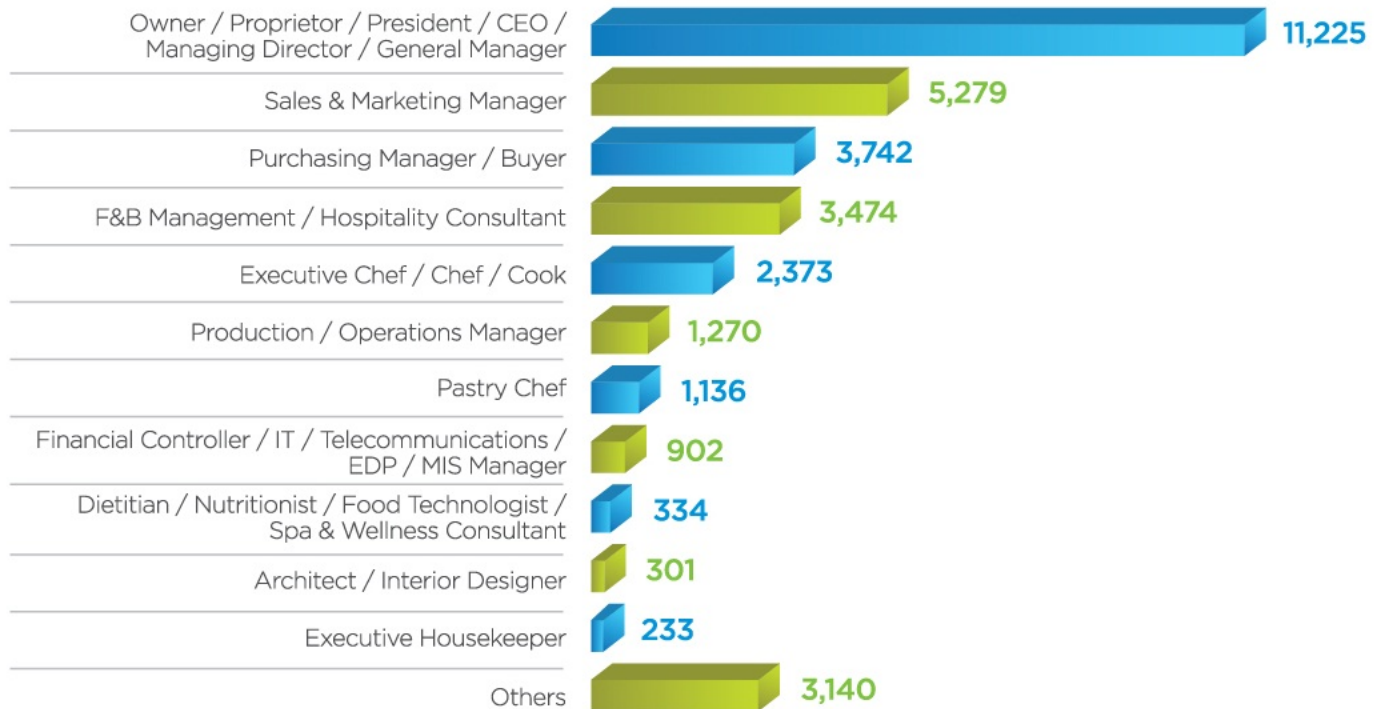


HOFEX 2011 Buyer's Profile

TOP-END BUYERS

HOFEX brings buyers from the top - the CEOs, owners and presidents, etc. – decision-makers that lead straight to business.

Buyers by Job Function - HOFEX 2011



Buyer's Groups from China

- 26 x 49-seater coach direct from Southern China - Guangzhou, Panyu & Zhonshan
- 1,200+ qualified buyers from F&B, hotel, import & wholesale sectors
- 250 bakery buyers



Prestige Group Buyers

CATHAY PACIFIC
CATERING SERVICES

Gategourmet

a gategroup member



aqua



eclipse
hospitality group



优意集团
ELITE CONCEPTS
defining asian hospitality



Island Shangri-La
HONG KONG



Hong Kong International Culinary Classics 2013

One of the 5 international culinary competitions endorsed by WACS

800+ international contestants

- Western Cuisine
- Chinese Cuisine
- Pastry
- Live Chocolate Showpiece Competition
- Live High Tea Set Competition
- The Gourmet Team Challenge
- The Dream Team Challenge



Co-organiser:



Regional Hotel GM Forum

Theme: How to Become an **i-GM**?

- Renowned speakers to address the latest global trends and issues in hotel and hospitality technology
- 100+ 5-star hotel GMs & VPs from Hong Kong, Macao, Shanghai, Guangzhou, Vietnam, Thailand, Malaysia, Singapore, Myanmar, Philippines registered already

Co-organiser:



HONG KONG HOTELS ASSOCIATION
香港酒店業協會



Regional Hotel GM Forum

Partial list of delegates :

- The Venetian Macao-Resort-Hotel
- China Hotel by Marriott
- The Peninsula Hotels
- W Hong Kong
- Le Meridien Cyerport
- The Royal Pacific Hotel & Towers
- Regal Kowloon Hotel
- Metropark Hotel
- Fraser Suites
- Hong Kong Gold Coast Hotel
- The Landmark Macau
- Gloucester Luk Kwok
- The Harbourview
- InterContinental Grand Stanford
- Bellevue Hotels & Resorts Philippines
- Grand Hyatt Guangzhou
- Kowloon Shangri-La
- Hilton Guam Resort & Spa
- Ritz Carlton Guangzhou
- Hyatt Regency Hong Kong
- Regal Oriental Hotel
- Novotel Century
- Guangdong Hotel Hong Kong
- Hanoi Hotel
- Regal Hotels International
- Royal Plaza Hotel
- Bayview Park Hotel Vietnam
- White Swan Hotel Guangzhou
- Island Pacific Hotel

**Thank You
and
Wish You All
a Great Show!**

