

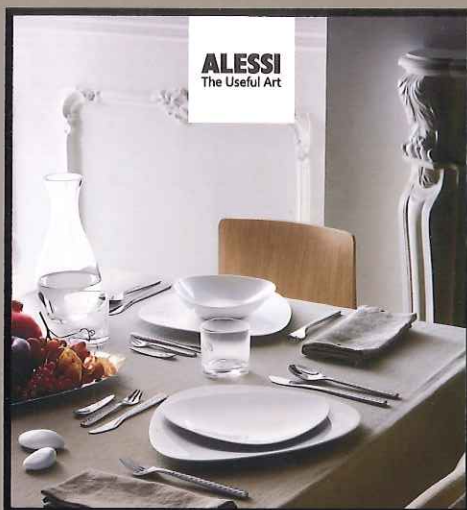
2016/2017
EDITION

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中国酒店工程与餐饮采购指南

A Directory for Hotel, Restaurant and Catering Products & Services



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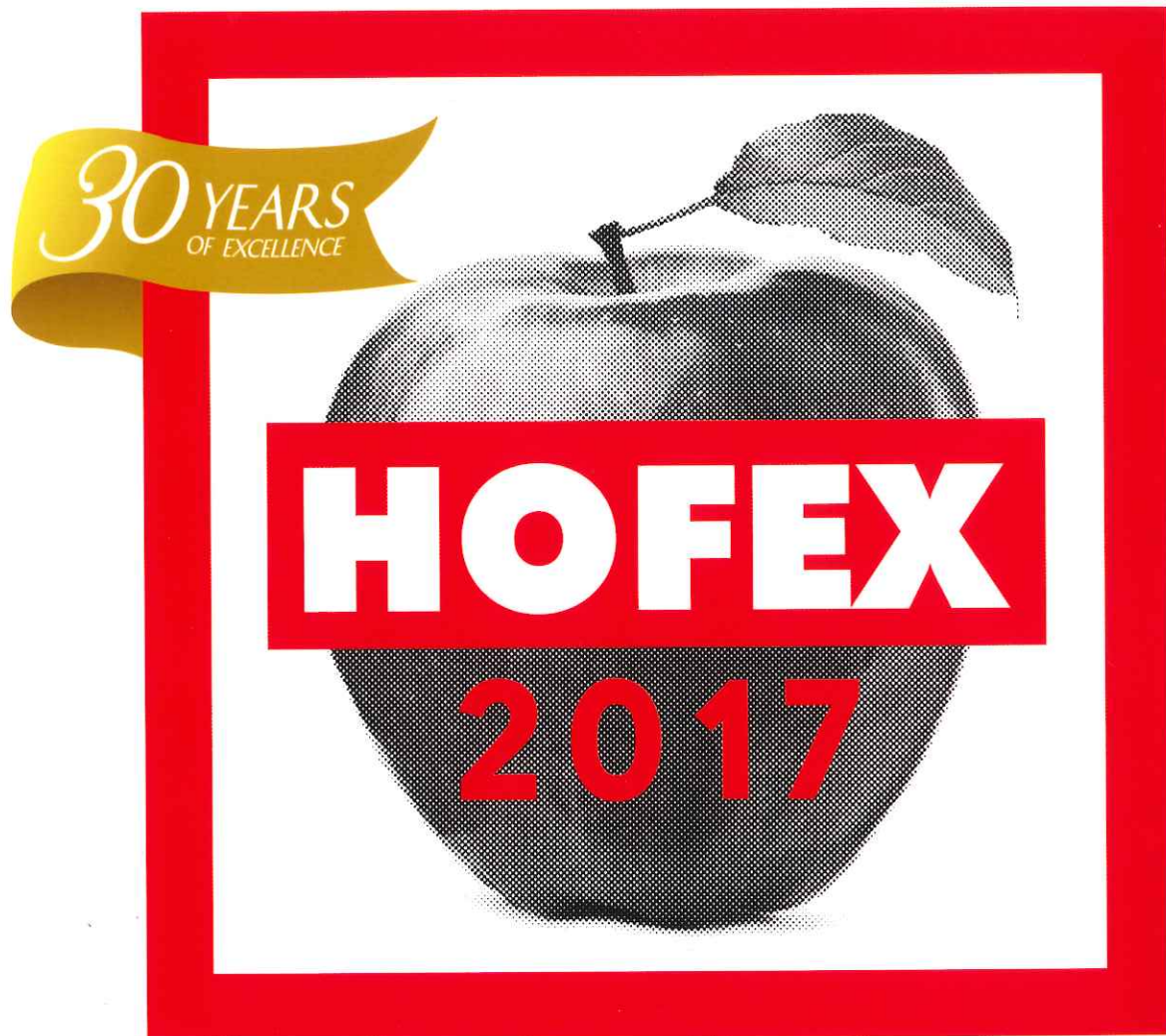
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ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

领先亚洲30年 国际餐饮及酒店设备展



8-11 MAY 2017

HONG KONG CONVENTION AND EXHIBITION CENTRE

THE 17TH INTERNATIONAL EXHIBITION OF FOOD & DRINK, HOTEL, RESTAURANT & FOODSERVICE EQUIPMENT, SUPPLIES & SERVICES
第十七届国际食品及饮料、酒店、餐厅及餐饮设备、供应及服务展览会

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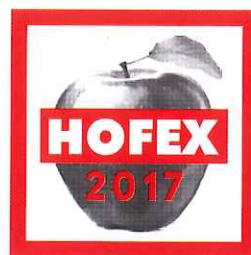


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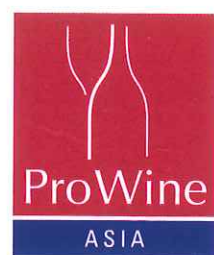


HOFEX.HK

A More Exciting 2017 for the Wine Industry in Asia!



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ProWine Asia switches to Annual Cycle alternating between Singapore and Hong Kong

ProWine has been organised by Messe Düsseldorf for more than 20 years as the most important trade fair for wine and spirits worldwide. The concept is now being exported to Hong Kong following the success at FHA in Singapore and FHC China, which turns ProWine Asia into an annual show, alternating between Singapore and Hong Kong. The first ProWine Asia in Hong Kong will be held from 8 – 11 May 2017, alongside HOFEX - Asia's leading food and hospitality tradeshow.

By extending ProWine Asia in Hong Kong, Messe Düsseldorf is continuing its successful cooperation with the international Allworld Group. HOFEX in Hong Kong is the most important trade fair for food and drinks in the region and next year it will be celebrating its 30th anniversary. The former wine segment "Wine & Spirits@HOFEX" will now be merged into ProWine Asia and will be further extended with the help of Düsseldorf know-how, generating a more exciting show with more international presences and attracting a wider range of buyers from the Hong Kong local market, as well as other Asian markets such as South China, Macao, Taiwan, South Korea and Japan.



High Quality Wine Blooming in Asia Market

"The annual scheduling in combination with the alternating venue will offer all internationally operating producers an all-round carefree package for the entire Asian continent," says Hans Werner Reinhard, Managing Director at Messe Düsseldorf GmbH. Daniel Cheung, General Manager at Hong Kong Exhibition Services Ltd adds: "We are delighted that we can offer such a qualified platform for the wine sector in parallel with HOFEX. With the experience we have gained over the past 30 years with HOFEX we know that trade visitors will very much welcome a strong brand like ProWine."

For more details, please do not hesitate to contact
Hong Kong Exhibition Services Ltd at +852 2804 1500 /
exhibit@hkesallworld.com to find out more or book your
booth now on www.HOFEX.com



HOFEX 2017 CELEBRATING 30 YEARS OF EXCELLENCE

Situated in the international trading hub in Asia - Hong Kong, HOFEX 2017 - the leading food and hospitality tradeshow be back again at the Hong Kong Convention and Exhibition Centre from 8 – 11 May 2017. Since 1987, HOFEX has been a recognisable event in Asia's F&B industry to create an extraordinary culinary journey for the highly professionals in the market. Stretching across 14 halls in a total area of 65,000m², the showcase will present diversified and high quality F&B products, equipment, and hospitality technologies from exhibitors and brands around the world. At its 30th year milestone, a new featured sector **Bakery & Confectionery @HOFEX** will join the alliance with **Bean2Cup @HOFEX**, **Wine & Spirits @HOFEX** and **Meat @HOFEX**, together to build on the demand for premium food to develop Asia's rising standard of living.



BAKERY & CONFECTIONERY @ HOFEX A NEW FEATURE

With the increasing numbers of bakeries and coffee shops in China, Hong Kong, Macau and the rest of the region, Bakery & Confectionery @ HOFEX is timely launched, featuring the popular live pastry and chocolate competitions of Hong Kong International Culinary Challenge. Tens of thousands of professional buyers will be attracted to visit and source various choices of bakery, pastries and confectionery ingredients, end-products, technologies and equipment from global and local manufacturers and suppliers.



MEAT @ HOFEX THE 2ND ASIA PRIME MEAT TRADESHOW

Following its success in 2015, Meat @ HOFEX will continue gathering the best quality meat products from around the world, such as America, Spain, Scotland, Wales, Argentina, Poland, Hungary, U.K. Denmark, Netherlands, France and etc. Meat seminars and demonstrations hosted by professional butchers, farmers and chefs will be held concurrently during the 4-day show.

BOOK YOUR EXHIBITING SPACE NOW!

Participate in Asia's leading food & hospitality tradeshow to plant your business in the perfect sourcing ground! HOFEX 2017 is expecting to create a networking hub for over 40,000 buyers from around the world including hotel general managers, restaurant and bar owners, executive chefs and more. Don't hesitate to contact Hong Kong Exhibition Services Ltd at +852 2804 1500 / exhibit@hkesallworld.com to find out more or book your booth now on www.HOFEX.com

