



30  
YEARS  
celebration

**8-11 MAY 2017**

HONG KONG CONVENTION AND EXHIBITION CENTRE

**【Press release】**

**【Immediate release】**

## **Asia's Leading Food & Hospitality Tradeshow Opens Today Debuts with New Specialised Sectors HOFEX 2017 Soars to a New Height of 30<sup>th</sup> Anniversary**

(8 May 2017, Hong Kong) The biennial Asia's Leading Food & Hospitality Tradeshow - The 17<sup>th</sup> International Exhibition of Food & Drink, Hotel, Restaurant & Foodservices Equipment, Supplies & Services opens today (8-11 May) at Hong Kong Convention and Exhibition Centre (HKCEC).

HOFEX 2017 is honored to have Prof K C Chan, GBS, JP, Acting Financial Secretary of Hong Kong SAR Government as the guest of honor of the Opening Ceremony, accompanied by Mr. Anthony Lau, Executive Director, Hong Kong Tourism Board and Mr. Shaun Campbell, Chairman, Hong Kong Hotels Association, together with Mr. Daniel Cheung, General Manager, UBM HKES, to preside at the Opening Ceremony.

Speaking at the Opening Ceremony, Mr. Daniel Cheung recalled in 1987, the first edition of HOFEX was launched at the car park of Ocean Terminal in Hong Kong, "We are grateful that many exhibitors have been with us since the first day, especially our founding members Japan, United Kingdom and America. And they are our 30<sup>th</sup> Anniversary Partnering Countries this time. There will be a range of special events prepared by them."

This year marks a significant milestone for the 30<sup>th</sup> anniversary of HOFEX in the thriving food and hospitality scene. "Thank you so much for the long term support from the Hong Kong SAR Government, the industries and all of you here for the last 30 years. Looking ahead, we will produce more cost effective events to serve the ever changing F&B and hospitality industries." said Mr. Daniel Cheung.

Mr. Daniel Cheung continues to say. "Bracing for challenges, HOFEX is now one of the leading Food and Hospitality tradeshows in Asia. This year we also partner with Messe Duesseldorf to launch ProWine Asia in Hong Kong, meaning that we have a bigger and better wine and spirits sector at the show. And I am proud to say, we are at the largest scale ever, hosting literally 2,661 international exhibiting companies from 72 countries and regions."

Powered by the success of HOFEX, Mr. Cheung announced that a brand new B2B tradeshow will introduce to Hong Kong in 2018, "We all know Hong Kong is famous for its dining scene and we

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have seen growing numbers in high-end restaurants, specialty grocery stores, specialty coffee shops in the city and neighbouring regions like Macao, Shenzhen, Guangzhou, Taiwan. In response to the market demand in gourmet, we will be bringing a new B2B tradeshow for high-end products to Asia next year, namely Gourmet Asia.”

“Gourmet Asia 2018 is the only International F&B show in the first half of the year, showcasing global fine food & beverage from far and near. It will be held also in May and again in this centre. Joining forces with UBM Asia - the largest tradeshow organiser in Asia, we are confident that Gourmet Asia will be yet another successful trading platform for the F&B industry.” He added.

Besides, there are a wide range of fascinating events during the exhibition such as the brand new coffee competition “Mixed Barista Arts”, “Hong Kong International Culinary Classic”, “Allworld Open Cup – Presented by BOLS”, “Asia Wine Industry Summit” and “ACE Awards – Asian Catering Equipment Awards” and so on.

To facilitate buyers from around the world, organiser has thoughtfully divided HOFEX 2017 into different specialised sectors such as “Meat @ HOFEX”, “Bean2Cup @ HOFEX”, “Bakery & Confectionery @ HOFEX” and “ProWine Asia @ HOFEX”, helping industry experts and professions to exchange market information effectively.

HOFEX 2017 is opening from today to 11 May at the Hong Kong Convention and Exhibition Centre (HKCEC) In Hall 1, 3 and 5. The Organiser expects more than 50,000 professional buyers from 74 countries and regions will be attracted to attend the exhibition, shatter the record.

(For more information of HOFEX 2017, please visit [www.hofex.com](http://www.hofex.com))

### Opening Times

8-10 May	(Monday-Wednesday)	10:30 am to 6:30 pm
11 May	(Thursday)	10:30 am to 5:00 pm

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