



7-10 MAY 2019

HONG KONG CONVENTION & EXHIBITION CENTRE

[Press Release]

[Immediate release]

**HOFEX 2019 concluded on an upbeat note  
with a record number of exhibitors and visitors**

(28 May 2019, Hong Kong) Spanning across 70,000 square meters across 17 halls of Hong Kong Convention and Exhibition Centre (HKCEC), HOFEX 2019 recorded the participation of 39,224 visitors from more than 86 countries and regions, with a substantial increase in overseas trade buyers, which accounted for one-third of the total visitors. The growth from Southeast Asian countries and regions such as Indonesia, Taiwan, Singapore and Macau were particularly evident, among which Taiwan and Macau experienced 41% and 14% growth respectively. In addition to providing a sourcing platform for industry professionals, HOFEX 2019 also served as a breeding ground for new ideas and trends, offering an array of world-class competitions, educational conferences and interactive workshops led by highly sought-after industry professionals and associations.

HOFEX 2019 presented the strongest exhibitor line-up ever, housing 2,800 exhibitors from 74 countries and regions including 48 national pavilions from Japan, Australia, UK, USA, Germany, Austria, Spain, etc. The successful HOFEX 2019 has led to an overwhelming response from exhibitors, nearly 70% of them have re-booked for the next HOFEX, which will take place on 18-21 May 2021 at HKCEC.

**Talents unleashed at the world-class culinary extravaganza**

Hong Kong International Culinary Classic (HKICC), HOFEX's flagship event endorsed by the World Association of Chef's Societies (WACS) wrapped up yet another successful edition. Over 900 chefs and apprentices from 12 countries and regions exerted their best efforts to compete for the culinary crown. Mr. Rudolf Muller, chairman of HKICC Organising Committee was thrilled to see such an overwhelming response from the culinary circle. "I am delighted to see great chefs, especially young, aspiring talents, to HKICC to display their culinary skills, and I am sure we are all looking forward to yet again a great competition at HOFEX," said Mr. Muller.

The grand competition crowned a number of talented chefs and teams in separate categories. Four Seasons received the Best of the Best award in Live High Tea Set Competition; Mr. Andrew Bonnell from Australia's Mt Baker Free Rangers earned the Best Butcher title in Butchery Skills Challenge; Thailand Culinary Academy won the Best of the



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Best in Gourmet Team Challenge; Angliss Hong Kong Food Service Limited triumphed in the first Gelato Competition; while the Golden Bauhinia Cup goes to Chan Tsz Ho –Le Pan Restaurant from Hong Kong (Western Cuisine) and Kwan Wing Fat – MGM Macau (Chinese Cuisine).

### **All-rounders shone at the revolutionary barista competition**

Building on the successful debut of the first ever 4-in-1 barista competition in 2017, the levelled-up Mixed Barista Arts 2019 attracted more than 30 regional baristas who pulled out all the stops for the long-awaited contest. The full sets of skills including assembling a grinder, making a shot, creating latte art and team cooperation were put to the test. Ms. Wong Ka Man who excelled in all challenges earned the best barista title.

### **Food Truck brought Hong Kong's F&B scene to life**

For the first time a food truck rolled out at HOFEX to barbeque the butchered meat from the Butchery Skills Challenge, creating a huge buzz at Meat@HOFEX. Thousands of visitors dropped by the lounge to enjoy the delectable grilled meat while grabbing a fresh brew at the nearby beer street bar. "Through this opportunity we hope to boost culinary creativity and contribute to more forms of urban life in Hong Kong. The astonishing success reveals the potential of the HKSAR's food truck initiative to boost tourism." said Mr. Daniel Cheung, Event Director of Informa Markets – organiser of HOFEX 2019.

### **ProWine Asia 2019 returned with immense success**

ProWine Asia - the international trade fair for wines and spirits - returned to HOFEX from 7 - 10 May 2019 after a greatly successful inaugural debut in 2017 in Hong Kong. This year, the spectrum space increased by 20%, housing more than 340 leading exhibitors from 28 countries and regions including 13 national pavilions which showcased many boutique and premium brands within their portfolio. 12,716 trade visitors from 62 countries and regions complimented high-quality international participation. 36% of the total visitors came from outside Hong Kong - predominantly from Southern China, Macau, Taiwan and Korean, which is an 8.4% increase than 2017.

"As one of the most open and economically vibrant regions, the Guangdong-Hong Kong-Macao Greater Bay Area is definitely the buzzword in 2019, Hong Kong plays an important role in this initiative. Four days of business opportunities and rewarding interactions



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between producers, importers, distributors, key buyers and industry experts proved again that ProWine Asia 2019 in Hong Kong is well positioned as the strategic gateway to tap into the Asian wine boom", said Bastian Mingers, Global Head Wine & Spirits and Director of ProWein, Messe Düsseldorf GmbH, the co-organiser of ProWine Asia 2019.

### **A highlighted Program of supplemental events**

A world-class event programme spanned all 4-days of the show, incorporating specialised masterclasses and seminars by a line-up of sought-after industry speakers, including Debra Meiburg MW, Sarah Heller MW, Jennifer Docherty MW, Darius Allyn MS and China's first master of Sommelier Yang Lu.

Asia's first Master of Wine Debra Meiburg hosted a series of Asia Wine Summit seminars covering the latest wine consumption trends, food and wine pairing, and wine drinking habits throughout the Asia-Pacific. Other event highlights included wine, spirits, whisky and sake masterclasses by WSET (Wine & Spirit Education Trust) Jennie Mack and AWSEC (Asia Wine and Service Education Centre). Additionally, international wine masterclasses were offered by Business France, California Wine Institute, Hungary Tourism Agency and Deutschland Sommelier Association etc.

Trade visitors were greatly satisfied with the industry-focus and well-attended onsite events held throughout the entire tradeshow. The next edition of ProWine Asia Hong Kong will return as part of HOFEX 2021 at HKCEC during 18-21 May 2021.

### **Look forward to another record-breaking HOFEX in 2021!**

HOFEX will continue to solidify its position as the exemplary F&B and Hospitality tradeshow in the Asia-Pacific Region by providing premium products, quality leads and extensive network to industry professionals. With its co-location with RACE – Asia's retail innovation hub and the return of a larger ProWine Asia, HOFEX is believed to climb up another level to fulfil the dreams of more F&B and Hospitality players. The next edition of HOFEX will return from 18 -21 May 2021 at HKCEC. For more information, please visit [www.hofex.com](http://www.hofex.com).



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**About HOFEX**

HOFEX - Asia's Leading Food & Hospitality Tradeshow is a one-stop trading platform of food & drinks, hotel, restaurant & foodservice equipment and supplies & services. Since its inception 32 years ago, the event has grown from strength to strength with consistently more quality exhibitors and buyers participating over the years.

HOFEX is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit <https://informa.com/> for more information.

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