



HOFEX 2021 PRE-SHOW ONLINE EVENT

HOFEX CONNECT

The Bridge to Business Opportunities

6 - 8 July 2021

Platform User Guide - Buyer

www.hofex.com/connect

As of 21 June 2021

HOFEX Connect | 6 - 8 July 2021

The Bridge to Business Opportunities

Riding on the successful debut of HOFEX Connect in March 2021, we will continue to offer a seamless one-stop online matchmaking platform this summer from **6-8 July 2021**, lining you up with global suppliers based on your interests and preferences, offering high-value, engaging and cost-effective business opportunities. Brands spanning various countries & F&B sectors will display their best offerings online, with in-depth company and exhibit profiles available for preview. You can leverage the ultra-flexible settings to narrow down the choice and schedule unlimited meetings from the comfort of your couch!

Important Dates



15 – 21 June
Activate your
supplier account &
complete your
profile



22 June – 5 July
Platform opens!
Schedule meetings with
buyers/ exhibitors



6 – 8 July
Meet with buyers
as scheduled!



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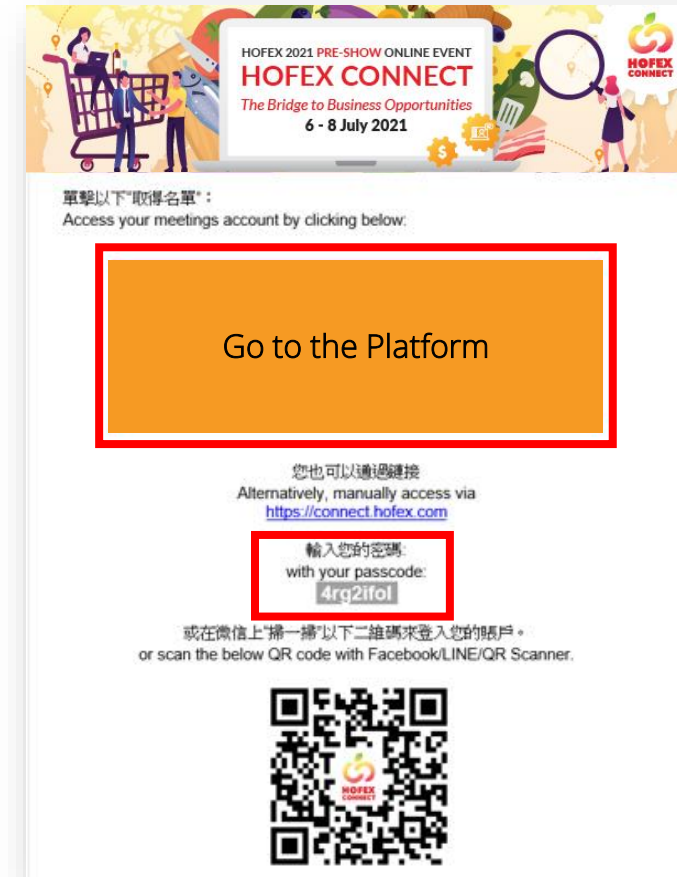
When can I start to accessing the platform?



Suppliers can access to HOFEX Connect Online Platform from 15 July onwards

- HOFEX Connect exhibitors and pre-registered buyers will receive email with unique access link. Simply click on the **Orange Box** to enter the platform and start browsing buyer / exhibitor list to pre-schedule meeting.
- Alternatively, you can login with your **unique passcode** via event website: <https://connect.hofex.com>

- *The email has embedded your unique access to HOFEX Connect. Please do not forward to other business partners.



Welcome to HOFEX Connect!



Homepage



Explore

Meet

My Schedule

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HOFEX Connect 2021

🕒 6 Jul 21 – 8 Jul 21 (UTC+8)
📍 Online

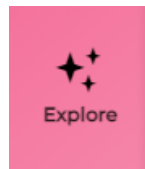
The long-awaited HOFEX Connect has rolled out as a prelude to the physical show! This one-stop online matchmaking platform lines you up with global buyers based on your interests and preferences, offering high-value, engaging and cost-effective business opportunities during the 2-day event.

萬眾期待的HOFEX Connect 將為HOFEX實體展進行預熱! HOFEX Connect是一站式線上商賈配對平台, 您可根據銷售目標及偏好約見來自世界各地的買家, 於兩天的活動中創造高效、高質的商業機會。

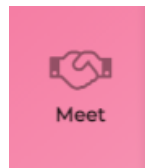
Your profile

What you will see after clicking the activation link in email

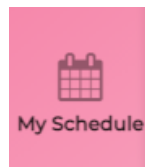
What can I find in each tab?



- Homepage (landing page)
- Event details and featured brands
- Quick links



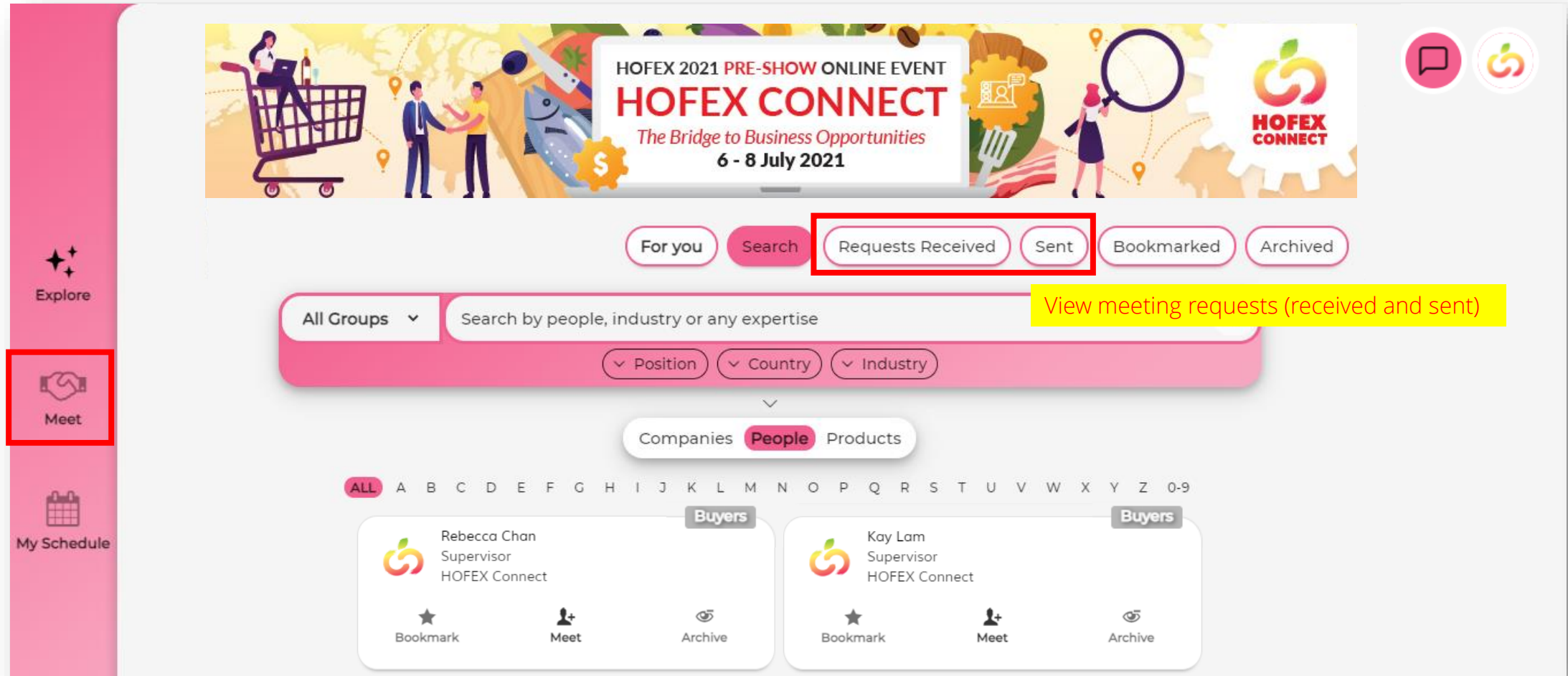
- Browse exhibitor / buyer listing with filters (company/ people/ products)
- **Smart recommendations** powered by AI according to your interests
- Send or accept meeting requests & schedule a meeting
- Bookmark or archive profiles



- Set your available meeting time & view meeting schedule
- Set notification channel and sync calendar
- Set time zone for the agenda



Browse exhibitor / buyer & arrange meeting



The screenshot displays the HOFEX CONNECT platform interface. On the left, a pink sidebar contains three icons: 'Explore' (stars), 'Meet' (handshake, highlighted with a red box), and 'My Schedule' (calendar). The main content area features a banner for 'HOFEX 2021 PRE-SHOW ONLINE EVENT HOFEX CONNECT' with the tagline 'The Bridge to Business Opportunities' and dates '6 - 8 July 2021'. Below the banner, there are tabs for 'For you', 'Search', 'Requests Received', 'Sent', 'Bookmarked', and 'Archived'. The 'Requests Received' and 'Sent' tabs are highlighted with a red box. A yellow callout box points to these tabs with the text 'View meeting requests (received and sent)'. Below the tabs is a search bar with the placeholder text 'Search by people, industry or any expertise' and filters for 'Position', 'Country', and 'Industry'. Underneath the search bar are tabs for 'Companies', 'People' (selected), and 'Products'. A horizontal scroll bar shows letters from A to Z and 0-9. Below the scroll bar, two user profiles are displayed under the 'Buyers' tab. Each profile includes a name, title, company logo, and three action buttons: 'Bookmark', 'Meet', and 'Archive'.

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For you Search **Requests Received** Sent Bookmarked Archived

All Groups Search by people, industry or any expertise

Position Country Industry

Companies **People** Products

ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9

Buyers

Rebecca Chan
Supervisor
HOFEX Connect

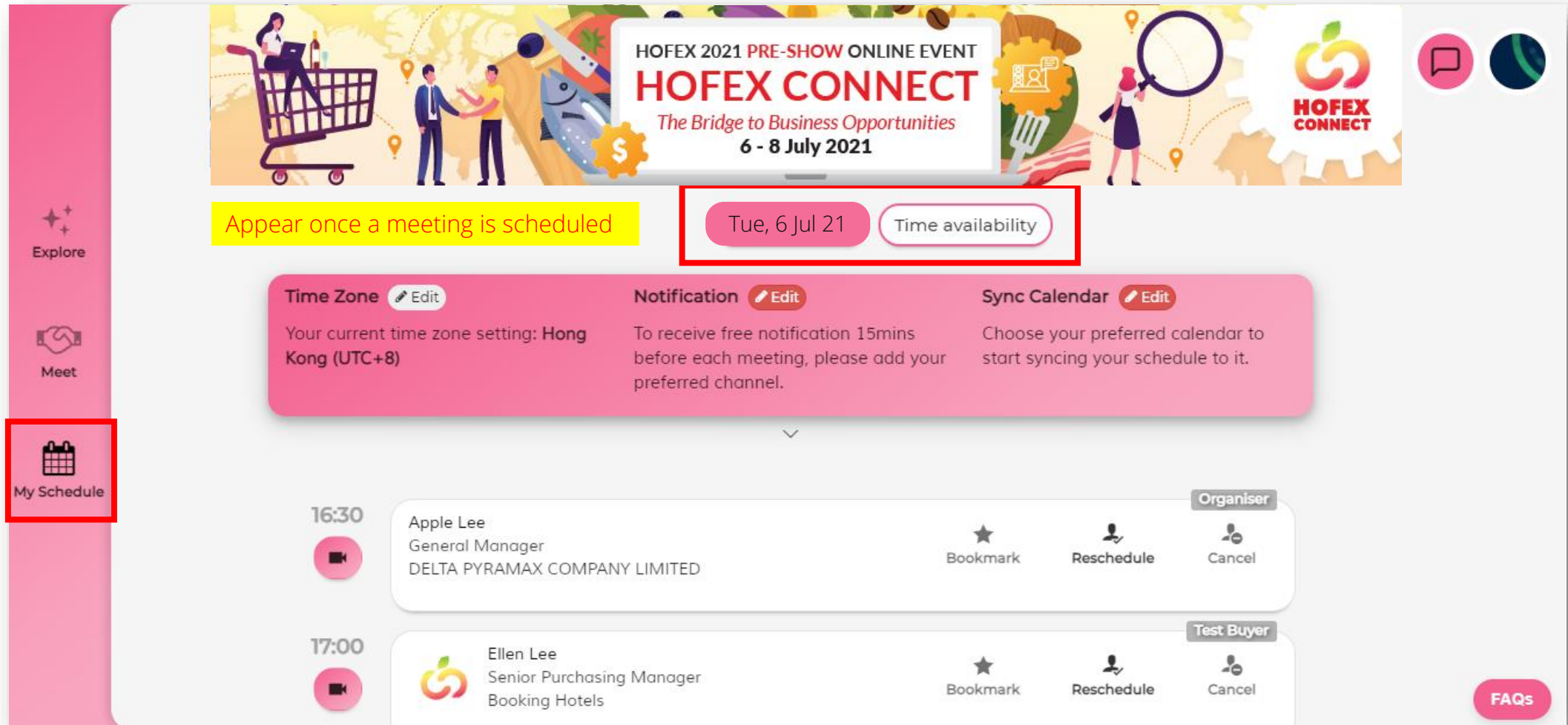
Buyers

Kay Lam
Supervisor
HOFEX Connect

Bookmark Meet Archive

Bookmark Meet Archive

Your agenda and time availability setting



HOFEX 2021 PRE-SHOW ONLINE EVENT
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Appear once a meeting is scheduled

Tue, 6 Jul 21 Time availability

Time Zone [Edit](#)
Your current time zone setting: Hong Kong (UTC+8)

Notification [Edit](#)
To receive free notification 15mins before each meeting, please add your preferred channel.

Sync Calendar [Edit](#)
Choose your preferred calendar to start syncing your schedule to it.

My Schedule

16:30
Apple Lee
General Manager
DELTA PYRAMAX COMPANY LIMITED
Organiser
Bookmark Reschedule Cancel

17:00
Ellen Lee
Senior Purchasing Manager
Booking Hotels
Test Buyer
Bookmark Reschedule Cancel

FAQs

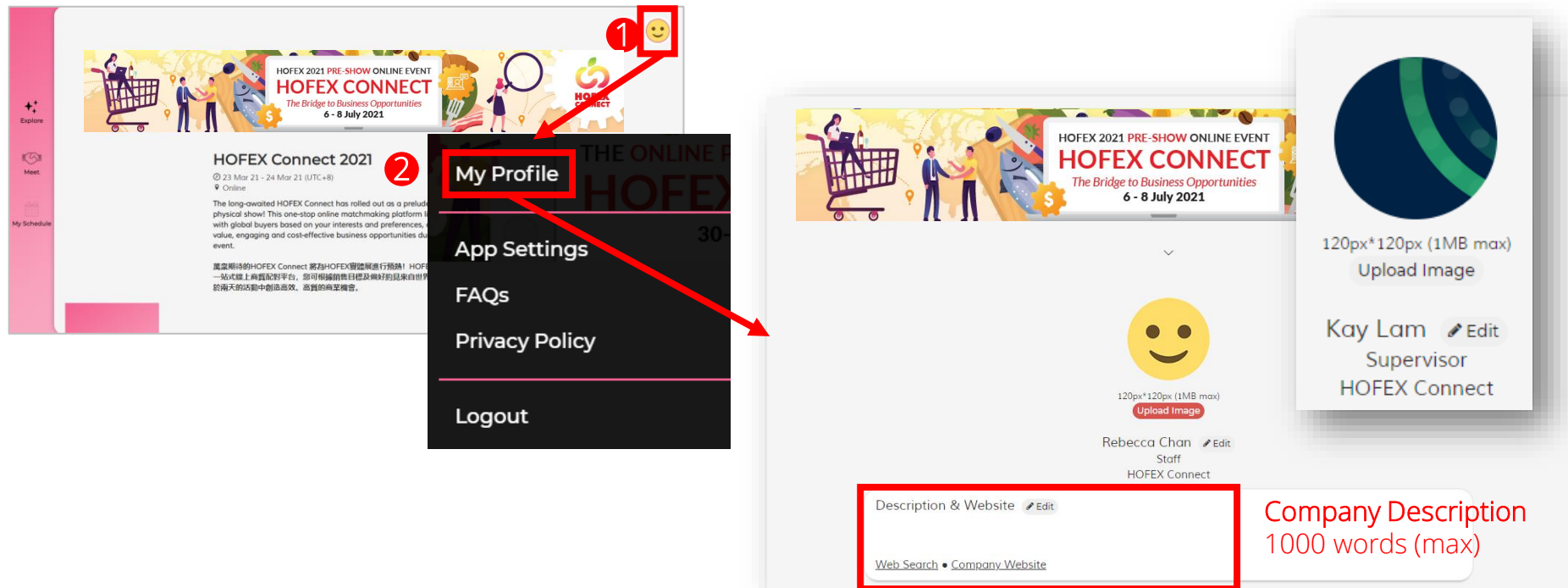
Complete Your Profile

Company Info



Upload profile picture and update company information

Follow below steps to check / complete account set up



Make sure your profile is complete

Confirm your available time for meetings



Yellow = Available
Grey = Blocked
Green = Meeting Confirmed

1

2

Tue, 6 Jul 21

Time availability

3

Buyer select time that they are available for meeting (duration: 30min/ meeting)

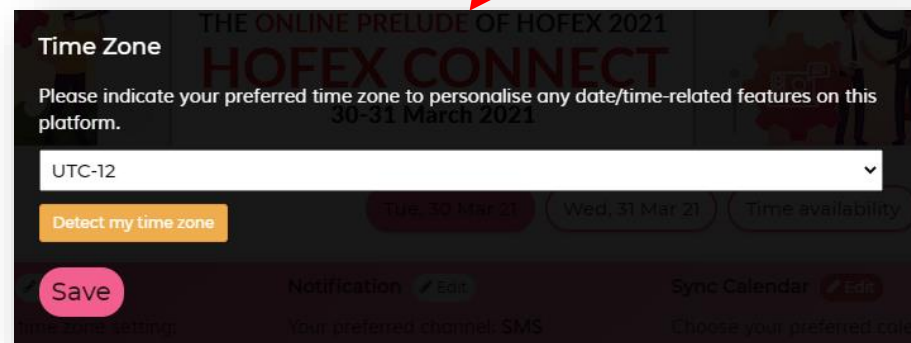
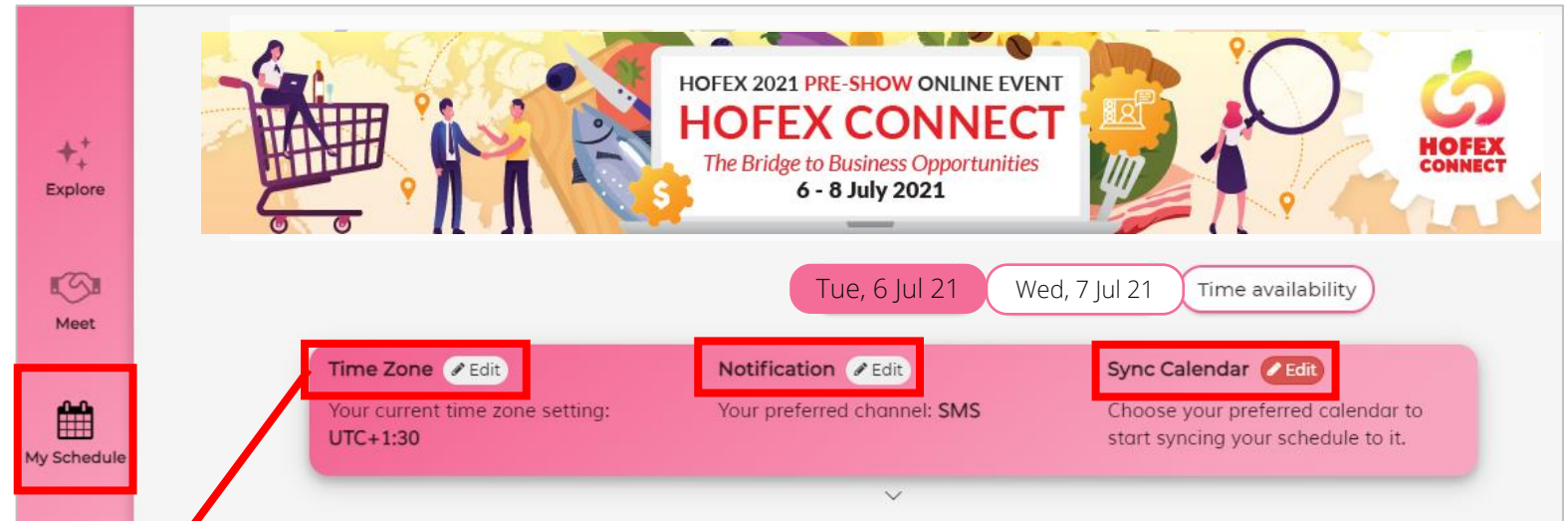
CONFIRM

Cancel out the timings that you are unavailable for meetings below and click 'CONFIRM'. Respondents to your requests will then be able to pick a mutual meeting time based on your availability. Each meeting lasts 30 minutes. Green highlights below indicates meetings are scheduled at the timeslot.

Tuesday, 6 Jul 21			
Virtual ✓ 10:00	Virtual ✗ 10:30	Virtual ✓ 11:00	Virtual ✓ 11:30
Virtual ✓ 12:00	Virtual ✓ 12:30	Virtual ✗ 13:00	Virtual ✓ 13:30
Virtual ✓ 14:00	Virtual ✗ 14:30	Virtual ✓ 15:00	Virtual ✓ 15:30
Virtual ✓ 16:00	Virtual ✓ 16:30	Virtual ✗ 17:00	Virtual ✓ 17:30
Virtual	Virtual		

Further notification set up

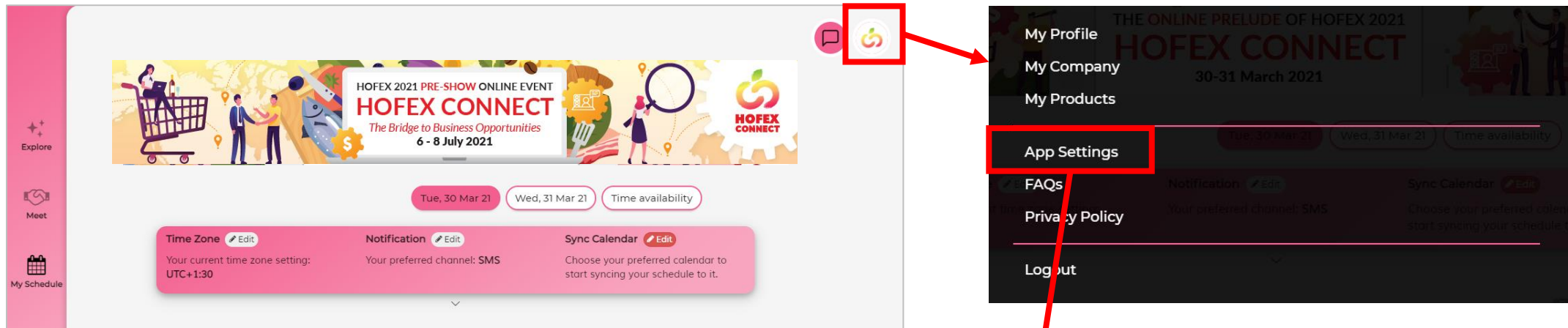
1. Time Zone (click on “Detect my time zone”, system will automatically detect your device’s time zone)
2. Notification Channel (Select one extra channel from WhatsApp/ SMS, apart from email)
3. Sync schedule to your Calendar



IMPORTANT

Selected time zone only applies to the platform. **Email/ other notifications will follow the platform time zone (UTC +8).** Please check the UTC indication on all time-related matters.

Select email notification frequency and platform interface language according to your needs



IMPORTANT

Only for email notification, extra notification (Whatsapp/ SMS) is default as 15min prior to meeting

Notification frequency

SummaryImmediateDisable

Summary (Recommended): Receive all forms of notifications in summarised format, on a timely basis. Useful if you do not wish to be spammed.

Immediate: Receive all forms of notifications immediately, at real-time.

Disable: Only critical notifications will be sent to you.

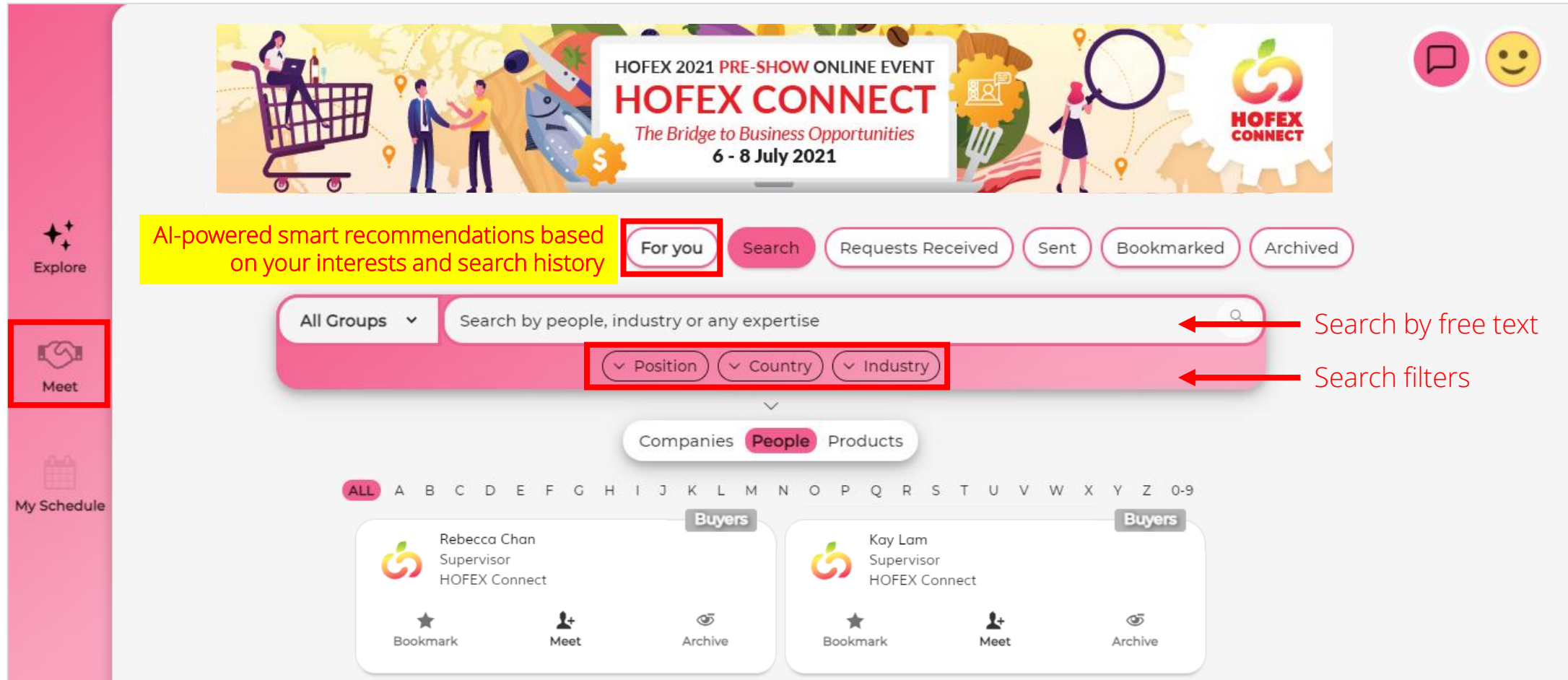
Note: Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organisers.

Start browsing

And Schedule a meeting!



Slim down the list using filters / free text search



The screenshot displays the HOFEX CONNECT platform interface. At the top, a banner for the "HOFEX 2021 PRE-SHOW ONLINE EVENT" is visible, along with navigation icons for chat and a smiley face. A yellow callout box highlights the "For you" recommendation section, stating: "AI-powered smart recommendations based on your interests and search history". Below this, a search bar is labeled "Search by people, industry or any expertise". To the right of the search bar, red arrows point to the search input field with the label "Search by free text" and to the filter buttons (Position, Country, Industry) with the label "Search filters". The interface also features a sidebar with "Explore", "Meet" (highlighted with a red box), and "My Schedule" options. At the bottom, a list of search results is shown, including profiles for Rebecca Chan and Kay Lam, both Supervisors at HOFEX Connect, with options to Bookmark, Meet, or Archive.

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AI-powered smart recommendations based on your interests and search history

For you Search Requests Received Sent Bookmarked Archived

All Groups Search by people, industry or any expertise

Position Country Industry

Companies People Products

ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9

Buyers

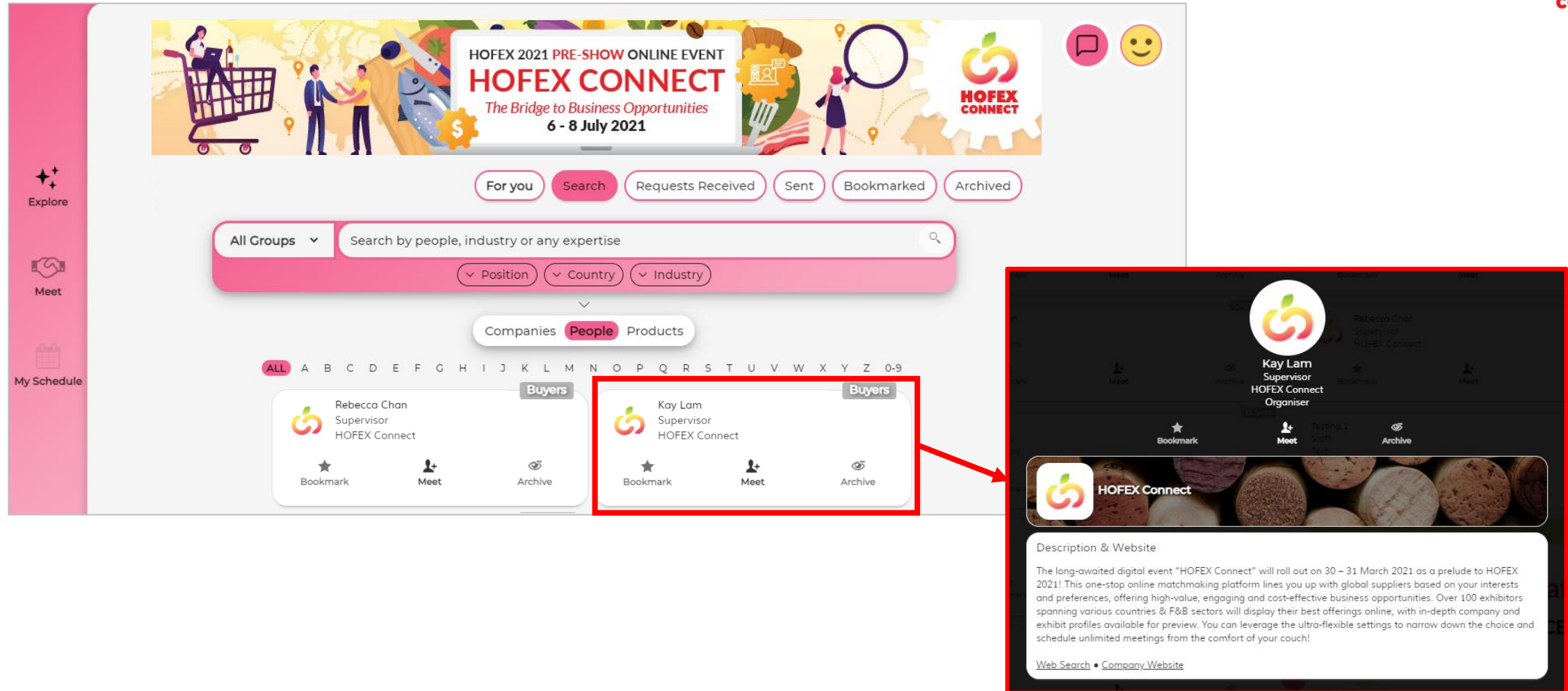
Rebecca Chan
Supervisor
HOFEX Connect

Buyers

Kay Lam
Supervisor
HOFEX Connect

Bookmark Meet Archive

Click on profile box to view full details



The screenshot displays the HOFEX Connect platform interface. At the top, a banner for the "HOFEX 2021 PRE-SHOW ONLINE EVENT" is visible, dated 6-8 July 2021. Below the banner, there are navigation tabs: "For you", "Search", "Requests Received", "Sent", "Bookmarked", and "Archived". A search bar is present with the text "Search by people, industry or any expertise". Below the search bar, there are filters for "Position", "Country", and "Industry". The main content area shows a list of profiles under the "People" tab. Two profiles are visible: "Rebecca Chan, Supervisor, HOFEX Connect" and "Kay Lam, Supervisor, HOFEX Connect". The "Kay Lam" profile is highlighted with a red box, and a red arrow points from it to a detailed view of the profile on the right. The detailed view shows the profile name "Kay Lam", title "Supervisor, HOFEX Connect", and "Organiser". It also includes a "Description & Website" section with text about the HOFEX 2021 event and a "Web Search" link.

HOFEX 2021 PRE-SHOW ONLINE EVENT
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For you Search Requests Received Sent Bookmarked Archived

All Groups Search by people, industry or any expertise

Position Country Industry

Companies People Products

ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9

Buyers

Rebecca Chan
Supervisor
HOFEX Connect

★ Bookmark 👤 Meet 👁 Archive

Buyers

Kay Lam
Supervisor
HOFEX Connect

★ Bookmark 👤 Meet 👁 Archive

Kay Lam
Supervisor
HOFEX Connect
Organiser

★ Bookmark 👤 Meet 👁 Archive

HOFEX Connect

Description & Website

The long-awaited digital event "HOFEX Connect" will roll out on 30 – 31 March 2021 as a prelude to HOFEX 2021! This one-stop online matchmaking platform lines you up with global suppliers based on your interests and preferences, offering high-value, engaging and cost-effective business opportunities. Over 100 exhibitors spanning various countries & F&B sectors will display their best offerings online, with in-depth company and exhibit profiles available for preview. You can leverage the ultra-flexible settings to narrow down the choice and schedule unlimited meetings from the comfort of your couch!

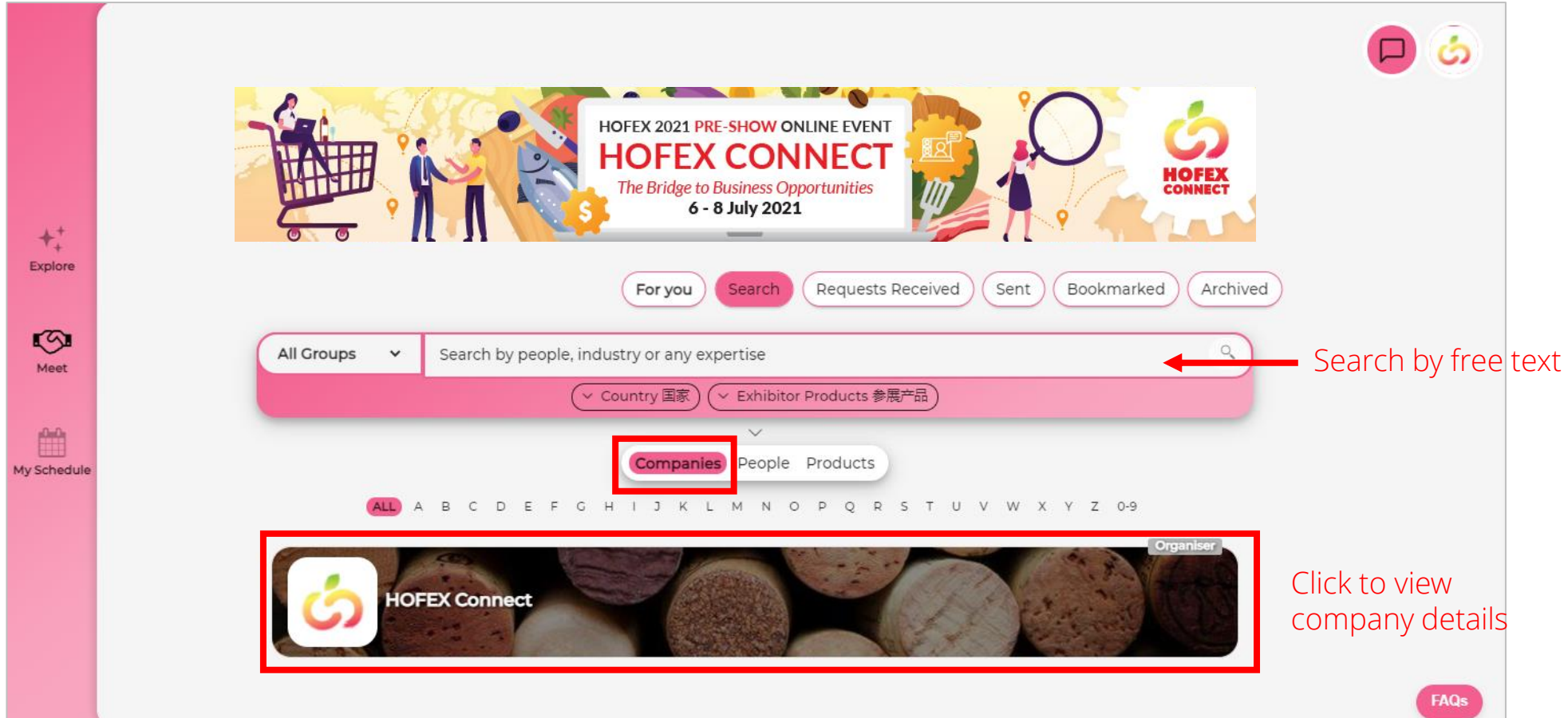
[Web Search](#) • [Company Website](#)

Search products



The screenshot displays the HOFEX CONNECT platform interface. At the top, a banner for the 'HOFEX 2021 PRE-SHOW ONLINE EVENT' is visible, dated '6 - 8 July 2021'. Below the banner, a navigation bar includes tabs for 'For you', 'Search', 'Requests Received', 'Sent', 'Bookmarked', and 'Archived'. A search bar is prominently displayed with the text 'Search by people, industry or any expertise'. A red arrow points to the search bar with the text 'Search by free text'. Below the search bar, a dropdown menu shows 'Companies', 'People', and 'Products', with 'Products' highlighted. A filter bar below the dropdown shows 'ALL' and a list of letters from A to Z, followed by '0-9'. The main content area displays two product listings: 'Cocktail Glasses' and 'Cocktail Shaker', both by 'HOFEX Connect'. The 'Cocktail Shaker' listing is highlighted with a red box. A red arrow points to the 'Cocktail Shaker' listing with the text 'Click to view product details'. A sidebar on the left contains icons for 'Explore', 'Meet', and 'My Schedule'. A bottom right corner contains an 'FAQs' button.

Search company and view profile

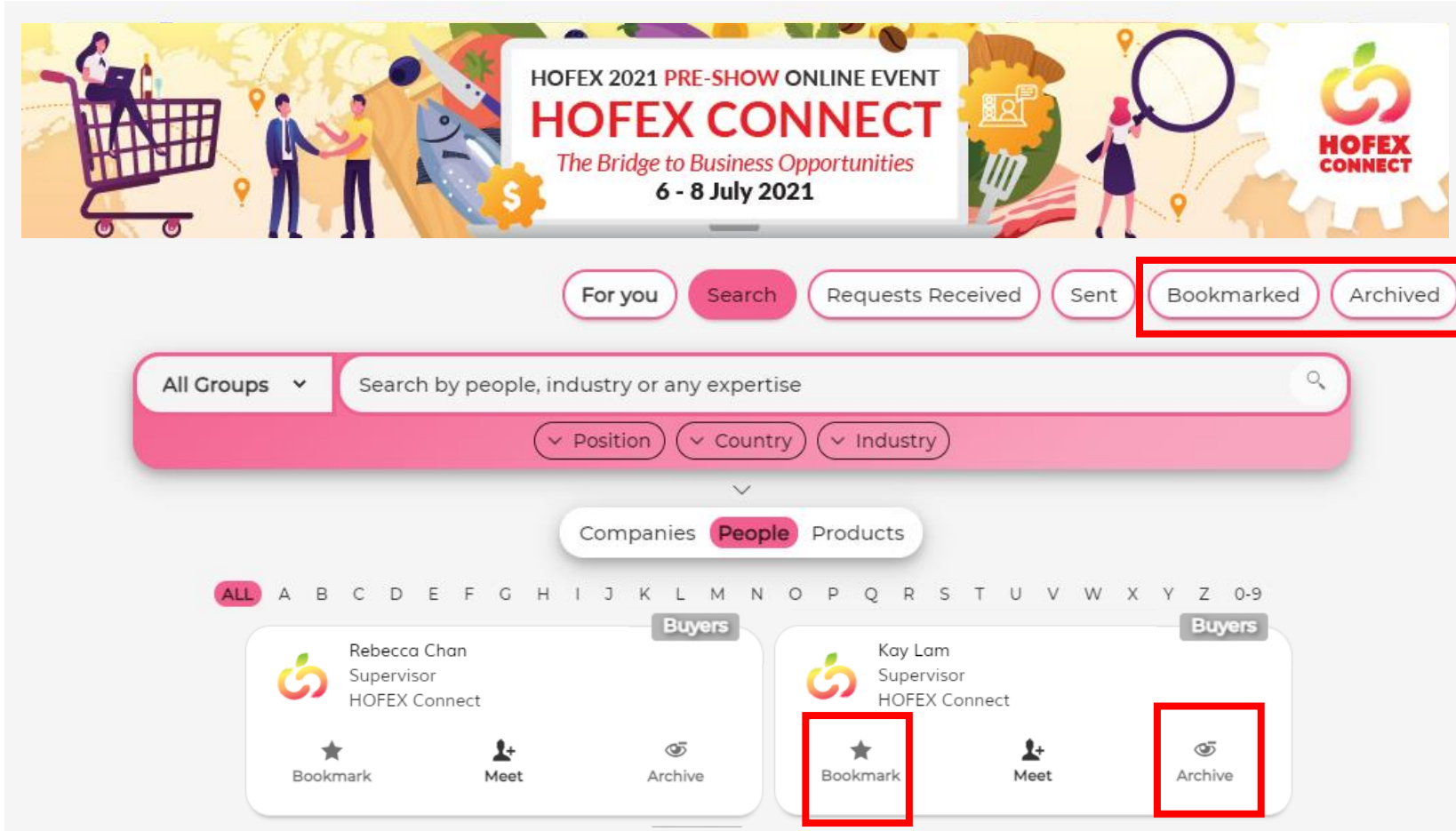


The screenshot displays the HOFEX Connect platform interface. On the left is a pink sidebar with icons for 'Explore', 'Meet', and 'My Schedule'. The main content area features a banner for 'HOFEX 2021 PRE-SHOW ONLINE EVENT HOFEX CONNECT' with the tagline 'The Bridge to Business Opportunities' and dates '6 - 8 July 2021'. Below the banner are tabs for 'For you', 'Search', 'Requests Received', 'Sent', 'Bookmarked', and 'Archived'. A search bar is present with the placeholder text 'Search by people, industry or any expertise'. Below the search bar are filters for 'Country 国家' and 'Exhibitor Products 参展产品'. A red arrow points to the search bar with the text 'Search by free text'. Below the filters are tabs for 'Companies', 'People', and 'Products', with 'Companies' highlighted by a red box. Below these tabs is a list of letters from A to Z and '0-9', with 'ALL' selected. At the bottom, a company profile card for 'HOFEX Connect' is highlighted by a red box, showing the logo and a background image of various breads. A red arrow points to this card with the text 'Click to view company details'. In the top right corner, there are icons for a chat bubble and a user profile. In the bottom right corner, there is a 'FAQs' button.

Search by free text

Click to view company details

Search company and view profile



The screenshot displays the HOFEX CONNECT platform interface. At the top, a banner for the "HOFEX 2021 PRE-SHOW ONLINE EVENT" is visible, dated 6-8 July 2021. Below the banner, a navigation bar includes buttons for "For you", "Search", "Requests Received", "Sent", "Bookmarked", and "Archived". The "Bookmarked" and "Archived" buttons are highlighted with a red box. Below the navigation bar, a search bar is present with a dropdown menu for "All Groups" and a search input field. Below the search bar, there are filters for "Position", "Country", and "Industry". A tab bar shows "Companies", "People", and "Products", with "People" selected. Below the tab bar, a list of users is displayed. The first user is Rebecca Chan, Supervisor, HOFEX Connect. The second user is Kay Lam, Supervisor, HOFEX Connect. Both users have a "Bookmark" button, a "Meet" button, and an "Archive" button. The "Bookmark" and "Archive" buttons for Kay Lam are highlighted with a red box.

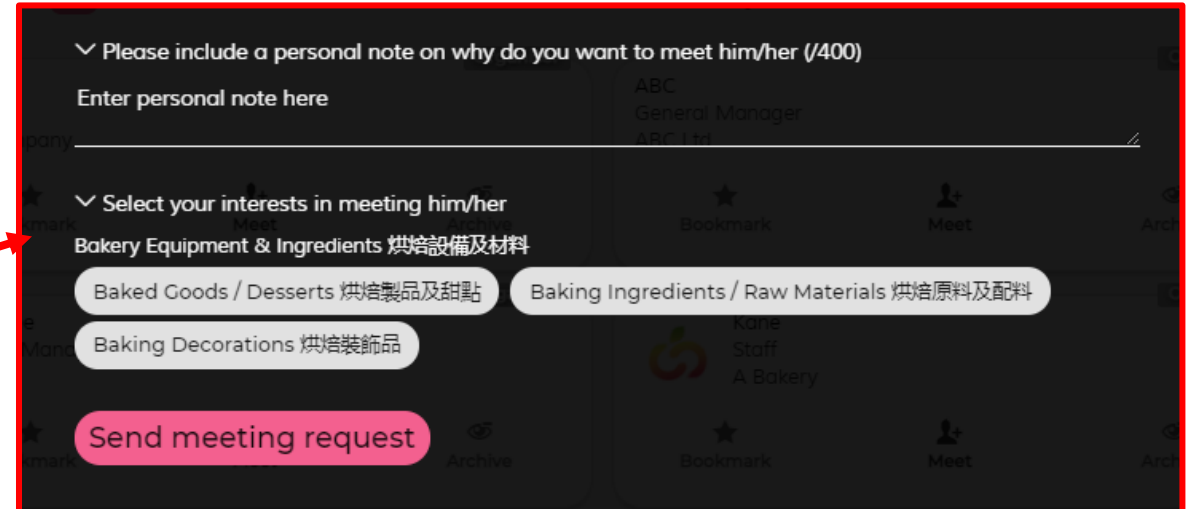
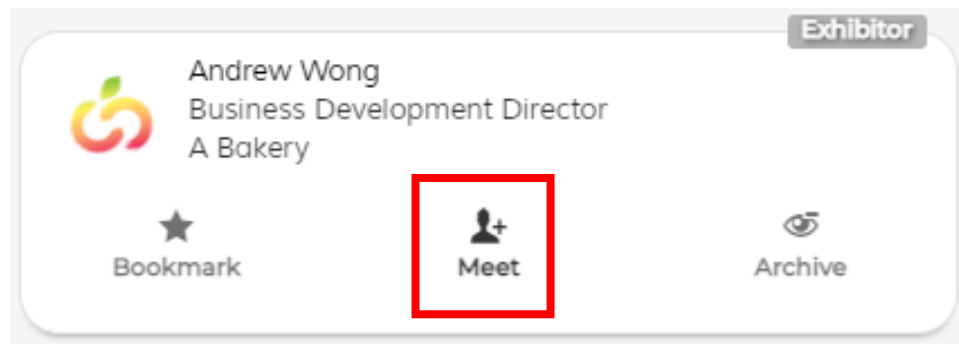
Bookmark to save the counterparts you are interested in meeting

Archive to hide the counterparts you are not interested in

Schedule a time for video meeting



Click on **Meet** to send meeting request



▼ Please include a personal note on why do you want to meet him/her (/400)

Enter personal note here

▼ Select your interests in meeting him/her

Bakery Equipment & Ingredients 烘焙設備及材料

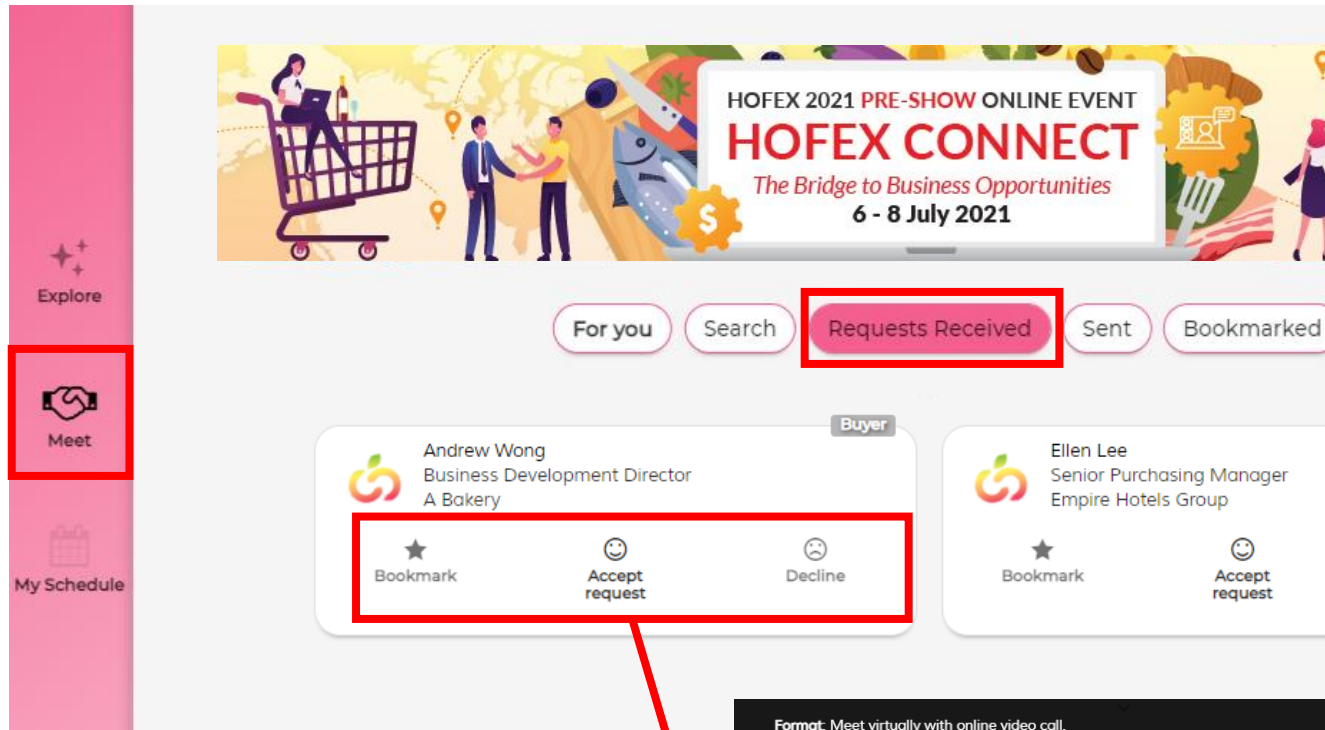
Baked Goods / Desserts 烘焙製品及甜點

Baking Ingredients / Raw Materials 烘焙原料及配料

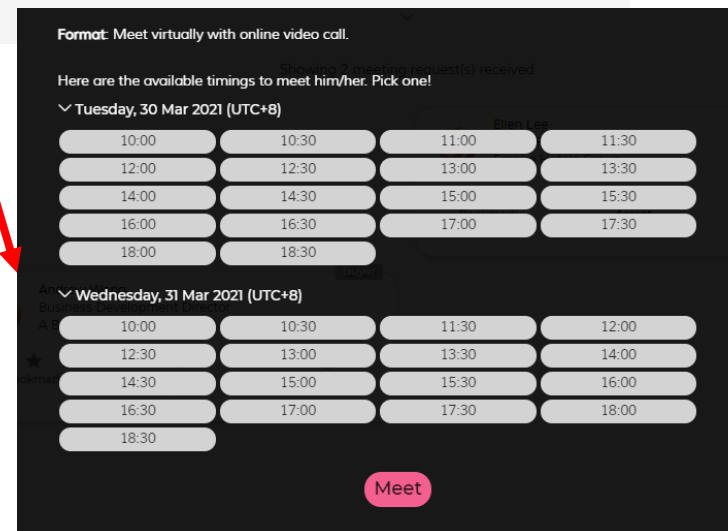
Baking Decorations 烘焙裝飾品

Send meeting request

- Input your personal message & email contacts, then send with your meeting request invitation
- Don't forget to select your interests in the company!



- Click **Requests Received**
- To accept meeting request
Click **Accept request** and pick a time from the available schedule to confirm
- To reject meeting request
Click **Decline** or **Bookmark** to decide later

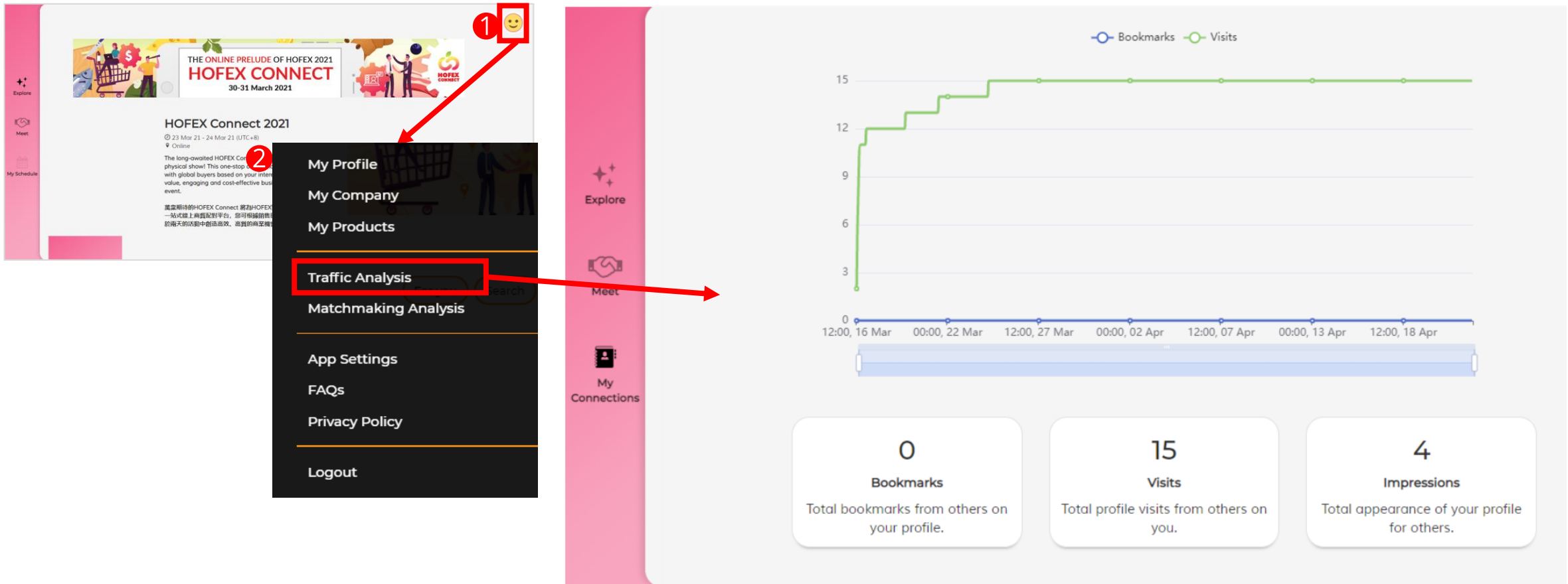


Need to meet another time?



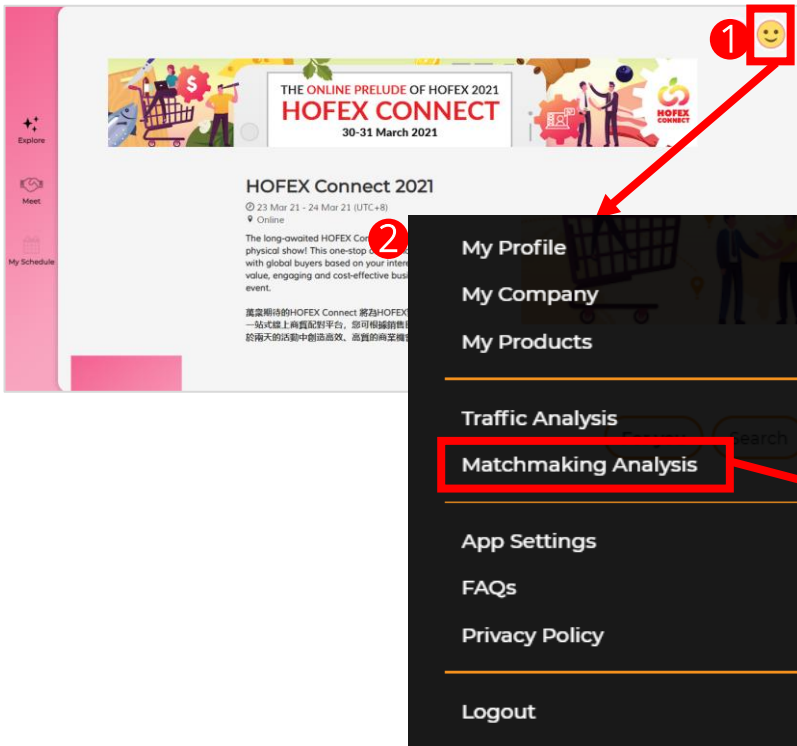
The screenshot displays the HOFEX CONNECT platform interface. On the left, a pink sidebar contains navigation icons: 'Explore', 'Meet', and 'My Schedule' (highlighted with a red box). The main content area features a banner for the 'HOFEX 2021 PRE-SHOW ONLINE EVENT' on 6-8 July 2021. Below the banner, there are three sections: 'Time Zone' (with an 'Edit' button), 'Notification' (with an 'Edit' button), and 'Sync Calendar' (with an 'Edit' button). A meeting card for 'Apple Lee, General Manager, Natural Green' is shown at 03:30. The card includes a 'Bookmark' button and a 'Reschedule' button (highlighted with a red box). A 'Cancel' button is also present, and a 'Buyer' label is visible above the buttons. A 'FAQs' button is located in the bottom right corner.

Check on your platform usage & performance

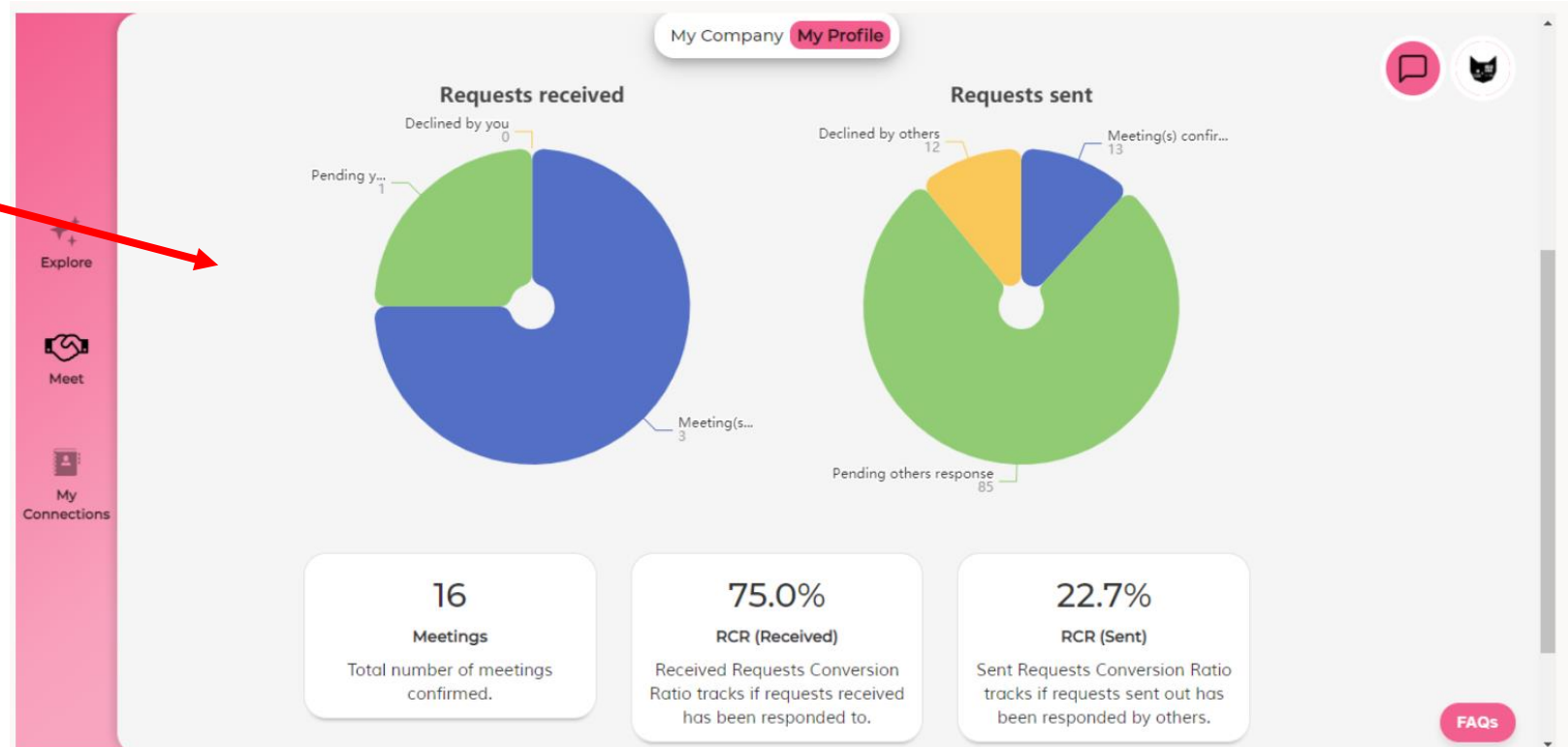


Traffic Analysis shows the number of visits of your profile & product page by other platform users

Check on your platform usage & performance



Matchmaking Analysis shows the request & meeting statistics



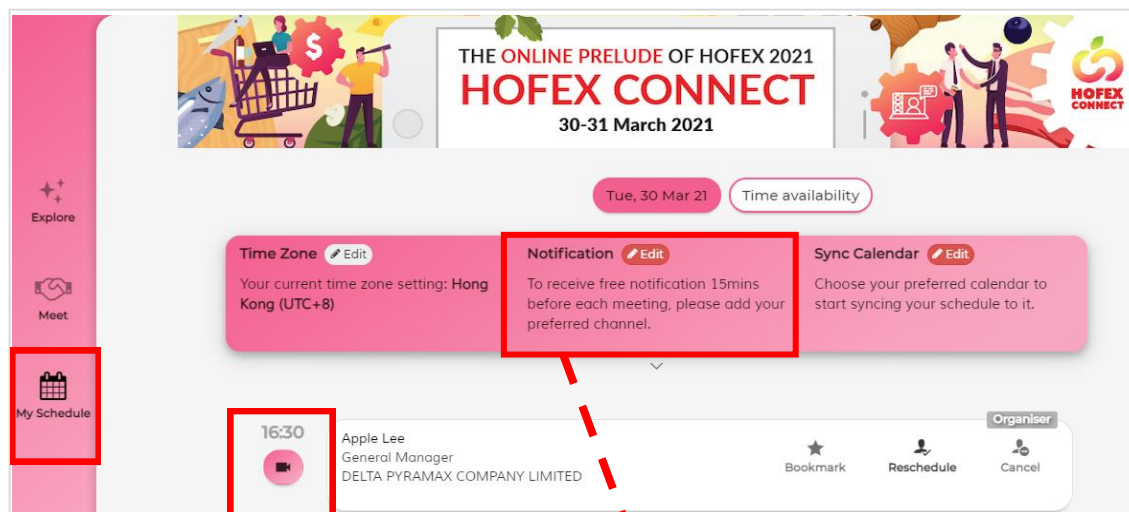
Join Meeting

And Rate for Them!

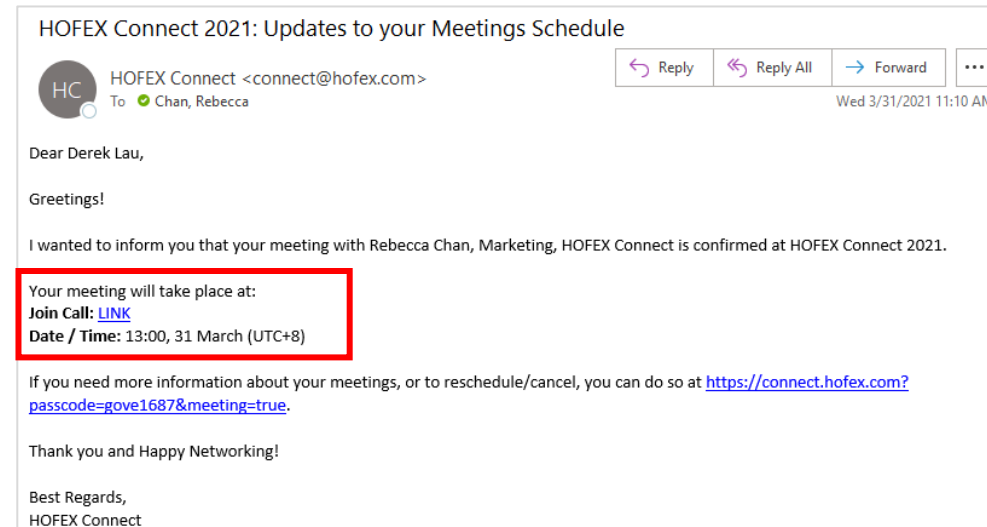


How to join video meeting?

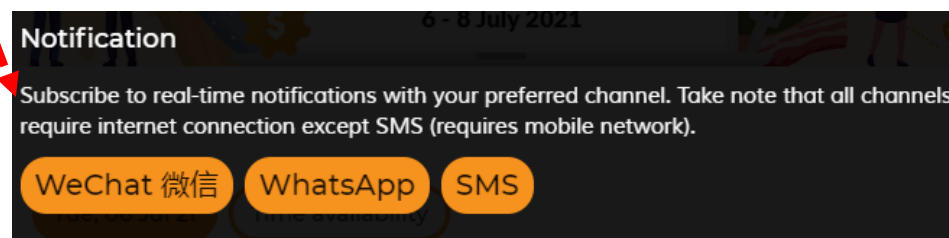
1. On Platform: My Schedule > Click Video Icon



2. Email Notification

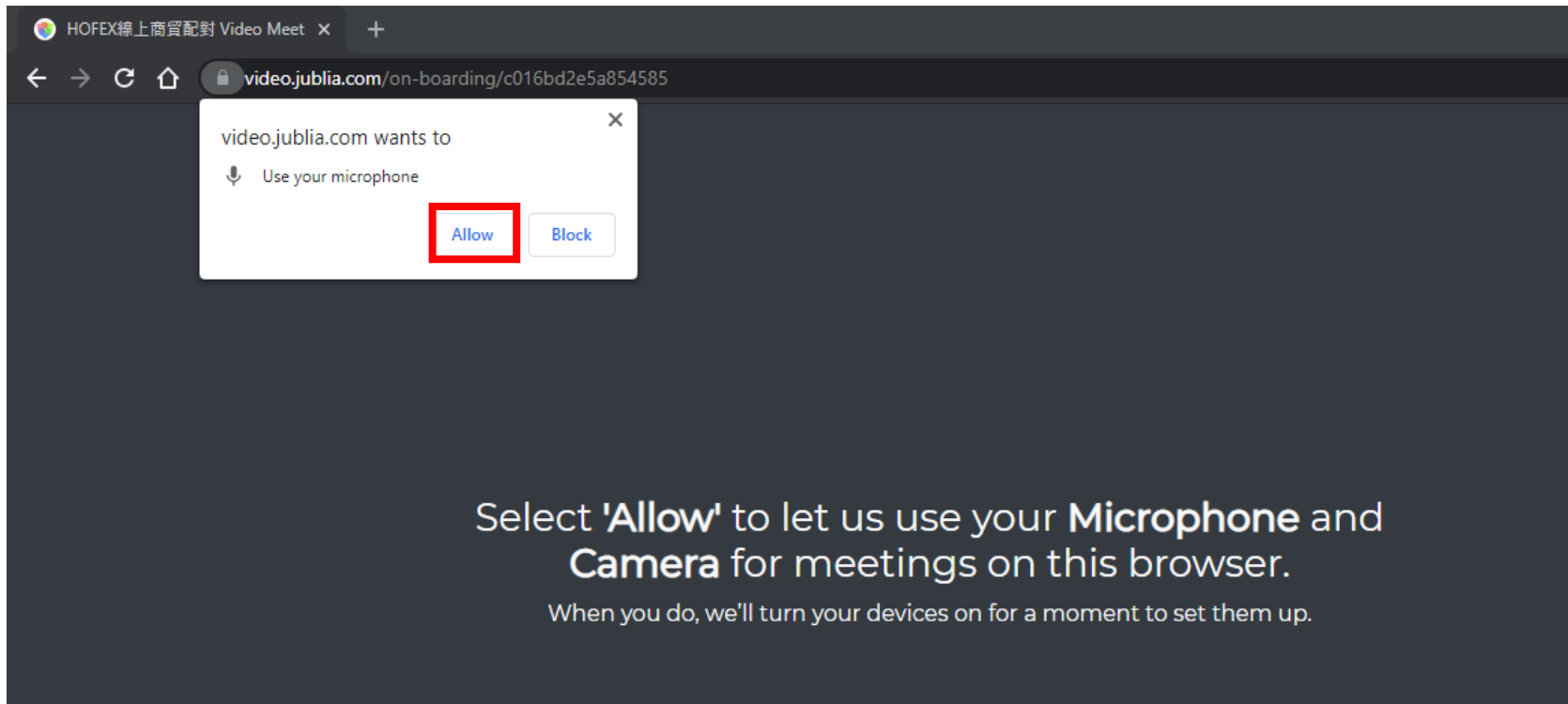


3. Other Message Notification



How to join video meeting?

Pop-up message from browser

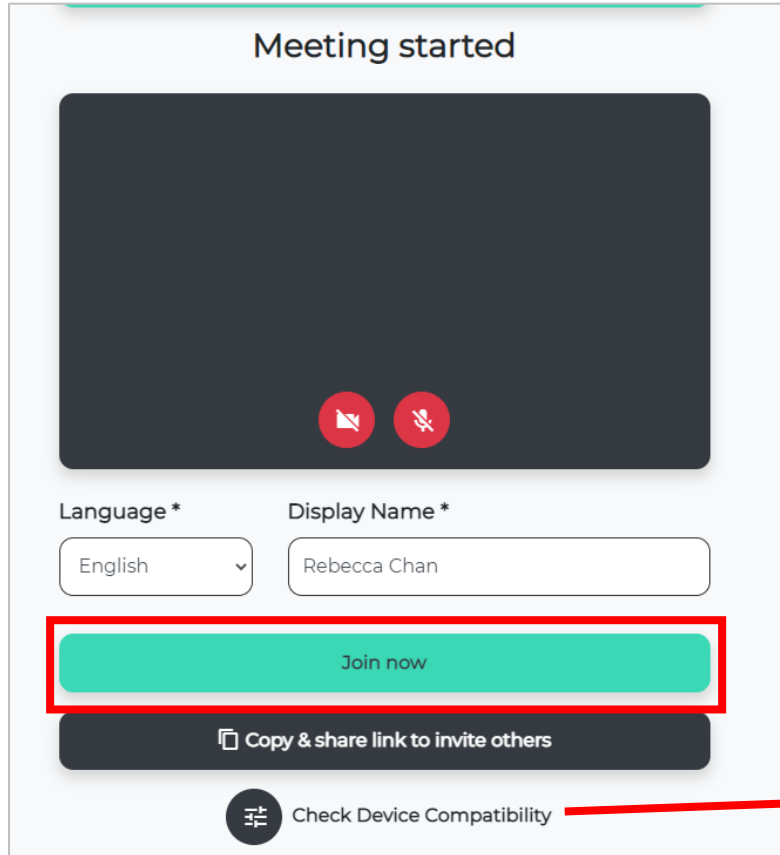


Note:

- Make sure to click **Allow** for the online platform to use your microphone & camera for the meeting on the browser

How to join video meeting?

Meeting started



Language * Display Name *

English

Rebecca Chan

Join now

Copy & share link to invite others

Check Device Compatibility

- Allow using your microphone and camera & allow pop ups in your desktop or mobile settings
- Enter your display name in the meeting
- Click **Join Now** to join the meeting

Device Compatibility

System	Connection
Browser: Chrome	Connection speed: 10
88.0.4324 ✓	Mbps ✓
Operating System:	Server Access ✓
Windows 10 ✓	
Permission	Result
Camera ✓	
Microphone ✓	
Screen Share Support ✓	
Speaker ?	
Play test sound ▶	
Is the speaker functioning?	
Yes	No

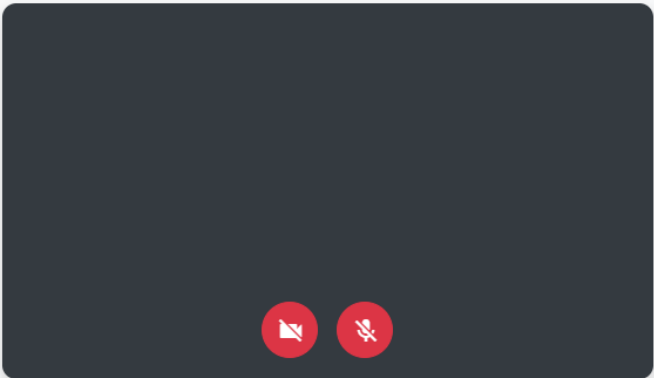
Note:

- Check your device compatibility before entering the meeting room

Invite your colleagues / interpreter to join the meeting



Meeting started



Language * Display Name *

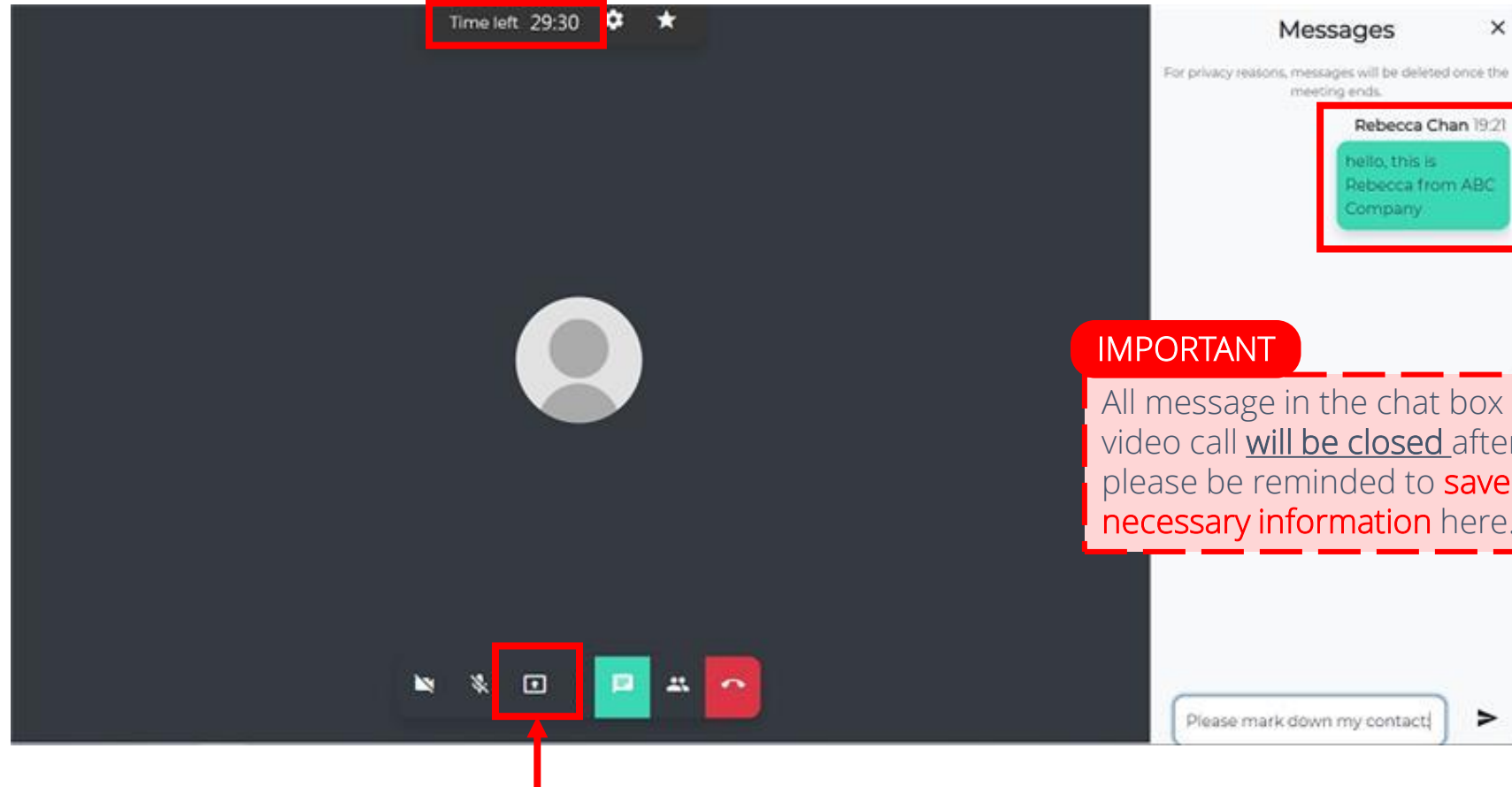
English

After you join the virtual meeting:

1. You could share the **meeting link** to a maximum of 2 persons
2. The 3rd party will be asked to **input name** before clicking **Join** now
3. Attendees in the meeting need to click **Allow** for the 3rd party to join the meeting

During the meeting (30min per meeting)

Meeting will end automatically after 30min.
Time alert will appear 5min and 1min before time's up



Click here to share
screen for presentation

After you've completed all the meetings, you will be invited to rate the meeting.



Don't forget to rate & comment your meetings. Your feedback is valuable to us!

Meeting Report will be generated after you rate

You've left the meeting

Were you able to see and hear the others well?

☐ Yes ☐ No

Were the others able to see and hear you well?

☐ Yes ☐ No

Overall video meeting experience

★ ★ ★ ★ ★

We would love your feedback! Let us know what you think.

Submit & Close

Chat Function

Available on Event Dates only

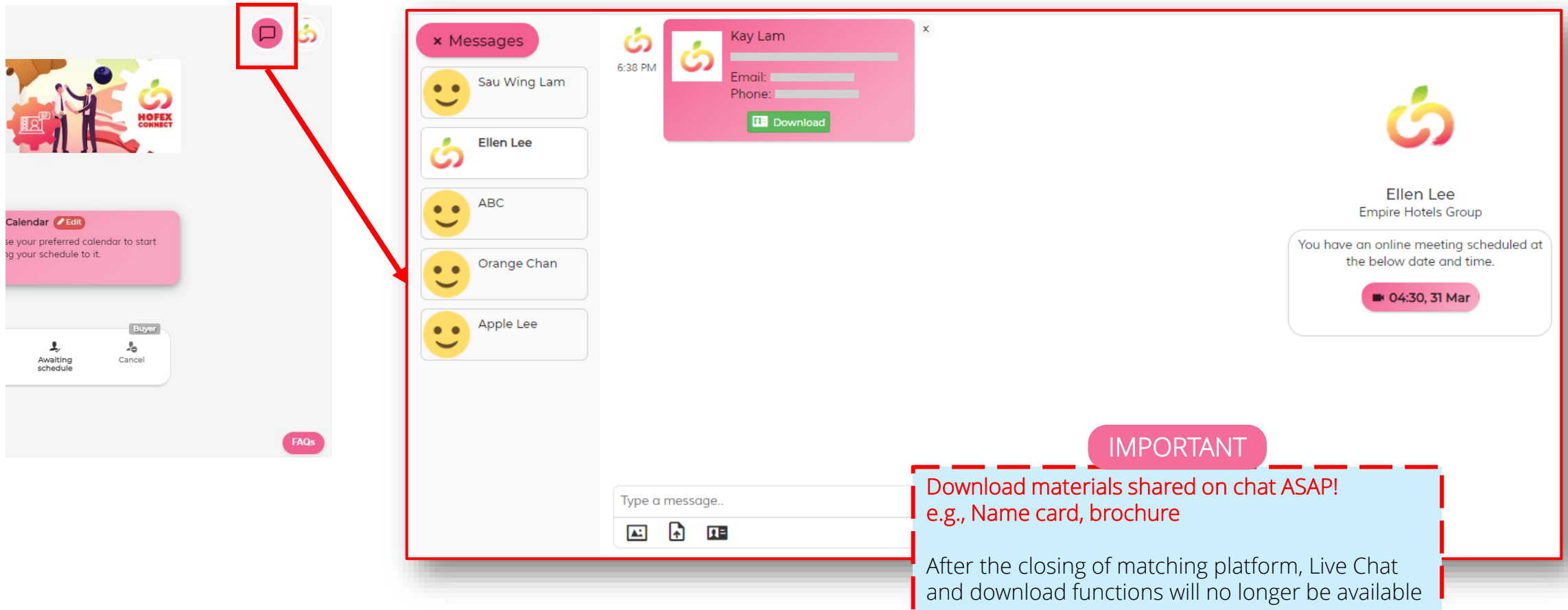


Only available during event dates



Chat Room Function

- Text Chatting
- Share Digital Name Card
- Send files (Brochures, Photos)



IMPORTANT

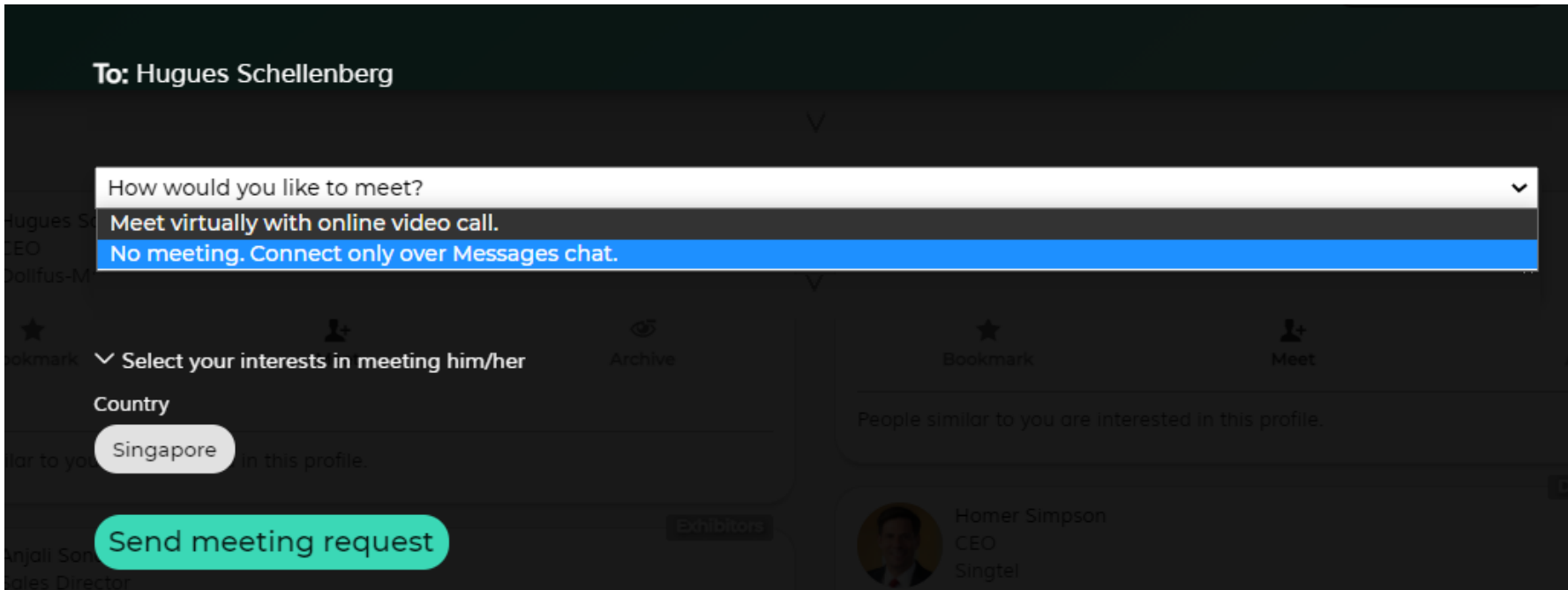
Download materials shared on chat ASAP!
e.g., Name card, brochure

After the closing of matching platform, Live Chat and download functions will no longer be available

Only available during event dates

During event dates, you can choose to connect via:

- Online video call
- Chat Room



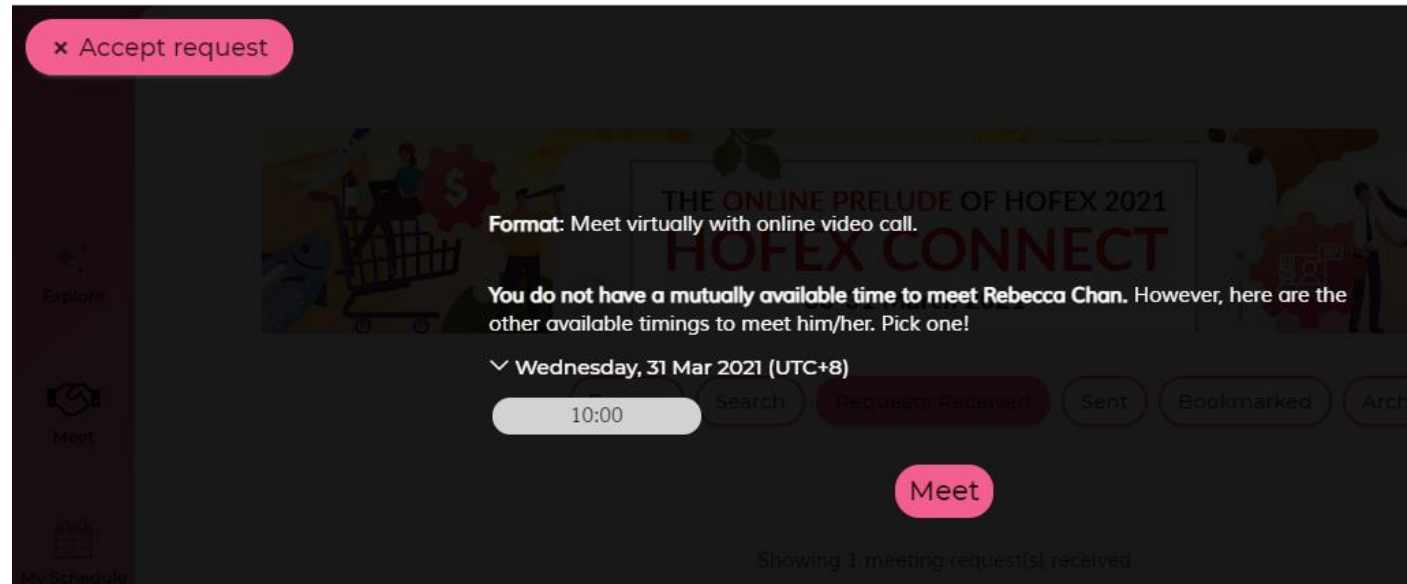
It is recommended to always stay on the platform during the event dates to give quick responses to any new connection requests.

What-if.....



No mutual available timeslot?

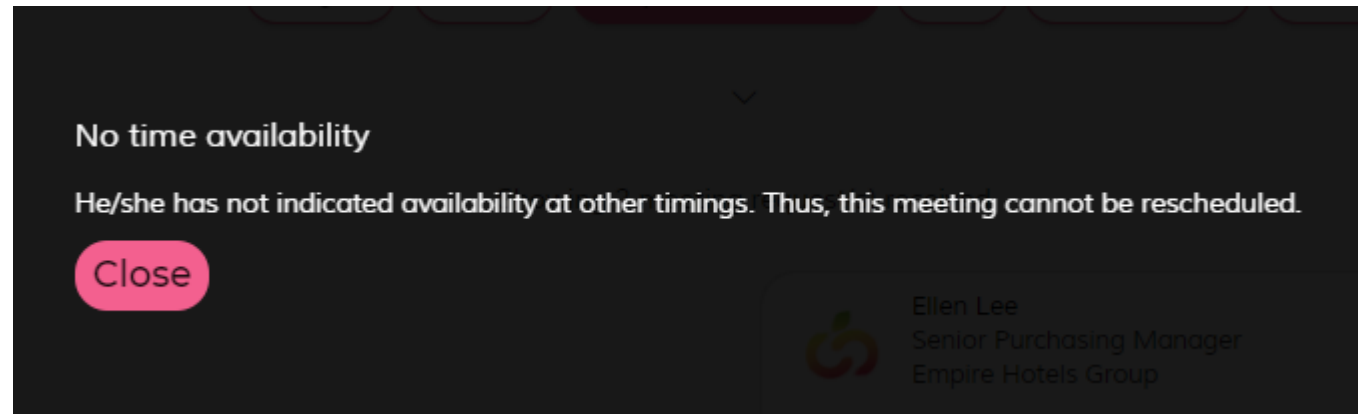
Frequent Asked Questions: <https://hofex.com/connect/#FAQ>



Platform will suggest another time to meet according to your counterparts

No more timeslot left for more meetings?

Frequent Asked Questions: <https://hofex.com/connect/#FAQ>



Talk with them through live chat
during event days!



HOFEX 2021 PRE-SHOW ONLINE EVENT

HOFEX CONNECT

See You There!



hofexhk



hofex.hk



connect@hofex.com



<https://hofex.com/connect>