



**HOFEX  
CONNECT**

HOFEX 2021 **PRE-SHOW** ONLINE EVENT

# HOFEX CONNECT

*The Bridge to Business Opportunities*

**6 - 8 July 2021**

Platform User Guide  
For Exhibitor

[www.hofex.com/connect](http://www.hofex.com/connect)

As of 15 June 2021

**HOFEX Connect (July) | 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 this one stop online matchmaking platform to line you up with global buyers based on your interests and preferences. You can schedule quality F2F meetings with our AI-powered recommendation tools and meet with buyers from the comfort of your couch!



Raise Brand Awareness



Lead Generation



Industry-specific, Targeted Marketing

## 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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## Join Meeting & Rate it!

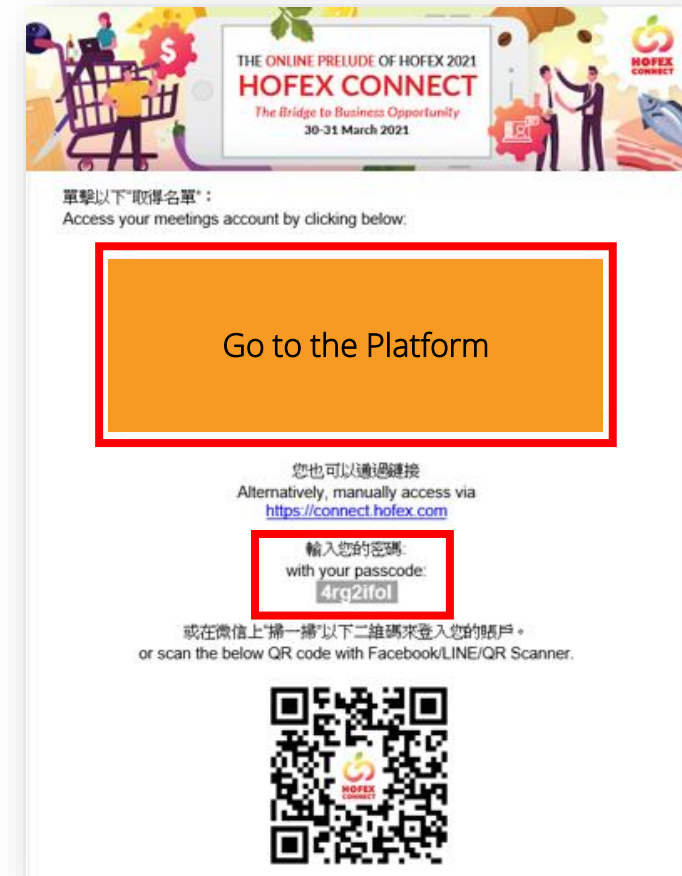
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## When can I start to accessing the platform?



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!

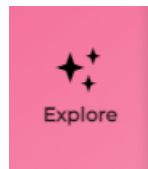


Homepage

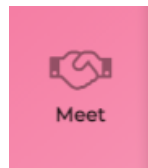


What you will see after clicking the activation link in email

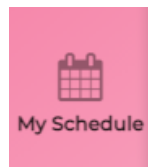
# What can I find in each tab?



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



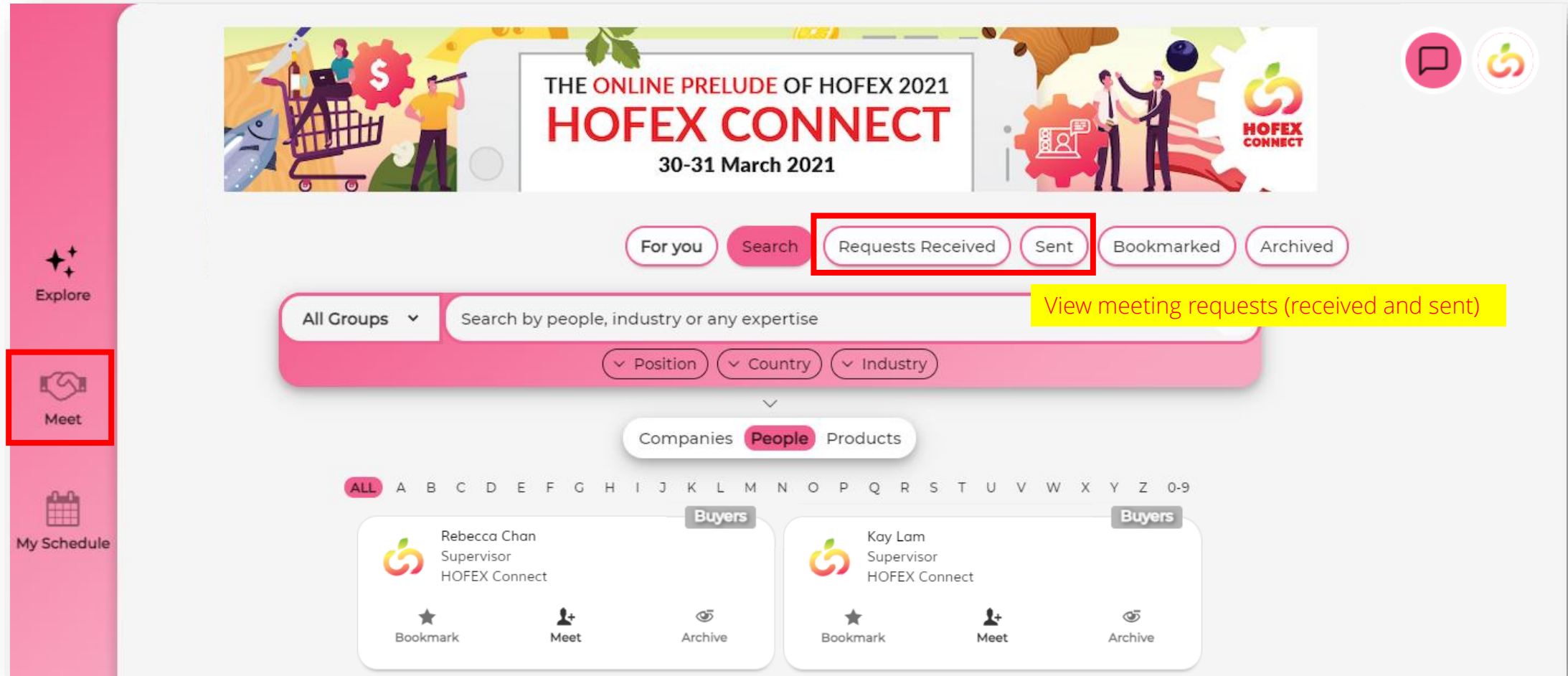
- Browse exhibitor / buyer listing with filters (company/ people/ products)
- **Smart recommendations** powered by AI according to your interests
- Send or accept meeting requests & schedule a meeting
- Bookmark or archive profiles



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

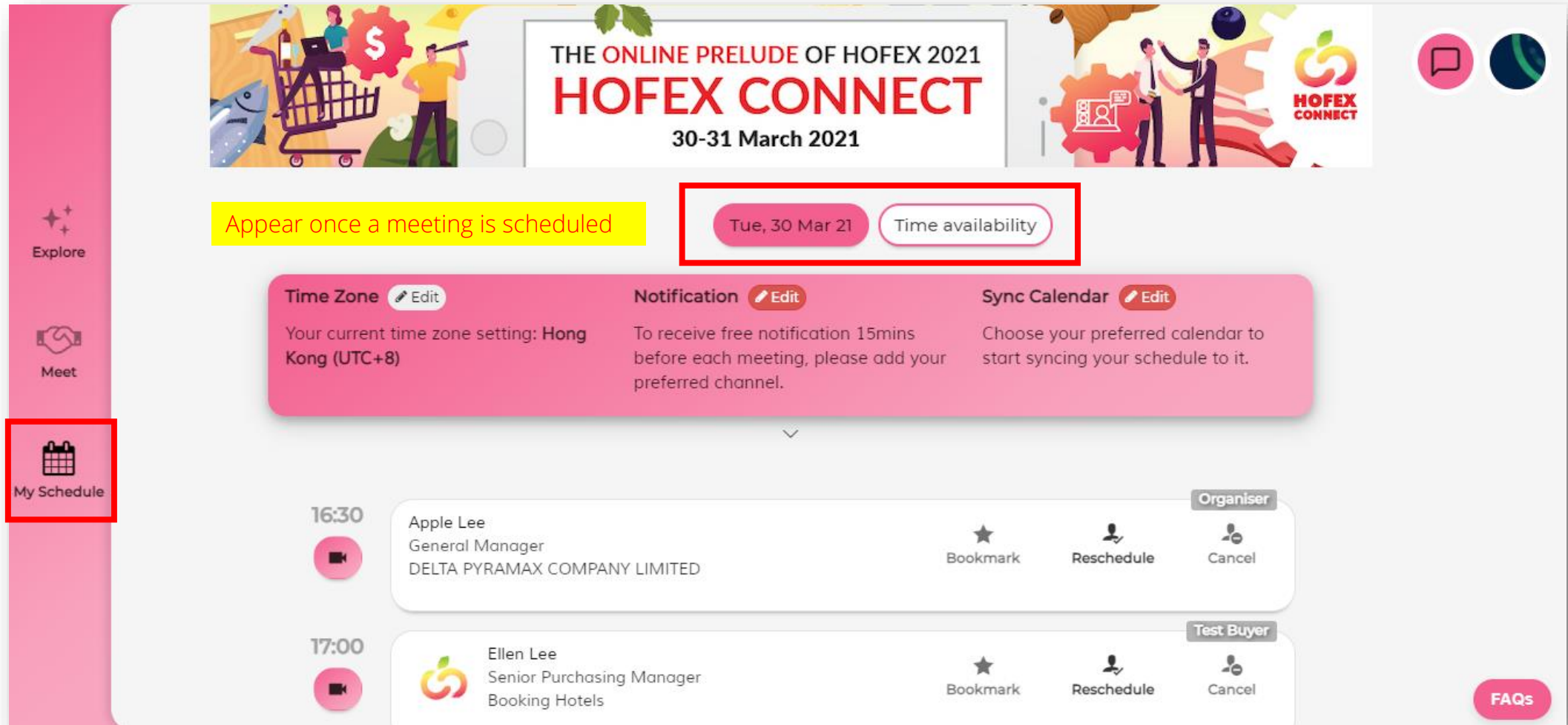


# Browse exhibitor / buyer & arrange meeting



The screenshot displays the HOFEX CONNECT app interface. On the left, a pink sidebar contains three icons: 'Explore' (stars), 'Meet' (handshake), and 'My Schedule' (calendar). The 'Meet' icon is highlighted with a red box. The main content area features a banner for 'THE ONLINE PRELUDE OF HOFEX 2021 HOFEX CONNECT 30-31 March 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'. To the right of the search bar, there are filters for 'Position', 'Country', and 'Industry'. Below the search bar, there are tabs for 'Companies', 'People', and 'Products'. The 'People' tab is selected. Below the tabs, there is a list of users. The first user is Rebecca Chan, Supervisor, HOFEX Connect. The second user is Kay Lam, Supervisor, HOFEX Connect. Both users have a 'Bookmark' icon, a 'Meet' icon, and an 'Archive' icon.

# Your agenda and time availability setting



The screenshot displays the 'My Schedule' section of the HOFEX CONNECT app. The interface features a pink sidebar on the left with navigation icons: 'Explore', 'Meet', and 'My Schedule' (highlighted with a red box). The main content area has a header banner for 'THE ONLINE PRELUDE OF HOFEX 2021 HOFEX CONNECT 30-31 March 2021'. Below the banner, a yellow box states 'Appear once a meeting is scheduled'. A red box highlights the date 'Tue, 30 Mar 21' and the 'Time availability' button. A pink settings bar contains three sections: 'Time Zone' (set to Hong Kong (UTC+8)), 'Notification' (15mins before each meeting), and 'Sync Calendar'. The schedule list shows two meetings: one at 16:30 with Apple Lee (General Manager, DELTA PYRAMAX COMPANY LIMITED) as the 'Organiser', and another at 17:00 with Ellen Lee (Senior Purchasing Manager, Booking Hotels) as the 'Test Buyer'. Each meeting entry includes a video icon, a star icon for 'Bookmark', a person icon for 'Reschedule', and a person icon for 'Cancel'. An 'FAQs' button is located at the bottom right.

Explore

Meet

My Schedule

THE ONLINE PRELUDE OF HOFEX 2021  
**HOFEX CONNECT**  
30-31 March 2021

Appear once a meeting is scheduled

Tue, 30 Mar 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.

16:30 Apple Lee  
General Manager  
DELTA PYRAMAX COMPANY LIMITED

17:00 Ellen Lee  
Senior Purchasing Manager  
Booking Hotels

Organiser

Bookmark Reschedule Cancel

Test Buyer

Bookmark Reschedule Cancel

FAQs



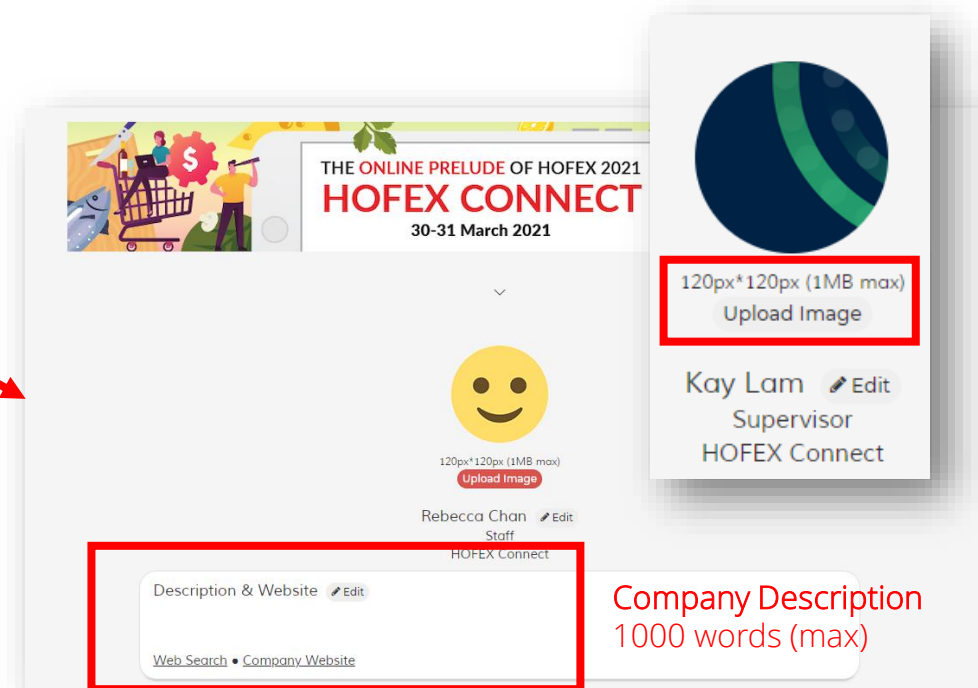
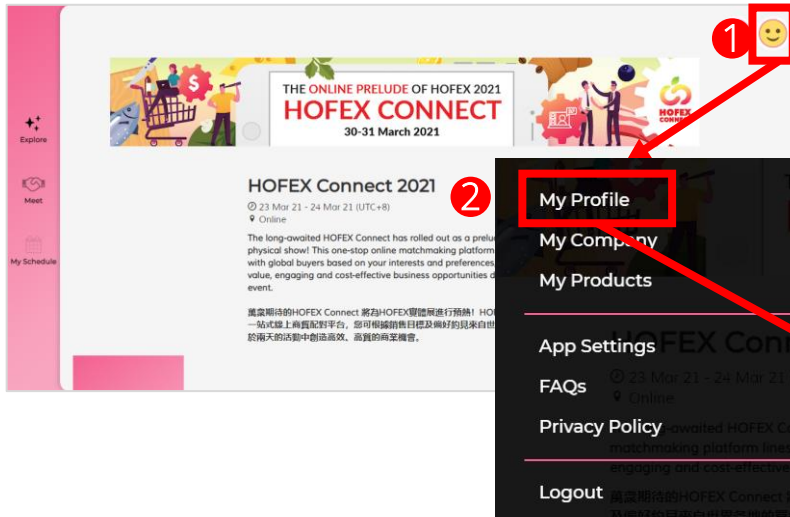
# Complete Your Profile

## Company & Product Info



## Upload profile picture

Follow below steps to check / complete account set up

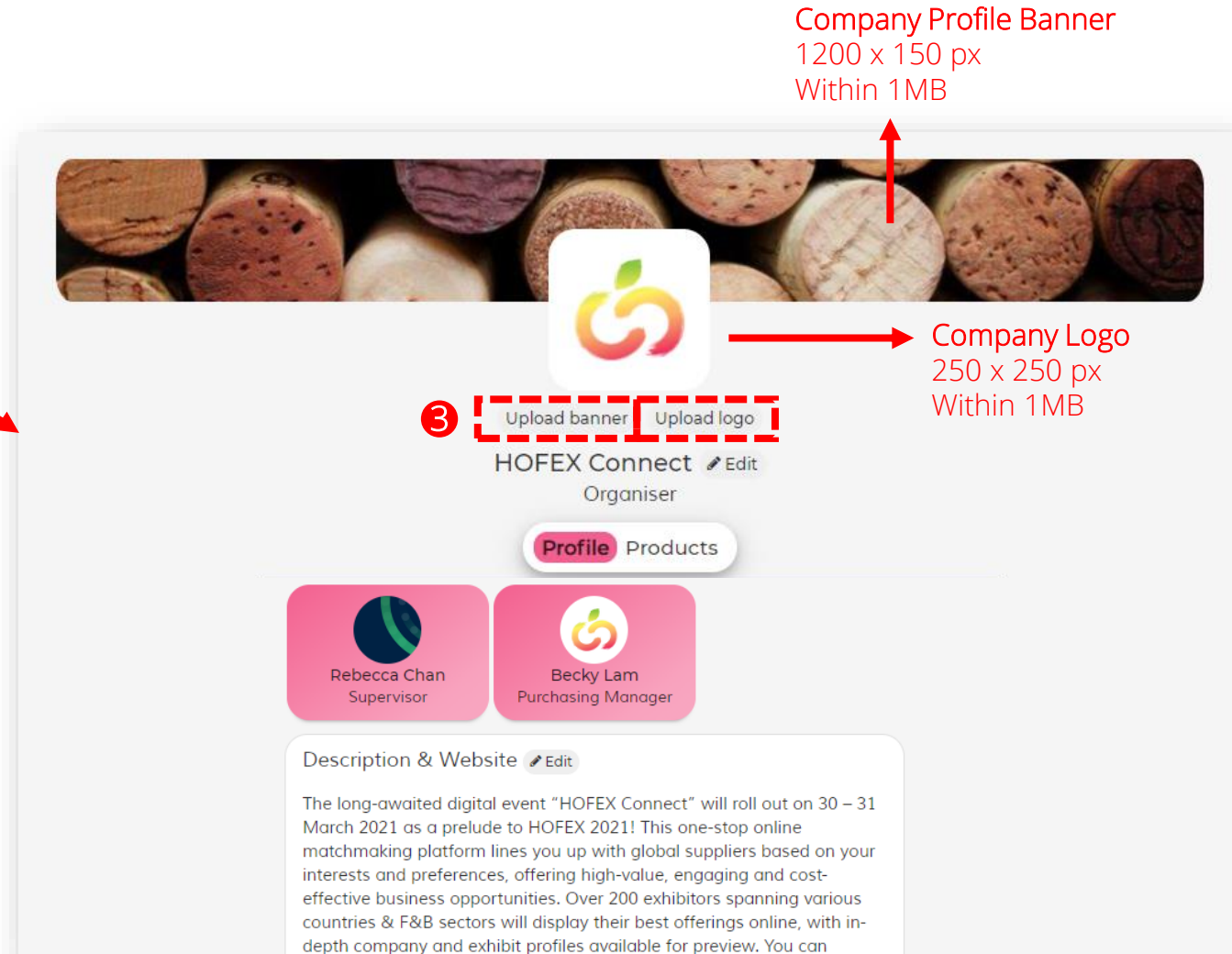
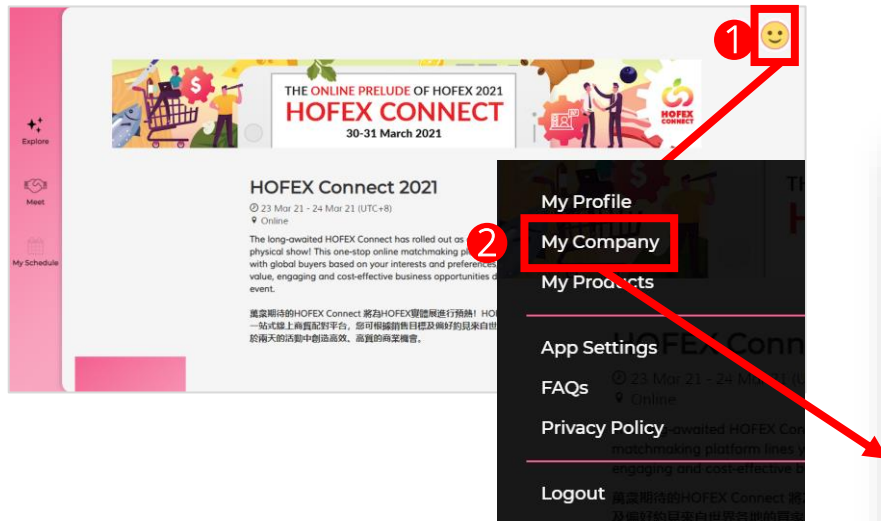


User Profile Picture  
120 x 120 px  
Within 1 MB

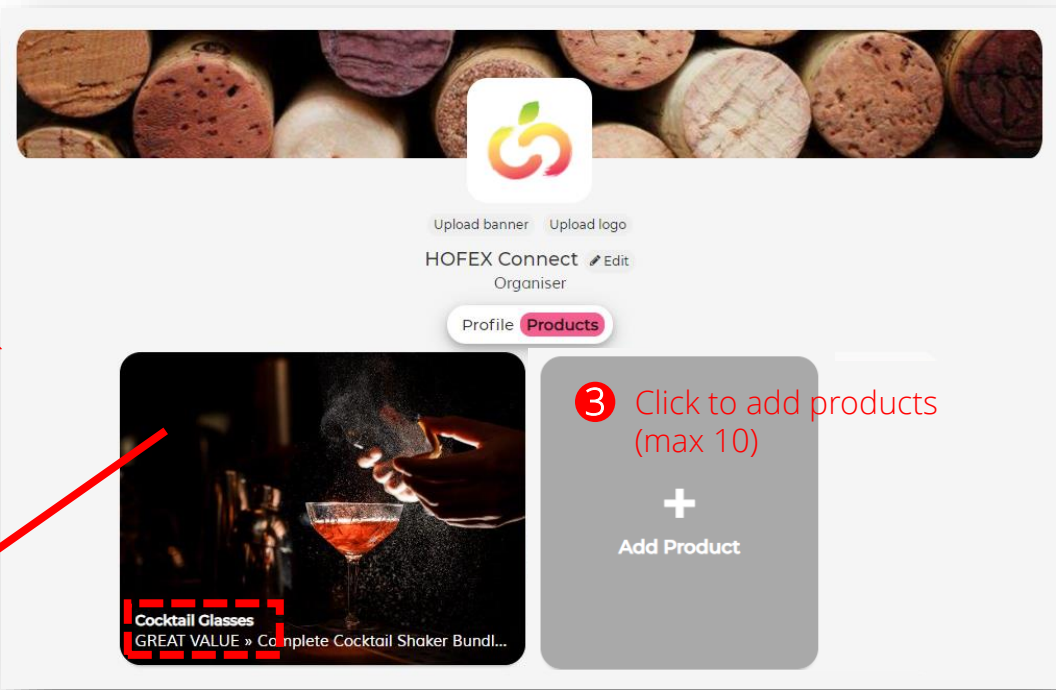
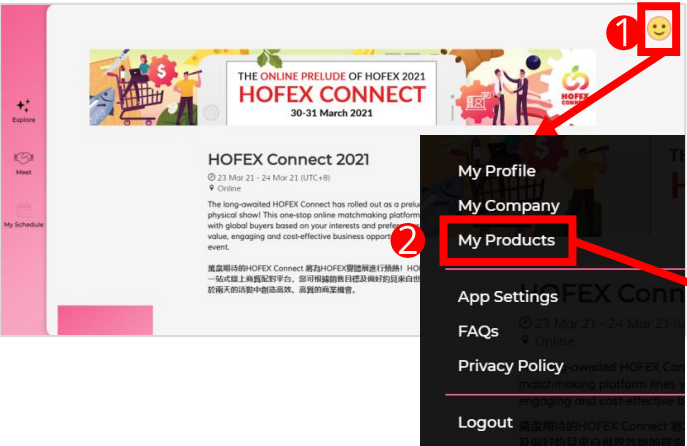
Company Description  
1000 words (max)

Make sure your profile is complete

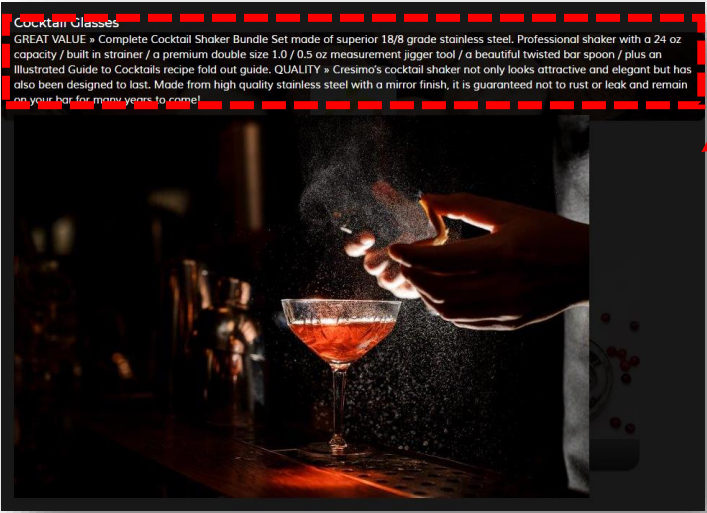
## Company profile – upload logo and information



Product image and description



Product Description  
1000 words (max)



Product Name  
No words limit

Product Image  
Within 1MB



# Confirm your available time for meetings



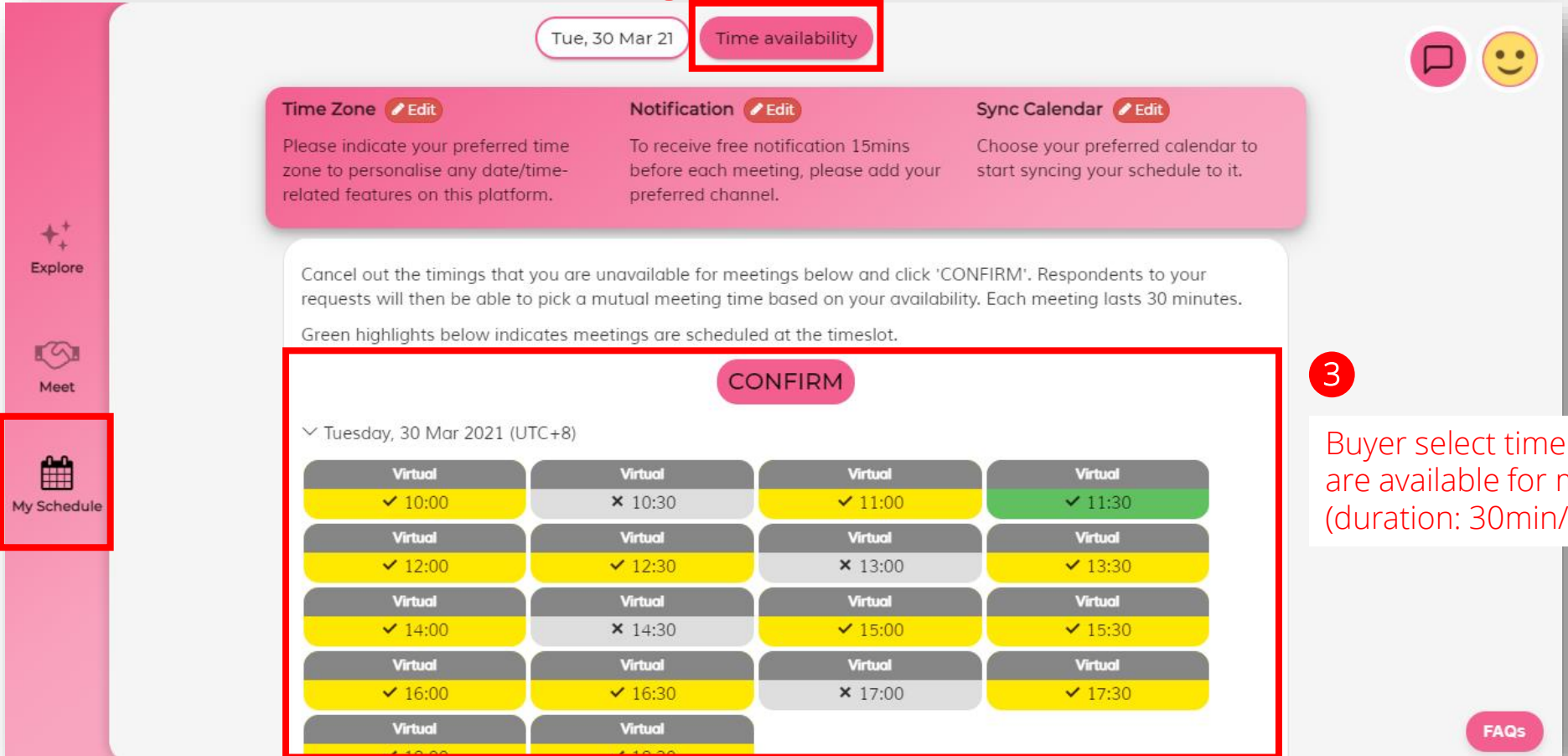
Yellow = Available  
Grey = Blocked  
Green = Meeting Confirmed

**1**

**2**

**3**

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



**Time Zone** [Edit](#)  
Please indicate your preferred time zone to personalise any date/time-related features on this platform.

**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.

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.

**CONFIRM**

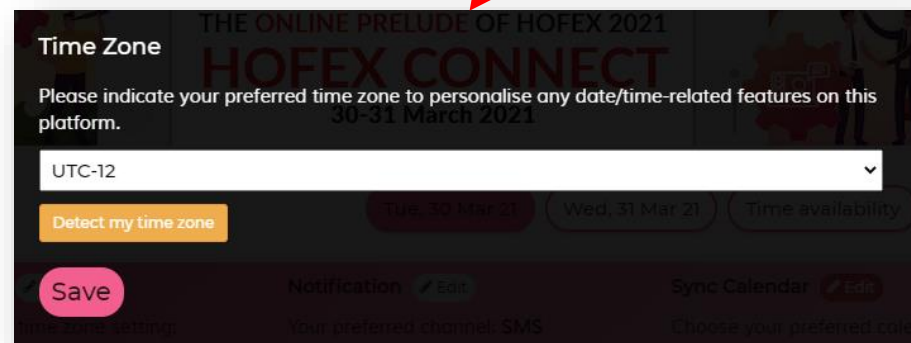
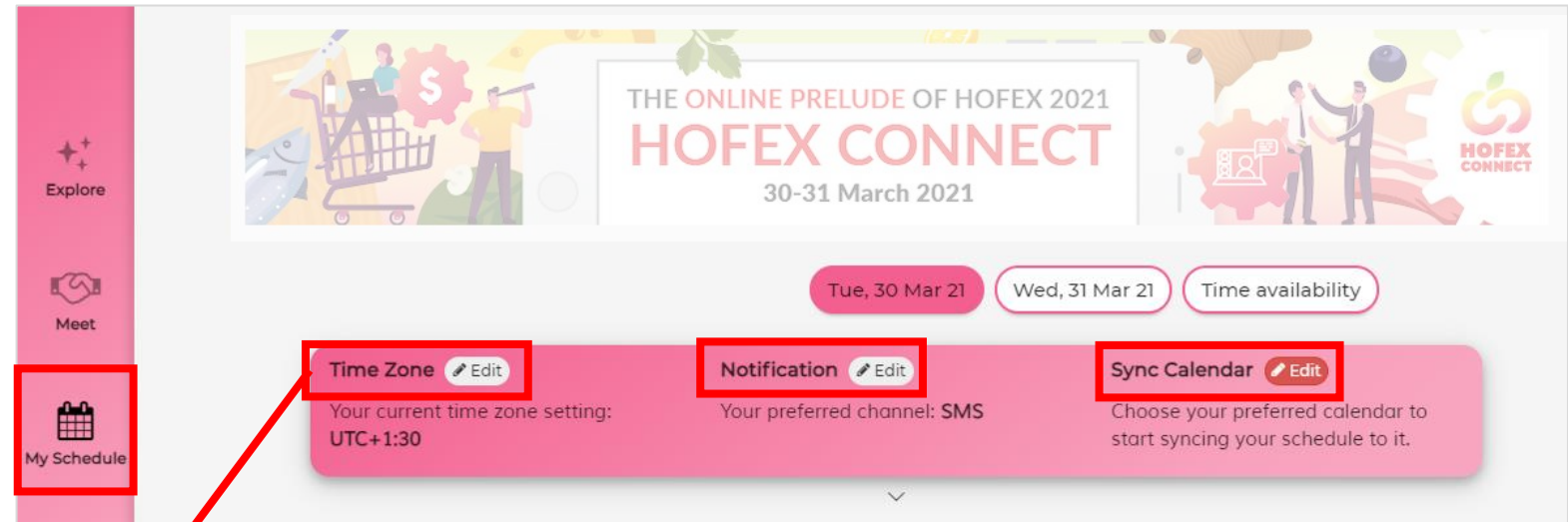
▼ Tuesday, 30 Mar 2021 (UTC+8)

Virtual	Virtual	Virtual	Virtual
✓ 10:00	✗ 10:30	✓ 11:00	✓ 11:30
✓ 12:00	✓ 12:30	✗ 13:00	✓ 13:30
✓ 14:00	✗ 14:30	✓ 15:00	✓ 15:30
✓ 16:00	✓ 16:30	✗ 17:00	✓ 17:30
✓ 18:00	✓ 18:30		

[FAQs](#)

## Further notification set up

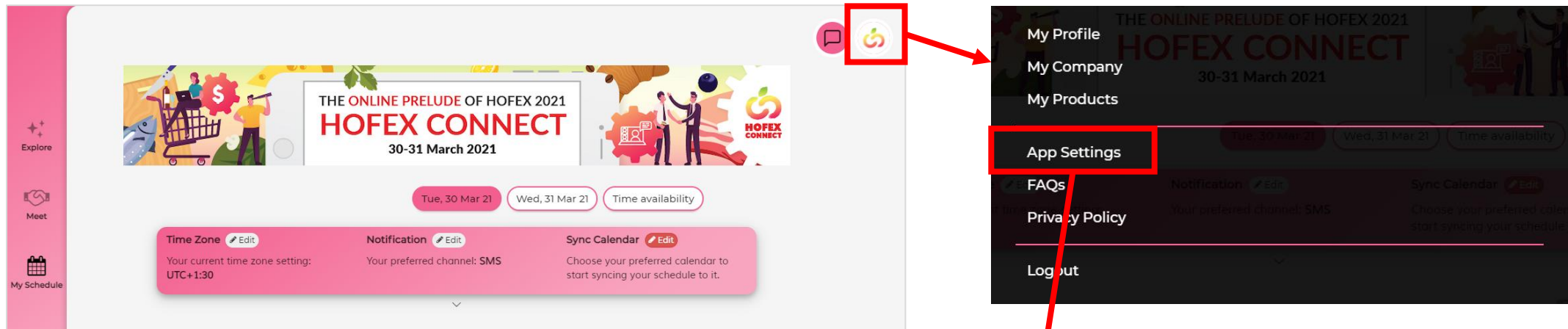
1. Time Zone (click on “Detect my time zone”, system will automatically detect your device’s time zone)
2. Notification Channel (Select one extra channel from WhatsApp/ SMS, apart from email)
3. Sync schedule to your Calendar



### IMPORTANT

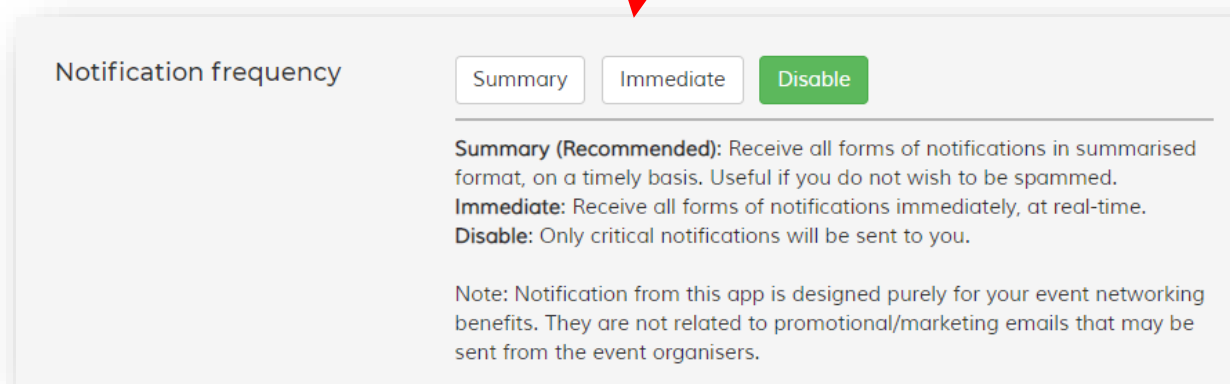
Selected time zone only applies to the platform. Email/ other notifications will follow the platform time zone (UTC +8). Please check the UTC indication on all time-related matters.

# 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



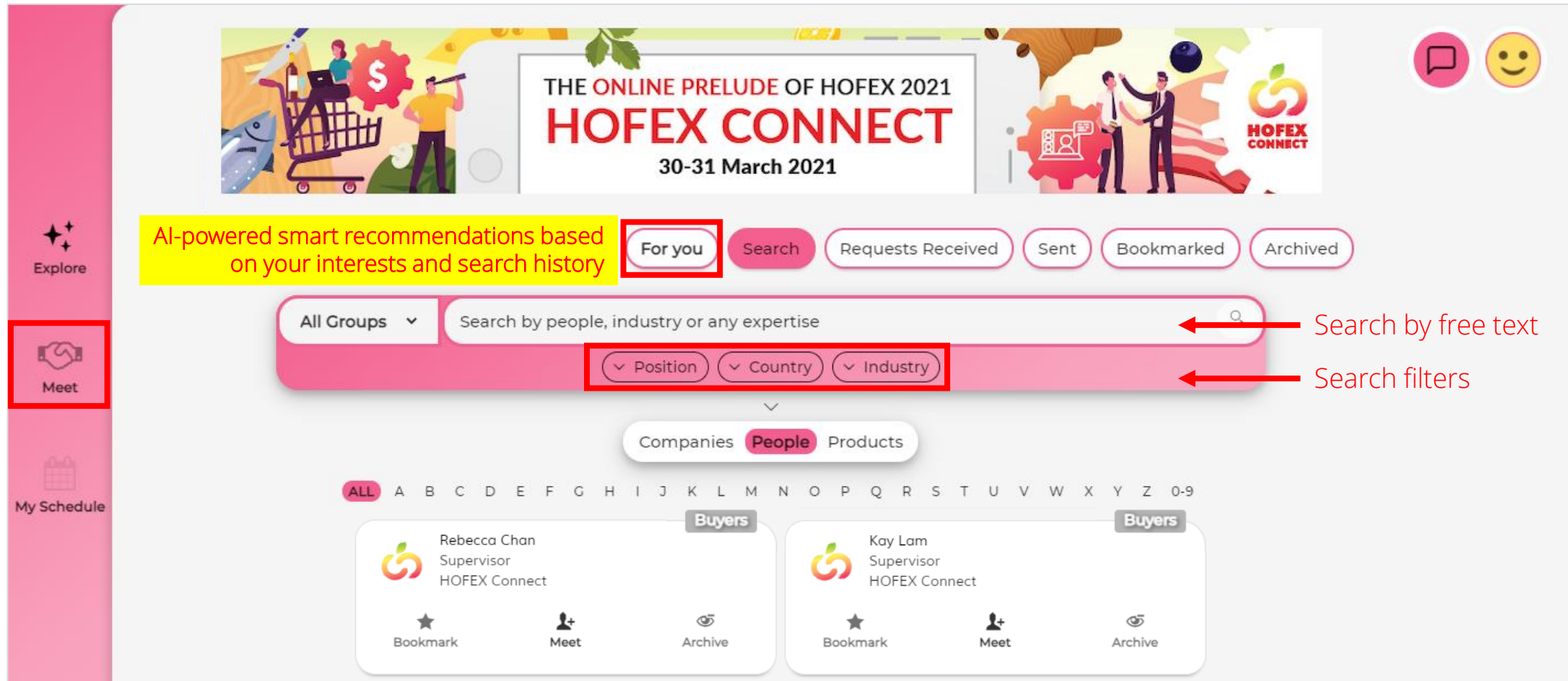
Start browsing

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 reads "THE ONLINE PRELUDE OF HOFEX 2021 HOFEX CONNECT 30-31 March 2021". Below the banner, a navigation bar includes a yellow box with the text "AI-powered smart recommendations based on your interests and search history" and a "For you" button. To the right of this are buttons for "Search", "Requests Received", "Sent", "Bookmarked", and "Archived". A sidebar on the left contains icons for "Explore", "Meet" (highlighted with a red box), and "My Schedule". Below the navigation bar, a search bar is labeled "Search by people, industry or any expertise" with a magnifying glass icon. To the right of the search bar, a red arrow points to the text "Search by free text". Below the search bar, a row of filter buttons includes "Position", "Country", and "Industry", all highlighted with a red box. A red arrow points to this row with the text "Search filters". Below the filters, there are tabs for "Companies", "People" (selected), and "Products". A horizontal menu shows letters A-Z and 0-9, with "ALL" selected. Below this, two user profiles are displayed under the "Buyers" tab. Each profile includes a name, title, company, and icons for "Bookmark", "Meet", and "Archive".

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

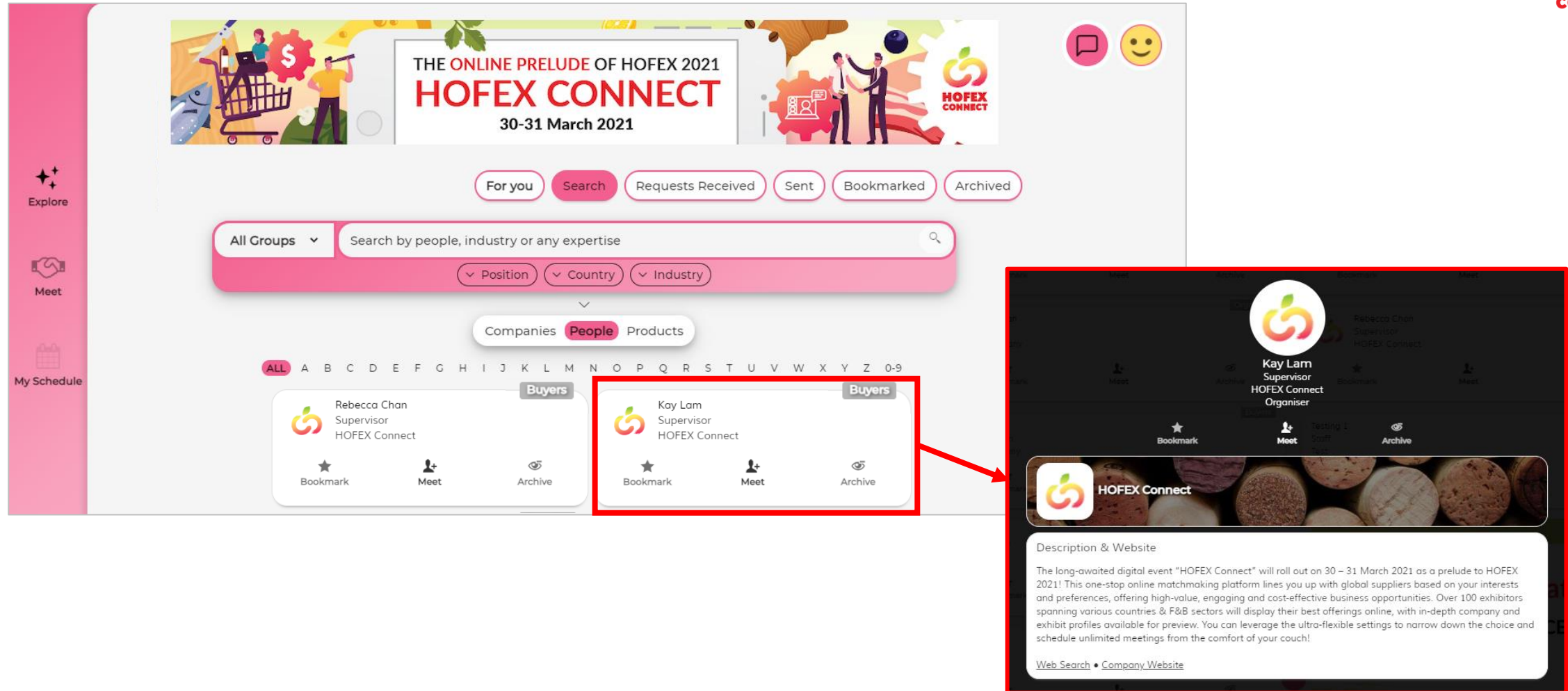
Rebecca Chan  
Supervisor  
HOFEX Connect

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 reads "THE ONLINE PRELUDE OF HOFEX 2021 HOFEX CONNECT 30-31 March 2021". Below this, navigation tabs include "For you", "Search", "Requests Received", "Sent", "Bookmarked", and "Archived". A search bar prompts users to "Search by people, industry or any expertise", with filters for "Position", "Country", and "Industry". A sidebar on the left offers options: "Explore", "Meet", and "My Schedule". The main content area shows a list of users under the "People" tab, with a "Buyers" filter. Two user 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 to its detailed view on the right. This detailed view shows the user's name, title, and role, along with a "Description & Website" section. The description states: "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!" The interface also includes icons for "Bookmark", "Meet", and "Archive" for each user profile.

**Rebecca Chan**  
Supervisor  
HOFEX Connect

**Kay Lam**  
Supervisor  
HOFEX Connect

**Kay Lam**  
Supervisor  
HOFEX Connect  
Organiser

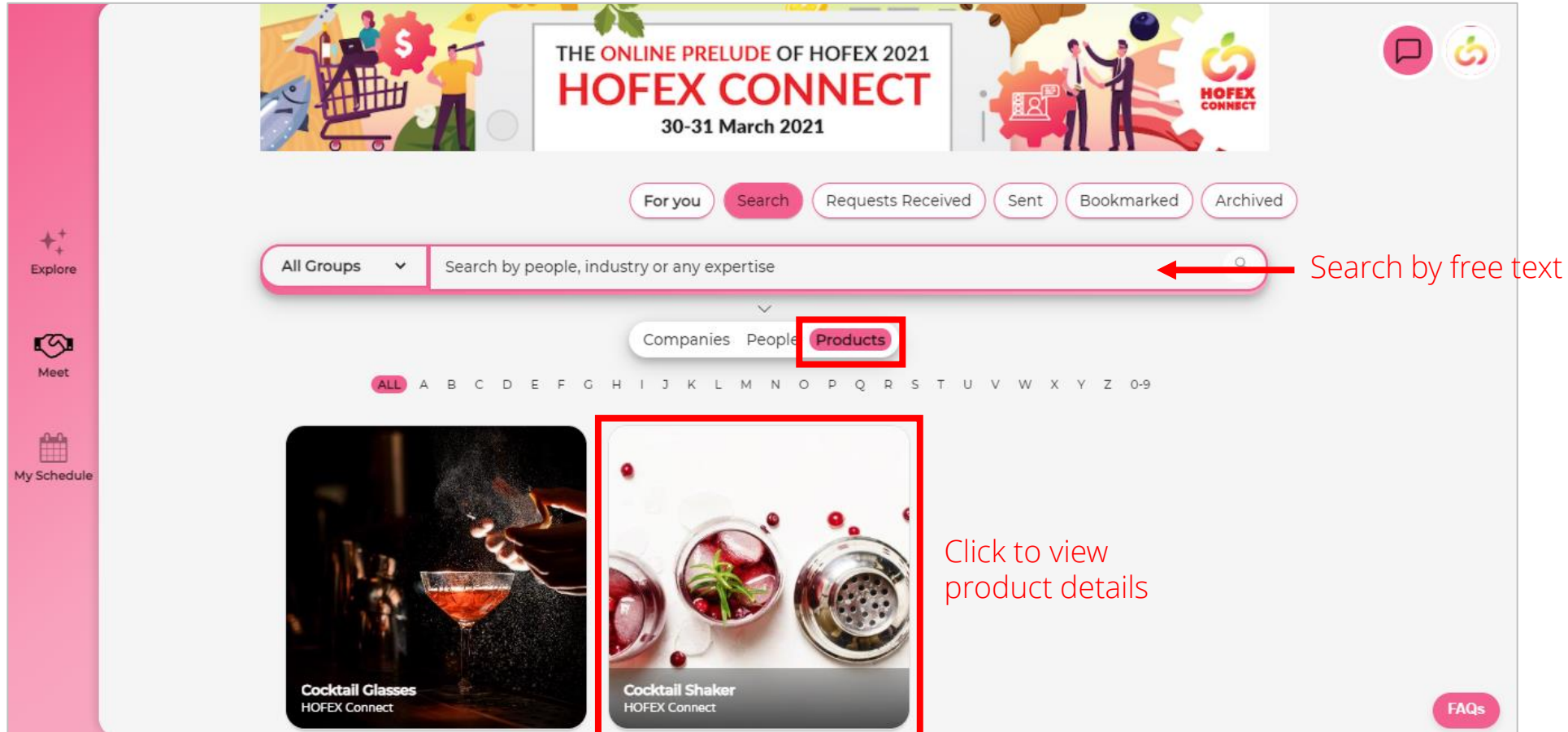
**HOFEX Connect**

**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 ONLINE PRELUDE OF HOFEX 2021  
**HOFEX CONNECT**  
30-31 March 2021

For you Search Requests Received Sent Bookmarked Archived

All Groups Search by people, industry or any expertise

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

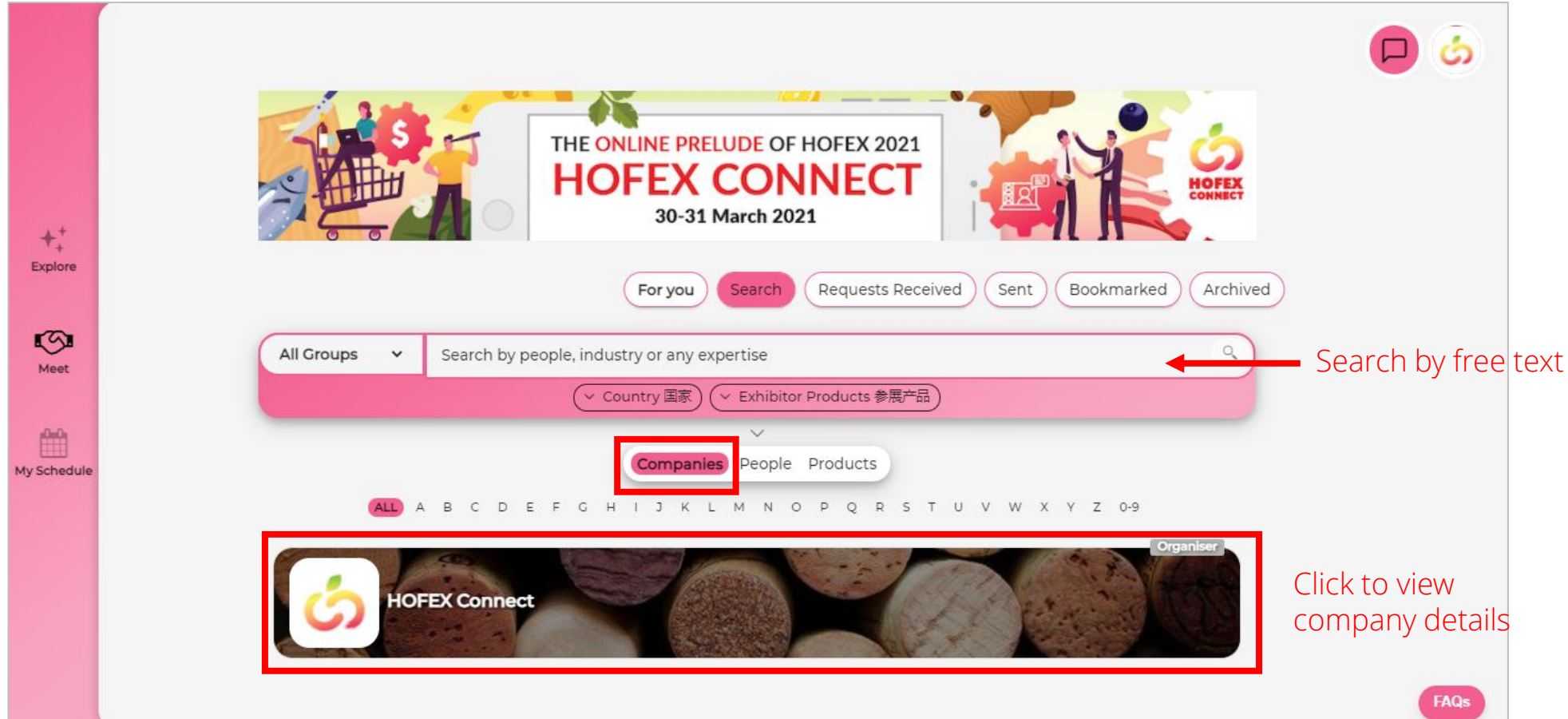
**Cocktail Glasses**  
HOFEX Connect

**Cocktail Shaker**  
HOFEX Connect

Click to view product details

FAQs

# 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 'THE ONLINE PRELUDE OF HOFEX 2021 HOFEX CONNECT 30-31 March 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 for 'HOFEX Connect' is shown, featuring the logo and a background image of wine barrels. The profile is highlighted by a red box, and a red arrow points to it with the text 'Click to view company details'. A 'FAQs' button is located in the bottom right corner.

Search by free text

Click to view company details



# Search company and view profile



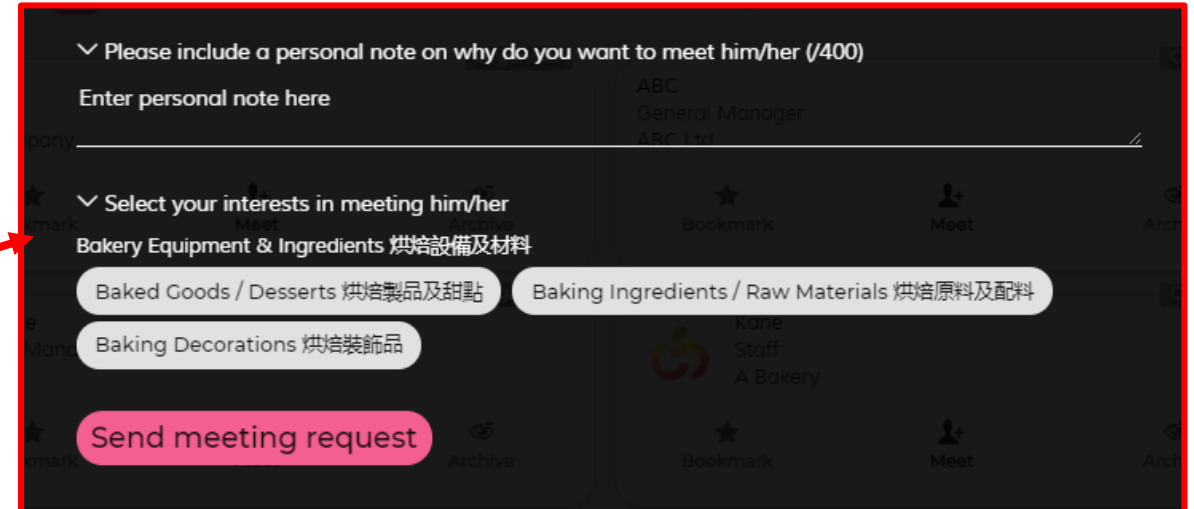
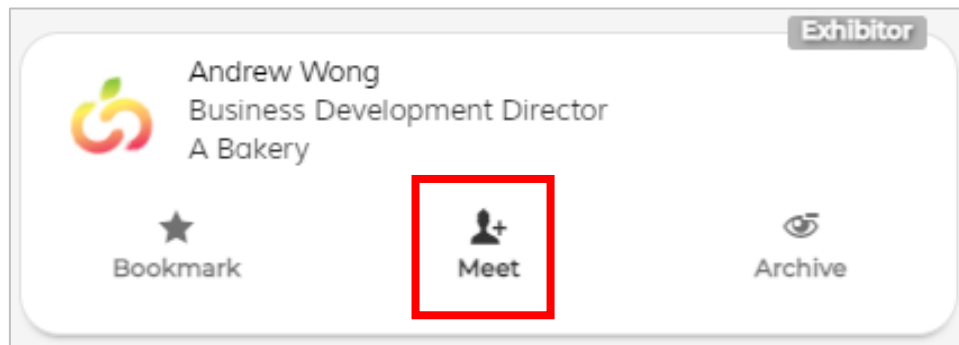
Bookmark to save the counterparts you are interested in meeting

Archive to hide the counterparts you are not interested in

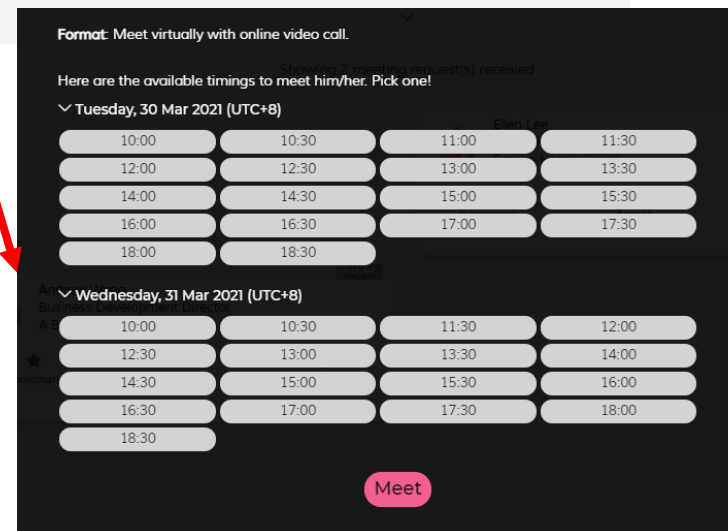
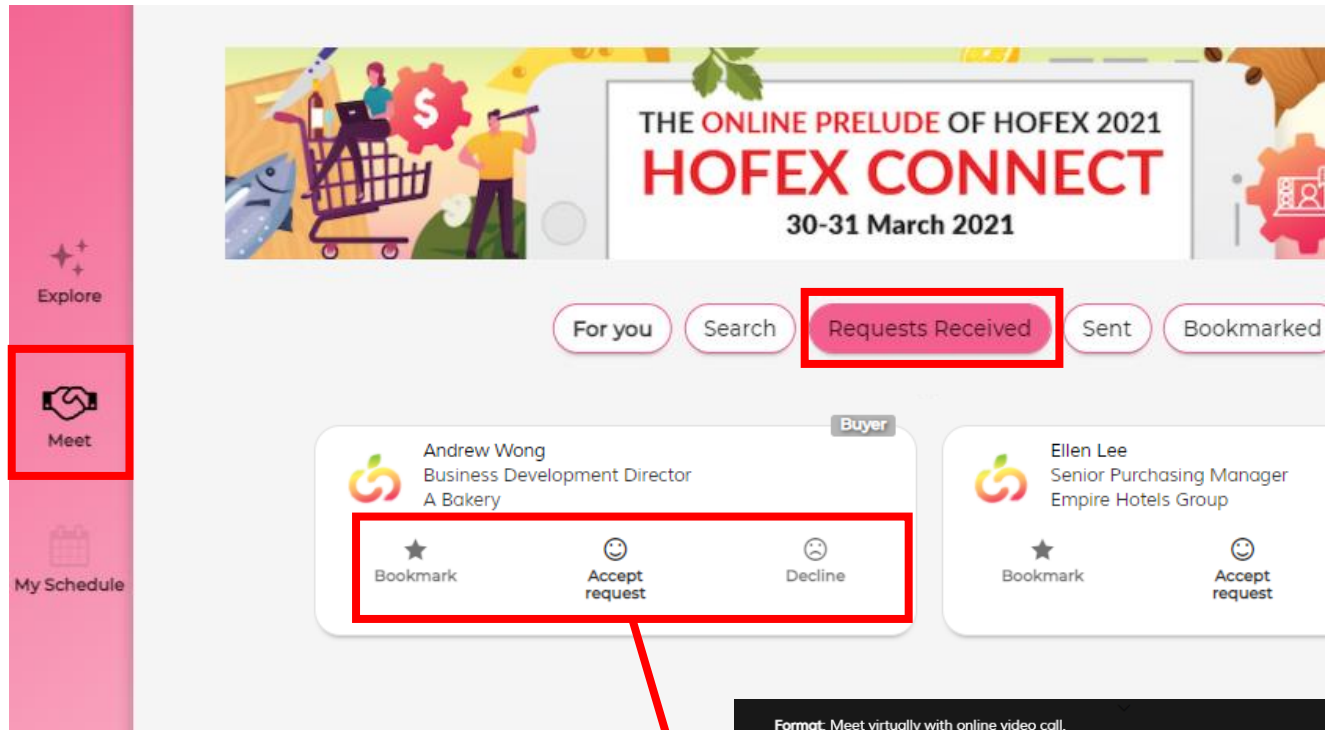
# Schedule a time for video meeting



Click on **Meet** to send meeting request

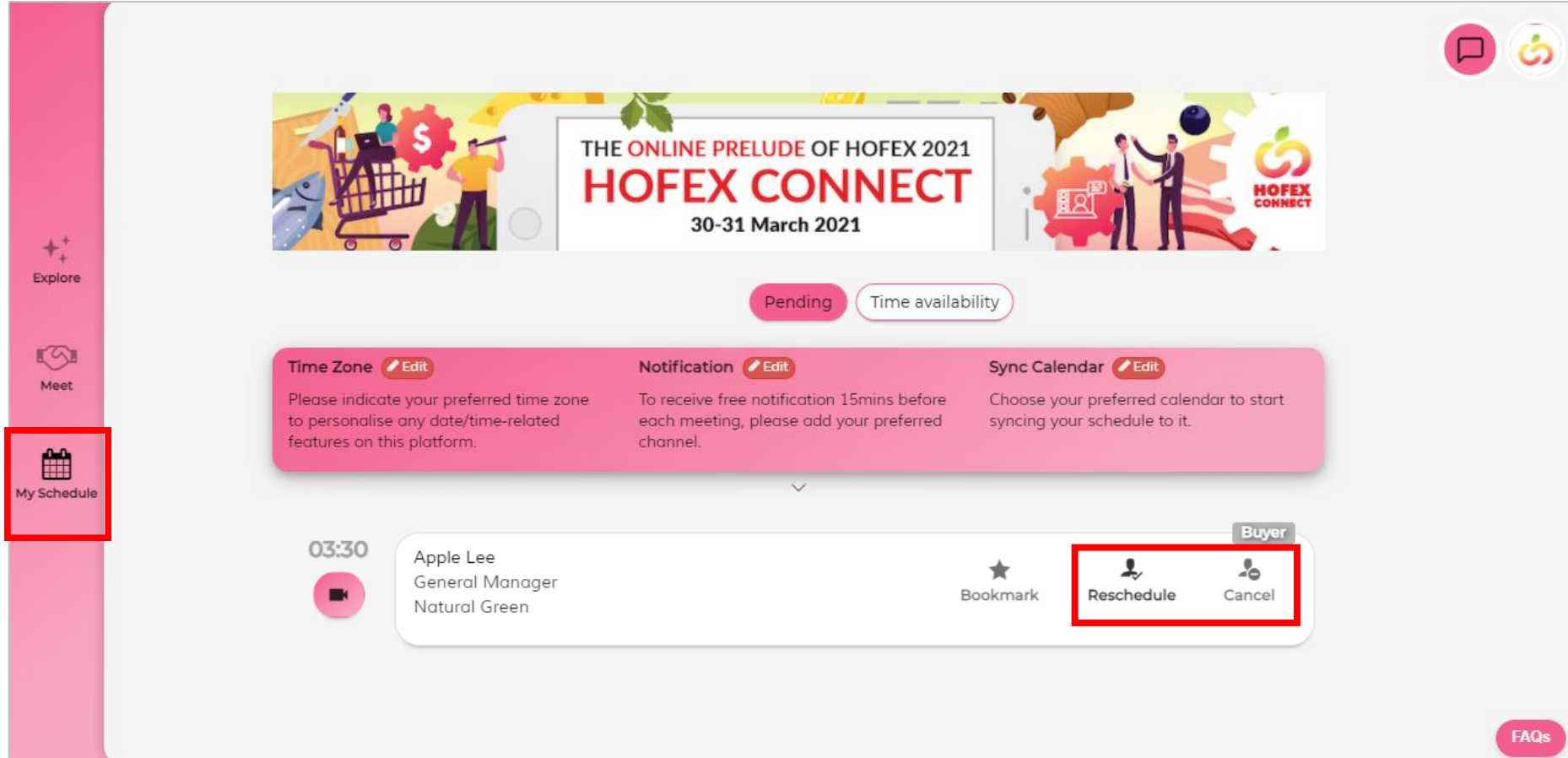
A screenshot of a meeting request form. At the top, it says 'Please include a personal note on why do you want to meet him/her (/400)'. Below this is a text input field labeled 'Enter personal note here'. The next section is 'Select your interests in meeting him/her'. It lists 'Bakery Equipment & Ingredients 烘焙設備及材料' and 'Baking Ingredients / Raw Materials 烘焙原料及配料'. There are also buttons for 'Baked Goods / Desserts 烘焙製品及甜點' and 'Baking Decorations 烘焙裝飾品'. At the bottom, there is a pink button labeled '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?



Explore

Meet

**My Schedule**

THE ONLINE PRELUDE OF HOFEX 2021  
**HOFEX CONNECT**  
30-31 March 2021

Pending Time availability

**Time Zone** [Edit](#)  
Please indicate your preferred time zone to personalise any date/time-related features on this platform.

**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.

03:30

Apple Lee  
General Manager  
Natural Green

Bookmark

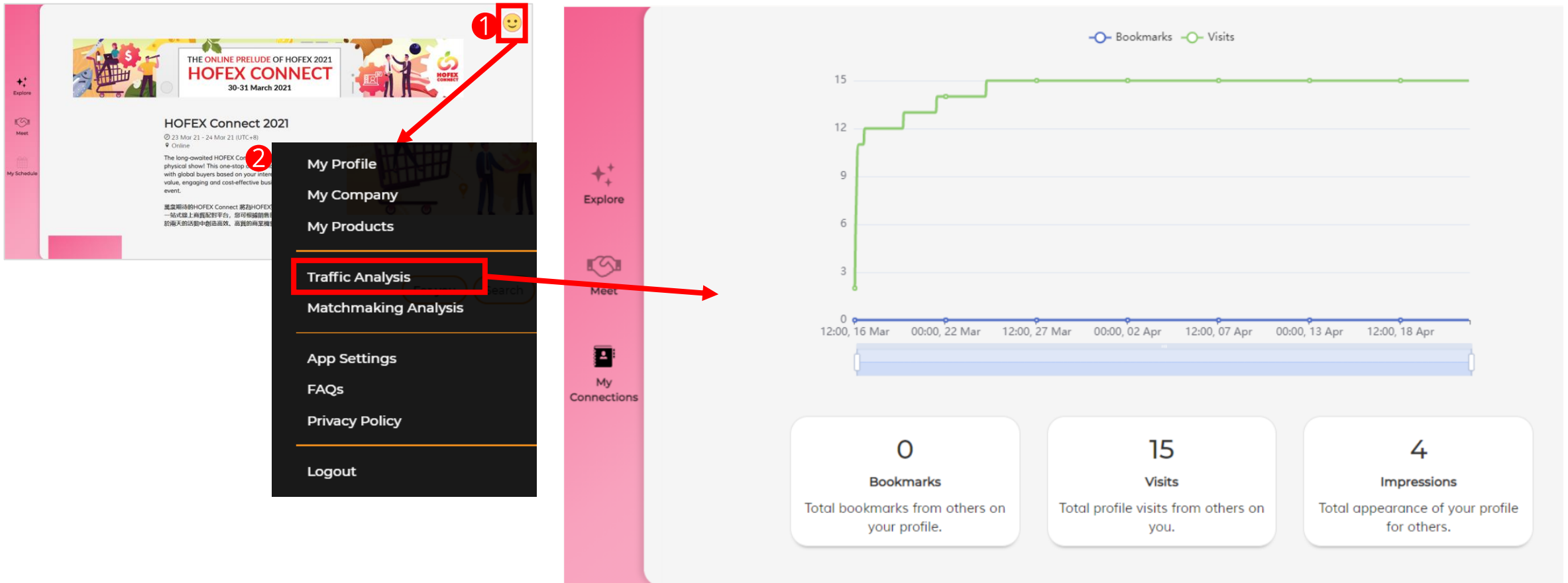
**Reschedule** **Cancel**

Buyer

FAQs

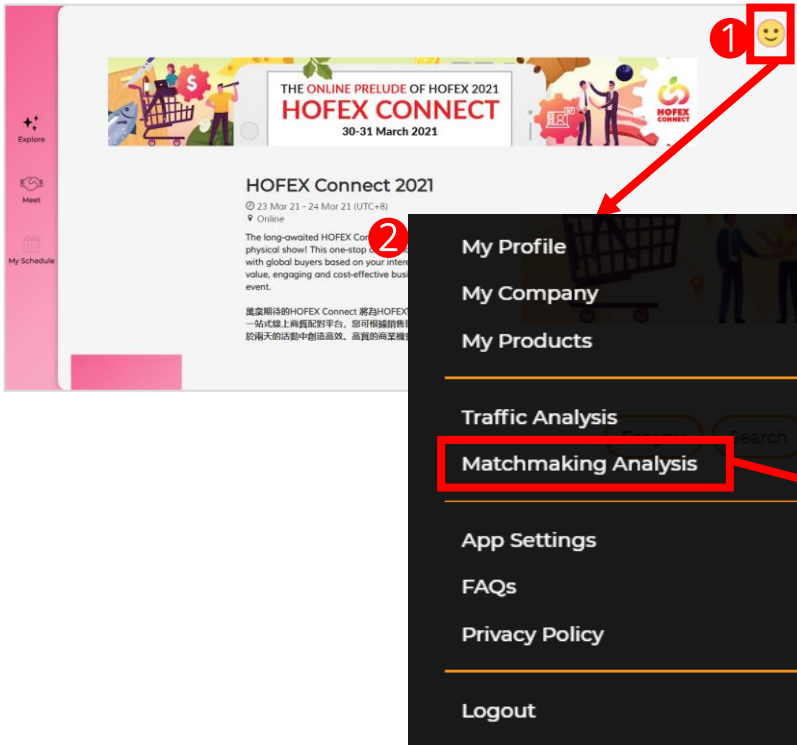


# Check on your platform usage & performance

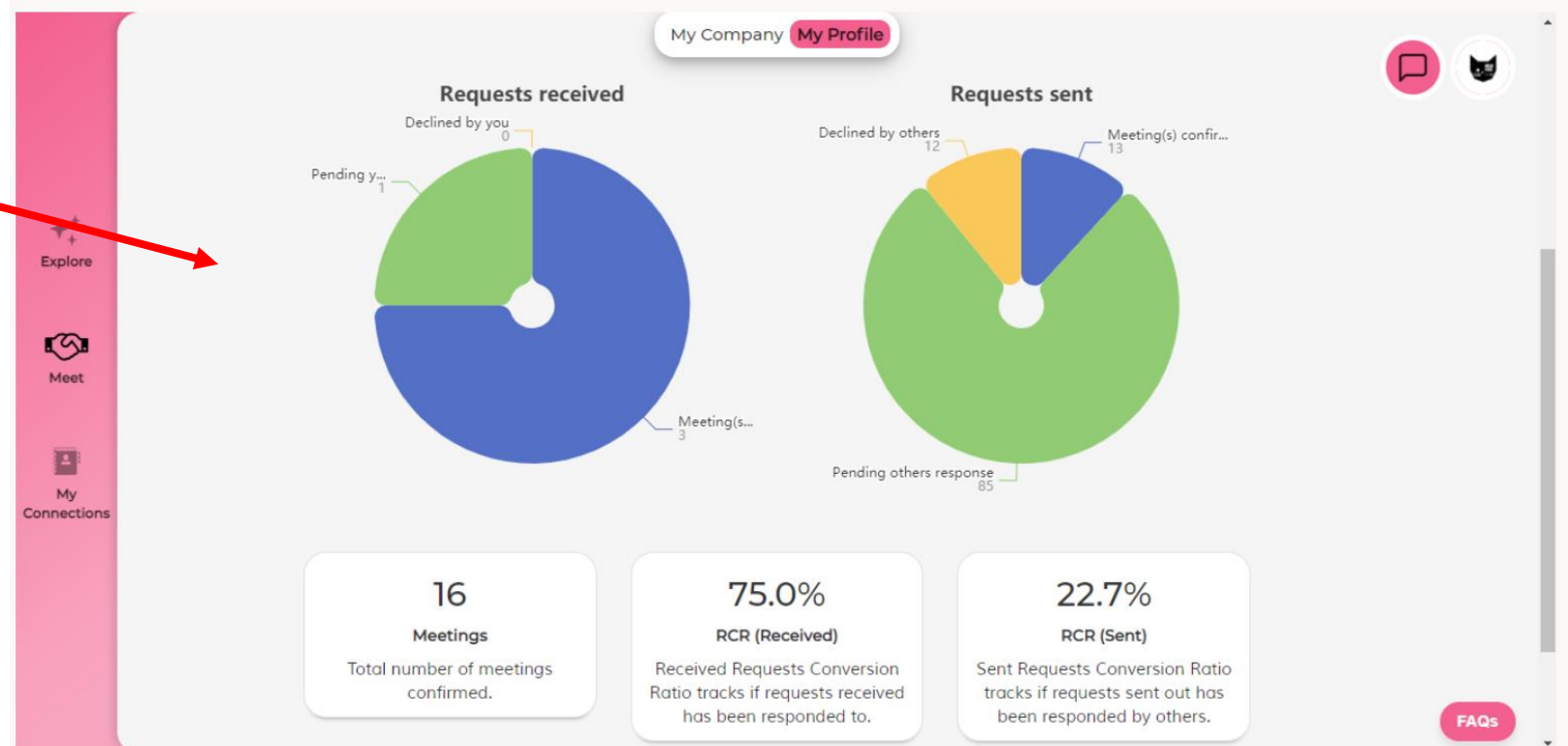


Traffic Analysis shows the number of visits of your profile & product page by other platform users

# Check on your platform usage & performance



Matchmaking Analysis shows the request & meeting statistics



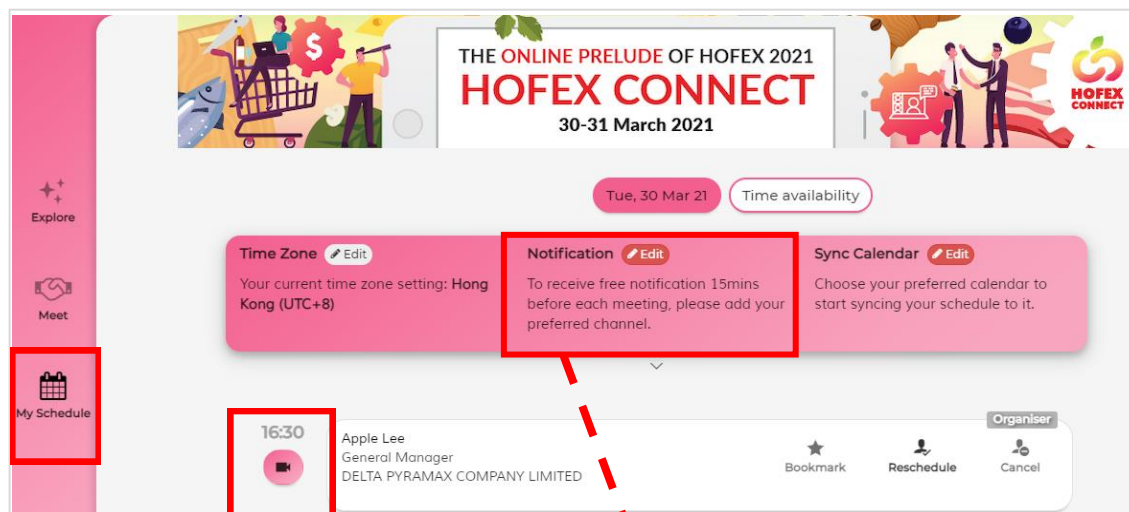
# Join Meetings

## And Rate for Them!

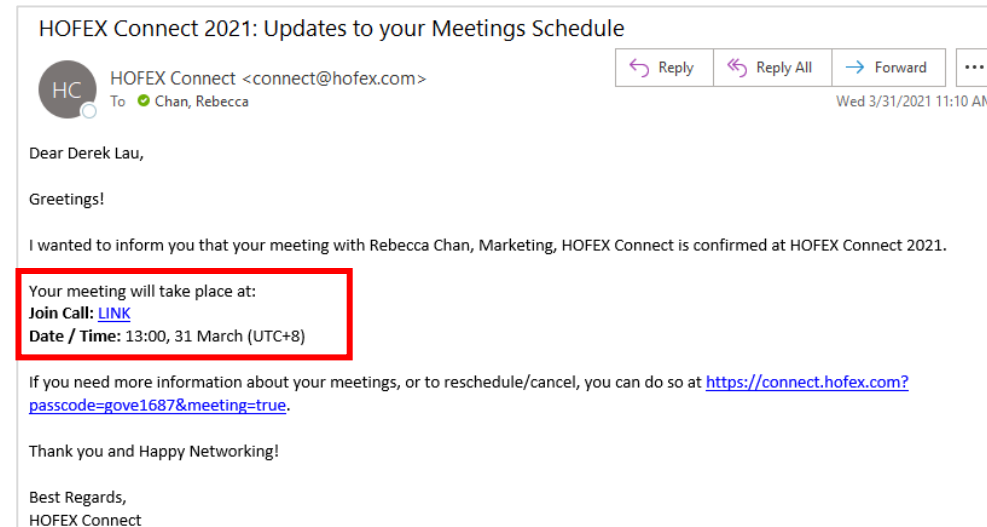


# How to join video meeting?

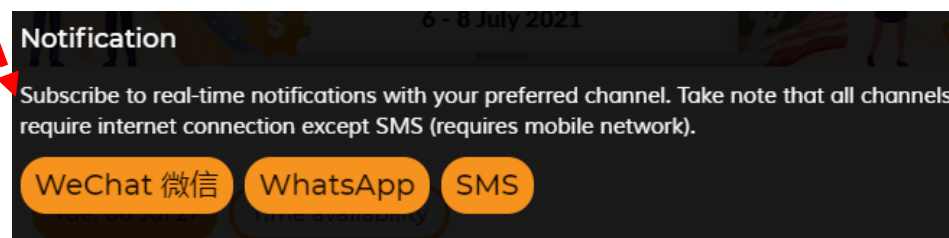
## 1. On Platform: My Schedule > Click Video Icon



## 2. Email Notification



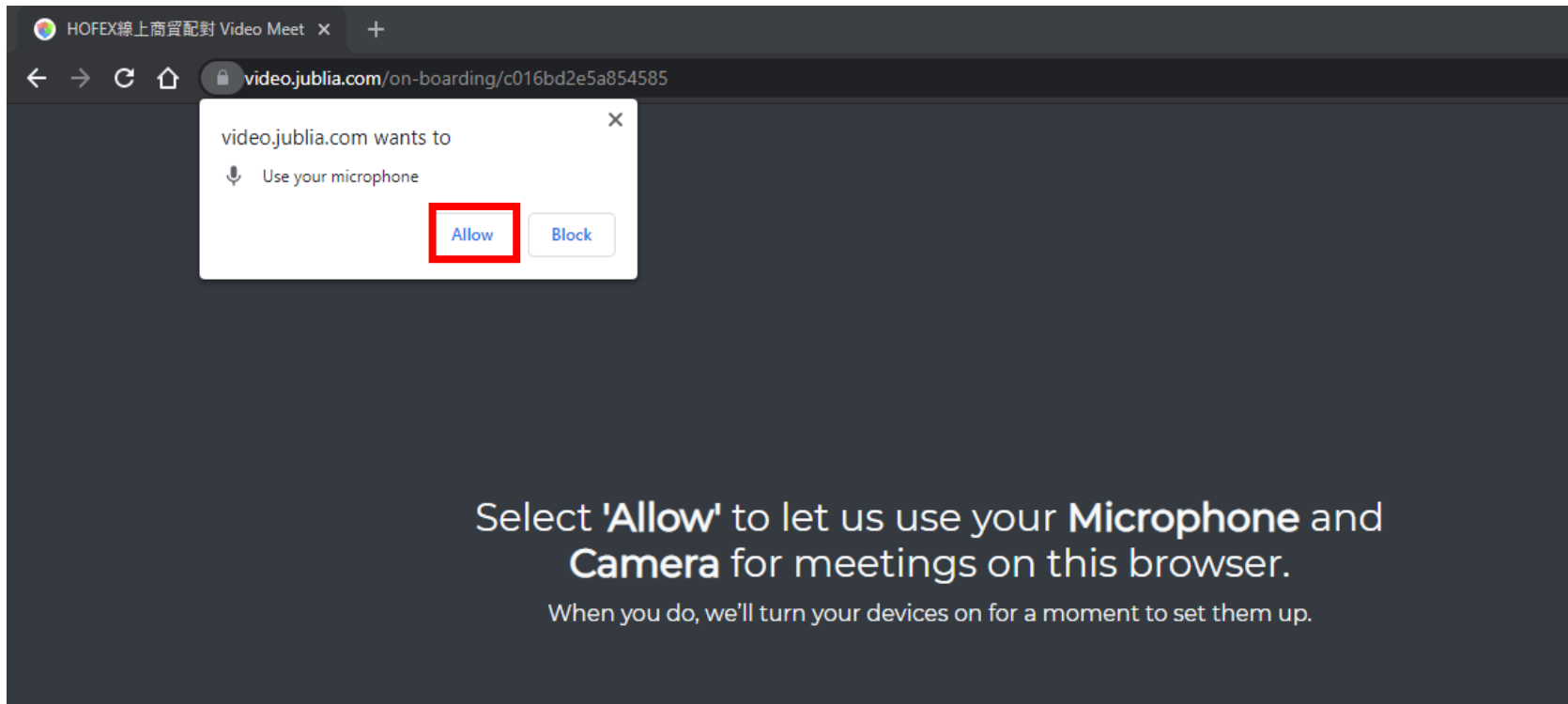
## 3. Other Message Notification



# How to join video meeting?



Pop-up message from browser

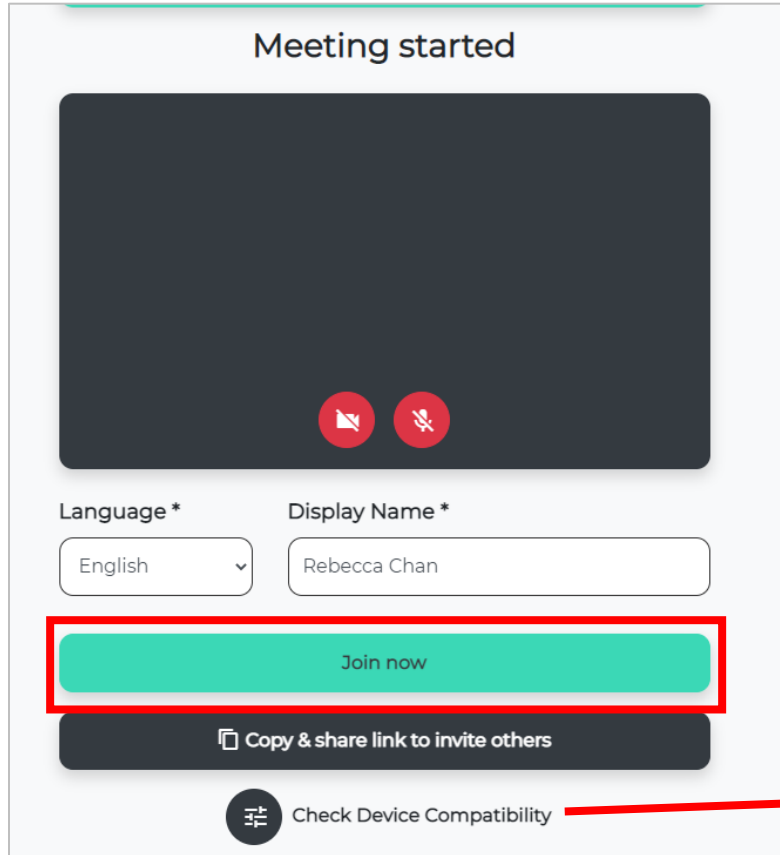


Note:

- 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 \*

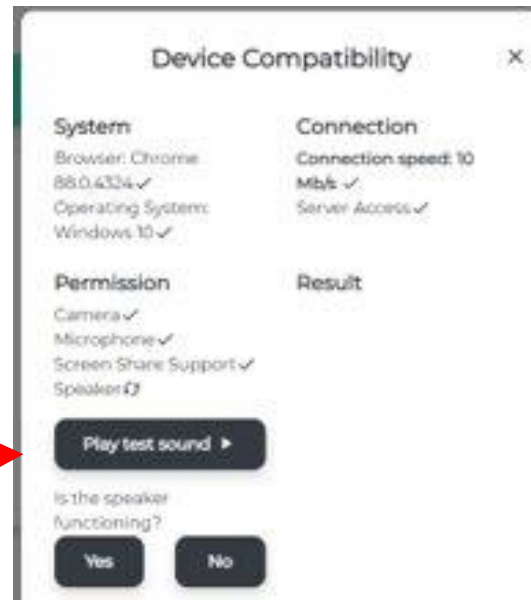
English Rebecca Chan

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

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

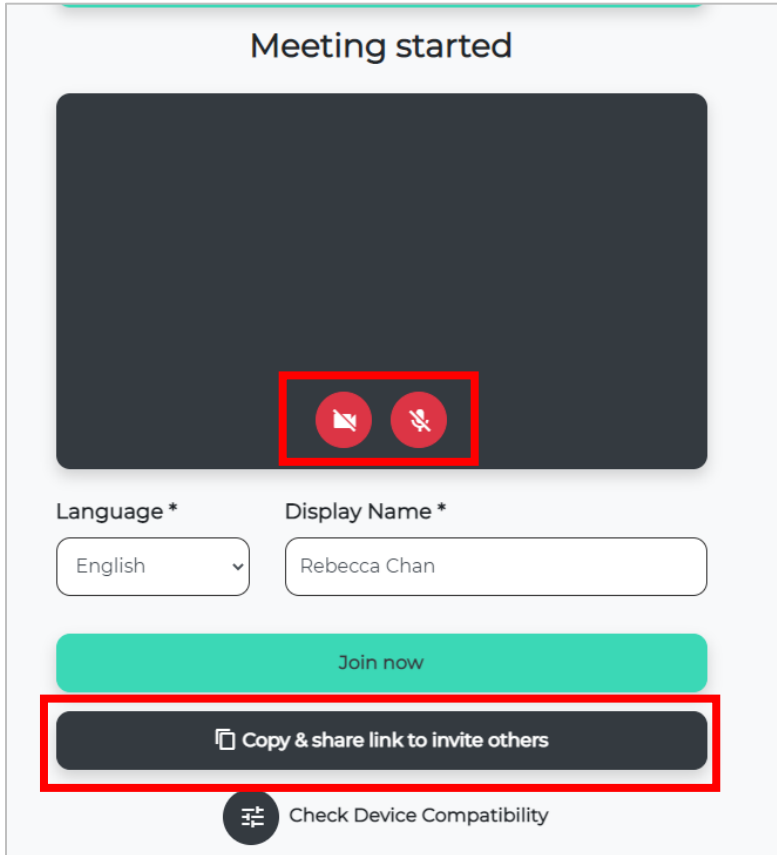
Note:

- Check your device compatibility before entering the meeting room

## Invite your colleagues / interpreter to join the meeting



Meeting started



Language \* English

Display Name \* Rebecca Chan

Join now

Copy & share link to invite others

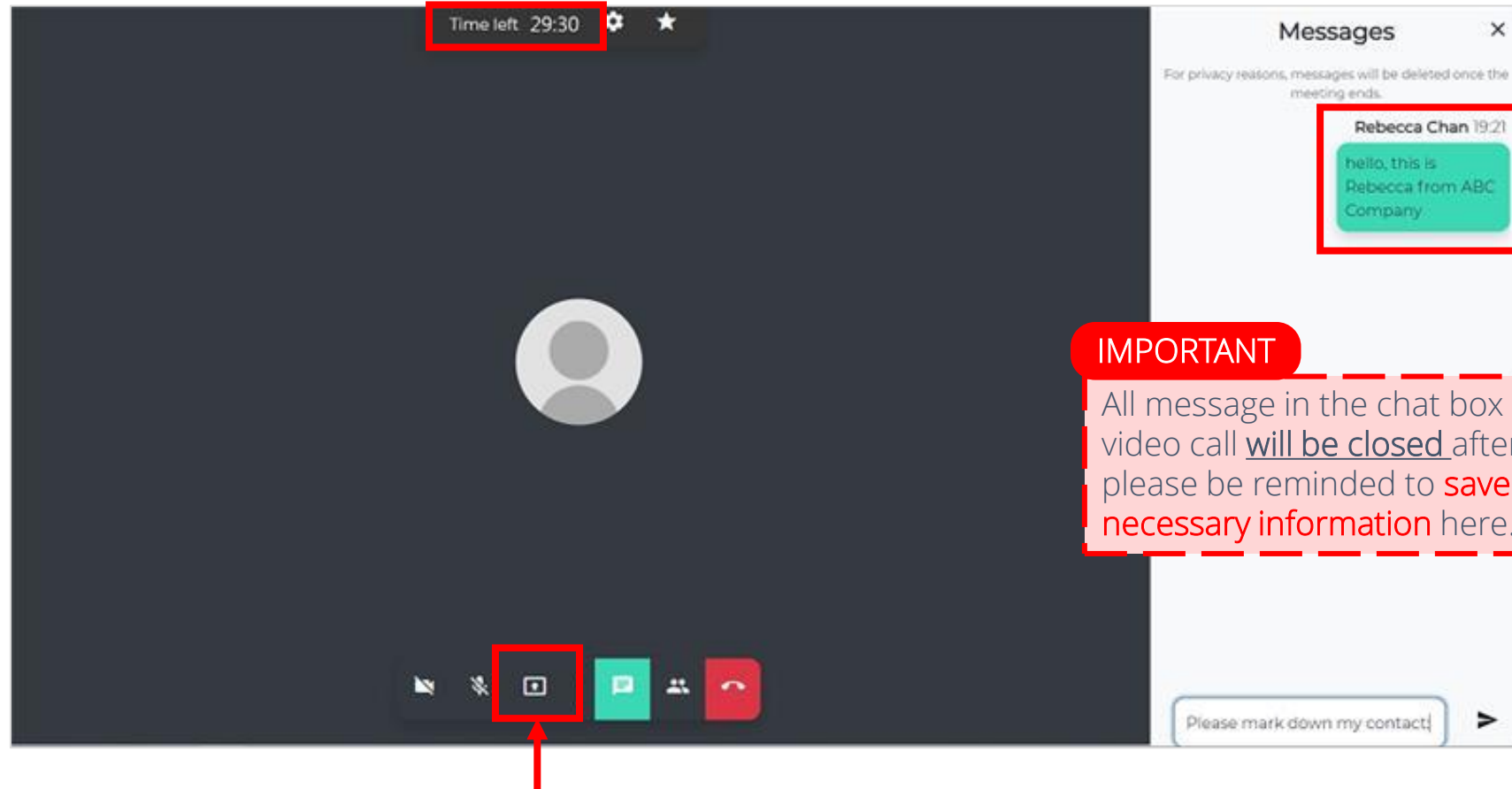
Check Device Compatibility

After you join the virtual meeting:

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



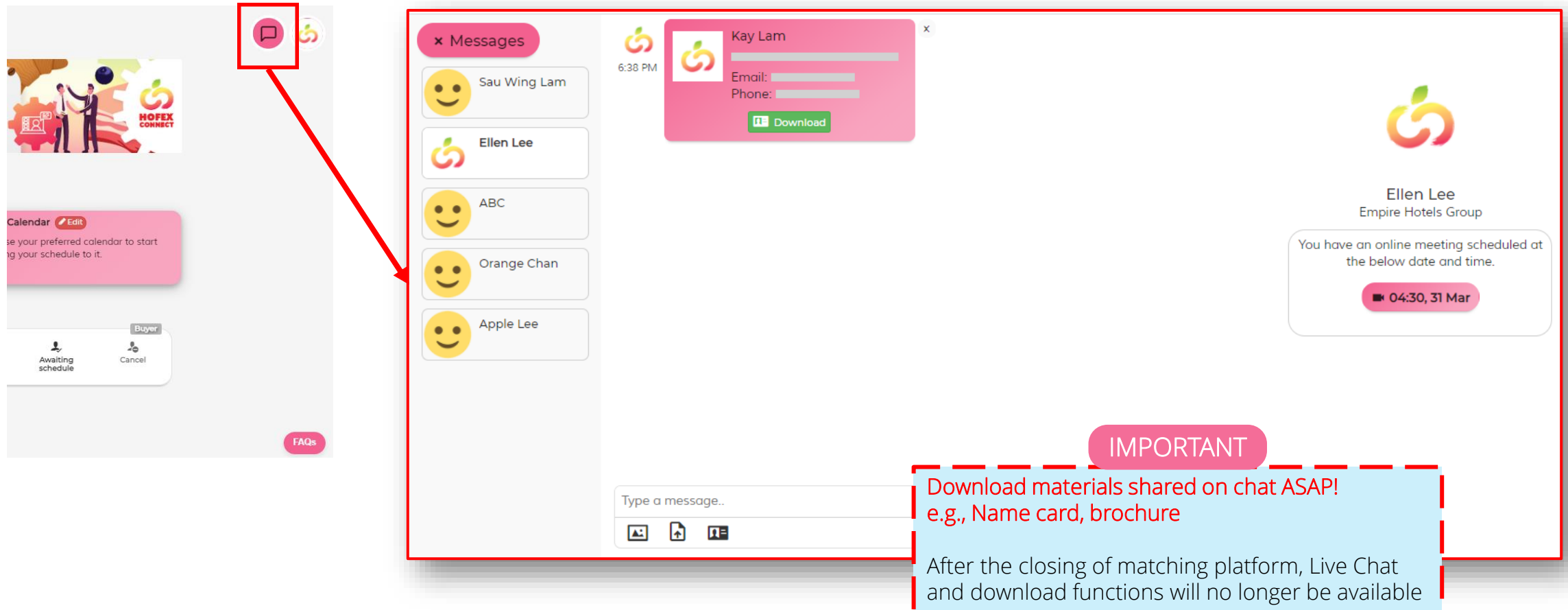


# Only available during event dates



## Chat Room Function

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



**IMPORTANT**

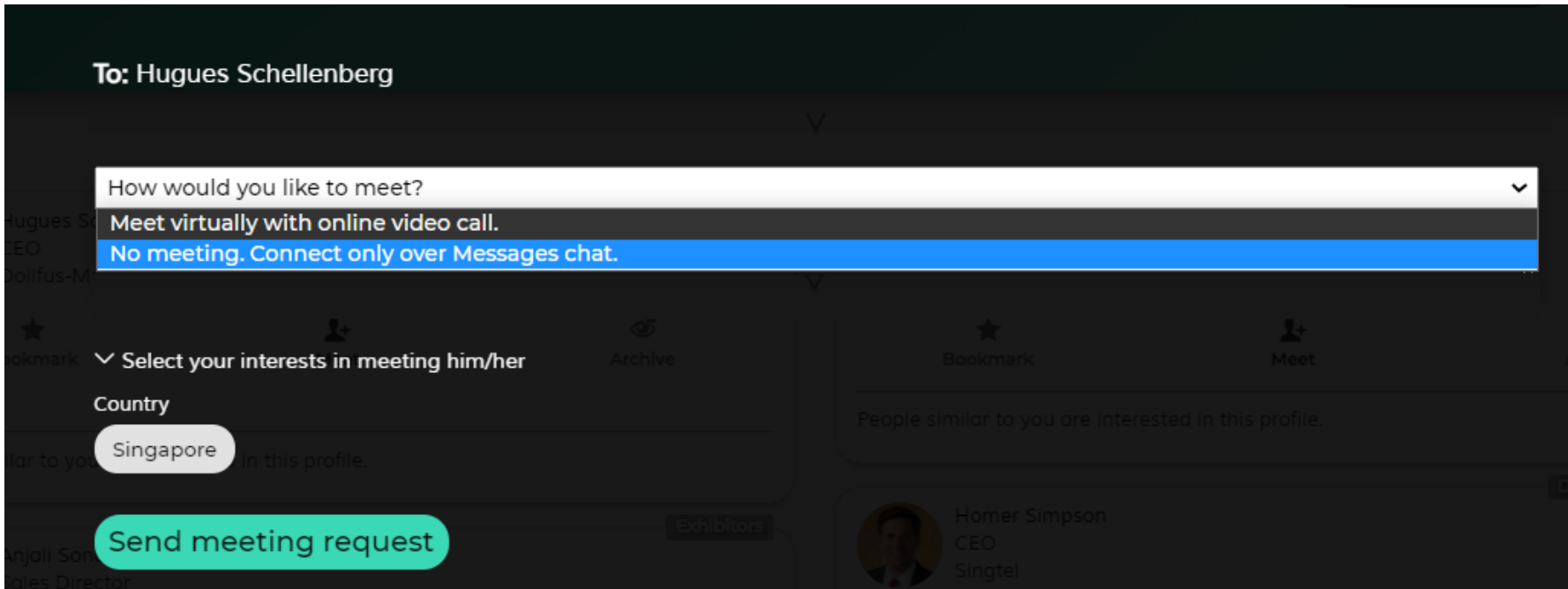
Download materials shared on chat ASAP!  
e.g., Name card, brochure

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



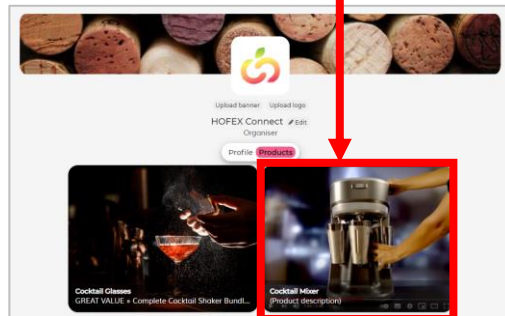
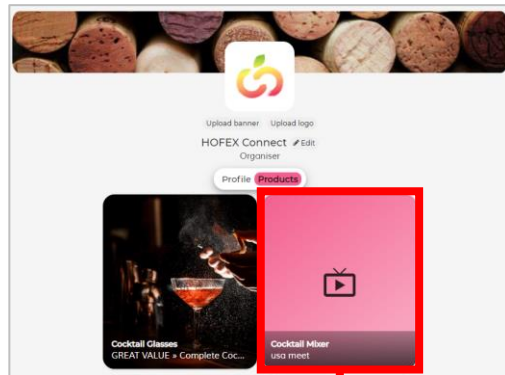
It is recommended to always stay on the platform during the event dates to give quick responses to any new connection requests.

# What-if.....

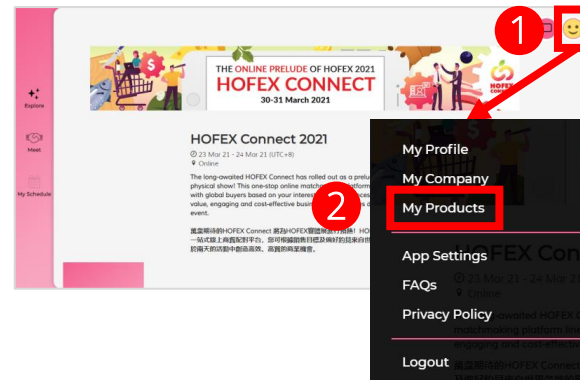


# How to furnish the product layout with embed video?

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



Follow these steps when uploading a new product:



How to get embed video codes:  
Click [here](#) for the guide


Fill up the below fields to add/edit your product

Product name  
Cocktail Mixer

Product description (0/1000)  
(Product description)  
`<iframe width="560" height="315" src="https://www.youtube.com/embed/sWtsF_9Vhs" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

Image  
Upload Image 1MB max

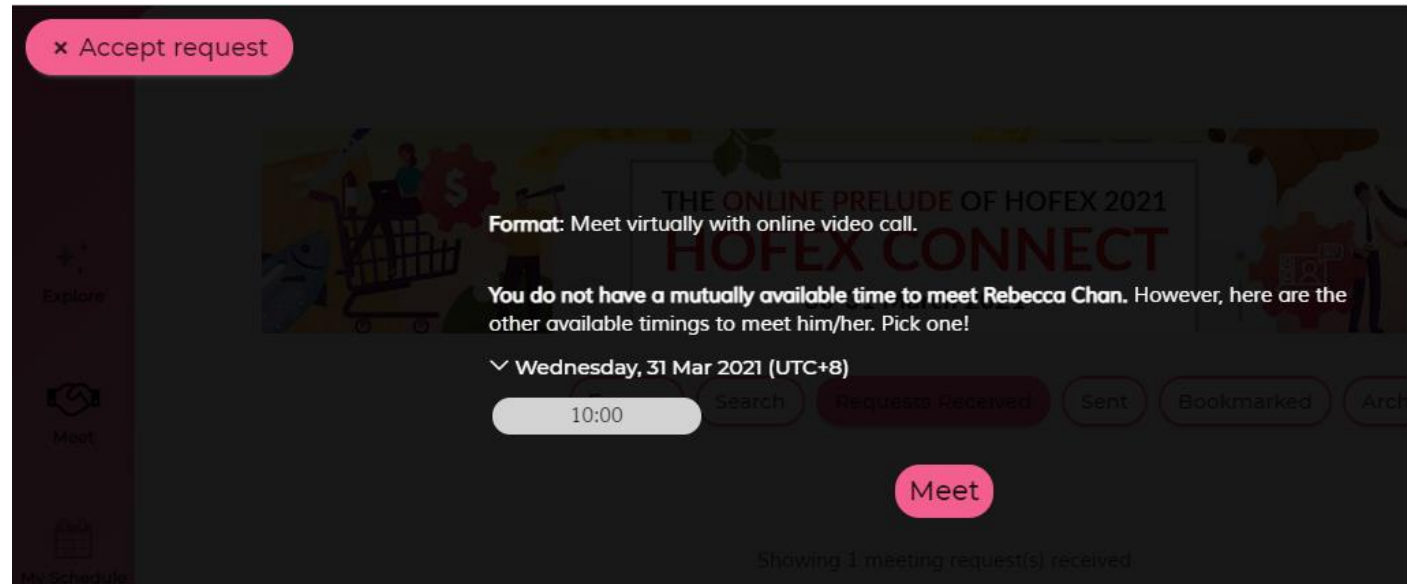
Upload a screenshot of the video



Paste the embed video code to "Product Description" and insert a screenshot/ product image instead

# No mutual available timeslot?

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

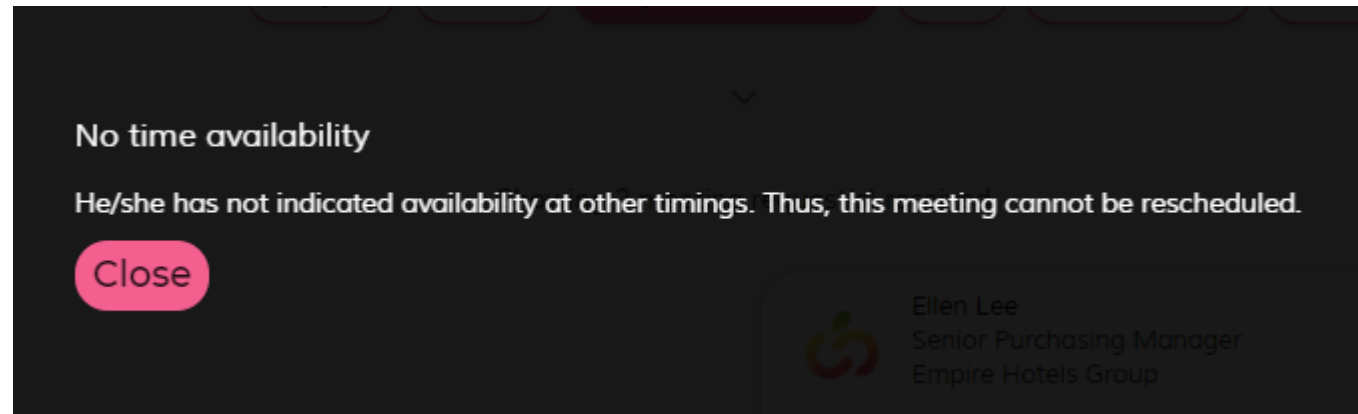


Platform will suggest another time to meet according to your counterparts



# 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](mailto:connect@hofex.com)

 <https://hofex.com/connect>