



30
YEARS
celebration

8-11 MAY 2017

HONG KONG CONVENTION AND EXHIBITION CENTRE

【Press Invitation】

【5 May 2017】

**30th Anniversary of Asia's Leading Food & Hospitality Tradeshow
Acting Financial Secretary, Prof K C Chan Officiates the Opening Ceremony
HOFEX 2017 Converges 2500 International Suppliers and Exhibiting**

The biennial Asia's Leading Food & Hospitality Tradeshow - The 17th International Exhibition of Food & Drink, Hotel, Restaurant & Foodservices Equipment, Supplies & Services will open from 8 - 11 May in Hall 1, 3 and 5 at Hong Kong Convention and Exhibition Centre (HKCEC). This year marks a significant milestone for HOFEX's 30th anniversary in the thriving food and hospitality scene. HOFEX 2017 continues with expanded 66,000 m² exhibiting space, showcasing over 10,000 high quality catering products. Over 2,500 international exhibiting companies from 72 countries and regions will assemble at the world-renowned premium food and equipment trading platform, creating vibrant business opportunities to 50,000 hotels and catering trade buyers.

Acting Financial Secretary, Prof K C Chan, GBS, JP officiates the Opening Ceremony

HOFEX keeps enhancing its premium quality by introducing new show activities and exploiting new market segments. Powered from its past successes, HOFEX 2017 will launch some new competitions such as the revolutionary barista competition - "Mixed Barista Arts" and "ProWine Asia @ HOFEX" in order to increase the visitors' knowledge of food, coffee and wine etc. Prof K C Chan, GBS, JP, Acting Financial Secretary of Hong Kong SAR Government, will be the guest of honour to officiate the Opening Ceremony. Prof Chan will visit different pavilions to taste premium food from around the world and explore the latest hospitality equipment and technology.

You are cordially invited to the HOFEX 2017 Opening Ceremony:

Date:	8 May 2017 (Monday)
Time:	11:00 am (Please arrive before 10:30 am at Press Center for media registration)
Venue:	Level 1, 3 and 5 Hong Kong Convention and Exhibition Center
Guests:	Prof K C Chan, GBS, JP, Acting Financial Secretary of Hong Kong SAR Government Mr. Anthony Lau, Executive Director, Hong Kong Tourism Board Mr. Shaun Campbell, Chairman, Hong Kong Hotels Association Mr Daniel Cheung, General Manager, UBM HKES

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www.hofex.com





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HOFEX Works with Founding Countries to Provide World-class Platform to International Buyers

HOFEX is celebrating its 30th anniversary this year, the founding countries including Japan, United States and United Kingdom will be the Official Partner Countries of HOFEX 2017 to bridge Asia and international markets through HOFEX. The Official Partner Countries will work in conjunction with 45 countries of international pavilions; bringing about different authentic local food and organise events promoting international food culture. Apart from "International Food & Drink Pavilion", HOFEX 2017 also has highly specialized sectors such as "Meat @ HOFEX", "Bean2Cup @ HOFEX", "Bakery & Confectionery @ HOFEX" and "ProWine Asia @ HOFEX" to fuel business opportunities. (For more information of HOFEX 2017, please visit 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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