

6 - 9 May 2009

HONG KONG CONVENTION & EXHIBITION CENTRE



www.hofex.com The 13th Asian International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services

For Immediate Release

**Celebrate the Growth; Indulge in the Boisterousness
HOFEX 2009 is BACK and BIGGER THAN EVER!**

For the long-awaited industry stakeholders; F&B expertises; suppliers; manufacturers; purchasers and specifiers and all hospitality-related parties who look forward to network and trade in the event with world-class facilities and prestigious visitors, there is no reason why HOFEX 2009 shouldn't be put on your A-list.

Since its debut in 1987, the 13th *Asian International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies and Service* will again take place at Hong Kong, the most vibrant business hub in Asia from 6 – 9 May 2009 at the recently-expanding Hong Kong Convention & Exhibition Centre.

What's HOT & NEW?

Apart from its conveniently-located advantage, this upcoming edition is bursting with surprising factors:

- Occupies a total of 11 halls
- Stretches along 43,784 m² exhibiting area which amounts to 25% increase
- Accommodates more than 1,800 leading exhibitors for the delectation of 35,000 or up valued visitors from across the globe

Apart from the original *Food & Drink, Equipment & Supplies* sectors, the Organiser is please to announce the debut of **N.O.W. @ HOFEX**, an entirely new sector with a vast spectrum of **Natural, Organic and Well-being** related products such as Dairy / Soya / Grains Products; Functional Foods / Vitamins & Supplements; Seafood; Aromatherapies / Essential Oils; and Spa & Fitness Fixtures / Supplies / Services to cope with the ever-increasing demand for these entities in Asian markets. The sector also receives full support from Vegetable Marketing Organisation (VMO) and Fish Marketing Organization (FMO) to introduce organic farming and fishing at the *Organic Farm & Aqua*.



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Hospitality and F&B sectors show optimistic signs

Travel and tourism in Asia, especially in China, has been enjoying years of enormous growth and according to the findings of World Travel and Tourism Council (WTTC), it is forecasted that the demand will grow at 9.2% annually over the next ten years annually in China alone.¹ For hotel sector, industry giant Marriott has owned a total of more than 30 hotels in the country.

In response to the surging demand for natural, organic and well-being related foods and services, hoteliers and service providers have put strong emphasis on upgrading its services with provision of healthy and organic meals as to attract health-oriented customers. Complementarily, demand for spa and other well-being services and facilities are on the rise. Therapy is treated as a necessity rather than a form of luxury. Hotels with in-built spa and well-being complexes are deemed as an essential element to remain competitive.

For beverage, wine dealers have been enjoying favourable return since the abolition of wine tax in Hong Kong since February 2008. Based on the findings of HKTDC, wine imports to the city have jumped more than 120 per cent, year-on-year, rising more than 200 per cent in value. As an immediate effect, wine auction in the territory is sprouting. New records have been set at Asia's largest wine auction, held in Hong Kong by US auction house Acker Merrall and Condit. More than US\$8.2 million worth of fine vintages changed hands in May, as hundreds of collectors from Hong Kong, the Chinese mainland and elsewhere in Asia attended the city's second major wine auction.²

Drink and booze at Wine Avenue and Liquor Square

Grasp the chance to cherish and relish the finest in wines with leading exhibitors and wine experts. The renowned Cinzia Maini, Liquid Assets, Lorence & Company, Adeg

¹ Victoo.com – <http://www.victoo.com/overview-hotels-grow-internationally.html>

² HKTDC – http://www.hktrader.net/200807/lead/lead-wine200807.htm?w_sid=99&w_pid=198&w_nid=1779&w_cid=1042463&w_idt=2008-07-04&w_src=DC&w_typ=eDM&w_jid=CP514508_P01&w_eid=3254875



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Royale and other world-renowned exhibitors will display a wide range of White wines including Chardonnay, Riesling, Sauvignon Blanc and etc; Red wines covering Merlot, Shiraz, Carbenet, Sauvignon, and etc, as well as Champagne; Sparkling wines; Aperitifs; Grappas; Dessert wines at the *Wine Avenue*.

Whether you crave for Liqueurs/cocktails, the intensely-flavoured Vodka and Whisky, Sake or beers, meet up the big brothers Pravda Vodka, Josen Sake and more well-known breweries at the *Liquor Square* to taste over as many premium and unique blends and beverages as you can.

Delight in a series of concurrent events

Amidst the noise and joy, capture the most captivating scenes by taking part in these attractive events:

- Hong Kong International Culinary Classic (HKICC)
- Wine Challenge
- Allworld Open Cup - Creative Classic & Bartending Flair

which offer contestants an exciting arena to demonstrate their talent to over 35,000 visitors within an exciting atmosphere.

For knowledge and information seekers, attend the informative and educative forums:

- Regional General Managers Forum
- Asian Club Management Conference
- IT Forum

to get to know the latest industry trends and the challenges which industry players are recently facing, as well as network and mingle with professionals from different fields.

HOFEX 2009 line-up strongest than ever

Riding on the enormous success of previous editions, over 80% of booths are already sold out. Key players who have already confirmed to exhibit at HOFEX include *DKSH, Equip Asia Limited, Hopeful Meat, Kolb (H.K.) Ltd., Nestle Professional, Organic Land Co Ltd, Sims Trading, The Hong Kong Electric Co. Ltd.,* and etc.



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EQUIPMENT, SUPPLIES & SERVICES



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Take part in this multi-pronged event to explore the latest industry trend; to spot on your target buyers; to present the unique and most-update products and services to connoisseurs and visitors; to develop rapport and to explore potential business network – all you can take advantage of this most sought-after biennial tradeshow.

Choose your prime location, contact the organiser to secure your booth NOW to enjoy preferential rate! Alternatively, log on to www.hofex.com or www.now-hofex.com to unearth more about the show.

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