

EXHIBITOR'S EVENTS

Exhibitor's Event is an excellent platform to complement your exhibiting at HOFEX 2017. Multi-function space at exhibition prime locations have been designed for exhibitors' onsite promotional activities, be it a cooking demonstration, a culinary seminar, a wine tutorial, an F&B tasting or a product launch. Due to space limitation, please act fast to submit your application!

EVENT 1E @ Hall 1E

DATE	TIME	PROGRAMME
8 MAY (MON)	14:00 – 16:30	<p>STAR INDUSTRIAL CO LTD (1B-200) 紅 A 一站式「煮」意暨六協總代理簽約儀式 <i>Ms Jessica Leung, Business Development Director, Star Industrial Co Ltd</i></p> <p>介紹「紅 A」的一站式廚房解決方案，並邀請到廚藝界才俊 Gabriel Choy 現場示範「六協」品牌刀具。</p>
9 MAY (TUE)	12:30 – 13:30	<p>C.E.C CATERING EQUIPMENT CO LTD (1C-200) Cleaner, Clearer Water with easy operations by using 3M water filtration system <i>Mr Beardsley Kwong, Senior Account Manager, 3M Hong Kong Ltd</i></p> <p>簡介業界對用水的要求，拆解謬誤，怎麼選擇濾水設備及為業界提供相關的產品及服務。</p>
10 MAY (WED)	14:00 – 15:00	<p>GIVEX HONG KONG LTD (1E-442) How An Advanced POS Can Help Your Restaurant & Hospitality Industry Drive Sales and Please Patrons <i>Mr Clayton Gray, Managing Director Sales – Hong Kong / China, Givex Hong Kong Ltd</i></p> <p>How An Advanced POS Can Help Your Restaurant & Hospitality Industry Drive Sales and Please Patrons</p>
	15:30 – 16:30	<p>INFRASYS INTERNATIONAL LTD (1E-332)</p>

Event 3E @ Hall 3E

DATE	TIME	PROGRAMME
8 MAY (MON)	14:30 – 15:30	<p>ALL TIME HEALTHY (5F-439) Sin-Free Sugar – Real Sugar But Better! by UBB™ x 優質佳餚/甜食新煮意! <i>Mr Wong Wan Choi, Health Ambassador, All Time Healthy Co Ltd</i></p>
	16:00 – 18:30	<p>INTERNATIONAL FOOD SAFETY ASSOCIATION Food Safety Seminar - A Pass to Food Safety <i>Prof. H.S. Kwan, B.B.S., J.P., Director, Food Research Centre, CUHK</i> <i>Mr Edmond Kam, CEO, The Amazing Group HK Limited</i> <i>Mr Alex Ho, CEO, Cheese BB. com</i> <i>Mr Coleman Tse, Vice Chairman, IFSA / Director of Business Development, British Standard Institution (Hong Kong)</i> <i>Mr Jason Ngan, CEO, Bindo Labs Inc.</i></p>

		<i>Mrs Becky Cheung, Chairman, IFSA</i>
9 MAY (TUE)	12:30 – 13:30	TRADE & INVESTMENT QUEENSLAND (3D-130) *By invitation only Taste of Queensland Queensland, Australia produces and exports safe, premium quality agricultural, processed and packaged ingredients, food and beverage products. Twenty+ Queensland companies are seeking importers and distributors at HOFEX 2017. Email the Queensland Government to connect with them: TIQ.info@tiq.qld.gov.au
	17:00 – 18:00	TASTING KITCHEN *By invitation only Nordic Odyssey: Tasting Kitchen Celebrates the Cuisines of the North TK invites you to experience the lands and the tastes of the Nordics. Together with celebrity Chef Jaakko Sorsa, let's discover the ingredients and the unique Nordic flavours!
10 MAY (WED)	13:00 – 14:00	NEW ASCENT CORPORATION LIMITED (GREEN COMMON) (3F-230) 素造餐飲新勢力 - INNOVATE YOUR MENU WITH PLANTPOWER <i>Mr. Athlon Chan, Green Common's Chief Foodie Officer</i> Discover innovative plant-based ingredients that are versatile, has the nutritious benefits equal to its meat alternatives, and are sustainably made. What makes the Beyond Burger look, cook, smell and taste like meat? How can you use these ingredients to transform your dishes to make it good for the body, and good for the planet?
	15:00 – 17:00	ITALIN TRADE COMMISSION (3C-220) *By invitation only Mediterranean Nutrition Model <i>Ms Licia Iacoviello, Professor</i> ICE Hong Kong together with Barilla, is organizing a seminar + cooking demonstration during HOFEX to further promote Italian Food & Beverage. We will invite a speaker and an Italian chef to Hong Kong, to create a menu that feature the products offered by Barilla and our exhibitors. The chef will demonstrate the cooking and offer the guests to taste the dishes.

Event Area @ Hall 3D Concourse

DATE	TIME	PROGRAMME
11 MAY (THUR)	11:00 – 12:00	TASTING TRENDIES Let's Pair With Food 陪著你酒遊食世界 <i>Mr Tomy Fong, BJCP Certified Beer Judge & Co-founder of Tasting Trendies</i>

Event 3G @ Hall 3G

DATE	TIME	PROGRAMME
9 MAY (TUE)	11:00 – 13:00	INTERNATIONAL FOOD SAFETY ASSOCIATION Food Safety Seminar - A Pass to Food Safety <i>Mrs Becky Cheung, Chairman, IFSA</i> <i>Mr. Simon Wong, J.P., Chairman, Kampery Group Chairman, Chamber of Food & Beverage Industry of Hong Kong Limited</i> <i>Prof. Peter Cheung, Vice Chairman, IFSA / Associate Director of Food and Nutritional Sciences Programme, CUHK</i> <i>Prof Johnathan Wong M.H., Director, Hong Kong Organic Resource Centre</i> <i>Mr Y.C. Li, Senior Consultant and IT Section Head, PEAK, VTC</i>
	14:00 – 15:00	HIANG KIE (5G-400) Fruit in the Mix <i>Mr Carlos Caiazzo, Global Brand Ambassador, Mixer srl</i> When it comes to making fruity drinks and cocktails there are many fruit option, but which one is the best?
	15:30 – 16:30	WORLD MASTER CHEFS ASSOCIATION FOR CHINESE CUISINE 世界粵菜廚皇大賽 美女廚房 大師有禮
10 MAY (WED)	15:30 – 16:15	ALL TIME HEALTHY (5F-439) Sin-Free Sugar – Real Sugar But Better! by UBBTM x 優質甜食新煮意! <i>Ms Portia Lo, Manager, Kam-Dor (HK) Co. Ltd.</i>
	16:30 – 18:30	INTERNATIONAL FOOD SAFETY ASSOCIATION Food Safety Seminar - A Pass to Food Safety <i>Prof. H.S. Kwan, B.B.S., J.P., Director, Food Research Centre, CUHK</i> <i>Mr Richard Fung, General Manager, ALS Technichem (HK) Pty Ltd</i> <i>Mr Edmond Kam, CEO, The Amazing Group HK Limited</i> <i>Mr. Terence Tam, Head of Branch Manager, Yamato Logistics (HK) Ltd.</i> <i>Mr Coleman Tse, Vice Chairman, IFSA / Director of Business Development, British Standard Institution (Hong Kong)</i> <i>Mrs Becky Cheung, Chairman, IFSA</i>

BREW BAR @ MIXED BARISTA ARTS

Brew Bar is a demonstration and tasting area dedicated to our Mixed Barista Arts sponsors to share their products and services with our buyers. Come join us for a relaxing time while our sponsors will showcase their latest product highlights or brew a shot of coffee during the scheduled period.

VENUE: BREW BAR @ MIXED BARISTA ARTS, Hall 5G

DATE	TIME	PROGRAMME
8 MAY (MON)	11:00 – 13:00	RICE (HONG KONG) LTD (5G-313)
	14:00 – 16:00	ASTORIA (5F-200)
	16:00 – 18:00	MBA SHARING & TASTING
9 MAY (TUE)	11:00 – 13:00	RICE (HONG KONG) LTD (5G-313)
	14:00 – 16:00	ASTORIA (5F-200)
	16:00 – 18:00	MBA SHARING & TASTING
10 MAY (WED)	11:00 – 13:00	KOKO COFFEE ROASTERS LTD (5G-304)
	14:00 – 16:00	HIANG KIE COFFEE GROUP LTD (5G-400)
	16:00 – 18:00	MBA SHARING & TASTING
11 MAY (THU)	11:00 – 13:00	HIANG KIE COFFEE GROUP LTD (5G-400)
	14:00 – 16:00	CAFEDE KONA (5G-316)

MWM Wine School

Tasting Wine Like A Pro is an interactive and fun activity that treats participants with an all-encompassing introduction to tasting wine like pros. Tongue-tingling exercises help illustrate the effects of key wine quality factors such as acidity, sweetness, tannin and alcohol. Participants will learn the principles of wine selection, develop skills in assessing wine quality, refine their knowledge of the six “noble grapes” and untangle tongue-twisting terms such as wine intensity, complexity and length.

VENUE: EVENT AREA @ 3D CONCOURSE, LEVEL 3

DATE	TIME	PROGRAMME
10 MAY (WED)	11:30 – 12:15	MWM WINE SCHOOL Tasting Wine Like A Pro <i>Debra Meiburg MW</i>
	13:00 – 13:45	MWM WINE SCHOOL Tasting Wine Like A Pro <i>Debra Meiburg MW</i>
	15:00 – 15:45	MWM WINE SCHOOL Tasting Wine Like A Pro <i>Debra Meiburg MW</i>
	16:30 – 17:15	MWM WINE SCHOOL Tasting Wine Like A Pro

		<i>Debra Meiburg MW</i>
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