



30  
YEARS  
celebration

**8-11 MAY 2017**

HONG KONG CONVENTION AND EXHIBITION CENTRE

**【Press release】**

**【Immediate release】**

## **HOFEX 2017 – Asia’s Leading Food & Hospitality Tradeshow Concluded with Huge Success! Blown by 39,060 Visitors and Overwhelmed Overseas Response!**

(18 May 2017, Hong Kong) The 17<sup>th</sup> International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services (HOFEX 2017) concluded with a huge success on 11 May 2017. The biennial event held from 8 – 11 May 2017 at the Hong Kong Convention and Exhibition Centre (HKCEC) drew a total of 39,060 trade buyers with a substantial uplift in overseas visitor figures, particularly evident by a 56.4% growth in visitors from South China, up to 6,683. With other noticeable increases in buyers from Macao, Taiwan, Philippines and Korea, the total number of overseas visitors has grown by 17.2% when compared to the 2015 edition.

Being the largest scale ever in 66,000m<sup>2</sup> exhibiting space, the show housed 2,661 exhibiting companies from 72 countries and regions, including 46 official pavilions. The impressive variety of exhibits attracted 13,078 buyers, accounting of 33.5% of total visitors, to visit HOFEX 2017 for 2 days or more. Also, powered by a series of astonishing events and competitions, the trade fair concluded the 30<sup>th</sup> Anniversary edition with positive supports with every stakeholders yearning the next edition which will be held from 7-10 May 2019 at HKCEC.

### **The First Mixed Barista Arts Winner Was Born**

The revolutionary barista competition – Mixed Barista Arts (MBA) impressed contestants and audience with its new and unique competing formula. Stepping out from the traditional competing format, MBA tested the on hands technique, such as grinder assembling, knowledge to differentiate roasted coffee beans by countries and regions, and latte art crafting skills. Now, it has successfully pulled off rounds of neck-to-neck competitions which enabled the competition to establish an exciting name in the industry. After a series of intensive challenges, Hoi Pang Mok, representing with its own individual company, was crowned the first MBA Winner!

### **International Culinary Event Stole the Spotlight**

Endorsed by World Association of Chefs' Societies (WACS), the regional most famous culinary event – Hong Kong International Culinary Classic 2017 (HKICC) had more than 900 chefs competed

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during the 4-day trade fair. Contestants from Hong Kong, China, Korea, United Arab Emirates, Singapore, Thailand, Germany, Taiwan, Australia, the Philippines, Macau, areas with fine cuisine that you could name it were present at the competition to win the prestigious title.

With a total of 28 categories divided into Chinese and Western Cuisine, Pastry and Team Challenges, here are highlights of grand prizes' winners including, **New World Millennium Hong Kong Hotel** received the **Best of the Best Live High Tea Set Competition**; **Mr. Andrew Bonnell from Australia's Mt Baker Free Rangers** received the award for **Best of the Best Butchery Skills Challenge**; **Singapore Chefs Association** won the **Best of the Best Gourmet Team Challenge**; and the **Golden Bauhinia Cup** goes to **Matthew Liesemer – Southern Alberta Institute of Technology from Canada (Western Cuisine)** and **Cheung Ka Ho – Royal Plaza Hotel from Hong Kong (Chinese Cuisine)**.

### **ProWine Asia 2017: Outstanding Results at Hong Kong Debut**

As the newest of ProWein Düsseldorf's family of international trade fairs, ProWine Asia's foremost Hong Kong exhibition, held as part of HOFEX 2017, brought a truly prolific expo with over 300 exhibitors and 12,184 professional trade visitors, bringing a wealth of wines and spirits, products and solutions from around the world to the premier trading-hub of the Asia-Pacific region.

### **Well Attended On-site Events at ProWine Asia**

A first-class event programme spanned all 4-days of the show, incorporating wine-forums in both Halls 5D and 5E of HKCEC to offer trade-focused content throughout the entirety of the exhibition. The industry's top opinion-leaders and experts from international and regional markets offered a wealth of insight and knowledge at ProWine Asia. Highlights of the show programme include seminars and guided tastings by Jancis Robinson OBE, MW sharing her expertise on topics of "How do I judge wine quality" and choice selections of wines under the category of "Under-appreciated grape varieties."

Debra Meiburg, MW hosted a series of Asia Wine Summit seminars covering E-commerce, marketing by gender, and linking wine-education to sales along with other trade development and industry trends throughout the Asia-Pacific

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Other event highlights include wine, spirits, whisky and sake master-classes by Wine & Spirit Education Trust (WSET), Jennie Mack & Asia Wine and Service Education Centre (AWSEC), Highland Park & Edrington, and exclusive events at the ProWine Asia Champagne Lounge. Additionally, international seminars of wine were offered by Austria, Israeli, Italy, Portugal and Spain.

The exhibition is jointly organised by Messe Düsseldorf China, a member of Messe Düsseldorf Group, organisers of the industry-leading ProWein Düsseldorf and UBM HKES, organisers of HOFEX. The next edition of ProWine Asia Hong Kong will be co-located with HOFEX 2019 at Hong Kong Convention and Exhibition Centre (HKCEC) in Halls 3F-G on 7-10 May 2019.

#### About HOFEX

HOFEX - Asia's Leading Food & Hospitality Tradeshow is a one-stop trading platform of food & drinks, hotel, restaurant & foodservice equipment and supplies & services. Each edition attracts more than 35,000 international buyers, distributors, wholesalers and other professionals in the hospitality and food industry to source from 2,500+ exhibitors. For more information, please visit [www.HOFEX.com](http://www.HOFEX.com).

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