



By Informa Markets



1701-05, 17/F, China Resources Building
26 Harbour Road, Wanchai
Hong Kong

t +852 3709 4981
e visit@hofex.com

HOFEX, ProWine Hong Kong @ HOFEX, Retail Asia Conference & Expo and Build4Asia Open Today Largest International B2B Exhibitions in Hong Kong after Border's Reopening

[10 May 2023, Hong Kong] The renowned B2B exhibitions **HOFEX, ProWine Hong Kong @ HOFEX, Retail Asia Conference & Expo** and **Build4Asia** open today at the Hong Kong Convention and Exhibition Centre (HKCEC). With the full reopening of Hong Kong's border with China and the rest of the world, the exhibitions are set to energise the global F&B, retail & building industries, reconnect industry professionals and open a wide range of business opportunities.

Spread across three levels of the HKCEC, four exhibitions will showcase over 2,700 local and international exhibitors and brands from 16 countries and regions. With a total exhibition space of more than 40,000 sqm, these shows will present a diverse range of products, solutions, and technologies, alongside top-notch competitions, seminars and networking events that cater to a global audience. To take advantage of the vast trading prospects, it is anticipated over 38,000 global trade visitors will attend the exhibitions. The overwhelming positive response from global business leaders is a clear indication that Hong Kong's international trade is regaining momentum and that industry ties are more solid than ever.

In the morning of May 10, 2023, the joint-show opening ceremony was taken place at the Grand Stage, located at Hall 1A of the HKCEC, to mark the commencement of the three-day expo. Officiating guests include the Guest of Honour, the Honourable Mr Paul Chan Mo-Po, GBM, GBS, MH, JP, Financial Secretary of the Government of the Hong Kong Special Administrative Region; Mr David Bondi, Senior Vice President, Asia, Informa Markets; Mr Peter Schmitz, Director of ProWine, Messe Düsseldorf; Mr Dane Cheng, Executive Director, Hong Kong Tourism Board; Ms Sindy Wong Sze Man, Head, Tourism & Hospitality, Invest HK and Mr Peter Wong Chak-fung, Chairman, Hong Kong Hotels Association.

“We are confident that the four shows are creating strong synergies that satisfy the needs of all industry professionals. I would also like to take this opportunity to thank all of you for attending today. With permanent support from the Hong Kong Government and industry members, we were able to reach such significant milestones.” says Mr David Bondi, Senior Vice President, Asia, Informa Markets – Organiser of HOFEX, ProWine Hong Kong @HOFEX, Retail Asia Conference & Expo and Build4Asia.



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HOFEX spearheading innovations for the F&B industry

Playing host to more than 1,200 global brands and exhibitors and expected to receive over 25,000 trade visitors, HOFEX will be the biggest edition ever since the end of the pandemic to power up the F&B and hospitality industries and break new ground. The exhibition halls will be bustling with exotic flavours, widening visitors' horizons with 12 national and regional pavilions from Australia, Denmark, France, Italy, Macao, Malaysia, Poland, Taiwan, USA, and more.

In addition to sourcing, visitors can anticipate a fun-filled event schedule that will highlight cutting-edge technology and develop upcoming F&B and hospitality talent. On the opening day of HOFEX, the renowned culinary competition Hong Kong International Culinary Classic will take place, creating a frenzy of anticipation as 300+ regional chefs and apprentices display their entire range of culinary abilities. The inaugural GHM Hotel Industry Development Leaders Summit will bring together senior executives from the illustrious hotel and food-and-beverage businesses to discuss their roles and possibilities to promote industry development in the Greater Bay Area.

ProWine Hong Kong @HOFEX returns in larger scale

The international trade fair for wines and spirits, ProWine Hong Kong @HOFEX will return with a growing number of international and local exhibitors, who will offer wines, spirits, equipment, and accessories of the highest quality. A myriad of international companies will join as country pavilions including Wines of Germany by Federal Ministry of Food and Agriculture (BMEL) and French Pavilion by Business France.

The spectacular ProWine Hong Kong Wine Forum will present a star-studded speaker line-up, bringing knowledge, expertise, and insights to the industry. On Day 1, the line-up of speakers will feature renowned educators in the wine and spirits industry, including Ms Jennie Mack, DipWSET, FWS, IWS, SWS and Mr Eddie Nara, CSE; Mr Nelson Chow, Hong Kong first titled Professional Sommelier and the President of the Hong Kong Sommelier Association (Greater China); Mr Chin Chun Wing, Chairman of the Hong Kong Bar & Club Association and more.

RACE unveils what lies ahead for retail

Asia's innovation hub — Retail Asia Conference & Expo will bring together tech entrepreneurs from around the world under one roof to showcase 500+ cutting-edge products featuring online payment, supply chain, e-commerce, chatbot, data analytics, and more. The exhibition floor will be filled with energy and excitement, as visitors engage in a constant stream of inspiring events and productive business negotiations, forging stronger connections within the retail industry.



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Visitors can start their retail journey by attending the Retail Tech & Experience Theatre, co-organised with Hong Kong Brands Association to acquire business strategies from well-known market leaders. Dr CHAN Pak Li, Bernard, Under Secretary for Commerce and Economic Development Bureau will be the Guest-of-Honour to provide an overview of Hong Kong's retail development and shed light on issues arising in the new retail era.

Excitement builds up at Build4Asia

Build4Asia will strengthen its position as the industry's preferred sourcing powerhouse by welcoming more exhibitors and visitors from APAC as border reopens. At Build4Asia 2023, attendees will see new and returning exhibitors bringing cutting-edge products and technologies across a range of infrastructure and building projects, from home and office refurbishing, sustainable development in green buildings to smart security solutions.

An event highlight not to be missed on Day 1 is the GBA Low Carbon Buildings TOP 100 Award Photobook Launch & Awardees Sharing, co-organised by Greater Bay Area Carbon Neutrality Association. Authoritative industry figures including Mr WONG Chuen-fai, J.P., Commissioner for Climate Change, Environment and Ecology Bureau of the HKSAR Government, Mr CHAN Pak-cheung, Assistant Director (Building Services) of Architectural Services Department of the HKSAR Government and Dr CHEUNG, Tin-cheung, Chairman, The Hong Kong Green Building Council will make keynote speeches at the event, followed by sharing from awardees who have contributed to the net-zero carbon building vision.

A visit that is worthwhile

The next two days will offer a plethora of thrilling events that will provide even more opportunities for inspirations and networking. These trade shows aim to create unprecedented cross-border trade opportunities, empowering global traders to leverage the commercial potential of the Greater Bay Area and ensuring nobody is left behind in the fast-paced world of business.,

The show is open to trade professionals and media only and visitors must be aged 18 or above.

For Day 1 event photos, please visit: <https://bit.ly/3NJFaEJ>

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About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

HOFEX	https://www.hofex.com/
ProWine Hong Kong @HOFEX	http://www.prowine-hongkong.com/
Retail Asia Conference & Expo	https://www.retailasiaexpo.com/
Build4Asia	https://www.build4asia.com/

For media enquiries, please contact:

HOFEX	Mr Calvin Lau	calvin.lau@informa.com	+852 3752 8343
ProWine Hong Kong @HOFEX			
Retail Asia Conference & Expo	Ms Jessica Chan	jessica.chan@informa.com	+852 3187 5790
Build4Asia			



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即時發佈

HOFEX、國際葡萄酒與烈酒貿易展覽會 @ HOFEX、 亞洲零售論壇暨博覽會及 Build4Asia 今日隆重開幕 香港全面開關後最大型國際 B2B 商貿展覽

[2023 年 5 月 10 日, 香港] 著名商貿展覽 **HOFEX、國際葡萄酒與烈酒貿易展覽會 @ HOFEX、亞洲零售論壇暨博覽會及 Build4Asia** 今日假香港會議展覽中心隆重舉行。隨着香港向中國及世界各地全面開放邊境，四大展覽將攜手匯聚業界專才，全方位開拓商機，為全球餐飲、零售和建築業注入新活力。

四個展覽匯聚來自 16 個國家和地區，超過 2,700 家國際參展商及品牌，總面積逾 40,000 平方米，橫跨香港會議展覽中心三層展覽廳，展示最齊全的產品、技術和解決方案，並帶來多個世界級比賽、研討會和交流活動。預計將有 38,000 多名來自全球各地的專業買家到場觀展，搶佔龐大商機。全球業界專才對本屆展覽反應熱烈，可見香港國際貿易市場正在全速復蘇，行業之間的聯繫比以往更緊密。

展覽聯合開幕式於 2023 年 5 月 10 日假香港會議展覽中心展覽廳 1A 主舞台舉行，正式拉開為期 3 天的展會序幕。香港特別行政區政府財政司司長陳茂波，大紫荊勳賢，GBS, MH, JP 擔任主禮嘉賓，聯同亞洲英富曼會展有限公司 (Informa Markets) 亞洲區高級副總裁龐大為先生、Messe Düsseldorf ProWein 總監 Peter Schmitz 先生、香港旅遊發展局總幹事程鼎一先生、投資推廣署旅遊及款待項目主管黃思敏女士及香港酒店業協會主席黃澤峰先生為展覽揭開序幕。

HOFEX、國際葡萄酒與烈酒貿易展覽會 @ HOFEX、亞洲零售論壇暨博覽會及 Build4Asia 主辦機構亞洲英富曼會展有限公司 (Informa Markets) 亞洲區高級副總裁龐大為先生表示：「我們有信心四場展覽可以發揮強大的協同效應，並滿足所有行業專業人士的需求。我還想藉此機會感謝大家出席今天的會議。在香港政府和業界一直以來的支持下，我們才得以達到如此重要的里程碑。」

HOFEX 引領餐飲業創新

匯聚超過 1,200 家國際參展商和預期迎接超過 25,000 名專業買家，今屆 HOFEX 將會是疫情結束後最具規模的一屆，並迎來澳洲、丹麥、法國、意大利、澳門、馬來西亞、波蘭、台灣、美國等 12 個國家和地區的參展團，呈上世界各地的美饌佳釀及全球市場資訊，勢必讓觀眾大開眼界。



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除了提供採購平台，HOFEX 還會舉辦一系列精彩現場活動，啟發創新意念並培養餐飲和酒店業人才。世界級廚藝大賽香港國際美食大獎 (HKICC) 於展覽首日率先開鑼，吸引亞太區內 300 多位廚師和學徒比拼廚藝，展示各項烹飪技巧。下午舉行的全新粵港澳酒店業發展領袖峰會將匯聚知名酒店和餐飲集團的高層管理人員，探討他們在推動大灣區業界發展的角色並尋求更多經貿合作機會。

國際葡萄酒與烈酒貿易展覽會 @ HOFEX 升級回歸

今屆國際葡萄酒與烈酒貿易展覽會 @ HOFEX 有更多國際和本地展商參與其中，帶來最優質的葡萄酒、烈酒、設備和配件。多所外國企業亦會以國家名義組團參展，包括德國聯邦食品及農業部組織的德國館、法國商務部組織的法國館等。

展覽重點活動葡萄酒論壇請來多位星級講者傳授品酒技巧及專業知識。首日出場的講者包括著名葡萄酒及烈酒教育家 Jennie Mack 女士 (DipWSET, FWS, IWS, SWS) 和 Eddie Nara 先生 (CSE)、香港首位職業侍酒師及香港專業品酒師協會（大中華全區）主席周國明先生，以及香港酒吧業協會主席錢雋永先生。

RACE 揭示零售業未來

亞洲零售創新樞紐 — 亞洲零售論壇暨博覽會(RACE) 匯聚全球科技企業，展示 500+ 涵蓋網上支付、供應鏈、電子商務、聊天機器人、數據分析等範疇的高端產品。展會現場商機處處，多個教育研討會及商務洽談同時進行，讓零售業專才建立更緊密的聯繫。

買家可以零售科技及體驗研討會作為零售之旅的首站，從市場領導者的分享中獲取全新商業策略。研討會與香港品牌協會合辦，請來香港特別行政區政府商務及經濟發展局副局長陳百里博士擔任主講嘉賓，介紹香港零售業發展概況，並闡述新零售時代所面臨的挑戰。

新面孔、新活動進駐 Build4Asia

隨着入境限制全面撤銷，作為建築業最受歡迎的採購平台，Build4Asia 將迎來更多亞太區的參展商和買家，進一步鞏固領先地位。買家可在本屆展覽上與新舊合作夥伴會面，採購一系列涵蓋所有基礎建設和樓宇項目的尖端產品和技術，包括家居及辦公室翻新材料、綠色建築、可持續發展方案甚至智能保安科技等。



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展覽首日的重頭戲是由大灣區碳中和協會合辦的大灣區低碳建築 TOP 100 大獎圖鑑發布暨得獎者分享會。活動邀請到香港特別行政區政府環境及生態局署理氣候變化專員黃傳輝先生, JP、香港特別行政區政府建築署助理署長（屋宇裝備）陳百祥先生及香港綠色建築議會張天祥博士擔任主講嘉賓，更有獲獎者分享如何實現淨零碳建築願景。

獲益良多的觀展體驗

未來兩天將陸續舉辦更多精彩活動，帶來創新靈感、業界資訊和商業聯繫，讓所有買家不虛此行。四大展覽提供前所未有的跨境貿易機會，同時讓全球企業擁抱大灣區新機遇，在日新月異的商場上大放異彩！

展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。

展覽首天圖片可於以下網址瀏覽：<https://bit.ly/3NJFaEJ>

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關於亞洲英富曼會展有限公司

亞洲英富曼會展有限公司 (Informa Markets) 旨在為各行各業和專業市場，提供交易、創新和發展平台。業務包括 550 多個國際 B2B 活動和品牌，涵蓋多個領域，包括醫療、保健與製藥，基礎設施，建築及房地產，時尚服飾，酒店、食品與飲料，以及健康與營養等。通過舉辦面對面會展，提供專業數據和可執行數據解決方案，為全球客戶和合作夥伴提供參與、體驗和達成交易的機會。作為全球領先的會展主辦方，我們為各種各樣的貿易行業注入發展動力，釋放機遇，為其蓬勃發展助一臂之力。欲了解更多信息，請瀏覽 www.informamarkets.com。

HOFEX

國際葡萄酒與烈酒貿易展覽會 @ HOFEX

亞洲零售論壇暨博覽會

Build4Asia

<https://www.hofex.com/>

<http://www.prowine-hongkong.com/>

<https://www.retailasiaexpo.com/>

<https://www.build4asia.com/>

傳媒查詢，請聯絡：

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亞洲零售論壇暨博覽會

Build4Asia

Mr Calvin Lau

calvin.lau@informa.com

+852 3752 8343

Ms Jessica Chan

jessica.chan@informa.com

+852 3187 5790



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实时发布

HOFEX、国际葡萄酒与烈酒贸易展览会 @ HOFEX、 亚洲零售论坛暨博览会及 Build4Asia 今日隆重开幕 香港全面开关后最大型国际 B2B 商贸展览

[2023 年 5 月 10 日, 香港] 著名商贸展览 HOFEX、国际葡萄酒与烈酒贸易展览会 @ HOFEX、亚洲零售论坛暨博览会及 Build4Asia 今日假香港会议展览中心隆重举行。随着香港向中国及世界各地全面开放边境, 四大展览将携手汇聚业界专才, 全方位开拓商机, 为全球餐饮、零售和建筑业注入新活力。

四个展览汇聚来自 16 个国家和地区, 超过 2,700 家国际参展商及品牌, 总面积逾 40,000 平方米, 横跨香港会议展览中心三层展览厅, 展示最齐全的产品、技术和解决方案, 并带来多个世界级比赛、研讨会和交流活动。预计将有 38,000 多名来自全球各地的专业买家到场观展, 抢占庞大商机。全球业界专才对本届展览反应热烈, 可见香港国际贸易市场正在全速复苏, 行业之间的联系比以往更紧密。

展览联合开幕式于 2023 年 5 月 10 日假香港会议展览中心展览厅 1A 主舞台举行, 正式拉开为期 3 天的展会序幕。香港特别行政区政府财政司司长陈茂波, 大紫荆勋贤, GBS, MH, JP 担任主礼嘉宾, 联同亚洲英富曼会展有限公司 (Informa Markets) 亚洲区高级副总裁庞大为先生、Messe Düsseldorf ProWein 总监 Peter Schmitz 先生、香港旅游发展局总干事程鼎一先生、投资推广署旅游及款待项目主管黄思敏女士及香港酒店业协会主席黄泽峰先生为展览揭开序幕。

HOFEX、国际葡萄酒与烈酒贸易展览会 @ HOFEX、亚洲零售论坛暨博览会及 Build4Asia 主办机构亚洲英富曼会展有限公司 (Informa Markets) 亚洲区高级副总裁庞大为先生表示: 「我们有信心四场展览可以发挥强大的协同效应, 并满足所有行业专业人士的需求。我还想藉此机会感谢大家出席今天的会议。在香港政府和业界一直以来的支持下, 我们才得以达到如此重要的里程碑。」

HOFEX 引领餐饮业创新

汇聚超过 1,200 家国际参展商和预期迎接超过 25,000 名专业买家, 今届 HOFEX 将会是疫情结束后最具规模的一届, 并迎来澳洲、丹麦、法国、意大利、澳门、马来西亚、波兰、台湾、美国等 12



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个国家和地区的参展团，呈上世界各地的美饌佳釀及全球市场信息，势必让观众大开眼界。

除了提供采购平台，HOFEX 还会举办一系列精彩现场活动，启发创新意念并培养餐饮和酒店业人才。世界级厨艺大赛香港国际美食大奖 (HKICC) 于展览首日率先开锣，吸引亚太区内 300 多位厨师和学徒比拼厨艺，展示各项烹饪技巧。下午举行的全新粤港澳酒店业发展领袖峰会将汇聚知名酒店和餐饮集团的高层管理人员，探讨他们在推动大湾区业界发展的角色并寻求更多经贸合作机会。

国际葡萄酒与烈酒贸易展览会 @ HOFEX 升级回归

今届国际葡萄酒与烈酒贸易展览会 @ HOFEX 有更多国际和本地展商参与其中，带来最优质的葡萄酒、烈酒、设备和配件。多所外国企业亦会以国家名义组团参展，包括德国联邦食品及农业部组织的德国馆、法国商务部组织的法国馆等。

展览重点活动葡萄酒论坛请来多位星级讲者传授品酒技巧及专业知识。首日出场的讲者包括著名葡萄酒及烈酒教育家 Jennie Mack 女士 (DipWSET, FWS, IWS, SWS) 和 Eddie Nara 先生 (CSE)、香港首位职业侍酒师及香港专业品酒师协会 (大中华全区) 主席周国明先生，以及香港酒吧业协会主席钱隽永先生。

RACE 揭示零售业未来

亚洲零售创新枢纽 — 亚洲零售论坛暨博览会 (RACE) 汇聚全球科技企业，展示 500+ 涵盖网上支付、供应链、电子商务、聊天机器人、数据分析等范畴的高端产品。展会现场商机处处，多个教育研讨会及商务洽谈同时进行，让零售业专才建立更紧密的联系。

买家可以零售科技及体验研讨会作为零售之旅的首站，从市场领导者的分享中获取全新商业策略。研讨会与香港品牌协会合办，请来香港特别行政区政府商务及经济发展局副局长陈百里博士担任主讲嘉宾，介绍香港零售业发展概况，并阐述新零售时代所面临的挑战。

新面孔、新活动进驻 Build4Asia

随着入境限制全面撤销，作为建筑业最受欢迎的采购平台，Build4Asia 将迎来更多亚太区的参展商和买家，进一步巩固领先地位。买家可在本届展览上与新旧合作伙伴会面，采购一系列涵盖所有基础建设和楼宇项目的尖端产品和技术，包括家居及办公室翻新材料、绿色建筑、可持续发展方案甚至智能保安科技等。



1701-05, 17/F, China Resources Building
26 Harbour Road, Wanchai
Hong Kong

t +852 3709 4981
e visit@hofex.com

By Informa Markets

展览首日的重头戏是由大湾区碳中和协会合办的大湾区低碳建筑 TOP 100 大奖图鉴发布暨得奖者分享会。活动邀请到香港特别行政区政府环境及生态局署理气候变化专员黄传辉先生, JP、香港特别行政区政府建筑署助理署长（屋宇装备）陈百祥先生及香港绿色建筑议会张天祥博士担任主讲嘉宾，更有获奖者分享如何实现净零碳建筑愿景。

获益良多的观展体验

未来两天将陆续举办更多精彩活动，带来创新灵感、业界信息和商业联系，让所有买家不虚此行。四大展览提供前所未有的跨境贸易机会，同时让全球企业拥抱大湾区新机遇，在日新月异的商场上大放异彩！

展览只开放予业界人士和媒体参观，参观者必须年满 18 岁。

展览首天图片可于以下网址浏览：<https://bit.ly/3NJFaEJ>

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Hong Kong

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关于亚洲英富曼会展有限公司

亚洲英富曼会展有限公司 (Informa Markets) 旨在为各行各业和专业市场，提供交易、创新和发展平台。业务包括 550 多个国际 B2B 活动和品牌，涵盖多个领域，包括医疗、保健与制药，基础设施，建筑及房地产，时尚服饰，酒店、食品与饮料，以及健康与营养等。通过举办面对面会展，提供专业数据和可执行数据解决方案，为全球客户和合作伙伴提供参与、体验和达成交易的机会。作为全球领先的会展主办方，我们为各种各样的贸易行业注入发展动力，释放机遇，为其蓬勃发展助一臂之力。欲了解更多信息，请浏览 www.informamarkets.com。

HOFEX

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亚洲零售论坛暨博览会

Build4Asia

<https://www.hofex.com/>

<http://www.prowine-hongkong.com/>

<https://www.retailasiaexpo.com/>

<https://www.build4asia.com/>

传媒查询，请联络：

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Mr Calvin Lau

calvin.lau@informa.com

+852 3752 8343

亚洲零售论坛暨博览会

Build4Asia

Ms Jessica Chan

jessica.chan@informa.com

+852 3187 5790