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26 Harbour Road, Wanchai
Hong Kong

t +852 3709 4981
e visit@hofex.com

By Informa Markets

For Immediate Release

HOFEX, ProWine Hong Kong @HOFEX, Retail Asia Conference & Expo and Build4Asia Returning this May 4 Co-locating Shows Create Powerful Synergy and Unmatched Business Opportunities

[3 May 2023, Hong Kong] Returning from 10 – 12 May 2023 at the Hong Kong Convention and Exhibition Centre (HKCEC), **HOFEX, ProWine Hong Kong @HOFEX, Retail Asia Conference & Expo** and **Build4Asia** will send the biggest welcome to global business traders by presenting unparalleled sourcing, trading and networking opportunities across industries. As the leading B2B sourcing platform for the F&B, hospitality, retail and building industries in Hong Kong, the co-locating shows will reconnect exhibitors and visitors from Mainland China, Asia-Pacific and afar, offering a myriad of inspiring events and industry updates to deliver an epic B2B sourcing experience.

“As global tourism gradually recovers, the 4 shows will expand in scale and international presence to capture post-pandemic business opportunities. We are very proud to say that our shows play an exceptionally vital role in reconnecting businesses and industries; as seen in the extensive support from the government and industry members, as well as the strong commitment of global trade organisations and exhibitors.” said Mr David Bondi, Senior Vice President, Asia, Informa Markets – Organiser of HOFEX, ProWine Hong Kong @HOFEX, Retail Asia Conference & Expo and Build4Asia.

The four shows’ joint opening ceremony will take place on 10 May 2023, which be officiated by the Honourable Paul Chan Mo-Po, GBM, GBS, MH, JP, Financial Secretary, The Government of the Hong Kong Special Administrative Region. Key industry stakeholders including InvestHK, Hong Kong Tourism Board, Hong Kong Hotels Association and more will also witness the opening of this grand industry occasion.

Embark on a Multi-sensory Culinary Adventure

Remarking 36 years of excellence, **HOFEX – Asia’s Leading Food & Hospitality Tradeshow** is a global sourcing powerhouse bringing top-notch F&B products and solutions from around the world to energise the Asia market. Spanning across Hall 1 and 3 of the HKCEC, the expo will play host to 25,000+ trade buyers and 1,200+ exhibiting brands including national and regional pavilions from China, Denmark, Italy, Macao, Malaysia, Korea, Poland, Thailand, UK, USA and more. From Bakery & Confectionery, Specialty Coffee &



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Tea, Food & Drinks, Foodservice Equipment & Catering Supplies, Tableware & Hospitality Supplies to Hospitality Technology & Design, HOFEX presents the most comprehensive selection of products and solutions to cater to the needs of all F&B traders.

An array of competitions, forums and award ceremonies will also take place during the show, turning the exhibition halls into a breeding ground of pioneer trends and ideas. As the flagship event of HOFEX, the **Hong Kong International Culinary Classic (HKICC)** will see more than 300 talented chefs, cooks, pastry chefs and apprentices from across 7 countries and regions to display cooking skills and share culinary expertise. This year, the contest will include Bread Showpiece, Croissants & Danish and Dim Sum Platter as new categories to stir up interests and allow the demonstration of more specialised culinary skills. Another highlight will be the **Hong Kong Professional Mixologist Challenge 2023**, which is open to bartenders in hotels, bars, restaurants, clubs and institutions in Hong Kong, Macau and Taiwan to recognise the professionalism of regional bartenders. **GHM Hotel Industry Development Leaders Summit & GHM “Golden Pearl Award” Award Ceremony** is a brand-new event where top management from eminent hotel groups convene to explore opportunities and roles of hotel and F&B industry in the Greater Bay Area, as well as to celebrate the excellence and dedication of industry professionals.

Uncork Asia’s Wine Business Opportunities

ProWine Hong Kong @HOFEX — the international trade fair for wines and spirits will showcase premium wines & spirits, professional wine equipment and accessories from around the world in Hall 3F-G. Under the support of national trade organisations, a myriad of international companies will join in cluster as country pavilions, including Wines of Germany by Federal Ministry of Food and Agriculture (BMEL) and French Pavilion by Business France, each presenting the country’s very best wines & spirits to hold on to connoisseurs’ taste buds.

The industry’s favourite **ProWine Hong Kong Wine Forum** will be held 3 days in a row to present wine tasting techniques and bubbling wines trends covering Haute Couture Champagne, Prosecco, Spanish Sherries, Chinese Baijiu, etc. Sought-after speakers include the acclaimed sommelier Reeze Choi, Asia’s first Master of Wine, Debra Meiburg MW, renowned wine & spirits educators, Jennie Mack and Eddie Nara, to name a few.

Get Ahead in the New Retail Landscape

Situated at the forefront of innovative retail solutions, **Retail Asia Conference & Expo (RACE)** is powering Hong Kong’s current retail technological revolution by providing an innovative platform for thought exchange. Taking place in Hall 5F, the show will gather global tech entrepreneurs under one roof to showcase 500+ cutting-edge products featuring online payment, supply chain, e-commerce, chatbot, data



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analytics, etc. This year, RACE will present an unprecedented exhibitor line-up — payment solutions companies such as Airwallex and EFT Payment have joined, along with overseas industry giants such as Sensormatic from US, Lark Technologies from Singapore, Dtonic Corporation from Korea and many more.

The highly regarded **Retail Digital Marketing Conference** will gather over 100+ Chief Marketing Officers, Digital, Data, Branding, Experience, Social Media, Loyalty, Analytics professionals and decision-makers to navigate the future of retail digital marketing. Featured speakers include market leaders in e-commerce such as Michael Ho, ZALORA's Head of Hong Kong; Tony Mak, I.T's Creative Director and Sarah Mathews, Tripadvisor's Director of Media Partnerships APAC and many more.

Redefine the Future of Construction

Build4Asia — the No.1 Tradeshow for the Building, Electrical Engineering and Security Industries in Hall 5G welcomes leaders from the construction and building solutions sectors to demonstrate their world advanced technologies to Hong Kong and beyond. From building materials and automation, smart city technologies to total surveillance systems, the show covers almost all facets of the construction industry to fulfil sourcing needs of all industry players. APAC state-owned companies that will be showcasing at Build4Asia this year include China Machinery Engineering Corporation from Mainland China and Certis from Singapore (a subsidiary of Temasek Holdings).

An array of educational events will be held to introduce various pathways to net zero in sectors of energy saving, building efficiency, mobility, nature-based solutions and more. Partnered with GBA Carbon Neutrality Association, the **GBA Low Carbon Buildings TOP 100 Award Photobook Launch & Awardees Sharing** will make its first appearance at Build4Asia to elevate industry standards for green constructions, while the ESG Asia Forum supported by The American Institute of Architects, Hong Kong Green Building Council, etc. will explore investor expectations and new practices to stand out in the new era of ESG reporting.

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

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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 五月載譽歸來 四大展覽促進業界聯繫 共創龐大商機

[2023年5月3日, 香港] 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 將於 2023 年 5 月 10 日至 12 日假香港會議展覽中心 (HKCEC) 隆重舉行，四大展覽攜手迎接全球商貿專才重臨香港，帶來前所未有的跨行業採購、貿易和交流機會。作為香港餐飲及款待、零售和建築業領先的 B2B 商貿平台，展覽將為中國內地、亞太區以至世界各地的參展商及買家重建溝通橋樑，呈獻精彩活動及業內新知，打造最佳採購體驗。

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 (David Bondi) 先生表示:「隨着全球旅遊業逐漸復蘇，為把握後疫情時代商機，四大展覽的規模和國際參與度都有進一步擴展。本屆展覽獲香港特區政府及業界大力支持，同時亦吸引了眾多國外貿易組織和企業參展，為連接全球各行各業起了關鍵作用，這點讓我們非常自豪。」

四個展覽的聯合開幕典禮將於 2023 年 5 月 10 日舉行，由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。投資推廣署、香港旅遊發展局、香港酒店業協會等機構代表亦會一同見證開幕儀式。

踏上沈浸式的餐飲採購之旅

HOFEX—亞洲頂尖國際食品餐飲及酒店設備展已有 36 年歷史，致力將全球上乘的餐飲產品及服務引入亞洲。本屆展覽場地橫跨香港會展 1 號及 3 號展廳，匯聚 25,000 多名買家和 1,200 多個參展品牌，包括來自中國、丹麥、意大利、澳門、馬來西亞、韓國、波蘭、泰國、英國、美國等國家及地區的參展團。從烘焙及甜點、精品咖啡及茶、食品及飲料、廚房設備及餐飲供應、餐飲擺設及款待供應到酒店服務及科技，HOFEX 將呈獻最齊全的產品及解決方案，以滿足所有餐飲買家的需求。

展覽期間還會舉行一系列精彩活動如廚藝比賽、論壇和頒獎典禮等，提供互動交流平台，激發更多創新營商意念。HOFEX 重點活動香港國際美食大獎 (HKICC) 將匯聚 7 個國家及地區超過 300 名廚師、糕點師和學徒同場競技，今年更首次引入麵包工藝擺設、牛角包與丹麥酥，以及點心拼盤等



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項目，讓參賽者展示更專業的烹飪技巧。另一焦點活動是**香港專業調酒師挑戰賽 2023**，歡迎港台地區酒店、酒吧、餐廳、會所和機構的調酒師參賽，展示區內精湛調酒工藝。今年首度舉辦的**粵港澳酒店業發展領袖峰會暨“GHM 金珠獎”頒獎典禮**雲集酒店集團高層，探討酒店和餐飲業在大灣區扮演的角色及機遇，同時表彰表現亮眼的行業老將及新銳。

捕捉亞洲葡萄酒市場商機

國際葡萄酒與烈酒貿易展覽會 @ HOFEX 將於 3FG 展廳展示來自世界各地的優質葡萄酒、烈酒，以及專業葡萄酒設備及配件。多所外國企業響應國家貿易組織號召，組團以國家名義參展，包括德國聯邦食品及農業部組織的德國館及法國商務部組織的法國館等。國家館將帶來各國最受歡迎、最具代表性的精品佳釀，為亞洲市場注入新意。

備受歡迎的 **ProWine Hong Kong 葡萄酒論壇** 將一連三日舉行，請來國際大賽得獎侍酒師 Reeze Choi、亞洲首位葡萄酒大師 Debra Meiburg MW，以及著名葡萄酒及烈酒教育家 Jennie Mack 和 Eddie Nara 等業界權威傳授品酒技巧，並探討多款熱門酒類如「高定」香檳、氣泡酒、西班牙雪利酒及中國白酒等的發展潛力。

領跑新零售賽道

亞洲零售論壇暨博覽會 時刻走在業界尖端，提供創新技術交流平台，推動香港零售技術變革。展覽將於 5F 展覽廳舉行，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。本屆參展商陣容非常鼎盛，網羅網上支付方案公司如 Airwallex、EFT Payment 等，更有美國 Sensormatic、新加坡 Lark Technologies、韓國 Dtonic Corporation 等海外行業巨頭參展。

受業界高度認可的**零售數碼市場營銷會議**將匯聚 100 多名首席營銷官、數碼、數據、品牌、體驗、社交媒體、忠誠度、分析等多個範疇的專家及決策者，共同探索零售業數碼營銷的未來。特邀講者包括多名電子商務市場領跑者，如 ZALORA 香港區負責人 Michael Ho、I.T 創意總監 Tony Mak 和 Tripadvisor 亞太區媒體合作總監 Sarah Mathews 等等。

開啟建築新篇章

位於 5G 展覽廳的 **Build4Asia—亞洲創新建築、電氣、保安科技展覽會** 迎來多所企業，為香港及亞洲買家展示先進的建築科技及解決方案，包括建築材料及自動化、智慧城市技術、整體監控系統等，展品幾乎涵蓋所有建築領域。今年焦點亞太區國有建築企業參展品牌包括中國機械工程股份有限公司和新加坡的 Certis（淡馬錫控股的子公司）。



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同場更設一系列分享會及講座，向業界人士介紹如何以節能、建築效率、流動性、自然解決等途徑實現淨零排放。與大灣區碳中和協會合作的大灣區低碳建築 TOP 100 大獎圖鑑發布暨得獎者分享會首次亮相 Build4Asia，旨在提升綠色建築行業標準，而由美國建築師協會、香港綠色建築委員會支持的 ESG 亞洲論壇將探討投資者期望以及如何把握 ESG 指標新機遇，為建築項目加分。

展覽只開放予業界人士和媒體參觀，參觀者必須年滿 18 歲。

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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：

HOFEX

國際葡萄酒與烈酒貿易展覽會 @ HOFEX

Mr Calvin Lau

calvin.lau@informa.com

+852 3752 8343

亞洲零售論壇暨博覽會

Build4Asia

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 五月载誉归来 四大展览促进业界联系 共创庞大商机

[2023 年 5 月 3 日, 香港] 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 将于 2023 年 5 月 10 日至 12 日假香港会议展览中心 (HKCEC) 隆重举行, 四大展览携手迎接全球商贸专才重临香港, 带来前所未有的跨行业采购、贸易和交流机会。作为香港餐饮及款待、零售和建筑业领先的 B2B 商贸平台, 展览将为中国内地、亚太区以至世界各地的参展商及买家重建沟通桥梁, 呈献精彩活动及业内新知, 打造最佳采购体验。

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 (David Bondi) 先生表示:「随着全球旅游业逐渐复苏, 为把握后疫情时代商机, 四大展览的规模和国际参与度都有进一步扩展。本届展览获香港特区政府及业界大力支持, 同时亦吸引了众多国外贸易组织和企业参展, 为连接全球各行各业起了关键作用, 这点让我们非常自豪。」

四个展览的联合开幕典礼将于 2023 年 5 月 10 日举行, 由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。投资推广署、香港旅游发展局、香港酒店业协会等机构代表亦会一同见证开幕仪式。

踏上沉浸式的餐饮采购之旅

HOFEX—亚洲顶尖国际食品餐饮及酒店设备展已有 36 年历史, 致力将全球上乘的餐饮产品及服务引入亚洲。本届展览场地横跨香港会展 1 号及 3 号展厅, 汇聚 25,000 多名买家和 1,200 多个参展品牌, 包括来自中国、丹麦、意大利、澳门、马来西亚、韩国、波兰、泰国、英国、美国等国家及地区的参展团。从烘焙及甜点、精品咖啡及茶、食品及饮料、厨房设备及餐饮供应、餐饮摆设及款待供应到酒店服务及科技, HOFEX 将呈献最齐全的产品及解决方案, 以满足所有餐饮买家的需求。

展览期间还会举行一系列精彩活动如厨艺比赛、论坛和颁奖典礼等, 提供互动交流平台, 激发更多创新营商意念。HOFEX 重点活动香港国际美食大奖 (HKICC) 将汇聚 7 个国家及地区超过 300 名厨



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师、糕点师和学徒同场竞技，今年更首次引入面包工艺摆设、牛角包与丹麦酥，以及点心拼盘等项目，让参赛者展示更专业的烹饪技巧。另一焦点活动是**香港专业调酒师挑战赛 2023**，欢迎港台台地区酒店、酒吧、餐厅、会所和机构的调酒师参赛，展示区内精湛调酒工艺。今年首度举办的**粤港澳酒店业发展领袖峰会暨“GHM 金珠奖”颁奖典礼**云集酒店集团高层，探讨酒店和餐饮业在大湾区扮演的角色及机遇，同时表彰表现亮眼的行业老将及新锐。

捕捉亚洲葡萄酒市场商机

国际葡萄酒与烈酒贸易展览会 @ HOFEX 将于 3FG 展厅展示来自世界各地的优质葡萄酒、烈酒，以及专业葡萄酒设备及配件。多所外国企业响应国家贸易组织号召，组团以国家名义参展，包括德国联邦食品及农业部组织的德国馆及法国商务部组织的法国馆等。国家馆将带来各国最受欢迎、最具代表性的精品佳酿，为亚洲市场注入新意。

备受欢迎的 **ProWine Hong Kong 葡萄酒论坛**将一连三日举行，请来国际大赛得奖侍酒师 Reeze Choi、亚洲首位葡萄酒大师 Debra Meiburg MW，以及著名葡萄酒及烈酒讲师 Jennie Mack 和 Eddie Nara 等业界权威传授品酒技巧，并探讨多款热门酒类如「高定」香槟、气泡酒、西班牙雪利酒及中国白酒等的发展潜力。

领跑新零售赛道

亚洲零售论坛暨博览会时刻走在业界尖端，提供创新技术交流平台，推动香港零售技术变革。展览将于 5F 展览厅举行，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。本届参展商阵容非常鼎盛，网罗网上支付方案公司如 Airwallex、EFT Payment 等，更有美国 Sensormatic、新加坡 Lark Technologies、韩国 Dtonic Corporation 等海外行业巨头参展。

受业界高度认可的**零售数码市场营销会议**将汇聚 100 多名首席营销官、数码、数据、品牌、体验、社交媒体、忠诚度、分析等多个范畴的专家及决策者，共同探索零售业数码营销的未来。特邀讲者包括多名电子商务市场领跑者，如 ZALORA 香港区负责人 Michael Ho、I.T 创意总监 Tony Mak 和 Tripadvisor 亚太区媒体合作总监 Sarah Mathews 等等。

开启建筑新篇章

位于 5G 展览厅的 **Build4Asia—亚洲创新建筑、电气、保安科技展览会**迎来多所企业，为香港及亚



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

t +852 3709 4981
e visit@hofex.com

By Informa Markets

洲买家展示先进的建筑科技及解决方案，包括建筑材料及自动化、智慧城市技术、整体监控系统等，展品几乎涵盖所有建筑领域。今年焦点亚太区国有建筑企业参展品牌包括中国机械工程股份有限公司和新加坡的 Certis（淡马锡控股的子公司）。

同场更设一系列分享会及讲座，向业界人士介绍如何以节能、建筑效率、流动性、自然解决等途径实现净零排放。与大湾区碳中和协会合作的大湾区**低碳建筑 TOP 100 大奖图鉴发布暨得奖者分享会**首次亮相 Build4Asia，旨在提升绿色建筑行业标准，而由美国建筑师协会、香港绿色建筑委员会支持的**ESG 亚洲论坛**将探讨投资者期望以及如何把握 ESG 指标新机遇，为建筑项目加分。

展览只开放予业界人士和媒体参观，参观者必须年满 18 岁。

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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

国际葡萄酒与烈酒贸易展览会 @ HOFEX

亚洲零售论坛暨博览会

Build4Asia

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

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

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

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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