



博华深圳联展  
Connexion · Shenzhen



酒店餐饮

The 32<sup>nd</sup> Shenzhen International Hospitality Equipment  
& Foodservice Expo

# HOTELEX SHENZHEN 2022

**Dec. 14 – 16, 2022**

**Shenzhen World Exhibition & Convention Center**

No.1 Zhancheng Road, Baoan District,  
Shenzhen City, Guangdong Province, China



## / Co-located /

Expo Finefood Shenzhen 2022 | HOTELEX Shenzhen Coffee & Food Festival

2022 Shenzhen International Wine & Spirits Culture Festival | 2022 International Food and Agricultural Products Expo (Shenzhen)

2022 SFE Shenzhen | 2022 Shenzhen International Private Brand Exhibition | 2022 Shenzhen International Bakery & Dessert Expo

2022 China (Shenzhen) Prepared Food Exhibition | Connexion Shenzhen 2022

## Let's witness the splendid HOTELEX Shenzhen in 2022!

As one of the leading expos in the hotel and catering industry, HOTELEX will be entering its new stage in 2022. In line with the brand strategy of basing on Shanghai and deepening into the Guangdong-Hong Kong-Macao Greater Bay Area, HOTELEX parent expo will be adjusted to be held twice a year in Shanghai and Shenzhen. The 32nd Shenzhen International Hospitality Equipment & Foodservice Expo will be held in Shenzhen World Convention and Exhibition Center from December 14 to 16, 2022.

HOTELEX Shenzhen is expected to cover an exhibition area of 160,000 m<sup>2</sup>, bringing together more than 1,000 high-quality exhibitors from the upstream and downstream industry chains of hotels and restaurants. In addition to deepening the existing strong categories such as coffee and tea, catering equipment, cooking ingredients, bakery and ice cream, the original eight sections will be extended into new branch of the industrial chain and carried out multi-dimensional expansion in catering design, catering furniture and other fields.

In addition, The Connexion SHENZHEN, which is created by Sinoexpo Informa Markets, will be held at the same time. The Connexion SHENZHEN will empower HOTELEX Shenzhen and comprehensively extend the upstream and downstream of the industry, gather abundant resources and bring a more concentrated and professional one-stop procurement event for South China.

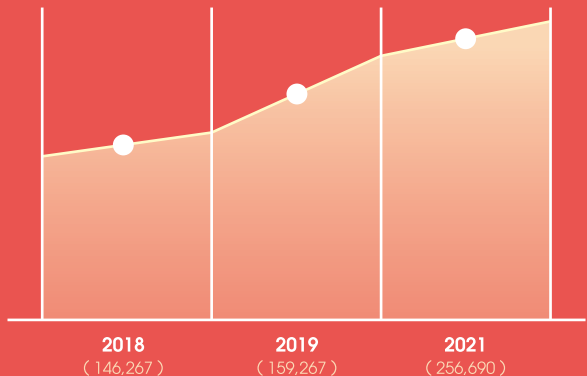


**NEXT STOP,  
SHENZHEN**



# THE AUDIENCE GROWTH

HOTELEX Shanghai 2021 exceeded the **200,000** mark for the first time, with **211,962** visitors an increase of **33%** compared with the previous exhibition.



## SCALE UP

HOTELEX Shenzhen 2022 with new exhibition halls in larger area, richer categories and more exciting on-site activities. We look forward to your participation!



**300,000** m<sup>2</sup>  
Exhibition Area



**300,000**  
Visitors



**3,000**  
Exhibitors



# WHY PARTICIPATION

- Shenzhen has entered the golden development period driven by the Greater Bay Area and Shenzhen pilot Demonstration Zone, with an average annual growth rate of 7.1% in GDP over the past five years. HOTELEX has encouraged a number of industry pioneers to establish themselves in Shenzhen, spread their influence over the Greater Bay Area, and allocate their layout in greater South China to enjoy the dividends of the booming regional market.
- HOTELEX Hotel & Catering Series Exhibition, as a barometer of the industry, has been deeply engaged in the industry for 30 years, and has accumulated more than 800,000 buyers. Since the Guangzhou sub-exhibition took root in the South China market 7 years ago, it has accumulated 3,000 exhibitors and attracted more than 200,000 visitors, inspiring abundant market potential.
- Sinoexpo Informa Markets is committed to establish the platform of supply and demand through the cooperation with industry associations, especially the Chinese Tourist Hotel Association, Guangdong Hotel & Lodging Association, Shenzhen Cuisine Association, Shenzhen Import and Export Food Association and other national and local industry associations.
- As the leading exhibition organizer in China, Sinoexpo Informa Markets has made great efforts to build the Connexion SHENZHEN Joint Expo, comprehensively extending the upstream and downstream of the industry and gathering industrial resources to showcase at a total scale of 300,000 m<sup>2</sup>.



## Visitor Distribution

The loyal buyers of HOTELEX come from the active hotel and catering channels in South, East and central China, and the procurement representatives from Asia and Africa, Europe and North America to participate in the on-site negotiations.



## Industry Distribution

More than 81% of the audience came from hotels and catering terminals, and the proportion of the audience from supermarket, retail, e-commerce and chain restaurants increased compared with last year.



# EXHIBIT CATEGORIES



COFFEE  
AND TEA



BEVERAGE  
SYNTHESIS



FOOD  
SYNTHESIS



CATERING  
INGREDIENTS



KITCHEN EQUIPMENT  
AND SUPPLIES



ICE CREAM  
AND BAKING



CATERING DESIGN  
AND SUPPORTING  
FACILITIES



CHAIN FRANCHISE  
AND CATERING  
INVESTMENT



LIQUOR  
SYNTHESIS



DESKTOP  
PRODUCTS

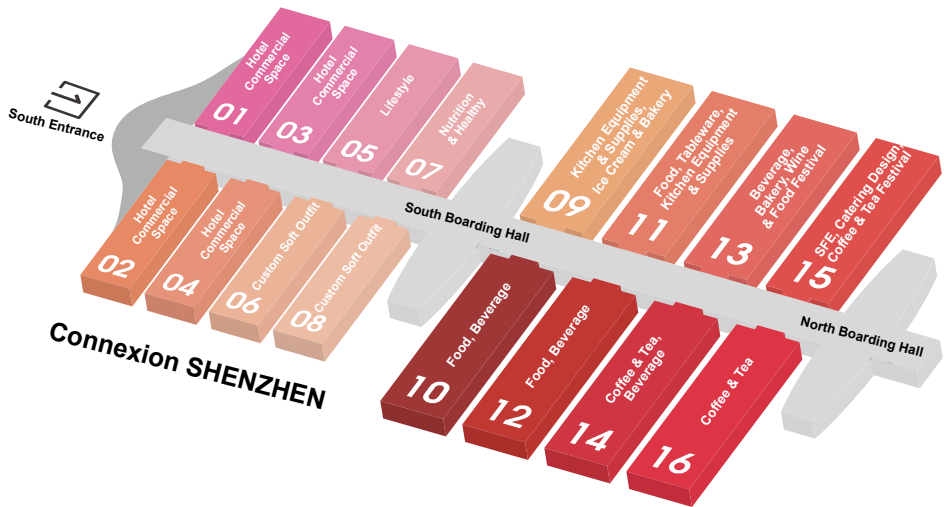
# SUPPORTING INDUSTRY ACTIVITIES

- 2022-2023 The 23rd China Barista Championship – Shenzhen Division
- 2022-2023 The 9th China Brewers Cup – Shenzhen Division
- 2022-2023 The 10th China Latte Art Championship – South China Division
- 2022-2023 The 8th China Coffee Roasting Championship – South China Division
- 2022 The 10th Shanghai Fashion Drinks Competition – Shenzhen Division
- 2022 Shanghai Pizza Master Competition – South China Division
- 2022 Central Kitchen Construction and Development Summit Forum (Shenzhen)
- 2022 Shenzhen International Hotel & Catering Summit Series Forum
- The 9th World Bread Contest China Selection – Shenzhen Division
- 2022 All Star China Champion Show



# HOTELEX SHENZHEN 2022

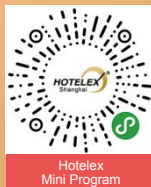
The 32<sup>nd</sup> Shenzhen International Hospitality Equipment & Foodservice Expo



Stand Type	Minimum Square	Normal Rate	Surcharge for Open Sides
Raw Space	27 m <sup>2</sup>	USD 180/ m <sup>2</sup>	Two-side open +10% surcharge Three-side open +15% surcharge
Shell Scheme	9 m <sup>2</sup>	USD 200/ m <sup>2</sup>	Island +20% surcharge



Hotelex  
WeChat Public Account



Hotelex  
Mini Program



Hotelex  
Wechat Service Account

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.  
Tel : 021-3339 2451 / 2199 | Email : hotelex@imsinoexpo.com  
[www.hotelex.cn](http://www.hotelex.cn) / [www.jdgle.com](http://www.jdgle.com)