

Tourism Plus Shanghai 2022

The 31st Shanghai International Hospitality Equipment & Foodservice Expo



上海旅游产业博览会 第三十一届上海国际酒店 及餐饮业博览会

食饮无界 | 播种未来

2022.10.14-10.17
上海浦西·虹桥 @ 国家会展中心

National Exhibition and Convention Center (Shanghai)

同期举办: 2022 HOTELEX上海国际咖啡美食文化节

Concurrent: 2022 Shanghai Coffee & Food Festival



HOTELEX 2022

第三十一届上海国际酒店及餐饮业博览会

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食 饮 无 界 播 种 未 来



开拓进取 / 播种未来 FORGE AHEAD / SOW THE FUTURE

2021 年首届上海旅游产业博览会持续 6 天，分别在国家会展中心、上海新国际博览中心、上海世博展览馆三地同城同期成功举办。这是根据《上海市“十四五”时期深化世界著名旅游城市建设规划》进行的全新创设，打通了旅游全产业链体验，为游客和观众带来全新的观感。将上海旅博会打造成世界一流的上海旅游会展名片。

上海旅博会作为一个国际化、跨领域的旅游专业展会，被赋予了多重举办意义：拉动城市旅游投资功能，优化生活消费、食品和饮料、酒店和商业空间等展览板块等。作为其中重要组成部分的 HOTELEX 上海国际酒店及餐饮业博览会，在 30 年的历史进程中凭借强大的影响力，在主要包括酒店及餐饮设备、美食文化、国际赛事等旅游资源产品为展会特色内容的运行基础上，始终为旅游文化产业不断注入活力。

被纳入首届上海旅博会的 HOTELEX 上海展更是在专业度、规模、质量和服务方面，不断创新升级，为行业发展和繁荣提供了强有力的促进和引领作用。展会的举办，对城市旅游和贸易发展都起到重要的作用，带来的社会经济效益有目共睹。在不久的将来，上海将全面建成国际会展之都，展览会在全球竞争力和影响力将不断提升，这需要我们和展览公司共同努力，在品质、服务、管理等方面全方位提高。

我们相信，在主办方及参展企业的共同努力下，第二届上海市旅游产业博览会以及旗下的第三十一届 HOTELEX 上海国际酒店及餐饮业博览会，将给酒店和餐饮行业带来新思路、新发展，也定会为上海的旅游产业带来更大的空间！在新的 30 年，让我们一起耕耘现在，开拓进取，播种更加广阔的未来！

——上海市文化和旅游局

The inauguration of Tourism Plus Shanghai 2021 lasted for 6 days and was successfully held at the National Convention and Exhibition Center, Shanghai New International Expo Center and Shanghai World Expo Convention & Convention Center in the same period. This is a new creation according to the <Shanghai '14th Five-year Plan' Period to Deepen the Construction of the World Famous Tourism City>, through the indulging experience around the whole tourism industry, to bring a new look and feel for tourists and visitors. And make Tourism Plus Shanghai become a world-class tourism exhibition.

As an international, cross-field tourism exhibition, Tourism Plus Shanghai is endowed with multiple meanings: to stimulate urban tourism investment function, optimize the living consumption, food and beverage, hotel and commercial space and other exhibition plates. As one of the crucial parts of Tourism Plus Shanghai, the HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo, with its 30-year-history and strong influence, always continuously inject vitality for tourism culture, especially in the main tourism related sectors like hotel and catering equipment, food culture, international tourism resources etc.

HOTELEX Shanghai, which was included in the first Tourism Plus Shanghai, has been continuously innovating and upgrading in terms of professionalism, scale, quality and service, providing a strong promotion and leading role for the development and prosperity of the industry. The exhibition has played an important role in the development of tourism and trade in the city, bringing social and economic benefits for all to see. In the near future, Shanghai will be fully built into an international exhibition capital, the global competitiveness and influence of the exhibition will continue to improve, which requires us and exhibition companies to work together to improve the quality, service, management and the other aspects.

We believe that with the joint efforts of the organizers and exhibitors, the 2nd edition of Tourism Plus Shanghai and the 31st HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo will bring new ideas and new development to the hotel and catering industry, and will definitely bring more space for the tourism industry in Shanghai! In the next 30 years, let's work together to cultivate the present, forge ahead, and sow a broader future!

—— SHANGHAI MUNICIPAL ADMINISTRATION OF
CULTURE AND TOURISM

薪火相传三十年 / 策马扬鞭赴新篇

光阴流转，韶华如水。HOTELEX 上海国际酒店及餐饮业博览会真正走入了而立之年的黄金时代。

前 30 年的岁月考验练就了 HOTELEX 的青春，也成就了一大批国内酒店及餐饮各个细分领域的品牌参展商和赛事活动参与者。在这个富有人间烟火气的展会，每个展区都是人流不息，询单不止的热闹场面。特色展品、潮流活动、国际赛事、专业论坛和峰会在短短几天时间内轮番上演，值得每一位观众驻足体验。也正是如此，HOTELEX 具备的自我迭代和追求卓越的精神始终让展会保持增长，更是在去年达成了超 21 万专业观众、超 2800 家展商、40 万平米展示面积和 46 场活动的空前规模，创造了中国餐饮展览史上新的里程碑。

2022 HOTELEX 上海展恰逢第二届上海旅博会，HOTELEX 作为酒店及餐饮产业链的标杆品牌展会、将与旅博会其它板块下的酒店及零售空间产业链、游艇房车及户外活动产业链的各家展商联动拓展原有的专业客户，协同旅游资源产业链的展商，共同提升旅游目的地在“吃、住、行、游、购、娱”方面的品质，促进旅游产业的新升级。



志之所向，无坚不入。我们 HOTELEX 上海国际酒店及餐饮业博览会主办方，将会秉承 30 年来深厚而成熟的办展经验与功力，积极开拓创新，携手合作伙伴着重发力构建完善的产业链交流平台，为广大展商和各界朋友带来难忘值得的展会体验。

让我们策马扬鞭，一同进入 HOTELEX 而立之年后的第一个新篇章，并将国内酒店及餐饮业的发展推向更崭新的高度！

—— 上海博华国际展览常务副总经理 范海燕



FROM GENERATION TO GENERATION FOR THIRTY YEARS / EMBRACING A NEW CHAPTER

Time flies like running water! HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo is truly entering its golden age of 30.

The first 30-year-growth of HOTELEX's life have produced a large number of brand exhibitors and event participants in all sectors of the domestic hotel and restaurant industry. In this vigorous and bustling exhibition, each exhibit area is a vivid picture of crowds and trade scenes. Featured exhibits, trendy events, international competitions, professional forums and summits are staged in the action-packed exhibition duration, which is worth every visitor's stop and experience. As a result, HOTELEX's spirit of self-innovation and excellence has kept the fair growing. Last year, HOTELEX achieved an unprecedented scale of more than 210,000 professional visitors, more than 2,800 exhibitors, 400,000 square meters of exhibition space and 46 forums & events, creating a new milestone in the history of Chinese hospitality and catering exhibition.

This year, HOTELEX will co-located with the second Tourism Plus Shanghai Expo. HOTELEX, as a benchmark brand exhibition of the hotel and catering industry chain, will expand its original professional customers in conjunction with the exhibitors from the hotel and retail space industry chain, boat & RV industry chain and outdoor activity industry chain, jointly improve the quality of "food, accommodation, travel, shopping and entertainment" in tourism destinations, and promote the new upgrading of the tourism industry.

Great works are performed not by strength, but by perseverance. HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo, with 30 years of experience and excellent organization work, will actively explore and innovate, work with partners to focus on building a perfect industrial chain communication platform, to bring the unforgettable experience for the majority of exhibitors and friends from all sectors.

Let's embark on the first chapter of the post HOTELEX Thirty era and take the domestic hotel and catering industry to new heights!

— DEPUTY GENERAL MANAGER OF
SINOEXPO INFORMA MARKETS,
HELEN FAN





2021 展会回顾

2021 OVERVIEW

第三十届上海国际酒店及餐饮业博览会 (HOTELEX Shanghai) 于 2021 年 3 月 29 日 -4 月 1 日在国家会展中心 (上海) 成功举办。本届展会同时也是由上海市文化和旅游局主办的十四五“期间重点打造的三大名片性活动之一——首届上海旅游博览会的重要组成部分,以 40 万平方米的规模创造了餐饮展览史上新的里程碑。展会收获了 211,962 位专业观众的参观和商贸洽谈,较 2019 年增长 33%,有 2,717 名来自 103 个国家和地区的海外观众。展商数量 2875 家,较 2019 年增长 12%,产品展示板块由原来的 9 大板块升级到 12 板块及 3 大特色专区。酒店与餐饮产业整个供应链全面覆盖,实现了更加全面、高效的展示效果。

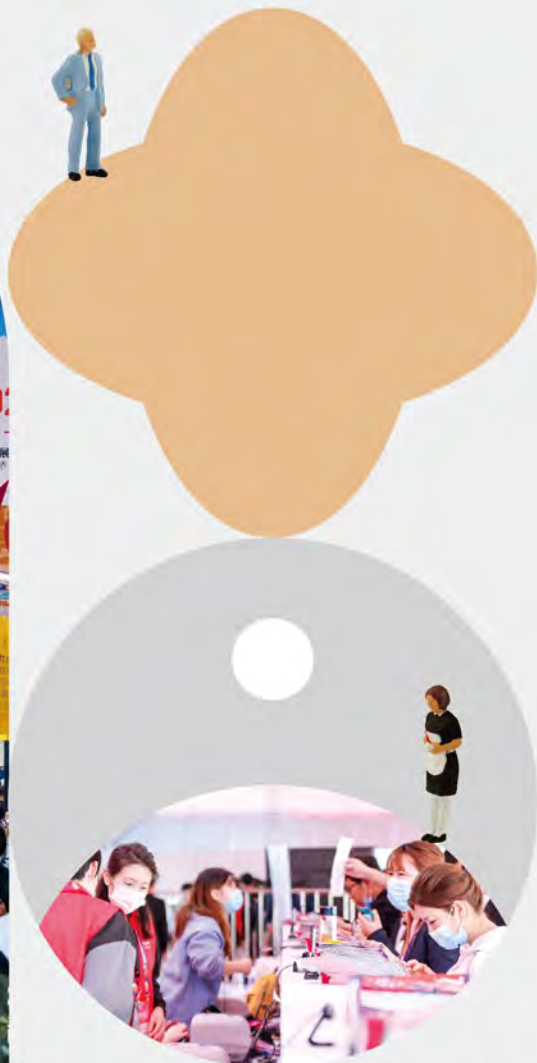
The 30th HOTELEX Shanghai was successfully held in National Exhibition and Convention Center (Shanghai) from March 29 to April 1, 2021. It is also an important part of the first Tourism Plus Shanghai Expo and is one of three major activities organized by Shanghai Municipal, which is a new milestone in the history of hospitality exhibition. With the exhibiting space of 400,000m², it has attracted 211,962 professional visitors, up 33% from 2019, and 2,717 foreign visitors from 103 countries and regions. The number of exhibitors is 2,875, an increase of 12% compared with 2019. The product categories have been upgraded from the original 9 sections to 12 sections and 3 featured areas. The whole supply chain of the hospitality and catering industry is fully covered, achieving a more comprehensive and efficient display influence.

400,000M²
平方米展出面积
EXHIBITION AREA

211,962
名专业观众
VISITORS

2,875
家优质展商
EXHIBITORS

46
场专业活动
FORUMS & EVENTS



观众分析

VISITOR ANALYSIS

本届展会随着展出面积的大幅增加，展品品类的扩容及活动的升级，吸引到更多的酒店、餐饮行业专业买家到场采购交流。观众人数首次突破 20 万大关，达到 211,962 名。较上届展会增幅达到 33%。

With the large increase of exhibition area, the expansion of exhibition categories, and the upgrading of activities, HOTELEX Shanghai 2021 attracted more professional visitors from the hospitality and catering industry to purchase and exchange. The number of visitors exceeded 200,000 for the first time, reaching 211,962, an increase of 33% over the last exhibition.

2020 2019 2018

VISITOR QUANTITY
OVER THREE YEARS
观众数量三年对比

146,267

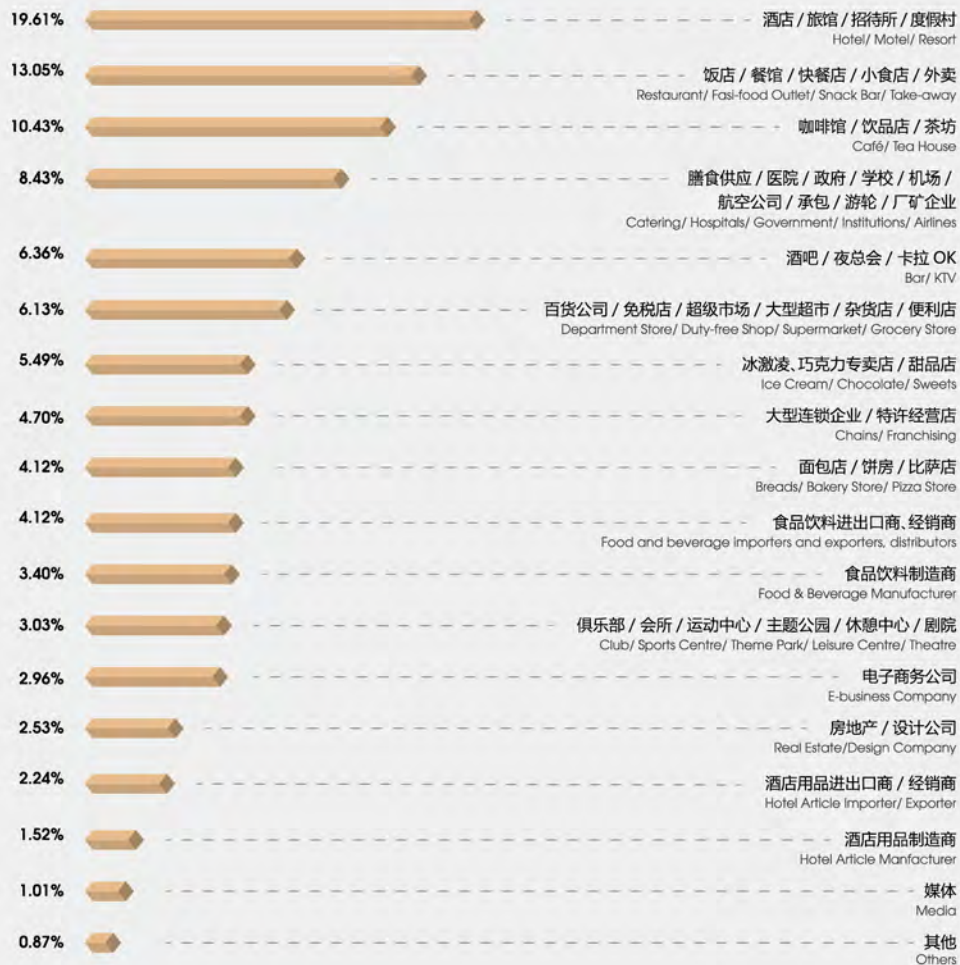
159,267

211,962

INDUSTRY DISTRIBUTION OF THE AUDIENCE 观众所属行业分布

超过 81% 的观众来自酒店及餐饮及餐饮终端渠道，其中来自商超零售、电商及连锁餐饮的观众比例均比上届有所增加。

Over 81% visitors come from the hotel and catering industry. Visitors from chains, franchising, and E-business company increased rapidly compared with the previous year.



VISITOR SATISFACTION

观众参观目的达成度



巩固与供应商 / 伙伴的联系
Strengthen the Relationship with Suppliers

收集市场讯息
Collect Market Information

下订单
Place Order

寻找新产品
Seek New Products

寻找新供应商
Seek New Suppliers

寻找特许经营授权方 / 经纪人
Seek Franchisors

89.08%

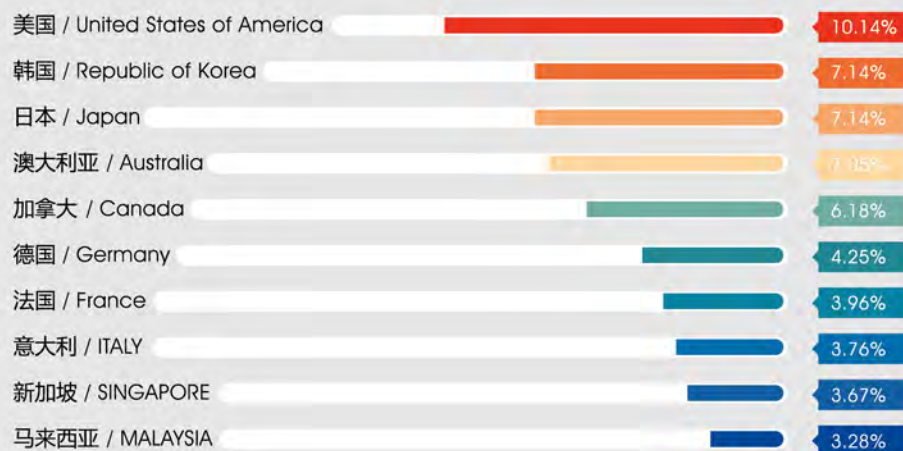
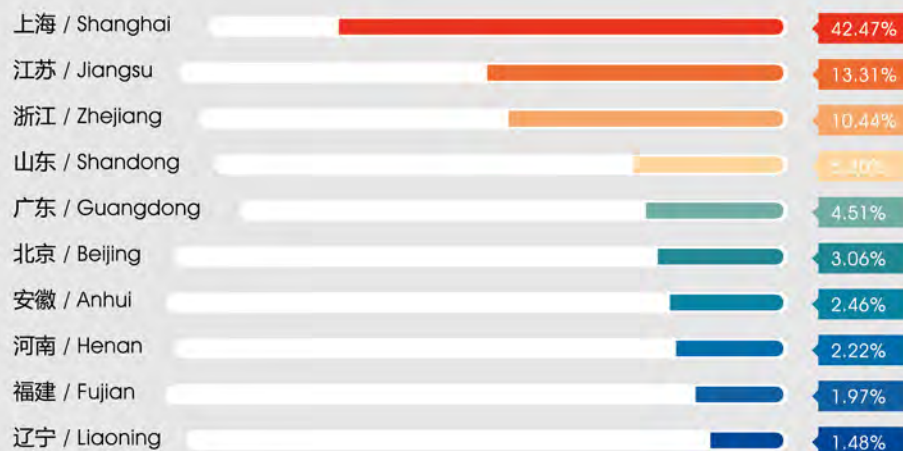
92.72%

94.17%

96.36%

96.36%

97.82%



VISITOR DISTRIBUTION 观众区域分布

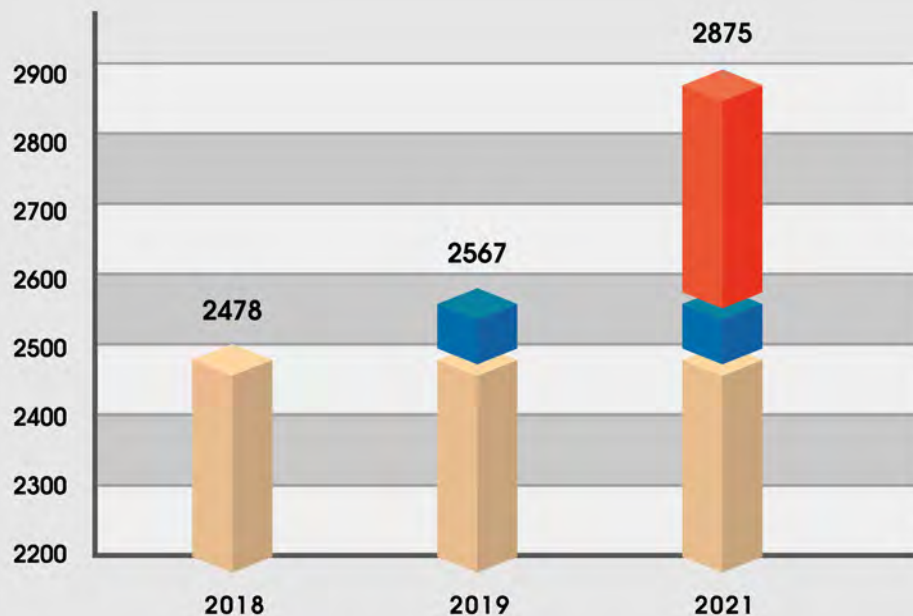


展商 / 展品分析

EXHIBITORS &

PRODUCTS ANALYSIS





本届展会首次移师国家会展中心（上海），为企业提供了更大的展示空间，展会面积由原来的23万平方米增长到40万平方米。展商数量也大幅提升至 2,875 家，较上年增长 12%。

In 2021, HOTELEX Shanghai moved to National Exhibition and Convention Center (Shanghai) for the first time. The exhibition area has increased from 230,000 square meters to 400,000 square meters. The number of exhibitors also rose sharply to 2,875, up 12% from the previous year.

NUMBER OF EXHIBITORS 展商数量

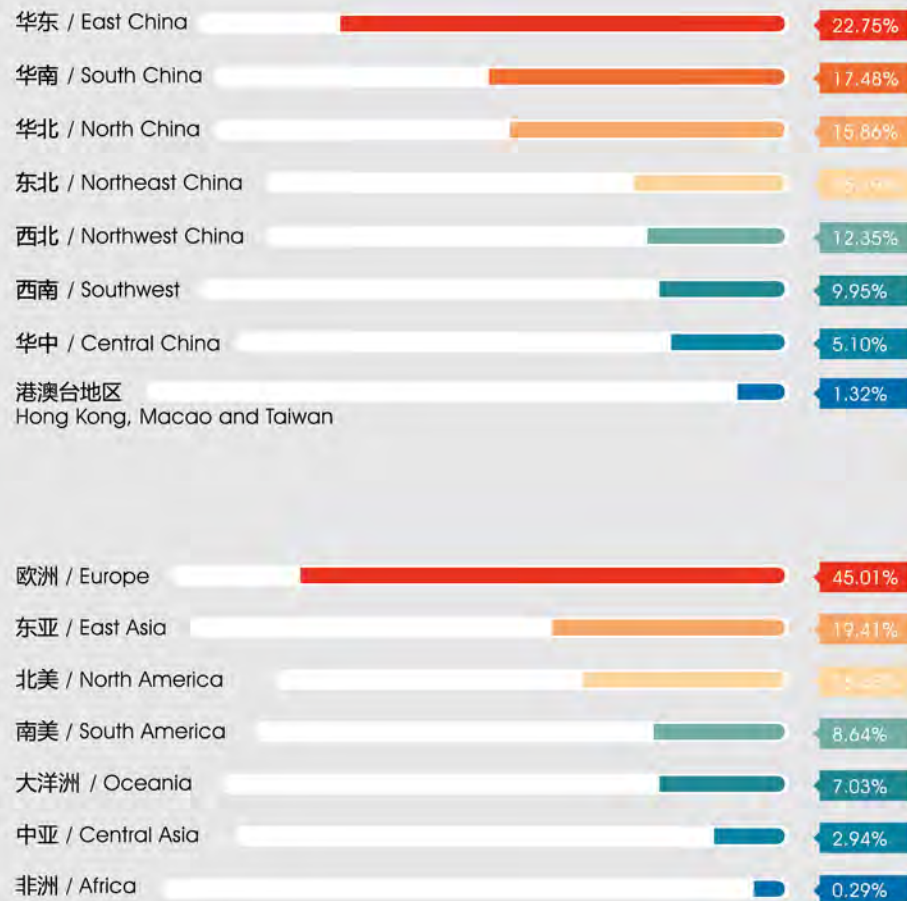


EXHIBITS & BRANDS DISTRIBUTION 展品品牌区域分布

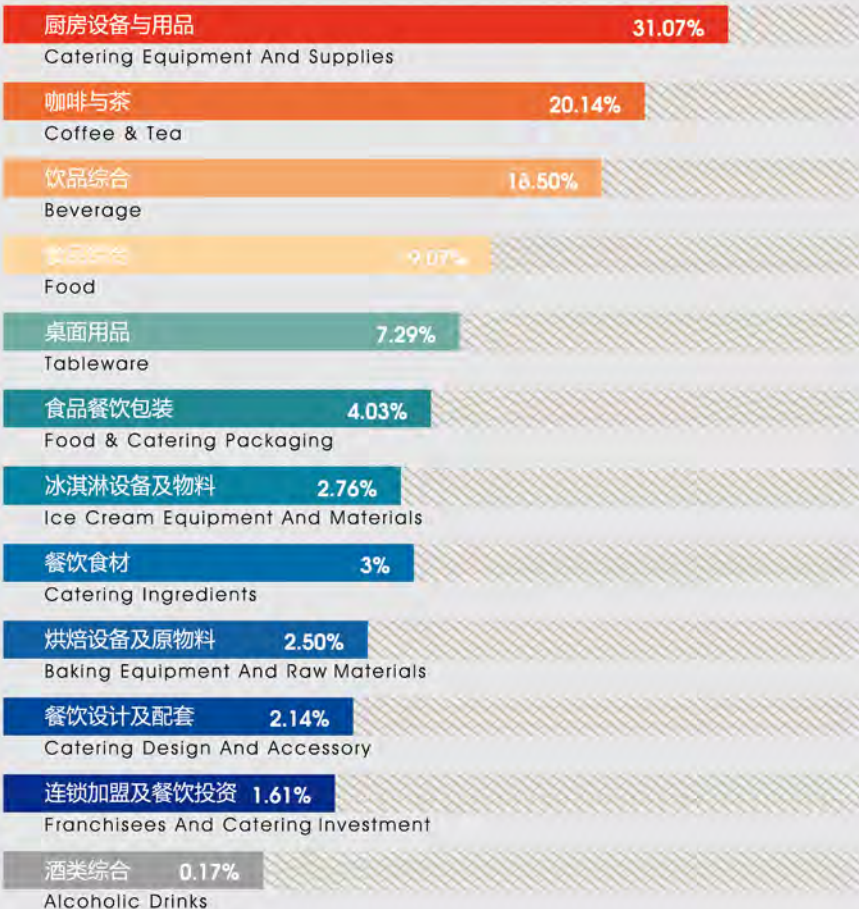


HOTELEX 展会现场呈现的展品来自全球 116 个国家和地区，除了主要来自中国的华东、华南、华北、东北、西北以外，还有来自欧洲、东亚和北美地区的产品。

The exhibits presented at the HOTELEX exhibition come from 116 countries and regions around the world. In addition to products from East China, South China, North China, Northeast China and Northwest China, there are also products from Europe, East Asia and North America.



DISTRIBUTION OF EXHIBITS 展品类别分布



本届展会产品展示类别有原来的9大品类扩容至12大品类，包括：厨房设备与用品、桌面用品、餐饮食材、食品综合、饮品综合、咖啡与茶、冰淇淋设备及物料、烘焙设备及原物料、酒类综合、食品餐饮包装、餐饮设计及配套、连锁加盟及餐饮投资。展品类别划分更加全面、科学、便捷。酒店与餐饮产业整个供应链全面覆盖，实现了更加全面、高效的展示效果。

The exhibition product display plate by the original nine big plate refresh to upgrade to the 12 plate, including: kitchen equipment and supplies, desktop supplies, meal diet, food comprehensive, drinks, coffee and tea, ice cream, equipment and materials, baking equipment and raw materials, alcohol, food & beverage packaging, food and beverage chain and restaurant design and form a complete set, investment. The classification of exhibits is more comprehensive, scientific and convenient. The whole supply chain of the hotel and catering industry is fully covered, achieving a more comprehensive and efficient display effect.

SPECIAL EXHIBITION AREA 特色专区报告



2021 HOTELEX 上海展在 30 周年大展之际释放宏图，不仅在展品品类扩容的同时还纵向深挖垂直品类，新增了 3 大特色产品展区：餐饮设计展区、连锁加盟展区、咖啡美食节，力求打造全产业链的集合型大展会！

2021 HOTELEX Shanghai expanded its categories of exhibits by adding 3 new special exhibition areas. These are Catering Design of Designer Area, Franchise Exhibition Area, and Coffee & Food Festival.

连锁加盟展区

SHANGHAI INTERNATIONAL FRANCHISE EXPO (SFE)

主办单位：上海连锁经营协会、上海博华国际展览有限公司
上海伊比逊会展有限公司

ORGANIZERS: Shanghai Chain Enterprises Association
Shanghai Sinexpo Informa Markets International Exhibition Co., Ltd.
Shanghai Exhibition-Conference Co., Ltd.

连锁加盟展区涉及餐饮、零售、服务、教育及连锁资源五大板块，涵盖 80+ 主流细分业态。线上线下强融合，严选 600+ 参展品牌，标杆品牌与实力新锐云集，不仅把门店搬到了展会现场，还可体验当下市场数千款热点产品和服务。连锁加盟展区集店型考察、产品体验、商务洽谈及活动交流为一体，更有专属优惠政策，助力投资人开店创业更轻松。

Franchise exhibition area involves five sections: catering, retail, service, education, and chain resources. With a strong combination of online and offline, the exhibition features over 600 participating brands and allows visitors to experience thousands of products and services in popularity.

展示品牌 THE BRAND

吉祥馄饨、袁记云饺、紫燕百味鸡、掌上韩品、夸父炸串、DQ、棒约翰、甘食记、罗森、南翔小笼、久久丫、茶家...

Lucky Wonton, Yuan Jiyun Dumpling, Ziyan Baiwei Chicken, Handheld Han Pin, Kua Fu Fried Skebab, DQ/ Papa John's, Gan Shi Ji, Lawson, Nanxiang Xiaolong, Jiuya, Chajia...



连锁加盟展区——

2021中国新餐饮产业大会暨中国餐饮红黑榜红榜颁奖盛典

SHANGHAI INTERNATIONAL FRANCHISE EXPO (SFE)——STARTING FROM THE BEGINNING ·

2021 CHINA NEW CATERING INDUSTRY CONFERENCE (CHINA CATERING BEST & WORST AWARD CEREMONY)

时间：2021年3月31日

展馆：7.1-B论坛区

主办单位：德康味业、上海博华国际展览有限公司

承办单位：餐饮大数据研究院、包装范、餐考拉、众力汇

DATE: March 30, 2021

VENUE: 7.1-B Forum Area

ORGANIZER: Interior Design (Chinese version),
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

UDERTAKER: Catering big data research institute, packaging fan, meal koala, all power

2021年3月31日，中国新餐饮产业大会暨中国餐饮红黑榜红榜颁奖盛典隆重举行，这是一场没有主题、没有边界的大会，邀到小餐饮、大餐饮和快餐头部品牌的20+GKA进行对话讨论和互动，吸引到200+CKA新餐饮品牌及新餐饮上下游产业服务商和800多名观众共聚一堂，共同探讨新餐饮未来走向，共同赋能新餐饮快速成长，一起拥抱新餐饮拥抱下个十年。

March 31, 2021, China's new food and beverage Industry Conference and Chinese food red and Black list red list award ceremony was held, this is a theme, no boundary conference, invited to small food and beverage, large food and fast food head brand 20+GKA dialogue discussion and interaction, Attracted 200+CKA new food and beverage brands, upstream and downstream industry service providers of new food and beverage, and more than 800 spectators gathered together to discuss the future trend of new food and beverage, jointly empower the rapid growth of new food and beverage, and embrace the next decade of new food and beverage.

演讲嘉宾 SPEAKERS



贡英龙



吴斌



盛君



袁泽陆



李亲水



浦文明



赵鹏、谭晓非、孙夕涵、杨旭



谢凡、郭佳君、杨克盈、王乾、麻念、张少将



贡英龙、肖雪、盛君、施敏汉

/ 中国餐饮红黑榜红榜颁奖盛典 /

CHINESE CATERING RED AND BLACK LIST RED LIST AWARD

时间：2021年3月31日

展馆：7.1-B论坛区

DATE: March 30, 2021

VENUE: 7.1-B Forum Area

中国餐饮红黑榜红榜颁奖：这个榜单的发起就是为了让餐饮环境更纯净，让中国餐饮连锁加盟市场更健康，发起一批优秀的餐饮品牌来狙击那些割韭菜的加盟品牌，让良币驱逐劣币，榜单刚一发起就得到了众多餐饮品牌的支持，在接下来的时间里，中国餐饮红黑榜将进行全国巡回路演，把好的品牌推给投资人、加盟商！

Chinese Catering Red and Black List Red List Award: Launch this list is to make the dining environment more pure, let Chinese restaurant chain market healthier, initiated by a group of outstanding brand catering to sniper who cut chives franchise brand, make good money out bad money, list initiated as soon as you get the support of numerous food and beverage brands, in the coming year, China's catering red HeiBang will be a national roadshow tour, Push the good brand to investors, franchisees!



获奖名单 WINNERS

* 注明以上排名不分先后

袁记云饺
悸动烧仙草
围炉三国锅盔
夸父炸串
觅姐麻辣烫
曼玲粥
三米粥铺
7+7
大牌冒菜

全盛福烤鸭
小蛮椒麻辣烫
川市集小香锅
有一家烤肉拌饭
上隐牛油拌饭
酱汁优选
串意十足
兜约
奔跑的寿司酱

米小姐肉蟹煲
武小五热干面
熊家韩式炸鸡
开心老婆煲仔饭
晓魏麻辣烫
果蜂狂
大圆碗
津门羊大爷
塔斯汀中国汉堡

养生鼎
鲍掌参
粥公粥道
满东排骨串
糯雅芳粥
米勒汉堡
吉妈妈打卤面
川锦汇麻辣拌
正大食品

博华国际展览
德康味业
美狮传媒集团
扫呗/FU+/来智慧
趣工宝
昂逸科技
猫厨
黄小递

餐饮设计展区

CATERING DESIGN OF DESIGNER AREA

近年来，人们对待餐饮的需求已经从解决温饱进阶到对食材质量、健康饮食再到用餐体验、社交需求，餐饮设计在餐饮品牌经营及品牌价值方面占据的地位越来越明显。

因此，在第三十届上海国际酒店及餐饮业博览会开展期间，我们集结顶尖餐饮设计师、行业领袖餐饮品牌、新锐设计师、专业餐饮 / 设计自媒体... 等对餐饮设计有独特见解的餐饮人 & 设计师们，共同在“2021 餐饮设计主题展”上为观众们呈现了一次别具风格的餐饮设计观赏体验。展区通过“餐饮设计样板间”及餐饮设计论坛二大主题活动多角度、全方位、立体展示了目前餐饮业主流及前沿的餐饮设计服务解决方案及各种餐饮配套产品。

In recent years, people's demands for food and beverage have evolved from the most basic needs of food and clothing to food quality, healthy diet, dining experience and social needs. Catering design plays an increasingly prominent role in catering brand management and brand value.

Therefore, during the 30th anniversary, Hotelex Shanghai not only gathered top food and beverage designers, industry leaders of food and beverage brands, new designers, professional food and beverage/design We-media and other Food and beverage designers with unique insights on food and beverage design, but also present them and audience a unique style of food and beverage design experience.

Through the "catering design model room" and catering design forum two theme activities, the exhibition area displayed in different angles, direction and three-dimensional way the current catering industry mainstream and cutting-edge catering design service solutions and a variety of catering supporting products.





餐饮设计展区—— 美国室内设计-2021餐饮空间秀 INTERIOR DESIGN CHINA - 2021 CATERING SPACE SHOW

主办单位：北京亚视凤凰广告有限公司、上海博华国际展览有限公司

ORGANIZERS: Beijing Yashi Fenghuang Advertisement Co., Ltd.,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

由《室内设计》中文版、上海博华国际展览有限公司主办，联合 6 位资深餐饮设计师 + 7 家餐饮品牌，一起打造 HOTELEX 的全新版块——餐饮空间秀，震撼来袭！在这里，创意与美食的激情相遇，空间的无限可能及味蕾的极致享受在此迸发！切身体验设计如何以神奇的魔力，为品牌升值和赋能！

Hosted by The Chinese version of Interior Design and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. together with 6 senior food and beverage designers and 7 food and beverage brands, HOTELEX will create a new section -- Food and Beverage Space Show. Here, the passion of creativity and food meet, the infinite possibility of space and the ultimate enjoyment of taste buds burst out here! Experience how design enhances and empowers a brand with its magic!

展示品牌 DESIGNERS AND BRANDS

- 刘道华 (7 分甜)
 - 敖瀚 (玛嘉烈 / 船歌渔水饺 / 食之六七)
 - 利旭恒 (中赫时尚、幻品)
 - 周博 * 蔡雨洋 (三秋舍)
 - 刘沁 (摩克设计)
-
- Daohua LIU (SWEET7)
 - Han AO (Margaret/Chuangge Dumplings/Shizhiliuqi)
 - Xuheng LI (Cohim/La Fantasia)
 - Bo ZHOU * Yuyang CAI (Thankusir)
 - Qin Lin (Merck Design)



餐饮设计展区—— 预见2050餐饮概念设计主题展 CDOD@HOTELEX餐饮设计师专区

CDOD @ HOTELEX CATERING
DESIGN OF DESIGNER

主办单位：上海博华国际展览有限公司

ORGANIZERS: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

预见 2050 · 餐饮概念设计主题展是由 LOGO 大师、上海博华国际展览有限公司共同主办，将分别在品牌、空间、灯光、食品、IP、品牌等领域，邀请亚洲吃面、汪柴主、容品牌、知尖设计等多家国内最知名的一线创意生态公司，进行多元化的呈现未来餐饮业设计的发展趋势。

Foresee2050 · Catering Concept Design Theme exhibition is co-hosted by LOGO Master and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. It will invite a number of the most famous domestic first-line creative ecological companies in brand, space, lighting, food, IP, brand and other fields, such as Asia Eat noodles, Wang Chai, Rong Brand, Zhijian Design, etc. The diversification of the future catering industry design development trend.

参展单位 EXHIBITORS

汪柴主 (IP美学)、妙手回潮 (国潮文创)、知尖品牌 (餐饮策划)、石客照明 (灯光设计)、麦设计 (室内设计)、TUSHI (跨界)、顶尖包装 (餐饮包装)、LOGO 大师 (品牌平台)、设计联 (室内平台)。

Wang Chaizhu (IP Aesthetics), Miaoshou (Guochao Cultural innovation), Zhijian Brand (catering planning), Shike Lighting (lighting design), Mai Design (interior design), TUSHI (crossover), Top Packaging (catering packaging), LOGO Master (brand platform), Design Union (interior platform).



餐饮设计展区——2021餐饮边界趋势论坛

DESIGN OF DESIGNER——2021 CATERING FRONTIERTREND FORUM

时间：2021年3月29日

展馆：7.1-B论坛区

主办单位：LOGO大师、柴主动漫、上海博华国际展览有限公司

DATE: March 30, 2021

VENUE: 7.1-B Forum Area

ORGANIZER: LOGO Master, Chai Zhu Animation,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

汇聚数位顶尖创意人、设计师，邀请色彩、策划、品牌、IP、室内，全案业界大咖及新锐，探讨如何通过设计为餐饮品牌赋能，用美创造价值，为餐饮品牌、设计师、终端服务商等用户提供各种具有前瞻性的观点分享。

Gathering top creative designers and inviting the new talents from the color, planning, brand, IP, interior design fields. The forum discussed the creation of value with beauty.

演讲嘉宾 SPEAKERS



王炎
设计设计
创始人



盛励
设计设计
CEO 创始人



龙尧
柴主餐饮品牌
创始人



林孔仔
TUSHI
创始人



何亚龙
汪象主
IP主理人



白晓晔
爱品牌
合伙人 市场总监



2021餐饮设计高峰论坛暨ID星级设计榜(餐饮类)

2021 CATERING DESIGN SUMMIT FORUM AND ID STAR DESIGN LIST (CATERING CATEGORY)

时间: 2021年3月30日

展馆: 7.1-B论坛区

主办单位: 《室内设计》中文版、上海博华国际展览有限公司

DATE: March 30, 2021

VENUE: 7.1-B Forum Area

ORGANIZER: Interior Design (Chinese version),
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

《室内设计》中文版再次与上海博华国际展览有限公司携手,邀请当下炙手可热的6位设计师和5位餐饮品牌大咖,共同探讨餐饮空间设计最新现象和未来趋势。除了餐饮空间设计论坛,当天还举办“ID 星级设计榜(餐饮类)揭晓”活动! ID 星级设计榜单秉承独立性,客观性的评选原则,从室内设计师的职业精神、专业水准、行业信誉等多元维度综合考量,为大家呈现最终的《最佳室内设计师指南》。

此次餐饮设计高峰论坛与ID星级设计榜餐饮类别榜单揭晓在同期举办,无疑是餐饮设计领域的一次集体盛宴,令整个行业全程聚焦。

The Chinese edition of Interior Design, together with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., once again invited 6 hot designers and 5 catering brands to discuss the latest phenomenon and future trend of catering space design. In addition to the catering space design forum, the day will also be held "ID star design list (catering) announced" activities! The ID Star Design List is based on the principle of independence and objectivity. It presents the final "Best Interior Designer Guide" from the perspective of interior designers' professionalism, professional standards and industry reputation.

The catering design summit forum and ID star design list catering category list announced in the same period, is undoubtedly a collective feast in the field of catering design, I believe will make the whole industry focus.

演讲嘉宾 SPEAKERS



刘道华
LDH刘道华
建筑设计事务所创始人



刘沁
摩克设计
合伙人项目/执行总监



利旭恒
古喻奇建筑咨询
公司创始人/设计总监



蔡雨洋
浆果设计
创始人



周博
浆果设计
创始人



敖瀚
北京瀚唐风景
设计公司创始人



吴彬
7分甜
创始合伙人



陆广亮
船歌鱼水饺
创始人/董事长



陈威
会仙楼、金悦、潮堂、玛嘉烈
创始人



阿斌
食之六七
总厨



叶鸿晖
中赫时尚空间花槽设计
创意总监



叶卫
LA Fantasia幻品
创始人&研发总监



齐洋
三秋舍
创始人



赵虎
《室内设计》中文版
董事长

/ ID星级设计榜（餐饮类）颁奖 /

ID STAR DESIGN LIST (CATERING CATEGORY) AWARD

时间：2021年3月30日

展馆：7.1-B论坛区

DATE: March 30, 2021

VENUE: 7.1-B Forum Area

获奖名单 WINNERS



三星

刘道华、唐雲、敖瀚、利旭恒

二星

蔡雨洋、周博、吴为、赵益平、蔡鸣、王大泉、陆颖芝、韩薛、刘沁、刘芮言、唐嘉骏、伊振华、吴小路

一星

蒋海波、黄光全、田然、杨耀程、王锬、黄金程、李振兴、沈嘉伟、韩伟、蔡荣伟、石伟达、李一、王宏风、蔡岳峰、王皓、金鑫、龚勤、高峰、夏海江、车文煜、王世波、欧阳跳



上海咖啡文化周

SHANGHAI COFFEE CULTURE WEEK

因为咖啡 / 所以上海

2021 / 3.29 - 4.11

“上海咖啡文化周”是由中共上海市委宣传部、市文化和旅游局指导，上海市文化创意产业促进会、上海市食品协会主办，上海博华国际展览有限公司、上海食协咖啡专业委员会承办的市级文化活动。联动展会与文化，根据本届主题“因为咖啡，所以上海”，成功推出上海与咖啡联动的文化IP“Shanghai Blend 上海拼配”概念和具有上海特色的“素芮白咖啡”配方。

近年来，上海咖啡馆数量迅速增长，不论是咖啡消费规模，还是咖啡门店数量都位居全国首位。在文化与产业的碰撞交融中，上海咖啡文化周应运而生。由市委宣传部牵头，组织各区、各街道配合上海咖啡文化周，举办咖啡节、咖啡集市等活动。今年成功在徐汇区、黄浦区、长宁区、静安区、虹口区、浦东新区等地举办一系列包括限定咖啡饮品、咖啡讲座、咖啡工业旅游、老上海风情陈列展示、机器人咖啡亭、上海特调等咖啡活动。

“Shanghai Coffee Culture Week” is a municipal level cultural activity guided by the Publicity Department of the CPC Shanghai Municipal Committee and Shanghai Municipal Culture and Tourism Bureau, hosted by Shanghai Cultural and Creative Industry Promotion Association and Shanghai Food Association, and undertaken by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. and Shanghai Food Association Coffee Professional Committee. Connecting exhibition with culture, according to the theme of “Because of coffee, So Shanghai”, Shanghai Coffee Culture Week has successfully launched the concept of “Shanghai Blend”, a cultural intellectual property linked with coffee, and the recipe of “Soy White” with unique Shanghai characteristics.

In recent years, the number of coffee shops in Shanghai has grown rapidly, ranking first in both the scale of coffee consumption and the number of coffee stores in China. In the collision and integration of culture and industry, Shanghai Coffee Culture Week came into being. This year, a series of coffee festivals and coffee markets including limited coffee drinks, coffee lectures, coffee industry tourism, nostalgic Shanghai-style display, robotic coffee kiosks, and Shanghai special brews were successfully held in Xuhui District, Huangpu District, Changning District, Jing'an District, Hongkou District, and Pudong New Area.

指导单位 GUIDE UNIT

中共上海市委宣传部 / 上海市文化和旅游局

主办单位 ORGANIZER

上海市文化创意产业促进会 / 上海市食品协会

承办单位 CO-ORGANIZER

上海博华国际展览有限公司 /
上海市食品协会咖啡专委会

合作单位 PARTNER

抖音 哔哩哔哩 小红书 美团 饿了么 口碑 携程

大众点评 携程旅行 携程酒店 携程门票 携程旅游 携程租车 携程邮轮 携程度假 携程保险 携程金融

携程酒店 携程门票 携程旅游 携程租车 携程邮轮 携程度假 携程保险 携程金融





中国咖啡冠军表演秀

2021 / 3.30 - 4.1

国家会展中心(上海) NH16

中国咖啡冠军团助力上海咖啡文化周，特邀 7 位咖啡冠军出席本次表演秀，与咖啡爱好者现场交流分享。因为热爱，他们选择了咖啡；因为专注，他们成为了冠军。而咖啡也成为他们生活中不可或缺的一部分，是他们与人交流的一种方式。作为冠军团的首次亮相，活动取得圆满成功，冠军咖啡师的现场表演与教学也为许多咖啡爱好者带来新的灵感与技巧。

The China Coffee Champions Group gave tremendous support to Shanghai Coffee Culture Week. Seven coffee champions were invited to this show, communicating, and sharing with coffee lovers on the spot. Because of their love, they chose coffee; because of their focus, they became champions. And coffee has become an indispensable part of their lives, a way for them to communicate with others. As the first appearance of the champions group, the show came to a complete success. The live performance and teaching of the champion baristas also brought new inspiration and skills to many coffee lovers.

开幕式 OPENING CEREMONY

咖啡已是上海城市的独特名片，是产业和文化的重要链接，是城市温度的鲜明体现、城市文化的重要载体。

2021 年 3 月 29 日下午，“因为咖啡，所以上海”上海咖啡文化周开幕式暨第一届上海国际咖啡产业论坛在上海虹桥国家会展中心北大厅隆重举行。

开幕式上，市委宣传部副部长、市国资委副主任王亚元，市文旅局副局长金雷等领导进行了致辞。随后举行的开幕式 & 咖啡产业论坛则汇聚了来自第一财经、博华国际展览、美团、星巴克、阿里巴巴、永璞咖啡、王力咖啡等重要负责人进行演讲，他们围绕咖啡产业的经济、文化和发展展开探讨。

Coffee has become a unique business card of Shanghai, an important link between industry and culture, a distinct embodiment of urban temperature and an important carrier of urban culture.

On the afternoon of March 29, 2021, the opening ceremony of Shanghai Coffee Culture Week and the First Shanghai International Coffee Industry Forum were grandly held in the North Hall of National Exhibition and Convention Center (NECC) Shanghai.

At the opening ceremony, Wang Yayuan, Vice Minister of the Publicity Department of the municipal Party committee and deputy director of the municipal SASAC, Jin Lei, deputy director of the Municipal Bureau of culture and tourism, and other leaders attended, delivered speeches.

The subsequent Coffee Industry Forum brought together leaders from Yicai Media, Shanghai Sinoexpo Informa Markets, Meituan, Starbucks, Alibaba, Yongpu Coffee, Jasblu Coffee, and others to discuss the economy, culture, and development of the coffee industry.

咖啡师 BARISTA



杜嘉宁

2019世界咖啡师大赛
中国区冠军



王培

2005世界咖啡师大赛
中国区冠军



朱金贵

2020世界咖啡师大赛
中国区冠军



孙磊

2019世界咖啡师大赛
中国区冠军



梁凡

2020世界拉花艺术大赛
中国区冠军



陈胜豪

2019世界咖啡烘焙大赛
中国区冠军



李震

2020世界咖啡师大赛
中国区冠军

HOTELEX上海国际咖啡美食文化节

SHANGHAI COFFEE & FOOD FESTIVAL

国际咖啡潮流美食文化节是上海国际酒店及餐饮业博览会（HOTELEX）旗下的高端集市活动。2017年3月首次以咖啡集市的形式登陆上海，入驻了世界各地近200家精品咖啡馆的参与。之后又吸引了茶饮店、咖啡馆、甜品店的连锁店或单体店的加入，在餐饮渠道和大众面前展示他们的网红产品和周边产品，同时也和现场的大量投资人和上下游供应商，建立起了他们之间的商贸合作。

目前该活动已经成为了全国最大的咖啡美食集市活动，上海站更是吸引了超过8万人次的咖啡爱好者到场观摩。

Shanghai Coffee & Food Festival is a high-end market event which is held during HOTELEX Shanghai. It attracted tea shops, cafes, dessert shops, chain stores or individual stores to join in. Exhibitors displayed their popular products and peripheral products to the catering experts and visitors. Exhibitors made business cooperation with many investors and upstream and downstream suppliers. At present, the event has become the largest C-end coffee market activity in China, with 80,000+ visitors in HOTELEX Shanghai.



赞助商 SPONSORS

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上海国际咖啡潮饮美食文化节—— 上海国际美酒文化节

当酒类深入中国新一代的年轻消费者，作为酒类消费的超级大国，各项增长的消费数据都表现出了中国酒类市场的巨大潜力。

在 HOTELEX 上海展的酒类综合板块，不仅有大量优质的海外优质品牌，3.29 日 -4.1 日的上海国际美酒文化节掀起消费者们追捧酒类文化和时尚生活方式的旋风，真正引领城市生活新风尚！

不仅仅是打造一个行业 IP，更多的是让喜爱美酒文化的朋友们能不断的加入进来一起建立消费市场的需求！

Shanghai International Wine & Spirits Culture Festival promotes wine culture and fashion lifestyle, leading the new fashion of urban life! This is not only to create an industry IP, but also to attract friends who love wine culture for exploring the new market needs together!



SHANGHAI INTERNATIONAL WINE & SPIRITS CULTURE FESTIVAL



风雨兼程30载 砥砺前行谱新篇

THIRTY YEARS TRAILS AND HARDSHIPS, ENDEAVOUR TO NEW SIGHT



2021 年疫情之后，我国酒店餐饮处于快速恢复中，正值 HOTELEX 上海国际酒店及餐饮业博览会举办 30 周年之际，我们在风雨中前进，一起见证了行业的生命力。

而中国旅游饭店业协会作为 HOTELEX 上海国际酒店及餐饮业博览会主办单位之一，我们一直致力于助力饭店业和旅游业升级，借助 HOTELEX 展会平台，输出高质量展会，放眼国际，不断创新升级管理和服务，为买家和展商搭建专业、平等交流的平台。

风雨兼程 30 载，砥砺前行谱新篇。2022 年，对于我们所有人来说都是充满机遇的一年，中国旅游饭店业协会将与各位一起促进酒店餐饮行业变革和新升级。

2022 年 HOTELEX 上海展即将来临，中国旅游饭店协会将继续携手上海博华国际展览有限公司，不忘初心，砥砺前行，共创未来！为酒店餐饮行业带来更多的服务和发展新机遇。

第三十一届 HOTELEX 上海国际酒店及餐饮业博览会将于 2022 年 3 月 28 日-31 日在上海虹桥·国家会展中心举行，此次展会将以“饮食无界，播种未来”为主题，立足上海，辐射全国，走向国际。在未来不断发挥展会专业平台的服务优势，欢迎各位商家和买家以及所有对酒店餐饮感兴趣的朋友们积极参与！

——中国旅游饭店协会会长 汤文俭

After the outbreak of Covid-19, China's hotel and catering industry is in rapid recovery starting from 2021. On the 30th anniversary of HOTELEX Shanghai Hospitality Equipment & Foodservice Expo, we have weathered the storm and also witnessed the vitality of the industry at the same time.

As one of the organizers of HOTELEX, China Tourism Hotel Association has been committed to build the power of hotel and tourism industry upgrading. HOTELEX is a highly praised and professional exhibition, with its international vision, HOTELEX has been upgrading its service and management skills for establish an equal and attracting hub for thousands of exhibitors.

Trials and hardships for 30 years, forge ahead and endeavor to new sight. 2022 will be a year full of opportunities to all of us, and China Tourism Hotel Association will work with you to promote the transformation and upgrading of the hotel and restaurant industry.

HOTELEX Shanghai 2022 is on its way, China Tourism Hotel Association will continue to work with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., stay true to the founding purpose, forge ahead and create a better future! To bring more services and new development opportunities for the hotel and catering industry.

The 31st HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo will be held on March 28-31, 2022 in National Exhibition & Convention Center. With the theme of "Food and Drink Without Boundaries, Sowing the future", the expo will be based in Shanghai, spread across the country and go international. In the future, we will continue to give full play to upgrade exhibition service, and welcome all businessmen and buyers as well as all friends who are interested in hotel catering to actively participate!

——CHAIRMAN OF CHINA TOURISM HOTEL ASSOCIATION,
TANG WENJIAN

上海咖啡文化周——上海国际咖啡产业论坛

SHANGHAI COFFEE CULTURE WEEK — SHANGHAI INTERNATIONAL COFFEE INDUSTRY FORUM

时间：2021年3月29日

展馆：北大厅

指导单位：中共上海市委宣传部、上海市文化和旅游局

主办单位：上海市文化创意产业促进会、上海市食品协会

DATE: March 29, 2021

VENUE: North Entrance Hall

GUIDING UNIT: Publicity Department of the CPC Shanghai Municipal Committee,
Shanghai Municipal Administration of Culture and Tourism

ORGANIZERS: Shanghai Cultural and Creative Industry Promotion Association,
Shanghai Food Association

论坛邀请了咖啡产业领域的资深人士、权威翘楚对全球咖啡产业，从产区、加工、消费到市场等诸多环节进行了探讨解读，并从上海本地咖啡产业发展态势、跨业态融合等多个角度探讨了未来上海咖啡产业的可能性与成长潜力。

本次论坛共有六个精彩议题分享和两场圆桌讨论，参与嘉宾就咖啡文化、咖啡产业、咖啡未来各抒己见，现场讨论精彩纷呈。

The forum invited senior experts and leaders in the field of the coffee industry to discuss and interpret the global coffee industry, from the production area, processing, consumption to markets and discussed the possibilities and growth potential of the future coffee industry in Shanghai from various perspectives such as the development trend of the local coffee industry and cross-business integration.

There were six fascinating topics shared and two round-table discussions in this year's forum. Speakers were able to express their views on coffee culture, industry, and future.



系统服务 超越咖啡
以人为本 为客户疯狂

STRY FORUM
业论坛

王力咖啡，不断追求卓越的系统服务，
同时在产品的质量、卫生、安全方面
们最大宗旨，致力于成为亚洲最好

『研发』、『设计』、『培训』、
受从开业咨询、产品专属应用、咖啡
品牌设计与营销策划以及售后保障

演讲嘉宾 SPEAKERS



王朱岑
王力咖啡
创始人



马禄
美团到店餐饮战略大客户
商家运营总监



熊健
小红书公共事务部
总经理



江晓弘
星巴克中国市场品类部
副总裁



张瑞东
阿里巴巴本地生活
新服务研究中心主任



铁皮叔叔
永璞咖啡
创始人



杜嘉宁
2019世界咖啡冲煮
大赛冠军



李震
2020世界咖啡冲煮大赛
中国区冠军



胡光磊
2019年世界咖啡杯测大赛
中国区冠军



王培
2005世界咖啡师大赛
中国区比赛冠军



许冰清
第一财经
MaGazine主笔



张明珠
麦咖咖啡
总经理



应金凤
穆棉资本
创始合伙人



刘源
昕先资本
投资总监

FORUM REVIEW

论坛报告





咖啡热潮背后

许冰清 主持人

应金凤

《第一财经》YI MAGAZINE 主笔

穆棉资本创始合伙人

听

铁皮叔叔

永璞咖啡创始人

张明珠

上海美隆文化传播有限公司



2021年中国饭店行业发展论坛

2021 CHINA HOTEL INDUSTRY DEVELOPMENT FORUM

时间：2021年3月29日 展馆：4.2-D论坛区

主办单位：中国旅游饭店业协会

协办单位：上海博华国际展览有限公司、
中国旅游饭店业协会采购供应链分会、
中国旅游饭店业协会人力资源分会



3月29日，由中国旅游饭店业协会主办，上海博华国际展览有限公司、中国旅游饭店业协会采购供应链分会、人力资源分会协办的2021年中国饭店行业发展论坛在上海召开。中国旅游饭店业协会秘书长辛涛出席论坛，来自全国的饭店企业高管、院校代表共计310余人参加了本次论坛。论坛由湖南省旅游协会秘书长、湖南省旅游饭店协会副会长兼秘书长陈伏蛟主持。

论坛期间，上海博华国际展览有限公司创始人、董事王明亮先生到会致辞。与会嘉宾围绕乡村振兴背景下民宿高质量发展、中国服务助力饭店打造核心竞争力、消费服务革命与新饭店的响应、“双循环”格局下的人力资源再造等主题进行深入交流与研讨。

论坛聚焦后疫情时代的饭店业发展，多维探讨新局势下的市场新趋势与行业新挑战，抓住变革中的市场机遇打造饭店的核心竞争力，从多角度、多领域，寻找人力资源的破局之道，共同推动饭店行业向高质量发展。



During the forum, the participants discussed the high-quality development of BNB in the context of rural revitalization, the core competitiveness of hotels through China's service, consumer service revolution, the response of new customers needs, and new utilization of human resources.

Focusing on the development of the hospitality industry in the pandemic background, the forum discussed new market trends and new challenges of the industry under the new situation. The mission is to seize potential opportunities, build the core competitiveness of the hospitality industry, and promote higher quality of development.

DATE: March 29, 2021

VENUE: 4.2-D Forum Area

ORGANIZER: China Tourist Hotels Association

CO-ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,
Procurement and Supply Chain Branch of China Tourist Hotel Association,
Human Resource Branch of China Tourist Hotels Association

演讲嘉宾 SPEAKERS



陈伏蛟
湖南省旅游协会
秘书长



王明亮
上海博华国际展览有限公司
创始人、董事



吴健芬
浙江省文化和旅游厅资源开发处
一级调研员



杨秀龙
北京宴
董事长



袁岳
零点咨询
董事长



路彤
中瑞酒店管理职业学院教学事务部
副教务长



周婷
开元酒店集团
人力资源总监兼开元大学 校长



杨泉
金茂（中国）酒店投资管理有限公司
人力资源部 副总经理



王怡雯
雅高酒店集团
大中华区人才与文化总监



潮水的方向-首届中国餐饮BOSS大会

THE FIRST CHINA CATERING BOSS CONFERENCE

时间：2021年3月29日

展馆：4.2-A论坛区

主办单位：抖增学院、职业餐饮网、超越会、上海博华国际展览有限公司

特约赞助：艺康、餐道

官方赞助：麻辣红包、花欣思、阳光印网

联合单位：佐大狮、正新商学院、时餐人物

大会协办：橙子餐学院、洪七公外卖课堂、花椒学院、餐享会、新火大学、未来食、
华合定位学院、餐饮情报、纵佳餐饮联盟、合众合、餐饮人必读

2020 年的疫情让众多餐企褪去潮水赤裸相见，但也孕育着新的生机、新的商机。峰会针对连锁餐饮、茶饮、高端餐饮三大板块，邀请门店 20000+ 的正新鸡排、门店超 3000+ 的吉祥馄饨、门店 1600+ 家的新式茶饮品牌沪上阿姨等 20+ 连锁餐饮大咖，齐聚一堂深度探讨。还有分众传媒江南春、战略策划小马宋、超越会会长、新荣记执行董事蒲世球等行业资深大佬进行分享交流，献计献策。本次大会 400 万 + 线上观众，1000+ 线下餐饮老板观众，800+ 餐饮品牌、100+ 行业媒体参与，力争在未来成为中国餐饮老板每年相聚的盛会，为餐饮老板预见餐饮“潮水的方向”。

Focused on chain restaurants, tea shops, and high-end restaurants, the conference invited 20+ famous chain restaurants, such as ZHENGXIN chicken steak with 20,000+ stores, JIXIANG Wonton with 3,000+ stores, and new tea brand Auntea Jenny with 1,600+ stores. There were 4 million+ online audience, 1000+ offline catering owners' audience, 800+ catering brands, and 100+ industry media participated in the conference. Its goal is to become an annual gathering conference for Chinese catering owners, providing an interactive platform for industry trends.

潮水的方向

首届中国餐饮BOSS大会

The first China catering boss Conference



演讲嘉宾 SPEAKERS



王文军
大龙猴
联合创始人



王海
正新集团
副总裁



小马宋
小马宋战略
创始人



江南春
分众传媒
创始人



刘开永
吉祥馄饨
副总裁



蒲世球
超越会会长、
新荣记执行董事



吴斌
悸动烧仙草
创始人



翁拥军
甬府
董事长



徐海平
上海FCC集团董事长、
孔雀创始人



王弘
沪上阿姨商学院
院长



袁泽陆
夸父炸串
创始人



陈建荣
味捷集团
总裁



周梦海
匠心美食荟CEO、
超越会秘书长



杨亦鸣
艺康集团大中华区
餐饮服务副总裁



郑志禹
桂源铺
创始人



方世玉
抖擻学院
创始人



唐志荣
鹿园
创始人



王东生
比萨玛尚诺
CEO



周家豪
上海浦江荟集团
董事长



北平
醉东
创始人



朱骏
新时切
创始人



王春玲
职业餐饮网
合伙人

DATE: March 29, 2021

VENUE: 4.2-A Forum Area

ORGANIZER: Dou Zeng College, canyin168.com, ECMA, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

SPECIAL SPONSOR: Malahongbao, Huaxinsi, Easypnp

OFFICIAL SPONSOR: Malahongbao, Huaxinsi, Easypnp

JOINT ORGANIZATIONS: Zuodashi, Zhengxin Business School, Shican Renwu

CONFERENCE CO-ORGANIZER: Chengzi School, Hongqigong Takeaway Class, Huajiao College, Canxiang Conference, Xinhua College, Future Food, Huahe Restaurant Orientation College, Canyin Information, Zongjia Catering Alliance, United Together, Canyinren Bidu

2021中国餐饮产业生态峰会 暨首届中国餐饮产业红牛奖盛典

2021 CHINA CATERING INDUSTRY ECOLOGICAL SUMMIT &
FIRST RED BULL AWARD CEREMONY OF CHINA CATERING INDUSTRY

时间：2021年3月30日 展馆：4.2-A论坛区
主办单位：央广网、红餐网、上海博华国际展览有限公司

DATE: March 30, 2021 VENUE: 4.2-A Forum Area

ORGANIZER: CNR, Hongcan.com,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

3月30日，由上海博华与央广网、红餐网三方强强联手，共同主办的“2021中国餐饮产业峰会暨首届中国餐饮产业红牛奖盛典”，在上海国家会展中心举行。本次峰会吸引了餐饮界、学术界、传媒界、资本界等众多跨界影响力人物云集一堂，以白皮书发布、独立演讲、圆桌论坛等多种形式，与1200多位餐饮人、产业链从业者、管理者就餐饮产业供应链变革为主题进行了深度交流。峰会现场还隆重揭晓了首届“中国餐饮产业红牛奖”三大奖项：“2021年度中国餐饮产业卓越机构”“2021年度中国餐饮产业影响力品牌（企业）”和“2021年度中国餐饮产业领袖人物”。

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., the organizer of the professional global exhibition "HOTELEX" within hospitality equipment and foodservice industry, the key news website "CNR News" of the central government of China, and the professional media "canyin88" which has been developed in the catering industry for more than ten years, three parties associate between each other in strength and co-host "2021 China catering industry ecological summit & first red bull award ceremony of China catering industry" which was held at the National Exhibition and Convention Center (Shanghai) on March 30. The summit attracted many cross-border influential figures from the catering, academia, media and capital circles industries. There are more than 1200 catering practitioners, industry chain practitioners, and managers conducted in-depth exchanges on the theme of the catering industry supply chain reform in various forms such as white paper releases, independent speeches, and round-table conference.





演讲嘉宾 SPEAKERS



柴磊
粮全其美
创始人



陈传武
正新集团
董事长



陈洪波
红餐网
创始人



樊宁
红餐网联合创始人、
红餐品牌研究院执行院长



高磊
食神供应链
创始人



韩秀云
清华大学教授、
著名经济学家



侯毅
阿里巴巴集团副总裁、
盒马事业群总裁



孔令博
奥琦玮公司
创始人



李志宏
道可智库
创始人和总教练



李志宏
道可智库
创始人和总教练



刘会平
巴比馒头
创始人



马宏
棋盘资本
创始人



马英龙
正大集团中国区物流事业部
资深副总裁



欧峰
军师智库餐饮研究院
创始人



宋向前
加华资本创始
合伙人兼董事长



于连富
独凤轩
董事长



郑翔洲
商业模式设计专家、
优势资本管理合伙人



钟书红
翠宏食品
创始人

定义新潮流，引领Z世代—— HOTELEX中国国际新潮流食品饮料大会

DEFINE THE NEW TREND, LEAD THE Z GENERATION-
HOTELEX CHINA INTERNATIONAL NEW TREND FOOD & DRINKS CONFERENCE



时间：2021年3月31日

展馆：4.2-A论坛区

主办单位：中国轻工企业投资发展协会、上海博华国际展览有限公司

DATE: March 31, 2021

VENUE: 4.2-A Forum Area

ORGANIZER: China Light Industry Enterprise Investment and Development Association
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

上海博华携手中国轻工企业投资发展协会，于30周年HOTELEX展同期举办首届中国国际新潮流食品饮料大会。现场嘉宾及行业人士以“定义新潮流，引领Z世代”为主题，聚焦新生代消费浪潮下的食品饮料行业都前沿创新趋势，会上由江记酒庄、洽洽食品、好望水、黄飞红、乐乐茶、王力、SOE精品咖啡馆、茶里……等知名品牌企业负责人分享成功经验，除此以外来自尼尔森和艾瑞咨询的两份行业观察分析更揭示了行业及消费市场的最新潮流动向。

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., together with China Light Industry Enterprise Investment and Development Association, held the first China International New Trend food and Beverage conference at the same time of the 30th HOTELEX. With the theme of "defining new trends and leading generation Z", On-site audiences, visitors and industry professionals focused on the cutting-edge innovation trend of the food and beverage industry under the new generation consumption wave. At the conference, Jiangji winery, Qiaqia Food Co., Ltd, hope water, Huang Feihong, LELECHA, Wang Li, SOE boutique cafe, Chali... And other well-known brand enterprise leaders share their successful experiences. In addition, two industry observation and analysis from Nielsen and iResearch reveal the latest trend of the industry and consumer market.

潮流食品饮料与年轻人社交互动



主持人 刘旭
企业投资发展协会副秘书长



唐寅
欣和集团CGO
黄飞红总经理



孙梦鸽
好望水CEO



黄竞进
上海正廣和COO运营总监



演讲嘉宾 SPEAKERS



David Zhang
OATLY
亚洲区总裁



李国都
中国轻工企业投资
发展协会理事长



方芳
艾瑞资本董事总经理、
艾瑞咨询研究院负责人



黄竞进
上海正康和
COO运营总监



蒋平
洽洽食品
产品总监



刘旭
中国轻工企业投资发展协会
副秘书长



潘志敏
SOE精品咖啡馆
联合创始人



孙梦鸽
好望水
品牌创始人



孙志国
茶里集团
副总裁



王朱岑
王力咖啡
创始人



王晶
益普索(中国)咨询有限公司
资深研究总监



郑慧
爱莲咖啡
CEO



郑治
尼尔森快消品
总监



李明博
乐乐茶
CFO



唐寅
欣和集团COO、
黄飞红总经理



张寅喆
UNIUNI&M2M COFFEE创始人、
品牌主理人、
Ninety Plus maker



2021年智慧商厨高峰论坛

2021 SMART COMMERCIAL KITCHEN SUMMIT FORUM

时间：2021年3月29日 展馆：6.2-C论坛区

主办单位：上海市餐饮烹饪行业协会、上海博华国际展览有限公司

承办单位：上海市餐饮烹饪行业协会餐饮酒店设备专委会、
上海工程技术大学

协办单位：上海学校后勤协会、上海凯航通力船用设备有限公司、
瑞仙贸易（上海）有限公司、华建集团华东建筑设计研究院有限公司、
腾卡室内设计（上海）有限公司、上海市东湖集团、
上海辅星厨房设计工程有限公司、上海亮茂不锈钢设备有限公司

酒店、会展中心、写字楼、政府机关、学校和医院的商业厨房，通常会遇到的共同问题在于规划设计、建筑设计与终端的使用不相匹配，其中项目预算、项目动线规划以及各项机电指标测算不充分的矛盾最为突出，导致项目实施过程中设计不断调整，施工返工改造现象频发，不仅影响了整体工期，也增加了业主投资成本。为了尽可能的解决上述痛点，我们上海餐饮烹饪行业协会会同上海各建筑设计院、内装设计公司、厨房顾问公司、酒店和餐饮管理公司一起发起成立了“智慧商厨联盟”，并编写了团体标准“上海商用厨房设计规范”以及开设了“智慧商厨系统工程”本科专业。

为了推广“建筑设计、厨房顾问设计和使用方”一体化的“设计总控”新理念，我们发起了第一届“智慧商厨高峰论坛”，希望可以引导行业良性发展进步，提升行业管理施工水平，加强项目各环节方的理解和理念互通，旨在让我们的“设计总控”概念传播出去，并得到全行业的理解和认同。



The theme of this forum is the integration of architectural design, kitchen consultant design and use function. It aims to explore smart kitchen industry trend and improve the overall level of design and construction.

DATE: March 29, 2021

VENUE: 6.2-C Forum Area

ORGANIZER: Shanghai Catering and Cooking Industry Association,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

CO-ORGANIZER: Shanghai Catering and Cooking Industry Association
Catering and Hotel Equipment Committee,
Shanghai University of Engineering Technology

CO-ORGANIZER: Shanghai School Logistics Association,
Shanghai Kaihang Tong Marine Equipment Co., Ltd.,
Ruixian Trading (Shanghai) Co., Ltd.,
Huajian Group East China Architectural Design & Research Institute Co., Ltd.,
Tengka Interior Design (Shanghai) Co., Ltd., Shanghai Donghu Group,
Shanghai Fuxing Kitchen Design Engineering Co.,
Ltd. Shanghai Liangmao Stainless Steel Equipment Co., Ltd.



演讲嘉宾 SPEAKERS



沈思明
上海市餐饮烹饪行业协会
荣誉会长



韩明
中国饭店
协会会长



李瑞阳
上海市学校后勤
协会会长



高曙
教授，博士，上海工程技术大学
艺术设计学院院长



朱颖海
上海东湖(集团)餐饮研究会
负责人



苏佐彬
腾卡室内设计(上海)
有限公司总监



梁晨
华建集团华东建筑设计研究院有限公司
都市总院副院长



范海燕
上海博华国际展览有限公司
常务副总经理

“有界之外” 2021中国新烘焙影响力峰会

"OUTSIDE BOUNDEDNESS" 2021 CHINA BAKING NEW
FORCE BRAND SHARING CONFERENCE

时间：2021年3月30日

展馆：6.2-C论坛区

主办单位：焙心社、上海博华国际展览有限公司

DATE: March 30, 2021

VENUE: 6.2-C Forum Area

ORGANIZER: Bakers' Club,

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



由于 2020 年的疫情原因，烘焙行业的传统线下销售模式被重构，逐渐转向为足不出户的消费者提供服务，直播带货的方式备受瞩目。本次 2021 年“有界之外”中国新烘焙影响力峰会邀请到的 7 名主讲人是上一年在业内拥有傲人成绩的烘焙品牌，他们在论坛现场分享与总结了各家企业在漂亮销售数据背后的运营法则：用户的精准定位、多角度的传播渠道、品牌的影响……并且，通过向在场观众展示了品牌自我成长之路的探索历程，并且以亲身经历告诉观众：直播带货只是形式，如何厚积薄发才是品牌居安思危时所思考的永恒主题。

Due to the 2020 pandemic, the traditional offline sales model of the bakery industry has been reconstructed, and it has gradually shifted to providing services for consumers who stay at home. The live streaming method of selling goods has attracted much attention. The 7 speakers invited to the "2021 Smart business kitchen summit forum" are bakery brands with outstanding achievements in the industry last year. They shared and summarized the success of various companies in the forum. The operating rules behind the sales data: precise positioning of users, multi-aspect communication channels, brand influence... And, by showing audiences the exploration experience of the brand's self-growth, and telling them with personal experience: live streaming is just the form, how to accumulate and develop it is the eternal theme that the brand have to think about when it is prepared for danger in times of peace.

演讲嘉宾 SPEAKERS



卢宗俊
安徽东锦记
销售总监



韦福献
广西轩妈食品
有限公司总经理



柯柯
Akoko品牌
创始人



伦浩宇
东莞 THE LUN私房甜品店
主理人



张玲敏
上海倍客贸易有限公司
总经理



米金明
包记西点营销
运营总监



张金域
北京食叁科技有限公司
视频事业部总监

第三届BY年轻化大会&新消费创新趋势论坛

THE 3RD BY YOUTH CONFERENCE & NEW CONSUMPTION INNOVATION

时间：2021年3月31日

展馆：6.2-E论坛区

主办单位：BY年轻化实验室、杭州有赞科技有限公司、
上海博华国际展览有限公司

DATE: March 31, 2021

VENUE: 6.2 E Forum Area

ORGANIZER: Be Young, Hangzhou Youzan Technology Co., Ltd.,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

中国消费市场风潮已经转向，行业水温已经开始变化，“年轻化”已成为未来的主流风向标。年轻风潮开始席卷中国消费市场，这为民族品牌和国货带来了新的发展契机。

中国作为世界消费大国，消费市场会周期性地自我迭代进化。大约在三年前，“国潮”一词开始频频刷屏，新消费力量——Z世代慢慢占据消费主力，新国货品牌开始蜕变重生。在这样多重的背景和契机下，BY发起新消费创新趋势论坛。

China's consumer market trend has turned, industry water temperature has begun to change, "young" has become the mainstream wind vane in the future. The trend of youth has begun to sweep the Chinese consumer market, which has brought new development opportunities for national brands and domestic products.

As a big consuming country in the world, China's consumption market evolves periodically by itself. About three years ago, the word "national trend" began to be frequently refresh. The new consumer power -- Generation Z slowly occupied the main consumer force, and the new domestic brands began to transform and rebirth. Under such multiple backgrounds and opportunities, BY launched the Forum on New Consumer Innovation Trends.

演讲嘉宾 SPEAKERS



郭鹏
BY年轻化实验室
创办人



许悦阳
大熊座健康食品
CEO



单勇军
大洲新燕
总裁



余安奇
巅峰减重
董事长



胡超
抖音头部大V-
销售大玩家



王陈
分众传媒渠道事业部
总经理



赵志向
杭州芝士文化传媒有限公司
CEO



贾强
私域电商用户增长
运营专家



Anna
可利可大文化
CEO



严嗣
迈伦资本
联合创始人



郭彦文
美国马得利集团总裁



屈玮
美美睡
创始人



铁皮叔叔
永璞咖啡
创始人



吴晓满
BFB健康食品集团董事长
多燕度创始人

2021国际美食发展论坛暨中国烹饪协会 国际美食委员会第四届委员大会第一次会议

2021 THE INTERNATIONAL FOOD DEVELOPMENT FORUM & CHINA CUISINE ASSOCIATION
INTERNATIONAL FOOD COMMITTEE FIRST MEETING OF THE FOURTH COMMITTEE CONGRESS

时间：2021年3月29日 展馆：7.2-F论坛区
主办单位：中国烹饪协会 承办单位：中国烹饪协会国际美食委员会
协办单位：上海博华国际展览有限公司

DATE: March 29, 2021 VENUE: 7.2-F Forum Area
ORGANIZER: China Cuisine Association
UDERTAKER: International Cuisine Committee of China Cuisine Association
THE CO-ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

本次论坛以新时代、新使命、新发展为主题，现场发布 2020 中国国际美食大数据分析报告；各省行业社团组织、头部企业、烹饪大师、专家学者、职业院校等中坚力量，将从不同角度探究中国国际美食行业协同发展话题。同期召开中国烹饪协会国际美食委员会第四届委员大会第一次会议。

The theme of the forum is "new era, new mission, new development". In the forum, it released 2020 China international food big data report.





演讲嘉宾 SPEAKERS



傅龙成
中国烹饪协会
会长



徐步荣
中国烹饪协会国际美食委员会
主席



吴坚
中国餐饮产业研究院
院长



君华
阿里本地生活
华东区域总经理



陈刚
世界技能大赛烹饪（西餐）
项目组组长



金井三郎
日本农林水产省JRO
中国代表



戴广坦
保罗·博古斯烹饪学院
上海分校主厨



许萌
中国烹饪协会国际美食
委员会执行副主席



吴春清
广州市西餐协会
会长



江月明
湖北省烹饪酒店行业
协会特邀副会长



由晓东
辽宁省餐饮烹饪行业协会
日式料理专业委员会主席



仇国红
南京餐饮商会日本料理
专业委员会会长

【民宿+】论坛市集

BNB (BED AND BREAKFAST) FORUM & MARKET

时间：2021年3月29-4月1日 展馆：7.1-H论坛区

主办单位：旅智科技、右见、东升里艺文街区、上海博华国际展览有限公司

DATE: March 29- April 1, 2021 VENUE: 7.1-H Forum Area

ORGANIZER: Lvzhi Technology, You See, Dongsheng Li Art District,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

民宿作为旅游产业的一个细分领域，结合餐饮的视角带入来看，会有怎么样的发展状况？餐饮与衍生消费品的精心规划才能凸显地域特色和品牌文化。住宿的品质和目的地的餐饮文化变得越来越重要，在大旅游产业中，未来这一方面的讨论课题将会越来越多。为期4天的【民宿+】论坛市集给了我们很好的视角来一起讨论这些旅游和民宿的如今的产业状况，着实为未来突破瓶颈进一步发展提供了很好的平台。

Home stay, as a subdivision of the tourism industry, if the perspective combined with catering is brought into view, what will be the development? Only careful planning of catering and derivative consumer goods can highlight regional characteristics and brand culture. The quality of accommodation and the catering culture of destinations are becoming more and more important, and this is an area that will be discussed more and more in the larger tourism industry in the future. The 4-day "B&B Plus" Forum & Market provides us with a good perspective to discuss the current state of tourism and homestay industry, and indeed provides a good platform to break through the bottleneck and further develop in the future.



味来·星厨美食高峰论坛

WEI LAI-STAR KITCHEN FOOD SUMMIT FORUM

时间：2021年3月31日 展馆：7.2-F论坛区

主办单位：上海博华国际展览有限公司

DATE: March 31, 2021

VENUE: 7.2-F Forum Area

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



3月31日，由上海博华国际展览有限公司主办的味来·星厨美食高峰论坛在上海国家会展中心 7.2-F 论坛区顺利举办。本次论坛汇集了众多中华名厨和美食界大咖，论坛特邀了上海品悦餐饮有限公司董事长周元昌、上海银星皇冠假日酒店中餐行政总厨沈巍、上海外滩茂悦大酒店新大陆中国厨房-厨师长杜才清等 8 位嘉宾出席。

现场 8 位大厨以“沉浸式体验”的方式，分享了对于菜品的创作灵感及创作历程，近距离的带给观众对于美食烹饪和美食潮流的新视野。

On March 31, the Wei Lai-Star Kitchen Food Summit Forum, hosted by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., was successfully held in the 7.2-F Forum Area of National Exhibition and Convention Center (Shanghai). This forum brought many Chinese chefs and famous people of fine food world together. The forum invited Zhou Yuanchang, chairman of Shanghai Pinyue Catering Co., Ltd., Shen Wei, Chinese executive chef of Crown Plaza Shanghai, Du Caiqing, head chef of Xindalu-China Kitchen of Hyatt on the bund and other eight guests.

On the scene, the eight chefs shared their creative inspiration and process in a "immersive experience" manner, and brought the audience a new vision of gourmet cooking and food trends at close range.

演讲嘉宾 SPEAKERS



周元昌

上海品悦餐饮有限公司
董事长



沈巍

上海银星皇冠假日酒店
中餐行政总厨



杜才清

上海外滩茂悦大酒店新大陆
中国厨房-厨师长



姜松余

食研社
创始人



王时佳

上海豫园绿波廊酒楼
副总经理



杨超

上海柏悦酒店中餐
行政总厨



康乐

上海新锦江大酒店蓝天旋转
餐厅总厨



周慧

弗兰卡美食课堂甜品
特聘讲师





**EVENTS &
COMPETITIONS
REVIEW**
赛事报告



1.1 馆 hall

2021 CHINA BARISTA CHAMPIONSHIP

2021世界咖啡师大赛 中国区总决赛

授权方: World Coffee Events

主办方: 上海博华国际展览有限公司

AUTHORIZED BY: World Coffee Events

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

世界咖啡师大赛 (World Barista Championship) 最早是由欧洲特种咖啡协会和美国特种咖啡协会共同发起, 而授权于世界咖啡师大赛 (WBC) 的世界咖啡师大赛中国区选拔赛 (CBC), 是目前中国唯一一项具有专业水准、系统运作和国际认证的咖啡制作比赛, 参赛者需要在 15 分钟内向评委展示四杯浓缩咖啡、四杯牛奶咖啡、四杯创意咖啡饮品, 介绍自己的“咖啡理念”, 大赛邀请了业界知名的专业评委进行评审, 评委将从设备的运用、咖啡豆的拼配、咖啡的制作技巧、成品的口味和外观、创意咖啡的创意度等方面, 对咖啡师在规定时间内调制出咖啡的口感、干净度、创造力、服务技能和整体表现做出评分过关将最后的胜利者将代表中国站在世界咖啡竞赛的舞台上。

获奖名单

WINNERS

冠军: 潘玮 Champion: Wei Pan
亚军: 黄泽辉 Runner-up: Zehui Huang
季军: 王贵峰 Third: Guifeng Wang
第四名: 方胜 Fourth: Sheng Fang
第五名: 张嘉蔚 Fifth: Jiawei Zhang
第六名: 刘慕寒 Sixth: Muhan Liu

分赛区站点

DIVISION STATION

成都、贵阳、长沙、合肥、武汉、台州、青岛、广州、呼和浩特、西安

Chengdu, Guiyang, Changsha, Hefei, Wuhan, Taizhou, Qingdao, Guangzhou, Hohhot, Xi'an



China Barista Competition (CBC), which is authorized by the World Barista Championship (WBC), is currently the only coffee production competition in China. Participants have 15 minutes to show the judges four espressos, four milk coffees, four creative coffee drinks and introduce their "coffee concept". Authorized professional judges are invited to evaluate the competition. The winner will represent China in the WBC.

535

位参赛选手
CONTESTANTS

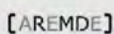
42

位评审
JUDGES

4800+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS



1.1 馆 hall

2021 CHINA BREWERS CUP 2021世界咖啡冲煮大赛 中国区总决赛

授权方: World Coffee Events

主办方: 上海博华国际展览有限公司

AUTHORIZED BY: World Coffee Events

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



世界咖啡冲煮大赛赛事重点在于突出选手用过滤器自己冲煮咖啡, 目的在于提升咖啡冲煮的技艺和优秀的服务体验。在这里你会见到了许多来自全国各地咖啡师不同的冲煮方式, 以及来自全世界最受欢迎的精品咖啡。选手如何用恰当的词语表达风味、香味、酸度、醇度, 这些在比赛中都是非常重要的, 如何根据咖啡豆的特点, 调整咖啡的参数, 通过咖啡拼配或是水粉比例的调整, 来到达自己最终想要的一杯手冲咖啡。

Coffee Brewers Cup focuses on how players brew their own coffee with a filter, with the aim of improving coffee brewing skills and excellent service experience. Contestants need to express the flavor, aroma, acidity of coffee. According to the characteristics of the coffee, they adjust the coffee parameters for a perfect hand-made coffee.

获奖名单

WINNERS

冠军: 邹旸
亚军: 李金龙
季军: 孙展成
第四名: 彭近洋
第五名: 杜婷
第六名: 马辰

Champion: Yang Zou
Runner-up: Jinlong Li
Third: Zhancheng Sun
Fourth: Jinyang Peng
Fifth: Ting Du
Sixth: Chen Ma

分赛区站点

DIVISION STATION

成都、贵阳、上海、武汉、西安、广州、呼和浩特

Chengdu, Guiyang, Shanghai, Wuhan, Xi 'An, Guangzhou, Hohhot

514

位参赛选手
CONTESTANTS

48

位评审
JUDGES

3600+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS



2.1 馆 hall

2021 CHINA LATTE ART CHAMPIONSHIP

2021世界拉花艺术大赛 中国区总决赛

授权方: World Coffee Events

主办方: 上海博华国际展览有限公司

AUTHORIZED BY: World Coffee Events

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



世界咖啡拉花艺术大赛是由世界咖啡与活动的先驱 (World Coffee Events) 基于精品咖啡发起的专业咖啡大赛, 是世界第二大咖啡赛事。在 2013 年, 世界咖啡拉花艺术竞赛首次进入中国, 每年都会选送冠军选手代表中国参加世界比赛。从第一年吸引了 20 位参赛选手到今年有 300 多位专业高手踊跃加盟, 专业赛事、一流评委、国际资质, 加之消费市场的不断需求, 该活动在国内咖啡界内逐渐得到关注和重视。

In 2013, China Latte Art Competition entered China for the first time. The champion will attend the world competition, representing China. From 20 contestants in the first year to more than 300 this year, the event has gradually gained attention in China coffee industry.

获奖名单

WINNERS

冠军: 卢道强	Champion: Qiang Lu
亚军: 蒋中鹏	Runner-up: Zhongpeng Jiang
季军: 张元一	Third: Yuanyi Zhang
第四名: 陈卓豪	Fourth: Zhuohao Chen
第五名: 郑枫	Fifth: Feng Zheng
第六名: 张棋伟	Sixth: Qiwei Zhang

分赛区站点

DIVISION STATION

成都、上海、西安、广州、武汉

Chengdu, Shanghai, Xi 'An, Guangzhou, Wuhan

138

位参赛选手
CONTESTANTS

22

位评审
JUDGES

3500+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS



2.1 馆 hall

2021 CHINA COFFEE ROASTING CHAMPIONSHIP 2021世界咖啡烘焙大赛 中国区总决赛

授权方: World Coffee Events

主办方: 上海博华国际展览有限公司

AUTHORIZED BY: World Coffee Events

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

世界咖啡烘焙大赛中国区总决赛于 2021 年在上海国际酒店及餐饮业博览会期间举行, 世界咖啡烘焙大赛 (WCRC) 是由世界咖啡与活动的先驱世界咖啡赛事组委会 WCE (World Coffee Events) 基于推广精品咖啡发起的专业咖啡赛事, 主办方上海博华国际展览有限公司一直在该领域承担了与国际咖啡赛事接轨的重要作用, 并将先进的咖啡文化传播到了国内, 此项赛事分为三个板块: 咖啡豆的评级, 设定指定咖啡豆的最优烘焙曲线, 杯测咖啡豆烘焙成品的品质, 是对烘焙师的专业素质及能力的综合考核。

获奖名单

WINNERS

冠军: 刘太阳 Champion: Tolyang Liu
亚军: 代少彪 Runner-up: Shaobiao Dai
季军: 叶伟伟 Third: Weiwei Ye

分赛区站点

DIVISION STATION

上海、广州、武汉、西安
Shanghai, Guangzhou,
Wuhan, Xi'an



The China Coffee Roasting Championship Final had been held during the HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo 2021. Based on the promotion of boutique coffee, the World Coffee Roaster (WCRC) has become a professional coffee competition which is initiated by WCE (World Coffee Events), the pioneering organizing committee of World Coffee and Events. The organizer, Shanghai Sinoexpo Informa Markets International Exhibition Co., LTD., has been playing an important role in connecting with the international coffee competition in this field, and has spread the advanced coffee culture to China. The competition is divided into three parts: The rating of green coffee beans, the setting of the optimal roasting curve of the designated coffee beans, and the cup measurement of the quality of the finished roasted coffee beans. This competition aims to the comprehensive assessment of the professional skills and ability of roasters.

979

位参赛选手
CONTESTANTS

108

位评审
JUDGES

2800+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS

AIR COFFEE

SANTOKER

STRONGHOLD

ditting

100%

100%

BWT
water + more



HARIO

三顿半

BIALETTI



CAFEDE KONA

bodum

100%

2.1 馆 hall

2021 CHINA CUP
TASTERS CHAMPIONSHIP

2021世界咖啡杯测大赛 中国区总决赛

授权方：World Coffee Events

主办方：上海博华国际展览有限公司

世界咖啡杯测大赛将对国内日渐成熟的咖啡市场带来一次盛大的冲击。无论是专业咖啡师的进阶训练，还是初学者的感官体验，从一定的意义上来说，世界咖啡杯测大赛能带来非常直观的推广深度。咖啡杯测既是一项专业技能、一种职业，也是一乐趣，作为咖啡师必须能够拥有能够辨别这些细微差别的能力，而对于拥有“神之舌头”的这些味觉大师们，世界咖啡杯测大赛就是最好的展示舞台。“杯测”是一种要求品鉴者只通过闻和尝，来辨别品质和咖啡产区的一种方式，参赛者需要从中一共8组，每组3杯咖啡液中，挑选出味道不同的那1杯。辨别最准确、用时最短的选手获胜。

获奖名单

WINNERS

冠军：朱思迪 Champion: Sidi Zhu
亚军：陈燕捷 Runner-up: Yanjie Chen
季军：李楚寒 Third: Chuhan Li
第四名：王黄莹 Fourth: Huangying Wang



AUTHORIZED BY: World Coffee Events

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Coffee cup tasting is a skill, a vocation, and a pleasure job. The competition is the best display stage for coffee tasting masters. Cup tasting is a technique in which tasters are asked to identify quality and region only by smell and taste. Competitors are asked to pick a different cup of coffee from eight groups of three cups each. The person with the most accurate identification and the shortest time wins.

140

位参赛选手
CONTESTANTS

3

位评审
JUDGES

3300+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS



NH 馆 hall

2021 CHINA COFFEE
IN GOOD SPIRITS CHAMPIONSHIP

2021世界咖啡与烈酒大赛 中国区总决赛

授权方 : World Coffee Events

主办方 : 上海博华国际展览有限公司

AUTHORIZED BY : World Coffee Events

ORGANIZERS : Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

世界咖啡与烈酒大赛是由世界咖啡活动先驱 World Coffee Events (简称 WCE) 发起的世界咖啡赛事之一。该赛事旨在将咖啡饮品与烈酒进行完美结合,让咖啡师与调酒师充分发挥各自想象力,运用各自的技艺,让消费者或者咖啡烈酒爱好者了解并品尝到更多与众不同的咖啡与烈酒风味。

获奖名单

WINNERS

冠军 : 邱健明	Champion: Jianming Qiu
亚军 : 杨蕾	Runner-up: Lei Yang
季军 : 全日辉	Third: Rihui Quan
第四名 : 李明月	Fourth: Li Mingyue
第五名 : 崔玥	Fifth: Cui Yue
第六名 : 李惟沁	Sixth: Li Weiqin



China Coffee in Good Spirits Championship is one of Chinese famous coffee competitions initiated by World Coffee Events (WCE). The competition aims to combine coffee drinks with spirits. Baristas and bartenders use their imagination to create the new combinations of coffee and spirits.

42

位参赛选手
CONTESTANTS

24

位评审
JUDGES

2200+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS

CONTI

MONIN

Dewar's



野生植物

红牛



CAFE DE KONA

COFFEE

NH 馆 hall

THE 9TH CHINA MASTER BARTENDER
COMPETITION-FINAL

第九届中国国际调酒大师赛 全国总决赛

主办方：上海博华国际展览有限公司

ORGANIZERS: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

大赛由全球知名策展公司 INFORMA 旗下——上海博华国际展览有限公司主办，秉承着传承酒文化的理念、为调酒师提供多资源平台，以培养和激励更多调酒师，弘扬大师精神，传播烈酒文化。

With the culture of wine, the competition provides a multiresources platform for bartenders. Lots of bartenders have been trained, promoting the spirit of masters and spreading the spirit of spirits.

获奖名单 WINNERS

冠军：黄珂 Champion: Ke Huang
亚军：封智文 Runner-up: Zhiwen Feng
季军：李帅鹏 Third: Shuaipeng Li

分赛区站点 DIVISION STATION

成都、广州、上海
Chengdu, Guangzhou, Shanghai



88

位参赛选手
CONTESTANTS

16

位评审
JUDGES

3000+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS

GIFFARD

OJEEP

美国莫越莓

1919

COMBIB

AK-47

Scotsman

ACTION

BACARDI

Dewar's

4.1 馆 hall

THE 6TH HOTELEX "THE RISING STAR" CHEF COMPETITION

第六届 HOTELEX “明日之星” 厨师大赛

主办单位：中国烹饪协会、上海博华国际展览有限公司

ORGANIZERS: China Cuisine Association,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

HOTELEX “明日之星” 厨师大赛举办旨在打造成全国高校中的西餐和高星级酒店的中餐的饮食行业内权威的评定与展示平台，并且通过专业权威建立起来的评定体系，将行业内专家意见与广大的消费者需求相结合，对高校学员做出专业、多层次的综合评定，评选出业界认可、具有权威资质的“明日之星餐烹饪大师”。为未来大厨们提供秀出自己绝技的平台。



获奖名单 WINNERS

团队赛 / TEAM COMPETITION

冠军：天津职业技术大学
亚军：杭州第一技师学院
季军：东莞技师学院代表队

Champion: Tianjin Polytechnic University
Runner-up: Hangzhou First Technician College
Third: Team From Dongguan Technician College

团队赛 / TEAM COMPETITION

个人赛冠军：丁鹏
个人赛亚军：陈欣宁
个人赛季军：卢谒杰

Champion: Ding Peng
Runner-up: Chen Xinning
Third: Lu Aijie

265

位参赛选手
CONTESTANTS

31

位评审
JUDGES

2000+

专业观众
PROFESSIONAL VISITORS

分赛区站点 DIVISION STATION

成都、广州 Chengdu, Guangzhou

赞助商 SPONSORS



5.1 馆 hall

2021 SHANGHAI PIZZA MASTER
COMPETITION-EAST CHINA DIVISION&FINAL

2021上海国际披萨大师赛 华东赛区&全国总决赛

主办方：上海博华国际展览有限公司

协办及技术支持单位：强安&宝浓PIZZA中心

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

CO-ORGANIZER: Qiang'an & Bonu Pizza Center

上海国际披萨大师赛是由主办方博华在 2013 年发起主办，旨在推动披萨行业在中国的发展、促进披萨产品创新、传播披萨知识文化、发现披萨优秀人才，为中国职业披萨厨师搭建的表演、竞技、交流平台。

历经六年的成功举办，大赛逐渐成为国内披萨行业、烘焙爱好者、餐饮企业、烘焙店、西餐厅、披萨店等多方关注的焦点

获奖名单

WINNERS

冠军：马露 Champion: Ma Lu
亚军：姜棚脐 Runner-up: Jiang Pengji
季军：陈玉金 Third: Chen Yujing

分赛区站点

DIVISION STATION

成都、广州、上海
Chengdu, Guangzhou, Shanghai



First held in 2013, the competition aims to promote the development of the pizza industry in China, promote pizza innovation, spread pizza knowledge and culture, and discover pizza talents. It has been a performance, competition and interaction platform for Chinese professional pizza makers. After six years of conduct, the competition has attracted more attention from the domestic pizza industry and western restaurants.

100

位参赛选手
CONTESTANTS

15

位评审
JUDGES

3000+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS



6.1馆 hall

2021 CHINA INNOVATIONAL AND
TRADITIONAL CHINESE CUISINE CHALLENGE

2021中国创新 与传统中餐厨艺大赛

主办单位：上海市餐饮烹饪行业协会、上海博华国际展览有限公司

承办单位：上海元昌美食精英会、味Fusion创意厨房、超越美食精英会

协办单位：中国烹饪协会厨艺精英委员会、台湾厨艺美食协会、
北京市中华厨艺研究会、江西省餐饮烹饪行业协会

认证机构：世界厨师联合会 (WACS)

ORGANIZERS: Shanghai Catering and Cooking Industry Association,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

ORGANIZERS: Shanghai Yuanchang Food Elite Meeting, Fusion Creative Kitchen,
Beyond food Elite Meeting

CO- ORGANIZERS: CCA Elite Culinary Council, TCA,
BCCR and Jiangxi Restaurants Cuisine Association

CERTIFICATION BODY: World Association of Chefs Societies (WACS)

赛事旨在大力弘扬传统与创新烹饪技艺，同时也考验了参赛选手将传统中餐与创新中餐结合的能力，进一步推动中餐行业高技能人才队伍建设，为年轻厨师提供切磋技艺，提升技能，展示风采的平台，推动中餐更好的发展。

The aim of this event is to promote traditional and innovative culinary skills, and at the same time to test the contestants' ability to combine traditional Chinese food with innovative Chinese food, to further promote the construction of highly skilled personnel in the Chinese food industry, and to provide a platform for young chefs to display their skills, improve their skills and show their style, so as to promote the better development of Chinese food.



选手及观众来源 CONTESTANTS AND AUDIENCE SOURCES

厨师, 餐饮从业者, 烹饪爱好者 Chef, caterer, lover of cooking

赞助商 SPONSORS



265

位参赛选手
CONTESTANTS

31

位评审
JUDGES

2000+

专业观众
PROFESSIONAL VISITORS

中式融合菜 (传统与创新) - 冷菜组金牌:

CHINESE FUSION (TRADITIONAL AND CREATIVE) - COLD CATEGORY GOLD:

任正、刘彦龙、涂海宝、余海文 / Zheng Ren, Yanlong Liu, Haibao Tu, Haiwen Yu

中式融合菜 (传统与创新) - 热菜组金牌

CHINESE FUSION (TRADITIONAL AND INNOVATIVE) - GOLD MEDAL IN HOT DISH CATEGORY

刘彦龙、王学诗、许贤、杨志坤、潘俊元、周守槟、苏华
Yanlong Liu, Xueshi Wang, Xian Xu, Zhikun Yang, Junyuan Pan, Shoubing Zhou, Hua Su

精致创意料理套餐展示金牌

EXQUISITE AND CREATIVE FOOD PACKAGE DISPLAY GOLD MEDAL

沈思静、李夏薇、尚艳飞、马建国、周敏、谢阿荣、
邓发平、姜沛良、金群辉、刘勇、齐高平
Shen Sijing, Li Xiawei, Shang Yanfei, Ma Jianguo, Zhou Min, Xie Arong,
Faping Deng, Peiliang Jiang, Qunhui Jin, Yong Liu, Gaoping Qi

中国艺术雕塑展示金牌 CHINESE ART SCULPTURE DISPLAY GOLD MEDAL

盛况、郑云海、刘潇男、苑广豪、蓝宏悦、洪涛、尚鑫
Sheng Kuang, Zheng Yunhai, Liu Xiaonan, Yuan Guanghao,
Lan Hongyue, Hong Tao, Shang Xin



6.2 馆 hall

2021 SHANGHAI STAR HOTEL TABLE ART COMPETITION 2021上海市星级饭店餐饮摆台大赛

主办单位：上海市旅游行业协会饭店业分会、上海博华国际展览有限公司

ORGANIZERS: Hotel Industry Association of Shanghai Tourism Trade Association,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

摆台文化在如今的餐厅、酒店中是不可或缺的表现形式之一，兼具商业性与实用性。比赛范围涵盖：中式宴会摆台、西式宴会摆台、下午茶摆台三个项目，共有十余家酒店报名参与。大赛不仅使星级酒店员工对中西式摆台技能操作提出了要求，更以标准化、规范化的服务要求提升酒店行业综合水平。

Table setting culture is one of the indispensable forms of expression in today's restaurants and hotels, which is both commercial and practical. The competition covers three items: Chinese banquet table setting, western banquet table setting and afternoon tea table setting. More than ten hotels have signed up to participate in the competition. The competition not only makes the staff of star-rated hotels put forward the requirements for the operation of the Chinese and western table-setting skills, but also improves the comprehensive level of the hotel industry with the standardized and standardized service requirements.

155

位参赛选手
CONTESTANTS

5

位评审
JUDGES

800+

专业观众
PROFESSIONAL VISITORS



下午茶摆台

AFTERNOON TEA SETTING

- 一等奖：** 上海国际贵都大饭店
- 二等奖：** 上海宝隆宾馆
上海东方余山索菲特大酒店
上海千禧海鸥大酒店
上海国际会议中心东方滨江大酒店
上海王宝和大酒店
- 三等奖：** 上海美丽园大酒店
上海星河湾酒店
上海蓝宫大饭店
绿地酒店旅游集团
上海浦东机场华美达大酒店
上海银星皇冠假日酒店

FIRST PRIZE: Hotel Equatorial Shanghai

SECOND PRIZE: Baolong Hotel Shanghai
Sofitel Shanghai Sheshan Oriental Resort
Millennium Hong Qiao Hotel Shanghai
Oriental Riverside Hotel Shanghai
Central Hotel Shanghai

THIRD PRIZE: Merry Hotel Shanghai
Chateau Star River Shanghai China
Blue Palace Hotel Shanghai
Greenland Hotel and Tourism Group
Ramada Plaza Shanghai Pudong Airport
Crown Plaza Shanghai

西式宴会摆台

WESTERN-STYLE BANQUET SETTING

- 一等奖：** 上海王宝和大酒店
- 二等奖：** 上海宝隆宾馆
上海国际贵都大饭店
上海蓝宫大饭店
绿地酒店旅游集团
上海银星皇冠假日酒店
- 三等奖：** 上海东方余山索菲特大酒店
上海美丽园大酒店
上海星河湾酒店
上海千禧海鸥大酒店
上海浦东机场华美达大酒店
上海国际会议中心东方滨江大酒店

FIRST PRIZE: Central Hotel Shanghai

SECOND PRIZE: Baolong Hotel Shanghai
Hotel Equatorial Shanghai
Blue Palace Hotel Shanghai
Greenland Hotel and Tourism Group
Crown Plaza Shanghai

THIRD PRIZE: Sofitel Shanghai Sheshan Oriental Resort
Merry Hotel Shanghai
Chateau Star River Shanghai China
Millennium Hong Qiao Hotel Shanghai
Ramada Plaza Shanghai Pudong Airport
Oriental Riverside Hotel Shanghai

中式宴会摆台

CHINESE BANQUET SETTING

- 一等奖：** 上海宝隆宾馆
- 二等奖：** 上海国际贵都大饭店
上海千禧海鸥大酒店
上海蓝宫大饭店
上海王宝和大酒店
上海国际会议中心东方滨江大酒店
- 三等奖：** 上海东方余山索菲特大酒店
上海美丽园大酒店
上海星河湾酒店
绿地酒店旅游集团
上海浦东机场华美达大酒店
上海银星皇冠假日酒店

FIRST PRIZE: Baolong Hotel Shanghai

SECOND PRIZE: Hotel Equatorial Shanghai
Millennium Hong Qiao Hotel Shanghai
Blue Palace Hotel Shanghai
Central Hotel Shanghai
Oriental Riverside Hotel Shanghai

THIRD PRIZE: Sofitel Shanghai Sheshan Oriental Resort
Merry Hotel Shanghai
Chateau Star River Shanghai China
Greenland Hotel and Tourism Group
Ramada Plaza Shanghai Pudong Airport
Crown Plaza Shanghai

6.2 馆 hall

2021 "HAIRROAD" WORLD BAKING DESSERT&CAKE CONTEST
CHINA REGION SELECTION COMPETITION
2021 "KENWOOD" CLW PATISSERIE ELITE COMPETITION

2021 “海融” FIPGC世界烘焙甜点&蛋糕大赛中国区选拔赛 2021 “凯伍德” CLW烘焙甜点精英赛

主办单位：上海博华国际展览有限公司、王森冠军联盟、CLW西点精英社

协办方：FIPGC、糖艺社

ORGANIZERS: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,
Wang Sen Championship League, CLW Patisserie Elite Competition

CO-ORGANIZER: FIPGC, Sugar Art Studio

FIPGC “世界烘焙、甜点 & 蛋糕大赛（中国区选拔赛）”是由甜点、冰激凌、巧克力联盟举办的比赛，面向全世界所有的国家。

FIPGC is a competition run by the Dessert, Ice Cream and Chocolate Federation and is open to all countries around the world.

18

位参赛选手
CONTESTANTS

4

位评审
JUDGES

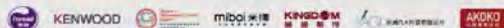
1000+

专业观众
PROFESSIONAL VISITORS

选手及观众来源 PLAYERS AND VISITORS FROM

烘焙师、烘焙爱好者、教育机构、行业内专业人士、采购商等
Bakers, baking lover, educational institutions, professionals in the industry, buyers, etc.

赞助商 SPONSORS



获奖名单 WINNERS

翻糖项目组 FONDANT

一等奖：翁子培 二等奖：王春侠 三等奖：吴峰
Champion: Zipel WENG Runner-up: Chunxia WANG Third: Feng WU

巧克力项目组 PULL SUGAR

一等奖：陈思远 二等奖：王丽丽 三等奖：段东旭
Champion: Siyuan CHEN Runner-up: Lili WANG Third: Dongxu DUAN

拉糖项目组 CHOCOLATE

一等奖：刘兆凯 二等奖：刘欣茹 三等奖：秦颖杰
Champion: Zhaokai LIU Runner-up: Xinru LIU Third: Yingjie QIN

8.1 馆 hall

2021 CHINA GELATO CHAMPIONSHIP FINAL

2021上海国际手工冰淇淋大师赛

主办方：上海博华国际展览有限公司

ORGANIZER: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

大赛由上海博华国际展览有限公司主办，为了促进中国冰淇淋事业的发展，将新鲜健康的 Gelato 推广给更多的人。主办方博华自2013年起举办上海国际手工冰淇淋大师赛。我们力求搭建行业内专业平台，为热爱冰淇淋事业的人士提供交流之地。我们也期待行业内各路新秀老手，在此一展才华，掀起新一轮 Gelato 狂潮，共同推动中国冰淇淋事业发展。

The competition promotes the development of China's Gelato industry and bring fresh, healthy Gelato to more people. From its first held in 2013, the competition has been aimed to build a professional platform to promote the interaction and networking of Gelato professionals. We hope to create a new fashion of Gelato and promote the development of China's Gelato industry.

获奖名单

WINNERS

冠军：黄韵 Champion: Yun Huang
亚军：姜杰 Runner-up: Jie Jiang
季军：游雯玲 Third: Wenling You

选手及观众来源

PLAYERS AND VISITORS FROM

烘焙爱好者、冰淇淋店、餐饮企业、
烘焙店、西餐厅、酒店、咖啡厅等

Baking Lover, Ice Cream Shops, Catering Enterprises, Baking Shops, Western Restaurants, Hotels, Cafes, Etc.



20

位参赛选手
CONTESTANTS

3

位评审
JUDGES

1000+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS

CARPIGIANE

LA PASTICCERIA

珠宝

ARUIDE

FRIGO

JOBLABEL 乔布蓝

DLIGHT

高格 万利国际

8.1 馆 hall

THE 8th WORLD OF BREAD CONTEST CHINA SELECTION

第八届世界面包大赛中国队选拔赛

授权方：世界面包大使团

主办方：世界面包大使（中国）、上海博华国际展览有限公司

AUTHORIZED BY: Ambassador of Bread China

ORGANIZERS: Ambassador of Bread China,
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

世界面包大赛（Mondial du Pain）始于2007年，由世界面包大使团在法国创建，每2年举办一次，目前拥有60多个成员国的参与，参加的选手均代表其所在国家的最高面包烘焙制作水平。“世界面包大赛 - 中国队选拔赛”由世界面包大使团（中国）与上海博华国际展览有限公司共同主办，旨在促进中国餐饮业中西烘焙技艺发展交融，进一步挖掘餐饮业烘焙面点的市场潜力和优秀人才，专业烘焙师提供一个竞技和表演的舞台。

获奖名单

WINNERS

冠军：林业强 Champion: Ye-qiang Lin

亚军：汪玉建 Runner-up: Yulan Wang

季军：曹晓昌 Third: Xiao-chang Cao

分赛区站点

DIVISION STATION

贵阳、重庆、郑州、成都、合肥、
宁波、长春、北京、鹰潭、长沙、
上海、广州

Guiyang, Chongqing, Zhengzhou,
Chengdu, Hefei, Ningbo, Changc-
hun, Beijing, Yingtan, Changsha,
Shanghai, Guangzhou



The World Bread Competition (Mondial du Pain) started in 2007 and was founded in France by the World Bread Ambassadors. It is held every 2 years and currently has more than 60 member states participating. The contestants all represent the highest bread baking level in their own country. "The World of Bread Contest China Selection" is co-host by the World Bread Ambassadors (China) and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. It aims to promote the development and integration of Chinese and Western baking skills in the Chinese catering industry, and further tap the market potential and excellent talents of baking in the whole catering industry, provide professional bakers a stage for competition and performance.

127

位参赛选手
CONTESTANTS

95

位评审
JUDGES

3500+

专业观众
PROFESSIONAL VISITORS

赞助商 SPONSORS



8.2 馆 hall

THE 8th SHANGHAI FASHION DRINKS
COMPETITION FINAL

第八届上海国际潮流饮品创意制作 大赛全国总决赛

主办单位：上海博华国际展览有限公司

ORGANIZERS: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,

2014 年起，由上海博华国际展览有限公司发起举办的“上海国际潮流饮品创意制作大赛”，经历了 7 届的累积，已经获得饮品业及大众的认知。

大赛通过指定原料和自由发挥制作创意饮品，激发饮品研发人员的创造能力，为当下爱饮品的食客们量身打造属于新潮流一代的时尚饮品。

By specifying raw materials and making creative drinks freely, the competition stimulates the innovation of beverage R&D, which creates the fashionable drinks and the new consuming trend for the current customers.

分赛区站点

DIVISION STATION

成都、郑州、上海、福州、广州、武汉

Chengdu, Zhengzhou, Shanghai, Fuzhou, Guangzhou, Wuhan

赞助商 SPONSORS



618

位参赛选手
CONTESTANTS

46

位评审
JUDGES

3500+

专业观众
PROFESSIONAL VISITORS

获奖名单 WINNERS

冠军：罗芳 / 亚军：闫雅静 / 季军：黄雅

Champion: Fang Luo / Runner-up: Yajing Yan / Third: Ya Huang

B2B ONSITE EVENT

B2B 现场活动报告

Sygle 餐饮在线网站及采购通小程序，是依托 HOTELEX 酒店餐饮展及 FHC 环球食品展资源，服务酒店及餐饮业的高端食品饮料一站式线上采购平台。在 HOTELEX 展会期间举办了多样活动：SYgle.com 餐饮在线 & Saladplate 现场体验区、专业买家社群活动暨 2021 Savory of Shanghai 上海奢厨国际美食峰会、上海餐饮商超企业配对会...

SYgle is a hotel and catering, high-end food and beverage industry vertical B2B website, resting on the powerful footing of HOTELEX series exhibition and the premium resources of FHC Shanghai Global Food Trade Show.

HOTELEX Shanghai 2021 held various events onsite: SYgle.com & Saladplate onsite experience, 2021 Savory of Shanghai, and Matchmaking Forum etc.





SYgle.com 食饮在线 & Saladplate 现场体验区 SYGLE & SALADPLATE ONSITE EXPLORATION AREA

第三十届 HOTELEX 上海国际酒店及餐饮业博览会的海外 B2B 展区主要由 SYgle 食饮在线, Saladplate 和 Informa Markets 集团组成的联合展台呈现。现场集中展示了 55 家海外企业的产品,并在现场进行了样品分发活动,让精准买家在线下领取到了海外供应商的优质产品。同时在 SYgle 网站及小程序上联动展示了超过 800 家海外企业的产品,真正实现了线上线下互动宣传的效果。

海外 B2B 展区收集了超过 450 位进出口商、采购商和餐饮店负责人的商务名片,专业观众对 SYgle 食饮在线线上平台反响热烈,表示会持续关注线上 B2B 平台服务。

The overseas B2B Exploration Area at the 30th HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo was mainly presented by SYgle.com, Saladplate and Informa Markets Group. Products of 55 overseas enterprises were displayed and samples were distributed on site and lots of precise buyers received the high-quality products from overseas suppliers offline. At the same time, the SYgle.com website and its mini program were showcased products from more than 800 overseas enterprises, and that makes the influence of online and offline interactive publicity is truly realized.

At the B2B Exploration Area, business cards of more than 450 importers and exporters, buyers and restaurant leaders were collected. Professional visitors responded warmly to SYgle.com online platform and expressed their continued attention to online B2B platform services.

上海餐饮商超企业配对会

MATCHMAKING FORUM

主办单位 / 上海博华国际展览有限公司、上海商情信息中心

ORGANIZERS / Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,
Business Information of Shanghai

本届配对会活动邀请来自餐饮、商超、新零售等多个业态的 50+ 专业采购商代表莅临出席，与精选优质参展企业零距离交流市场消费趋势，促进供求资源高效对接。

The event invited more than 50 professional buyers from catering, supermarket, new retail and other industries. They communicated market trends with exhibitors onsite. The forum promoted the efficient connection between supply and demand resources.



感谢下列企业参与产品宣讲环节

英联斯特（广州）餐饮设备有限公司
无锡超科食品有限公司
智烘（上海）商贸有限公司
深圳市优饮尚品食品有限公司
米下（杭州）科技有限公司
山东淄博中强瓷业有限公司
川商（大连）贸易有限公司
帕瑟菲克投资有限公司
上海众特环保科技有限公司

THANKS TO

VESTA (Guangzhou) Catering Equipment Co., Ltd.
Wuxi Super Food Technology Co., Ltd.
Stronghold China Co., Ltd.
Shenzhen U Drinks Gourmet Food Co., Ltd.
Mixia (Hangzhou) Technology Co., Ltd.
Shandong Zibo Zhong Qiang Porcelain Co., Ltd.
Kawasho (DALIAN) Co., Ltd.
Pacific Coffee Investment Co., Ltd.
Shanghai Zhongte BioSure Professional Co., Ltd.



商超企业配对会采购商

农工商	邮乐网	品粹生态餐饮
绿地 G-super	苏宁易购	凤凰湘语
吉买盛	橙之迹供应链	新雅粤菜馆
D.I.G.	珍鼎餐饮	巴比馒头
城市超市	金文食品	小杨生煎
食行生鲜	啤酒阿姨	老盛昌汤包馆
两鲜网	和记小菜	美天菜场管理
本来生活	上海老站	
天天果园	HOME'S 私房菜	

2021 上海奢厨国际美食峰会

2021 SAVORY OF SHANGHAI

主办单位 / 上海博华国际展览有限公司

ORGANIZERS / Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

美食的艺术往往是食材，调味，烹饪器具，摆盘工艺和厨师创意和制作技艺的多重呈现。SAVORY OF SHANGHAI 上海奢厨国际美食峰会将这些元素融合碰撞，优选来自世界各地，不同产地，多元化品类的烹饪食材，特邀 10-12 位来自中西餐和甜品烘焙领域的 Celebrity Chefs 名厨，甚至是来自米其林餐厅的主厨来到现场，将每一款食材通过现场的处理和烹饪，以及厨师的精心讲解，为 VIP 客户和潜在买家代理商带来一场视觉、听觉和味蕾的感官享受体验。

2022 奢厨国际美食峰会将于 2022 年 12 月 14-16 日在 HOTELEX 第八届华南（深圳）国际酒店用品及餐饮博览会期间举办。

The art of food is often a multifaceted presentation of ingredients, seasonings, cooking utensils, plating techniques and the chef's creativity and craftsmanship. SAVORY OF SHANGHAI will integrate and collide these elements, select cooking ingredients from different origins and diversified categories from all over the world, and specially invite 10-12 Celebrity Chefs from the field of Chinese and Western food and dessert baking, and even the chef from the Michelin restaurant to come to the scene. Through the on-site processing and cooking, as well as the chef carefully explained, SAVORY OF SHANGHAI would bring a sensory enjoyment of the visual, auditory and taste buds to VIP customers, potential buyers and agents.

Savory of China will be held during the 8th HOTELEX South China (Shenzhen) on December 14-16, 2022.

赞助商 SPONSORS



品鉴内容 TASTING THE CONTENT

US AGRICULTURE / 美国农业产品
 LEGLE FRANCE / 法国丽固餐具
 ENJOY IT'S FROM EUROPE / 享味欧洲
 IDAHO CULINARY SEMINAR / 爱达荷优质食材烹饪研讨会
 ASC SEAFOOD SESSION ASC / 海鲜专场
 CAPPMA SEAFOOD SESSION / 中国水产流通与加工协会 海鲜专场
 KUHLBARRA BARRAMUNDI SESSION / 库巴乐尖吻鲈专场
 LEADER BEEF SESSION / 丽德尔牛肉专场
 WEIYANG.COM & LONG SOY SAUCE / 网易味央与龙牌酱油的完美搭配
 IS SEAFOOD SESSION / IS SEAFOOD 专场

30th HOTELEX MIRROR NIGHT

HOTELEX30周年——觅乐颁奖盛典



2021年3月29日，由上海博华国际展览有限公司举办的“食来运转，而立绽放”HOTELEX 30周年——觅乐颁奖盛典在国家会展中心隆重举行。

值此 HOTELEX 上海国际酒店及餐饮业博览会 30 周年之际，上海博华国际展览有限公司作为主办方，特邀央视及财经频道的主持人，和全国各地的星级酒店餐饮企业管理高层、海内外优秀展商代表及多年共同并肩作战的合作伙伴们共同见证这场盛大聚会。

The 30th HOTELEX MIRROR NIGHT was held at National Exhibition and Convention Center (Shanghai) on March 29, 2021.

CCTV hosts, star hotel management executives, and representatives of excellent exhibitors from domestic and abroad were invited.





2021年度“觅乐”金奖

王力咖啡（上海）有限公司

Top 10最具影响力供应商

南侨食品集团（上海）股份有限公司
益海嘉里食品科技有限公司
上海开展贸易有限公司
众联（中国）中央厨房研究院
上海诚宇包装集团有限公司
上海侨好贸易有限公司
美得彼餐饮设备（上海）有限公司
上海永艺工贸有限公司
上海昂升餐具有限公司
格瑞果汁工业（天津）有限公司

Top10最受欢迎供应商奖

伍氏（中国）有限公司
好瑞奥（上海）商贸有限公司
麦西恩食品（上海）有限公司
三能器具（无锡）有限公司
安徽华菱西厨装备股份有限公司
维益食品（苏州）有限公司
美乐家咖啡（上海）有限公司
厦门璞真食品有限公司
江苏高淳陶瓷股份有限公司
山东金佰特商用厨具有限公司

TOP 10最具影响力品牌

上海爱焙乐铝箔包装有限公司
伊莱克斯商用电器
意亚立餐饮设备（上海）有限公司
维他奶（上海）有限公司
麦隆咖啡销售有限公司
广州浩恩奉仕食品有限公司
莫林食品（嘉兴）有限公司
大昌洋行（上海）有限公司
上海味好美食品有限公司
立高食品股份有限公司

Top10最受欢迎酒店餐厅奖

南京香格里拉大酒店 - 江南灶
虹桥美爵私房菜
洲际酒店集团 - 彩丰楼
上海宏安瑞士大酒店 - 瑞锦阁
上海卓越铂尔曼大酒店 - 青·荟海鲜牛排馆
北京五矿君澜酒店 - 桃源小馆
上海海神诺富特大酒店 - 旋宫 50 旋转餐厅
上海新华联索菲特大酒店 - 乐轩华中餐厅
上海静安铂尔曼酒店 - 泛路西餐厅
绍兴大禹开元观堂

最佳合作伙伴奖

红餐网
抖增学院
超越美食精英会
职业餐饮网
餐饮老板内参
乐福咖啡学院
北京亚视凤凰广告有限公司暨美国《室内设计》中文版
中国轻工企业投资发展协会
上海市旅游行业协会饭店业分会
浙江省饭店业协会
四川省旅游饭店行业协会
山东省旅游饭店协会
北京市旅游行业协会
青岛咖啡专业委员会
广东酒店行业协会
啡视界
游心咖啡
天猫 Café
王森商业文创
世界面包大师团（中国）
子然设计
LOGO 大师
哥伦比亚咖啡生产者协会

Top 10产品创新奖

大由实业（上海）有限公司
北京三元食品股份有限公司
上海夏之雪制冷设备有限公司
上海敏迪商务咨询有限公司
广州珈兴贸易有限公司
上海鲜翠食品有限公司
深圳国创名厨商业设备制造有限公司
倍世（中国）贸易有限公司
浙江千家汇电器设备有限公司
广西横县张一元饮品有限公司

Top 10传承突破奖

深圳市意利商贸有限公司
上海庭欣纸制品有限公司
上海强安餐饮设备有限公司
广州诺道夫电器有限公司
北京西科盛世通酒店会展设备制造有限公司
北京安德鲁水果食品有限公司
上海缘汇食品有限公司
黄山水工茶业有限公司
无锡市金城环保炊具设备有限公司
广州美厨集团

Top10优秀连锁品牌奖

周黑鸭	久久丫	西树泡芙
袁记云饺	又卷烧饼	紫燕百味鸡
罗森	掌上韩品	
继光香香鸡	山林大红	

HOTELEX30周年特别奖

HOTELEX 30周年 领先品牌供应商奖

上海酒总酒店设备有限公司
上海福井克莱福特工艺品有限公司
斯科茨曼制冰系统（上海）有限公司
福建省武夷山嘉乐食品有限公司
杭州味全食品有限公司
恒天然商贸（上海）有限公司
上海金城制冷设备有限公司
惠家电器有限公司
温特豪德贸易（上海）有限公司
英联斯特（广州）餐饮设备有限公司
明辉集团
迈科清洗科技（中山）有限公司
广州大正集团有限公司
鲜活果汁有限公司
广州蒸烩煮食品有限公司
福州开发区正点食品有限公司
星崎冷热机械（上海）有限公司
江苏康乃馨纺织科技有限公司
上海海融食品科技股份有限公司
德馨浓缩饮料（上海）有限公司
慧而特（中国）餐饮设备有限公司

HOTELEX 30周年 杰出贡献人物奖

王朱岑 | 王力咖啡（上海）有限公司
郑建平 | 浙江楠宋瓷业有限公司
张洪斌 | 上海唐年
杜安辉 | 南通斯得福纺织装饰有限公司
曹波 | 高达食品设备有限公司
Wolfgang Syhr | 瑞仙贸易（上海）有限公司
许立宁 | 卡比詹尼（中山）机械制造有限公司
刘澍 | 上海吉晟贸易有限公司
姜军 | 上海星创实业有限公司
柳新荣 | 佳禾食品工业股份有限公司
韩小四 | 上海泛亚经贸有限公司
卢发 | 水精灵封口机公司
沈伟刚 | 杭州品克科技有限公司
詹咏梅 | 上海创绿餐饮设备有限公司
王晓杰 | 福州市帮利茶业有限公司

HOTELEX 30周年 餐饮行业匠心人物奖

杜嘉宁
刁成磊
卢道强
潘玮
朋福东
张俊杰
李田宏
潘心康
莫狄亨
陈勇

2020年度 天猫咖啡品牌奖

速溶咖啡之星 | 三顿半
挂耳咖啡之星 | 隅田川
咖啡液之星 | 永璞
咖啡豆之星 | LAVAZZA
胶囊咖啡之星 | NESPRESSO
云南咖啡创新奖 | 辛鹿 SINLOY
餐饮零售咖啡奖 | 肯德基 KCOFFEE
黑马咖啡奖 | 时萃
黑马咖啡奖 | 鹰集
数字化创新奖 | 雀巢感 CAFE

2021年度 杰出餐饮设计师奖

吴为
赵益平
沈嘉伟
伊振华
蔡鸣
黄金程
刘道华
敖瀚 | 唐云
利旭恒
蔡雨洋 | 周博
刘沁
刘芮言 | 唐嘉骏
龚勤
韩薛
蔡岳峰



**HOTELEX 2022
PROSPECT**

HOTELEX 2022 展望





CATERING EQUIPMENTS
AND SUPPLIES

厨房设备与用品

BAKING EQUIPMENT AND
RAW MATERIALS

烘焙设备及原物料

ICE CREAM EQUIPMENT
AND MATERIALS

冰淇淋设备及原物料



ALCOHOLIC DRINKS

酒类综合



COFFEE & TEA

咖啡与茶

FRANCHISEES AND
CATERING INVESTMENT

连锁加盟及餐饮投资

CATERING DESIGN
AND ACCESSORY

餐饮设计及配套

FOOD

食品综合

CATERING
INGREDIENTS

餐饮食材



BEVERAGE

饮品综合



FOOD & CATERING
PACKAGING

食品餐饮包装

TABLEWARE

桌面用品



INGENUITY HELPER, SMART TECHNOLOGY ACHIEVES DELICIOUS FOOD

匠心帮手 | 智慧科技成就佳肴



/ 餐饮设备与用品 / CATERING EQUIPMENTS AND SUPPLIES

节能 | 智慧 | 绿色 / ENERGY SAVING | WISDOM | GREEN

“赢在供应链”，是当下餐饮人时常挂在嘴边的话题，对餐饮企业来说，供应链是一切的基础，是餐企降本提效的切入点，也是企业提升竞争力的先机。而餐企若要跳出发展中的“死亡之谷”，需要对采购审核、原料加工、门店上餐的整个流程有更细致的管控。作为原料加工的工具，也是采购频率较产品，厨房设备在供应链环节中的作用尤为重要。生产适应这一需求的高能效、低消耗、智能化的餐饮设备也成为众多厨房设备生产企业的研发重点。

HOTELEX 博览会每年会吸引 10 万 + 餐饮从业者到会采购交流，无疑是厨房设备企业进行新品首发、展示最新的智能化产品及集成化的解决方案最佳展示平台。

“Winning in the supply chain” is a topic that catering people often talk about today. For catering companies, the supply chain is the foundation of everything, the entry point to reduce costs and improve efficiency, and the opportunity to enhance their competitiveness. If catering companies want to jump out of the “valley of death” in development, they need to have more detailed control over the entire process of procurement review, raw material processing, and restaurant serving. As raw material processing tools and frequently purchased products, kitchen equipment plays a particularly important role in the supply chain. The production of energy-efficient, low-consumption, and intelligent catering equipment that meets this demand has also become the research and development focus of many kitchen equipment manufacturers.

HOTELEX attracts more than 100,000 catering practitioners every year to purchase and exchange information. It is undoubtedly the best display platform for kitchen equipment companies to launch new products, display the latest intelligent products and integrated solutions.

/ 活动论坛 / ACTIVITY FORUM

第七届 HOTELEX 明日之星厨师大赛 | 2022 上海国际披萨大赛 | 2022 中国创新与传统中餐厨艺大赛

The 7th HOTELEX “The Rising Star” Chef Competition | Shanghai Pizza Master Competition 2022
2022 China Innovation and Traditional Chinese Cuisine Challenge

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

烹饪设备综合 | 洗消设备 | 制冷设备 | 厨房环保设备 | 中央厨房设备 | 厨房辅助设备及用品 | 厨房食品加工机械 | 厨房设备生产加工机械 | 冷链物流及配送

Cooking Equipment | Decontamination Equipment | Refrigeration Equipment | Kitchen Environmental Protection Equipment | Central Kitchen Equipment | Kitchen Accessories and Supplies | Kitchen Food Processing Machinery | Kitchen Equipment Production and Processing Machinery | Cold-chain Logistics and Distribution



**SELECTION ELEGANT,
FOUND LIFE AESTHETICS**

甄选雅致 | 发现生活之美



/ 桌面用品 / TABLEWARE

创意 | 健康 | 经典 / CREATIVE | HEALTHY | CLASSIC

餐桌一半的美味来自餐具，美食更需美器相佐。

随着酒店餐饮市场对提升用餐体验的重视度逐渐上升，市场对高品质、个性化的餐桌用品的需求将会持续走高，HOTELEX 桌面用品板块汇集国内外优质餐具、器皿，无论酒店餐厅、中餐西餐、正餐还是下午茶，都能在桌面找到它应有的仪式感。

Half of the delicacy comes from tableware; Delicacy always need good tableware accompanied.

As the hotel catering market pays more attention to improving the dining experience, the market's demand for high-quality and personalized tableware will continue to rise. The tableware section of HOTELEX brings together high-quality tableware and utensils at home and abroad. Whether it is a hotel or restaurant, Chinese or Western food, almuerzo or tea, you can find its proper sense of ceremony on the table.

/ 活动论坛 / ACTIVITY FORUM

2022 上海市星级饭店餐饮摆台大赛

2022 Shanghai Star Hotel Table Aat Competition

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

桌面餐具与器皿 | 陶瓷餐具 | 玻璃及水晶器皿 | 不锈钢餐具 | 金银器 | 密胺餐具 | 竹木餐具 | 塑料、亚克力餐具 | 综合类材质餐具 | 桌面辅助用品 | 餐布 | 餐桌椅 | 餐台 | 餐具艺术品 | 自助餐设备与用品 | 自助餐炉、餐台、餐架 | 保温设备 | 自助餐台装饰品

Tableware And Utensils | Ceramic Tableware | Glass And Crystal Utensils | Stainless Steel Tableware | Gold And Silver Tableware | Melamine Tableware | Bamboo Tableware | Plastic, Acrylic Tableware | Comprehensive Type Material Tableware | Desktop Accessories | Tablecloth | Chair | Table | Artwork | Buffet Facilities And Supplies | Buffet Stove, Table, Rack | Heat Preservation Equipment | Buffet Table Decorations





UNIVERSE SHOW | CONTRACT GLOBAL SELECTION OF DELICIOUS

寰宇秀场 | 承包环球甄选美味



/餐饮食材/ CATERING INGREDIENTS

鲜美 | 安全 | 健康 / DELICIOUS | SAFE | HEALTHY

随着餐饮品牌连锁化趋势的不断加强，为保证品牌口味稳定性与安全性，食材供应链标准化与菜品定制化成为大势所趋，也是现代食品工业向餐饮业渗透的一个缩影。

HOTELEX 餐饮食材板块在原有类别的基础上，以专注餐饮食材研发的优质企业为新的增长点，助力餐饮行业的扩张与升级。

With the continuous strengthening of the chain trend of catering brands, in order to ensure the stability and safety of brand tastes, the standardization of the food supply chain and the customization of dishes have become the general trend, and it is also a microcosm of the modern food industry's penetration into the catering industry.

On the basis of the original categories, HOTELEX's food ingredients section takes high-quality companies focusing on the research and development of food and beverage ingredients as a new growth point to help the expansion and upgrade of the catering industry.

/ 活动论坛 / ACTIVITY FORUM

第七届 HOTELEX 明日之星厨师大赛 | 2022 上海奢厨国际美食峰会

The 7th HOTELEX "The Rising Star" Chef Competition | 2022 Savory of Shanghai

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

生鲜肉禽 | 米面杂粮 | 水产制品 | 油及油制品 | 豆制品 | 火锅食材 | 果蔬产品 | 调味品 | 冷冻食品 | 预制产品 | 其他食材

[Fresh Meat and Poultry](#) | [Rice, Noodle & Grains](#) | [Aquatic Products](#) | [Oil](#) | [Bean Products](#) | [Hotpot Ingredients](#) | [Fresh Produce](#) | [Condiments](#) | [Frozen Foods](#) | [Precast Products](#) | [Other Food Ingredients](#)



Food

DELICACY BREAKING FOOD BOUNDARIES

珍馐美味 | 打破美食边界



/食品综合/ FOOD

多元 | 健康 | 安全 / DIVERSITY | HEALTH | SAFETY

据艾瑞发布的数据显示,进入 20 年代,95 后(即通常所说的 Z 世代)人均可支配收入达到了 4193 元,而在一线城市的 70、80 后的月可支配收入只有不到 1500 元。由此可见,Z 世代有着非常强的购买力,已经成了消费的主力,且这个人群规模已经达到 3.8 亿,其中高消费力占比高达 45%。得 Z 世代者得天下,这个说法并不夸张。这个群体对产品的品质、品牌的认可度极高。所以也驱动食品企业在产品设计方面着力于品质、新鲜度得同时,还要加强产品多元化、潮流化的体现。

HOTELEX 作为食品产业的先锋展会,也关注到这一趋势,通过举办一系列的潮流赛事和先驱性的行业高峰论坛,吸引到 10 万+ 的餐企老板、食品零售 / 渠道商参观展会。从而成为食品企业展示其符合 Z 世代需求的最热产品的最佳展示平台。

According to data released by iResearch, the monthly disposable income of the post-95s generation, known as Generation Z, in the 2020s reached 4,193 yuan, while the monthly disposable income of the post-70s and 80s in the first-tier cities was less than 1,500 yuan. This shows that Gen Z has very strong purchasing power and has become the main force of consumption, and the size of this group has reached 380 million, of which high spending power accounts for up to 45%. It's not an exaggeration to say that those who win Gen Z will win the world. This group has a high degree of recognition of product quality and brand. Therefore, it also drives food companies to focus on quality and freshness in product design, and at the same time strengthen the reflection of product diversification and trend.

As a pioneering exhibition in the food industry, HOTELEX also pays attention to this trend. By holding a series of trendy events and pioneering industry summit forums, it has attracted more than 100,000 restaurant business owners and food retailers or distributors to visit the exhibition. Thus, it becomes the best platform for food companies to display their hottest products that meet the needs of Generation Z.

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

乳制品 | 休闲食品 | 方便食品 | 罐头食品 | 有机食品及功能食品 | 清真食品 | 其他食品

Dairy | Leisure Food | Instant Foods | Canned Food | Organic and Functional Food | Moslem Food | Other Foods





QUALITY TRACEABILITY JUST FOR A CUP OF NATURAL FLAVOR

品质溯源 | 只为一杯天然味道



/ 饮品综合 / BEVERAGE

品味 | 潮流 | 新鲜 / TASTE | TREND | FRESH

随着 Z 世代人群消费的崛起，及各年龄层对茶饮理解的不断变化，茶饮行业在中国蓬勃发展。

近年来，新式茶饮更加趋于多样化、高品质和健康化。蓬勃发展的市场不断带来新的机遇，全国各地优质的连锁品牌和独立品牌如雨后春笋。HOTELEX 链接饮品产业上下游，为茶饮原材料及设备、软饮料、果汁、包装等供应商提供了强大的展示平台，为采购商提供了快速便捷的一站式采购平台。

茶饮行业对优质人才需求不断上涨，HOTELEX 全力打造的上海国际潮流饮品创意制作大赛，致力于探索饮品行业的前沿趋势，引领潮流，树立标准，为饮品行业的发展提供创造性人才。通过比赛将新式饮品，流行风向与消费心理结合，持续创造新时代的茶饮风向标。

With the rise of consumption by generation Z and changes in the understanding of tea drinking among all age groups, the tea industry is booming in China.

In recent years, new-style tea drinks have become more diversified, high-quality, and healthy. The booming market continues to bring new opportunities, and high-quality chain brands and independent brands across the country have sprung up. HOTELEX links the upstream and downstream of the beverage industry, providing a powerful platform for suppliers of tea raw materials and equipment, soft drinks, juice, packaging, etc., and a fast and convenient one-stop procurement platform for buyers.

The tea industry has a rising demand for high-quality talents. The China Fashion Drink Competition organized by HOTELEX is committed to exploring the cutting-edge trends of the beverage industry, leading the trend, setting standards, and providing creative talents for the development of the beverage industry. Through the competition, new drinks, popular trends, and consumer psychology are combined to continue to create a new era of tea drinking vane.

/ 活动论坛 / ACTIVITY FORUM

第八届上海国际潮流饮品创意制作大赛 | 2022 China Fashion Drinks Competition

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

饮品原料: 糖浆、果露、果酱 | 浓缩果汁 | 乳制品 | 其他饮品制作原料

饮品设备: 果糖机 | 封口机 | 开水机 | 饮品自动售饮机 | 其他饮品设备

工业饮料及设备: 软饮料 | 功能性饮料 | 高端饮用及瓶装水 | 工业饮料设备

Drinks Raw Material: Syrup, Jam | Concentrated Juice | Dairy | Other Drinks Raw Material

Drinks Equipment: Fructose Machine | Capper | Water Heater | Beverage Vending Machines | Other Drinks

Industrial Beverage And Equipment: Soft Drinks | Energy Drinks | High-End & Bottled Water |

Industrial Beverage Equipment





Coffee



Tea

CUP STYLE, TASTE THE WONDERFUL WORLD

杯中风采 | 品味世界精彩



/咖啡与茶/ COFFEE & TEA

自然 | 清新 | 醇厚 / NATURAL | FRESH | MELLOW

近年来随着消费升级和国民生活质量的提高，咖啡逐渐从“赶时髦的饮品”转变为“日常饮品”越来越融入消费者的生活。国内消费者开始对咖啡的品质，风味，概念及第三空间的体验提出了更多需求。中国咖啡市场潜力巨大，对于咖啡产业上下游的咖啡种植、加工设备、咖啡机器、器皿类等，都有广阔的市场空间。而咖啡与茶饮板块，将汇聚业内优秀展商和展品，为行业供应和采购双方提供高质量的贸易平台。

HOTELEX 作为由 WCE 中国区咖啡系列赛事的授权平台，每一年都会为世界咖啡赛事输送中国冠军人才，代表中国的咖啡行业水准，在世界咖啡赛事展现优异实力，将中国咖啡影响力带向世界。

In recent years, with the upgrading of consumption and the improvement of people's quality of life, coffee has gradually changed from a "fashionable drink" to a "daily drink" and has become more and more integrated into consumers' lives. Domestic consumers have begun to put forward more demands for the quality, flavor, concept and experience of the third space of coffee. The coffee market in China has huge potential, and there is a broad market space for coffee planting, processing equipment, coffee machines, and utensils in the upstream and downstream of the coffee industry. The coffee and tea sector will gather outstanding exhibitors and exhibits in the industry to provide a high-quality trading platform for both the suppliers and purchase parties of the industry.

As an authorized platform for the WCE China Coffee Series, HOTELEX will send Chinese champion talents to the World Coffee Event every year, representing China's coffee industry level, showing its outstanding strength in the World Coffee Event, and bringing the influence of Chinese coffee to the world.

/ 活动论坛 / ACTIVITY FORUM

2022 世界咖啡师大赛中国区选拔赛 / 2022 世界拉花艺术大赛中国区选拔赛 / 2022 世界咖啡杯测大赛中国区选拔赛

2022 世界咖啡烘焙大赛中国区选拔赛 / 2022 世界咖啡冲煮大赛中国区选拔赛 /

2022 HOTELEX 上海国际咖啡美食文化节 / 2022 世界咖啡与烈酒大赛中国区选拔赛

2022 China Barista Championship / 2022 China Latte Art Championship / 2022 China Cup Tasters Championship

2022 China Coffee Roasting Championship / 2022 China Brewers Cup / Shanghai Coffee & Food Festival 2022 /

2022 China Coffee in Good Spirits Championship

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

咖啡设备及其配件 | 咖啡冲泡器具及配件 | 咖啡原料及相关用品 | 茶原料及成品 | 茶类器具及工艺品 | 茶用设备及技术

Coffee Equipment and Accessories | Coffee Brewing Apparatus and Accessories | Coffee Raw Materials and Related | Tea Raw Materials & Finished Products | Tea utensils and handicrafts | Tea equipment and technology





**SWEET "ICE" FLUX
ALL KINDS OF FLAVORS
MAKE THE TIDE**

甜蜜“冰”纷 | 万般风味弄潮儿

/冰淇淋设备及原料/ ICE CREAM EQUIPMENT AND MATERIALS

健康 | 丝滑 | 沁心 / HEALTHY | SILKY | REFRESHING

现如今，不论是炎炎夏日，还是大地银装的冬时，大街小巷随处可见，人们挖着冰淇淋吃的景象。冰淇淋不再是小朋友的专属，越来越多的“大朋友”喜欢上吃冰淇淋。随着人们需求不断增加，更多的冰淇淋种类需要被市场挖掘。

Gelato 作为意大利的甜品经典，一直以来也是新鲜、健康、创意冰淇淋的代表。为了将新鲜健康的 Gelato 推广给更多的人，上海国际手工冰淇淋大赛应运而生，我们力求搭建行业内专业平台，为热爱冰淇淋事业的人士提供交流之地。期待行业内各路新秀老手在此一展才华，掀起新一轮 Gelato 狂潮，共同推动中国冰淇淋事业发展。

Nowadays, whether it is hot summer or cold winter, the scene of people enjoying ice cream is common. Ice cream is no longer exclusive to children, more and more adults like to eat ice cream. As people's demand continues to increase, more types of ice cream need to be tapped by the market.

As a classic Italian dessert, Gelato has always been a representative of fresh, healthy, and creative ice cream. To promote the fresh and healthy Gelato to more people, The China Gelato Championship came into being. We strive to build a professional platform in the industry to provide a place for people who love the ice cream business to communicate. It is expected that all rookies and veterans in the industry will show their talents here, set off a new round of Gelato frenzy, and jointly promote the development of China's ice cream industry.

/ 活动论坛 / ACTIVITY FORUM

2022 上海国际手工冰淇淋大师赛 / 2022 China Gelato Championship

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

冰淇淋机械及相关设备 | 冰淇淋制冷设备 | 冰淇淋原辅料 | 冰淇淋成品 | 冰淇淋模具

Ice cream machinery and related equipment | Ice Cream Refrigeration Equipment |
Ice cream raw materials | Ice cream products | Ice cream mold



Bakery

SEEK INGENUITY
INSPIRATION BY
TEMPERATURE
FERMENTATION

寻味匠心 | 以温度发酵灵感



/烘焙设备及原物料/ BAKING EQUIPMENT AND RAW MATERIALS

营养 | 匠心 | 回味 / NUTRITION | INGENUITY | AFTERTASTE

现代烘焙业自 20 世纪 80 年代引入国内市场后,随着我国人均消费水平的增长、餐饮消费结构的调整以及生活节奏的变化,具备营养健康、快捷多样等优点的烘焙食品在我国步入了快速增长的时期。目前,烘焙市场从一二线城市,正在以惊人的速度渗透到三、四线城市。消费群体不断扩大,消费者观念进一步转变,促使烘焙食品消费加速升级。

After the modern baking industry was introduced into the domestic market in the 1980s, with the growth of China's per capita consumption level, the adjustment of the catering consumption structure and the changes in the pace of life, Baked food with the advantages of nutrition, health, fastness and variety has entered a period of rapid growth in our country. At present, the baking market is infiltrating into third- and fourth-tier cities at an alarming rate from first- and second-tier cities. The continuous expansion of consumer groups and further changes in consumer concepts have promoted accelerated upgrades in the consumption of baked goods.



部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

烘焙设备 | 烘焙配件 | 烘焙制冷设备 | 烘焙原辅料 | 烘焙半成品 | 烘焙成品

Baking Equipment | Baking Accessories | Baking and Refrigeration Equipment |
Baking Raw Material | Semi-finished Bakery | Baking Products

/ 活动论坛 / ACTIVITY FORUM

2022CLW 烘焙甜点精英赛 | 2022 上海国际披萨大师赛

2021 Clw Patisserie Elite Competition
Shanghai Pizza Master Competition 2021

Alcoholic
Drinks

HAPPY TO BE SLIGHTLY MAD UNEXPECTED ENCOUNTER WITH BEAUTY

乐得微醺 | 与美好不期而遇



/酒类综合/ ALCOHOLIC DRINKS

优雅 | 典藏 | 情怀 / ELEGANCE | COLLECTION | FEELINGS

如今的消费者越来越懂酒，消费也越来越理性，作为全球酒类消费的超级大国，各项不断增长的消费数据都显示着中国酒类市场的巨大潜力。因此酒类企业更需要了解消费者的爱好，专注品质。无论是进口葡萄酒与烈酒以及精酿啤酒的市场份额在过去的几年中，增长势头相当迅速。

在 2022 年的 HOTELEX 系列展会上，「上海国际美酒文化节」应运而生，这里属于“酒的世界”，酒吧、精酿吧、酒商，都在这里各展其长，同时也特设中国国际调酒大师赛以及花式调酒等赛事活动在美酒文化节中，在把海外的优质品牌带入中国消费市场的同时，更将掀起消费者追捧酒类文化和时尚生活的旋风。

Today's consumers are more and more professional on alcohol, and their consumption is becoming more and more rational. As a superpower of global alcohol consumption, the ever-increasing consumption data shows the great potential of China's alcohol market. Therefore, wine companies need to understand consumers hobbies and focus on quality. All the imported wine and spirits and craft beer market share have grown quite rapidly in the past few years.

In the HOTELEX series exhibition in 2022, "Shanghai International Wine Culture Festival" is born at the right moment. This is the "World of Alcohol". Bars, Craft beer bars and wine merchants all show their strengths here. At the same time, China Master Bartender Championship and flair bartender competition will also be presented in the festival. While bringing overseas high-quality brands into the Chinese consumer market, it will also set off consumers to pursue alcohol culture and the whirlwind of a fashionable lifestyle.

/ 活动论坛 / ACTIVITY FORUM

第十届中国国际调酒大师杯 / 2022 世界咖啡与烈酒大赛中国区选拔赛

The 10th China Master Bartender Championship / 2022 China Coffee In Good Spirits Championship

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

酒精英饮品：葡萄酒 | 烈酒 | 啤酒 | 白酒 | 果酒 | 米酒 | 其他酒精英饮品

酒类配套：酒类器具 | 酒柜 | 酒窖 | 酒类包装 | 其他酒类配套产品

Alcoholic Beverages: Wine | Spirits | Beer | Liquor | Fruit Wine | Rice Wine | Other Alcoholic Drinks Related

Alcohol Accessories: Wine Utensils | Wine Cabinet | Wine Cellar | Wine Packaging |

Wine Supporting Products Related





DISCOVER THE HORIZON GIVE DELICIOUS A DREAM HOME

发掘视界 | 给美味一个梦幻家



**/餐饮设计及配套/
CATERING DESIGN AND ACCESSORY**

空间 | 灵感 | 跨界 / SPACE | INSPIRATION | CROSS-INDUSTRY

视觉感官与环境渲染在餐饮消费体验过程中所占据的比重日益提高，更成为传递品牌内涵、烘托美食享受的重要载体。在成熟的餐饮设备及原物料供应链板块的基础上特别设立的 CDOD@HOTELEX 餐饮设计展，集结顶尖餐饮设计师、行业领袖餐饮品牌、专业餐饮设计媒体等资源，为大型社会餐饮、酒店餐饮、潮流饮品 / 咖啡、烘焙、甜品等商业场景提供示范案例，成为业界了解未来趋势、开拓眼界、拓展思维最快、最丰富的方式。

Visual sensory and environmental rendering are taking up an increasing proportion of the catering consumption experience, and they have become an important carrier for conveying brand connotation and highlighting the enjoyment of food. CDOO@HOTELEX Catering Design Exhibition, specially set up based on mature catering equipment and raw material supply chain, gathers top catering designers, industry leaders catering brands, professional catering design media and other resources. It provide demonstration cases for large-scale social catering, hotel catering, trendy drinks or coffee, baking, desserts and other business scenarios, and become the fastest and richest way for the industry to understand future trends, broaden their horizons, and expand their thinking.

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餐饮设计样板间 | 餐饮设计论坛

HOTELEX Future Catering Design Mock-up Room | 2022 Catering Design Forum

/ 特色展区 / CDOD@HOTELEX 餐饮设计师专区

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

餐饮设计服务：餐饮全案设计 | 餐饮空间设计 | 餐饮 VI 设计 | 其他餐饮设计

餐饮配套产品：餐饮休闲餐桌椅 | 智慧餐饮及解决方案 | 餐饮布草及制服 | 餐饮装饰及照明 | 大堂用品及运营设备 | 餐饮清洁及防疫用品 | 其他配套产品

Catering Design Service: Catering Design | Dining Space Design | Catering VI Design | Other Catering Design Service

Catering Accessory Products: Leisure Dining Tables and Chairs | Smart Catering and Solutions | Catering Textile and Uniform | Catering Decoration and Lighting | Lobby Supplies and Operating Equipment | Catering Clean and Epidemic Prevention Supplies | Others Catering Accessory Products





Food & Catering
Packaging

**KEEP THE DELICIOUS
LOCK THE SAFETY AND QUALITY**

留住美味 | 锁住安全品质



/食品餐饮包装/ FOOD & CATERING PACKAGING

安全 | 创新 | 可持续 / SAFETY | CREATIVITY | SUSTAINABILITY

安全健康的包装材质与独特新奇的构思创意越来越深地成为吸引消费者对餐食产品提升信赖度与购买率的影响因素。首次在 2021 年 HOTELEX 展会现场亮相的食品餐饮包装及设备主题区，集合了包装设计、包装机械、食品加工等各类综合性优质供应商于一堂，可服务预包装产品、餐饮服务及电商平台等多个消费领域。

Safe and healthy packaging materials and unique and novel ideas are becoming increasingly influential factors that attract consumers to increase their trust in meal products and purchase rates. The food and catering packaging and equipment theme area, which was first unveiled at the HOTELEX exhibition site in 2021, gathered various comprehensive high-quality suppliers such as packaging design, packaging machinery, and food processing. It can serve multiple consumer areas such as pre-packaged products, catering services and e-commerce platforms.

/ 活动论坛 / ACTIVITY FORUM

2022 餐饮包装创新发展论坛

2022 Food & Beverage Packaging Innovation Development Forum

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



/ 展出类别 / EXHIBIT CATEGORIES

食品包装材料与制品 | 食品饮料包装机械 | 食品包装设计及解决方案

Food Packaging Materials and Products | Food and Beverage Packaging Machineries |

Food Packaging Design and Solutions





FRANCHISEES
AND CATERING
INVESTMENT

**LOCK IN BUSINESS
OPPORTUNITIES,
IGNITE AN INFINITE FUTURE**
锁定商机 | 引燃无限未来



/连锁加盟及餐饮投资/ FRANCHISEES AND CATERING INVESTMENT

全业态 | 优选品牌 | 高回报 / FULL BUSINESS | PREFERRED BRAND | HIGH RETURN

连锁加盟是实体商业投资活动中的重要组成部分，在丰富国内商业形式、解决人员就业、提高生活品质、推动“内循环”经济的发展等方面，提供了重要助力。随着消费者品牌意识的觉醒，目前国内连锁行业迎来了高速增长期，发展势能强劲，未来市场规模充满巨大的想象空间，也给专业投资人带来了广阔的投资前景。

SFE上海国际连锁加盟展览会创办于2005年，由上海连锁经营协会、上海博华国际展览有限公司和上海伊比逊会展有限公司共同主办，并由中国百货商业协会战略支持，迄今已在上海累计成功举办34届，以及全国其他城市巡回展共7场。展会涵盖餐饮、零售、服务、教育及连锁资源五大板块中的等120+市场主流细分业态，是国内连锁品牌招商加盟业务拓展和投资人项目考察的首选平台，也是业内公认的加盟投资市场风向标。

展会同期举办高峰论坛、年度杰出品牌评选、品牌特许经营战略发布会、加盟开店公开课、品牌路演、加盟开店公开课及商业资源配对会等活动，邀请业内重磅嘉宾，帮助专业观众及买家深度梳理市场脉络，把握加盟投资市场趋势与热点。

2022年，SFE将以上海母展为原点，在成都、天津、深圳等国内核心城市举办巡回展，成为目前国内站点最多，整体规模最大，影响力最广的全业态加盟投资专业展，为助力连锁品牌深耕区域市场及跨区域开拓，促进业内优质资源的交互融合，持续推动国内连锁行业的健康有序发展，而付诸不懈的努力。

/ 活动论坛 / ACTIVITY FORUM

中国商业特许经营高峰论坛 | 2022 中国连锁行业杰出品牌等系列奖项评选活动 | 特许经营发布会 | 加盟开店公开课及路演活动

China Commercial Franchising Peak Bbs | 2022 China Chain Industry, And Outstanding Brand Series Award Contest | Set Up Shop Franchise Conference | Join Public Class And Roadshow Activities

/ 展出类别 / EXHIBIT CATEGORIES

餐饮连锁 | 零售连锁 | 服务连锁 | 教育连锁 | 连锁资源

Restaurant chain | Retail chain | The service chain | Education chain | Chain resources



FRANCHISEES AND CATERING INVESTMENT

Franchising is one of the important components of physical commercial investment activities which provides significant assistance for enriching domestic business forms, solving employment problems, improving the quality of life, and promoting the development of the "internal circulation" from domestic economy. With the awakening of consumers' brand awareness, the current domestic franchising chain industry has ushered in a period of rapid growth, with strong development potential. The market scale of franchising chain industry in the future is regarded as full of huge room for imagination., and it also brings broad investment prospects to professional investors.

SFE Shanghai Franchise Exhibition was founded in 2005, it co-sponsored by Shanghai Chain Enterprises Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. and Shanghai Exhibition-Conference Co., Ltd. and it is also strategically supported by China Commerce Association For General Merchandise. So far, it has been successfully held 34 editions in Shanghai and 7 editions in other cities around China. The exhibition covers 120 + mainstream market segments in the five sectors of catering, retail, service, education and chain resources. It is the preferred platform for domestic chain brands to attract

investment, expand franchise business and investigate investor projects. It is also recognized as the wind vane of franchise investment market in the industry.

At the same time, the exhibition will hold summit forums, annual outstanding brand selection, brand franchise strategy launch conferences, brand roadshows, franchise shop opening courses and business resource matching meetings and other activities. Well-known guests in the industry will be invited to help professional audiences and buyers sort out the market context thoroughly and grasp the trends, hotspots of the franchise investment market.

In 2022, SFE will hold roving exhibitions in Chengdu, Tianjin, Shenzhen and other domestic core cities based on the Shanghai parent exhibition, becoming a full-scale franchise investment professional exhibition with the largest number of sites, the largest overall scale and the widest influence in China. The exhibition has made unremitting efforts to help chain brands cultivate regional markets and cross regional development, promote the interactive integration of high-quality resources in the industry, continue to promote the healthy and orderly development of domestic chain industry.

部分展商 LOGO / PART OF THE EXHIBITORS' LOGO



7.1 Hall 馆

连锁加盟及餐饮设计 SFE & CDOD



6.1 Hall 馆

8

餐饮连锁

中式快餐 / 特色小吃 / 正餐 / 地方菜 / 火锅烧烤 / 西餐 / 日韩料理 / 东南亚料理 / 咖啡 / 茶饮 甜品 / 冰淇淋 / 烘焙 / 轻食 / 其他

零售连锁

食品零售 / 生鲜 / 水果 / 超市 / 便利店 / 日化美妆 / 母婴用品 / 烟酒类 / 文具 / 文创 / 珠宝工艺品 / 电子产品 / 眼镜店 / 家居用品 / 无人售卖 / 其他

服务连锁

美容 / 丽人 / 运动健身 / 汽车养护 / 洗衣护理 / 亲子母婴 / 休闲娱乐 / 酒店名宿 / 宠物 / 家政与生活服务 / 摄影 / 其他

教育连锁

启蒙教育 / 早教中心 / 幼小托管班 / 创客教育 / 机器人教育 / 少儿音乐 / 美术 / 舞蹈培训 / 语言类培训 / 课外辅导 / 人工智能 / 成人职业技能培训 / 其他;

连锁资源

商铺租售 / 门店设计与装修 / 设备与原料供应 / 冷链及物流 / IT 解决方案 / 品牌策划与营销 / 金融服务 / 人力资源 / 法务咨询 / 媒体与推广 / 其他

Food Chain

Chinese fast food / special snacks / dinner / local dishes / hot pot barbecue / Western food / Japanese and Korean cuisine / Southeast Asian cuisine / coffee / tea desserts / ice cream / baking / light food / other

Retail chain

Food retail / fresh / fruit / supermarket / convenience store / daily cosmetics / maternal and infant products / tobacco and alcohol / stationery / cultural creation / jewelry and crafts / electronic products / optical shop / household products / no one to sell / others

Service chain

Beauty / Beauty / sports fitness / car maintenance / laundry care / parents and children / leisure and entertainment / hotel hostel / PET / housekeeping and life services / Photography / others

Education chain

Elementary education / early education center / kindergarten and primary school trustee-ship class / maker education / robot education / children's music / Art / dance training / language training / extracurricular counseling / artificial intelligence / adult vocational skills training / others;

Chain resources

Shop rental / store design and decoration / equipment and raw material supply / cold chain and logistics / IT solutions / brand planning and marketing / financial services / human resources / legal consultation / media and promotion / others

2022特色专区 SPECIAL EXHIBITION AREA

中央厨房精品展区

CENTRAL KITCHEN
BOUTIQUE EXHIBITION AREA

中央厨房运作模式是当代餐饮的先进模式，也是目前餐饮经营走数字化、工业化生产的绝佳运作方式，是大型连锁餐饮企业赢得市场基本的保障。为顺应时代发展需求，推动中国餐饮行业的标准化和工业化进程，提升餐饮业中央厨房这一新兴业态下的设计、施工和运营管理水平与国际接轨。由上海博华国际展览有限公司联合众联（中国）中央厨房研究院共同设立中央厨房精品展区。为亚太区餐饮业主和设备供应商提供第一手解决方案和市场动向。

The advanced central kitchen is an excellent way to implement digitalization and industrialization, which also enables large chain catering enterprises to win the market. The exhibition area conforms to the market demand and promotes the standardization and industrialization of China's catering industry. HONGLIAN continues to provide excellent central kitchen solutions for restaurant owners and equipment suppliers in the Asia-Pacific region.

展品类别 / EXHIBIT CATEGORIES

米饭设备 | 醒发箱、蒸箱 | 加热調理设备 | 自动炒菜机、炒菜机器人 | 料理设备 | 漂烫设备 | 油炸设备 | 自动煮面线 | 洗米机 | 洗菜机、洗菜线 | 运输设备 | 清洗设备 | 洗碗消毒设备

Rice Equipment | Fermenting Box, Steamer | Heating Equipment | Automatic Cooking Machine, Cooking Robot | Cooking Equipment | Blanching Equipment | Frying Equipment | Automatic Noodle Cooking Assembly Line | Rice Washing Machine | Vegetable Washing Machine, Vegetable Washing Assembly Line | Transport Equipment | Cleaning Equipment | Dishwashing and Disinfection Equipment

工业饮品及生产设备展区

INDUSTRIAL BEVERAGE AND PRODUCTION
EQUIPMENT EXHIBITION AREA

上海国际酒店用品及餐饮业博览会工业饮料专区旨在发展创新，为专业品质、具有国际知名度及美誉度的品牌及企业搭建具有广泛影响力和权威性交流合作平台。展品范围涵盖了饮料行业全产业链的所有环节。依托 HOTELEX 三十年的饮料咖啡行业积累的丰富资源，发挥母展行业辐射力影响力，为工业饮料行业提供面向世界的一个重要窗口，发展为中国乃至亚洲工业饮料科技风向标，做成“饮料行业专业买家和卖家的盛大聚会”！

The industrial beverage zone of HOTELEX aims to build a stage for developing and innovating the beverage industry, and create a broadly influential and authoritative exchange and cooperation platform for brands and companies.

The exhibition covers the whole links of beverage industry.

Relying on the rich resources accumulated by HOTELEX in the 30 years of beverage and coffee industry, it provide an important window for the industrial beverage industry to face the world, develop into a scientific and technological barometer for industrial beverage in China and even Asia, and make it a "grand gathering of professional buyers and sellers in the beverage industry"!

展品类别 / EXHIBIT CATEGORIES

软饮料 | 功能性饮料 | 高端饮用及瓶装水 | 工业饮料设备

Soft drinks | Energy drinks | High-end & bottled Water | Industrial beverage equipment

自有品牌展区

ORIGINAL BRAND MANUFACTURE
EXHIBITION AREA

自有品牌产品指的是由零售企业指定供应商生产，贴有零售企业品牌，并在自己的终端进行销售的产品形式。它通常由零售企业基于自身销售数据分析、充分研究客户需求后，从设计、原料、生产、到经销实现全面定制化。是零售企业进行差异化竞争、强化客户粘性并同时提升产品毛利率的行之有效的方 式，是行业的必由之路。

随着消费者对产品品质关注的提升，以及各渠道销售价格的逐渐透明，价廉物美的自有品牌产品的市场占有率正在逐年提升，并掀起了零售行业回归商品本质的风潮。

而在酒店餐饮行业新零售风潮的引领下，HOTELEX 展将隆重推出自有品牌特色展区，为众多酒店餐饮行业终端谋求新的增长发力点。

OBM (Original Brand Manufacture) products refer to the product forms that are produced by designated suppliers of retail enterprises, affixed with retail enterprise brands, and sold at their own terminals. It is usually customized from design, raw materials, production and distribution by retail enterprises based on their own sales data analysis and full study of customer demand. The creation of OBM is an effective way for retail enterprises to conduct differentiated competition, strengthen customer stickiness and increase product gross profit margin.

With the increasing consumer attention to product quality and the gradual transparency of sales prices in various channels, the market share of cheap and good-quality OBM products is increasing year by year, which has set off a trend of the retail industry returning to the essence of commodities.

Under the guidance of the new retail trend in the hotel and catering industry, HOTELEX 2021 will launch a 'private label featured exhibition area' and seek new growth points for many terminals in the hotel and catering industry.

展品类别 / EXHIBIT CATEGORIES

绿色、保健食品 | 休闲食品 | 罐头、方便食品 | 粮油、副食、土特产 | 糖果、冷饮 | 速冻食品 | 生鲜食品 | 酒水饮料

Green / Health Food | Snack Food | Canned / Convenient Food | Grain and Oils | Non-staple food / Local Speciality | Sweets / Cold Drinks | Quick-frozen Food | Fresh Food | Drinks

火锅食材展区

HOTPOT INGREDIENTS EXHIBITION AREA

火锅食材展区作为 HOTELEX 展品中的特色板块，是博华整合集团资源优势，不断延伸展会品类，共同打造的火锅特色展区之一；汇聚了来自全国 100 多家调味品、火锅饮品、火锅配套设备、调味品机械、冷冻调理、火锅食材等火锅餐饮上下游资源；为火锅产业链企业的品牌推广和一线市场拓展增添助力。火锅食材展区将整合火锅餐饮上下游企业资源，大幅降低食材流通成本，提供一站式火锅食材全品类选择。

Hotpot ingredients exhibition area gathers more than 100 enterprises globally, categories including condiments, hotpot drinks, hotpot supporting equipment, condiment machinery, frozen conditioning, hotpot ingredients, and other hotpot resources. The exhibition area integrates the upstream and downstream resources of the hotpot supply chain, reduce costs, and provides one-stop hotpot ingredients selection.

展品类别 / EXHIBIT CATEGORIES

火锅底料 | 调味料 | 肉禽蛋类 | 海鲜水产 | 菌菇类 | 蔬菜生鲜 | 冷冻速食 | 豆制品等

Hot-pot base | seasoning | meat & poultry & eggs | seafood | mushrooms | vegetables fresh | frozen fast food | bean products etc.

www.SYgle.com

食饮在线

食饮在线 (www.sygle.com) 是酒店餐饮行业的垂直 B2B 网站, 依托于 HOTELEX (国际酒店及餐饮业博览会) 展会和 FHC 上海环球食品展的优势资源。作为业内独创的“展网融合”专业 B2B 平台, 为采购商和供应商提供不受时空限制、线上线下完美结合的全天候服务, 是上海博华国际展览有限公司多元化 B2B 业务 (展会、网站、杂志、小程序、APP) 的重要组成部分。

SYgle (www.sygle.com) is a "Digital & Exhibition Integration" professional B2B platform for hospitality and catering, food and beverage verticals. Resting on the strong resource of the physical HOTELEX and its spin-off exhibitions, also adding up the premium resources of FHC Shanghai Global Food Trade Show. SYgle has become a crucial and effective platform to help buyers and suppliers create value online. And it is the important component of diversified B2B services (exhibition, website, magazine, wechat mini program, APP) from Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

网站相关数据

(统计时间 2020.1.1-2020.12.31)

6,217,310

浏览量
PV

2,572,644

访问人次
UV

5,000

诚信供应商
HONEST SUPPLIER

40,000

产品数据库
PRODUCT DATABASE



特色服务

CHARACTERISTIC SERVICE

食饮在线 (www.sygle.com) 携手 HOTELEX 酒店餐饮展及其系列展以及 FHC 环球食品展, 推出“线上供求配对服务”, 让买家和展商 365 天供求配对。

SYgle (www.sygle.com) associated with HOTELEX and its spin-off exhibitions, include FHC Shanghai Global Food Trade Show, launching “online match meeting” which let buyers and exhibitors generate supply and demand matching 365 days.

配对服务优势

PROS OF MATCH SERVICE

HOTELEX 酒店及餐饮系列展及 FHC 环球食品展
联动
5000+ 全品类酒店餐饮行业优质供应商
节约采购时间 / 降低采购成本
免费即享一对一专业客服服务

HOTELEX and its spin-off exhibitions, also adding up the premium resources of FHC Shanghai Global Food Trade Show, were held together. There are 5000 + high-quality suppliers in the catering industry of all kinds of hotels on site, which saves buyers' procurement time and reduces procurement costs. Buyers and exhibitors can immediately have free 1v1 professional customer service.

配对服务流程



采购通 EZBUY



依托 HOTELEX 酒店餐饮展及 FHC 环球食品展资源，汇聚国内高端食品饮料及原料设备的一站式线上采购平台。顺丰速运直达、一对一在线客服、365 天采购无忧。

■ 8 大品类

咖啡茶饮、生鲜食材、休闲食品、烘焙甜品、酒类饮品、厨房设备、桌面用品、配套综合

■ 50 万 + 买家

餐饮业提供全场景采购服务。餐馆、快餐店、小食店、外卖、酒店、咖啡馆、饮品店、甜品店、冰激凌店、烘焙店...

■ 营销活动

EDM\社群等投放、短视频制作及投放、直播带货或课程录播、参与平台线上月度活动、线下展会相关活动联动、各类定制化专题活动。

Relying on the resources of HOTELEX Hotel Catering Exhibition and FHC Shanghai Global Food Trade Show, it is a one-stop online purchasing platform for domestic high-end food, beverage and raw material equipment. SF express direct, one-to-one online customer service, 365 days purchase worry free.

8 categories

Coffee & tea, fresh raw material, leisure food, baked desserts, alcoholic beverage, kitchen equipment, tableware, other related products.

500000 + buyers

Catering industry provides full scene purchasing service. Visit, fast food restaurant, snack bar, takeout, hotel, coffee shop, drink shop, dessert shop, ice cream shop, bakery.

Marketing activities

Launching of email direct marketing, social community, short video, live-streaming and course recording. Participation in monthly online activities of the platform, linkage of offline exhibition related activities, and various customized special events.



数据报告 / DATA REPORT

600+

商家数
NUMBER OF BUSINESSES

42,711

累计访问人数
CUMULATIVE NUMBER OF VISITORS

6000+

产品数
NUMBER OF PRODUCTS

67,129

总访问人数
TOTAL VISITORS

SYGLE COMMUNITY

采购通社群

依托 HOTELEX (国际酒店及餐饮业博览会) 展会及 FHC 上海环球食品展 500,000+ 专业供应商的资源, 同时汇聚全球买家, 为供应商和采购商提供 365 天 “线上线下供求配对服务”。

在精细化运营大数据支撑的前提下, 通过一次次运营活动不断精细化分层、洗群, 针对不同的群特性进行营销, 提高转化率深挖客户价值, 做到精准分层营销, 解决复购转化难题, 助力企业实现营收增长!

通过已有社群: 咖啡茶饮、厨房设备、餐饮配套、综合、酒店、酒类饮品、烘焙甜品、咖啡冲煮比赛、咖啡拉花比赛、生鲜食材等 10 个版块, 充分利用展会现场、比赛活动、论坛、直播、配对会等多个渠道邀请供应商和采购商加入不同社群。

利用以上成熟、多渠道的引流拓客形式, 极大限度保存 3 万 + 社群用户协助群裂变, 定向邀约 B 端、P 端和 C 端采购商做到精准配对, 大大提高成单效率。同时也帮助供应商整合资源, 推动产品创新。

The social community associated with HOTELEX and its spin-off exhibitions, include FHC Shanghai Global Food Trade Show, launching “online/offline match meeting” which let buyers and exhibitors generate supply and demand matching 365 days.

Under the premise of refined operation and big data support, the community continuously refines layering and recombine the group through marketing activities one after another, marketing activities are based on different community characteristics, increasing the conversion rate, digging into customer value, and achieving precise layered marketing, solve the problem of repurchase conversion and help companies achieve revenue growth!

Using the above mature and multi-channel drainage methods, the community has greatly saved 30000 + community users to assist the group fission, and invited B-end, P-end and C-end purchasers, so as to achieve accurate matching and greatly improve the transaction efficiency. At the same time, it also helps suppliers integrate industry resources and promote product innovation.



扫码添加
您的专属客服

覆盖全产业链的专业媒体

PROFESSIONAL MEDIA COVERING THE WHOLE INDUSTRY CHAIN

HOTELEX 多年来与上百家 B 端专业媒体建立合作关系，涵盖餐饮、咖啡、潮饮、烘焙等众多细分领域，点面结合拓宽宣传维度，精准触达各细分市场的目标群体。

Over the years, HOTELEX has established partnerships with hundreds of b-side professional media, covering many segments such as catering, coffee, tea, baking and so on. The combination of point and aspect expands the publicity dimension and accurately reaches the target group of each market segment.



部分合作媒体列举 (排名不分先后)

MEDIA PARTNER SHOWCASE (In no particular order)



自主构建的新媒体矩阵 (排名不分先后)

INDEPENDENTLY CONSTRUCTED NEW MEDIA MATRIX (In no particular order)

HOTELEX 顺应市场发展, 着重构建自有新媒体矩阵, 覆盖 20 多个互联网平台, 40 多个新媒体号, 总粉丝量达 80W+, 涵盖了微信、抖音、视频号、微博、小红书、头条号等热门平台。

In response to market development, HOTELEX focuses on building its own new media matrix, covering more than 20 Internet platforms and more than 40 new media accounts, with a total fan base of more than 80W, covering popular platforms such as wechat, Douyin, video accounts, Weibo, Xiaohongshu and Toutiao.com.



展会官方订阅号

Official Wechat Account:
HOTELEX 上海酒店及餐饮展
粉丝 Followers : 33W+



展会饮品细分公众号

Beverage sector in Official Wechat Account:
食尚潮饮
粉丝 Followers : 4W+



展会官方抖音号

Official TikTok Account:
HOTELEX 上海酒店及餐饮展
粉丝 Followers : 7W+



HOTELEX 国际咖啡美食文化节官方抖音号

Official TikTok account of SHANGHAI COFFEE
& FOODIE FESTIVAL
HOTELEX 上海酒店及餐饮展
粉丝 Followers : 7.7W

线下渠道 OFFLINE CHANNEL

每年 HOTELEX 均会投入大量资金进行线下广告渠道的投放，30 周年 HOTELEX 的主形象广告投放遍布上海地铁站厅站台、虹桥火车站、各大商务楼宇、商场等线下高流量场所，更创新结合展商进行联合投放露出，广受关注。

Every year, HOTELEX invests a lot of money in offline advertising channels. The 30th anniversary of HOTELEX' s main image advertisements are placed in Shanghai subway station hall platforms, Hongqiao Railway Station, major commercial buildings, shopping malls and other offline high-traffic places. Our innovative combination of exhibitors for joint launch exposure these advertisements has attracted wide attention.



线上渠道 ONLINE CHANNE

HOTELEX 充分利用百度、腾讯、360、今日头条、抖音、网易、微博、花生地铁、大都会、12306、高德地图等各大平台的优势资源，对目标观众进行针对性投放，共获得——

- 曝光量 132,053,416 次
- 点击量 2,014,542 次

HOTELEX makes full use of the advantages of Baidu, Tencent, 360, Toutiao, Douyin, Netease, Weibo, Peanut Metro, Metropolis, 12306, AMaps and other major platforms to target audiences and gain total—

- Exposure 132,053,416 times
- It has been viewed 2,014,542 times

网易
NETEASE

头条

抖音

微博

高德地图

12306

花生地铁

METRO

360搜索

百度

Tencent 腾讯

The 31st Shanghai International
Hospitality Equipment & Foodservice Expo

第三十一届上海国际酒店 及餐饮业博览会

2022年10月14日 - 10月17日

上海浦西·虹桥 @ 国家会展中心

National Exhibition And Convention Center (Shanghai)

一层展厅 (0米层)

NH 北大厅

HOTELEX 咖啡美食文化节 | HOTELEX 美酒美食文化节 | 桌面用品
HOTELEX COFFEE & FOOD FESTIVAL | HOTELEX WINE, SPIRITS & FOOD FESTIVAL
TABLEWARE

1.1H, 2.1H, 7.1H, 8.1H

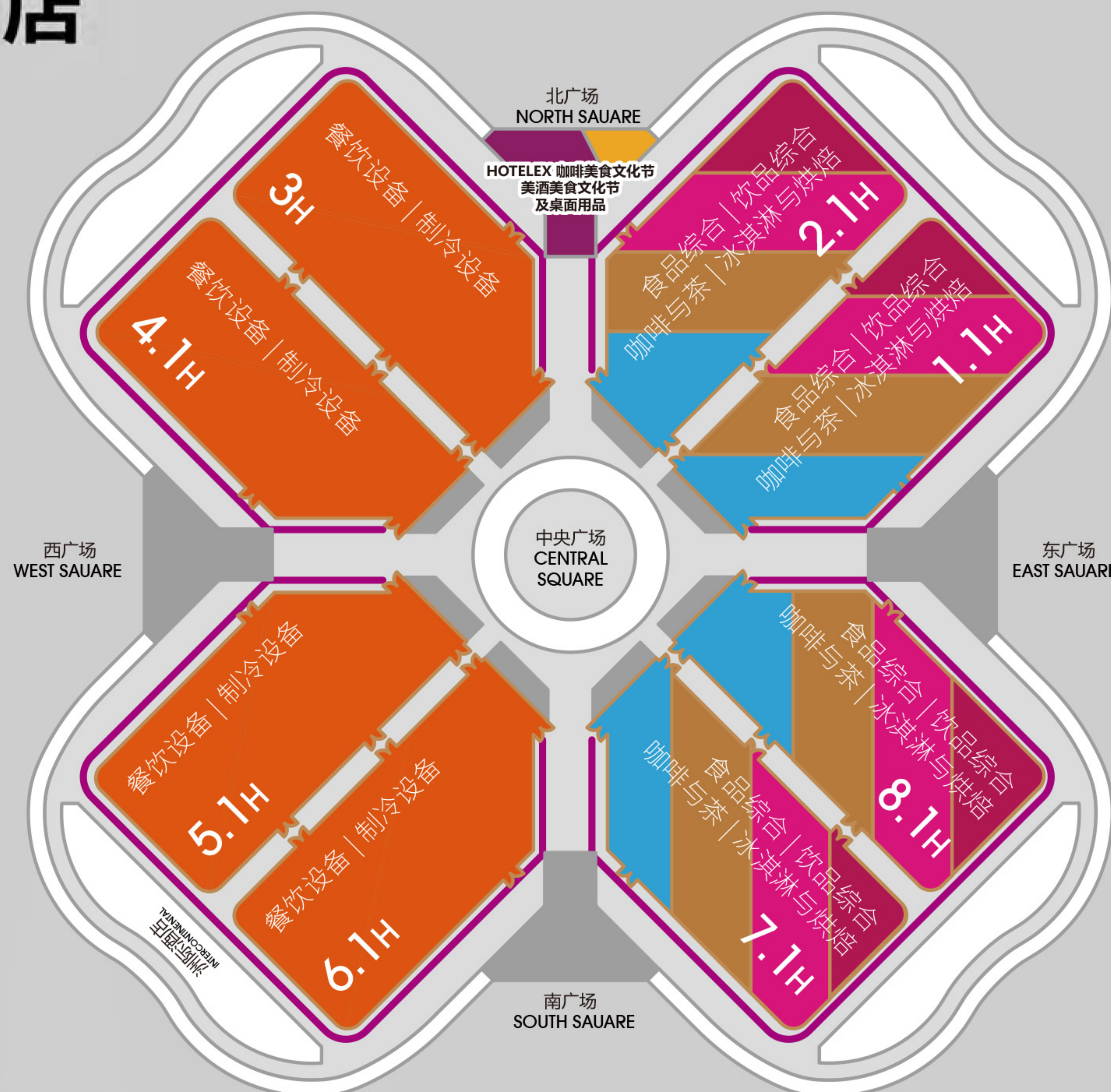
食品综合 | 饮品综合 | 咖啡与茶 | 冰淇淋与烘焙

FINEFOOD | BEVERAGE | COFFEE & TEA | ICE CREAM AND BAKERY

3H, 4.1H, 5.1H, 6.1H

餐饮设备 | 制冷设备 | 桌面用品

CATERING EQUIPMENT | REFRIGERATION | TABLEWARE



上海国际酒店 及餐饮业博览会系列展

以HOTELEX上海母展为品牌依托，
辐射全国，精耕酒店餐饮行业各领域！

7-9 Sept, 2022
CHENGDU | 成都展
2022.9.7-9

14-17 Oct, 2022
SHANGHAI | 上海展
2022.10.14-17

14-16 Dec, 2022
SHENZHEN | 深圳展
2022.12.14-16

8-10 Nov, 2022
SHANGHAI | FHC 环球食品展
2022.11.8-10

8-10 NOV, 2022
SHANGHAI | Prowine葡萄酒展
2022.11.8-10



未完待续~ to be continued~



指导单位：上海市文化和旅游局 / Guidance Unit: Shanghai Municipal Administration of Culture and Tourism
主办单位：中国旅游饭店业协会、上海博华国际展览有限公司
Organizer: China Tourist Hotels Association, CTHA / Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
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www.hotelex.cn / www.sygle.com