



# **The 31<sup>st</sup> HOTELEX SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO**

**Prospering Your Hospitality & Foodservice Business**



**14-17 Oct 2022**

**Venue: National Exhibition and  
Convention Center (Shanghai)**

Catering Equipment / Tableware / Catering Accessory /  
Coffee & Tea / Wine & Spirits / Beverage / Ice Cream / Bakery

# OVERVIEW



## Embracing Hospitality Equipment & Foodservice Industry Wittingly, Targeting Local Customers At HOTELEX Timely!

Real test is existing in different industries all along the pandemic, but hospitality & foodservice demand is booming, especially in Chinese market.

The last edition of HOTELEX Shanghai was a remarkable work which attracted 211,962 professional visitors in 2021, up 33% from 2019. A total of 2,717 foreign visitors from 103 countries and regions attended the show. We witnessed 2,875 exhibitors, an increase of 12% brands and negotiating with local buyers during the lifeful four days in Shanghai.

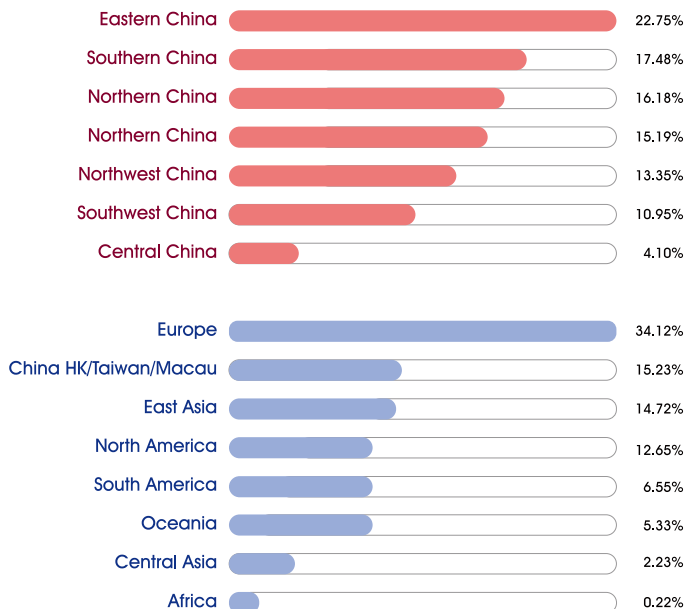
A consumption boom is emerging right now to the coming 2022, the year of HOTELEX's 31st edition. Twelve upgrade sectors will broaden your eyes and mind on the vigorous hospitality equipment & foodservice industries. International competitions on coffee, bread, cuisine, pizza, gelato will add brilliance to HOTELEX's present splendor. Business leaders will deliver industry know-how and best practices to peers through a number of HOTELEX's forums. Do not miss the HOTELEX Shanghai in 2022!



## PART OF EXHIBITORS



## BRANDS DISTRIBUTION





## COFFEE COMPETITIONS

- China Barista Championship
- China Latte Art Championship
- China Brewers Cup
- China Coffee Roasting Championship
- China Cup Tasters Championship
- China Coffee in Good Spirits Championship

## OTHER COMPETITIONS

- Shanghai Pizza Master Competition
- HOTELEX "The Rising Star" Chef Competition
- World Bread Contest China Selection
- China Gelato Championship
- China Master Bartender Competition
- CLW Patisserie Elite Competition
- Shanghai Fashion Drinks Competition

## Leading Forums

- CHINA HOTEL INDUSTRY DEVELOPMENT FORUM
- SHANGHAI INTERNATIONAL COFFEE INDUSTRY FORUM
- CHINA CATERING CONFERENCE
- SMART COMMERCIAL KITCHEN SUMMIT



BE A SPONSOR! Contact Mr. Alex Ni  
[alex.ni@imsinoexpo.com](mailto:alex.ni@imsinoexpo.com)

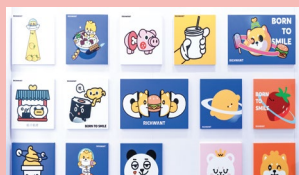




## Shanghai International Wine & Spirits Culture Festival



## Shanghai Coffee & Food Festival



## Catering Design of Designer (CDOD)



# Others

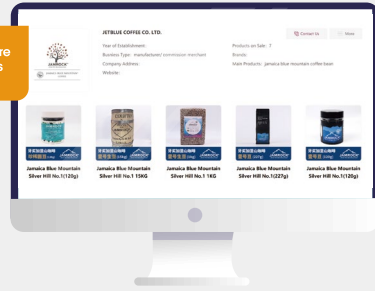
- Franchise Exhibition Area
- Catering Packaging Exhibition Area
- Central Kitchen Boutique Exhibition Area
- Original Brand Manufacture Exhibition Area



# SYgle.com

SYgle is a B2B trade platform for hospitality and catering, food and beverage verticals. For attracting more buyers, suppliers can create SYgle store(CN&EN) to showcase their products and company profile. SYgle has become a crucial and effective platform to help you create value online.

Exclusive SYgle Store  
CN/EN for 365 days



**Dedicated Customer Service:**  
1V1 professional customer service to provide instant, efficient internet solutions and connect buyers with SYgle customers.



**Online Matchmaking Service:**  
Customized matchmaking webinar for national groups or individual suppliers.



Fresh Food

Coffee & Tea

Alcoholic Drinks

Kitchen Supplies

Leisure Food

Bakery & Dessert

Catering Equipment

Tableware

## EZbuy

As a Wechat mini program, EZbuy is an online one-stop sourcing platform for Food, Beverage and Hospitality Equipment industries. VIP users can have a EZbuy shop and showcase all products in Wechat. Now it has become the most trendy and efficient option to reach potential buyers.

## Others



Online Business  
Match Meeting



Customized  
E-invitation



EDM & Wechat  
Promotion



Online Show  
Catalogue

# EXHIBITION CATEGORIES



CATERING EQUIPMENT  
AND SUPPLIES



TABLEWARE



CATERING INGREDIENTS



FOOD



BEVERAGE



COFFEE & TEA



ICE CREAM EQUIPMENT  
AND MATERIALS



BAKING EQUIPMENT  
AND RAW MATERIALS



ALCOHOLIC DRINKS



FOOD & CATERING  
PACKAGING

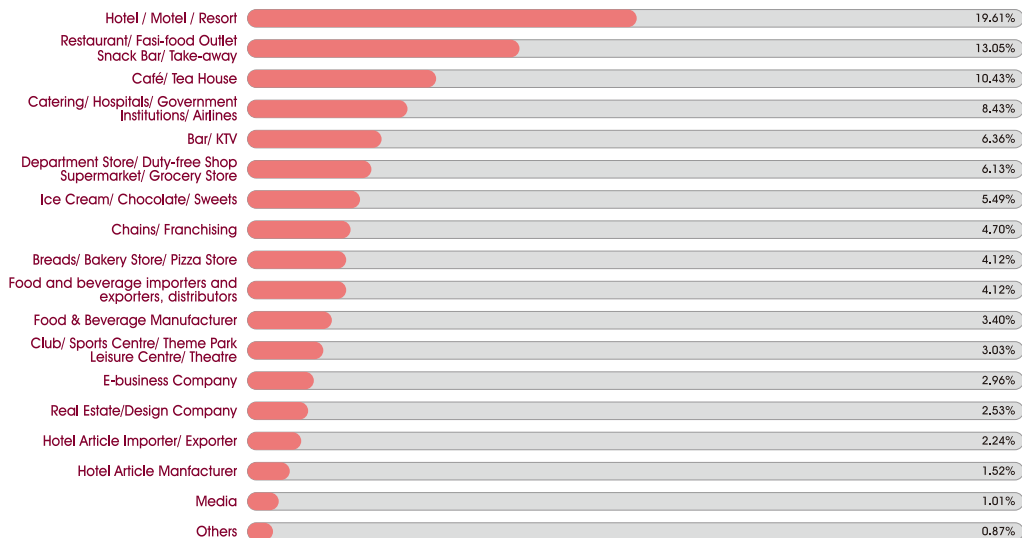


CATERING DESIGN  
AND ACCESSORY



FRANCHISEES

## Visitor Profile

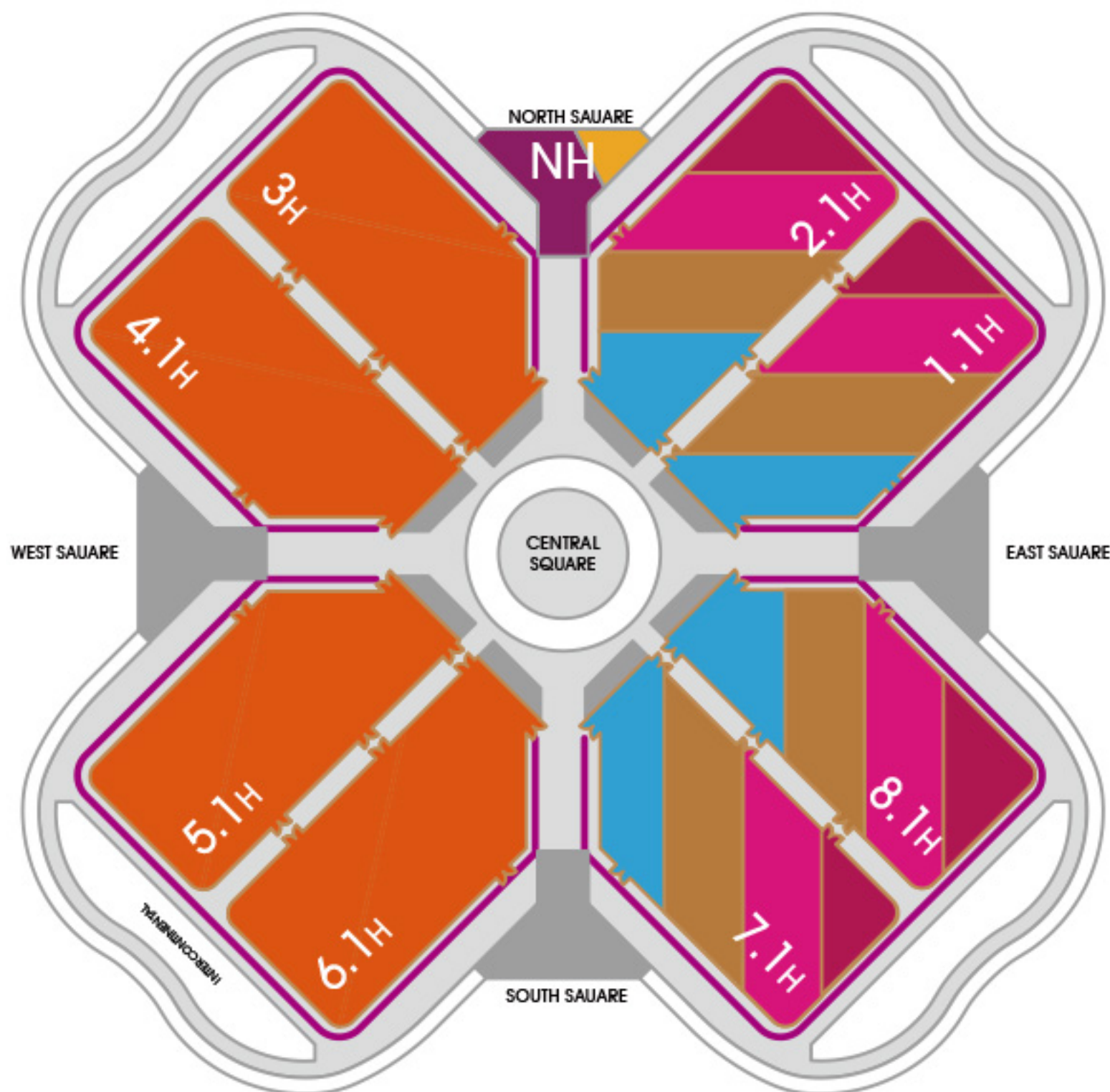




# The 31<sup>th</sup> SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO

14-17 OCT. 2022

VENUE: NATIONAL EXHIBITION AND CONVENTION CENTER(SHANGHAI)



1F

NH

HOTELEX COFFEE & FOOD FESTIVAL  
HOTELEX WINE, SPIRITS & FOOD FESTIVAL  
TABLEWARE

1.1H, 2.1H, 7.1H, 8.1H

FINEFOOD | BEVERAGE  
COFFEE & TEA  
ICE CREAM AND BAKERY

3H, 4.1H, 5.1H, 6.1H

CATERING EQUIPMENT  
REFRIGERATION

ORGANIZER: SHANGHAI SINOEXPO INFORMA MARKETS INTERNATIONAL EXHIBITION CO., LTD  
ADDRESS: 8/F, URBAN DEVELOPMENT INTERNATIONAL TOWER, NO.355, HONG QIAO ROAD,  
SHANGHAI, 200030, CHINA

TEL: 021 – 3339 2242  
EMAIL: ALEX.NI@IMSINOEXPO.COM  
WWW.HOTELEX.CN/EN/SHANGHAI



@HOTELEX