



TOURISM PLUS  
SHANGHAI  
上海旅游产业博览会

HOTELEX  
Shanghai  
上海酒店及餐饮业博览会

上海旅游产业博览会  
第三十二届上海国际酒店  
及餐饮业博览会

# HOTELEX

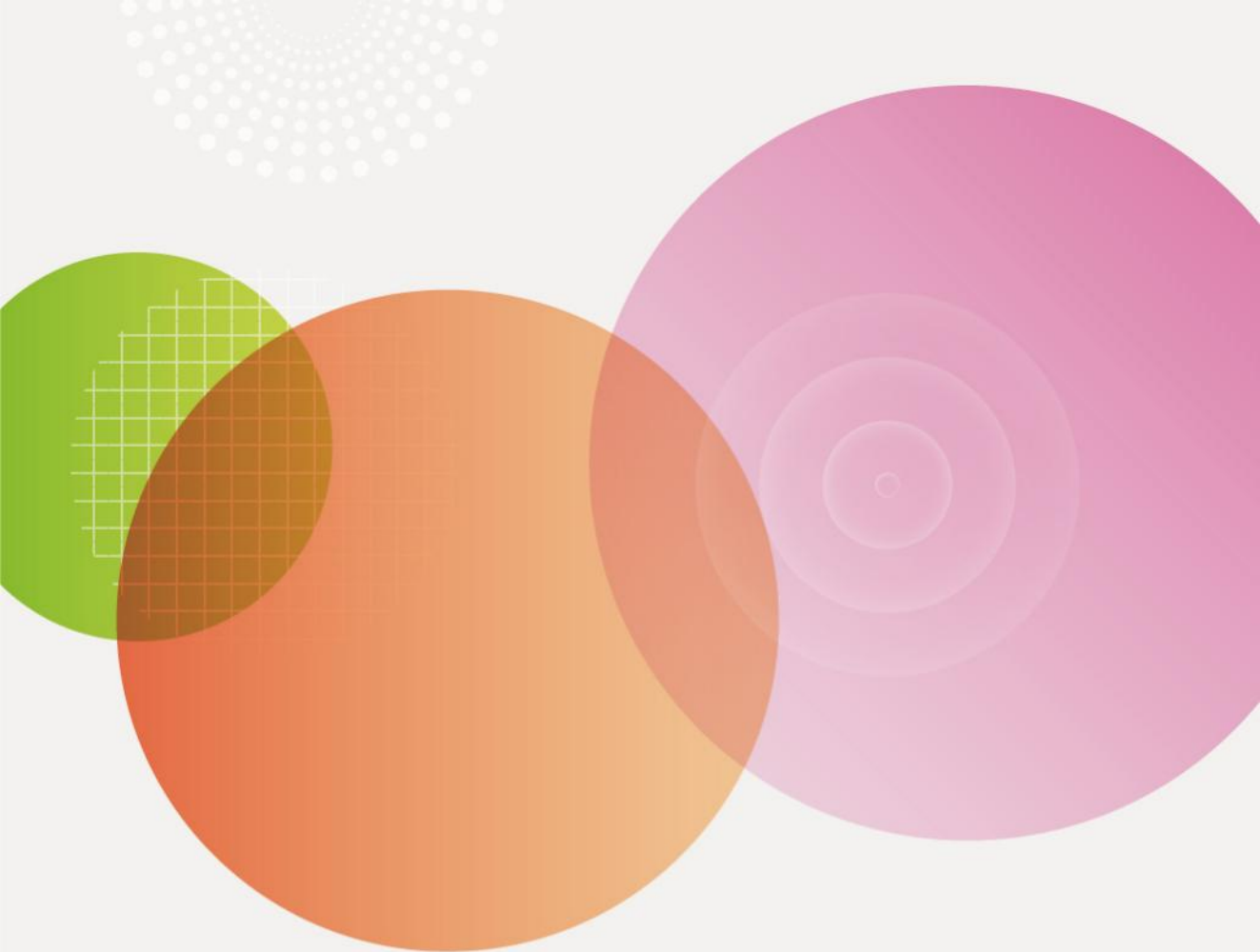
The 32<sup>nd</sup> Shanghai International Hospitality Equipment  
& Foodservice Expo

**2024.**  
**3.27-3.30**

浦西·虹桥  
@ 国家会展中心

[www.hotelex.cn](http://www.hotelex.cn) | [www.sygle.com](http://www.sygle.com)





# HOTELEX 2024

第三十二届上海国际酒店及餐饮业博览会

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

食 饮 无 界   播 种 未 来

TOURISM PLUS  
SHANGHAI  
上海旅游产业博览会

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Shanghai  
上海酒店及餐饮业博览会

# 主办寄语

## 中国旅游饭店业协会

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2023HOTELEX 上海展圆满落幕，在 4 天的展期里，展会现场人山人海，摩肩接踵，为国内消费强势复苏再添新注脚。

本届展会以“食饮无界，播种未来”为主题，立足上海，辐射全国，走向国际。历经 30 多年沉淀，展会的平台优势、专业优势和服务优势正在不断释放，持续反哺市场。在这个高光的平台上，不仅为参展商和专业观众带来无数沉甸甸的订单，更启发了行业视野，明晰了行业风向。

作为 HOTELEX 上海国际酒店及餐饮业博览会主办单位之一，未来，中国旅游饭店业协会将继续携手上海博华国际展览有限公司，持续打造、优化 HOTELEX 展会这一优质商贸配对平台，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，持续推动国内旅游、酒店、餐饮行业的变革升级，为行业带来更多的服务和发展新机遇而不断努力。



# Message From the Organizer

## China Tourism Hotel Association

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HOTELEX Shanghai 2023 came to a successful end. In the four-day exhibition period, the exhibition site was crowded, rubbing shoulders, adding new notes to the strong recovery of domestic consumption.

With the theme of "Boundless food and drink, sowing the future", this exhibition is based in Shanghai, radiating the whole country and going international. As one of the organizers of HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo, in the future, China Tourism Hotel Association will continue to work with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. to continue to build and optimize HOTELEX exhibition as a high-quality business matching platform, export high-quality exhibitions, look at the world, and constantly innovate and upgrade management and services. Build a professional and equal exchange platform for buyers and exhibitors, continue to promote the transformation and upgrading of domestic tourism, hotel and catering industries, and continue to work hard to bring more services and new opportunities for the development of the industry.



# 主办寄语

## 上海博华国际展览有限公司

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2023 Hotelex 上海酒店及餐饮业博览会已圆满落幕，在 4 天的时间里，我们目睹了众多酒店及餐饮业的领军企业、创新产品和专业观众的热情参与。通过各类展示、论坛和赛事活动，行业内的专业知识、最新趋势和创新思维得以分享和碰撞，为业界带来了宝贵的启示和机遇。作为主办方，上海博华国际展览有限公司非常荣幸能够承办这一盛会，为行业内的各方提供一个宝贵的交流平台。

上海博华国际展览有限公司深耕展览行业近 30 年，一直致力于打造高品质、多元化、国际级的展示平台。为了打造一个囊括酒店及餐饮全产业链的展示和交流平台，我们今年依旧采用全馆规模，展示总面积达 40 万平方米，吸引 3,000 家展商，从厨房设备、食品与食材、桌面用品、咖啡与茶、饮品综合、烘焙与冰淇淋到包装与设计等 12 板块供应端企业全展示，同时吸引了 245,202 位来自 119 个国家和地区的海内外专业观众，为酒店及餐饮企业搭建起了一个连接海内外市场的桥梁，这里的每一次交流、每一次合作都在推动着行业的发展和进步。

我们一直致力于提供优质的展览服务，我们将继续不懈努力，不断提升展览质量和专业水平。未来，我们将继续秉持着开放、创新和合作的理念，为行业内的各方搭建更多交流的机会，促进合作与共赢。

再次感谢您的支持与参与！期待与您在未来的展览中再次相聚！

# Message From The Organizer

## Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

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HOTELEX Shanghai 2023 has come to a successful conclusion. In 4 days, we witnessed the enthusiastic participation of many leading companies, innovative products and professional visitors in the hotel and catering industry.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. has been deeply engaged in the exhibition industry for nearly 30 years, and has been committed to creating high-quality, diversified and international exhibition platform. In order to create an exhibition and exchange platform covering the whole industry chain of hotel and catering, we continue to adopt the scale of the museum this year, with a total exhibition area of 400,000 square meters, attracting 3,000 exhibitors, from kitchen equipment, food and ingredients, desktop products, coffee and tea, beverage synthesis, baking and ice cream to packaging and design and other 12 sectors of the supply side enterprises. At the same time, it has attracted 245,202 professional visitors from 119 countries and regions at home and abroad, which has built a bridge connecting the domestic and overseas markets for hotel and catering enterprises. Every exchange and cooperation here is promoting the development and progress of the industry.



# Exhibition Overview

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展会概况



第三十一届上海国际酒店及餐饮博览会 (HOTELEX Shanghai) 于 2023 年 5 月 29 日 -6 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指导的 HOTELEX 上海国际酒店及餐饮业博览会作为“十四五”期间重点打造的三大名片性活动之一——上海旅游产业博览会的重要组成部分, 2024 年将在国家会展中心 (上海浦西·虹桥) 举办。展会规模将达到 40 万平方米, 吸引了超过 24 万位来自酒店餐饮、商超零售、休闲餐饮、食品饮料贸易、餐饮投资、旅游休闲等渠道的专业观众到场参观和进行商贸交流; 展商数量超过 3000 家。展品将更加全面的涵盖酒店与餐饮产业供应链各环节, 努力为全球餐企创造一个更为开放和高效的交流平台。

The scale of the 31<sup>st</sup> HOTELEX Shanghai reached 400,000 square meters, attracting 245,202 professional visitors from hotel catering, supermarket retail, leisure catering, food and beverage trade, catering investment, tourism and leisure channels to visit and conduct business exchanges.

The number of exhibitors exceeded 3,000. The exhibits will more comprehensively cover all aspects of the hotel and catering industry supply chain, and strive to create a more open and efficient communication platform for global catering enterprises.



## VISITORS

245,202

名专业观众

## EVENTS

52

场专业活动

## EXHIBITORS

## SQM EXHIBITION AREA

400,000

平方米展出面积

3,106

家优质展商

# VISITOR

# 观众分析

# ANALYSIS

○ 专业观众数量比对

○ 专业观众行业分布

○ 专业观众区域分布

○ 专业观众参观目的







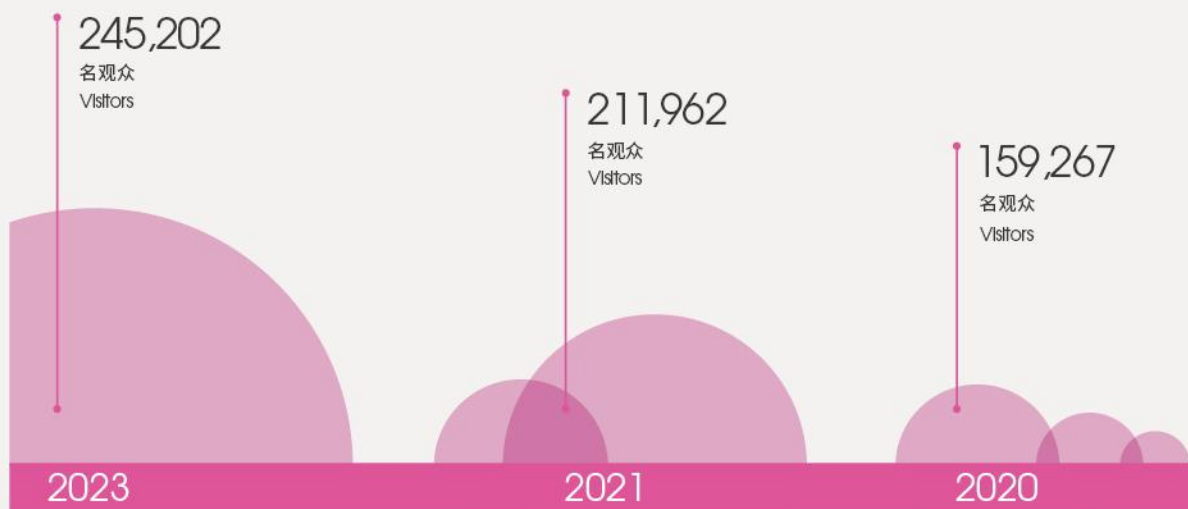
- Comparison on the number of professional visitors
- Regional distribution of professional visitors

- Industry distribution of professional visitors
- Analysis on the purpose of visiting



# 专业观众数量比对

Comparison on the Number of Professional Visitors



随着文旅酒店及餐饮消费行业的强力复苏，本届展会现场人潮涌动、川流不息，共计吸引超 245,202 位海内外专业观众的参观和商贸洽谈。观众人数持续攀升，首次突破 24 万大关，较上届增长 15.6%，其中有 6,055 名来自 119 个国家和地区的海外观众。

With the strong recovery of the cultural tourism hotel and catering industry, the exhibition site surged and flowed, attracting a total of more than 245,202 professional visitors at home and abroad to visit and negotiate business. The number of visitors continued to climb, breaking the 240,000 mark for the first time, an increase of 15.6% over the previous session, including 6,055 overseas visitors from 119 countries and regions.



# 专业观众行业分布

## Industry Distribution of Professional Visitors

近 80% 的观众来自以“餐饮店”、“酒店 / 民宿”和“咖啡馆 / 茶饮店”为代表的酒店和餐饮终端渠道。此外，来自于商超零售、电商和进出口商的观众数量也在逐年攀升。

Nearly 80% of the audience came from the hotel and catering terminal channels represented by "food and beverage outlets", "hotels/homestays" and "cafes/tea shops". In addition, the number of visitors from supermarkets, e-commerce and Importers and exporters is also rising year by year.



# 专业观众区域分布

## Comparison of Professional Visitors

### 国内观众来源 TOP10

TOP10 domestic visitor sources



### 国际观众来源 TOP10

TOP10 international visitor sources





# 专业观众参观目的

## Analysis on the Purpose of Visiting

来自全国乃至世界的专业观众齐聚展会现场，收集市场信息、巩固与供应商伙伴的关系、并寻找新产品。在 2023 HOTELEX 上海展期间，观众们下订单、寻交流，更寻回行业信心，展会受到了专业观众一致好评。

Professional visitors from all over the country and even the world gather at the exhibition site to collect market information, consolidate relationships with supplier partners, and find new products. During the 2023 HOTELEX Shanghai, the audience placed orders, sought communication, and found the confidence of the industry, and the exhibition was well received by the professional audience.



# 展商分析

# EXHIBITOR ANALYSIS

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展品区域分布

Distribution of exhibits



展商区域分布

Regional distribution of exhibitors



展商寄语

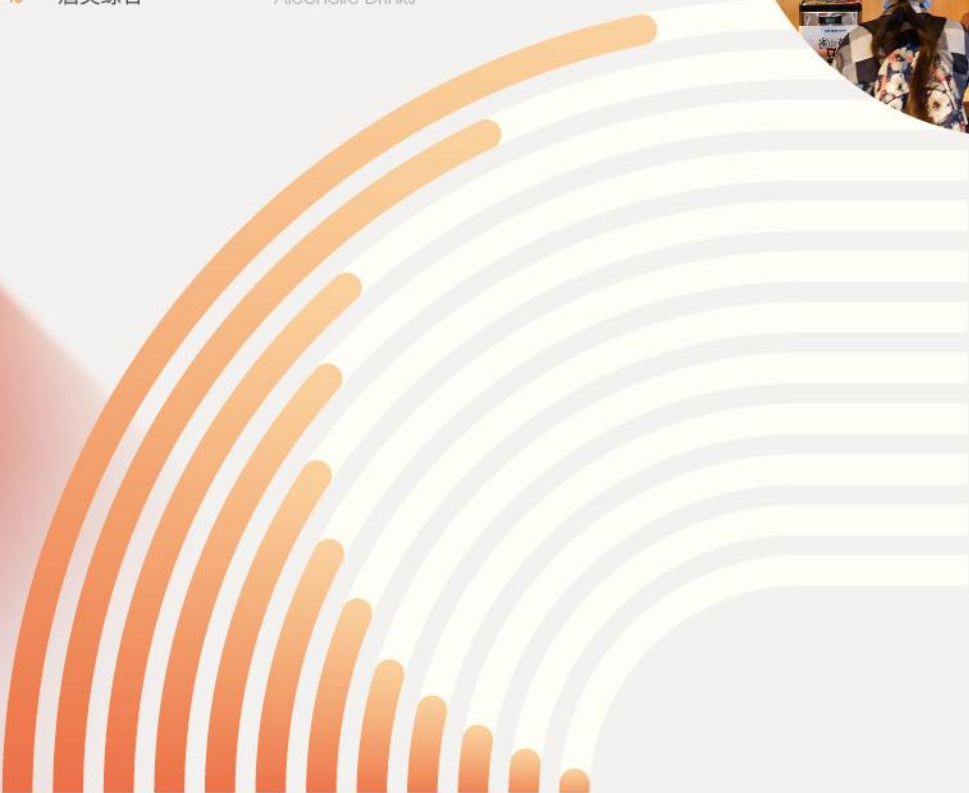
Exhibitors message



# 展品区域分布

## Distribution of Exhibits

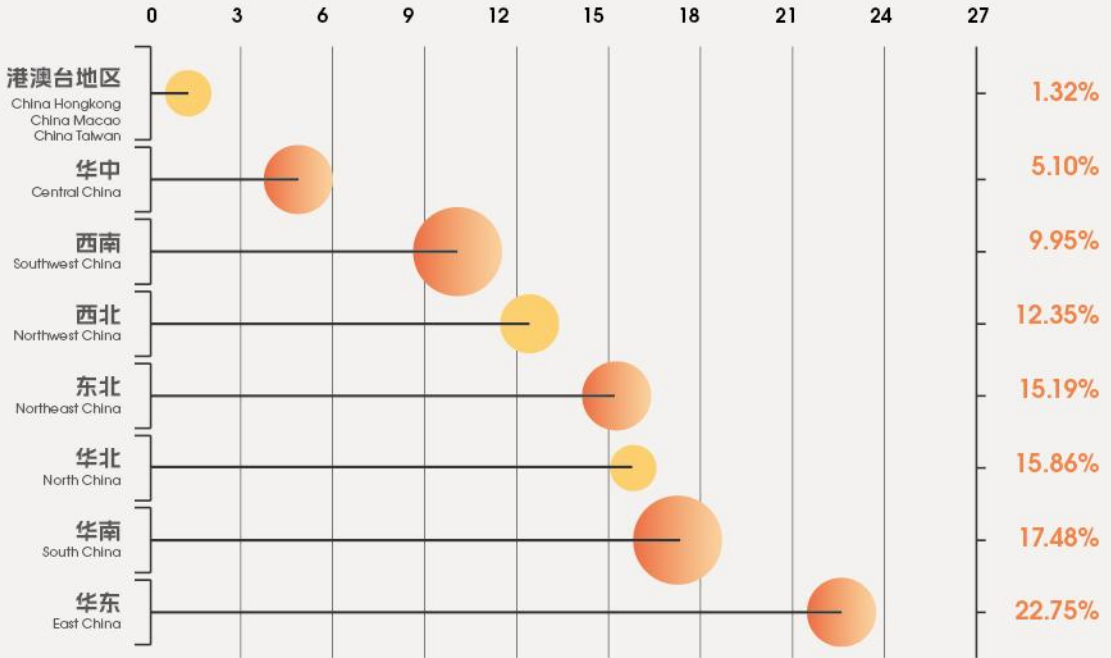
28.07%	厨房设备与用品	Catering Equipment and Supplies
20.14%	咖啡与茶	Coffee & Tea
19.90%	饮品综合	Beverage
9.07%	食品综合	Food
6.29%	桌面用品	Tableware
4.80%	餐饮食材	Catering Ingredients
4.03%	食品餐饮包装	Food & Catering Packaging
2.50%	烘焙设备及原物料	Baking Equipment and Raw Materials
2.04%	餐饮设计及配套	Catering Design and Accessory
1.73%	冰淇淋设备及物料	Ice Cream Equipment and Materials
1.26%	连锁加盟及餐饮投资	Franchisees and Catering Investment
0.17%	酒类综合	Alcoholic Drinks





# 展商区域分布

## Regional Distribution of Exhibitors



HOTELEX 展会现场呈现的展品来自全球 119 个国家和地区，国内集中在华东、华南、华北和东北区域，其他国家和地区产品主要来自欧洲、中国香港、中国台北、中国澳门和东亚、北美地区。

The exhibitors presented at the HOTELEX exhibition are from 119 countries and regions around the world, with domestic concentration in East China, South China, North China, and Northeast China. Products from other countries and regions mainly come from Europe, Hong Kong, Taipei, Macau, East Asia, and North America.



非洲  
Africa



中亚  
Central Asia



大洋洲  
Oceania



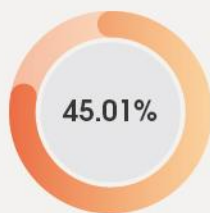
南美  
South America



北美  
North America



东亚  
Eastern Asia



欧洲  
Europe





# Exhibitor Messages

## 展商寄语

第一次参展 Hotelex, 规模盛大却秩序井然, 尤其是在迷你酒剧场和现场观众互动, 别开生面的体验。我们葡萄酒的品牌叫财神, 在我们看来, 财富, 是天地合一的积累, 也是无问西东的分享, 正如 Hotelex, 在三十多年的不断耕耘下, 吸引到来自一百多个国家的展商, 在这个平台上分享自己的优秀产品。衷心祝愿 Hotelex 百尺竿头更进一步, 来年再创新辉煌!

—— 吴晓蕾

上海囍怡进出口有限公司 / Choy 品牌创始人

大上海, 立于中国商业之巅, 乃中国展会之至高点。包装行业在博华展会的引领下, 日新月异, 强者恒强。世界需要灯塔, 灯塔照亮蓝海, 视觉冲击, 节能环保, 助中国美食成为一道道亮丽的风景线

—— 吴总

中国酒店用品协会餐饮包装专业委员会 / 暨众山联合展厅 总经理

自 2016 年我们开始参展 Hotelex, 此后的每一届都有参展。对于双盈来说, Hotelex 展会是一个很好的平台, 在餐饮和调味品行业之间架起了沟通的桥梁, 一方面我们可以和同行交流互相学习, 另一方面也加强了我们的餐饮行业的联系。双方达到有来有往的沟通, 才能让整个行业良性地运转下去。衷心祝愿 Hotelex 可以越办越好, 越办越精彩。

—— 陆晓青

上海双盈食品有限公司 / 销售总监 总经理特别助理

作为中餐标准化创始公司, 我们很高兴继续参加 HOTELEX, 蒸烩煮专注预制菜 25 年, 这次展会上我们展示了速冻成品菜、套餐盒饭、航空餐、自助餐、常温成品菜、餐饮连锁店定制、冷藏鲜食供应等产品, 收获到了市场、客户的高度认可。感谢博华提供具有专业性的展会平台, 非常期待今后的合作, 愿 HOTELEX 越做越好!

—— 熊涛

蒸烩煮国际食品集团 / 销售副总经理

首先非常感谢 HOTELEX 多年来提供的展会交流平台, HOTELEX 作为我们行业规模最大, 影响力最强, 水平最高的博览会之一, 一直为我们业内人士提供一站式采购和信息交流的平台。这次我们不仅从产品到应用, 全方位、多层次充分展示出了产品品牌和团队品牌的形象, 也结识了更多的合作客户, 还与同行一同探讨产品流行新资讯, 行业发展新动向。此次展会精彩纷呈, 接下来我们将不断努力, 与时俱进, 致力于为行业内带来更好的产品, 提供更多的解决方案。我们今后也将继续与 HOTELEX 携手并进、共创辉煌!!!

最后, 祝 HOTELEX 越办越好, 越办越出色!!!

—— 赵艳丽

商丘市饮之健生物科技有限公司 / 总经理

First-time participating in Hotelex, the event is grand yet well-organized, especially the unique experience of the mini wine theater and interactive audience engagement. Our wine brand is called (Cal Shen), in our view, wealth is the accumulation of unity between heaven and earth, and it's also the sharing without boundaries. Just like Hotelex, after over three decades of continuous efforts, it has attracted exhibitors from over a hundred countries to share their outstanding products on this platform. We sincerely wish Hotelex continuous progress and even greater success in the future, creating new brilliance next year!

— **Wu Xiaolei**

Shanghai ChuoYi Import and Export Co., Ltd. /  
GM China

In the heart of China's commerce stands the magnificent Shanghai, the pinnacle of Chinese exhibitions. Guided by B-H exhibitions, the packaging industry consistently rises to greater heights, where strength begets strength. The world needs a lighthouse, illuminating uncharted waters with visual impact, energy efficiency, and environmental consciousness, contributing to China's culinary excellence becoming a dazzling spectacle.

— **General Manager Wu**

Shanghai Hotel Supplies Association  
Catering Packaging Committee –  
Zhongshan Joint Exhibition Hall



As a founding company in Chinese cuisine standardization, we are delighted to continue participating in HOTELEX. With 25 years of focus on steam-cooked dishes, we showcased a wide range of products at this exhibition, including frozen ready-to-eat meals, combo box lunches, airline meals, buffet items, ambient temperature dishes, customized solutions for restaurant chains, and refrigerated fresh food supplies. We have received high recognition from the market and our customers. We extend our gratitude to B-H for providing such a professional exhibition platform. We look forward to future collaborations and hope HOTELEX continues to thrive!

— **Xiong Tao**

ZHENG HUIZHU (INTERNATIONAL) FOOD GROUP /  
VP of Sales

First and foremost, we would like to express our heartfelt gratitude to HOTELEX for providing us with a platform for exhibition and exchange over the years. As one of the largest, most influential, and highest-level expos in our industry, HOTELEX has consistently offered us professionals a comprehensive platform for procurement and information exchange. This time, we not only showcased our product and team brand image comprehensively and multi-dimensionally from products to applications but also connected with more potential partners. We also had the opportunity to discuss the latest trends and industry developments with our peers. The exhibition was spectacular, and moving forward, we will continue to strive for excellence, keep up with the times, and focus on delivering better products and more solutions to the industry. We are committed to advancing hand in hand with HOTELEX and creating a brilliant future together!!! In conclusion, we wish HOTELEX continuous success and even greater excellence in the future!!!

— **Zhao Yanli**

Shangqilu Yinzhijian Biotechnology Co., Ltd. /  
GM

We started exhibiting at Hotelex in 2016 and have been exhibiting at every session since. For Shuangying, Hotelex exhibition is a good platform to build a bridge of communication between the catering and condiment industry, on the one hand, we can exchange and learn from each other, on the other hand, also strengthen our contact with the catering industry. The two sides to achieve the exchange of comings and goings, in order to allow the whole industry to operate benign. Sincerely wish Hotelex can do better and more wonderful.

— **Lu Xiaoqing**

Shanghai Shuangying Foods Co., Ltd. /  
Director of Sales



本届 HOTELEX 展会整体效果不错，是上海博华公司精心准备、广大展商和消费者积极参与的共同成果。CARPIGANI 卡比詹尼于 1946 年在意大利成立，是全球高端冰淇淋设备制造商。CARPIGANI 坚定看好中国消费市场，多年来一直积极参与 HOTELEX 展会，为中国消费市场带来美味的意大利美食！随着中国消费品市场越来越好，相信会有更多人爱上甜蜜的美食，期待上海博华把 HOTELEX 打造得更好！

—— 许立宁

卡比詹尼(中山)机械制造有限公司 / 中国区总经理

对我们而言，HOTELEX 是最重要的展会。通过此次展会，我们可以与许多客户、合作伙伴面对面交流，并能从中洞察行业发展趋势。非常感谢，我们在 HOTELEX 2024 年再见！

—— 徐福刚 Wolfgang Syhr

瑞仙贸易(上海)有限公司 / 亚洲执行副总裁 EVP Asia

感谢 HOTELEX 这一年度盛会，参展多届，每一届都让我们向各界人士展示出中创至道自身的品牌魅力，也结识了更多的合作机遇。HOTELEX 为餐饮及相关企业提供了全方位展现品牌形象和服务的交流平台与机会，极大的提高了品牌曝光度和认知度。期待今后与 HOTELEX 更多的合作，齐手并进共创精彩！

—— 杨兵

中创至道品牌创意集团 / 华东区域总经理

「博」采众长，物「华」天宝。德馨食品是 HOTELEX 的老朋友，我们由衷感谢 HOTELEX 为餐饮业展商、观众提供一个集中、专业且影响力强的高品质产品展示平台，能够全方位介绍德馨食品的创新产品与完备供应链实力，我们在这里见到了许多合作伙伴，也更深地了解市场趋势。期待与博华长期携手未来，共同成长！

—— 史文超

浙江德馨食品科技股份有限公司 / 总经理

展·广西风帆，会·四海之友。水磨工坊在国家会展中心的舞台上一放光彩，引来了各界的关注。我们怀揣着感恩的心，互相帮助，互相学习，将广西特色带向世界。

—— 范总

桂林鑫晶琳食品有限公司 / 总经理



The overall effect of this HOTELEX exhibition is good, which is the joint result of the careful preparation of Shanghai Sinoexpo Informa Markets Company and the active participation of exhibitors and consumers. Founded in 1946 in Italy, CARPIGIANI is a global manufacturer of high-end ice cream equipment. CARPIGIANI is firmly optimistic about the Chinese consumer goods market and has been actively participating in the HOTELEX exhibition for many years to bring delicious Italian food to the Chinese consumer goods market! With the Chinese consumer goods market getting better and better, I believe that more people will fall in love with sweet food, and look forward to Sinexpo to build HOTELEX better!

—— Xu Linning

Carpigiani (Zhongshan) Machinery Manufacturing Co., Ltd. /  
China General Manager

HOTELEX is the most important show for us. Through this exhibition, we can communicate with many customers and partners face to face, and can gain insight into the development trend of the industry. Thank you so much and we'll see you at HOTELEX 2024!

—— Wolfgang Syhr

RATIONAL Trading (Shanghai) Co., Ltd. /  
EVP Asia

Delthin Food is an old friend of HOTELEX. We sincerely thank HOTELEX for providing a concentrated, professional and influential high-quality product display platform for catering industry exhibitors and visitors, which can fully introduce Delthin Food's innovative products and complete supply chain strength. We have met many partners here and have a deeper understanding of market trends. We look forward to working with Sinoexpo Informa Markets for the long-term future and growing together!

—— Shi Wenchao

Zhejiang Delthin Food Technology Co., Ltd. /  
General Manager

Exhibiting · Guangxi Sall, Gathering · Friends of the World. The Mill is shining on the stage of the National Exhibition and Convention Center, attracting attention from all walks of life. With a grateful heart, we help each other, learn from each other, and bring Guangxi characteristics to the world.

—— Mr. Fan

Guizhou Xinjinglin Food Co., Ltd. /  
General Manager

Thank you HOTELEX this annual event, participated in many sessions, each session let us show people from all walks of life Zhongchuang Zhidao own brand charm, but also get to know more cooperation opportunities. HOTELEX provides a comprehensive communication platform and opportunity for catering and related enterprises to show brand image and services, which greatly improves brand exposure and awareness. Looking forward to more cooperation with HOTELEX in the future, hand in hand to create wonderful!

—— Yang Bing

Zhongchuang Zhidao Brand Creative Group /  
East China General Manager



上海酒店及餐饮业博览会以“食饮无界,播种未来”为主题,为展商和观众呈现了一场专业、高品质的行业上下游盛会,吸引了来自世界各地的酒店、餐饮企业 and 专业人士参加,共同探讨行业内的创新发展和合作机会。高淳陶瓷作为 HOTELEX 的老朋友,从 2014 年开始,连续受邀参展,与来自海内外的参展商及专业观众不断交流,学习酒店和餐饮发展新思路,积极创新产品和市场渠道,带动企业迈向新一轮的发展。我们真诚希望继续通过 HOTELEX 提供的宝贵的展示交流平台,与更多的海内外餐饮酒店深度合作,提供高端化、特色化产品和服务,为中国酒店和餐饮行业繁荣发展作出微薄贡献!预祝上海酒店及餐饮业博览会越办越好!

### —— 谷昌军

江苏高淳陶瓷股份有限公司 / 总经理

With the theme of "Food and Beverage Boundless, Sowing the Future", HOTELEX presents a professional and high-quality industry upstream and downstream event for exhibitors and visitors, attracting hotel, catering companies and professionals from all over the world to participate in the industry to explore innovative development and cooperation opportunities. As an old friend of HOTELEX, since 2014, Gaochun Ceramics has been invited to participate in the exhibition continuously, communicating with exhibitors and professional visitors from home and abroad, learning new ideas for hotel and catering development, actively innovating products and market channels, and driving enterprises to a new round of development. We sincerely hope that through the valuable display and exchange platform provided by HOTELEX, we can continue to cooperate with more restaurants at home and abroad, provide high-end and special products and services, and make modest contributions to the prosperity and development of China's hotel and restaurant industry! I wish HOTELEX a better success!

### —— Gu Changjun

Jiangsu Gaochun Ceramics Co., LTD /  
General manager

久久丫长久以来都与 SFE 保持着紧密友好的合作关系,让我们久久丫能够展示我们的产品和服务,并与其他参展商和观众建立联系。整个展会过程非常顺利和愉快。我们非常喜欢此次展会的氛围和组织方式,并取得了丰硕的战绩。非常期待下一次 SFE 展会的到来,也感谢上海博华能提供这么优质的展会合作平台给到参展商。感谢您们的付出和支持,我们一定会向前迈进,为更好的未来努力奋斗!

### —— 邢业磊

上海久久丫企业管理咨询服务公司 / 总经理

五月,是一场久别重逢的喜悦! HOTELEX 作为中国酒店业展会的行业标杆,一直持续致力于塑造中国酒店餐饮行业新形象、新定位。中国酒店业的发展将更加注重科技的应用,每年 HOTELEX 都汇聚了技术领先全世界的创新、多元产品;中国酒店业的发展也更加注重可持续发展,全球环境变化让行业内部衍生更多可持续发展的创新理念;中国酒店业发展还更注重客户体验,这正是 HOTELEX 一直以来秉承的发展特点;中国酒店业发展当然更加注重国际化, HOTELEX 更是将这一桥梁作用发挥的淋漓尽致,让国内外的技术与思想产生碰撞与火花。看着 HOTELEX 的一步步成长与壮大,欣喜于我们能共同成长,互相成就彼此的情谊更是最大的收获!明年同一时间同一地点,我们共续下一章!

### —— 郑一利

浙江楠宋瓷业有限公司 / 总经理



Jiuya has long maintained a close and friendly relationship with SFE, allowing us to showcase our products and services and connect with other exhibitors and visitors. The whole exhibition process was very smooth and pleasant. We really liked the atmosphere and organization of the show, and achieved a fruitful record. We are looking forward to the next SFE exhibition, and thank Shanghai Bohua for providing such a high-quality exhibition cooperation platform to exhibitors. Thank you for your efforts and support, we will surely move forward and strive for a better future!

—— Xing Yelei

Shanghai Jiuya Enterprise  
Management Consulting Service Co., Ltd. /  
General Manager



May, is a long reunion of joy! As the Industry benchmark of China's hotel Industry exhibition, HOTELEX has been continuously committed to shaping the new image and new positioning of China's hotel and catering industry. The development of China's hotel industry will pay more attention to the application of science and technology. Every year, HOTELEX brings together innovative and diversified products with world-leading technology. The development of China's hotel industry also pays more attention to sustainable development, and the change of global environment makes the industry derive more innovative ideas of sustainable development; The development of China's hotel industry also pays more attention to customer experience, which is the development characteristic of HOTELEX has been adhering to; Of course, the development of China's hotel industry pays more attention to internationalization, and HOTELEX is to play the role of this bridge incisively and vividly, so that domestic and foreign technologies and ideas collide and spark. Looking at the step by step growth and expansion of HOTELEX, I am glad that we can grow together, and achieve each other's friendship is the biggest harvest! At the same time and place next year, we will continue the next chapter together!

—— Zheng Yili

Zhejiang Nan Song Porcelain Co., Ltd. /  
General manager





2023 HOTELEX 展在上海国家会展中心开展，在咖啡板块的展馆，掀起了一场咖啡行业的风潮，吸引了众多海内外优质客户。我们展出的意大利百年品牌贝泽拉咖啡机和德国美乐家全自动咖啡机的展示格外引人注目，市场反响非常出色。

此外，我们企业最新研制的 Frego 万能蒸烤箱也在上海首次精彩亮相，其卓越的性能引起了来自全球客人的高度评价，可谓是本届展会一位耀眼的新星。我们相信，在博华的努力下，下一届 HOTELEX 展会有更高质量的呈现。我们希望明年再聚上海，共享商业良机，打造更加繁荣、发展的市场。

—— 沈伟刚

杭州品克科技有限公司 总经理

泰摩与 hotelex 一路成长，十年创业路，每次展会都是一个里程碑。在每一次大展，一件件产品逐次亮相，记录了我们设计研发的成果，也记录了行业人士对我们产品的热情与肯定。如今我们作为国货品牌为更多人所知，迈向世界七十多个国家，hotelex 的舞台不可或缺。我们希望继续携手，把好的产品尽情展现给全世界的咖啡人！

—— 于悦

上海泰摩咖啡器具有限公司 / 联合创始人 / 设计总监

2023 HOTELEX exhibition in Shanghai National Convention and Exhibition Center, in the coffee sector of the pavilion, set off a wave of coffee industry, attracting many high-quality customers at home and abroad. The display of the Italian century-old brand Bezerra coffee machine and the German Melitta automatic coffee machine is particularly eye-catching, and the market response is very good.

—— Shen Weigang

Hangzhou Pinke Technology Co., Ltd. /  
General manager

Timemore and HOTELEX have grown all the way, ten years of entrepreneurial road, each exhibition is a milestone. In each exhibition, one product after another appearance, record the results of our design and development, but also record the enthusiasm and affirmation of the industry for our products. Now we are known to more people as a domestic brand, to more than 70 countries in the world, HOTELEX is indispensable. We hope to continue to work together to show good products to coffee people all over the world!

—— Yu Yue

Shanghai Timemore Coffee Equipment Co., Ltd. /  
Co-founder/Design Director





# FORUM

# 论坛报告

入，将烟火气传递到生活的每一处

163%  
抖音生活服务  
团购达人数量增长  
2022下半年 vs 2022上半年

抖音生活服务平台  
GMV增长超7倍  
\*2022年 vs 2021年



上海 北京

复苏大势



# 探索 · 超越 酒店新生活专题会

Exploration · Beyond Hotel New Life Seminar

- 时间: 2023 年 5 月 29 日
  - 地点: 4.2 号展馆 A 论坛区
  - 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、中国旅游饭店业协会人力资源分会 & 酒店评论
  - 协办单位: 中瑞酒店管理学院
- 
- Date: May 29, 2023
  - Venue: Forum Area A, Hall 4.2
  - Organizers: China Tourism Hotel Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. China Tourism Hotel Association Human Resources Branch & Hotel Review
  - Co-organizer: Zhongrui Hotel Management College

5 月 29 日由中国旅游饭店业协会、上海博华国际展览有限公司、中国旅游饭店业协会人力资源分会 & 酒店评论主办, 中瑞酒店管理学院协办的探索 · 超越 酒店新生活专题会在国家会展中心(上海)顺利举行。本次论坛邀请到 6 位行业大咖, 以及酒店管理公司及饭店高管、业主代表、酒店客务总监、餐饮总监、酒店采购链负责人、设计总监等 300+ 专业观众, 共同分享和探讨酒店行业的创新发展之路。

On May 29th, the Exploration · Beyond Hotel New Life Seminar was successfully held at the National Convention and Exhibition Center (Shanghai). The forum invited six industry giants, as well as hotel management companies and hotel executives, owner representatives, hotel customer service director, catering director, hotel procurement chain responsible person, design director and other 300+ professional visitors to share and discuss the innovation and development of the hotel industry.

## 演讲嘉宾

## Speakers



**辛涛 博士**  
中国旅游饭店业协会秘书长



**何强**  
华住高端品牌餐饮业务副总裁  
暨华翰餐饮公司总经理



**朱晓东**  
君亭酒店集团总裁



**祝一尘**  
洲际酒店集团大中华区开发营销总监



**魏龙江**  
雅高集团大中华区奢华及生活时尚品牌发展高级副总裁



**袁仲志**  
JO&JOE (中国) 执行总裁



**汪诗原**  
樊森的酒店 Lab 主理人



# 2023中国咖啡产业创新大会 - 咖啡的 100 种可能

## 2023 Chinese Coffee Industry Innovation Conference —100 Possibilities of Coffee

- 时间：2023 年 5 月 30 日      ● 地点：4.2 号展馆 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: May 30, 2023      ● Venue: Forum Area A, Hall 4.2  
● Organizers: China Light Industry Enterprise Investment and Development Association,  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

2023 年 5 月 30 日，由中国轻工企业投资发展协会和上海博华国际展览有限公司共同主办的 2023 中国咖啡产业创新大会在上海·国家会议中心成功举办。

本次大会关注咖啡产业发展的“新业态、新场景、新模式”，邀请了 30 余位咖啡领域的创新者，对产业趋势、原产地、原料、连锁门店、主理人、新零售、烘焙、潮流饮食、潮流、新场景 10 大主题做了分享。

On May 30, 2023, the 2023 China Coffee Industry Innovation Conference co-sponsored by China Light Industry Enterprise Investment and Development Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. was successfully held in National Exhibition and Convention Center(Shanghai).

This conference focused on the development of the coffee industry "new formats, new scenarios, new models", invited more than 30 innovators in the field of coffee, industry trends, origin, raw materials, chain stores, managers, new retail, baking, trend food and drink, trend, new scene 10 themes to share.

### 演讲嘉宾

### Speakers



李国都

中国轻工企业投资发展协会  
理事长



章学强

上海博华国际展览有限公司  
总经理



方芳

艾瑞资本董事  
总经理、艾瑞  
投资研究院院长



吴佳航

哥伦比亚咖啡生产者协会(FNC) Tims 天好咖啡华东区营运  
驻华总代表 负责人



孙大伟



刘锐

农业农村部食物与营养  
发展研究所副研究员



杨顺

河北泰谷咖啡有限公司  
总经理



姚斐

蒙牛集团创新业务  
高级总监



李雅琳

亿政咖啡  
总经理



吴亚莲

2013 年世界咖啡师大赛  
中国区冠军





**孙磊**

2019、2023 世界咖啡师大赛  
中国区冠军



**卢道强**

2021 世界咖啡拉花艺术  
大赛中国区冠军



**郑治**

尼尔森 IQ 中国区快消品首席  
业务增长官



**铁皮**

永璞咖啡  
创始人



**马剑羽**

udian 烘焙  
主理人



**静仪**

沥金  
创始人



**黄晨辉**

OATLY 中国咖啡事业部及  
餐饮业务销售总经理



**夏明升**

好望水  
品牌合伙人 & CMO



**李婷婷**

钟薛高全国政府  
事务负责人兼总裁助理



**王炜建**

Öarmilk 吾岛牛奶  
创始人兼 CEO



**孙彬彬**

挪瓦咖啡  
联合创始人



**张璐**

品源文华  
联合创始人



**洪铨**

深圳市数字创意产业协会  
副秘书长



**李晓红**

货拉拉  
行政负责人



**陈国新**

北京泉新高品科贸有限责任公司  
总经理



**韩芬燕**

圣奥科技股份有限公司  
行政管理中心总经理



**陈贤**

卓越商企服务集团  
品牌营销总监



**蔡家伟**

知行晓政  
创始人及 CEO



# 2023 中国餐饮生态大会 暨中国餐饮最具价值供应链 TOP 榜发布

## 2023 China Catering Ecology Conference

- 时间：2023 年 5 月 31 日
- 地点：4.2 号展馆 A 论坛区
- 主办单位：餐饮老板内参
- 联合主办：上海博华国际展览有限公司

- Date: May 31, 2023
- Venue: Forum Area A, Hall 4.2
- Organizers: China Restaurant Insider
- Co-organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

“复苏大势，追光前行”。5 月 31 日，由餐饮老板内参主办「2023 中国餐饮生态大会」在上海圆满落幕。作为内参“创新大会”的“双子活动”，现场超 20 位行业大咖、创新先锋共话餐饮未来，15+ 峰会主题，同千余餐饮人共赴“知识盛宴”。在这场饕餮盛宴中，不只有“知识”，还有“价值”。生态大会现场，《2023 年中国餐饮最具价值供应链 TOP100》重磅颁布。引发全行业关注和观摩学习，热度及好评度超出预期，反响热烈，好评如潮。

"To recover the general trend, follow the light and move forward". On May 31, "The 2023 China Catering Ecology Conference" hosted by the restaurant owner came to a successful end in Shanghai. As the "Twin activities" participating in the "Innovation Conference", more than 20 industry giants and innovation pioneers talked about the future of catering, and the theme of the 15+ summit, and more than 1,000 catering people went to the "knowledge feast". In this feast, there is not only 'knowledge', but also "value". Ecological conference site, '2023 China's most valuable catering supply chain TOP100' will be issued. Triggered the attention of the whole industry and watching and learning, the popularity and acclaim beyond expectations and warm response.





## 演讲嘉宾

## Speakers



**小马宋**

小马宋战略  
营销咨询创始人



**符娜**

抖音生活服务餐饮行业营销  
策略负责人



**胡越**

星纳赫资本  
执行董事



**张振纬**

谢谢锅  
创始人



**李硕彦**

四川仁众海汇集团有限公司  
董事



**牛法治**

千味央厨  
大客户部总经理



**周清**

喜家德  
供应链总经理



**廖志伟**

捞王集团  
总经理



**孟洪波**

江边城外  
联合创始人 / 运营总裁



**李火苗**

杨铭宇黄焖鸡  
副总裁



**卢南**

日本物语集团  
中国区首席顾问



**刘昊**

株式会社ぐるなび  
執行役員



**周崇义**

KUMO KUMO  
联合创始人



**许周**

甜甜啦  
总经理



**蔡敏**

雀巢专业餐饮  
全国市场部经理



**郑志禹**

桂桂茶 (桂源铺)  
创始人



**郭博楠**

小蛮椒  
创始人



**章学强**

上海博华国际展览有限公司  
总经理  
(致辞嘉宾)



**秦朝**

餐饮老板内参  
创始人 CEO



**徐振江**

七十二餐  
创始人



**翁瑞雪**

餐饮老板内参  
合伙人 CMO  
(致辞嘉宾)



# 第七届中国文旅大消费年度峰会 暨龙雀奖颁奖盛典

The 7th China Travel Consumption Annual Summit Pioneer Award Ceremony

● 时间：2023年5月30日-31日 ● 地点：4.2号展馆D论坛区

● 主办单位：执惠集团，上海博华国际展览有限公司

● Date: May 30-31, 2023

● Venue: Forum Area D, Hall 4.2

● Organizers: TRIPVIVID, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

本届峰会将以“坚守·凝聚·复苏”为主题，汇聚百余家居目的地主管部门，触达千家头部企业及行业领袖，特邀各地县主管部门、资深产业人士、头部旅企高层、国内外文旅专家学者等多领域大咖同台论道，立产业之标，助产业升级！来自不同细分领域的嘉宾就文旅业发展复盘与走势研判，围绕“聚合全球力量，绘就中国文旅新版图”、“县域发展、城乡融合、共同富裕”、“提振文旅消费，共享美好生活”、“数智新潮，开启文旅新未来”四大议程深度解析，全方位展示行业内创新实践，见证过往一年文旅产业发展卓越成效！

The summit will be "adhere, cohesion, recovery" as the theme, gathering more than 100 destination authorities, touch more than 1,000 head enterprises and industry leaders, invited local county authorities, senior industry, head travel enterprise executives, domestic and foreign travel experts and scholars and other fields of big people to speak on the same stage, set the industry standard, help industrial upgrading! Guests from different segments analyzed and judged the development and trend of the cultural tourism industry, focusing on the four agendas of "Gathering global forces, drawing a new map of China's cultural tourism", "County development, urban and rural integration, common prosperity", "Boosting cultural tourism consumption, sharing a better life", "Digital wisdom trendy, opening a new future of cultural tourism", and comprehensively demonstrated the innovation practice in the industry. Witness the remarkable achievements of cultural tourism industry in the past year!

## 演讲嘉宾

## Speakers



陈刚

不觉晓 CAMP  
创始人



陈小龙

浙江棱镜全息科技有限公司  
副总裁



陈晓龙

上海久事旅游(集团)  
有限公司  
党委书记、董事长



陈芝芳

三悦科技  
总经理



程小雨

世集文旅集团合伙人  
兼路书(北京)科技有限公司  
CEO



高洪雷

山东文旅集团  
党委书记董事长



高明

义乌市文化  
和广电旅游体育局  
党委委员、副局长



高显银

华采堂设计集团  
党支部书记常务副总裁工会主席



韩国辉

西藏刚坚集团公司  
董事总经理  
《西藏人文地理》杂志  
出版人



胡世永

石基信息大中华区  
运营副总裁



**胡伟东**

左驭资本左驭果潮文化  
创始人



**李珍妮**

携程集团  
副总裁途家执行副总裁



**梁红杰**

鼎彝文旅集团  
董事长



**刘海庆**

南京文投集团党委书记  
江苏文创  
支部书记、副总经理



**刘照慧**

中国探险协会副主席  
执惠集团  
创始人兼董事长



**倪阳平**

中青旅控股股份有限公司党委书记  
董事长中青旅联盟主席



**任国才**

景域驴妈妈集团  
副总裁



**孙翀**

奥雅股份上海公司  
总经理



**孙建东**

日光城集团  
董事长



**孙云蕾**

马蜂窝目的地研究院  
院长



**王亚民**

故宫博物院原常务副院长  
国际奥艺委员会亚洲区主席



**魏海滨**

博涛文化  
联合创始人



**许婷**

上海市旅游行业协会  
秘书长



**杨涛**

中国旅游景区协会  
投融资专家库成员



**杨怡婧**

抖音生活服务酒旅行业目的地  
营销负责人



**姚新垣**

陕西省旅游景区协会  
会长



**张森**

国文聚(北京)文化科技有限公司 上海博华国际展览有限公司  
总裁



**章学强**

总经理



**周荣**

旅悦集团  
CEO



**朱婷**

艾肯中国  
副总经理合伙人



**邹琪**

慷明咨询 KONMET  
创始人兼大中华区商务总裁





# “2023 年智慧商厨高峰论坛”——共赴 ESG 可持续发展的共赢之路

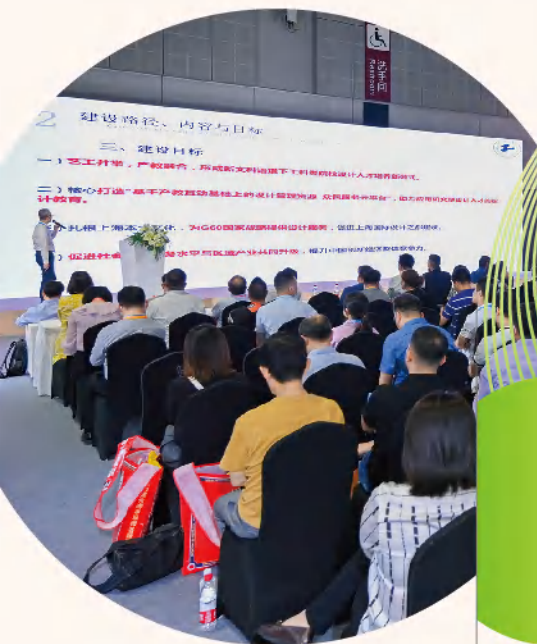
2023 Intelligent Business Kitchen Summit

- 时间：2023 年 5 月 29 日
- 地点：5.1 号展馆 B 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：RATIONAL 瑞仙贸易（上海）有限公司

- Date: May 29, 2023
- Venue: Forum Area B, Hall 5.1
- Organizers: Shanghai Food and Beverage Industry Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Organizing Unit: Shanghai Catering and Cooking Industry Association Catering and Hotel Equipment Committee, Shanghai University of Engineering Technology
- Co-organizer: RATIONAL Ruixian Trading (Shanghai) Co., Ltd.

5 月 29 日“2023 年智慧商厨高峰论坛”——共赴 ESG 可持续发展的共赢之路在国家会展中心（上海）如期举行。本次论坛邀请到 3 位行业大咖，旨在引导行业可持续发展，宣导践行 ESG 理念，带动全体从业同仁共同进步，从生产全过程促进绿色低碳转型和消费模式的转变，进一步提升自身可持续发展能力，在上海加快推进，在全国做出先进表率作用。

On May 29, the "2023 Smart Business Chef Summit" - A win-win Road to ESG Sustainable Development was held at the National Convention and Exhibition Center (Shanghai) as scheduled. This forum invited three industry leaders, aiming to guide the sustainable development of the industry, promote the practice of ESG concept, drive all practitioners to make progress together, promote green low-carbon transformation and the transformation of consumption mode from the whole process of production, further improve their own sustainable development ability, accelerate the promotion in Shanghai, and make an advanced example in the country.



# 2023 第十二届中央厨房（预制菜）建设与发展高峰论坛

## The 12th Central Kitchen (Prefabricated dishes) Construction and Development Summit

- 时间：2023 年 5 月 30 日
- 地点：5.1 号展馆 B 论坛区
- 主办单位：众联（中国）中央厨房研究院、中国烹饪协会中央厨房技术研究院、中国安全食品中央厨房研究院、上海博华国际展览公司

- Date: May 30, 2023
- Venue: Forum Area B, Hall 5.1
- Organizers: Union Center Kitchen Institute, Central Kitchen Institute of China Cuisine Association  
China Central Kitchen Institute for food safety, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

由众联中央厨房研究院和上海博华国际展览公司联合举办的“2023 第十二届中央厨房（预制菜）建设与发展高峰论坛”，于 2023 年 5 月 30 日下午在上海虹桥国家会展中心 5.1 馆 B 论坛区举行，获得圆满成功。围绕 2023 年的“中央一号文件”，首次将预制菜写入其中，提出“提升净菜、中央厨房等产业标准化和规范化水平，培育发展预制菜产业”，预制菜产业迎来发展新机遇。2023 年中国预制菜市场规模预估达 4196 亿元，预计未来将保持较高的增长速度，2026 年中国预制菜市场规模有望达 10720 亿元，一个万亿级别的“蓝海”正在诞生，多种资本和食品加工企业纷纷投身预制菜产业。本次论坛邀请到多位行业内的专家学者参与，分享了行业的发展方向，未来的发展数据，共同探讨了预制菜中央厨房发展的新方向、新内容、新趋势。

"The 12th Central Kitchen (Prefabricated dishes) Construction and Development Summit Forum" jointly organized by Zhonglian Central Kitchen Research Institute and Shanghai Sinoexpo Informa Markets International Exhibition Company was held in Forum Area B, Hall 5.1, National Exhibition and Convention Center (Shanghai) on the afternoon of May 30, 2023, and achieved a complete success. Around the 'Central No. 1 document' in 2023, prepared dishes were written into it for the first time, proposing to 'improve the standardization and standardization level of industries such as clean dishes and central kitchens, and cultivate and develop prepared dishes industry', and the prepared dishes industry ushered in new opportunities for development. In 2023, the size of China's prepared vegetable market is estimated to reach 419.6 billion yuan, which is expected to maintain a high growth rate in the future, and the size of China's prepared vegetable market is expected to reach 1072 billion yuan in 2026, a trillion-level "blue ocean" is being born, and a variety of capital and food processing enterprises have joined the prepared vegetable industry. This forum invited a number of experts and scholars in the industry to participate, shared the development direction of the industry, future development data, and jointly discussed the new direction, new content and new trend of the development of prefabricated central kitchen.





# “鲜生夺人”推动智能技术与食品生产加工的深度融合

## Deep Integration of Intelligent Technology and Production Processing in Food & Beverage

● 时间：2023 年 5 月 31 日      ● 地点：5.1 号展馆 B 论坛区  
● 主办单位：中国工业报社 & 上海博华国际展览有限公司

● Date: May 31, 2023      ● Venue: Forum Area B, Hall 5.1  
● Organizer: China Industrial News & Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

2023 年 5 月 31 日，在 2023 上海国际酒店及餐饮业博览会期间，由中国工业报社与上海博华国际展览有限公司共同主办的“2023 全球食品饮料创新发展技术论坛”成功召开。来自食品饮料行业的专家、企业家及用户代表齐聚一堂，为这一行业盛会助力。本次论坛主题为“鲜生夺人·推动智能技术与食品生产加工的深度融合”，邀请到多位食品饮料企业及仓储物流企业领导作为演讲嘉宾，从科技与产业两个角度探讨如何破解新时代下食品饮料行业的转型与升级等关键议题，并分享如何利用智能技术赋能食品饮料产业发展，提升产品竞争力方面的有益尝试、实践经验和取得的成效，供业界交流参考。

The theme of this forum is "Fresh Capture people · Promote the deep integration of intelligent technology and food production and processing". Many leaders of food and beverage enterprises and warehousing and logistics enterprises are invited as speakers to discuss key issues such as how to crack the transformation and upgrading of the food and beverage industry in the new era from the perspectives of science and technology and industry.



# 2023 · 橙子餐饮人连锁大会——餐饮的秘密

## 2023 Orange Catering Chain Development Conference —— Catering Secrets

● 时间：2023 年 5 月 29 日 ● 地点：6.2 号展馆 E 论坛区

● 主办单位：橙子餐学、上海博华国际展览有限公司

● Date: May 29, 2023

● Venue: Forum Area E, Hall 6.2

● Organizer: ORANGE X, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

有人一店难盈，有人千店经营；有人债台高筑，有人万店暴富。

这些过来人百万千万买来的教训，这些连锁餐饮发展路上吃人的大坑，早有前人用真金白银填过了！

那些餐饮的秘密，也可以不再是秘密！5 月 29 日，2023· 橙子餐饮人连锁大会邀请到 7 位行业实战人士从 2 大板块入手分享他们的品牌连锁经营经验，从加盟避坑到核心竞争力打造，如何选择赛道，如何选址，如何挑选合伙人，如何规模化发展，一起揭开餐饮连锁发展价值千金万金的秘密！

Some stores are difficult to fill, some thousands of stores operate; Some are in debt, some are rich.

These lessons bought by millions of people, these big pits on the development of chain catering, have long been filled with real gold and silver by predecessors! The secret of the restaurant can no longer be a secret! On May 29, 2023 Orange Catering Chain Development Conference invited 7 industry practitioners to share their brand chain management experience from 2 major sectors, from joining the pit to building core competitiveness, how to choose the track, how to choose the location, how to select partners, how to scale development, together uncover the secret of the development of restaurant chain worth thousands of gold!

### 演讲嘉宾

### Speakers



叶子  
橙子餐学  
创始人



老李船长  
星贝知识产权  
创始人



何雪菲  
三省餐情  
创始人



李文扬  
熊大爷联合  
创始人



大飞  
止见私域  
创始人



蒋雨辰  
黑眼熊联合  
创始人



猴子  
星程外卖  
创始人



# 浙江省饭店餐饮高峰论坛

## Zhejiang Hotel Catering Summit

- 时间：2023 年 5 月 30 日      ● 地点：6.2 号展馆 E 论坛区  
● 主办单位：浙江省饭店业协会、上海博华国际展览有限公司

- Date: May 30, 2023      ● Venue: Forum Area E, Hall 6.2  
● Organizer: Zhejiang Hotel Association,  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

5 月 30 日浙江省饭店餐饮高峰论坛在国家会展中心（上海）顺利举行。本次论坛邀请到 8 位资深嘉宾作专题演讲，共同探讨饭店餐饮破局之道，加速饭店企业创新产品，探索品牌和行业发展中新的增长点，助力饭店餐饮快速回暖，实现高质量增长。

On May 30, Zhejiang Hotel Catering Summit was successfully held at the National Exhibition and Convention Center (Shanghai). The forum invited 8 senior guests to make special speeches, jointly explore the way to break the hotel catering industry, accelerate hotel enterprises to innovate products, explore new growth points in the development of brands and industries, and help hotel catering to quickly recover and achieve high-quality growth.

### 演讲嘉宾

### Speakers



傅蔚箭

悦古里海鲜放题自助餐品牌  
联合创始人



徐迅

杭州市厨艺协会  
会长



林李纲

绿云浙江分公司  
总经理



沈建龙

浙江旅游职业学院  
教授



林琼

绍兴咸亨酒店  
总经理



孙珂

上海松江开元名都大酒店  
总经理



张震洲

振石大酒店  
副总经理



张守双

杭州友好饭店  
行政总厨

# 2023 火锅创新爆品论坛暨 TOP 榜颁奖典礼

## 2023 Hot Pot Innovation Summit & Top Brands Awards Ceremony

- 时间: 2023 年 5 月 31 日
- 地点: 6.2 号展馆 E 论坛区
- 主办单位: 火锅餐见、餐见数据研究院、上海博华国际展览有限公司

- Date: May 31, 2023
- Venue: Forum Area E, Hall 6.2
- Organizer: Hot Pot Catering Seeing, Seeing Data Research Institute  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

本次论坛是火锅餐见与上海博华展进行的一次深度合作,在行业人聚集的展会上,火锅餐见利用自身影响力与展会的高强人气,吸引了近 200 名行业人士参与。本次论坛不仅让火锅餐见与行业头部盛会进行了深度合作与绑定,同时也尝试探索出细分垂直赛道与展会新的契合点。逛展发现火锅餐饮行业新玩法新趋势,参与论坛高效获得行业认知与提升,展+论坛的形势为今后双方的合作、双方势能的合力展现提供了新的思路跟契机。

This forum is a deep cooperation between hot pot dinner and Shanghai Sinoexpo Informa Markets Exhibition. At the exhibition gathered by industry people, Hot-pot Dinner used its influence and the high popularity of the exhibition to attract nearly 200 industry people to participate. This forum not only made the Hot-pot Dinner meeting deeply cooperate and bind with the industry's head event, but also tried to explore a new meeting point between the subdivision vertical track and the exhibition. Visit the exhibition to find new trends in the hot pot catering industry, participate in the forum to efficiently obtain industry awareness and improvement, the situation of the exhibition + forum provides new ideas and opportunities for the cooperation between the two sides in the future and the joint display of the potential energy of the two sides.

### 演讲嘉宾

### Speakers



李扬

朱光玉火锅馆  
联合创始人



李星星

鸿姐老火锅  
创始人



张冬

餐见数据研究院  
院长



姬丰超

丸来丸去  
营销总监



杨金良

正庭香火锅麻酱  
总经理



王爱国

北海玖嘉久  
华东区总经理



# 第三届新餐饮产业大会 暨首届中国国际预制菜 · 上海峰会

The Third New Catering Industry Conference,  
the First China International Prefabricated Dishes · Shanghai Summit

- 时间: 2023 年 5 月 29 日 - 6 月 1 日
- 地点: 6.2 号展馆 F 论坛区
- 主办单位: 中国新餐饮产业联盟、上海博华国际展览有限公司

- Date: May 29-June 1 2023
- Venue: Forum Area F, Hall 6.2
- Organizer: China New Catering Industry Alliance,  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

5 月 29 号第三届新餐饮产业大会暨首届中国国际预制菜上海峰会如期举行, 再次展现出餐饮人的热情以及对行业动态的期盼, 大会现场 20+ 行业大咖嘉宾 1000+ 人次观众一起从各自品牌的发展, 各自的经验总结, 与现场观众进行了一整天的碰撞, 可见嘉宾和观众对未来很希望能够找到方向。

On May 29, The Third New Catering Industry Conference and The First China International Prefabricated Dishes-Shanghai Summit was held as scheduled, once again showing the enthusiasm of catering people and the expectation of the development of the industry. The 20+ Industry celebrities and 1000+ visitors at the conference site had a full day's impact with the audience from the development of their own brands and their own experiences. It can be seen that the guests and the audience hope to find the direction of the future.

## 演讲嘉宾

## Speakers



**谢凡**  
盒家鲜饺 / 田边厝  
联合创始人



**老贡**  
中国新餐饮产业  
联盟发起人



**汪洁**  
柠季  
创始合伙人



**李红伟**  
蒙自源  
创始人



**楚连胜**  
小杨生煎  
执行董事



**李万芳**  
米小姐肉蟹煲  
创始人



**吴健**  
悸动烧仙草  
创始人



**马景岳**  
天之味  
创始人



**徐强**  
醒美咖啡  
创始人



**蒲文明**  
珍珠小梅园  
创始人



**胡旭昊**  
挪瓦咖啡  
副总裁



**丁一庆**  
国联水产研发加西快  
总经理



**小木**  
一条狗 DOGE  
创始人



**张小松**  
一起拼预制菜  
创始人



**山鬼**  
一句一味  
创始人



**方芳**  
艾瑞资本  
董事总经理



**闫佳明**  
卓采汇  
创始人



**高源泽**  
迷你椰  
董事长



**赵鹏**  
赵鹏品牌规划  
创始人



# 中国餐饮新媒体营销峰会

## Chinese Catering New Media Marketing Summit

- 时间: 2023 年 5 月 30 日
- 地点: 6.2 号展馆 F 论坛区
- 主办单位: 时餐教育集团、上海博华国际展览有限公司

- Date: May 30, 2023
- Venue: Forum Area F, Hall 6.2
- Organizer: Shican Education Group,  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

5 月 30 日召开的中国餐饮新媒体营销峰会吸引了超过 600 名现场观众, 以及 16000 名在线直播观众, 场馆内几乎全程爆满, 好内容是本质, 玩流量才是核心竞争力。同时, 大会现场也吸引了众多输出干货的嘉宾们, 例如味捷集团总裁陈建荣、朱光玉火锅馆联合创始人李扬等。大会深耕前沿餐饮新媒体营销, 共同探讨如何通过增强自身的营销力在品类中脱颖而出, 以及餐饮企业当下面临的考验。共话新政策新环境下, 如何提高餐饮品牌核心竞争力以及分析当下的抖音本地生活、餐饮直播的做法及未来趋势。

Chinese Catering New Media Marketing Summit held on May 30 attracted more than 600 live viewers, as well as 16,000 online live viewers, the venue was almost full, good content is the essence, play traffic is the core competitiveness. At the same time, the conference site also attracted many guests who exported dry goods, such as Chen Jianrong, president of Weijie Group, and Li Yang, co-founder of Zhu Guangyu Hot Pot Restaurant. The conference deeply cultivates cutting-edge catering new media marketing, and jointly discusses how to stand out in the category by enhancing their own marketing power, as well as the current challenges facing catering enterprises. Under the new policy and new environment, how to improve the core competitiveness of catering brands and analyze the current local life of Tiktok, the practice of catering live broadcast and the future trend.



## 演讲嘉宾

## Speakers



**方世玉**  
时餐教育集团  
创始人



**王一博**  
虎丫炒鸡  
联合创始人



**黄青杰**  
破店肥哈  
联合创始人



**陈建荣**  
味捷集团  
总裁



**李强**  
七分甜旗下品牌轻醒咖啡  
联合创始人



**刘加庆**  
文道集团市场中心  
总经理



**彭利飞**  
交个朋友电商学苑  
研发总监



**杨飏**  
老街称盘麻辣烫  
联合创始人



**胡旭昊**  
挪瓦咖啡  
副总裁



**小高**  
时餐教育集团  
联合创始人



**赵乾屹**  
必上餐饮课堂  
合伙人



**小罗**  
厦门伯乐传媒  
创始人



**王海**  
正新集团  
副总裁



**李潇**  
T97 咖啡  
创始人



**袁波**  
沪上阿姨数字化运营  
高级总监



**大斐哥**  
时餐教育集团  
联合创始人



**胜利**  
麦设计  
创始人



**李扬**  
朱光玉火锅店  
联合创始人





# 私域 · 生长——第 17 届中华餐饮双创论坛

"Private Domain - Growth" and 2023  
the 17<sup>th</sup> Chinese Food and Beverage Innovation Forum

- 时间：2023 年 5 月 31 日      ● 地点：6.2 号展馆 F 论坛区  
● 主办单位：餐饮界、上海博华国际展览有限公司

- Date: May 31, 2023      ● Venue: Forum Area F, Hall 6.2  
● Organizer: canyinj.com, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

5 月 31 日，由《餐饮界》新媒体、上海博华主办的 2023 第 17 届中华餐饮双创论坛于上海国家会展中心隆重开幕，会议邀请了 25+ 餐饮头部重磅嘉宾，超 100 家餐饮品牌，共启 2023 餐饮“私域 · 生长”密码。会上，《餐饮界》新媒体创始人鹤九先生做了开场致辞，之后 8 位嘉宾分别从私域运营、品类创新、连锁扩张、中餐出海等多个维度进行主题分享。同时，2023 第 7 届中华餐饮创新榜 TOP100 评选启动仪式顺利举行，本次启动仪式由深圳市烹饪协会国际美食美酒专委会主席张奕、上海博华国际展览有限公司总经理章学强、餐考拉创始人路飞、长沙餐盟保姆好哥张好、食餐联盟创始人江波、餐饮界新媒体创始人鹤九六位嘉宾共同启动。

On May 31, "Private Domain-Growth" and 2023 The 17th Chinese Food and Beverage Innovation Forum hosted by "Food and Beverage Industry" new media and Shanghai Sinoexpo was grand opened at the National Exhibition and Convention Center(Shanghai). The meeting invited 25+ heavy guests and more than 100 food and beverage brands, and a total of 2023 food and beverage "private domain · growth" password. At the meeting, Mr. Hejiu, the founder of new media of "Catering Industry", made an opening speech, and then eight guests shared the theme from multiple dimensions such as private domain operation, category innovation, chain expansion, and Chinese food going to sea. At the same time, the launch ceremony of the 7th China Catering Innovation List TOP100 was successfully held in 2023. The launch ceremony was jointly launched by Zhang Yi, Chairman of the International Food and Wine Committee of Shenzhen Cuisine Association, Zhang Xueqiang, General manager of Shanghai Sinoexpo Informa Markets International Exhibition Co., LTD., Lufei, founder of Food Koala, Zhang Hao, Nanny good brother of Changsha Food Alliance, Jiang Bo, founder of Food Alliance, and He Jiu, founder of new media in the catering industry.

## 演讲嘉宾

## Speakers



鹤九  
餐饮界新媒体  
创始人



王堡民  
萬利记  
联合创始人



米米  
ICC Grow 开侃科技  
首席客户官 CCO



王一博  
虎丫炒鸡  
创始人



路飞  
餐考拉  
创始人



张好  
长沙餐饮保姆  
好哥



江波  
食餐联盟  
创始人



碧成  
客如云  
副总裁  
销售运营中心负责人



左杰  
夏日玛莉品牌  
创始人



杨杰  
新锐派  
品牌专家



**杨鸥**  
快乐小羊  
副总裁



**王紫剑**  
创科券联  
创始人



**孟繁伟**  
品牌营销  
操盘手



**袁波**  
沪上阿姨数字化运营  
高级总监



**葛建辉**  
辰智科技  
创始人&董事长



**李亮亮**  
大桔家川派烤肉  
联合创始人



**李念**  
澜姨&调咖狮  
创始人



**欧峰**  
民食之本餐饮新消费  
孵化器创始人



**高源泽**  
迷你椰  
董事长



**刘鹏**  
何勇集团副总裁  
加盟事业总经理



**欧阳俊平**  
巡湘记&巡小湘  
创始人



**王慧**  
弘章投资 VP 投资  
副总裁



**杜延涛**  
新雅轩集团  
董事长



**刘永忠**  
深圳市烹饪协会  
会长



**张健**  
佬街佬味  
创始人



**张昊**  
H&G 必赢咨询  
创始人





# 2023 中国国际美食产业发展大会

## 2023 China International Food Industry Development Conference

- 时间：2023 年 5 月 29 日
- 地点：7.2 号展馆 G 论坛区
- 主办单位：中国烹饪协会、上海博华国际展览有限公司
- 承办单位：中国烹饪协会国际美食专业委员会
- 协办单位：各省市西餐、日本料理委员会

- Date: May 29, 2023
- Venue: Forum Area G, Hall 7.2
- Organizer: China Cuisine Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Organizing Unit: International Cuisine Committee of China Cuisine Association

5 月 29 日，由中国烹饪协会、上海博华国际展览有限公司联合主办的 2023 中国国际美食产业发展大会在上海国家会展中心成功举办。

现场嘉宾从我国国际美食的发展、日本预制菜发展与未来展望、企业数字化管理、供应链体系建设、企业品牌战略、低碳绿色餐饮发展、美食艺术等多个维度进行主旨分享。

2023 中国国际美食产业发展大会为餐饮企业探讨国际细分业态产业的新增长和新模式提供了交流的平台，对促进国际美食产业可持续高质量发展做出了贡献。

On May 29, 2023 China International Food Industry Development Conference co-sponsored by China Cuisine Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. was successfully held in National Exhibition and Convention Center(Shanghai)..

Guests on the scene from the development of China's International cuisine, the development and future prospects of Japanese prepared dishes, enterprise digital management, supply chain system construction, corporate brand strategy, low-carbon green catering development, food art and other dimensions of keynote sharing.

2023 China International Food Industry Development Conference provides a platform for catering enterprises to discuss the new growth and new models of International subdivision industry, and contributes to the sustainable and high-quality development of the International food industry.



# 第二届中国预制菜产业园创新发展大会 暨首届三产融合与乡村振兴高质量发展论坛

The 2nd China Prepared Food Industry Park Innovation & Development Summit  
and the first High-quality Development Forum on the Integration of Three Industries and Rural Revitalization

- 时间: 2023 年 5 月 30 日
- 地点: 7.2 号展馆 G 论坛区
- 指导单位: 中国物流与采购联合会 ● 主办单位: 中国物流与采购联合会农业产业供应链分会、上海博华国际展览有限公司
- 承办单位: 中国预制菜产业园创新发展工程

- Date: May 30, 2023
- Venue: Forum Area G, Hall 7.2
- Guidance Unit: China Federation of Logistics & Purchasing (CFLP)
- Organizer: Agricultural Industry Supply Chain Association (ASCA)  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

第二届中国预制菜产业园创新发展大会暨首届三产融合与乡村振兴高质量发展论坛于 5 月 30 日在上海圆满闭幕! 本论坛旨在通过高质量发展的三产融合项目分享; 从订单农业到预制菜生产, 制造与销售高效循环的成功案例深度解析; 中央一号文件大力推动的预制菜产业发展理论及实践探索; 以及未来 5-10 年预制菜品牌及产业发展趋势专家解读与研讨, 共同探索乡村振兴大环境下, 预制菜及预制菜产业园发挥的积极作用。

The 2nd China Food Industry Park Innovation & Development Summit and the first High-quality Development Forum on the Integration of Three Industries and Rural Revitalization were successfully concluded in Shanghai on May 30! This forum aims to share the projects of Integration of three industries through high-quality development; From order farming to prepared vegetable production, an in-depth analysis of successful cases of efficient cycle of manufacturing and sales; The research on the theory and practice of the development of prepared vegetable industry promoted by the Central Document No. 1; In addition, experts will interpret and discuss the development trend of prefabricated dishes and industries in the next 5-10 years, and jointly explore the positive role of prefabricated dishes and prefabricated vegetable industrial parks in the context of rural revitalization.





# 中国（上海）预制菜消费论坛 暨三产协同与消费新通路创新高峰论坛

China (Shanghai) Prefabricated Dishes Consumption Forum,  
Industrial Convergence of Service Sector and  
New Consumption Channels Innovative Summit

● 时间：2023 年 5 月 31 日 ● 地点：7.2 号展馆 G 论坛区

● 主办单位：中国（上海）预制菜产业联盟、上海博华国际展览有限公司

● Date: May 31, 2023

● Venue: Forum Area G, Hall 7.2

● Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

5 月 30 日，由上海预制菜产业联盟、上海商情信息中心与上海博华国际展览有限公司倾力打造的“中国（上海）预制菜消费论坛暨三产协同与消费新通路创新高峰论坛”在国家会展中心（上海）成功召开。本次论坛作为 2023HOLELEX 展会的重要专题论坛之一，吸引了逾百位预制菜品牌企业、超市、卖场、电商、新零售等渠道企业、以及预制菜物流配送、供应链企业等行业同仁莅临参会。论坛邀请了多位行业大咖，就预制菜三产融合、新消费、新通路、供应链未来趋势、行业痛点、热点问题进行了全面思维碰撞。

On May 30, the "China (Shanghai) Prefabricated Dishes Consumption Forum, Industrial Convergence of Service Sector and New Consumption Channels Innovative Summit" created by Shanghai Prepared Food Industry Alliance, Shanghai Business Information Center and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. was successfully held in the National Exhibition and Convention Center(Shanghai). As one of the important thematic forums of the 2023 HOLELEX, the forum attracted more than 100 prepared dish brand enterprises, supermarkets, stores, e-commerce, new retail and other channel enterprises, as well as prepared dish logistics and distribution, supply chain enterprises and other industry colleagues to attend the conference. The forum invited a number of industry leaders to conduct a comprehensive thinking collision on the integration of prepared vegetables, new consumption, new channels, future trends of the supply chain, industry pain points, hot spots and other issues.



# Future Food 上海国际食物设计节新闻发布会暨未来食物设计创新论坛

Shanghai International Food Design Festival Press Conference and Future Food Design Innovation Forum

● 时间：2023 年 5 月 29 日 ● 地点：8.2 号展馆 H 论坛区

● 主办单位：+86 食物设计联盟、上海博华国际展览有限公司

● Date: May 29, 2023

● Venue: Forum Area H, Hall 8.2

● Organizer: +86 Food Design Alliance, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

设计节致力于通过分享全球最先进的食物观念和思想，洞察未来食物设计趋势并推动整个食物产业的健康发展。通过农业、食品工业、餐饮服务业三产融合。汇聚产业、科技、设计等跨领域专家，共同合作和创新，用食物影响和改造社会，启发人类思想，提升人类的福祉。

大会今年的主议题为可持续食物设计，希望引导大众对食品行业绿色共生自然向好的未来食物循环生态的关注并激发多元思考、重塑未来可持续观念。作为引领、创新、对话、激发灵感的全维度国际食物设计平台，期待与所有业界专业嘉宾们和对食物设计充满热爱的友人们对可持续食物设计生态一起分享前瞻观点和世界知识，构建全新视角，激发创新能量，探索未来趋势并以更有意义的方式，帮助塑造可持续自然向好的食物社会体系！

By sharing the world's most advanced food concepts and ideas, the festival aims to gain insight into future food design trends and promote the healthy development of the entire food industry. Through the integration of agriculture, food industry and catering service industry. Bring together industry, technology, design and other interdisciplinary experts to collaborate and innovate, use food to influence and transform society, inspire human thought, and enhance human well-being.





# 预见 2050 系列之重塑 - 餐饮边界趋势论坛

Forsee To 2050: Remodel The Boundary Of Catering

● 时间: 2023 年 5 月 29 日 ● 地点: 8.2 号展馆 H 论坛区

● 主办单位: LOGO 大师, 上海博华国际展览有限公司

● Date: May 29, 2023

● Venue: Forum Area H, Hall 8.2

● Organizer: LOGO Master, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

本次论坛邀请了行业中分别为梦之蓝、泸州老窖、和其正、双汇等知名品牌服务过的大咖, 结合自己的项目经历总结出来的经验, 和大家一起探索餐饮品牌的创新之路!

行业大咖为大家分享, 如何帮助品牌用对的品牌战略, 在竞争激烈的餐饮行业市场站稳脚跟。

包括: 甲古文创意有限公司创始人刘文老师——让设计回归商业原点;

LOGO 大师 & 括号品牌创始人何亚龙老师——重塑品牌稀缺与 IP 价值;

上海蓝色盛火策略包装创研机构创始人李群高老师——产品包装差异化与创新思维;

知尖餐饮品牌联合创始人龙尧老师——破界 - 从餐饮体系看边界;

田点设计工程设计院院长赵智新老师——以经营思维做餐饮空间设计

This forum invited the industry respectively for the dream blue, Luzhou Laojiao, Heqizheng, Shuanghui and other well-known brands to serve the big coffee, combined with their own project experience summed up the experience, and explore the road of innovation of catering brands together!

The whole meeting is to help the brand with the right brand strategy. In the highly competitive catering industry market.

## 演讲嘉宾

## Speakers



李群高  
蓝色盛火  
创始人



龙尧  
知尖品牌  
联合创始人



何亚龙  
括号品牌  
创始人



刘文  
OCD 甲古文创意  
创始人 & 首席创意官



赵智新  
田点设计工程设计院  
院长

# 首届餐饮设计年会 & 设计的信仰主题论坛

The First Annual Catering Design Conference & Belief In Design

● 时间: 2023 年 5 月 30 日 ● 地点: 8.2 号展馆 H 论坛区

● 主办单位: Interior Design China、上海博华国际展览有限公司

● Date: May 31, 2023

● Venue: Forum Area H, Hall 8.2

● Organizer: Interior Design China, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

2023 年 5 月 30 日, 由 Interior Design 中文版与上海博华国际展览有限公司携手主办的“首届餐饮设计年会——设计的信仰主题论坛”在国家会展中心(上海)圆满落幕。

作为餐饮设计界最令人期待的年度盛会, 论坛自推出以来, 广邀国内外知名设计师、行业专家和企业代表, 就餐饮设计的前沿技术、创新理念、商业模式等话题展开探讨, 深受业内好评。

本次论坛的设计师嘉宾阵容强大, 8 位当红餐饮界设计师, 有着不同国籍、年龄、性别, 他们深耕餐饮设计多年, 硕果累累。在论坛上, 他们从各自的经验出发, 就餐饮设计话题与现场专业人士一起展开精彩的头脑风暴。

As the most anticipated annual event in the food and beverage design industry, the forum has invited well-known designers, industry experts and business representatives at home and abroad to discuss the cutting-edge technology, innovative ideas, business models and other topics of food and beverage design since its launch, and has been well received by the industry.

## 演讲嘉宾

## Speakers



孔仲迅

GID 格瑞龙国际  
设计创始人 / 董事



唐云

北京瀚唐风景设计公司  
创始人 / 设计总监



陈德坚

德坚设计  
创办人



曾建龙

GID 格瑞龙国际  
设计创始人 / 董事



Alex Mok

联图建筑 Linehouse  
联合创始人



赖旭东

重庆年代营创室内设计有限公司  
设计总监



董雪莲

八荒设计  
创始人 / 主理人



周博

浆果设计研究所  
创始人 / 设计总监



# YSCC 可持续咖啡论坛

## YSCC Sustainable Coffee Forum

- 时间：2023 年 5 月 31 日
- 地点：8.2 号展馆 H 论坛区
- 主办单位：YSCC 云南咖啡精品咖啡社群、上海博华国际展览有限公司

- Date: May 31, 2023
- Venue: Forum Area H, Hall 8.2
- Organizer: Yunnan Specialty Coffee Community,  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

对于绝大多数咖啡从业者来说,关于可持续的了解,仅仅局限在一个简单的词语之上,对其所能够包含的工作,内涵知之甚少。YSCC 借由这一活动,向业者、大众科普何为可持续,如何可持续,以及通过已经在产区或消费地有所建树的品牌、项目来启发大家,从而鼓励更多人能够找到参与其中的方法。首届 YSCC 可持续咖啡论坛于 5 月 31 日成功举办,也是首个专注于可持续咖啡领域的专业论坛,共计邀请 21 位头部咖啡品牌负责人、嘉宾参与其中,共同发声,并吸引了超过 600 人次的关注。

The first YSCC Sustainable Coffee Forum was successfully held on May 31, and it was also the first professional forum focusing on sustainable coffee, inviting a total of 21 leading coffee brand leaders and guests to participate in the joint voice, and attracted more than 600 people's attention.



## 演讲嘉宾

## Speakers



**赵雪玫**

雀巢咖啡大中华区  
咖啡传播与创新总监



**徐静雯**

云南可持续咖啡  
项目负责人



**林春燕**

OATLY 大中华区可持续发展  
负责人



**陈单奇**

YSCC 云南精品  
咖啡社群发起人



**杨一帆**

OATLY 可持续发展  
经理



**周晓薇**

Yara 食品价值  
项目负责人



**王卓**

天猫咖啡  
总经理



**寇鑫**

CoCo 都可  
品牌经理



**姚相**

利乐可持续  
发展专家



**铁皮**

永璞  
创始人



**林礼武**

AOKKA  
创始人



**张超**

北京乐平公益基金会  
助理秘书长



**秦佳梅**

雨林联盟中国上海办公室  
主任



**李雨晗**

山水自然保护中心  
长三角区负责人



**张静**

行走的咖啡豆  
基金发起人经理



**阎欧礼**

北京捌比特咖啡  
创始人



**张三星**

云南幸也咖啡  
创始人



**赵文静**

好润  
创始人



**Faris Sheibani**

Qima Coffee  
CEO and Founder



**刘侯佳**

云南咖啡首档中文声音记录  
纪录片制作人



**赵倚**

YSCC 云南精品  
咖啡社群项目经理



# “有界之外” 2023 中国新烘焙影响力峰会 ——烘焙新生力量专场

“Outside Boundedness” 2023 China Baking Impact Summit

● 时间：2023 年 5 月 29 日 ● 地点：8.2 号展馆 I 论坛区

● 主办单位：焙心社、上海博华国际展览有限公司

● Date: May 29, 2023

● Venue: Forum Area I, Hall 8.2

● Organizer: Baker's Club, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

疫情时代政策性结束，三年时间，烘焙行业经历了“大换血”的市场更迭。当大型连锁转型之路面临重重阻力，带有个性化的私房店从烘焙品牌眼中的“杂牌军”，摇身一变，成为“正规军”的一员。“大换血”后的烘焙业态发生了怎样的变化？当直播带货成为手作烘焙店的常态，烘焙行业的电商之路和团购风潮是会退潮回归，还是会激流勇进？面对引流、渠道、口碑等多管齐下营销因素，三年一洗牌的烘焙行业，门店该如何发展存活？

由焙心社和上海博华国际展览有限公司联合发起的“有界之外”2023 中国新烘焙影响力峰会——烘焙新生力量专场，邀请了烘焙行业热门品牌和店主，讲述了三年时间里他们的生存和探索之路。

The epidemic era policy has ended, and in three years, the baking industry has experienced a "big overhaul" of the market. When the road of transformation of large chains faces heavy resistance, private shops with personalized stores have changed from the "miscellaneous army" in the eyes of baking brands to become a member of the "regular army". How has the baking industry changed after the "big change"? When livestreaming with goods becomes the norm for hand-made baking shops, will the e-commerce road and group buying trend of the baking industry return, or will the torrent brave? In the face of multi-pronged marketing factors such as drainage, channels, and word of mouth, how should stores develop and survive in the baking industry with a reshuffle in three years?

The "Outside Boundedness" 2023 China Baking Impact Summit - Baking New Force special event, jointly initiated by Bakers and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., invited hot brands and shop owners in the baking industry to talk about their survival and exploration in three years.

## 演讲嘉宾

## Speakers



**Francois POZZOLI**  
法国最佳手工业者奖 (MOF)



**覃庆勋**  
米图啡麦品  
主理人理



**白东海**  
酵冠天然酵母液  
创始人



**黄序**  
中粮营养健康研究院谷物  
研发中心技术总监



**Apple**  
小红书知名美食博主



**Tiziano Casillo**  
意大利披萨大师



**荣亮**  
杭州欢牛蛋糕屋  
运营经理



**任朝磊**  
CC CAKE 高定蛋糕  
创始人

# GCEF 大中华区咖啡产业精英论坛

Greater China Coffee Industry Elite Forum

- 时间：2023 年 5 月 30 日      ● 地点：8.2 号展馆 I 论坛区  
● 主办单位：上海华谈文化传播有限公司      ● 联合主办：上海博华国际展览有限公司

- Date: May 30, 2023      ● Venue: Forum Area I, Hall 8.2  
● Organizer: Shanghai Huatan Cultural Communication Co., Ltd.  
● Co-organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

“国潮风，中国味”，5 月 30 日 GCEF 大中华区咖啡产业精英论坛上海站，共进行了四场主题演讲和一场话题讨论，邀请咖啡领域知名专家，就咖啡与设计、国潮咖啡、手冲咖啡、咖啡数字化进行了专题分享，论坛还邀请三位自媒体百万粉丝大咖，亲临现场分享如何玩转咖啡自媒体。GCEF 第二届中国云南咖啡评选的颁奖仪式也在此进行。感谢联合主办方博华提供场地及设备支持。

"Chinese Trendy, Chinese Flavor", on May 30, GCEF Greater China Coffee Industry Elite Forum Shanghai station, a total of four keynote speeches and a topic discussion, invited well-known experts in the field of coffee, coffee and design, Chinese trendy coffee, hand-brewed coffee, coffee digital sharing, the forum also invited three self-media millions of fans, come to the scene to share how to make the most of coffee we-media. The award ceremony of the 2nd GCEF Yunnan Coffee Awards In China was also held here. Thanks to the co-organizer Sinoexpo for providing venue and equipment support.

## 演讲嘉宾

## Speakers



刘文

甲古文创意(中国)  
创始人



黄智仁

啡世家咖啡品牌  
创始人



秦相杰(九五)

《咖啡师职业技能大全》  
副主编



阎欧礼

捌比特咖啡  
创始人



索菲娅

LUMOS 咖啡品牌  
创始人



吴俊文

上海文煦咖啡培训学院  
主理人



齐鸣

铂澜咖啡学院  
创始人、院长





# 迷你酒剧场

## Mini Wine Forum

● 时间：2023年5月29日-6月1日 ● 地点：NH 北大厅

● 主办单位：上海博华国际展览有限公司

● Date: 2023.5.29-6.1

● Venue: North Hall

● Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

餐酒文化一直是美食家与美酒家探索的领域，两者的融合1+1>2，常见的餐酒搭配多为葡萄酒与西餐，随着创意菜的崛起，餐酒搭配更具探索性。2023年5月29-6月1日，由上海博华国际展览有限公司主办的上海国际美酒美食文化节是一场联动美酒与美食的高端市集，在现场更是设立了“迷你酒剧场”专区论坛以及精彩的调酒表演，美食烹饪辅助美酒，从视觉、味觉、思维知识等多方面为到场的观众呈现了一场国际化的美酒、美食结合的文化盛宴。

Food and wine culture has always been the field of exploration of gourmets and restaurants. The fusion of the two is 1+1>2. The common food and wine pairing is mostly wine and Western food. From May 29 to June 1, 2023, the Shanghai International Wine & Spirit & Food Culture Festival, organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., is a high-end market that links wine and food, and has set up a special forum of "Mini Wine Forum" and wonderful bartending performances. From the perspective of vision, taste, thinking knowledge and other aspects for the audience to present an international wine, food combination of cultural feast.

## 演讲嘉宾

## Speakers



齐绍仁

酿酒师、讲师、作家



Steven

斯科茨曼制冰系统  
(上海)有限公司市场经理



Angela

优鲜沛蔓越莓 亚洲原料  
及中国零售业务负责人



吴晓蕾

CHOY  
品牌联合创始人



欧阳智安

乐睿诗  
品牌负责人



Mr. Neil Wong

香港调酒师协会  
会长



Mr. Vaclav Abraham

香港调酒师协会  
调酒师



Mr. Martin Vogeltanz

香港调酒师协会  
调酒师



宗瑞涛

花式调酒师协会  
会长

D  
力



Hong Kong Bartenders Association

香港調酒師公會

香港調酒師公會



SHANGHAI INTERNATIONAL  
**WINE SPIRITS & FOOD**  
Culture Festival  
上海国际美酒美食文化节



# EVENTS & COMPETITIONS

赛事活动报告



# 2023 世界咖啡冲煮大赛中国区选拔赛

2023 China Brewers Cup

- 时间: 2023 年 5 月 29 日 - 6 月 1 日
- 地点: 2.2F02
- 主办单位: 上海博华国际展览有限公司
- 授权单位: World Coffee Events
- 联合主办: 中华全国工商业联合会烘焙业公会

- Date: May 29-June 1 2023
- Venue: 2.2F02
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd
- Authorized by: World Coffee Events
- Co-organizer: All-China Bakery Association



2023 China Brewers Cup

8

座城市  
Cities

50

位评委  
Judges

5,00+

选手  
Players

## 总决赛获奖名单 / Winners

- 第一名 李晋坤 (乔治队长)
- 第二名 张晓博 (上海博华国际贸易有限公司)
- 第三名 韦一薇 (熊加咖啡)
- 第四名 钟静静
- 第五名 许文纯 (Geecoffee)
- 第六名 林自 (巴浪树林咖啡)

世界咖啡冲煮大赛中国区选拔赛(简称 CBrC) 2015 年由上海博华国际展览有限公司经由 World Coffee Events 授权引入中国主办。赛事重点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。选手需要在初赛完成: 指定冲煮和自选冲煮两项。对于指定冲煮, 选手需用赛事指定的咖啡豆、磨豆机在制作三杯全咖啡饮品。而自选冲煮中, 选手可以选择使用任意咖啡豆进行展演, 并分享产地、烘焙信息以及风味描述以及冲煮方案, 而评委将会针对选手呈送的咖啡风味以及服务和整体表现做出评分。

China Brewers Cup(CBrC) was introduced into China by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. through the authorization of World Coffee Events in 2015. The competition focuses on players using filters to brew their own coffee, aiming to improve the skills of coffee brewing and excellent service experience. Contestants need to complete in the preliminary round: designated brewing and optional brewing. For the designated brewing, players need to use the designated coffee beans and grinders to make three cups of full coffee drinks. In Self-selection brewing, contestants can choose to use any coffee bean for demonstration, and share origin, roasting information, flavor description and brewing plan, while the judges will score the flavor, service and overall performance of the coffee submitted by the contestants.

First place — Jinkun Li

Second place — Xiaobo Zhang

Third place — Yiwei Wei

Fourth place — Jingling Zhong

Fifth place — Wenchun Xu

Sixth place — Zilin

赞助商 / Sponsor

Borsatto

FLAT WHITE

HARIO

CAFFÈ

CAFFÈ

CAFFÈ

CAFFÈ

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## 2023 China Cup Tasters Championship

- Date: July 6 - July 9 2023      Venue: Suzhou Jiuguang Department Store  
 Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd  
 Authorized by: World Coffee Events      Co-organizer: All-China Bakery Association



## 总决赛获奖名单 / Winners

冠军：罗琳琳（佛山市一质咖啡餐饮管理有限公司）

亚军：朱许育(向餐饮管理(苏州)有限公司)

季军：高夺(石光商贸(上海)有限公司)

第四名：孙衍基

First place —— Luo Linlin

Second place — Xuyu Zhu

Third place — Duo Gao

Fourth place — Yanji Sun

**赞助商 / Sponsor**



CCTC 是由 WCE 举办的一项世界级年度咖啡赛事，咖啡杯测既是一项专业技能、一种职业，也是一种乐趣。它需要用专业的评鉴方法对咖啡的好坏进行评价。杯测的意义被认为是在同一水平条件下评价和比较几种不同的咖啡。因为咖啡之间的不同非常的细微，观察这些咖啡的特性（风味、醇度、新鲜度等）容易受到来自不同咖啡萃取方法的影响。为消除了这些变因，精心准备的杯测可以品尝出咖啡最基础的固有特性。

- 大赛中三组咖啡为一个组别成三角阵型排放，两杯为相同的咖啡液，其中有一杯有别于其他两杯，选手可以通过味觉嗅觉等感官体验和经历最快的分辨出其中一杯不同的咖啡。

- 每轮比赛有 8 个组别，准确率最高和速度最快的前八位选手将晋级下一轮比赛，冠军的争夺将在最后留下的四位选手之间展开。

- 本次大赛共有 140 位来自全国各地的选手，140 名选手还包含了 3 位原中国杯测冠军，共同进行角逐，最终的冠军将代表中国走向世界的舞台征战。

CCTC is a world-class annual coffee competition organized by WCE, where coffee cup testing is both a professional skill, a profession, and a pleasure. It requires professional evaluation methods to evaluate the quality of coffee. The significance of cup testing is considered to evaluate and compare several different types of coffee under the same level of conditions. Because the differences between coffees are very subtle, observing the characteristics of these coffees (flavor, alcohol content, freshness, etc.) is easily influenced by different coffee extraction methods. To eliminate these variables, carefully prepared cup tests can reveal the most fundamental inherent characteristics of coffee.

In the competition, three sets of coffee are arranged in a triangular formation, with two cups of the same coffee liquid. One cup is different from the other two cups, and players can quickly distinguish one different cup of coffee through sensory experiences and experiences such as taste and smell.

There are 8 groups in each round of competition, and the top eight players with the highest accuracy and fastest speed will advance to the next round.

The competition for the championship will unfold between the four remaining players.

There are a total of 140 contestants from all over the country in this competition, including 3 original Chinese Cup test champions. The final champion will represent China's journey to the world stage.





# 2023 世界咖啡师大赛中国区选拔赛

2023 China Barista Championship-Shanghai Division

- 时间: 2023 年 8 月 16-18 日
- 地点: 成都 HOTELEX
- 主办单位: 上海博华国际展览有限公司
- 授权单位: World Coffee Events
- 联合主办: 中华全国工商业联合会烘焙业公会
- Date: August 16-18 2023
- Venue: HOTELEX Chengdu
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd
- Authorized by: World Coffee Events
- Co-organizer: All-China Bakery Association



## 总决赛获奖名单 / Winners

- 冠军: 孙磊(苏州马路咖啡)  
亚军: 潘志敏(PAPER BALL COFFEE)  
季军: 苏旭东(寅宾日出咖啡(南京)有限公司第一分公司)  
第四名: 潘恩琪(上海 ALOHACOFFEE)  
第五名: 梁嘉晨(胡豆咖啡)  
第六名: 李延庆(Parking Coffee)

- First place —— Lei Sun  
Second place —— ZhiMin Pan  
Third place —— Xudong Su  
Fourth place —— Enqi Pan  
Fifth place —— Jiachen Liang  
Sixth place —— Yanqing Li

世界咖啡师大赛 (World Barista Championship) 最早由欧洲特种咖啡协会和美国特种咖啡协会共同发起。2003 年, 上海博华国际展览有限公司经 World Coffee Events (简称“WCE”) 授权引入中国主办世界咖啡师大赛中国区选拔赛 (China Barista Championship, 简称“CBC”), 该赛事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。过关斩将的最后胜利者将代表中国站在世界咖啡竞赛的舞台。

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.

## 赞助商 / Sponsor



# 2023 世界咖啡拉花艺术大赛中国区选拔赛

2023 China Latte Art Championship

- 时间: 2023 年 5 月 29 日 - 6 月 1 日
- 地点: 2.2F01
- 主办单位: 上海博华国际展览有限公司
- 授权单位: World Coffee Events
- 联合主办: 中华全国工商业联合会烘焙业分会
- Date: May 29-June 1 2023
- Venue: 2.2F01
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd
- Authorized by: World Coffee Events
- Co-organizer: All-China Bakery Association



5

座城市  
Cities

19

位评委  
Judges

24

选手  
Players

## 总决赛获奖名单 / Winners

第一名 刘国强 (六边形咖啡)

第二名 陈卓豪 (邵医咖啡)

第三名 朋福涛

第四名 张元一 (上海牛牛咖啡设备有限公司)

第五名 徐海洋 (上海朝啡薯萃咨询管理有限公司)

第六名 黎志豪 (壹熹餐饮服务有限公司)

世界咖啡拉花艺术竞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, 也是咖啡拉花艺术的最高竞演殿堂。在 2013 年, 由上海博华国际展览有限公司引入中国, 以其专业的赛事水平和她独特的咖啡表达方式, 首次在国内举办就引起了非常大的反响。

大家热衷于这个新兴赛事的原因很简单, 因为她是国内咖啡的潮流和趋势, 她是一个能以最快速度在专业及大众层面推广开来的赛事平台!

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.

First place — GuoQiang Liu

Second place — ZhuoHao Chen

Third place — FuTao Peng

Fourth place — YuanYi Zhang

Fifth place — HaiYang Xu

Sixth place — ZhiHao Li

赞助商 / Sponsor





# 2022 世界咖啡与烈酒大赛中国区选拔赛

2022 China Coffee In Good Spirits Championship

- 时间: 2023 年 5 月 29 日 - 6 月 1 日
- 地点: 2.2L80
- 主办单位: 上海博华国际展览有限公司
- 授权单位: World Coffee Events
- 联合主办: 中华全国工商业联合会烘焙业分会
- Date: May 29-June 1 2023
- Venue: 2.2L80
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd
- Authorized By: World Coffee Events
- Co-organizer: All-China Bakery Association



15  
位评委  
Judges

23  
选手  
Players

## 获奖名单 / Winners

第一名 谭茜颖

第二名 李欣颖 (广州纷赏餐饮管理有限公司)

第三名 李惟沁 (上海近遇餐饮管理有限公司)

第四名 刘展鸿 (恒天然商贸(上海)有限公司)

第五名 樊飞雪 (贵阳对的咖啡)

第六名 陈玠余 (XROSSOVER COFFEE)

First place — XIYing Tan

Second place — XinYing Li

Third place — FeiXue Fan

Fourth place — JieYu Chen

Fifth place — FeiXue Fan

Sixth place — JieYu Chen

世界咖啡与烈酒大赛是由世界咖啡活动先驱 World Coffee Events 发起的世界咖啡赛事之一。

2022 世界咖啡与烈酒大赛中国区总决赛由上海博华国际展览有限公司主办。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。

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

赞助商 / Sponsor



18RESERVA

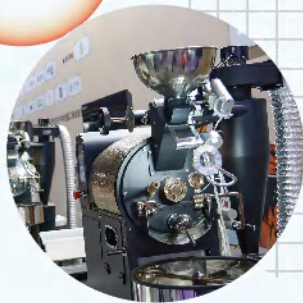
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# 2023 世界咖啡烘焙大赛中国区选拔赛 - 上海分赛区

2023 China Coffee Roasting Championship-Shanghai Division

- 时间: 2023 年 5 月 29 日 - 6 月 1 日
- 地点: 2.2L01
- 主办单位: 上海博华国际展览有限公司
- 授权单位: World Coffee Events
- 联合主办: 中华全国工商业联合会烘焙业公会
- Date: May 29-June 1 2023
- Venue: 2.2L80
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co.,Ltd
- Authorized By: World Coffee Events
- Co-Organizer: All-China Bakery Association



## 获奖选手 / Winners

- 第一名 陈德丰 (小铭咖啡)
- 第二名 张松(石家庄咖圣商贸有限公司)
- 第三名 高浩迪(大吉咖啡)
- 第四名 邱智文(上海易咖吉贸易有限公司)

- First place —— DeFeng Chen
- Second place —— Song Zhang
- Third place —— HaoDI Gao
- Fourth place —— ZhiWen Qiu

世界烘焙大赛 (World Coffee Roasting Championship, 简称“WCRC”) 是无数咖啡烘焙选手梦寐以求的舞台。2016 年由上海博华国际展览有限公司经 World Coffee Events 授权引入举办中国区选拔赛。此项赛事分为三个板块: 咖啡生豆的评级, 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。

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.

## 赞助商 / Sponsor





# 2023 中国传承与创新中餐厨艺挑战赛

2023 China Inheritance and Innovation Chinese Cuisine Challenge

- 时间: 2023 年 5 月 29 日 -6 月 1 日
- 地点: 3L01
- 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
- 认证机构: 世界厨师联合会
- Date: May 29-June 1 2023
- Venue: 3L01
- Organizer: Shanghai Restaurants Cuisine Association
- Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Endorsed By: World Association of Chefs Societies (WACS)



## 获奖选手 / Winners

精致创意料理套餐展示: 0 金 0 银 1 铜

中国艺术雕塑展示: 3 金 7 银 6 铜

中式融合菜(传统与创新)

冷菜组: 3 金 9 银 6 铜 / 热菜组: 6 金 12 银 9 铜

康师傅创意面比赛专场 - 现场制作: 4 金 14 银 9 铜

Exquisite creative cooking set display: 0 gold, 0 silver, 1 bronze;

Chinese art sculpture display: 3 gold, 7 silver and 6 bronze

Chinese Fusion dish (Traditional and Innovative) :

Cold dish :3 gold, 9 silver, 6 bronze/Hot dish :6 gold, 12 silver, 9 bronze

Master Kang Creative Noodles Competition - on-site production:  
4 gold, 14 silver and 9 bronze

## 赞助商 / Sponsor



2023HOTELEX“寻”中国传承与创新中餐厨艺挑战赛是继2021举办后的第二届赛事，其得到了主办方上海市餐饮烹饪行业协会和上海博华国际展览有限公司，以及承办单位上海元昌美食精英会和味 Fusion 创意厨房、超越美食精英会；协办单位台湾厨艺美食协会、北京市中华厨艺研究会、江西省餐饮烹饪行业协会的大力支持！赛事设立组委会成员机制并有101位专业裁判强强加入，通过比赛项目的严苛规则，检验选手学习烹饪的技艺程度。通过传承的中式烹饪，将创新的调味或是摆盘，甚至是食材的二次开发融会贯通，将自己最完美的作品呈现现场并与专业评委互换品评。赛事设立了冷菜项目、热菜项目和康师傅创意面点以及展示类项目（雕刻和精致料理套餐展示）。除了将现场参赛选手的竞技烹饪，菜品创作的风采能够一睹为快之外，展示类项目的亮点也是层出不穷：选手可以将果蔬、芝士、巧克力、面塑等不同的材料，通过自己巧夺天工的雕刻手艺，呈现造型各异，孕育不同创作理念的雕刻作品；此外，更邀请沪上多家知名的餐厅大厨团队带来自己充满视觉欣赏效果的精致料理套餐展示。

2023 HOTELEX 'Seeking' Chinese Heritage and Innovation Chinese Cooking Challenge is the second event after 2021, which was sponsored by Shanghai Catering and Cooking Industry Association and Shanghai Bohua International Exhibition Co., LTD., as well as the organizer Shanghai Yuanchang Food Elite and Fusion Creative Kitchen, beyond the food elite; Support from Taiwan Culinary Association, Beijing Chinese Culinary Research Association and Jiangxi Provincial Catering and Culinary Industry Association! The competition set up an organizing committee membership mechanism and 101 professional judges joined, through the strict rules of the competition, to test the contestants to learn the skill of cooking. Through the heritage of Chinese cooking, the innovative seasoning or dish, and even the secondary development of ingredients, will be the most perfect work presented on the scene and exchanged with professional judges. The competition has set up cold dishes, hot dishes and Kang Shi Fu creative pastry, as well as the exhibition category (carving and exquisite cuisine set display). In addition to the competitive cooking and dish creation of the contestants, the highlights of the exhibition projects are endless: contestants can use different materials such as fruits and vegetables, cheese, chocolate, dough sculptures and other materials to present sculpting works with different shapes and different creative ideas through their own ingenious carving skills; In addition, a number of well-known restaurant chef teams in Shanghai are invited to bring their own exquisite cooking packages full of visual appreciation effect.





# HOTELEX 潮饮寻味赛

HOTELEX Fashion Drinks Savoring Competition

- 时间: 2023 年 5 月 31 日
- 地点: 8.1M32
- 主办单位: 上海博华国际展览有限公司
- Date: May 31 2023
- Venue: 8.1M32
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



## 获奖选手 / Winners

最佳风味搭配饮品: 张校宁 (昆山真金食品有限公司)

最佳创意理念饮品: 陈秀金

最佳新奇概念饮品: 张校宁

Best Flavor with Drinks: Zhang Xiaoning (Kunshan ZhenJin Food Co., LTD.);

Best Creative Idea Drink: Chen Xiujin;

Best Novel Concept Drink: Zhang Xiaoning

## 赞助商 / Sponsor



以寻找原产地食材为契机，邀请高质量研发将产地 & 跨界食材运用到饮品中，以“饮品”为落脚点、以分享性质赛事为桥梁，嫁接品牌、产地、研发三者之间的关联，邀请了 22 位当下饮品行业 TOP 品牌研发及专业饮品从业者组成在潮流饮品界最有话语权的评审团队（如 7 分甜、沪上阿姨、益禾堂、悸动烧仙草、CoCo 都可、桂桂茶、挪亚咖啡、甜啦啦、艾炒酸奶、茉莉奶白、莫沫南路等），为他们带来最源头的食材和最富创意和新奇理念的饮品，大大缩短品牌与产地食材之间的距离。

共计 6 个产地食材代表、4 个头部展商、4 个餐饮星厨分别参与到寻产地、寻首发、寻新奇板块中，带来超出 10 款以上的原产地食材用于饮品研发呈现，向大家展示潮流饮品的更多可能性。首届比赛参与的研发官涵盖品牌研发和定向邀约潮流获奖选手 12 位，他们根据自己的理解将不同产地食材揉入到创意 / 新奇饮品中去，让所有参与到寻味赛里的评委及观众们见识到了潮流饮品的无限可能

Take the opportunity to find the origin ingredients, invite high-quality research and development to apply the origin and cross-border ingredients to drinks, take "drinks" as the foothold, and share the nature of the competition as a bridge, grafting the relationship between brand, origin and research and development. 22 TOP brand R&D and professional beverage practitioners in the current beverage industry were invited to form the most influential review team in the trend beverage industry (such as 7min Sweet, Hushangalta, Yihetang, Throb Siao grass, CoCo Duke, cinnamon tea, Nova coffee, Sweet Lala, Moal fried yogurt, Jasmine milk White, Mo Mo South Road, etc.). Bring them the most original ingredients and the most creative and novel ideas of drinks, greatly shortening the distance between the brand and the origin of the ingredients.

A total of 6 representatives of origin ingredients, 4 head exhibitors, and 4 food and beverage star chefs participated in the search for origin, search for the first, and search for novelty plates, bringing more than 10 types of origin ingredients for beverage research and development, showing you more possibilities of trend drinks. The R&D officers involved in the first competition included 12 winners of brand development and targeted invitation of fashionable drinks. They combined different ingredients into creative/novel drinks according to their own understanding, so that all the judges and viewers involved in the taste contest could see the infinite possibilities of fashionable drinks.





# 第十届中国国际潮流饮品创意制作大赛全国总决赛

The 10th Shanghai Fashiondrinks Competition Final

- 时间: 2023 年 8 月 16-18 日
- 地点: 成都 HOTELEX
- 主办单位: 上海博华国际展览有限公司
- 联合主办: 中华全国工商业联合会烘焙业分会
- Date: August 16-18 2023
- Venue: HOTELEX Chengdu
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Co-organizer: All-China Bakery Association



## 总决赛获奖名单 / Winners

- 全国总冠军: 胡雪 (欧本中饮(北京)食品有限公司)  
全国赛亚军: 黄梦婷 (正邦苏味)  
全国赛季军: 张校宁 (昆山真金食品有限公司)

First place —— Xue Hu

Second place —— Mengting Huang

Third place —— Xiaoning Zhang

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 10 届的累积, 已经获得饮品业及大众的认知。大赛通过限定赞助商原料和自由发挥 制作创意饮品, 激发饮品研发人员的创造能力, 通过对潮流饮品的竞技和诠释, 共同传播茶饮文化, 带动饮品市场发展, 引领行业新趋势。

Since 2014, the "Shanghai International Fashionable Drinks Competition" initiated by Shanghai Sinoexpo Informa Markets International Exhibition Co., LTD., has experienced 10 sessions of accumulation, and has won the recognition of the beverage industry and the public. By using the raw materials of event sponsors and making creative drinks freely, the competition stimulates the creative ability of beverage R&D personnel. Through the competition and interpretation of trendy drinks, the competition jointly spreads tea drinking culture, drives the development of fashionable drinks market, and leads the new trend of the beverage industry.

赞助商 / Sponsor



# 第九届世界面包大赛中国队选拔赛

The 9th World of Bread Contest China Selection

- 时间: 2023 年 5 月 29 日 - 6 月 1 日      ● 地点: 2.1L30  
● 主办单位: 世界面包大使团 (中国), 上海博华国际展览有限公司

- Date: May 29-June 1 2023      ● Venue: 2.1L30  
● Organizer: Ambassador of Bread China, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

4

座城市  
Cities

40

位评委  
Judges

29

选手  
Players



## 获奖选手 / Winners

冠军: 龚鑫 (苏州森联盟文化传播有限公司)  
亚军: 汪玉建 (杭州莱噢食品有限公司)  
季军: 史璞琰; 最佳法棍面包奖: 史璞琰  
最佳维也纳甜面包奖: 汪玉建  
最佳维也纳起酥面包: 李亚平  
最佳营养健康面包奖: 林嘉润 (福州糖克拉食品有限公司)  
最佳艺术面包奖: 龚鑫  
最佳有机面包奖: 吴恩龙 (苏州焙融信息科技有限公司)  
最佳三明治 - 奶酪奖: 龚鑫  
最佳三明治 - 肉类: 庄琬芳 (东莞市技师学院)  
最佳国家特色面包奖: 汪玉建  
最有潜力助手奖: 王宏磊

世界面包大赛 (Mondial du Pain) 始于 2007 年, 由世界面包大使团 (Les Ambassadeur du Pain) 在法国创建, 目前有 60 多个国家和地区参加, 代表了各个国家和地区最高的面包烘焙水平, 被称为面包界的“奥林匹克”。为促进中国餐饮业烘焙技艺发展交融, 挖掘餐饮业烘焙面点的市场潜力和优秀人才, 经世界面包大使团认定, 特举办第 9 届世界面包大赛中国选拔赛。

Founded In 2007 by Les Ambassadeur du Pain In France, the Mondial du Pain is now attended by more than 60 countries and regions representing the highest level of bread baking in each country. It is called the 'Olympics' of bread. In order to promote the development and integration of baking skills in the Chinese catering industry and tap the market potential and outstanding talents of baking pastries in the catering industry, the 9th World Bread Contest China Selection is specially held by the World Bread Ambassador Group.

## 赞助商 / Sponsor





# 第七届 HOTELEX 明日之星 - 中国国际烹饪技能职业联赛

The 7th Hotelex RISING Star - China International Culinary Skills Professional League

○ 时间: 2023 年 5 月 29 日 -6 月 1 日 ○ 地点: 4.1M65

○ 主办单位: 中国烹饪协会、上海博华国际展览有限公司

○ Date: May 29-June 1 2023

○ Venue: 4.1M65

○ Organizer: China Cuisine Association

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

HOTELEX 明日之星第七届 HOTELEX 明日之星—中国国际烹饪技能职业联赛举办至今已经第七届（以下简称“第七届联赛”）。本次比赛主办单位为中国烹饪协会、上海博华国际展览有限公司，承办单位为中国烹饪协会餐饮教育工作委员会。旨在打造成中国青年职业厨师和烹饪职业教育技能竞赛最权威的赛事，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，对青年职业厨师和职业院校烹饪专业类学生做出专业、多层次的综合评定，评选出业界认可、具有权威资质，未来可期“明日之星”烹饪大师，为未来的烹饪大师们提供秀出自己绝技的平台。

The 7th HOTELEX Rising Star Competition - China International Culinary Skills Vocational Contest is currently in its 7th edition (referred to as the "7th Competition"). The event is organized by the China Cuisine Association and Shanghai Bohua International Exhibition Co., Ltd., and is hosted by the Catering Education Committee of the China Cuisine Association. The competition aims to become the most authoritative event for young professional chefs and culinary vocational education skills in China. Through a professionally authoritative assessment system, industry expert opinions are combined with consumer demands to comprehensively evaluate young professional chefs and culinary students from vocational schools. This evaluation aims to select future "Rising Star" culinary masters who possess recognized qualifications and authority in the industry. It provides a platform for these aspiring chefs to showcase their skills and talents.



4  
座城市  
Cities

100+  
所学校  
School

1000+  
选手  
Players

赞助商 / Sponsor



### 食品造型设计

冠军：薛鹏飞（沈阳新东方烹饪学校）  
亚军：黄凯（蓝海职业学校）  
季军：杨思琪（沈阳欧米奇西点西餐学院）

### 中式热菜

冠军：林赫（沈阳外事服务学校）  
亚军：蔡成明（绍兴市职业教育中心）  
季军：张原（辽宁现代服务职业技术学院）

### 中式面点

冠军：张可（无锡市特殊教育学校）  
亚军：张钟月（沈阳外事服务学校）  
季军：柏佳琪（辽宁现代服务职业技术学院）

### 中式艺术冷拼

冠军：张梦航（中策职业学校康桥校区）  
亚军：蒋航城（杭州第一技师学院）  
季军：肖拯（浙江商业技师学院）

### 西式甜品

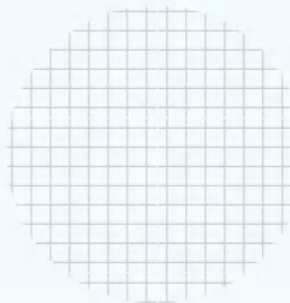
冠军：陈禹君  
亚军：唐利娟（广西商业技师学院）  
季军：李佳昕（沈阳欧米奇西点西餐学院）

### 西式冷菜

冠军：李思翰（沈阳欧米奇西点西餐学院）  
亚军：王皓（浙江旅游职业学院千岛湖校区）  
季军：王湘楠（浙江农业商贸职业学院）

### 西式热菜

冠军：俞佳（浙江旅游职业学院千岛湖校区）  
亚军：穆淑怡（浙江农业商贸职业学院）  
季军：王中豪（沈阳欧米奇西点西餐学院）



### Food modeling design

First place —— Xue Pengfei  
Second place —— Huang Kai  
Third place —— Yang Siqi

### Chinese hot food

First place —— Lin Zhi  
Second place —— CAI Chengming  
Third place —— Zhang Yuan

### Chinese pastry

First place —— Zhang Ke  
Second place —— Zhang Zhongyue  
Third place —— Bai Jiaqi

### Chinese art cold

First place —— Zhang Menghang  
Second place —— Jiang Hangcheng  
Third place —— Xiao Yan

### Western dessert

First place —— Chen Yujun  
Second place —— Tang Lijuan  
Third place —— Li Jiaxin

### Western cold dishes

First place —— Li Sihan  
Second place —— Wang Hao  
Third place —— Wang Xiangnan

### Western hot dishes

First place —— Yu Jia  
Second place —— Mu Shuyi  
Third place —— Wang Zhonghao



# 2023 上海市旅游饭店行业餐饮摆台技能大赛

2023 Shanghai Tourist Hotel Industry Catering Skills Competition

○ 时间: 2023 年 5 月 29 日 -5 月 30 日 ○ 地点: 5.2M70

○ 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

○ Date: May 29-May 30 2023

○ Venue: 5.2M70

○ Organizer: Hotel Industry Association of Shanghai Tourism Trade Association

○ Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



伴随疫情后经济复苏的春风,紧随后疫情时代重振市场的步伐,时隔一年,上海市旅游行业协会饭店业分会和上海博华国际展览有限公司合作,重启“2023 上海市旅游饭店行业餐饮摆台技能大赛”。

今年比赛参与酒店之广、报名人数之多,远超预期。共有 27 家酒店 58 名选手参加此次大赛预赛,26 位选手进入决赛,报名参赛的热度折射出酒店对提升餐饮服务质量的的高度重视。

本次赛事也邀请到三位评委依据比赛标准,严谨细致、公平公正对每位选手预、决赛中的实操进行了认真评分,并结合选手们动作的规范度、技术的熟练度、以及主题呈现的鲜明度等场上表现,进行了专业点评,使参赛选手获益匪浅。

With the spring breeze of economic recovery after the epidemic, following the pace of reviving the market in the post-epidemic era, one year later, the hotel branch of Shanghai Tourism Industry Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. cooperated to restart the “2023 Shanghai Tourist Hotel Industry Catering Skills Competition”.

This year's competition involved a wide range of hotels, the number of applicants, far more than expected. A total of 27 hotels 58 contestants participated in the preliminary competition, 26 contestants entered the final, the heat of registration reflects the hotel to improve the quality of food and beverage service attaches great importance.

This competition also invited three judges according to the competition standards, rigorous, meticulous, fair and just to each player in the pre-final, the actual operation of the final was carefully scored, and combined with the standardization of the players' movements, technical proficiency, as well as the theme of the sharp performance, professional comments, so that the contestants benefited a lot.

赞助商 / Sponsor

万润国际  
WANRUN INTERNATIONAL

DXC  
CHINA

### 团体奖

团体一等奖：上海兴国宾馆丽笙精选  
团体二等奖：衡山花园酒店  
团体三等奖：上海大酒店

### 西式宴会摆台技能比赛

一等奖：衡山花园酒店 郑佳莹  
二等奖：上海兴国宾馆丽笙精选 郝硕、上海瑞金洲际酒店许天樟  
三等奖：上海大酒店 刘静雅、融通延安饭店 张梦雪、上海蓝宫大饭店 袁玉龙  
优胜奖：上海金陵紫金山大酒店 姚惟丽、闵行星河湾 刘朦

### Team award

Group First Prize: Shanghai Xingguo Hotel Lishan Selection  
Group Second Prize: Hengshan Garden Hotel  
Group Third Prize: Shanghai Grand Hotel

### Chinese Banquet Table Setting Skills Competition

First place —— Wang Xinrui  
Second place —— Zhu Dongxiao, Liu Yingjun  
Third place —— Ma Dongying, LEI JIANGYUE, Yao JIAYUAN  
Winning prizsee —— Kong Zijian, Hu Hao, Ding Ningning, GAO Ningzhen

### Western Banquet Table Setting Skills Competition

First place —— Zheng Jiaying  
Second place —— Hao Shuo, Tian Wei  
Third place —— Liu Jingya, Zhang Mengxue, Yuan Yulong  
Winning prizsee —— Yao Weili, Liu Meng

### Afternoon Tea Banquet Table Setting Skills Competition

First place —— Wu Bao  
Second place —— Zang Qicheng, Ren En road  
Third place —— Huang Chengchao, Zhang Juan, Yuan Yisheng  
Winning prizsee —— Wang Hui, Gao Lixue

### 中式宴会摆台技能比赛

一等奖：上海兴国宾馆丽笙精选 王沁蕊  
二等奖：衡山花园酒店 朱重笑、上海锦江饭店 刘潘骏  
三等奖：上海大厦 马冬颖、上海瑞金洲际酒店 雷江月、  
上海兴国宾馆丽笙精选 姚佳媛  
优胜奖：上海绿瘦酒店 孔梓鉴、上海金陵紫金山大酒店 胡浩、  
闵行星河湾 丁宁宁、上海蓝宫大饭店 高宁珍

### 下午茶宴会摆台技能比赛

一等奖：上海国际贵都大饭店 吴宝  
二等奖：上海锦江饭店 臧麒麟、上海大酒店 任恩路  
三等奖：上海银星皇冠假日酒店 黄骋超、三甲港绿地暇咖岛 张娟、  
上海金茂君悦大酒店 袁义盛  
优胜奖：浦东机场华美达 王慧、上海江苏饭店 高丽雪





# 2023 上海国际手工冰淇淋大师赛全国总决赛

China Gelato Championship 2023 Final

○ 时间: 2023 年 5 月 29 日 -5 月 30 日 ○ 地点: 5.1M76 ○ 主办单位: 上海博华国际展览有限公司

○ Date: May 29-May 30 2023

○ Venue: 5.1M76

○ Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



## 获奖选手 / Winners

冠军: 姜杰(北京酥山餐饮管理有限公司)

亚军: 罗彤(贵阳香草云起餐饮服务服务有限公司)

季军: 黄韵(广州市啡粤餐饮管理有限公司)

First place —— Jie Jiang

Second place —— Tong Luo

Third place —— Yun Huang

为了促进中国冰淇淋事业的发展,将新鲜 Gelato 推广给更多的人,上海国际手工冰淇淋大师赛自 2013 年开始由上海博华国际展览有限公司主办,直至今日已经陪伴各位走过了十年的岁月。在总决赛之前,主办方与优秀赞助商们共同召集并审核了 30 位专业级选手参加全国手工冰淇淋界最高的竞演舞台。

In order to promote the development of China's Ice cream Industry and promote fresh Gelato to more people, China Gelato Championship 2023 Final has been sponsored by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. since 2013, and has accompanied you through ten years. Before the final, the organizers and outstanding sponsors jointly convened and reviewed 30 professional players to participate in the highest competition stage in the country's handmade Ice cream Industry.

赞助商 / Sponsor



# 2023 上海国际披萨大师赛全国总决赛

Shanghai Pizza Master Competition 2023 Final

○ 时间: 2023 年 5 月 31 日 -6 月 1 日      ○ 地点: 5.1M76      ○ 主办单位: 上海博华国际展览有限公司

○ Date: May 29-June 1 2023

○ Venue: 5.1M76

○ Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



## 获奖选手 / Winners

冠军: 徐肇佟(慕玛披萨)

亚军: 沈涛(三只熊披萨)

季军: 宋佳龙(疯狂披萨)

First place —— Zhaotong Xu

Second place —— Tao Shen

Third place —— Jialong Song

上海国际披萨大师赛是由主办方上海博华在 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。历经多年举办,披萨大师赛已经成为国内披萨行业、烘焙店、烘焙爱好者、餐饮企业、西餐厅、披萨店等多方关注的焦点。上海博华国际展览有限公司在各大分赛区召集了共 75 位专业级披萨师参与比赛,其中包括:西南赛区-成都、华南赛区-广州、华东赛区-上海,经过层层筛选与激烈角逐,最终由各分赛区产生的 9 名冠亚季军选手参加本次 2023 上海国际披萨大师赛全国总决赛。

Shanghai Pizza Master Competition is sponsored by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. In 2013, aiming to promote the development of pizza industry in China, promote pizza product innovation, spread pizza knowledge and culture, discover pizza talents, and build a performance, competition and exchange platform for professional pizza chefs in China. Held for many years, the Pizza Masters has become the focus of attention of the domestic pizza industry, bakery shops, bakery enthusiasts, catering enterprises, western restaurants, pizza shops and other parties. Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. convened a total of 75 professional pizza divisions to participate in the competition in the major sub-divisions, including: Southwest Division - Chengdu, South China Division - Guangzhou, East China Division - Shanghai, after layers of screening and fierce competition, the final 9 winners and runners-up from the sub-divisions participated in the Shanghai Pizza Master Competition 2023 Final.

## 赞助商 / Sponsor





# ALL Star 中国冠军表演秀

China ALL-STAR SHANGHAI 2023

- 时间: 2023 年 6 月 1 日
- 地点: 2.2M02
- 主办单位: 上海博华国际展览有限公司
- 协办单位: 中华全国工商业联合会烘焙业公会
- Date: June 1 2023
- Venue: 2.2M02
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Co-organizer: All-China Bakery Association



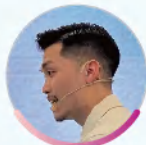
All-Star 是由上海博华国际展览有限公司举办的中国冠军咖啡师表演秀。表演嘉宾皆来自中国咖啡冠军团。

如果说想要和冠军近距离交流、学习, 没有比这更好的机会了。HOTELEX 2023 年将继续邀请冠军咖啡师, 和咖啡爱好者们面对面交流, 相信咖啡师的精彩表演和教学会为许多咖啡爱好者带来灵感和技巧。

All-Star is China's Champion Barista performance show organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., LTD. The performers are all from the Chinese Coffee Champion Group.

If you want to communicate and learn from champions, there is no better opportunity than this. HOTELEX 2023 will continue to invite champion baristas to communicate with coffee lovers face to face, believing that the wonderful performances and teaching of baristas will bring inspiration and skills to many coffee lovers.

## 表演赛冠军 / Winners



王贵峰

集福 GIF COFFEE  
创始人



邹阳

无限福气 & 觅蜜咖啡  
品牌创始人



李金龙

Coffee Commune  
上海咖啡公社首席品控



卢道强

十柴咖啡学院  
主理人



孙磊

Marus 马路咖啡  
主理人

赞助商 / Sponsor



# 2023 第二届中国精品巧克力大赛

CFCA Chocolate Talent Division 2023

- 时间: 2023 年 5 月 29 日 -6 月 1 日
- 地点: 8.2F190
- 主办单位: 上海博华国际展览有限公司、CFCA 精品巧克力协会
- Date: May 29-June 1 2023
- Venue: 8.2F190
- Organizer: Cacao Fundamental Chocolate Association  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



CFCA Chocolate Talent Division 2023

## 精品可可饮品大师赛获奖选手

- 第一名: 陈诗琪
- 第二名: 金瑶宇
- 第三名: 李佳明、李增浩

- First place —— Shiqi Chen
- Second place —— Yaoyu Jin
- Third place —— Jiaming Li, Zenghao Li

本届赛事由上海博华国际展览有限公司协 CFCA 精品巧克力协会共同举办, 现场不仅有关于精品可可的精彩赛事分享, 更有和稀有可可风味亲密接触的机会。同时, 精品可可饮品大师赛可以让观众们在现场观看选手做经典巧克力以及创意巧克力饮品, 并专门选用推杯赛的形式, 不可错过评委激烈的现场交流。同时在颁奖典礼结束后, 仍有可讨论论坛进行现场互动交流。所有观众有机会试吃参赛作品, 与选手和评委老师们进行交流, 让每位观众都可以感受精品巧克力带来的幸福。

Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd and Cacao Fundamental Chocolate Association co-organized this year's event. There were exciting events to share about fine cocoa and opportunities to get in touch with rare cocoa flavors. At the same time, the Fine Cocoa Beverage Masters Competition allows the audience to watch the contestants make classic chocolate and creative chocolate drinks on site, and specially chooses the form of the push cup competition, so you can't miss the intense on-site communication of the judges.

## 赞助商 / Sponsor

可可森林学会、惠家电器有限公司、上海必如食品有限公司、白矮星智能科技(江苏)有限公司  
Cocoa Forest、WELHOME、BeFood、HOPE INNOVATION CENTER



# 2023 上海奢厨国际美食峰会

Savory of China 2023

时间: 2023 年 5 月 29 日 -30 日 地点: 4.1M10 主办单位: 上海博华国际展览有限公司

Date: May 29-May 30 2023 Venue: 4.1M10  
Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



2023Savory of Shanghai 上海奢厨国际美食峰会优选来自世界各地,不同产地,多元化品类的烹饪食材齐聚长三角,将这些元素融合碰撞。此次峰会共有 9 家国际品牌和国内知名餐饮展商一同参与,为现场观众呈现视觉和味觉的双重体验。邀请朱一帆、洪赵龙、李悦 3 位名厨现场演绎,采用品牌展商带来的优质产品,加上各款调味品,经过主厨的“妙手生花”和精美餐盘搭配后的摆盘技巧,最终呈现的是一道秀色可餐的美食作品。

2023 Savory of China, as a concurrent event of HOTELEX, will be held in Hall 4.1 booth M10 for 2 days of catering industry exchange and food and beverage on-site tasting. This event will bring you a variety of fine ingredients covering: Simplane Mecca Crisp 3/16 'fine potato, Blue Weston Crispy Large potato bar, Gold Label SRF' Extreme 'Wagyu, Salmon Creek Farm Pork rib, Anderson Northwest dried peas, Idaho Dairy IdaPro Micellar casein, Erie cheese, Mozzarella cheese, Spanish ham, etc.; Kitchen equipment supplies include: Wildwood Grilling high quality barbecue plate, Retional universal steam oven, celebrity chef magnetic electric induction cooker, Golden City Refrigeration beautiful refrigerated display cabinet. When the above cooperative brands provide their mainstream featured products, Zhu Yifan, Hong ZhaoLong and Li Yue, the three famous chefs invited by the organizer, will perfectly present the selected ingredients to the audience through their mature and unique dish creativity and cooking techniques, and share their culinary experience together.



朱一帆

FHC 中国国际烹饪艺术比赛赛事主席



洪赵龙

FHC 中国国际烹饪艺术比赛赛事裁判



李悦

2020FHC 中国国际烘焙甜品比赛  
面包烘焙与展示项目  
金牌获奖选手

赞助商 / Sponsor

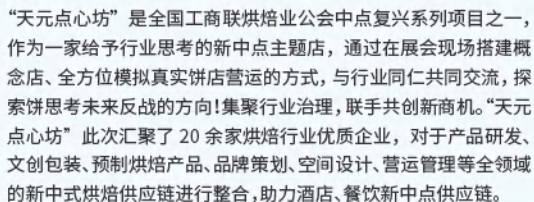


Tian Yuan Chinese Dim Sum

Tian Yuan Chinese Dim Sum

- 时间: 2023年5月29日-6月1日      ○ 地点: 21L26  
 ○ 主办单位: 全国工商联烘焙业公会、上海博华国际展览有限公司

- **Date:** May29-June 1 2023 ○ **Venue:** 2.1L26  
○ **Organizer:** All-China Bakery Association  
 Shanghai Sinoexpo Informa Markets International Exhibition Co. , Ltd.



"Tian Tuan Chinese DIM SUM" is one of the mid-point revival series projects of the National Federation of Industry and Commerce Bakery Association. As a new mid-point theme store that gives the Industry thinking, we communicate with Industry colleagues by building a concept store at the exhibition site and comprehensively stimulating the operation of a real bakery, and explore the future direction of anti-war pie thinking! Gather Industry governance, join hands to innovate business opportunities. "Tian Tuan Chinese DIM SUM " has gathered more than 20 high-quality enterprises in the baking industry to integrate the new Chinese bakery supply chain in the whole field of product research and development, cultural and creative packaging, prefabricated baking products, brand planning, space design, operation management, etc., to help the hotel and catering new midpoint supply chain.

**赞助商 / Sponsor**







HOTELEX 2024 展望

HOTELEX 2024  
PROSPECT

\*\*\*\*\*



○ ALCOHOLIC DRINKS  
酒类综合

○ BEVERAGE  
饮品综合

○ TABLEWARE  
桌面用品

○ FOOD  
食品综合



○ COFFEE & TEA  
咖啡与茶

○ FOOD & CATERING  
PACKAGING  
食品餐饮包装



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

○ CATERING EQUIPMENTS  
AND SUPPLIES  
厨房设备与用品

○ FRANCHISE AND  
CHAIN RESOURCES  
连锁加盟及连锁资源



○ ICE CREAM EQUIPMENT  
AND MATERIALS  
冰淇淋设备及原物料

○ CATERING DESIGN  
AND ACCESSORY  
餐饮设计及配套

○ CATERING  
INGREDIENTS  
餐饮食材





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

### ( 活动论坛 )

#### Event & Forum

第七届 HOTELEX 明日之星厨师大赛 | 2024 上海国际披萨大赛  
2024 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 2024  
2024 China Innovational and Traditional Chinese Cuisine Challenge

工欲善其事必先利其器，餐饮业的持续发展离不开餐饮设备的支持。根据 Market Research Future 发布的报告，机器烹饪设备的市场规模在 2022-2026 年间，预计将以 19.48% 的年复合成长率增长。

HOTELEX 上海酒店及餐饮展每年会吸引 25 万 + 专业观众采购交流，让您的产品和服务在行业内得到最大化的展示。餐饮设备与用品板块将全方位展示最新的餐饮设备、餐饮配套设施和创新用品，呈现行业前沿技术、国内外高精尖设备及集成化解决方案。

The sustainable development of the catering industry cannot be separated from the support of catering equipment. According to a report published by Market Research Future, the market size of catering equipment is expected to grow at a compound annual growth rate of 19.48% between 2022 and 2026.

HOTELEX Shanghai attracts 250,000 + professional visitors every year to purchase and exchange, so that your products and services in the industry to get the maximum display. The catering equipment and supplies section will comprehensively display the latest catering equipment, catering supporting facilities and innovative supplies, presenting the industry's cutting-edge technology, domestic and foreign advanced equipment and integrated solutions.



### ( 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

部分展商 LOGO

Part Of The Exhibitors' logo







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

### (活动论坛)

Event & Forum

#### 2024 上海市星级饭店餐饮摆台大赛

2024 Shanghai Star Hotel Table Art Competition

“煎炒宜盘，汤羹宜碗，参错其间，方觉生色”。食不厌器，小到一餐一饭，大到宴请宾客，无论是高端酒店还是餐厅，好的桌面用品，总能提升服务的品质和宾客的体验。

HOTELEX 桌面用品及自助餐设备类，一直以其高端的市场定位及优质的现场服务，吸引着众多世界知名品牌。陶瓷、玻璃、不锈钢、金银器、亚克力塑料、水晶、密胺、竹木及绿色环保材质等应有尽有，覆盖当下酒店及中高端餐饮企业需求。此外，上海市旅游饭店行业餐饮摆台技能大赛也将同期举办，让桌面用品板块有了更多的展示空间。

Never get tired of food, small to a meal, big to entertain guests, whether it is a high-end hotel or restaurant, good tableware can always improve the quality of service and guest experience.

HOTELEX tableware products and buffet equipment category, has been with its high-end market positioning and quality on-site service, attracting many world-renowned brands. Ceramic, glass, stainless steel, gold and silver, acrylic plastic, crystal, melamine, bamboo and wood and green environmental protection materials, covering the current hotel and high-end catering business needs. In addition, the Shanghai Tourist Hotel Industry Catering Table Skills Competition will also be held at the same time, so that the tableware sector has more display space.



### (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

部分展商 LOGO

Part Of The Exhibitors' logo





Catering  
Ingredients



UNIVERSE SHOW |  
CONTRACT GLOBAL  
SELECTION OF DELICIOUS

寰宇秀场 | 承包环球甄选美味



## CATERING INGREDIENTS

## Event & Forum

The 7th HOTELEX "The Rising Star" Chef Competition  
2024 Savory of Shanghai

HOTELEX 餐饮食材板块持续深耕，专注餐饮食材研发的优质企业，与众多食材展商携手，共同探索供应链标准化与菜品定制化的最佳实践，助力餐饮行业的蓬勃发展与升级。HOTELEX 将提供充满商机和展示食材品质的绝佳平台，以及行业头部交流的宝贵资源。

With the continuous release of catering consumption demand is met by the market, the chain trend of catering brands continues to strengthen, and the standardization of food supply chain and the customization of dishes have become the focus of the industry. People's attention to food and ingredients has risen to an unprecedented level.

HOLETEX food ingredients plate continues to deepen, focus on food ingredients research and development of high-quality enterprises, with many food exhibitors to jointly explore the best practices of supply chain standardization and dish customization, to help the catering industry to flourish and upgrade. HOLETEX will provide an excellent platform full of business opportunities and showcase the quality of food ingredients, as well as a valuable resource to communicate with industry leaders.



## Exhibit Categories

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

### Part Of The Exhibitors' logo







Food

# DELICACY BREAKING FOOD BOUNDARIES

珍饈美味 | 打破美食边界



# 食品综合 FOOD

多元 | 健康 | 安全

Diversity | Health | Safety

## (活动论坛)

Event & Forum

第七届 HOTELEX 明日之星厨师大赛  
2024 上海看厨国际美食峰会

The 7th HOTELEX "The Rising Star" Chef Competition  
2024 Savory of Shanghai

食品之所以吸引人,是因为它满足了人类的基本需求,同时在美味体验、文化表达、探索与创新等多个层面带来了美好的体验,让我们在品味中感受生活的丰富多彩。

食品企业在产品设计中不仅要注重品质和新鲜度,也要强调产品的多元化和潮流化。作为酒店餐饮及食品产业的先锋展会, HOTELEX 深刻关注着这一趋势。通过举办一系列潮流赛事和先驱性的行业高峰论坛,展会已经吸引了 10W+ 餐饮企业老板和食品零售 / 渠道商,使 HOTELEX 成为食品企业展示符合 Z 世代需求产品的最佳平台。在这里,食品企业不仅能展示产品的优质特点,还能紧跟潮流趋势,满足年轻消费者对多样化和个性化的追求。

Food is attractive because it meets the basic needs of human beings, and at the same time brings a good experience at multiple levels such as delicious experience, cultural expression, exploration and innovation, so that we can feel the richness of life in taste.

Food enterprises should not only pay attention to quality and freshness in product design, but also emphasize the diversification and trend of products. As a pioneer in the hospitality and food industry, HOTELEX is deeply concerned about this trend. By hosting a series of trendsetting events and pioneering industry summit forums, the show has attracted 10W+ catering business owners and food retailers/distributors, making HOTELEX the best platform for food companies to showcase products that meet the needs of Generation Z. Here, food companies can not only show the quality characteristics of their products, but also keep up with the trend and meet the pursuit of diversity and individuation of young consumers.



## (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

部分展商 LOGO

Part Of The Exhibitors' logo







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

## (活动论坛)

Event & Forum

第十一届上海国际潮流饮品创意制作大赛

2024 China Fashion Drinks Competition

近几年,新式茶饮消费场景更加多元化,品类不断创新拓宽,消费者对新式茶饮的热情持续上升,预计2025年中国新式茶饮市场规模达到3749.3亿元。随着Z世代人群消费的崛起,及各年龄层对茶饮理解的变化,茶饮行业在中国蓬勃发展,全国各地优质的连锁和独立品牌如雨后春笋般出现。

HOTELEX 链接饮品产业上下游,为茶饮原材料及设备、软料、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,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。

In recent years, the consumption scene of new tea drinks has become more diversified, the categories have been continuously innovated and broadened, and the enthusiasm of consumers for new tea drinks has continued to rise. It is expected that the market size of new tea drinks in China will reach 374.93 billion yuan in 2025. With the rise of Generation Z consumption and the changing understanding of tea across all age groups, the tea industry is booming in China, with quality chains and independent brands springing up across the country.

HOTELEX links the upstream and downstream of the beverage industry, providing a powerful display platform for suppliers of tea raw materials and equipment, soft materials, juice, packaging, etc., and providing a fast and convenient one-stop procurement platform for buyers. The demand for high-quality talents in the tea industry continues to rise, and the Shanghai International Fashion Drinks Competition created by HOTELEX is committed to exploring the cutting-edge trends in the beverage industry and setting standards to provide creative talents for the development of the beverage industry. Through the competition to combine new drinks, popular winds and consumer psychology, continue to create a new era of tea drink vane.



## (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 | Copper | Water Heater | Beverage Vending Machines | Other Drinks

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

部分展商 LOGO

Part Of The Exhibitors' logo







CUP STYLE, TASTE THE  
WONDERFUL WORLD

杯中风采 | 品味世界精彩



咖啡与茶  
COFFEE & TEA

## Event & Forum

2024 China Barista Championship / 2024 China Latte Art Championship  
2024 China Cup Tasters Championship  
2024 China Coffee Roasting Championship / 2024 China Brewers Cup  
2024 China Coffee In Good Spirits Championship  
Shanghai Coffee & Food Festival 2024

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、器皿类及咖啡周边产品、生活方式等,都有广阔的市场空间。而 HOTELEX 咖啡与茶饮板块,将汇聚业内优秀咖啡上下游产业相关展商和展品,为行业供应和采购双方提供高质量的贸易平台。

China's coffee market is huge, according to relevant data, is expected to exceed 330 billion yuan in 2024, and coffee consumption in China is also growing at an impressive rate of 15% per year. The chain rate process of existing coffee is also accelerating, not only in first-tier cities, in new first-tier and second-tier cities, new brands are running out of small and medium-sized chain stores, maintaining the concentration of stores, but also speeding up the speed of store expansion.

China's coffee market has huge potential, and there is a broad market space for coffee cultivation, processing equipment, coffee machines, utensils, coffee peripheral products, and lifestyle in the upstream and downstream of the coffee industry. The HOTELEX coffee and tea section will bring together excellent exhibitors and exhibits related to the upstream and downstream coffee industries, providing a high-quality trading platform for both the supply and procurement.

At the same time, HOTELEX, as the authorized platform of WCE coffee series in China, will send Chinese champion talents for the world coffee competition every year, representing the level of China's coffee industry, showing excellent strength in the world coffee competition, and bringing Chinese coffee influence to the world.



## Exhibit Categories

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

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

甜蜜“冰”纷 | 万般风味弄潮儿



# 冰淇淋设备及原物料

## ICE CREAM EQUIPMENT AND MATERIALS

健康 | 丝滑 | 沁心

Healthy | silky | refreshing

### ( 活动论坛 )

Event & Forum

2024 上海国际手工冰淇淋大师赛

2024 China Gelato Championship



### ( 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

2022 年国内冰淇淋市场规模达 1672 亿元,并连续多年保持着接近两位数的复合增长率。冰淇淋企业如何做好产品创新迭代、如何围绕消费者画像做好市场营销,提升复购。要想解决上述问题,不仅需要搭建更加高效稳定的包括食材、辅料、设备、包装在内的供应链体系,更需要打开行业认知,从相邻品类汲取经验,推动行业迭代的加速,从而寻找进一步打开资本化、连锁化和规模化的商业格局。

HOTELEX 不仅具备全产业链的冰淇淋设备与原物料板块,同时融合众多高度成熟的关联品类,促进彼此之间的交流共融,为冰淇淋产业开拓新思路的同时,也为产业融合、做好增量提供机会。同时, HOTELEX 还从 2013 年开始举办上海国际手工冰淇淋大师赛,在为行业提供优质人才持续输出的同时,也为当前行业亟需的产品创新迭代提供了源源不断的新思路、新参考。

In 2022, the domestic ice cream market reached 167.2 billion yuan, and maintained a compound growth rate of close to double digits for many years. How to do a good job of product innovation iteration, how to do a good job of marketing around consumer portraits, and enhance re-purchase. In order to solve the above problems, it is not only necessary to build a more efficient and stable supply chain system including food ingredients, accessories, equipment and packaging, but also to open the industry awareness, learn from the experience of neighboring categories, promote the acceleration of industry iteration, so as to find a further opening of the capitalization, chain and scale of the business pattern.

HOTELEX not only has the whole industry chain of ice cream equipment and raw material plate, but also integrates many highly mature related categories to promote communication and integration between each other, while opening up new ideas for the ice cream industry, but also provides opportunities for industrial integration and good increment. At the same time, HOTELEX has also held the Shanghai International Gelato Masters since 2013, which provides a steady stream of new ideas and new references for the current product innovation iteration urgently needed by the industry while providing the industry with the continuous output of high-quality talents.

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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

### (活动论坛)

Event & Forum

2024 CLW 烘焙甜点精英赛 | 2024 上海国际披萨大师赛

2024 Clw Patisserie Elite Competition  
Shanghai Pizza Master Competition 2024

2022 年, 中国烘焙行业市场规模达 2853 亿元。而随着人均消费水平的升级, 预计在 2025 年, 烘焙行业市场规模将达 3518 亿元。在烘焙产业迅猛发展的同时, 新的消费主力军更加倾向于健康天然、潮流时尚的新烘焙。

面对新的烘焙趋势, 如何加快产品转型, 抢占市场份额成为了烘焙企业亟待解决的议题。为更好地服务烘焙行业, 促进烘焙企业增加客户粘性、扩大品牌影响力, HOTELEX 汇聚全国各地的优秀烘焙企业及专业观众, 双向奔赴这场烘焙行业的大型展会, 促进烘焙企业深度领略行业新趋势与动向。同时, HOTELEX 展会现场的 CLW 烘焙甜点精英赛、国际披萨大师赛也将助力烘焙热度节节攀升, 引领探索“烘焙+”产业链的无限可能。

In 2022, the market size of China's baking industry will reach 285.3 billion yuan. With the upgrading of per capita consumption level, it is expected that in 2025, the market size of the baking industry will reach 351.8 billion yuan. At the same time of the rapid development of the baking industry, the new consumer main force is more inclined to healthy natural, fashionable new baking.

In the face of new baking trends, how to speed up product transformation and seize market share has become an urgent issue for baking enterprises. In order to better serve the baking industry, promote baking enterprises to increase customer stickiness and expand brand influence, HOTELEX brings together excellent baking enterprises and professional visitors from all over the country to go to the large-scale exhibition of the baking industry in both directions, and promote baking enterprises to deeply appreciate the new trends. At the same time, the CLW Bakery Dessert Classic Competition and the International Pizza Masters Competition at the HOTELEX exhibition site will also help the baking heat rise day by day, leading the exploration of the infinite possibilities of the "Baking+" industry chain.



### (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

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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

### (活动论坛)

Event & Forum

2024 世界咖啡与烈酒大赛中国区总决赛  
2024 中国国际调酒大师赛

2024 china coffee in good spirits championship  
2024 Shanghai Master Bartender competition

随着国内经济的复苏,展望酒类行业的未来发展,品牌化的酒水逐渐脱颖而出,消费者的消费升级带来了品牌升级的需求,这也将成为新酒饮行业发展的重要驱动力。

酒类作为饮品行列中极具市场活力的类别,为帮助新酒饮赛道赋能, HOTELEX 系列展会倾力打造“上海国际美酒美食文化节”这一高端市集。酒水品牌、各品类精品酒吧、上下游酒商都在这里各展其长,同时也特设「迷你酒剧场」等精彩的调酒表演以及行业专家现场分享。

通过美酒美食文化节的活动牵引,提升中国美酒市场的品牌竞争力,同时更将掀起消费者对于酒类文化和时尚生活的旋风。

With the recovery of the domestic economy, Looking forward to the future development of the alcohol industry, branded drinks have gradually come to the fore, and the consumption upgrade of consumers has brought the demand for brand upgrading, which will also become an important driving force for the development of the alcohol drinks with new style.

Wine is a very dynamic category in the ranks of drinks. In order to help empower the new wine and beverage track, series of Hotelex are dedicated to creating a high-end market called "Shanghai International Wine & Spirit & Food culture festival". Wine brands, various categories of boutique bars, upstream and downstream wine merchants are here to show their strengths, but also special "Mini Wine Froum" and other wonderful bartending performances and industry experts on-site sharing.

Through the activities of the "Shanghai International Wine & Spirit & Food culture festival", the brand competitiveness of china's wine market will be enhanced, and consumers will also set off a whirlwind for wine culture and fashion life.

### (展出类别)

Exhibit Categories

酒精类饮品: 葡萄酒 | 烈酒 | 啤酒 | 白酒 | 果酒 | 米酒 | 其他酒精类饮品  
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

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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

## Event & Forum

HOTELEX Future Catering Design Mock-up Room  
2024 Catering Design Forum

餐饮设计正在成为品牌竞争力的重要组成部分，将专业的事情交给专业的人去做，是最具效率的选择。HOTELEX 餐饮设计及配套板块，汇聚拥有成熟经典案例，能够提供全套解决方案，具备个性化定制能力的头部餐饮设计及配套机构，为餐饮企业和品牌制造热点、破圈引流、提升品牌价值感和消费者忠诚度提供全面赋能。

Catering design is becoming an important part of brand competitiveness, professional things to professional people to do, is the most efficient choice. HOTELEX catering design and supporting plate, has a mature classic case, can provide a full set of solutions, with personalized customization ability of the head catering design and supporting institutions, for catering enterprises and brands to create hot spots, break the circle drainage, enhance brand awareness and consumer loyalty to provide comprehensive empowerment.



## Exhibit Categories

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

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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

### (活动论坛)

Event & Forum

#### 2024 餐饮包装创新发展论坛

2024 Food & Beverage Packaging Innovation Development Forum

食品餐饮包装正在进入深水区，好看已经是最基本的要求。在新一代消费者的推动下，绿色、环保、低碳、体验感……小小的包装缓解，对消费者的消费决策，正在产生越来越重要的影响。这些需求上的变化，在让食品餐饮包装越来越卷的同时，也为品牌如何打开新的增长路径，提供了一种新的切口。

HOTELEX 食品餐饮包装板块，聚焦于新技术、新产品的应用，在紧跟市场风向的基础上，携手国内研发实力雄厚，产能输出稳定的头部企业，结合食品餐饮企业的实际需求，提供个性化的产品方案，不仅让消费者更容易看见，也更加容易记住。

Food and beverage packaging is entering the deep water area, and good looks are already the most basic requirements. Driven by a new generation of consumers. Green, Environmentally friendly, Low-carbon, experience... Small packaging is having an increasingly important impact on consumers' consumption decisions. These changes in demand, while making food and beverage packaging more and more curly, but also for the brand to open a new growth path, providing a new incision.

HOTELEX food and beverage packaging sector, focusing on the application of new technologies and new products, on the basis of keeping up with the market direction, hand in hand with the domestic research and development strength, production capacity output stable head enterprises, combined with the actual needs of food and beverage enterprises, to provide personalized product solutions, not only make consumers easier to see, but also easier to remember.



### (展出类别)

Exhibit Categories

食品包装材料与制品 | 食品饮料包装机械 | 食品包装设计解决方案

Food Packaging Materials and Products | Food and Beverage Packaging Machineryes | Food Packaging Design and Solutions

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LOCK IN BUSINESS  
OPPORTUNITIES,  
IGNITE AN INFINITE FUTURE

锁定商机 | 引燃无限未来



连锁加盟及连锁资源  
Franchise and  
Chain Resources

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

(活动论坛)

## Event & Forum

中国商业特许经营高峰论坛  
2024 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  
2024 China Chain Industry  
And Outstanding Brand Series Award Contest  
Set Up Shop Franchise Conference  
Join Public Class And Roadshow Activities



随着消费者品牌意识的觉醒，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 35 届。展会涵盖餐饮、零售、服务、教育及连锁资源五大板块中的 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。

With the awakening of consumer brand awareness, the domestic chain industry has ushered in a period of rapid growth, strong development potential, the future market size is full of huge imagination space, but also to professional investors have brought broad investment prospects.

SFE Shanghai International Franchise Exhibition was founded in 2005, co-sponsored by Shanghai Chain Management Association, Shanghai Snoexpo Informa Markets International Exhibition Co., LTD and Shanghai Iblson Exhibition Co., LTD., and supported by China Department Store Commercial Association. So far, 35 sessions have been successfully held in Shanghai. The exhibition covers 120+ mainstream market segments in the five sectors of catering, retail, service, education and chain resources, and is the preferred platform for domestic chain brand investment and franchise business expansion and investor project investigation, and is also a recognized market venue for franchise investment in the industry.



## (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

### 部分展商 LOGO

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# sygle.com

## 餐饮在线



扫码快速求购



博华餐饮优选小程序

# 博华餐饮优选

## 源头工厂 一站集购







## 食饮在线 B2B 网站

# SYgle - Free B2B Sourcing Web Creating Value Online

食饮在线 (www.sygle.com) 协同 HOTELEX 酒店餐饮展及 FHC 环球食品展打造“展网融合”型专业 B2B 贸易平台，推出“线上供求配对服务”，采用大数据推荐和人工配对结合的形式，精准便捷满足买家采购需求。

(www.sygle.com) is collaborating with HOTELEX Hotel and Catering Exhibition and FHC Global Food Exhibition to create an integrated "Expo-Online" professional B2B trade platform. We have introduced "Online Supply and Demand Matching Service," which combines big data recommendations and manual matching to accurately and conveniently meet buyers' procurement needs.

### 采购商 Purchasers

- 提供采购需求  
Submit procurement requirements
- 查看供应商信息  
View supplier information

### 精准匹配 促成交易

Accurate matching facilitates transactions

- 分析需求  
Analyze the requirements
- 挑选合适供应商  
Select suitable suppliers



### 供应商 Suppliers

- 提供产品信息  
Provide product information
- 报价  
Quote
- 获得采购信息  
Obtain purchasing information



## / 买家采购会 /

Buyer Procurement Meeting

结合原产地特有资源,为买家与供应商创造「面对面」交谈机会  
Leveraging unique resources from the source of origin, create "face-to-face" communication opportunities for buyers and suppliers.

## / 获取报价 /

Buyer Procurement Meeting

配合买家采购需求,同时可填写采购申请单,配对专员将筛选合适供应商提供报价。

In alignment with buyer procurement needs, you can also submit a purchase requisition form. Matchmaking specialists will screen suitable suppliers and provide quotations.

## / 博华餐饮优选小程序 /

Buyer Procurement Meeting

延续展会商机,足不出户,轻快便捷,全天候智能采购工具。

Continuing exhibition opportunities, without leaving your premises, a quick and convenient all-day intelligent procurement tool.

## / 免费订阅电子快讯 /

Buyer Procurement Meeting

马上成为餐饮在线会员,随时获取最新最热的食品饮料行业动态推送。

Become a Food & Beverage Online member now and receive real-time updates on the latest and hottest trends in the food and beverage industry.

## / 配对服务 /

Buyer Procurement Meeting

配对专员为全球客户搜索、物色和筛选具有潜质的商贸合作伙伴,提供专业配对服务。

Our matching specialists search, identify, and screen potential business partners for global clients, offering professional matching services.

## / 博华餐饮优选小程序 /

Buyer Procurement Meeting

随时随地提供配对服务、获取报价、HOTELEX 酒店餐饮展及 FHC 环球食品展观展服务、名人在线专家论坛直播等服务。

Offering on-the-go matching services, obtaining quotes, HOTELEX Hotel & Catering Expo and FHC Global Food Show attendance services, live online celebrity expert forums, and more.



# 博华 餐饮优选

上千品类  
一键采购

FOOD & BEVERAGE EZBUY

开启线上采购新维度



国际酒店及餐饮业博览会B2B贸易网站  
云展电商在线交易平台

微信添加匹配专员  
轻松采购



上海博英电子商务有限公司  
IMsinoexpo Digital Services Co., Ltd

# 博华食饮优选

## Food & Beverage EZbuy

博华食饮优选是博华优选旗下六站之一的食品饮料采购小程序，依托 HOTELEX 酒店餐饮展及 FHC 环球食品展资源所开发创设，汇聚国内外高端食品饮料及原料、设备、信息、服务等一站式的垂直类线上平台，是为 B 端和专业买家寻找源头供应、了解行业新闻资讯、品牌合作等一系列商贸服务的平台。

博华食饮优选产品品类丰富，包含咖啡茶饮、生鲜食材、休闲食品、烘焙甜品、酒类饮品、厨房设备、桌面用品、配套综合八大品类。平台配备专业客服专员，

通过一对一在线服务，快速找到合适的优质产品，选品无需烦恼。更有直播板块，餐饮业全场景采购，云端了解当季新鲜安全产品，让你实现 365 天的云端采购无忧。

In order to better promote EZbuy mini program and promote Informa Markets overseas business area, the booth was set up in the main channel of the entrance of the North Hall, with 360 degree full coverage of advertising space, posters about food and drink selection, various desktop boards, and promotional videos of "Bohua Food and Drink Selection". Guide users to understand the content of optimized mini programs and overseas business services, and participate in on-site activities through multi-code scanning.



**7,000+** 商家数量  
Number of Merchants



**50,000+** 产品数量  
Number of Products



**100,000+** 总询盘数  
Total Number of Inquiries



**59,027,100+** 浏览量  
Page views



**19,575,242+** 访问人次  
Visits

\* 数据更新周期：2022.1.1-12.31



博华食品饮料在电脑端，移动端，小程序全渠道提供商铺展示、供需对接、贸易撮合、直播定制、行业课程等多元化服务，助力企业开拓线上业务，加速转型创新。

Bohua Food & Beverage Optimal Selection offers diversified services across desktop, mobile, and mini-program platforms, including storefront display, supply-demand matching, trade facilitation, customized livestreaming, industry courses, and more. This aids businesses in expanding their online presence, accelerating transformation, and fostering innovation.



## 电商会员 E-commerce Member

展商入驻  
Exhibitor Entrance ¥4,500 起/年

非展商入驻  
Non-exhibitor Entrance ¥9,000 起/年

### / 买家采购会 /

Buyer's meeting

线上商铺 - 食品饮料小程序  
Online Store - EZbuy Mini Applet

线上新品发布  
Online New Products Launch

在线交易  
Online Transaction

群团购  
Group Purchase

### / 营销服务 /

Marketing service

微信推广推荐  
WeChat Promotion & Recommendation

电子邮件推广推荐  
E-mail Direct Marketing







# Overseas B2B Service

## 海外 B2B 服务



### HOTELEX Match Overseas Business Matchmaking

## HOTELEX Match 海外企业 & 专业买家配对会

HOTELEX Match 专为海外展商寻找国内行业买家而打造，本届展会服务的 5 家海外参展企业分别来自意大利、美国 and 法国，通过 HOTELEX Match，共招募专业买家 23 位，组织买家到企业展位面谈共 18 场，买家在企业展位通过观看 DEMO 演示深入了解到产品的功能及品质，对采购产品表现出浓厚兴趣。未到场买家也安排预约了线上面谈。通过一对一的展会现场的商洽，海外展商和中国买家都表达了希望深入合作的意向。

HOTELEX Match is designed for overseas exhibitors to find domestic industry buyers, the exhibition service of 5 overseas exhibitors from Italy, the United States and France, through HOTELEX Match, a total of 23 professional buyers, organized buyers' booth interviews a total of 18 times. Buyers at the company booth through watching the DEMO show in-depth understanding of the function and quality of the product, the buyers showed a strong interest in the products. Buyers who did not show up also scheduled an online interview. Through one-on-one negotiations on the exhibition site, overseas exhibitors and Chinese buyers have expressed their intention to deepen cooperation.



## Overseas Sample Showcase Sample Showcase 海外企业样品展示

展会现场专为不能到国内参展的海外企业增设了 Sample Showcase 样品展示和派发的服务，意向的买家通过扫描二维码提交个人联系方式，便可获得展示的样品一份，这些潜在买家的联系信息也会整理好后汇总给企业方跟进。

The exhibition site is specially for overseas enterprises that can not participate in the domestic exhibition to add Sample Showcase and distribution services, the intended buyers by scanning the two-dimensional code to submit personal contact information, you can get a sample of the display, these potential buyers contact information will be sorted out and summarized to the enterprise side to follow up.



# Shanghai International Coffee & Food Culture Festival

## 上海国际咖啡美食文化节

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HOTELEX 国际咖啡美食文化节 (Coffee & Food Festival) 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 200 家精品咖啡馆的参与。之后又加入了饮品店、烘焙店、披萨店、甜品店、个性餐厅及酒吧等轻餐系列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 C 端咖啡美食集市活动, 上海站更是吸引了超过 8 万人次到场观摩。HOTELEX 系列咖啡美食文化节, 一直都备受咖啡爱好者期待, 是国内最大型的、犹如庆典般的咖啡盛会。来自各地的咖啡师、烘焙者到相关人员都会参与, 是体验与更加了解咖啡的最好渠道。让你喝完咖啡再去享受高颜值甜品、点心从每一年咖啡节的参与人数到规模大小, 我们也能感受到国内咖啡市场愈渐成熟, 感受到其蓬勃的活力。

HOTELEX International Coffee & Food Festival is a high-end market event under HOTELEX, the event has become the largest C-end coffee and food market activity in China, and the Shanghai station has attracted more than 80,000 people to watch. HOTELEX series Coffee Food Culture Festival, which has always been expected by coffee lovers, is the largest coffee event in China, like a celebration. Baristas, roasters and related people from all over the world will participate, and it is the best channel to experience and learn more about coffee. Let you drink coffee and then enjoy a high level of desserts, snacks from the number of participants in each year's coffee festival to the size, we can also feel the domestic coffee market is becoming more mature, feel its vigorous vitality.







# Media Report

## 媒体报告



212,813,159

线上投放曝光 (次)

Online Exposure



2,429,948

线上点击量 (次)

Online clicks

合作媒体 **116** 家 / 合作媒体累计报道 **275** 次 / 阅读总量 **112,605** 次

Cooperated with **116** media / Media partners reported **275** times / Read volume **112,605**



餐饮老板内参

康皮爾咖啡

职业餐饮网

咖啡

餐饮天下

火锅餐见

INTERIOR  
DESIGN

coffee t&i

AsiaHORECA

mise en place

QUALITY

食品展会网  
FOOD EXHIBITION

安全食报  
FOOD SAFETY

烘焙网  
www.bibo.com

report

GOURMET  
TALKS

CoffeeTrend

STIR

pizza

ITALY

ASHTON

culture.  
啡言食语

Coffee 咖啡

咖啡

FOODAILY  
每日食品

金达咖啡饮品城

咖啡

咖啡

樱桃茶饮

咖啡

和信康酒店用品市场

yes!Cake

Global Gourmet

咖啡

咖啡

咖啡

咖啡

cafe in

大笨象  
茶饮

中門舍

餐饮界

HRC CHINA

中国烹饪  
Chinese Cuisine

中国  
乳业

厨城

厨城

厨城

食品企业采购指南

食品工业科技

网优 long.com

文旅 CULTURE

China  
Modern Baking  
现代烘焙

柠檬小课

柠檬小课

云同盟  
YU TONG MENG

Sonhoo

食品

食品伙伴网  
www.foodmate.net

Foodix 食品机械装备网

21 食品商务网  
www.21food.cn

中国食品饮料网  
CHINA DRINK NET

食品展会大全  
FoodEx360

南方连锁五金酒店用品城

食品

文艺复兴  
RENAISSANCE

BOSS 俱乐部

东京烘焙职业人

智城咖啡

全球纺织网  
www.ttc.com.cn

Made-in-China.com  
中国制造网

吴国富食品网

商文在线

COFFEE STREAM

咖啡

咖啡

咖啡

名厨

KENTON ON THE WAY

咖啡

咖啡

咖啡

咖啡

COFFEBI  
COFFEE BUSINESS INTELLIGENCE

糖酒快讯

亚太酒店网

FOODSERVICE  
EQUIPMENT  
REPORTS

AsiaHoreca.com

BAKERY

Food & Beverage

Food Matters  
Magazine

Premium Gifts  
& Souvenirs

FOOD

Saporiti Pochino

Travel & Tour

Inside food & drink

NAFEM

新餐饮洞察

e 厨网

厨城

乳业在线

美食

迈点

食品资源

什么值得买

中国食品网

食品资源

Asia  
Media  
Food  
Package

食品加工及包装

食品

中外会

中国食品网

FOOD  
SOURCES

去展网

零售 商业评论

食品

火爆

糖酒特刊

食品

健康食品产业网

世展网

饮料行业网

啤酒行业网

食品饮料工程

FB Food Bev Daily

红餐网

FASHION DRINKS

K  
coffee

ETI

咖啡沙龙

咖啡

咖啡

咖啡

咖啡知识网

咖啡



TOURISM PLUS  
SHANGHAI  
上海旅游产业博览会

HOTELEX  
Shanghai  
上海酒店及餐饮业博览会



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](http://www.hotelex.cn) / [www.sygle.com](http://www.sygle.com)