



# The 32<sup>nd</sup> SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO

Prospering Your Hospitality & Foodservice Business

## 27 – 30 Mar 2024

National Exhibition  
and Convention  
Center(Shanghai)

Co-located:

TOURISM PLUS  
SHANGHAI  
上海旅游产业博览会

SFE



**Organizer:**

China Tourist Hotels Association

Shanghai Sinexpo Informa Markets International Exhibition Co., Ltd



# / OVERVIEW /

HOTELEX 2024 – ACCELERATING THE HOSPITALITY & FOODSERVICE INDUSTRY IN VIGOROUS CHINESE MARKET!

As China's biggest exhibition that deep into the HoReCa industry for several decades, HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo will be welcoming its 32nd edition in March 27 – 30, 2024.

Looking back to the HOTELEX Shanghai 2023, more than 3,000 exhibitors from all over the world to the four-day event, which attracted 245,000 visitors to its 15 pavilions. The show covers an area of 400,000 square meters and included 12 categories which are the kitchen equipment and supplies, tabletop supplies, meal ingredients, food and beverage, coffee and tea, ice cream equipment and materials, baking equipment and materials, wine and spirits, food and beverage packaging, food and beverage design and supporting, franchise and chain resources. Business leaders delivered industry know-how and best practices to peers and trade buyers. The whole expo created a more open and efficient communication platform for global catering enterprises.

HOTELEX Shanghai 2024 will be serving as an 'accelerator' of the high-quality development of hotel and foodservice market, an 'incubator' of new types of consumption scenes, a 'catalytic converter' of business opportunities and an 'ignitor' of the consumption market. Taking your chance and marching into China market with HOTELEX Shanghai 2024!



**400,000M<sup>2</sup>**  
EXHIBITION AREA



**250,000**  
VISITORS

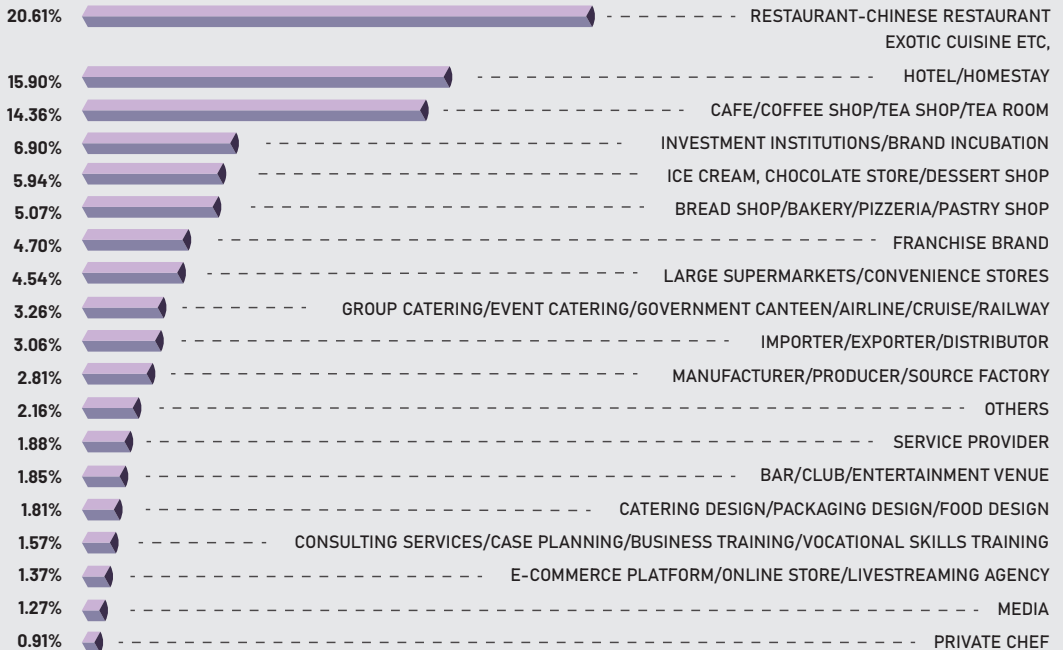


**3,000+**  
EXHIBITORS



**50+**  
FORUMS & EVENTS

## / Industry Distribution of The Visitors /



## / Exhibition Categories /



KITCHEN EQUIPMENT AND SUPPLIES



TABLEWARE



CATERING INGREDIENTS



FOOD



BEVERAGE



COFFEE & TEA



ICE CREAM EQUIPMENT AND MATERIALS



BAKING EQUIPMENT AND RAW MATERIALS



ALCOHOLIC DRINKS



FOOD & CATERING PACKAGING



CATERING DESIGN AND ACCESSORY



BRAND FRANCHISING AND CHAIN STORE RESOURCES

## / 8 Special Exhibition Area /

Central Kitchen Boutique Area | Private Brand Area | Catering Design Area | Chain Franchise Area |

Hot-pot Ingredients Area | Wine & Spirits Culture Festival | Bakery Desserts and Ice Cream Area |

Catering Packaging Joint Area | Coffee Food Culture Festival |

Shanghai International Fine Chocolate Culture Festival



## / Events /

During each session of HOTELEX Shanghai Exhibition, more than 40 vocational skills competitions and summit forums with considerable industry influence will be held. Among them, there are many international certified top events such as the World Coffee Events, the World Bread Competition, the Catering Industry Summit. Attracting tens of thousands of practitioners to attend the events. Exhibitors can directly promote their products to end users and consumers through the form of event sponsorship.

### International Certified Top Events

#### | Coffee Competitions |

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

#### | Bakery Competition |

World Bread Contest China Selection

#### | Owe-running Competitions |

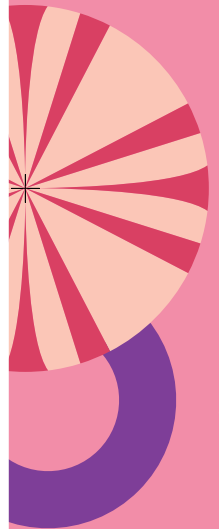
Shanghai Pizza Master Competition / HOTELEX "The Rising Star" Chef Competition /  
China Gelato Championship / China Master Bartender Competition /  
CLW Patisserie Elite Competition / China Fashion Drinks Competition



### Forum: Trigger industry thinking and promote industry development

China Catering Ecological Conference | China Coffee Industry Innovation Conference  
|China Prepared Dish Industrial Park Innovation and Development Conference |  
China Catering New Media Marketing Summit | hot pot Innovation Explosive Product  
forum | China International Gastronomy Industry Development Conference | Central  
Kitchen Construction and Development Summit | China Business Franchise Summit |  
"Beyond Boundaries" China's new Baking Influence Summit

\* The final event arrangement is subject to the scene





## / DIGITAL PLATFORM BUSINESS /

HOTELEX is one of the earliest exhibition platforms to carry out "Exhibition Network Integration", through more than ten years of construction, it has built a relatively perfect B2P2C digital marketing platform, and also can provide buyers and suppliers without time and space restrictions.

**sygle.com**  
食饮在线

食饮在线 [www.sygle.com](http://www.sygle.com)

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

**VIEWS**

**59,027,100+**

**VISITS**

**19,575,242+**

**HONEST SUPPLIERS**

**7,000+**

**REAL NAME CERTIFIED BUYERS**

**500,000+**

**PRODUCT DATABASES**

**50,000+**



### Buyers Match Meeting

Combine the unique resources of the place of origin to create a face-to-face conversation opportunity for buyers and suppliers.

### Get a quote

Cooperate with the buyer's purchase needs, and fill in the purchase application form at the same time, customer service staff will screen suitable suppliers to provide quotes.

### EZbuy Shop

EZbuy Shop is operated and managed by a dedicated operation team to create boutique online brand stores and help customers expand their online retail business.

### EDM Service

Become a Sygle member to get the latest food and beverage industry updates.



## / Media Matrix /

- ◆ Four official website: HOTELEX, FHC, FHG, SYgle.com
- ◆ Food & beverage mini applet: EZbuy
- ◆ New Media Matrix: More than 40 own media accounts with 1,800k followers
- ◆ Overseas social media accounts on Facebook, LinkedIn, Instagram

## / Media Partners /



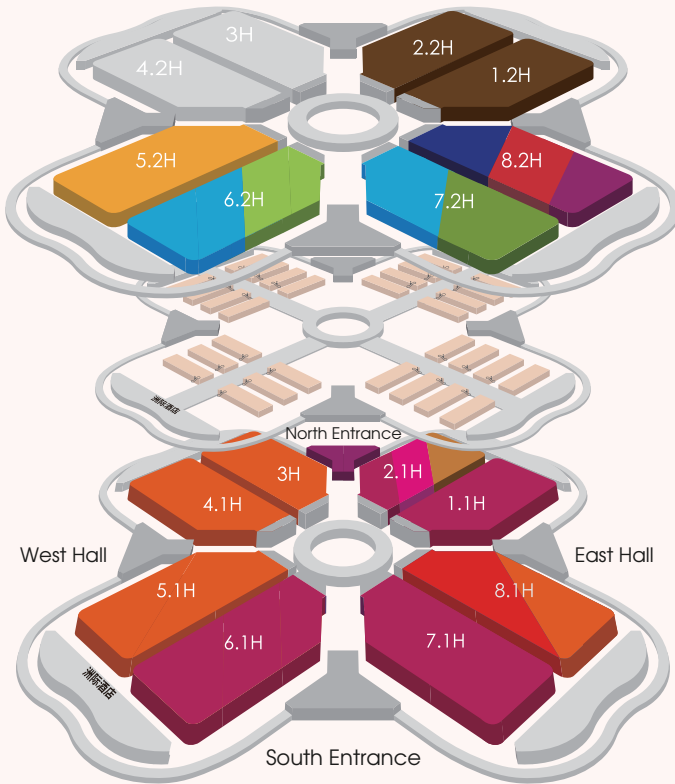
## / Part of Exhibitors /



The above rankings are in no particular order

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2F	
COFFEE & TEA	1.2H , 2.2H
TABLEWARE	5.2H
FINEFOOD   PRIVATE LABEL	6.2H
FINEFOOD   FOOD PACKAGING	7.2H
COFFEE & FOOD FESTIVAL EXPO HEALTHPLUS   TOURISM	8.2H

## Mezzanine

1F	
BEVERAGE	1.1H , 6.1H , 7.1H
ICE CREAM AND BAKERY BEVERAGE	2.1H
CATERING EQUIPMENT INTERNATIONAL BRAND	3H , 4.1H
REFRIGERATION   CATERING EQUIPMENT KITCHEN ACCESSORIES	5.1H
BRAND FRANCHISING AND CHAIN STORE RESOURCES CENTRAL KITCHEN EQUIPMENT	8.1H
ALCOHOLIC DRINKS, FOOD	North Hall

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