

HOTELEX SHANGHAI 2024

**The 32nd Shanghai International Hospitality
Equipment & Foodservice Expo**

Post-Show Report

May 27 – 30, 2024

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

Organizers Message

China Tourism Association

The 2024 Tourism Plus Shanghai (TPS) event has been successfully held, and 420,300 visitors from 141 countries and regions visited the exhibition, including 15,800 overseas visitors. This level of internationalization is encouraging!

In the current development of China's tourism industry to high-quality, green and intelligent, Tourism Plus Shanghai covers the "food, accommodation, transportation, travel, shopping, entertainment" of all tourism elements of high-quality exhibitors as the fundamentals, actively introduce the representative of new quality and productivity enterprises, plan scenario-based special exhibitions, organize diversified events, hold forums to lead the industry trend. For the further high-quality development of the industry to provide help from the industrial chain!

As the co-organizer of Tourism Plus Shanghai, China Tourism Association will work with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. to further enhance the exhibition platform to empower the industry and provide more investment and business exchange opportunities for the industry!

China Tourist Hotel Association

2024 Tourism Plus Shanghai and the 32nd HOTELEX Shanghai came to a successful end. In the 5-day exhibition period, the exhibition site was buzzing with people, receiving more than 420,000 visitors, among which the number of overseas visitors increased by 80% year-on-year, hitting a record high, injecting new vitality into the market to revitalize consumption. We will add new impetus to the new development pattern at home and abroad. HOTELEX Shanghai provides a high-quality platform for industrial chain integration and innovation exchange, promotes the linkage of investment and consumption at home and abroad, promotes the practice of new quality productivity in the industry, and shows the vigorous vitality and unlimited potential of China's tourism market.

As one of the organizers of HOTELEX Shanghai, in the future, China Tourist Hotel Association will continue to work with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., adhere to the market-oriented, professional and international exhibition mode, focus on deepening the linkage between investment and consumption, supplement the upstream and downstream links of the industrial chain, and introduce more high-quality domestic and foreign exhibitors. Continue to build a world-class "one-stop" business platform for the tourism industry, constantly promote the transformation, upgrading and innovative development of the domestic tourism, hotel, commercial space and catering industries, and make unremitting efforts for the industry to go international and layout the world.

China Tourism Association

The 32nd HOTELEX Shanghai has been successfully concluded, as one of the cluster exhibitions of 2024 Tourism Plus Shanghai, the exhibition and the city three exhibition industry interconnection, jointly build Pudong, Puxi 600,000 square meters joint exhibition.

This exhibition brings together many new achievements and new ideas of the catering industry, providing a platform for multi-cultural exchange for operators and practitioners of the catering industry, so that we can feel the innovation and development of the catering industry.

As one of the co-organizers of the exhibition, we are excited to see the new vitality and unlimited potential of the catering industry. In the future, we will continue to work hand in hand with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. to jointly meet the new opportunities and challenges of Shanghai's catering industry, and jointly create more brilliant achievements.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

The 32nd HOTELEX Shanghai was successfully completed from March 27 to 30 with the participation and witness of hotel catering peers. We sincerely thank every participant for their enthusiastic input and contribution.

Every exhibition, we strive to provide exhibitors and professional visitors with high-quality service to provide a professional platform for display, trade and exchange. In terms of exhibition scale, we continue to achieve 400,000 square meters of exhibition area this year, attracting 3,818 domestic and foreign hotel catering core exhibitors from all over the world. The four-day exhibition period received a total of 283,046 visitors, an increase of 15.43%. Among them, 9,275 overseas visitors, an increase of 54.45%! The two-way supply and demand of the hotel and catering industry at home and abroad has brought a large number of business orders, promoted industry exchanges and interactions, and also deeply revealed the development direction of the hotel and catering industry in the new cycle.

The success of this expo cannot be separated from the support of every exhibitor and visitor. The exhibitors have injected a steady stream of vitality into the expo with professionalism and enthusiasm; The visitors added a strong atmosphere to the expo with their enthusiasm and attention. We would also like to thank our partners and sponsors for their help in making this event possible.

Looking forward to THE future, we will continue to uphold the concept of "BE THE BEST", continuously improve the quality and influence of the expo, and build a more international level of the hotel and catering industry event.

Exhibition Overview

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国家会展中心
2024.03.27-03.30

WELCOME | 欢迎光临



Organizers & Official Partners

Guidance Entity

Shanghai Municipal Administration of Culture and Tourism

Organizers

China Tourist Hotel Association
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Co-organizers

China Tourism Association
All-China Bakery Association
Shanghai Cuisine Association
Shanghai Exhibition Co., LTD

Special Supporting Entity

Shanghai Federation of Industry and Commerce

VISITORS

283,046

EVENTS

38

EXHIBITORS

3,818

SQM EXHIBITION AREA

400,000

VISITOR ANALYSIS

- Comparison on the Number of Professional Visitors
- Industry Distribution of Professional Visitors
- Comparison of Professional Visitors
- Analysis on the Purpose of Visiting

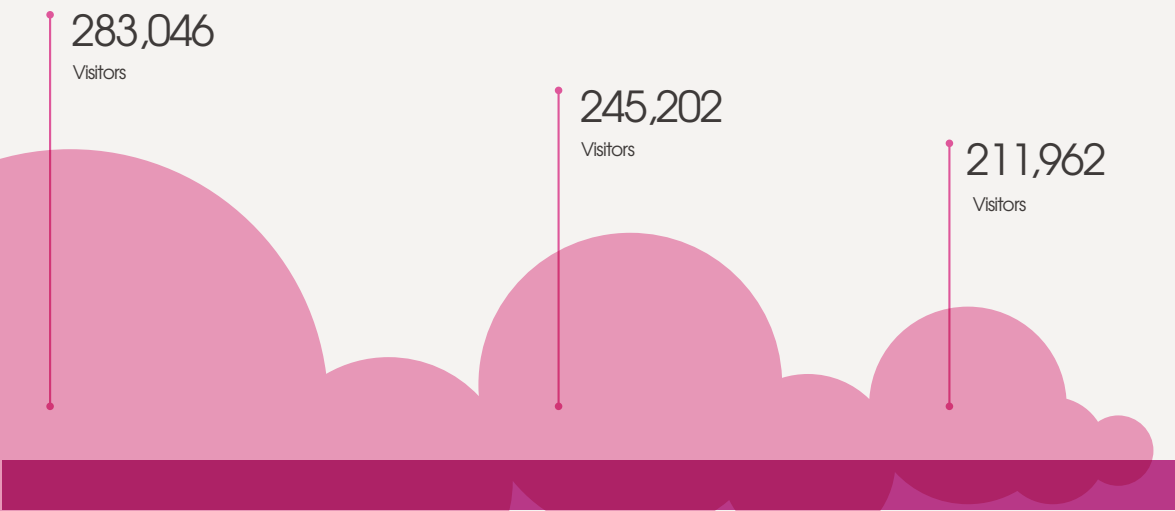
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Comparison on the Number of Professional Visitors



The 32nd HOTELEX Shanghai International Hospitality Equipment & Foodservice Expo, received 283,046 professional visitors and business negotiations at home and abroad for four days, an increase of 15.43% over the previous session, including 9,275 from 141 international and regional. The number of overseas visitors increased by 54.45% compared with last year, and further expanded the international pattern.



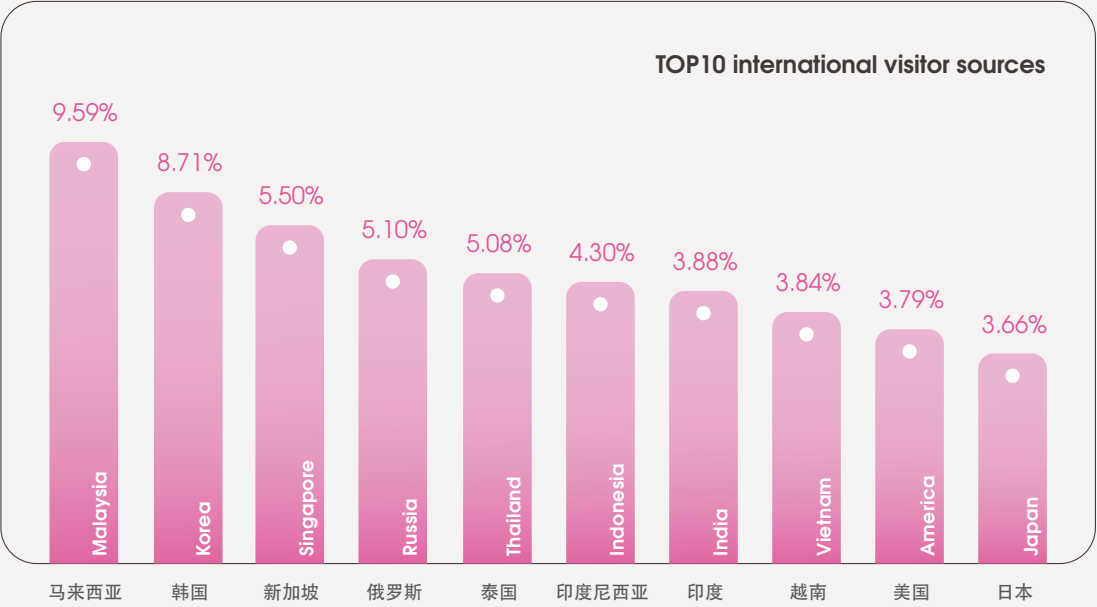
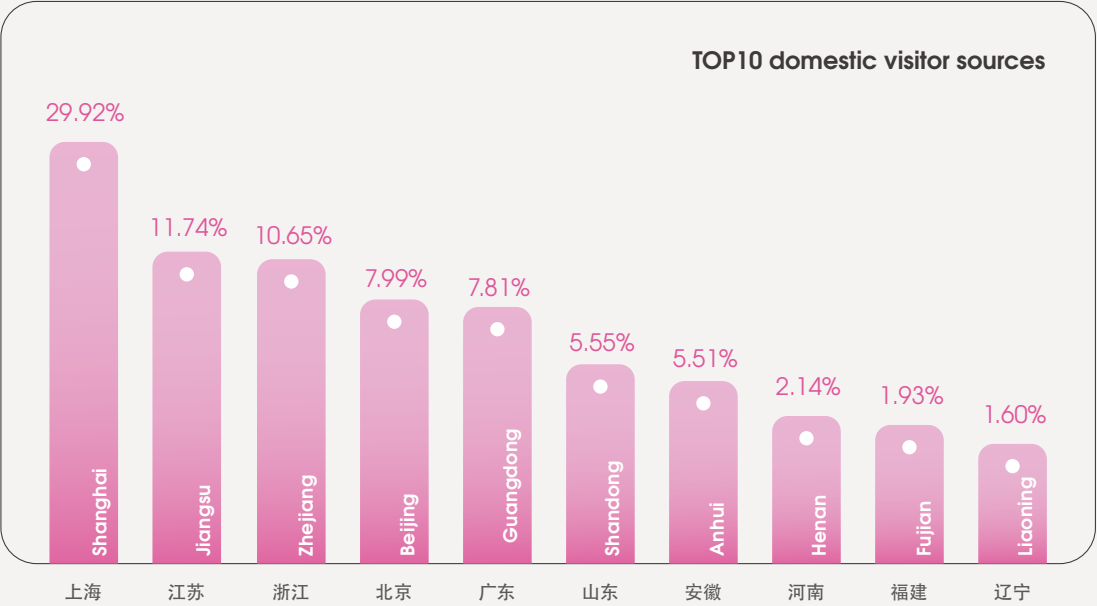
Industry Distribution of Professional Visitors

The 66% of the visitors come to HOTELEX for their hotel and catering terminals procurement and negotiation, among which "food and beverage outlets", "hotel/homestay", "coffee shop" and "tea shop" as the main sources. In addition, the number of viewers from e-commerce live streaming, online stores and importers and exporters is increasing year by year.



16.74%	Restaurant - Chinese restaurant/Exotic cuisine/Hot pot restaurant/Light food restaurant/snack bar/fast food restaurant/barbecue restaurant/private chef
15.07%	Cafe/Coffee Shop
14.82%	Hotel/Homestay
9.11%	Manufacturer/producer/source factory
7.34%	Bakery/Bakery/pizza shop/pastry shop/Ice cream, chocolate store/dessert shop
6.27%	Tea shop/tea room
6.25%	Importer/exporter/distributor/distributor
3.97%	Large supermarkets/convenience stores/department stores/duty free shops/specialty stores
3.10%	E-commerce platform/online store/livestreaming agency
2.83%	Group catering/Event catering/Government canteen/Airline/cruise/Railway
2.37%	Franchise brand
2.11%	Service provider
1.62%	Catering Design/Packaging Design/Food Design
1.62%	Investment institutions/brand incubation
1.56%	Bar/club/entertainment venue
1.15%	Consulting services/case planning/business training/vocational skills training
0.97%	Media
3.10%	other

Comparison of Professional Visitors



Analysis on the Purpose of Visiting

The contact in both directions from supply and demand in the hotel and catering industry at home and abroad has not only brought a massive number of commercial orders, but also promoted industry exchange and interaction. Professional buyers from all over the world gathered at the exhibition site to collect market information, consolidate relationships with supplier partners, and search for new products. Compared to last year, there has been a significant increase in the achievement of seeking for new suppliers and products, revealing the thriving potential of the hotel market industry.

- 96.53% Finding new suppliers
- 93.90% Finding a franchise licensor/broker
- 94.95% Finding new products

- 94.71% Placing an order
- 97.06% Collecting market information
- 96.17% Strengthening contact with suppliers/partners



Exhibitor Messages

The Shanghai Food Association has been closely cooperating with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. for nearly 20 years. This journey not only witnessed our close collaboration in industries such as hotels, catering, food, etc. but also demonstrated the perfect integration of Sinoexpo's international perspective and the industry expertise of the association. Looking into the future, our cooperation with Sinoexpo will deepen, achieve closer and seamless integration, work together to promote innovation and development in the food industry, open up a broader path for the future of the food industry, and create a brilliant future together.

Shanghai Food Association

Exhibition is a barometer of China's economy! A high-quality exhibition embodies confidence in the economy. The 2024 Bohua HOTELEX Shanghai Exhibition can be described as an unprecedentedly prosperous era, with a continuous flow of people. As a cyclical industry, catering has performed well in the exhibition, with 30 professional forums showcasing the industry; Leading exhibitors bring products, research and development ideas of dishes to the industry; The major competitions are full of talents and lively. This year marks the 7th year of cooperation between canyin168.com and Sinoexpo. It is a great honor to have witnessed and participated in the most professional exhibitions, which continue to empower the industry. We hope to continue to support the catering industry with an international perspective in the future.

canyin168.com (Industrial Media)

The HOTELEX 2024 which organized by Sinoexpo Informa Markets, undeniably stands out as a captivating event. This expo brings together numerous well-known domestic and overseas hotel and catering industry related brands, showcasing cutting-edge trends and innovative achievements in the industry. Simultaneously, the expo also held multiple exciting forums and activities. The "19th China Food and Beverage Innovation Forum" was successfully organized by Sinoexpo, in collaboration with canyinj.com, a industrial media platform, offering a platform for industry professionals to engage in exchanges and learning, resulting in widespread acclaim from participants. Here, we were not only exposed to the latest hotel and catering management concepts and technologies but also met many like-minded individuals. The expo's scale and far-reaching influence are unmatched in the industry. Its successful hosting is of immense significance for propelling the sustainable development of China's hotel and catering sector. We firmly believe that in the future, HOTELEX will continue to play a pivotal role, contributing even more to the industry's prosperity and advancement.

canyinj.com (Industrial Media)

This HOTELEX covers the entire industry chain of "food, accommodation, transportation, tourism, shopping, and entertainment", providing a display platform for businesses, connecting with potential customers, obtaining business opportunities, and providing investment and financing assistance. It can be said that it provides integrated services of "investment, investment attraction, operation, and promotion". We look forward to the exhibition continuing to increase and optimize its scale, driving the development of the exhibition economy ecosystem, creating a more harmonious business environment, and promoting high-quality urban socio-economic development, providing important support for the construction of the "Five Centers".

China Business Network

展商分析

EXHIBITOR ANALYSIS

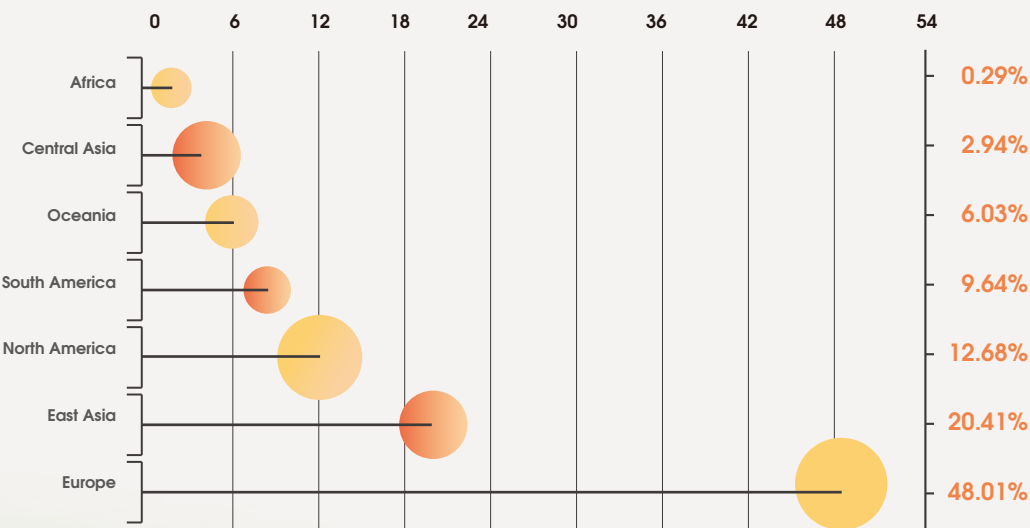
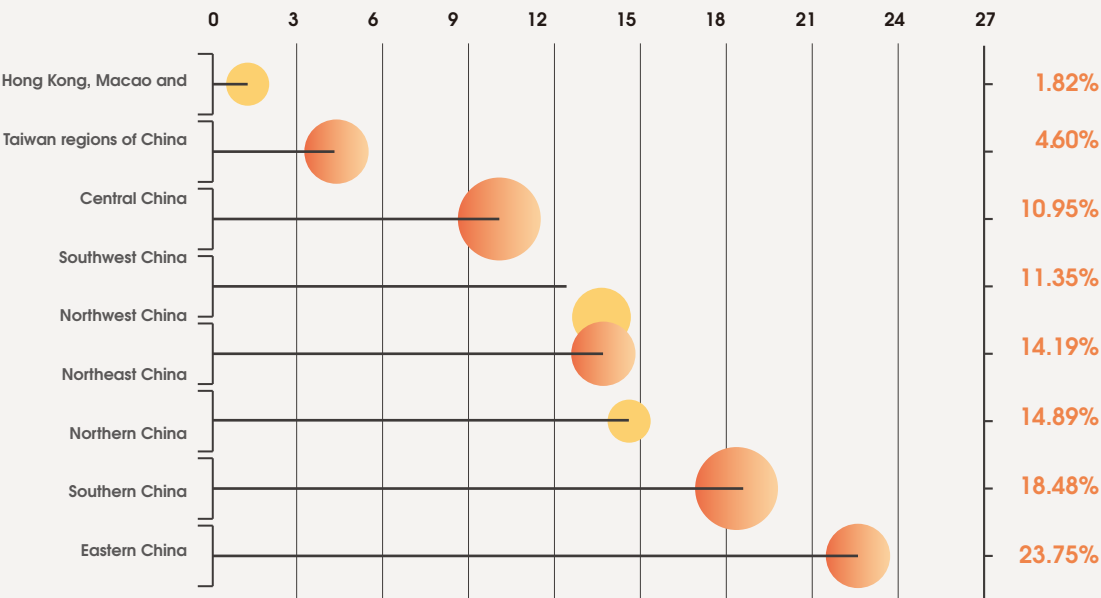
- Distribution of exhibits
- Regional distribution of exhibitors
- Exhibitors message

Distribution of Exhibits



26.07%	Catering Equipment and Supplies
24.14%	Coffee & Tea
15.90%	Beverage
8.07%	Food
6.29%	Tableware
5.80%	Catering Ingredients
5.03%	Food & Catering Packaging
2.50%	Baking Equipment and Raw Materials
2.26%	Franchisees and Catering Investment
2.04%	Catering Design and Accessory
1.73%	Ice Cream Equipment and Materials
0.17%	Alcoholic Drinks

Regional Distribution of Exhibitors



Exhibitor Messages

It is a great honor to participate in the annual industry pageant. HOTELEX Shanghai, as a benchmark exhibition in the industry, provides brands with a high-quality display platform and a vast amount of channel information every year. Especially this year, Nuova Distribution China was established, as the brand owners of the Italian brands like Victoria Arduino, Nuova Simonelli, and EUREKA, we made an official presentation on site. At the same time, we have received a large number of exchange opportunities from peers from neighboring Asian countries. This has laid a good foundation for the growth of overseas business this year. Finally, I wish HOTELEX continued success!

—— Xin Wang

General Manager/
SHANGHAI PENINI IMPORT & EXPORT TRADE CO., LTD.

The successful conclusion of the HOTELEX 2024 has allowed our products to receive praise and influence beyond expectations. Thanks to Sinoexpo Informa Markets for providing us with an authoritative and professional display and communication platform for our citrus products in the current diversified and rapidly changing trend of the new style tea & beverage industry. Our citrus products can effectively reach high-quality customers nationwide. I hope that in the future, Jupin can continue to maintain close cooperation with Sinoexpo Informa Markets, and I also wish HOTELEX to be better and better!

—— Yun Huang

General Manager/
Yimeiyuan (Fujian) Agricultural Development Co., Ltd.

Sincere thanks to Hotelex Shanghai for providing a high-quality display platform for the coffee industry, bringing unlimited business opportunities and inspiration to CIMBALI Group. We look forward to working together with more colleagues in the industry to create a better future!

—— Yun Ge

General Manager of China/ CIMBALI GROUP S.P.A.

We express our gratitude to HOTELEX for presenting us with an unparalleled opportunity to gain a deeper understanding of the needs of the hotel and catering industries, share Bfresh's development journey, and introduce innovative products and technologies. On site we witnessed numerous innovative ideas and concepts, and felt the collective pursuit of industry peers to enhance service quality. We are committed to continuously soliciting the voices of every customer, delivering the utmost quality products and services, and collaboratively fostering the prosperity and growth of the hotel and catering industries.

—— Lei Zhang

Director/ Bing Shan Sonyo Cold Chain (Dalian) Co., Ltd.

We are honored to participate in the Hotelex, sharing innovative coffee solutions with local industry partners through cutting-edge Swiss technology and elegant Italian aesthetics, bringing a brand new coffee experience.

—— Yong Han

General Manager of China/
Franke (Shanghai) Trade Co., Ltd.

As a professional manufacturer of commercial fully automatic coffee machines, Kalerm always adheres to innovation as the driving force and quality as the core. With the excellent platform of HOTELEX, Kalerm has successfully showcased a series of new commercial fully automatic coffee machine products, receiving full praise and attention. Thanks to HOTELEX for providing us with an excellent stage to showcase our brand's charm and innovative achievements, allowing us to have in-depth exchanges with industry elites. We also look forward to working together with more industry colleagues in the future to jointly promote the development of China's fully automatic coffee machine industry!

—— Meng Wang

General Manager & Founder/
Kalerm Technology (Suzhou) Co., Ltd.

As one of the largest and most influential hotel and catering expos in China, Hotelex has always provided a one-stop procurement and information exchange platform for industry professionals. This year, we unveiled a full range of new products and showcased MEIKO cleaning solutions in all aspects. We discussed new product trends and industry development trends with our peers on the Hotelex. We look forward to collaborating with Hotelex again and creating brilliance together!

—— Thomas Hegenberg

General Manager/ MEIKO Wash-Up Technologies Ltd.

Delthin is a very familiar friend of HOTELEX. This is a very professional trade show in the industry, with a super large scale and high popularity that allows us to experience the booming development of the market. It also provides us with a wide and in-depth display and communication platform, meets and expands more industry friends, and contributes a lot of high-quality customer resources. The exhibition is a barometer and booster of the industry. Delthin is willing to collaborate with Sinoexpo continuously. We wish the HOTELEX a better and better performance, and look forward to meeting you again next time!

—— Wenchao Shi

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



Pavilion of Japan External Trade Organiza-
tion Shanghai Offiice (JETRO)

Earthdiscovery Co.,Ltd	NHA333a
Shanghai Jialaing Industrial Development Co.,Ltd	NHA333b
Shanghai Jincang Industry Development Co., Ltd	NHA333c
Itabashi Medical (Dalian) Co., Ltd	NHA333d
Maruzen Food Industry Co.,Ltd	NHA333e
Kaika Trading Inc.	NHA333f
杰夫西圣源宏(北京) 商贸有限公司上海分公司	NHA333g
Chitose International (Shanghai) Co.,Ltd	NHA333h
株式会社和酿	NHA333i
上海锐億兢国际贸易有限公司	NHA333j
上海汉和贸易有限公司	NHA333k
株式会社长崎县贸易公社	NHA333l
上海承延国际贸易有限公司	NHA333m
樽冠(上海)贸易有限公司	NHA333n
Foodbook Communication Group Co., Ltd/	NHA333o
Fcg Asia Co., Ltd	
Kyogoku Co.,Ltd	NHA333p
Fayin Food (Shanghai) Trading Co.,Ltd	NHA333q
Funtsun Co.,Ltd	NHA333r
Meishi Inc.	NHA333s



Tailand Pavilion

Department Of Foreign Trade (Dft), Ministry Of Commerce, Thailand	NHA-200
Master Beans Inter Group Co., Ltd.	NHA-201
Pichai Fish Sauce Co., Ltd.	NHA-205
Four Foods Co.,Ltd	NHA-204
J'ns Andaman Co., Ltd.	NHA-206
Nsl Intertrade (2023) Co., Ltd.	NHA-207



FORUM

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还是想走出去



TOURISM PLUS®
SHANGHAI
上海旅游产业博览会

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上海酒店

Forum on Deepening the Promotion of "Hospitality and Service Culture" to Assist the High Quality Development of the Hotel Industry

Time: March 27, 10:30-12:00

Location: 6.2H, F Forum (Near Gate 17)

Organizer: Shandong Tourist Hotel Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

On March 27, 2024, the Forum on deepening the promotion of "Hospitality and Service Culture" to assist the high-quality development of the hotel industry was successfully held at the National Exhibition and Convention Center (Shanghai), which was organized by Shandong Tourist Hotel Association and Shanghai Sinoexpo Informa Markets.

He Zhuanglong, president of Shandong Tourist Hotel Association, made a theme report and invited 6 industry experts to discuss the practice and exploration of "Hospitality Culture" system, to promote the hotel industry to make new breakthroughs in the construction of service culture and lay a solid foundation for the long-term development of the industry.



2024 International Food Industry Development Conference

- Time: March 27, 10:00-16:50
- Location: 6.2H, J Forum (Near Gate 21)
- Organizer: China Cuisine Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Co-organizer: Provincial and municipal committees of Western and Japanese Cuisine
- Undertaker: The International Cuisine Professional Committee of the Chinese Cuisine Association, Beijing Hazhi Xinmei Technology Co., LTD.
- Supporting Entity: Tianjin Shenzhou Shanglong Technology Co., LTD.

On March 27, 2024, "2024 International Food Industry Development Conference", organized by China Cuisine Association and Shanghai Sinoexpo Informa Markets, was grandly held in National Exhibition and Convention Center (Shanghai). With the theme of "New Catering Empowered by Digital, New Opportunities for International Food", the conference gathered elites from the global food industry.

The conference featured a wide range of activities and contents. Attendees listened to the insights of industry leaders and discussed the innovative path of the international food industry. Through rich case studies and strategic discussions, the conference deeply analyzed the important role of digital technology in enhancing catering experience, optimizing supply chain management, and promoting brand upgrading.



The 5th China New Catering Industry Conference and China New Tea Industry Alliance launch conference

- Time: March 27, 9:30-17:30
- Location: 6.2H, K Forum (Near Gate 21)
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., China New Catering Industry Alliance, Qingdao Tianzhiwei Food Co., LTD.
- Co-organizer: FREEMUD

Since 2023, the consumer market has been shaken and the network traffic has been deierentiated. In the face of such a market pattern, how can food and beverage brands achieve adverse growth in 2024, and how can they learn from the development experience of the head brand to grow?

To this end, the conference invited 30+ head brand guests to reveal the mystery of their growth one by one. Through in-depth analysis, case sharing and other forms, this paper comprehensively discusses the growth path and strategy of catering brands in adversity. It is hoped that through this conference, many catering practitioners can provide a platform for exchange and learning, jointly explore the future development trend of the industry, and contribute to the prosperity and development of China's catering industry.

Speakers



高源泽
迷你椰泰式大排档
滇牛云南酸菜牛肉火锅
创始人



贡英龙
中国新餐饮产业联盟
中国新茶饮产业联盟发起人
交大餐饮产业研究中心负责人



李红伟
蒙自源 创始人



李扬
朱光玉火锅
创始合伙人



马景岳
天之味创始人



汪志
柠季创始合伙人



王伟
甜啦啦创始人



闫佳明
卓采汇 创始人
创业中国人 特邀嘉宾



郑伯奇
袁记云饺董事副总经理



郑志禹
桂桂茶 酸奶罐罐 创始人



周崇义
KUMOKUMO 创始人
the Roll'ING 联合创始人

The 15th Central Kitchen (Factory) Construction and Development Summit Forum

Time: March 27, 13:30-17:00 Location: 7.2H, L Forum

Organizer: Zhonglian Central Kitchen Research Institute,
Central Kitchen Technology Research Institute of China Cuisine Association,
China Safe Food Central Kitchen Research Institute
Co-organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

This forum focuses on the prefabrication, standardization, digitalization, intelligent and efficient development of catering, and discusses the new path of replacing labor, improving efficiency, digitization, environmental protection, and innovative marketing of mechanical equipment in the application and distribution side, to comprehensively improve the operating efficiency of the catering industry. Serving the food industry, creating efficiency value, empowering the food industry with intelligent equipment, and adding wings for the industry to take off.

Speakers



毛文星
众联中央厨房研究院副院长



邓勇
海尔制冷产业新业务总经理



官勇
中国贸促会商业行业委员会
管理体系创新研究中心主任



李德权
珠海格力预制菜装备
科技发展有限公司总经理



赵海燕
上海斯熠环保科技有限公司
销售副总



张鸿烈
窄门供应链大学
爆品设计师



董凯强
上海枫雷科技集团
董事长

2024 CHINA CATERING ECOLOGY CONFERENCE

Time: March 28, 10:00-16:00 Location: 4.2H, D Forum

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

Co-organized by CanYinLaoBanNeiCan and Shanghai Sinoexpo Informa Markets, the "2024 Second China Catering Ecology Conference and China Catering Most Valuable Supply Chain TOP100 List Release" was successfully held in Shanghai on March 28, with the theme of "Centering on Growth and Embracing the Wind".

As the "twin activities" of "Innovation Conference", this conference showed the ecological value pattern of catering in three dimensions through high-end summit, ecological exhibition, and list release. Gathering the famous supply chain enterprises in the catering industry, the industry's head service providers and the founders of the most active emerging catering brands. We examined the entire catering ecology from a multi-dimensional perspective and conducted the most authoritative trend locking and growth rate interpretation of the ecological evolution behind the process of the catering industry. At the same time, the industry's most valuable supply chain TOP100 list was grandly released to dig out more potential supply chain enterprise benchmarks.

Speakers



翁瑞雪
餐饮老板内参
合伙人 CMO



范海燕
上海博华国际展览有限公司
常务副总经理



汪洁
柠季创始合伙人



姜佰东
张亮麻辣烫
联合创始人



王雨嫣
合众合
合伙人



索朝
餐饮老板内参
创始人、CEO



王宏燕
快乐番薯海外
事业部合伙人



吴克奇
德庄国际
联合创始人



张津铄
餐里眼大数据研究院
主理人



寇鑫
郭铁柱泥炉老火锅
创始人



杨柠睿
餐饮老板内参
资深记者 / 栏目主持人



王洋
川海晨洋总经理



李伟
青岛辣工坊食品
有限公司创始合伙人



喻义
辣可可 · 小炒黄牛肉
创始人兼董事长



张太学
喜识冰糖葫芦创始人



赵东方
东方一串创始人



熊梓明
蛙喔联合创始人

2024 Spring Youth Chef Training Class

- Time: March 28, 9:30-16:30
- Location: 7.2H, L Forum (Near Gate 5)
- Organizer: World Federation of Chinese Catering Industry, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Undertaker: International Young Chef Professional Committee of World Federation of Chinese Catering Industry (IYCPC)

On March 28th, the “2024 Spring Young Chef Workshop” was held in Shanghai, which was jointly organized by IYCPC and Shanghai Sinoexpo Informa Markets.

Wu Li, Vice President of World Federation of Chinese Cuisine. Wang Haidong, Invited Vice President of World Federation of Chinese Cuisine and Chairman of IYCPC. Helen Fan, Executive Deputy General Manager of Shanghai Sinoexpo Informa Markets, attended the event and delivered a speech.

On behalf of the World Federation of Chinese Cuisine, Wu Li expressed his gratitude and welcome to the culinary masters, industry experts, staff and trainees who participated in this training course. He said that China's catering industry is facing unprecedented opportunities and challenges, and in the face of the development needs of the new era, it is imperative to improve the production standards and service quality of China's catering industry. The aim of this workshop is to cultivate more young Chinese chefs with innovative ability and professionalism by combining the application of new quality productivity. He pointed out that the emergence of new quality productivity has brought great opportunities to the catering industry, and that technological advances and innovative applications have made the cooking process more efficient and precise and have also opened up new possibilities for catering creativity and experience.

This workshop will explore the boundaries of the culinary arts and expand our horizons by combining new technologies, techniques and thinking. Utilizing this cross-border integration, it will inspire more innovative sparks and inject new vitality into the development of China's catering industry.

Speakers



胡丽妹
京帮菜烹饪大师
国宝级烹饪大师



沈贤斌
国家级高级技师
职业技能竞赛高级国际评委



周元昌
上海菜非遗传承人
上海周舍餐饮品牌创始人



朱志伟
眉州东坡厨政
研发中心总经理



盛锡友
联合利华资深厨务



谢晓华
联合利华饮食策划
中国区资深厨务顾问



Business Breakfast Shanghai —Top Global Consumer Trends 2024 and Outlook for China

- Time: March 28, 10:00-12:00
- Location: M302 Meeting room
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., Informa Markets, Saladplate, Euromonitor

Speakers



Elisa Lin
欧睿咨询师



Pete Wang 王崇轩
欧睿首席分析师

Two senior consultants from Euromonitor analyzed the global consumer trends & catering industry trends in 2024 for more than 100 professional audiences and brought the audience an in-depth interpretation of the two major consumer trends in the Chinese market: the prevalence of the dopamine economy, and the advancement of the wool party. The whole conference helped the audience to open the vision of the current consumer and market trends, and the feedback from the audience was very fruitful.



2024 Global Catering Innovation and Development Technology Forum

Time: March 29, 10:00-17:30 Location: 7.2H, L Forum 7.2R02
Organizer: China Industry News, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

With the development of the times, industrial technology is increasingly used in food production. With the innovative development of the Internet and food processing technology, many foods processing and intelligent manufacturing equipment and technologies have emerged, so that food can achieve the desired safety, palatability, nutritional properties, and preservation characteristics of the target.

In this context, on March 29, 2024, during the HOTELEX 2024, the third Global Catering Innovation and Development Technology Forum with the theme of "Food is not waiting for me - Intelligent manufacturing Technology to promote high-quality development of catering processing" was held in Shanghai. This forum was co-organized by China Industry News and Shanghai Sinoexpo Informa Markets, and industry experts and leading enterprises were invited to gather to discuss how industrial technology can promote the green and healthy upgrading of fresh food processing and preservation technology.

Speakers



王延平
膳立方生物科技（上海）有限公司 总经理



朱重瑾
曼巴驱动技术（苏州）有限公司 销售总监



姚永强
上海雀巢饮用水有限公司 质量部 质量主任



苗晓峰
用友集团消费品事业部 行业中心 专家顾问



刘峻
上海市质量监督检验技术研究院 副所长



赵斌
济南翼菲智能科技股份有限公司 大区经理



宿彦东
北京李先生餐饮管理有限公司 厨庄事业部 副总经理



李恒
苏州易信安工业技术有限公司 运营总监

EVENTS&COMPETITIONS



EVENTS & COMPETITIONS

2024 Shanghai International Pizza Masters East China Division & National Finals

○ Date: 27-30 March 2024

○ Venue: 2.1R42

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



The Shanghai International Pizza Masters is a competition launched in 2013, an authoritative event in the pizza industry with 10 years of experience and 600+ pizza restaurant brands competing for tens of thousands of dollars in cash prizes. As the organiser of the event, Shanghai Sinoexpo Informa Markets aims to promote the development of the pizza industry in China and promote the innovation of pizza products, disseminate the knowledge of pizza culture and discover the outstanding talents of pizza to provide a platform for professional pizza chefs in China to perform, compete and exchange ideas.

39
Players

5
Judges

29
Players

Grand Final Winners

Winner of the Sectionals

Champion: Shi Jinshuai
Runner-up: He Jingfen
Third Place: Wang Yiming
Fourth Place: Li kunpeng
Fifth Place: Jia Yunlong
Most Valuable Business Award: Sun Meng
Outstanding Performance Awards: Shi Jinshuai
Distinctive Flavor Awards: He Jingfen
Best Speed Awards: Bian Changnian

Champion: i He Jingfen
Runner-up: Shi Jinshua
Third Place: Jiang Lixian



赞助商 / Sponsor



The 8th Hotelex Rising Star Chef Competition

-  **Date:** 27 -30 March 2024
  **Venue:** Gate 6.1M02-9
-  **Organisers:** China Cuisine Association & Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

The 8th Hotelex Rising Star Chef Competition aims to become the most authoritative event for China's young professional chefs and culinary vocational education skills competitions. Through a professional and authoritative evaluation system that combines the opinions of industry experts with the needs of the general public, the competition aims to provide a platform for young professional chefs and culinary students from vocational colleges and universities to undergo a professional, multi-level comprehensive evaluation. The goal is to select industry-recognized, authoritative qualifications for the future 'Rising Star Chef' master chefs and to provide a platform for showcasing their skills for the future masters of the kitchen."



52	398	346
Judges	School	Players
60	134	204
Gold Medal	Silver Medal	Bronze Medal

Chinese Hot Dish

Champion: Ma Chunqi
Runner-up: Song Zhiyu
Third Place: Zhu Hanlu

Chinese Art Cold Patch

Champion: Cheng Luang
Runner-up: Han Renya
Third runner-up: Liu Tongxi

Chinese Pastry

Champion: Wei Yongrong
Runner-up: Liang Xingjuan
Third Place: Chen Ziwei

Food Modelling Art

Champion: Shao Huangpei
Runner-up: Ye Xiancai
Third Place: Wang Wutian

Hot Western Food

Champion: Zhang Jihan
Runner-up: Zhang Jiajia
Third Place: Li Chen

Western Art Cold Plate

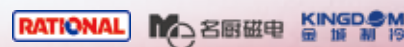
Champion: Sun Qikun
Runner-up: Wang Cui
Third Place: Sun Li

Plated Desserts

Champion: Dai Yujie
Runner-up: Liu Qiaoling
Third Place: Huang Kangjie



赞助商 / Sponsor



The 11th Shanghai Fashion Drinks Competition Final

- **Date:** 27-30 March 2024
 ○ **Venue:** 6.1P32
- **Co-Organiser:** Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd & ALL CHINA BAKERY ASSOCIATION



Since 2014, Shanghai International Trendy Drinks Creative Production Competition, initiated and organised by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd, has gained recognition from the beverage industry and the general public after 11 sessions.

Grand Final Winners

National Champion: Zhang Xuning
National Second Place: Lin Wenchao
National Third Place: Liao Jianhang
Best Fruit Drink: Zhang Xuning
Best Creative Coffee: Chang Xing'er
Best Specialty Milk Tea: Lin Wenchao

The competition stimulates the creativity of beverage developers by limiting the sponsor's raw materials and giving free play to the production of creative beverages. Through the competition and interpretation of trendy beverages, the competition spreads the tea and beverage culture together, drives the development of the beverage market, and leads the industry's new trend.

Over the past ten years, the Fashion Drinks Competition has precipitated countless stories and shining moments, and has made continuous contributions to promoting the cultivation of talents in the Fashion Drinks Circuit, driving product innovation in the Fashion Drinks Circuit, and promoting the development and progress of the domestic Fashion Drinks Circuit.

赞助商 / Sponsor



The 11th China Master Bartender Competition

- Date: 27-29 March 2024
- Venue: NH North Hall
- Organiser: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



5
Judges

20
Players

Winner List

Champion: Zhang Shihou
Runner-up: Xu Mufeng
Third Place: Zhan Yiyang

With the announcement of the winner, the China International Bartending Masters competition came to a successful conclusion amidst applause. The event, which brought together outstanding bartending skills, saw two days of intense competition, culminating in the Grand Final on 29 March to determine the stars of the bartending world. It was a collision of talent and creativity, with bartenders from all over the country presenting a bartending feast through well-researched recipes and ingenious performances. After fierce competition, the preliminary round finally decided the top eight who entered the grand final, while the grand final was even more climactic, with each contestant showing his or her skills in creative cocktail recipe design, bartending skills, on-site interaction and other aspects. In the end, the first, second and third place winners emerged from the intense competition, and they not only won honours and awards, but also won the respect and praise of the industry and the audience.

赞助商 / Sponsor



2024 China Brewers Cup

- Date: 27-30 March 2024
- Venue: 1.2HF02
- Organiser: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
- Co-Organiser: ALL CHINA BAKERY ASSOCIATION
- Authorisation Unit: World Coffee Events



8
Cities

50
Judges

5,000+
Players

Grand Final Winners

First place: Pang Kinyang
Second Place: Li Zhen
Third Place: Li Jinlong
Fourth Place: Zhang Xiaobo
Fifth Place: Zeng Weijun
Sixth Place: Xu Wenchun

As an international competition, the World Coffee Brewing Championship (CBBC) provides a platform for baristas to showcase their individual skills, share coffee knowledge and innovate brewing methods. It is not just a competition, but also an opportunity for learning and exchange, where participants are able to learn from each other and improve together. In addition, the event also showcases the artistry and complexity of coffee brewing to the public, increasing awareness of the diversity and depth of coffee.

The World Coffee Brewing Championship and its role in promoting coffee culture worldwide. The competition gathers outstanding baristas from all over the world, and through their demonstration of coffee brewing skills, it not only promotes the deeper culture of coffee, but also inspires the pursuit of coffee quality and innovation on a global scale.

The finals featured 36 representatives from 8 sites across the country (Taizhou, Nanning, Yixing, Guiyang, Shenzhen, Nanjing, Dalian and Xinjiang), who competed together in a 4-day summit showdown, with Team George from Guiyang winning the competition once again.

Finally, George's team leader from Guiyang, Peng Qingyang, once again won the competition, and gained the only qualification to represent China to participate in the World Championships, so let's look forward to his wonderful performance on the stage of the World Championships.

赞助商 / Sponsor



2024 China Latte Art Championship

- Date: 27-30 March 2024

Venue: 1.2M02
- Organiser: Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd

Co-Organiser: ALL CHINA BAKERY ASSOCIATION
- Authorisation Unit: World Coffee Events



6

Cities

28

Judges

130

Players

Final Grand Winners

- First place: Chen Zhuohao
- Second Place: Wang Jing
- Third Place: Chen Zicong
- Fourth Place: Chen Zhihao
- Fifth Place: Li Guoquan
- Sixth Place: Luo Xian

The World Coffee Arts Competition (WLAC) is a professional coffee competition initiated by World Coffee Events based on the promotion of fine coffee, which is the second largest coffee competition in the world and the highest competition hall of coffee pulling art. 2013, Shanghai Sinoexpo Informa Markets was authorized to introduce this international competition into China and hosted the WLAC China Selection Competition to provide a platform for masters of the art of coffee pulling in China. In 2013, Shanghai Sinoexpo Informa Markets was authorized to introduce this international event into China and hosted the World Coffee Flower Drawing Competition China Selection Competition, which set up one stage after another for domestic coffee flower drawing masters to show their exquisite skills.

In the 2024 season, we have already passed through 5 sites: Kunshan - Qingtian - Nanning - Xinjiang - Shenzhen, with 130 applicants, and a total of 27 contestants were selected to compete in the China Grand Final, which lasted for four days. Finally, Chen Zhuozhao was crowned the winner of the tournament, and was awarded the sole qualification to represent China in the World Championships, so let's look forward to his exciting performance in the World Championships stage.

赞助商 / Sponsor



2024 China Barista Championship-Eastern China Division

- Date: 27-30 March 2024

Venue: 2.2D25
- Organiser: Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd

Co-Organiser: ALL CHINA BAKERY ASSOCIATION
- Authorisation Unit: World Coffee Events



World Barista Championship (WBC) was firstly initiated by European Specialty Coffee Association and American Specialty Coffee Association, and authorised by World Barista Championship (WBC), World Barista Championship China Selection Contest (CBC), which is currently the only coffee making competition in China with a professional level, systematic operation and international authentication, and is regarded as the highest level competition in China. It is the only coffee making competition in China with professional level, systematic operation and international certification.

Introduced to China by Shanghai Sinoexpo Informa Markets in 2003, participants are required to present espresso, milk coffee and creative coffee drinks to the judges within 15 minutes and introduce their own 'coffee concepts', and the winner of the competition will stand on the stage of the World Coffee Competition on behalf of China. The competition has been held for 20 years and has delivered a large number of excellent barista talents to the world stage and demonstrated the style of Chinese coffee to the world.

Eastern China Division Winners

- Champion: Pan Enqi
- Runner-up: Lu Xiaofei
- Third Place: Yani Xu
- Fourth Place: Shen Rongrong
- Fifth Place: Wang Jingbo

赞助商 / Sponsor



2024 Hotelex Shanghai International Coffee and Food Culture Festival

National Exhibition and Convention Center Hall 8.2

As an important force targeting the C-end market at the 32nd Shanghai International Hotel and Catering Industry Expo, the 2024 Hotelex Shanghai International Coffee and Food Culture Festival presented a unique and extraordinary feast for coffee enthusiasts. With over 250 premium coffee shops, including 10 international exhibitors, the event exceeded traditional coffee categories and showcased a wide range of coffee-based beverages, hand-brewed coffee, and specialty foods. The exhibition booths were packed with people, creating a continuous flow of visitors. Concurrently, two events occurred: the All-Star World Coffee Champions Showcase & Discovery Theater, and the 4th CFCA Chocolate Talent Competition (Shanghai Region). The All-Star event brought together multiple world champions, demonstrating their extraordinary skills. Limited edition blind boxes of coffee were sold during the festival, combining live streaming sales, KOL (Key Opinion Leader) promotion, and offline activities to gradually expand the influence of the coffee festival.



Sponsor



China ALL-STAR SHANGHAI 2023

- Time: 27-30 March 2024
- Venue: 8.2 F190
- Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd.
- Co-organizer: ALL CHINA BAKERY ASSOCIATION

The 2024 World Coffee Champions Showcase invited several heavyweight guests to participate. The live performances by Boram Um, the champion of the World Barista Championship, Liang Fan, the champion of the World Latte Art Championship, and Emi, the champion of the World Brewer's Cup (WBrC), attracted a large number of fans and coffee enthusiasts who stopped to admire them. They brought waves of visually stunning and delicious coffee experiences to the audience. During the Discovery Theater segment, representatives from premium coffee shops and boutique chocolate brands delivered captivating speeches and shared their insights. They eloquently conveyed the cutting-edge theories and brand values to the live audience. Through the four-day event, the rich and diverse world of coffee was showcased, further deepening the influence of the All-Star brand.

Winners



Boram Um
2023 World Barista
Championship
Champion



Emi
2018 World Brewer's
Cup Champion



Nawar Adra
Director of Stch Coffee



Tim Wang
Director of Bennis



Gu XinRu
WCE International Judge Director of All you want



He JinYang



Kai Sa
Director of Bean Bang



Li WeiXin
China Regional
Champion



Liang Fan
2023 World Latte Art
Championship Champion



Lin DongYuan
Director of Gabee



Lu DaoQiang
2023 World Latte Art
Championship Runner Up



Xie Liang
Director of Choc Player



Yi YongQiang
Founder of 5+2

SHANGHAI INTERNATIONAL WINE, SPIRITS & FOOD CULTURE FESTIVAL

Time: 27-30 March 2024 **Venue:** NH (North Hall)
Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Savor the world's finest wines and explore the stories behind their terroir. A cultural extravaganza that combines wine and cuisine has quietly unfolded—the highly anticipated Shanghai International Wine, Spirits & Food Culture Festival. As a high-end segmented exhibition under the Shanghai International Hotel and Catering Industry Expo (HOTELEX), this event has been meticulously prepared for a year to provide a unique experience for professional wine buyers. Here, not only can you taste renowned wines from around the world, but each drop of wine has undergone a strict selection and represents the distinctive flavours of its respective region. Furthermore, you can delve into the terroir stories behind each wine, experiencing the culture and history it embodies. Whether it's rich red wines, refreshing white wines, fragrant rice wines, or fruit wines, there are comprehensive displays and introductions available. Additionally, the Shanghai International Wine and Food Culture Festival fully covers various aspects of the hotel and catering industry supply chain. From spirits and liqueurs to wines and pre-mixed drinks, diverse categories of alcoholic beverages provide an open and efficient communication platform for distributors and end consumers. It is not only a feast for the taste buds but also a fusion and inheritance of wine culture. At the Shanghai International Wine, Spirits & Food Culture Festival, buyers and sellers establish profound connections with wine, food, and culture.



Speakers



Angela
Ocean Spray APAC Chief Business Officer



Kit Yuen&Tibby Song
Monin Brand Ambassadors



FIFI
Restaurant Director



Huai XiaoHai
Chocolate Founder



Qi ShaoRen
Winemaker, Speaker, and Writer



Fine (Yu Dou)
YuDou Yanjiusuo Founder



Ring
Bar Choice Director

Fortuitous Wine Encounter Zone

Time: 27-30 March 2024 **Venue:** NH (North Hall), NHA555
Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Embark on a journey to explore rich wine flavors and be amazed by the beauty that wine brings to your taste buds. As you step into the exhibition venue of the Shanghai International Wine, Spirits & Food Culture Festival, an intoxicating aroma of wine fills the air. To lead professional visitors on a unique exploration of the world of wine, the organizers have carefully created a special zone called "Fortuitous Wine Encounter."

In the "Fortuitous Wine Encounter" zone, you will have the opportunity to taste carefully selected wines and chocolates from around the world. The event not only features the well-established China Master Bartender Competition, which has been held for eleven editions, but also tantalizing wine and chocolate tasting sessions, wine pairing sharing sessions, fermentation ingredient tasting experiences, and masterclasses by renowned wine brands. Every sip is a delightful surprise for your taste buds, and every skilled performance by the bartenders is a visual spectacle. Step into the "Fortuitous Wine Encounter" zone and let it take you on a journey to discover the endless charm of the world of beverages.

Speakers.



SYgle (Shiying) B2B On-Site Booth

To better promote the Sinoexpo Informa Markets Sygle Food & Beverage Preferred Mini Program, the booth is set up at 8.2E22 (near the entrance of the Coffee Culture Festival and N Forum Zone). It features 360-degree full-coverage advertising space and displays promotional flyers, pull-up banners, and signage related to the Sygle Food and Beverage Preferred program. These materials aim to guide users to learn about the Preferred Mini Program and participate in on-site activities by scanning the QR code. To facilitate the promotion of online products, a product display area is set up at the B2B booth, guiding users to visit exhibitors based on their interests.

Within the exhibition hall, at various information counters (a total of 26 counters inside and outside the hall), desktop signage about the Sinoexpo Informa Markets Store Merchant Preferred activity is placed, allowing users to easily scan the QR code and participate in the activity. Additionally, promotional flyers are distributed at the information counters to better advertise this event. Moreover, promotional gifts are used to guide users to the 8.2E22 booth.



Offline Advertising



Part of Media Partners

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Canyin168	Suzhou Bendibao	Iyiou
FoodTalks China	Changsha Bendibao	Winshang
China Business Network (CBN)	Hefei Bendibao	Herbridge
Consumer Sector	Nanchang Bendibao	Zhiding Technology
Mingchu APP	Qingdao Bendibao	Hongyuan Technology
Retail Media Network (RMN)	Guangzhou Bendibao	Future Marketing
Ziran	Xiamen Bendibao	Gourmet Talks
United Together	Zhenzhou Bendibao	Bazzara
Interior Design	Wuhan Bendibao	Triestespresso
Heqigong	Yuntongmeng	Foodex360
Xincanyin	Zhongyou Shiyin	Hotofood
Xinchayin	Tangjiu	Food Industry Technology Journal
Shangqing Information Center	5888.tv	Publisher
Yingtaochayin	China Foodnet	Cn Food
Drink Newspaper	Shifair	Xiandai Hongbei
Tiaokashi	Boss Club	Meishi
Xinyixian Tea Research	Ningbo Bendibao	HrcChina
Dabenxiang	Xuzhou Bendibao	21Food
FBE China	Nantong Bendibao	21HBW
Dairy Online	Jinhua Bendibao	Canjudaquan
Business Review	Shaoxing Bendibao	Canyinj
Jinda	Taizhou Bendibao	Zhongwai Huizhan
South Mall China	Yangzhou Bendibao	Bianwang
Chaoxi Shangye Pinglun	Wenzhou Bendibao	Made-In-China
FDL Food Data Link	Jiaxin Bendibao	Qingdao Jiudian
Foodmate	Shanghai Gongluetong	iMeadin
EShow	Modu Chaoren Guide	Xincaijing
QuFair	Modu Solo	ChineseVenture
CTI	Shanghai living	Pangjing
Chengdu Coffee Guide	Yes Shanghai	MarketIDX
Coffee Salon	Leyou Shanghai	Linkshop
Coffee Knowledge Bureau	Coffee Trend	9kd
Coffee Zhiren	Italy Export	Jiazhixingqiu Planet
Coffee Zhixiang	Pizza e Pasta	Tidesight
Fashion Drinks	Sapori di Pachino	Baijing
Shanghai Bendibao	Zhanxunwang	Topmarketing
Nanjing Bendibao	Juzhanwang	Chaoxinxing
Wuxi Bendibao	China Industry News	



Guidance Unit: Shanghai Municipal Administration of Culture and Tourism
Organizer: China Tourist Hotels Association, CTHA / Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
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