

# The 33<sup>rd</sup> SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO

Prospering Your Hospitality & Foodservice Business

30 MAR – 2 APR  
2025

National Exhibition  
and Convention  
Center(Shanghai)



Organizer:  
China Tourist Hotels Association  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd

Co-located:

TOURISM  
SHANGHAI  
上海旅游产业博览会

SFE



## / OVERVIEW /

### HOTELEX SHANGHAI 2025 – EMPOWERING THE HOSPITALITY EQUIPMENT & FOODSERVICE BUSINESSES UNDER THE TOURISM BOOMING

The HOTELEX Shanghai Hospitality Equipment & Foodservice Expo is set to return in 2025, following the success of its 2024 edition. The expo is one of the world's largest hospitality equipment and foodservice exhibitions, with over 30 years of history and experience in organizing exhibitions in the hospitality industry.

The 2024 edition of the HOTELEX attracted over 283,046 attendees, including a record of 15,761 international visitors, which was an 80% increase from the previous year. The event featured more than 3,818 leading brands and companies across 14 exhibition halls.

Scheduled to take place from 30<sup>th</sup> March to 2<sup>nd</sup> April 2025 at NECC (Shanghai), the event will provide a high-quality "procurement hall" for the hospitality industry. HOTELEX Shanghai 2025 is expected to surpass the achievements of the previous edition, providing a platform for industry exchange and exploring the future development direction of catering. The expo will cover the entire hospitality and catering chain, from Kitchen Equipment to Coffee & Tea, and attract professionals from around the world for exchange and collaboration.

Seizing the opportunities in China by exhibiting at the HOTELEX Shanghai 2025 now!



**400,000<sup>M²</sup>**  
EXHIBITION AREA



**300,000**  
VISITORS



**3,000+**  
EXHIBITORS



**50+**  
FORUMS & EVENTS

## /Visitors Distribution /





## / Partial Buyers /

## / For Beverages /

MIXUE	Shuyi Tealicious	CHAGEE	LELECHA
Goodme	LALA	A Little Tea	Seven Cents Sweet
Auntea Jenny	CoCo	NAIXUE	DAKASI
Chabaidao	HEYTEA	LINEE	

## / For Hotel /

Marriott Hotel Group	Dong Fang Hotel
InterContinental Hotels Group PLC	Wanfeng Hotel
Holiday Inn	The Presidential Hotel Beijing
Wyndham Hotel Group	Saint-Tropez Hotel
SOHTEL	Jinling Purple Mountain Hotel Shanghai
Shangri-La Hotel	Hangzhou Bay Universal Hotel
Hotel Confort	Hengshan Garden Hotel
Radisson	Hotel Equatorial Shanghai
The Crown Hotel	LN Garden Hotel Foshan Guangdong
Ritz Carlton Hotel	Changbai Mountain Wanda International Resort
Wellton Royal Garden Hotel	Shanghai International Convention Center

## / For Catering /

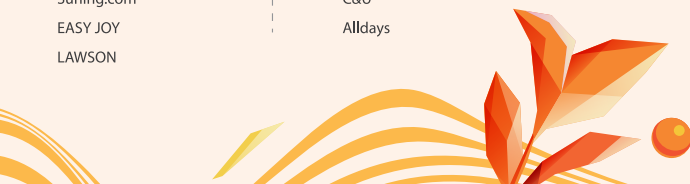
McDonald's	Dicos
KFC	YANGGUOFU
Subway	Xibei Youmian Village
Domino's Pizza	ORIGINAL CHICKEN
Burger King	Tastien
Pizza Hut	GLL WONTON
Haidilao Hot Pot	King Yonghe
Papa John's	Tai 2 Chinese Sauerkraut Fish
Kungfu	ZIYANFOODS
Little Sheep	Miniyeah
Ajiseem Ramen	

## / For Retail /

Wal-Mart	Family Mart
JD.com	7-ELEVEN
Yonghui Superstores	Wumart
CR Vanguard	Metro
RT-MART	C-store
Freshippo	Réel
Lianhua Supermarket	No.1 Department Store
Alibaba	New World Department Store
VIPSHOP	Sogo Shanghai
Suning.com	C&U
EASY JOY	Alldays
LAWSON	

## / For Coffee /

Starbucks	U.B.C COFFEE
Luckin Coffee	Nan Shan Coffee
Tims	UP coffee
Lucky Cup Coffee	DIO COFFEE
NOWWA Coffee	Peet's Coffee
Costa	Seesaw Coffee
M Stand	LAVAZZA
Manner	Spade Manlife Coffee
COTTI Coffee	NORTINGDUN Lark
Be Star Coffee	%Arabica
Blue Mountain Coffee	Maan Coffee
Mellow Coffee	T97 Coffee
Yongpu Coffee	algebraist COFFEE
Pacific Coffee	BELRAY COFFEE



## / 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



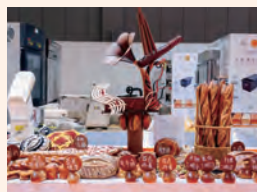
CATERING DESIGN  
AND ACCESSORY



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 |



## / 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

#### | Other International 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



HOTELEX is one of the earliest exhibition platforms in China to carry out "exhibition network integration". After more than ten years of construction, it has built a relatively complete B2P2C digital marketing platform, which can provide buyers and suppliers with all year round services that are not limited by time and space, and perfectly combine online and offline

## DIGITAL PLATFORM BUSINESS

**47,543,276+**  
Views

**17,811,427+**  
Visitors

**8,000+**  
Suppliers

**50,000+**  
Product Database

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

**sygle.com**  
餐饮在线

www.sygle.com is a vertical B2B website for the hotel and catering industry, relying on the rich resources of HOTELEX and FHC. As a unique "exhibition network integration" professional B2B platform in the industry, it provides buyers and suppliers with all year round services that are not limited by time and space, and perfectly combine online and offline. It is an important part of Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.'s diversified B2B business (Exhibitions, Websites, Magazines, WeChat mini programs, App).

### Buyer Procurement Meeting

Combining unique resources of the place of origin to create face-to-face communication opportunities for buyers and suppliers

### Free Subscription to Newsletters

Become a Sygle member now and stay updated on the latest and hottest food and beverage industry trends at any time

### Matchmaking Service

Matchmaking specialists will search, identify, and screen potential business partners for global clients, providing professional matchmaking services

### Get a Quote

To meet the purchasing needs of buyers, a purchase request form can be filled out, and a matching specialist will screen suitable suppliers to provide quotations

### Service Support

Provide matchmaking services, obtain quotes, information of HOTELEX and FHC, celebrity and expert forum live streaming, and other services anytime, anywhere

### WeChat Mini Program

Continuing the exhibition business opportunities, staying at home, light and convenient, all year round intelligent procurement tools

## Food & Beverage EZ Buy

Relying on HOTELEX and FHC, a one-stop online procurement platform that gathers high-end food, beverage, and raw material equipment from home and abroad. Brand direct supply, group enjoyment of life, one-on-one online customer service, 365 day worry free procurement

**50**

**Buyers**

The catering industry provides full scenario procurement services for restaurants, fast food restaurants, snack shops, takeout, hotels, cafes, beverage shops, ice cream, and bakeries

### Diversified Digital Marketing Activities

Brand customization online activities, holiday and seasonal promotion activities, irregular cross store discounts, discounts upon full purchase, member exclusive price activities, in conjunction with 618 and Double Eleven promotion activities, live streaming sales or recording of special/course content, offline exhibition linkage and integration

**4**

**Categories**

Coffee/ Light Meals/ Derivative Products/ Others



**1**

**Self Operated Store**

Exclusive platform self operated store, providing one-stop service from listing, operation, updates, customer service, to creating high-quality online self operated stores, and providing customers with expansion plans for online retail business

### Omnichannel Promotion

EDM and SMS promotion, community and moments of WeChat promotion, short video production and promotion, HOT&FHC official WeChat account and video account promotion, offline exhibition advertising, offline exhibition exclusive booth promotion, various printed materials promotion



## / 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

