

HOTELEX SHANGHAI 2025

The 33rd Shanghai International Hospitality
Equipment & Foodservice Expo

Post-show Report

2025

3/30 ▶ 4/2

National Exhibition and
Convention Center (Shanghai)

Message from Organizer

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China Tourist Hotels Association

The 2025 HOTELEX Shanghai successfully concluded, bringing together over 3,000 exhibitors and 284,581 professional visitors from 148 countries and regions. As a key event rooted in China and globally influential, it showcased the latest in ingredients, technology, and industry trends.

With strong participation from global professionals, the exhibition highlighted the sector's innovation and growth, promoting a shift toward high-quality, sustainable development.

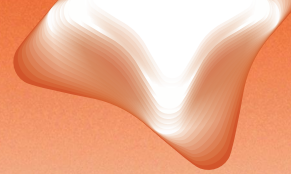
Looking ahead, the China Tourism Hotel Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. will continue to drive industry progress through close collaboration.

Shanghai Restaurants Cuisine Association

With the successful conclusion of the 33rd Shanghai International Hospitality Equipment & Foodservice Expo, we have collectively witnessed a grand gathering of elite professionals from across the industry. This year's HOTELEX Shanghai reached new heights in both scale and influence, injecting fresh momentum into the high-quality development of the hospitality and catering sectors.

The 2025 HOTELEX Shanghai kept pace with emerging trends, with a strong focus on forward-looking themes such as smart catering and green kitchens. It showcased cutting-edge innovations including intelligent cooking equipment and sustainable dining solutions. Through a series of professional forums and live demonstrations, the exhibition played a leading role in driving the industry forward and continuously empowering the advancement of high-quality development in the catering sector.





Message from Organizer

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World Federation of Chinese Catering Industry

With over 30 years of development, HOTELEX has become a benchmark platform for innovation and exchange in the global F&B industry. This year's edition brought together industry leaders and cutting-edge achievements, showcasing the vitality of China's catering economy and offering new opportunities for global cooperation across the full hospitality value chain.

Looking ahead, WFCCI will continue to work closely with Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. and partners to explore the integration of globalization and localization. We aim to promote Chinese culinary heritage through diverse activities, support digital transformation, build shared standards, and help Chinese F&B brands expand globally—ultimately fostering a more inclusive, collaborative industry ecosystem.

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

The 33rd Shanghai International Hospitality Equipment & Foodservice Expo (HOTELEX Shanghai 2025), the largest exhibition under the 2025 Shanghai Tourism Plus Expo, successfully concluded on April 2nd. Spanning 400,000 square meters, it featured over 3,000 exhibitors and attracted 284,581 professional visitors from 148 countries and regions. Notably, international buyers increased by 34.2% to 12,447. As a one-stop platform integrating product showcases, business matching, and cooperation, the expo offered valuable opportunities for both buyers and sellers.

The 34th edition will take place from March 30 to April 2, 2026, at the National Exhibition and Convention Center in Shanghai. Staying true to the "BE THE BEST" vision, it will further enhance internationalization, strengthen industry connections, and foster global value co-creation.



Exhibition Overview

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2025上海旅游产业博览会 TOURISM PLUS SHANGHAI
第三十三届上海国际酒店及餐饮业博览会
HOTELEX SHANGHAI 2025

2025年3月30-4月2日
国家会展中心（上海）
聚产业·天下游
CONNECT INDUSTRIES AND TOURISM

The 33rd HOTELEX Shanghai successfully concluded on April 2, 2025, at the National Exhibition and Convention Center (Shanghai, Hongqiao). The four-day event covered a total area of 400,000 square meters and attracted a record-breaking 284,581 visitors. Among them, international visitors exceeded 10,000 for the first time, reaching 12,447—a 34.2% increase over 2024. More than 3,000 quality exhibitors from around the world engaged in business discussions with professional buyers from various channels such as hospitality, catering, retail, F&B trade, investment, and leisure travel, highlighting the vibrant vitality of the hospitality and foodservice industry.



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 Restaurants Cuisine Association

Supporting Partners

Light Industry Enterprises Investment & Development Association of China |
China Canned Food Industry Association | China Chamber of Commerce of Foodstuffs, Native Produce and Animal By-Products
Shanghai Food Association | Hotel Branch of Shanghai Tourism Industry Association
Zhejiang Hotel Association | Jiangsu Catering Association | Jiangsu Province Cuisine Association
Shandong Tourist Hotels Association | Sichuan Tourism Hotel Association
Nantong Hotel & Catering Industry Chamber of Commerce | Shenzhen Hotel Association
Chengdu Catering Enterprise Federation

**PROFESSIONAL
VISITORS**

284,581

EVENTS

58

**OVERSEAS
VISITORS**

12,447

SQM EXHIBITION AREA

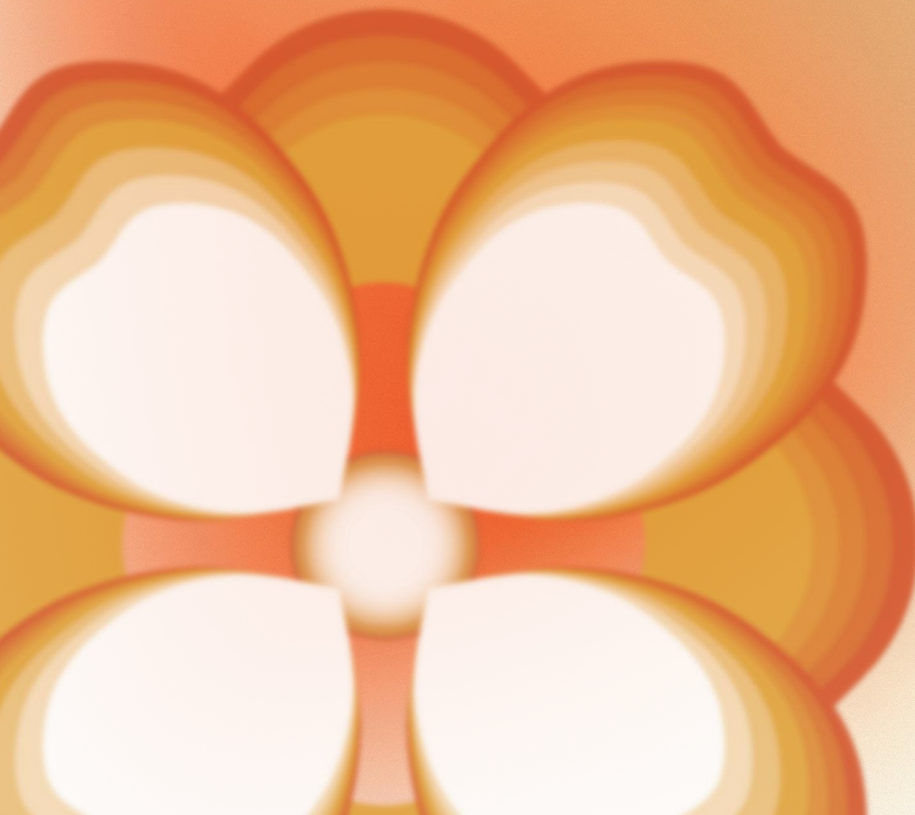
400,000

EXHIBITORS

3,826

VISITOR ANALYSIS

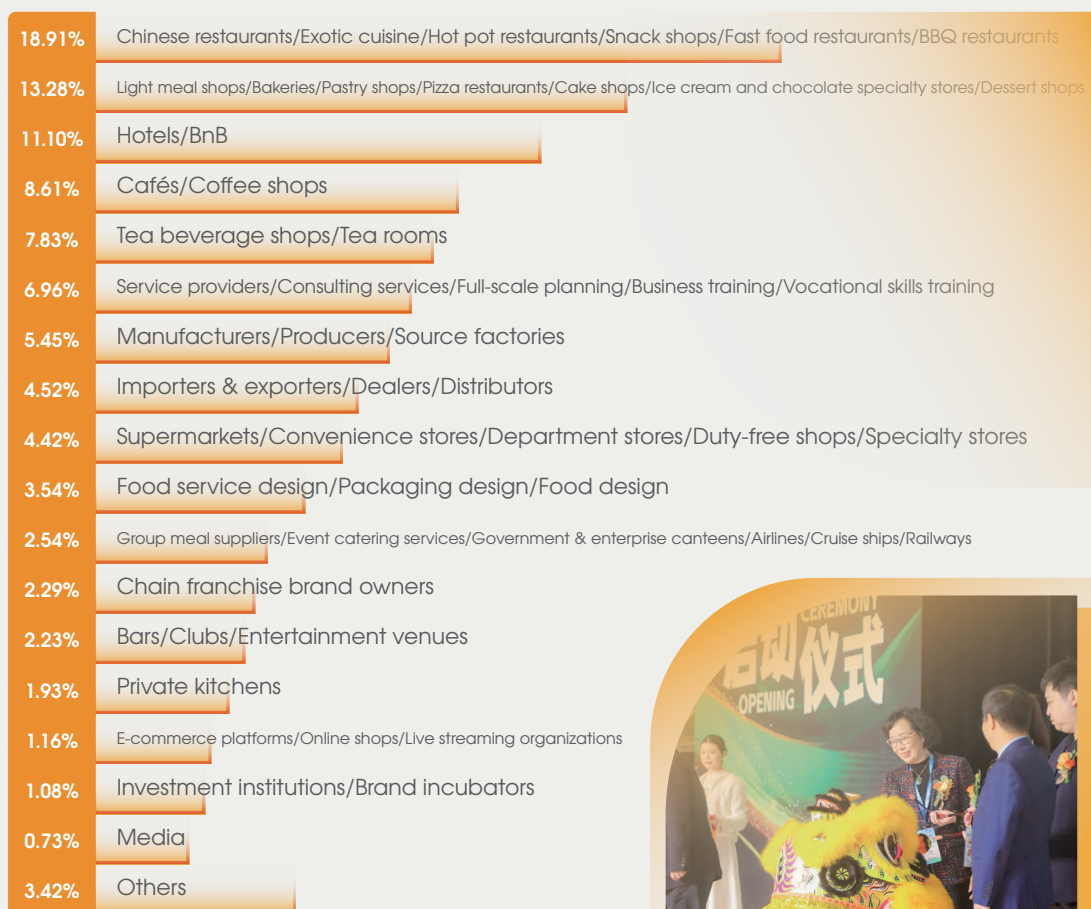
- Comparison on the Number of Professional Visitors
- Comparison of Professional Visitors
- Industry Distribution of Professional Visitors
- Analysis on the Purpose of Visiting



Industry Distribution of Professional Visitors

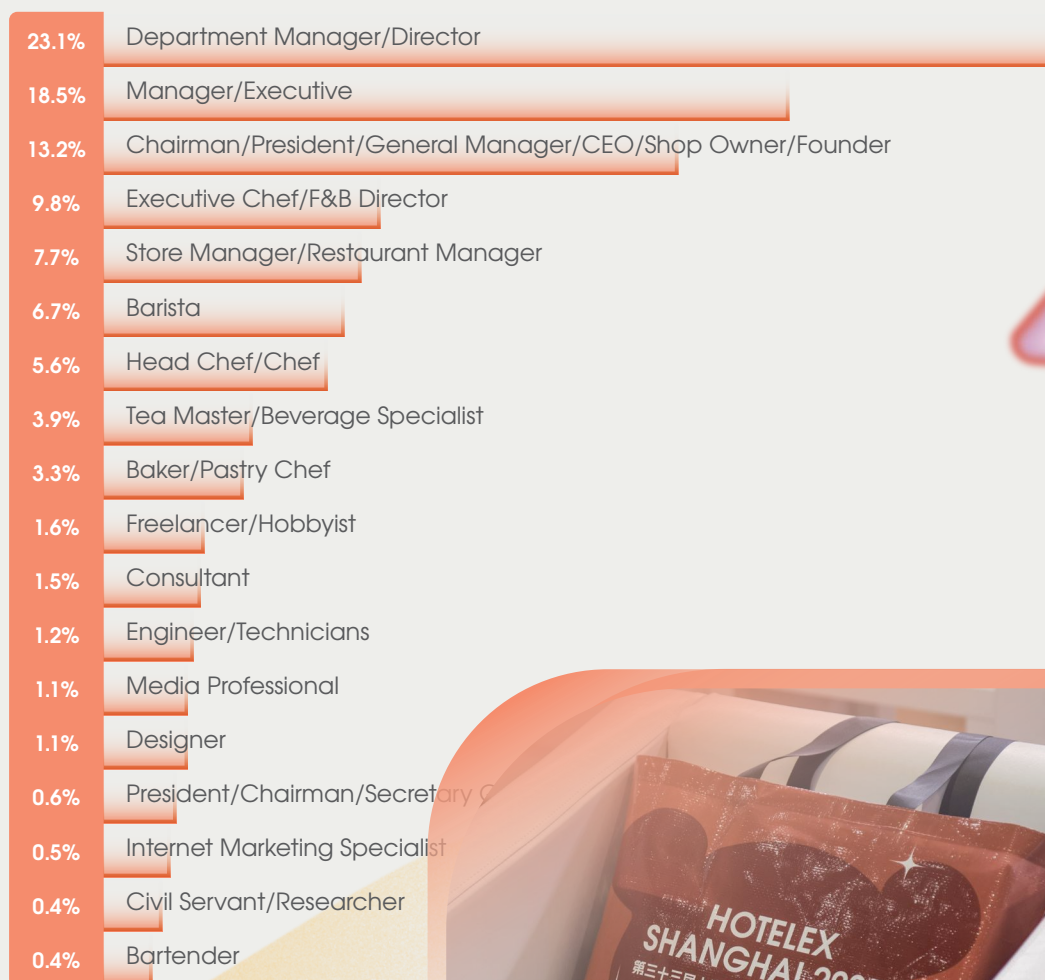
Data from exhibition highlights of this year which is a positive shift in the F&B visitor profile, with greater digitalization, specialization, and segmentation. Attendance from e-commerce and livestreaming platforms grew notably, reflecting rapid digital transformation. Restaurant design service visitors nearly tripled, signaling rising interest in brand upgrading. Growth in niche sectors like group catering and tea shops points to increasingly diverse market demands.

Traditional players like full-service restaurants and cafés remain key, though competition is intensifying. Overall, the industry is evolving from fast growth to high-quality development, with emerging and mature models advancing together.



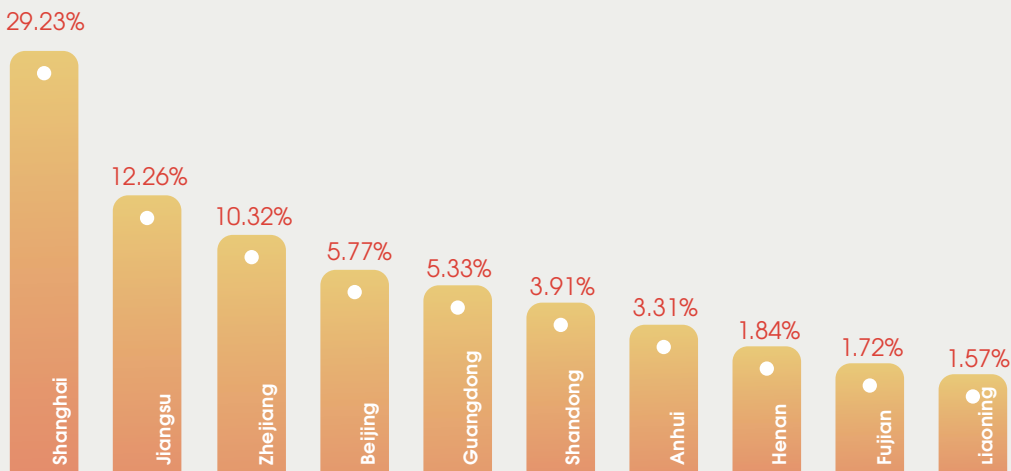
Analysis of professional audience occupation and job distribution

The professional and job distribution data of professional visitors at the exhibition site presents structural characteristics of "professionalism, high-level representation, and diversity." Among them, executives such as chairpersons, presidents, founders, and general managers account for 13.2%, demonstrating the urgent demand from enterprises for product innovation and efficiency improvement. Research and development personnel showed particular interest in new products and product solutions on-site, validating the powerful driving force of new product iterations for driving traffic to stores. Freelancers and individual enthusiasts reflect the enormous growth potential of certain hot categories in the consumer market, with plenty of opportunities for high-end exploration. Overall, the professions and positions involved in the exhibition are becoming increasingly diverse, spreading from directly related to indirectly related fields, making quality and efficiency improvement a major topic requiring participation from all enterprise personnel.

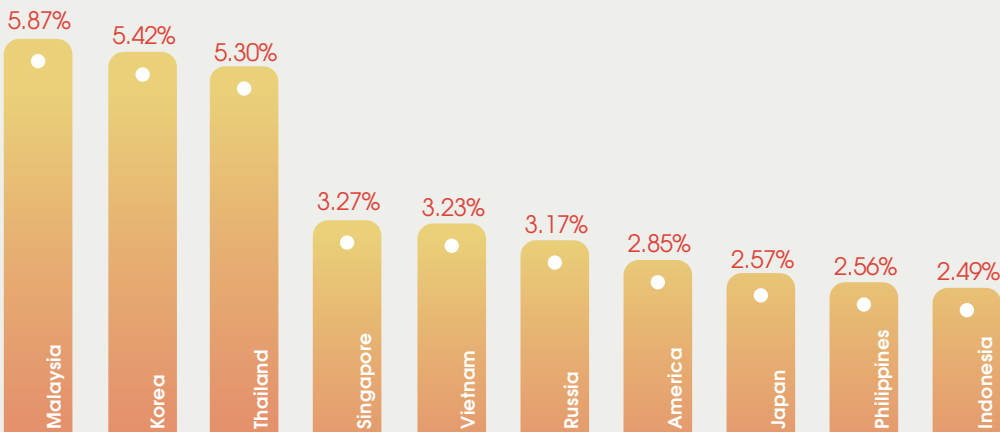


Distribution of Professional Visitors

TOP10 domestic visitor sources

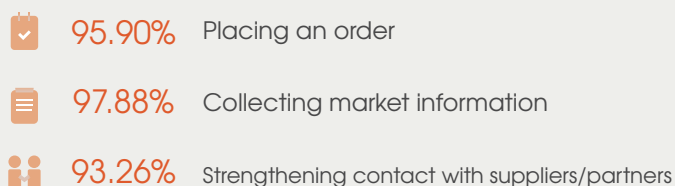
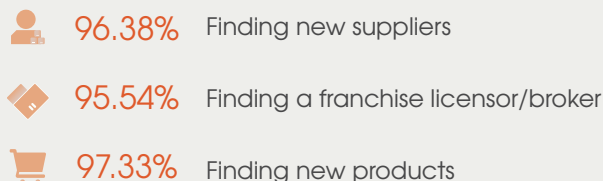


TOP10 international visitor sources



Analysis on the Purpose of Visiting

The exhibition fostered deep connections between suppliers and buyers across the global hospitality and foodservice sectors, creating not only substantial business opportunities but also a vital platform for industry exchange. Professional buyers from around the world gathered at the show to gain insights into market trends, strengthen supply chain partnerships, and explore innovative products.



Analysis on the Purpose of Visiting



Message from Partners



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The successful conclusion of the 33rd HOTELEX Shanghai once again showcased the strength of innovation in China's food and hospitality industry. As a key platform for global exhibitors and buyers, HOTELEX continues to enable business connections, inspire new ideas, and reflect the vitality of China's consumer market.

Since partnering in 2020 to launch the Innovation Forum, we have witnessed HOTELEX grow into a driving force for category upgrades and trend-setting. Thousands of brands release new products here each year, attracting a wide range of industry professionals and sparking fresh inspiration across the sector. As a long-term partner, we value the HOTELEX team's dedication to professionalism and innovation. From bridging supply and demand to nurturing global and local talent, HOTELEX plays a vital role in shaping the industry's future. Looking ahead, we will continue to deepen our collaboration with Sinoexpo, build bridges across the value chain, and support the ongoing evolution of HOTELEX as a shared global platform for the hospitality equipment and foodservice sector.

—— **Light Industry Enterprises Investment
& Development Association Of China**

In 2025, HOTELEX Shanghai successfully held its 33rd edition. Each year, the show delivers high-value forums, competitions, and above all, a powerful lineup of over 3,000 quality exhibitors—bringing the F&B industry a wealth of cutting-edge insights and fresh opportunities.

This year, the beverage sector took center stage. As China's largest hospitality trade show, HOTELEX featured dedicated areas such as the beverage supply chain, CHA Culture Festival, and immersive pop-up experiences, offering industry professionals a multidimensional look at the future of new-style tea drinks and their "go-global" potential.

As a long-term partner of Sinoexpo, China Beverage Express looks forward to deepening our collaboration and jointly driving the tea beverage industry forward with a broader and more diverse perspective.

—— **China Beverage Express**

The greatest business in the world isn't about chasing profit margins—it's about winning hearts.

This year marks the eighth year of our partnership with Sinoexpo. Beyond the unprecedented scale and rich variety of exhibits at the Hotel & Catering show, what moved us most was a shared belief: whether as media or as organizers, we must stand with our audience—and deliver with heart.

For us, this year was also a bold leap. We said NO to scale, and YES to quality—hosting the third "Dare to Be Different" China Restaurant BOSS Summit as an invite-only gathering of 200 F&B founders. It was a heartfelt event where questions and answers flowed freely between guests and audience, creating real warmth and emotional connection.

We also observed Sinoexpo's fresh innovations, such as the "Fair Field Market," which brought rural products into the urban spotlight—proof of a mindset grounded in audience needs. We look forward to sparking even more inspiration together next year.

—— **canyin168.com**

Warm congratulations to Sinoexpo on the successful completion of the HOTELEX Coffee Show! As a bellwether of China's coffee industry, the show continues to build meaningful bridges between brands and coffee lovers.

This year, with a more cutting-edge exhibitor lineup and richer interactive experiences, the show truly sparked innovation and brought the spirit of specialty coffee to life. We were thrilled to see every participant leave with new business opportunities, knowledge, and passion.

Together, we are driving the flourishing growth of China's coffee ecosystem!

—— **Coffee Salon**

As a long-standing media partner of HOTELEX, canyin88.com has built a deep and collaborative relationship with the show based on complementary strengths. While we focus on delivering impactful content and industry insights, HOTELEX brings decades of experience in resource integration and platform building.

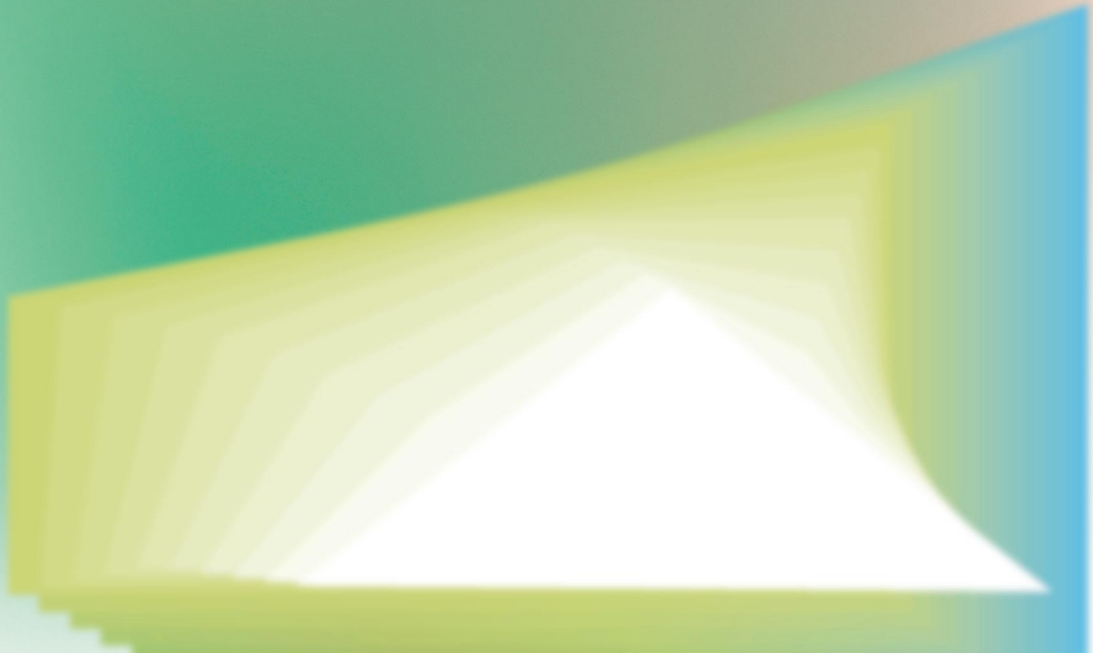
Over the years, we've worked closely on pre-show promotion, live event coverage, resource matchmaking, and trend analysis—each collaboration combining our unique advantages to create new value for the industry.

—— **canyin88.com**

EXHIBITOR ANALYSIS

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



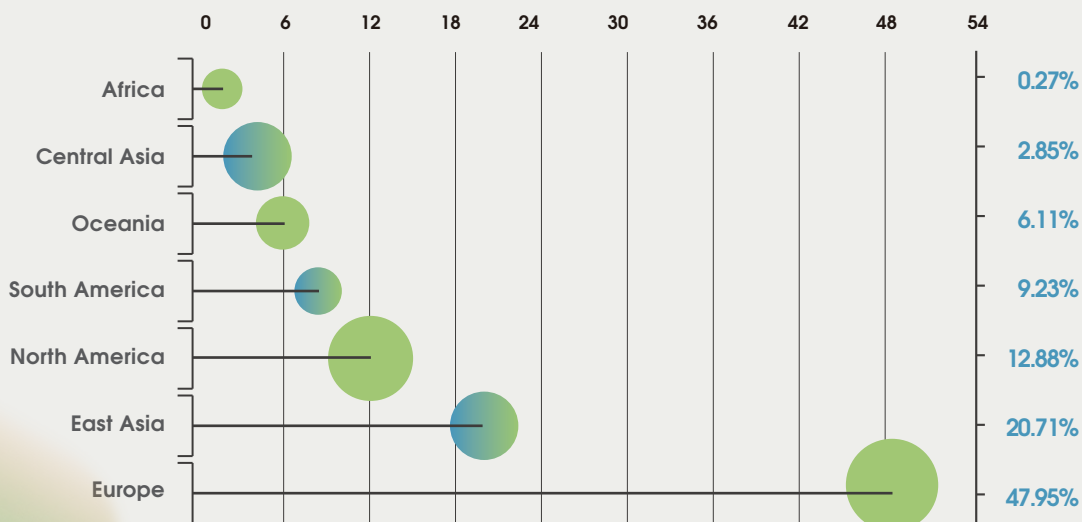
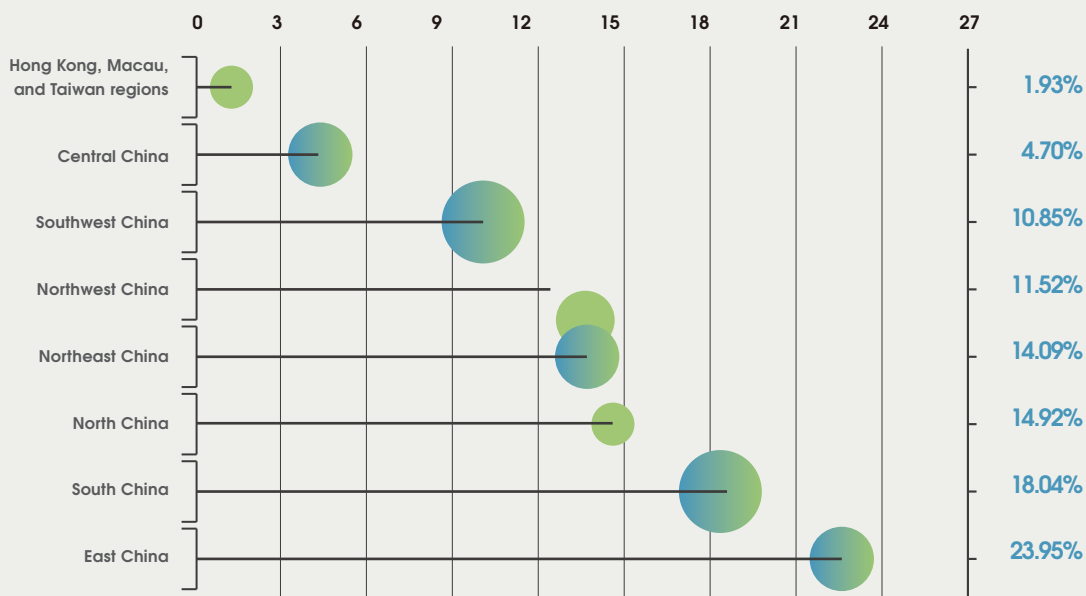
Distribution of Exhibits



Catering equipment ranks first with a proportion of **29.75%**, highlighting the development needs of automation and standardization in the industry; The combined proportion of coffee and tea beverages (**19.39%**) and beverage supply chain (**21.32%**) exceeds **40%**, confirming the continued prosperity of the new-style tea beverage and boutique coffee industry. The stable proportion of subcategories such as baking and ice cream (**3.88%** each) reflects the maturity of diverse consumer scenarios. It is worth noting that the proportion of chain franchise resources (**6.25%**) reflects that branding and scale are still the main themes of the industry.

29.75%	Catering Equipment
19.39%	Supply Chain of Coffee & Tea
21.32%	Supply Chain of Beverage
9.05%	Supply Chain of Fine Food
6.25%	Tableware
3.88%	Ice Cream and Dairy
3.88%	Bakery Equipment and Raw Material
6.25%	Chain franchise and Chain Resources
0.23%	Alcoholic Liquor

Regional Distribution of Exhibitors



Message from Exhibitor

The HOTELEX exhibition has successfully concluded. We extend our sincere gratitude to the organizers and all our valued customers, both new and existing, for their continued trust and support! During this exhibition, we proudly showcased our energy-efficient commercial refrigeration equipment to a global audience while receiving invaluable feedback and partnership opportunities from industry stakeholders.

Each exhibition presents a unique opportunity for growth, and we are honored to have engaged with distinguished domestic and international enterprises on this prestigious platform. This experience reinforces our commitment to delivering exceptional value through innovative technology, reliable quality, and dedicated service. Moving forward, we will continue to strengthen our position in commercial refrigeration, introducing smarter, more environmentally conscious products to support the flourishing food service industry!

— **Chen Keliang**

HOSHIZAKI CHINA CORPORATION/ Executive Vice General Manager/ Director

Our company first attended Hotelex Shanghai back in 1999, and it's been a reference point for our industry ever since. After some tough years, this year's edition stood out — well-organized, vibrant, and it felt like a meaningful first step toward recovery. We're glad to be part of the journey and look forward to what's ahead. A big thank-you to the whole Hotelex team!

— **Marco Pastore**

Sirman s.p.a./China Country Manager

HOTELEX, as an industry benchmark platform, gathers elite enterprises from all over the world to explore and seek common development. As a pioneer in the field of food equipment, ITW Food Equipment Group has always been committed to exploring and leading industry development trends. We will showcase our new products at this exhibition, providing intelligent and efficient kitchen production and cleaning solutions. We look forward to working with HOTELEX again, see you next year!

— **Victor Cao**

ITW FEG Great China. VP/GM

Hotelex Shanghai 2025 was an absolute success for Eureka and all Conti Valerio's brands. We are extremely grateful to have had the incredible opportunity to exhibit at Hotelex Shanghai, one of Asia's most prestigious events in the hospitality industry. It was a privilege to be part of such a dynamic platform that allowed us to showcase our latest and unique innovations as well as to present all our brands to Chinese and Asian market.

The response we received from visitors was overwhelmingly positive, and we are thrilled by the potential and appreciation this region holds for our products. It was not only a chance to present our cutting-edge technology but also to witness firsthand the incredible pace of innovation and the significant increase of market requirements taking place across Asian market.

In addition to the exposure and invaluable connections we made, being at Hotelex strengthened our commitment to continuing to deliver innovative and customize solutions that meet the needs of an ever-changing clientele and market. Thanks to all Friends and Partners who visited our booth and to the Hotelex team for organizing such a successful event. We look forward to seeing you in 2026!

— **Mattia Sgreccia**

Conti Valerio srl – EUREKA/Marketing Director

For 16 years, we have witnessed the flourishing development and innovative changes of the industry together with HOTELEX. From our first encounter, to deep cooperation, to mutual trust, every exhibition has allowed us to grow and become more determined: based on excellent quality and caring service, we create lasting value for our customers.

— **Mark**

Shanghai Action Catering Equipment Co., Ltd/ Chairman

COMPETITIONS

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16 Competitions & Events

342 Judges

960 Participants



2025 IMW World Pastry Chocolate Gelato Championship & FIPGC China Selection

2025 Shanghai International Pizza Masters Cup - East China Division & National Finals

The 4th Hotelex "Search" China Inheritance and Innovation Chinese Cuisine Challenge

2025 Mengniu Specialty Milk Shanghai International "Frozen-to-Fresh" Bakery Selection Conference

2025 Hotelex Rising Star China International Young Chefs Competition

The 12th Shanghai International Fashion Drinks Competition Final

2025 World Fashion Drinks Elite Competition

2025 China Brewers Cup

2025 World Latte Art Championship

2025 China Barista Championship Shanghai Division

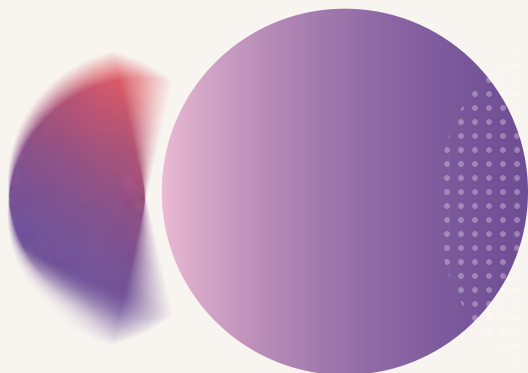
2025 World Siphonist Championship

2025 World CoffeeRoasting Championship

2025 Hotelex Shanghai Tourism Hotel Industry Catering Platform Setting Skills Competition

CFCA Chocolate Talent 2025

The 12th China Master Bartender Competition



FORUM

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27 Forums

426 Speakers

10000+ Attendees



The 2nd Food Delivery New Leader Development Conference and Catering Industry Award Ceremony

Tea & Coffee Industry Convergence Summit (Packaging and Overseas Expansion Special Topic)

Rebuild Confidence—New Order Of Catering Chain · China Catering Industry Summit Forum

The Confluence of Taste Buds and Aesthetics - 2025 4th Annual Restaurant Design Conference & Unveiling of the Top Restaurant Designers List

2025 Shanghai Group Meat High Quality Development Forum

Shoulder to Shoulder, Win-Win Cooperation: 2025 Guangdong Trade Nationwide Dongguan New Product Launch Event

2025 Catering Hit Product Trends Forum

2025 China Hotel Catering Digitalization and Green Engineering Construction Development Conference

The 20th Central Kitchen (Prefabricated Vegetable Factory) Construction and Development Summit Forum

The 3rd Central Kitchen Supply Chain Innovation & Development Conference Cum Catering Supply Chain Ecosystem Co-building Salon

THE 7th BY BRAND BEYOUNG CONFERENCE—YOUNG CATEGORY INNOVATION GROWTH

Differentiation and New Journey The 2nd China New Tea Conference

Innovation Forum—100 Possibilities of Coffee & Drinks

Collaborative Efforts to Break New Ground: The 21st China Catering Innovation and Entrepreneurship

Steady Growth, New Breakthroughs — 2025 SFE Franchise Spring Summit

Super Franchise Achieves Super Brand - The 2nd China Catering Super Partner Conference

Breaking through boundaries and reconstructing new chains - The 2nd China Catering SUPER Alliance Conference

The second China Super Franchisee Conference

The 2nd China Catering Globalization Summit

Wanda Smart Commerce - Smart Brands Cooperators Conference
Digital Real Integration, Business Symbiosis

2025 China Catering Ecology Conference

New Inflection Point · New Journey The 8th China New Catering Industry Conference

Equitable Fields - Sustainable Food Design Conference

Changing Diets - Sustainable Food Design Conference

Embrace Uniqueness—The 3rd China Catering BOSS Conference

2025 China Hotel New Quality Productivity Development Forum

The 4th Chinese Solar Term Dishes Conference



Business Matchmaking

Food and Beverage Preferred Matchmaking Conference

Business matching event specially designed for the hotel and catering industry. As the organizer, we will invite selected exhibitors and channel buyers to participate, and arrange exclusive buyer conference, so that both parties can conduct efficient channel optimization and product selection through one-on-one meetings, thereby achieving substantive business exchanges and cooperation.

Advantages of the Matchmaking Conference

- ★ Quickly connect supply and demand parties, increasing the success rate of cooperation
- ★ Direct dialogue with core decision-makers of enterprises, improving exhibition efficiency and cooperation opportunities
- ★ Exclusive buyer conference
- ★ One-on-one business matching reduces the time cost of blind searching and improves procurement efficiency

95 Purchasing Companies have been invited

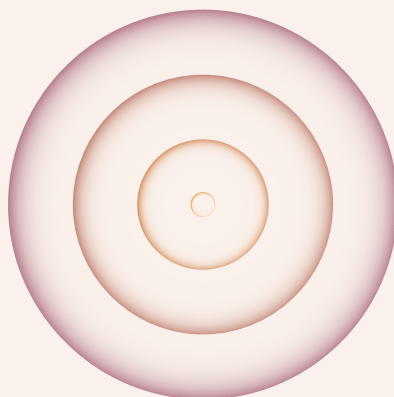
Participating Buyers:

Metro, Hotmaxx, Sinopec Easy Joy, Xiangpiaopiao, Guming, Ping An Bank, Shuhai Supply Chain, Linxiang Membership Supermarket, Tianxi Hundred Family Chain Restaurants, Taotian Group, Liangyou, Mahler Villa, Qingmei, China Eastern Airlines, Huilian, Laoshengchang, Yang Guofu, Wyndham Premium Hotels, etc.

175 Suppliers Participated in the Matchmaking

Participating Exhibitors:

Beilozi (Shanghai) Food Trading Co., Ltd., Beijing Yanjing Zhongfa Biotechnology Co., Ltd., ICC Food Technology (Shanghai) Co., Ltd., Dalian Zhaocaimiao Biotechnology Co., Ltd., Beijing Sanyuan Foods Co., Ltd., Inner Mongolia Shengmu Low-temperature Dairy Products Co., Ltd., Ouli (Shanghai) Beverage Co., Ltd., Inner Mongolia Yijiahao Cheese Co., Ltd., Yili Ice Cream Business Unit, Sanlin Zhongtai (Xiamen) Industry Co., Ltd., Guangdong Nanpai Food Co., Ltd., etc.



2025 HOTELEX Overseas Matchmaking

HOTELEX 2025 attracted a diverse array of international trade visitors to the exhibition floor. Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. organized dedicated buyer delegations from seven key regions including Hong Kong (China), South Korea, Malaysia, Russia, Kazakhstan, Brazil, and the United Kingdom, bringing together over 200 international procurement professionals.

Representing a broad spectrum of industry sectors, these delegation members showed strong interest in the exhibition's wide range of products and services. Throughout the event, organizers facilitated over 50 international business matching meetings.

High-level international buyers engaged in productive discussions with exhibitors, including representatives from leading restaurant chains, five-star hotel brands, and Malaysian trade associations such as the Pan Pacific Hotel Group and the Malaysia Retail Chain Association, resulting in the formation of valuable business partnerships.

The international business matching program served not only as a networking platform but also as a foundation for sustainable business relationships. These face-to-face interactions enabled buyers to gain first-hand insights into product offerings, while allowing sellers to better understand market demands—creating mutually beneficial opportunities for all participants.

110 Participating Buyers

Participating Buyers:

Pan Pacific Group、Yakun Kaye Toast、Kitchen Inc、Us Pizza、Codemax Sdn Bhd、Banana Bro、Shining Continuum Symmetry Sdn Bhd、The Chinese Palace Sdn Bhd、Ayam Penyet Bagus Sdn. Bhd.、Boat Noodle、Sushi Plus



20 Suppliers Participated in the Matchmaking

Participating Exhibitors:

Ningbo Xiangchi Electric Appliance Co., Ltd. Ningbo Jialian Technology Co., Ltd. Aisixi Rice Food Technology (Shanghai) Co., Ltd. Hamilton Catering Equipment (Zhejiang) Co., Ltd. Spele Electric Appliance (Zhejiang) Co., Ltd. Xinxiang Dingfeng Paper Products Co., Ltd. Shenzhen Xiangye Food Import and Export Co., Ltd. Hanbo Machinery Technology (Shanghai) Co., Ltd. Zhejiang Nanyang Precision Hotel Supplies Manufacturing Co., Ltd. Hangzhou Greendou E-commerce Co., Ltd. Shandong Jinbaite Commercial Kitchen Equipment Co., Ltd. Medibe Catering Equipment (Shanghai) Co., Ltd. Foshan Huachuang Hotel Supplies Co., Ltd. Yongkang Ziyang Industry and Trade Co., Ltd. Shanghai Siyi Environmental Protection Technology Co., Ltd. Ningbo Jialian Technology Co., Ltd. Youyuanchuang (Xiamen) Biotechnology Co., Ltd. Qingdao Hexinyuansheng International Trade Co., Ltd. Dalian Zhaocaimiao Biotechnology Co., Ltd. Xiamen Chengfei Automation Equipment Co., Ltd. Beiyuan Dairy Products (Shandong) Co., Ltd.



Media Report

COOPERATED MEDIA 136

CUMULATIVE MEDIA COVERAGE: 356

TOTAL VIEWS 3,017,813

ONLINE ADVERTISING EXPOSURE

242,035,110



Media Partners

