

THE 28th SHANGHAI INTERNATIONAL HOSPITALTY EQUIPMENT & FOODSERVICE EXPO

第二十八届上海国际酒店及餐饮业博览会

CONCURRENT: EXPO FINEFOOD 2019

同期举办：上海高端食品与饮料展

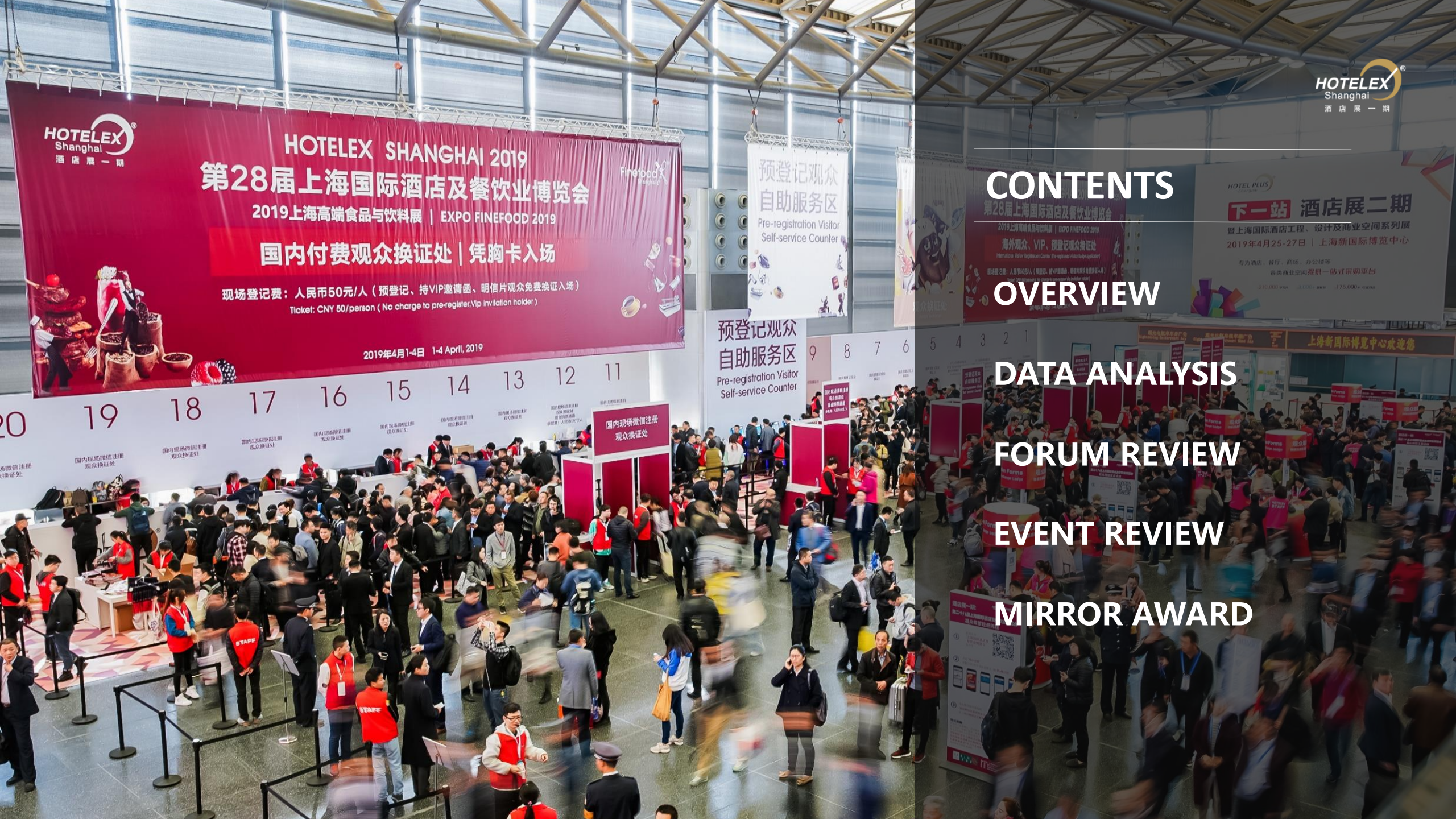
2019年4月1日/1-4 April, 2019 上海新国际博览中心/SNIEC

HOTELEX[®]
Shanghai
酒店展 一期

Finefood[®]
Shanghai



POST SHOW REPORT
展 / 后 / 报 / 告



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第28届上海国际酒店及餐饮业博览会
2019上海高端食品与饮料展 | EXPO FINEFOOD 2019

海外观众、VIP、预登记观众换证处
International Visitor Registration Counter (Pre-registered Visitor Badge Applicant)

预登记观众自助服务区
Pre-registration Visitor Self-service Counter

国内付费观众换证处 | 凭胸卡入场
Ticket: CNY 50/person (No charge to pre-register, Vip invitation holder)

2019年4月1-4日 1-4 April, 2019

HOTEL PLUS
下一站 酒店展二期
暨上海国际酒店工程、设计及商业空间系列展
2019年4月25-27日 | 上海新国际博览中心

专为酒店、餐厅、商场、办公楼等
各类商业空间提供一站式采购平台
215,000 sqm | 3,000+ sqm | 175,000+ sqm

OVERVIEW

DATA ANALYSIS

FORUM REVIEW

EVENT REVIEW

MIRROR AWARD



PART ONE

HOTELEX
Shanghai
酒店展一期

OVERVIEW

159,267 Professional Visitors **2,567 Exhibitors** **7502 Overseas Buyers** **26 Events** **230,000 m² Exhibiting Space**



Mr Charlie McCurdy
CEO of Informa Global Exhibition



Mr. Tang Wenjian
President of China Tourist Hotel Association



Mr. Xing Ying
Executive Vice President of the World Federation of Chinese Catering Industry

Speakers gave warm speeches at the opening ceremony

The HOTELEX Shanghai 2019 was held on April 1st - 4th, 2019 at Shanghai New International Expo Center (2345 Longyang Road, Pudong New Area). During this four-day exhibition for hotel and catering industry, there were a series of exciting competitions, events and forums, which attracted 159,267 professional buyers, distributors and agents from the hotel and catering industry to visit.

The exhibits cover through nine categories including catering equipment, tableware, coffee & tea, food & beverage, bakery, ice cream, wine & spirits, and catering accessories. After 28 years of accumulation and development, the exhibition have become an leading exhibition, and have deep influence in the hotel and catering industry.



餐饮设备综合
Catering Equipment

Hotelex 系列展之 北京站

2019年7月1-3日
北京国家会议中心

金城制冷

W1
1

HOTELEX
Shanghai
酒店展 一期

PART TWO

EXHIBITORS & PRODUCT
ANALYSIS

REVIEW OF EXHIBITORS

Compared to 2018 HOTELEX data (2478), HOTELEX 2019 contributed an increase of 3.6%, attracting 2567 excellent exhibitors.

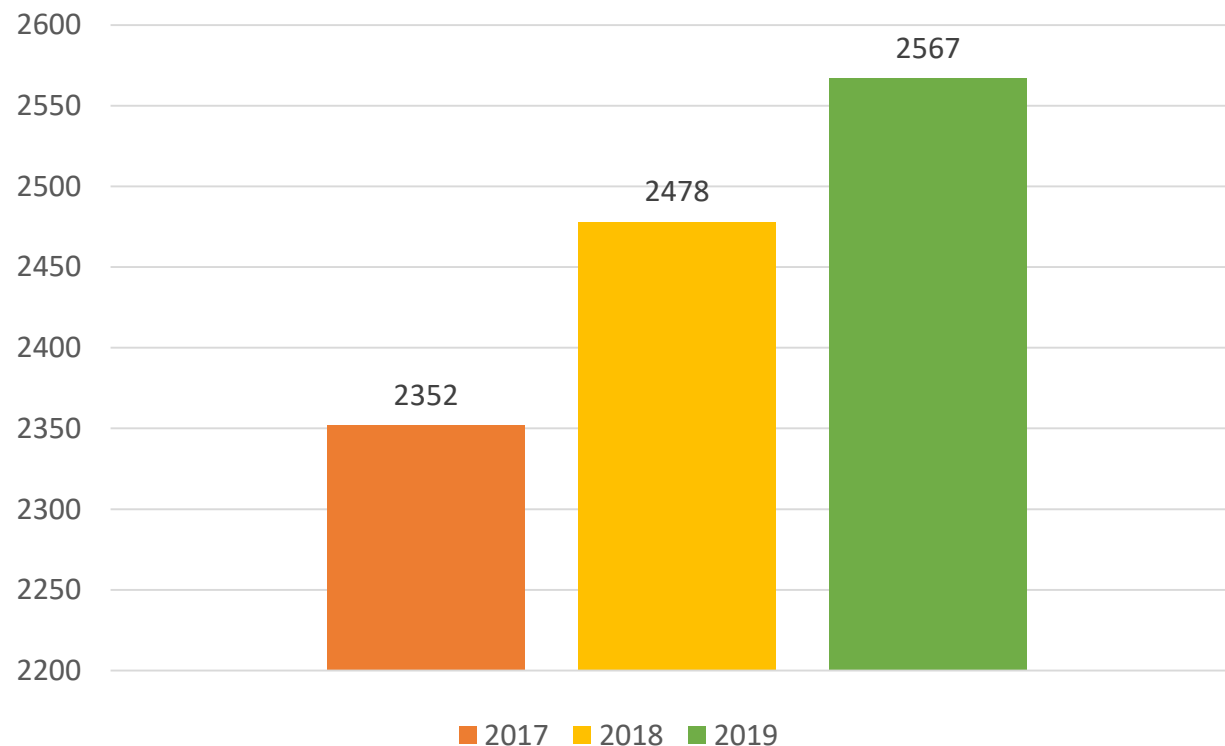
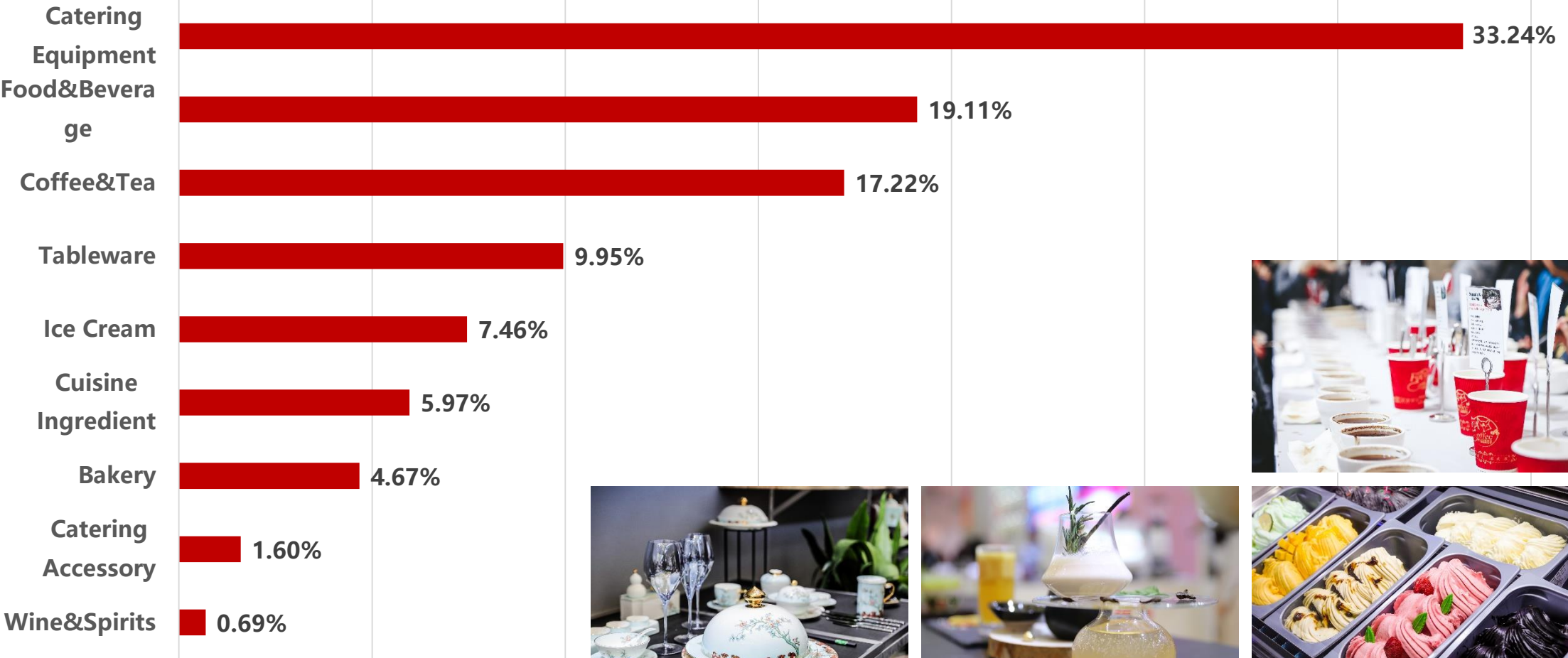




Exhibit Categories



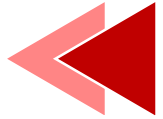
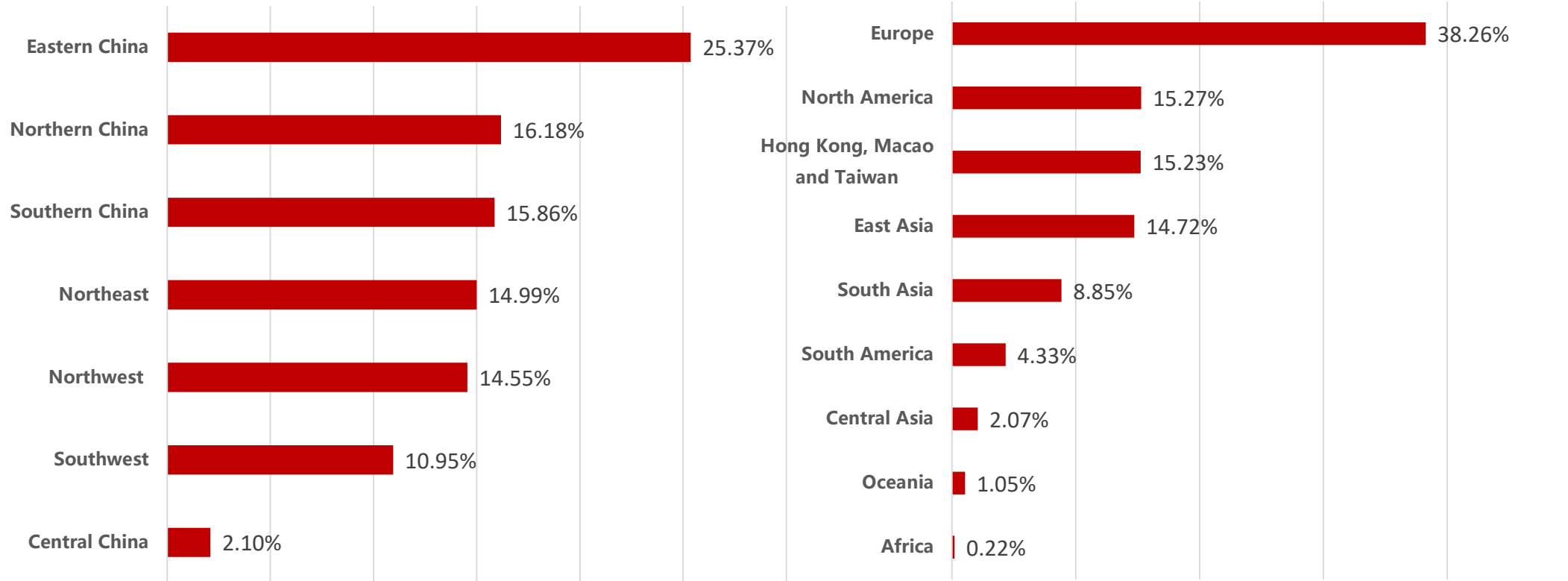
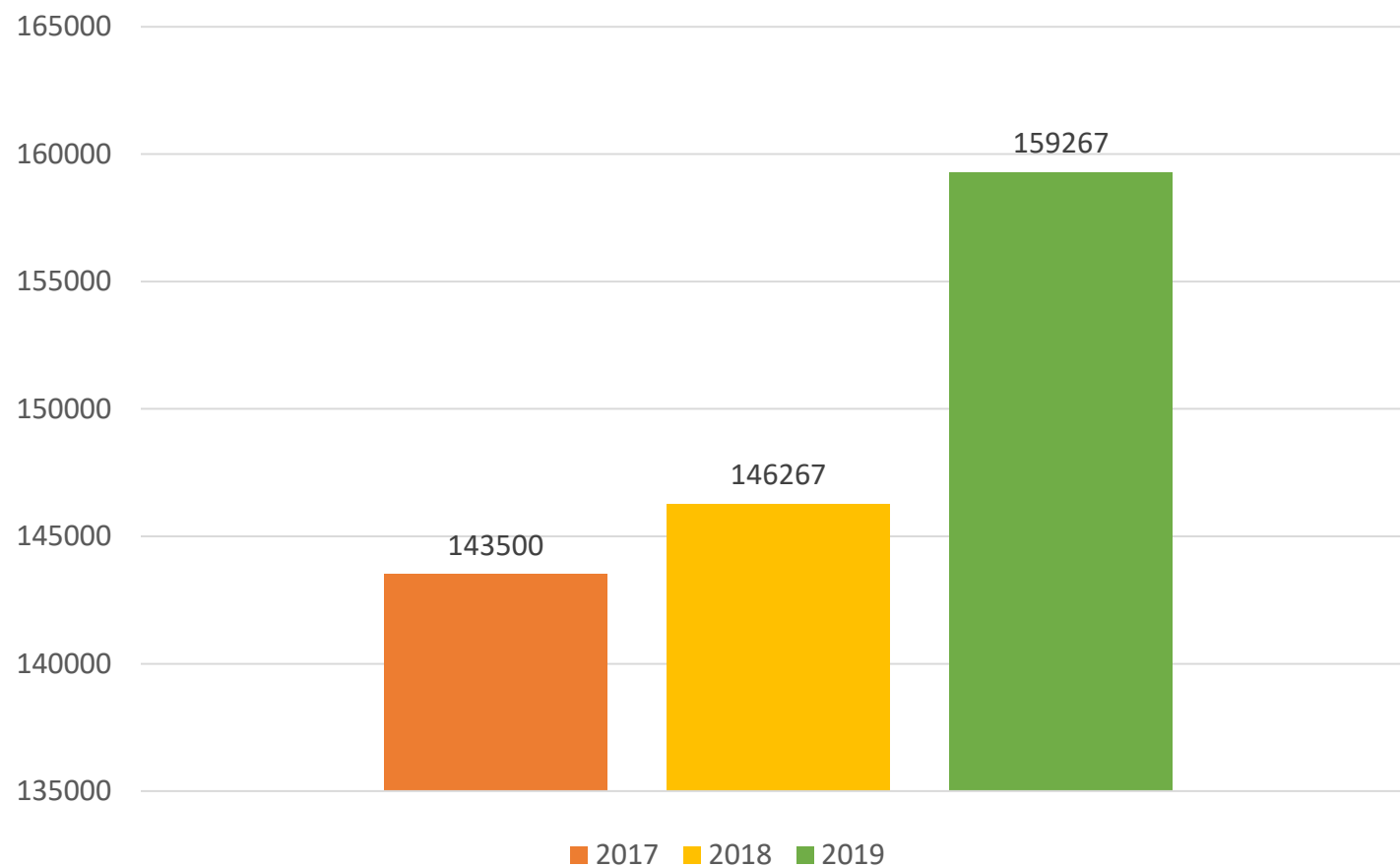


EXHIBIT DISTRIBUTION



HOTELEX exhibitors and products come from 116 countries and regions. Among all products there are 42.37% of products come from Hong Kong, Macao, and Taiwan and other countries and regions.

VISITOR ANALYSIS

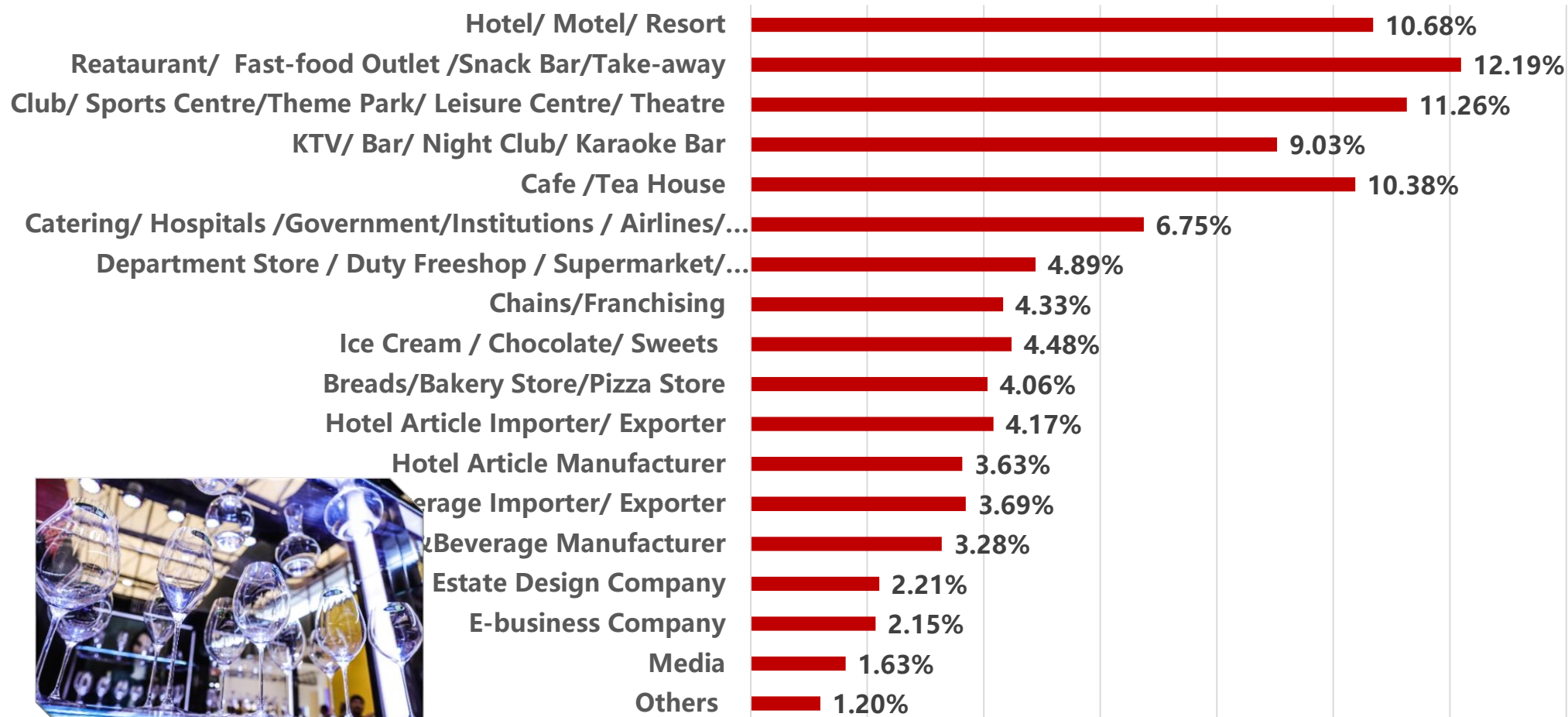


A total of 159,267 professional visitors from hotel and catering industry, coffee, ice cream and baking industry, bar clubs, retailers and other industries around the world visited the exhibition, with an increase of 8.89% over the same period of last year. Among the visitors there are 7,502 international ones, which has 46.1% increase compared to last year.



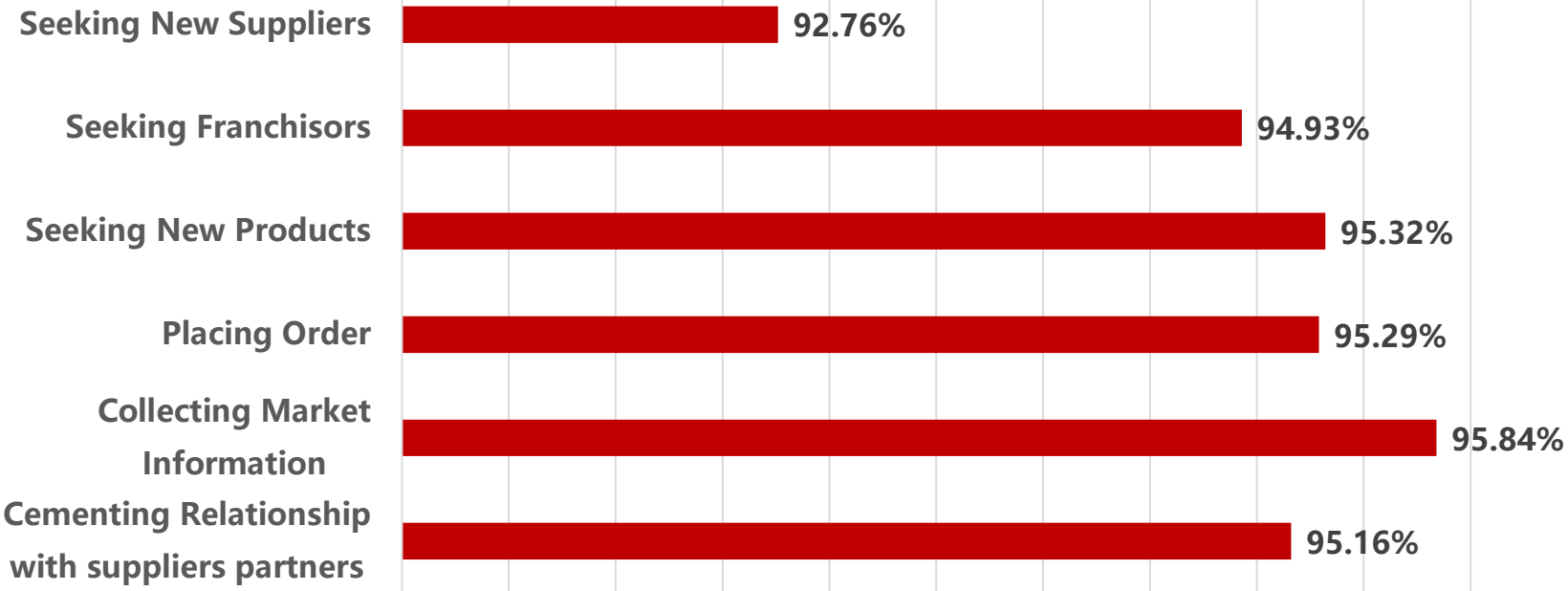


SOURCE OF VISITORS



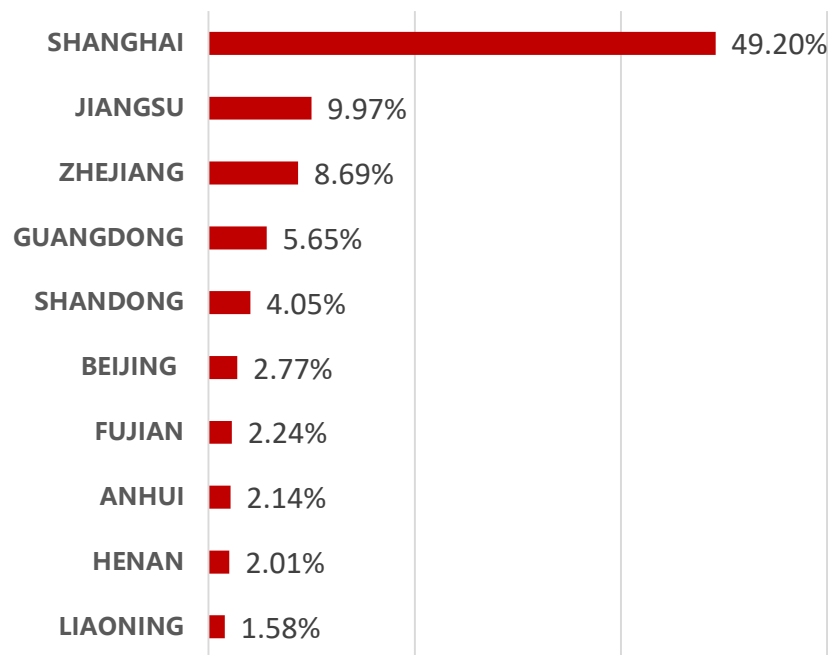


VISITOR INTENTION

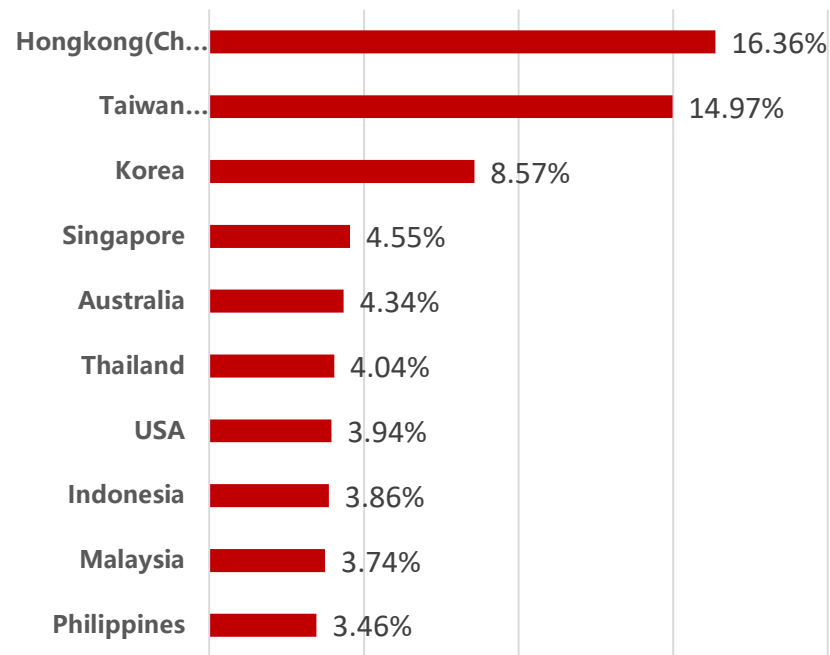




Top 10 REGIONS OF MAINLAND CHINA VISITORS



TOP 10 COUNTRIES & REGIONS OF HK, MACAU, TAIWAN AND OVERSEAS VISITORS



Hall ET5
会议论坛
贵宾休息区
Forum A & VIP Lounge

2019餐饮供应链高峰论坛
2019春日饮品峰会
2019餐饮春季高峰论坛

2019中央厨房建设与发展高峰论坛
2019中国新烘焙影响力峰会
2019餐饮设计高峰论坛

2019年4月1日-3日



PART FOUR

FORUM REVIEW

2019 Catering Supply Chain Forum



The Catering Supply Chain Forum with the theme of Supply Chain – Catering Next Decisive has deeply discussed four catering categories with nearly 17,000 stores in total. In this forum, the organizer invited owners from 4 famous catering brands that expanded quickly in a few years to gather at HOTELEX, and to share the importance of supply chain for the audience.

2019 Spring Beverage Summit



The 2019 Spring Beverage Summit has invited guest speakers to share, and to discuss statistics of beverage industry on last year. The speakers of this summit were invited from popular tea shops, to have a brainstorm with audience about the shop operation.

2019 Spring Catering Summit



In this summit, there were 40+ guest speakers discussed the development trend of catering in 2019 with 1000+ catering entrepreneurs. The topics covered different sectors like traditional catering innovation, local catering expansion, street foods, restaurant differentiation, and takeaway foods. The forum has focused on the growing market of catering, and has inspired catering entrepreneurs to innovate.

2019 Central Kitchen Development Summit



In order to open up the whole industry chain, solve the pain points of catering, and to share resource, the 2019 Central Kitchen Development Summit invited guest speakers from the cooking industry, food industry, supply chain platform, and overseas professionals to gather together with more than 400 catering practitioner to discuss topics about the central kitchen, such as design of central kitchen, operations management, food product development, and profit model.

2019 Catering Design Summit



The 2019 Catering Design Summit, which was organized by the organizers and 12 design companies, was successfully held. We invited 11 speakers who have served more than 1000 food and beverage brands to express their unique insights and in-depth thinking through various aspects such as catering design, creativity and transformation, as well as to share interesting cases with commercial value. The intense discussion and exchange of different viewpoints not only brings valuable information to the audience, but also is worthy for catering people to continue to learn and think.

2019 China Baking Power Summit



Focusing on the new trends and new patterns in the baking industry, the forum invited experienced people from the domestic and international baking industry to gather together with more than 500 professional baking people at the HOTELEX to share experiences and discover new creative ideas. At the 2019 China Bakery Power Summit, many well-known bakers, brand founders and investors brought an unreserved brainstorming to the audience. The innovative products are a necessary condition for increasing market share, and by grasping the trend of the baking industry, the participants can build a brand reputation in the industry.



Discovery Theatre: Cafe Shop Owners' Workshop

As a famous and exciting part of the Coffee & Foodie Festival, the was successfully held during the HOTELEX. The organizer invited 36 baristas and coffee shop managers in the industry with high reputation and popularity, to share their thoughts and insights of the coffee industry. With more than 30 seminars in 4 days, the participants have gain a lot of knowledge and information through this event.



上海国际咖啡美食文化节
SHANGHAI COFFEE & FOODIE FESTIVAL



PART FIVE



EVENT REVIEW

2019 Pizza and Pasta Arena

Champion : WANG Xiaowei

Runner-up : ZHANG Zhiwei

Third : CHEN Yan

Players and visitors from: pizza shop, western restaurant, catering management group, food distributors, and pizza equipment suppliers

The competition was jointly organized by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. and the Pizza e Pasta Italiana, and was sponsored by many companies and brands in the industry.

The contest attracted pizza chefs from all over the world, and the champion was won by Wang Xiaowei after fierce competition. He will get a round-trip ticket to Italy provided by the organizer, represent China to compete with the pizza masters from all over the world.

Organizer : Pizza e Pasta Italiana Magazine

UBM Sinoexpo Ltd.

Supporter : Invernizzi Group

赞助商 / Sponsor



2019 Shanghai Pizza Master Competition

Champion : LIU Han

Runner-up : HE Qicong

Third : LAI Erhao

Organizer : UBM Sinoexpo Ltd.

Supporter : Qiang an & Bonu Pizza College

Players and visitors from: catering chain, High star hotel, catering company, bakery, western restaurant, coffee shop, and pizza shop

The Shanghai Pizza Masters was organized by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. from 2013 and is the top pizza competition in China. The competition aims to promote pizza industry development in China, promote pizza product innovation, spread pizza knowledge culture, discover pizza talents, and provide a platform for Chinese professional pizza makers to perform, compete and communicate.



赞助商 / Sponsor



2019 HOTELEX the Rising Star Chef Competition

The Rising Star Group Ranking --- Eastern Division

Champion : Shanghai Zhen Hua Foreign Trade

Professional School

Runner-up: Paranitta Institute of Culinary & Hospitality

Third : Shanghai Institute of Tourism

Technical Excellence : Qingdao Culinary School

Best Creativity : Hangzhou First Technican College

The Rising Star Group Ranking --- Final

Champion : Shanghai Zhen Hua Foreign Trade

Professional School

Runner-up: Guangzhou Vocational School of Tourism
and Business

Third : Chongqing Business Senior Technical School

Technical Excellence : The Seaons

Best Creativity : Qingdao Culinary School

The Rising Star Professional Ranking

Champion : ZHU Xiaoming

Runner-up: ZHU Yonghua

Third : LIU Chongcong, WANG Mingfei, CHEN Peng

The Rising Star: ZHANG Qiuping, SUN Jianjun

Players and visitors from: China Cuisine Association, colleges

The Rising Star Chef Competition hosted by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. has retained the original team competition in the new season and continues to provide a platform for communicating and learning among the young chefs. At the same time, the organizers and the association teamed up to launch the excited professional branch of this competition, which the contestants from high star hotel restaurants only.

The HOTELEX Rising Star Chef Competition aims to create an authoritative platform for young chefs from colleges. Through the evaluation system established by professional authority, and the opinions of experts in the industry, the competition becomes a professional and multi-level comprehensive assessment for future chefs , and help them to show their skills. At the same time, the competition also help to find potential professionals in the catering industry, and to improve the innovation process.



Organizer of Group Contest: UBM Sinoexpo Ltd., China Cuisine Association

Organizer of Professional Contest: UBM Sinoexpo Ltd., Shanghai Shengwei Brand Management Co., Ltd., etc.

2019 China Barista Championship

Champion: SUN Lei

Runner-up: PAN Wei

Third: TANG Binbin

Fourth: TU Yuehua

Fifth: ZHAO Bin

Sixth: ZHANG Jiawei

Organizer: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Authorized by World Coffee Events

Players and visitors from: Café, Coffee lover

The China Barista Competition (CBC), which is authorized by the World Barista Competition (WBC), is currently the only coffee production competition in China with professional standards, system operation and international certification. It is regarded as the highest level competition in China. As the official organizer of CBC, the Shanghai UBM Sinoexpo International Exhibition Co., Ltd. focused on the coffee technology, and has been committed to promoting the Chinese coffee culture.



战略合作伙伴 / Strategic Partners



赞助商 / Sponsor



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GALILEO

Anchor

Anchor



Veltthin



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URNEX

ALKAQUA

KINGDOM

金城制冷

2019 China Latte Art Championship

Champion: LIU Guoqiang

Runner-up: LIANG Fan

Third: LU Daoqiang

Fourth: HUANG Kai

Fifth: ZHANG Yuanyi

Sixth: SI Enlin

Organizer: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Authorized by World Coffee Events

战略合作伙伴 / Strategic Partners



赞助商 / Sponsor



LOVERAMICS

HARIO



KINGDOM
金城利 19

Players and visitors from: Café, Coffee lovers

The China Latte Art Competition is based on the specialty coffee, which is the highest performance of the coffee latte art. As an excited coffee competition with a large number of audience, it can be fast promoted in both professional and coffee lovers.



The 6th Shanghai International Fashion Drinks Competition

Champion : YU Bochuan

Runner-up : SHANG Hong

Third : XIAO Youxuan

Organizer: Shanghai UBM Sinoexpo International
Exhibition Co., Ltd.

Players and visitors from: Catering Chains, Café, Tea Shops, Beverage Raw Material Manufacturers, Cooperation Colleges

In this year, the 6th Shanghai International Fashion Drinks Competition once again presented a professional and participatory high-level industry event for exhibitors, judges, contestants and professional visitors. A total of five divisions were held this season. The top three contestants of each division participated in the national finals held at the HOTELEX Shanghai on April 1-4, 2019. With an increasingly strong professional background and exciting on-site challenges, the Fashion Drinks Competition influences and drives the beverage Industry in its own unique form.



赞助商 / Sponsor



2019 China Cup Tasters Championship

Champion: HU Guanglei

Runner-up: GAO Duo

Third: MA Yuanyi

Fourth: PENG Jinyang

Organizer: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Authorized by World Coffee Events

Players and visitors from: Café, Coffee lover

As the authorized organizer of the global coffee professional championships, Shanghai UBM Sinoexpo International Exhibition Co., Ltd. has been playing an important role in the field of international coffee competition and has spread the advanced coffee culture to the country. The China Cup Tasters Championship will bring a grand impact on the increasingly mature coffee market in China. Whether it is the advanced training of a professional barista or the sensory experience of a beginner, the championship can bring a very intuitive promotion depth.



赞助商 / Sponsor



2019 China Coffee Roasting Championship

Champion: CHEN Shenghao

Runner-up: CHEN Yanjie

Third: ZHU Bohong

Fourth: XU Yeshun

Fifth: XU Haoming

Sixth: HU Kangling

Organizer: Shanghai UBM Sinoexpo
International Exhibition Co., Ltd.

Authorized by World Coffee Events

赞助商 / Sponsor



Players and visitors from: Café, Coffee lover

The World Coffee Roasting Championship (WCRC) was launched by World Coffee Events (WCE) based on the promotion of fine coffee. It was first held in Nice, France in 2013. In 2015, WCRC was firstly introduced to China and appeared on HOTELEX SHANGHAI. WCRC have 3 parts, including the coffee bean grading, preparing roasting plan, and evaluating roasted coffee beans, which examining the professional qualities and abilities of participants. The baked beans will be evaluated by professional judges through cup taste and the final score will be determined.



2019 China Gelato Championship

Champion : GUO Hongwu

Runner-up : JIANG Jie

Third : LI Qin

Organizer: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Players and visitors from: Catering Company, Gelato Shop, Restaurants, Café

Shanghai UBM Sinoexpo International Exhibition Co., Ltd. established the China Gelato Championship to promote the development of the ice cream industry. As a form of ice cream, Gelato has been developed in Italy for many years. In recent years, it has made breakthroughs in the domestic market. Compared with the ordinary ice cream, gelato has lower fat content and calories, and is more popular among the public.



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CARPIGIANI

FABBRI

味全

FRINOX
弗里诺克斯

DUF
Duniform

KINGDOM
金城制冷

The 7th World of Bread Contest China Selection

Champion : TIAN Xiaoqing

Runner-up : LIN Yeqiang

Third : LIU Xin

The Most Popular: XU Weinan

Best Daily Bread: LIN Yeqiang

The Healthiest Bread: XU Weinan

Best Sandwich: TIAN Xiaoqing

Best Croissant: ZHUANG Qiongfang

Best plait bread: YIN Qiangqiang

The Most Unique Bread: TIAN Xiaoqing

Best Bread Design: XU Nannan

Best Organic Bread: CAO Xiaochang

Most Potential Assistant: XIONG Jiucheng

Players and visitors from: Baking Industry, Bakery, Baking Related Company, Baking College

The World of Bread Contest (Mondial du Pain) was founded in 2007 by Les Ambassadeur du Pain in France, which, representing the highest bread baking level in various countries and regions with more than 60 countries and regions participate. It is an authoritative event in the world's bread industry and is known as the "Olympic" in the bread industry.

To promote the development of the Chinese baking industry, the 7th World of Bread Contest China Selection was authorized by the world bread ambassadors. After 13 divisions and the final competition, the winners will participate in the 7th World of Bread Contest held in Nantes, France on September 2019.



战略合作伙伴 / Strategic Partners



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Organizer: Shanghai UBM Sinoexpo International
Exhibition Co., Ltd.

Authorized by Les Ambassadeur du Pain China

2019 CLW Patisserie Elite Competition

Fondant Cake

Champion : LIANG Lin

Runner-up : LI Chun

Third : ZHAO Binshan

Honorable Mention: HUA Xiaoyu, LI Fajun, SUN Meng,
WANG Qing

Chocolate Design and Chocolate Candy

Champion : ZHAO Xiangbei

Runner-up : CHENG Chao

Third : PEI Liuhuiming

Honorable Mention: CHEN Zhongming, ZHAO
Chengsa, YE Xinjie, LIN Jie

Sugar Art and Mousse Cake

Champion : LIU Fuhuan

Runner-up : ZHOU Zhe

Third : WEN Yawen

Honorable Mention: ZHANG Ping, ZHAO Peigen,
YANG Xingqin, SUN Tianrui, JIANG Danyin

Organizer: Shanghai UBM Sinoexpo International
Exhibition Co., Ltd., Wangsen Group, CLW
Supported by FIPGC

Players and visitors from: Dessert Industry, Pastry school

The 2019 Pastry and Cake Design World Championship-China Selection is a competition for all countries in the world. The competition includes three major parts: Chocolate Art, Sugar Art and Mousse Cake, Fondant Art and Ice Cream. The competition including physical operation and taste evaluation. Each contestant needs to complete these two types of operations independently. The champions of each three part will be the representatives to participate in the competition on Milan.



赞助商 / Sponsor



The 8th China Master Bartender Competition Final & All Star Asia Challenge

ASIA BARTENDER CHALLENGE

Champion : Wang Yi

**Runner-up : Huang
Jiajun**

Third Place : Li Chen

FLAIRTENDING

Champion : Yao

Mingluo

Runner-up : Cao

Mingzhi

Third Place : Li Xiyang

Players and visitors from: Bar、Distributor、Spirits & Wine lover

The China Master Bartender Competition (CMBC) has been successfully held by UBM Sinoexpo for 8 years. As a fair and scaled bartender competition in the industry, the CMBC becomes more internationalized, and has attracted increasingly amount of overseas audiences and participants. The aim of this competition is to inspire bartenders, to help them understand brand knowledge and historical background, and to spread the cocktail culture in China

CREATIVE CLASSIC

Champion : Wang Yi

Runner-up : Li Chen

Third Place : Li

Zhipeng

Organizer : UBM Sinoexpo

Supporter : Hong Kong Bartender Association \ China Flair
Bartender Development Committee \ Bartender Interaction Club

赞助商 / Sponsor



2019 Shanghai Coffee & Foodie Festival

In HOTELEX we have Hall N6 & ET3 which including numerous popular cafés, and have created a great market for coffee lovers and foodies in a four-day period with 100+ cafés invited.

This year, the Shanghai Coffee & Foodie Festival is unprecedented in scale. With a collection of 100+ domestic and international coffee shops from Russia, Japan, Korea, Italy, Australia, etc., there are a lot of popular cafés like % Arabica, Glitch, Philocoffea Fritz, Amber Coffee Brewery, Bloom, Seesaw, etc, from coffee beans to drip coffee bags, to meet all the needs of coffee fans.



2019 WCE All-Star

Emi Fukahori - Champion of World Brewers Cup 2018

Rubens Gardelli - Champion of World Brewers Cup 2017

Manos Mamakis – Finalist of World Coffee in Good Spirits Championship 2018

Irvine Quek - Champion of World Latte Art Championship 2018

Vladimir Nenashev - Champion of World Coffee Roasting Championship 2018



All-Star is a show that brings together the world's coffee champions. HOTELEX and WCE invited outstanding baristas from previous world events to showcase their superb skills. This is a world-class performance, visitors can watch and interaction with baristas, and even can taste the coffee they made.

Organizer: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Authorized by World Coffee Events



2019 Chinese Solar Terms Cuisine Show

A solar term is any of 24 points in traditional East Asian lunisolar calendars that matches a particular astronomical event or signifies some natural phenomenon. The points are used by lunisolar calendars to stay synchronized with the seasons, which is crucial for agrarian societies. The Chinese Solar Terms Cuisine means to cooking different meals on different terms. By using ingredients of the season, the concept of Solar Terms Cuisine is to keep healthy and to spread traditional Chinese culture.

The 2019 Chinese Solar Terms Cuisine Show has attracted many visitors, and it also helped to inherit and carry forward Chinese food culture, as well as to enhance the communication between traditional Chinese cuisine and global culinary industry.

Organizers: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.,
World Federation of Chinese Catering Industry



赞助商 / Sponsor



2019 Art & Science Kitchen Lab

In 2017, we made an open western kitchen that showed the overall solution of the hotel's kitchen.

In 2018, we made a restaurant that showed the hotel's kitchen can be integrated into the dining area.

In 2019, we made a total solution for the design of social catering kitchens, bringing not only the kitchen and the restaurant, but also a pop-up restaurant of 36 square meters.



赞助商 / Sponsor

U-STAR GRISTA
广东星洲厨具设备有限公司

ARSLONGA
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RIEDEL
THE WINE GLASS EXPERT
RIEDEL GLASS

WINE & MOTION
THE WINE GLASS EXPERT

PEUGEOT
PEUGEOT

Cocktails
Machine

KINGDOM
金城制冷

RATIONAL

EETSAN
威顺

FRANKE

Electrolux

米嗅
ROAD TO THE FIELD



HOTELEX 之夜
觅乐颁奖盛典
MIRROR AWARD

HOTELEX 之夜
觅乐颁奖盛典
MIRROR AWARD

HOTELEX 之夜
觅乐颁奖盛典
MIRROR AWARD

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Shanghai
酒店展一期

PART SIX

THE MIRROR AWARD NIGHT



2019年度“觅乐”金奖 帕瑟菲克投资有限公司

On April 1st, 2019, the HOTELEX Mirror Awards Night hosted by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. was successfully held at Shanghai New International Expo Center. As the organizer of the dinner, the UBM Sinoexpo get together with 500 senior management of high-star hotels and catering enterprises from all over the country, more than 400 representatives of high-quality exhibitors, as well as partners who have worked together for many years, witnessed this grand event.

The theme of the night was “**The Passage of the New Life**”, focusing on the great contributions that was made in the past year, and the awards to the companies, groups and individuals who contributed to the industry. There are 14 awards have been given, including the most heavyweight awards 2019 Special Contribution Award and the 2019 Gold Award.

Standing at a new starting point, facing new opportunities and challenges, the UBM Sinoexpo will go forward with every exhibitors and partners to build a new vision.

29 March- 1 April SNIEC

SEE YOU NEXT YEAR



HOTELEX
Shanghai
酒店展一期