

TOUR-SM
SHANGHAI
上海旅游产业博览会

HOTELEX
Shanghai
上海酒店及餐饮业博览会

30th HOTELEX

THE 30th SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOODSERVICE EXPO

Co-located: 2021 SFE Shanghai International Franchise Expo
2021 Shanghai Coffee & Food Festival

POST SHOW REPORT

March 29 – April 1, 2021

National Exhibition And Convention Center(Shanghai)



Overview

The 30th HOTELEX Shanghai was successfully held in National Exhibition and Convention Center (Shanghai) from March 29 to April 1, 2021. It is also an important part of the first Tourism Plus Shanghai Expo and is one of three major activities organized by Shanghai Municipal, which is a new milestone in the history of hospitality exhibition. With the exhibiting space of 400,000 m², it has attracted 211,962 professional visitors, up 33% from 2019, and 2,717 foreign visitors from 103 countries and regions. The number of exhibitors is 2,875, an increase of 12% compared with 2019. The product categories have been upgraded from the original 9 sections to 12 sections and 8 featured areas. The whole supply chain of the hospitality and catering industry is fully covered, achieving a more comprehensive and efficient connecting hub.



211,962

Visitors

46

Forums & Events

400,000m²

Exhibition Area

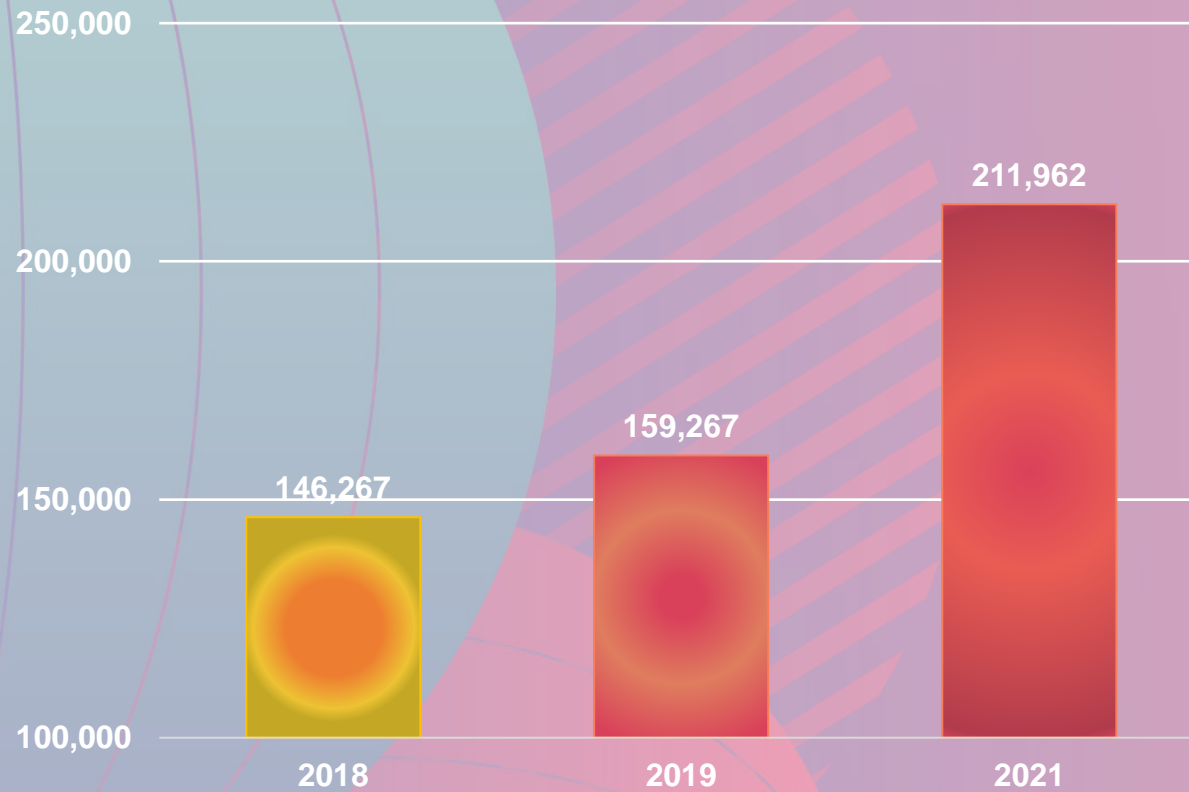
2,875

Exhibitors



VISITOR ANALYSIS

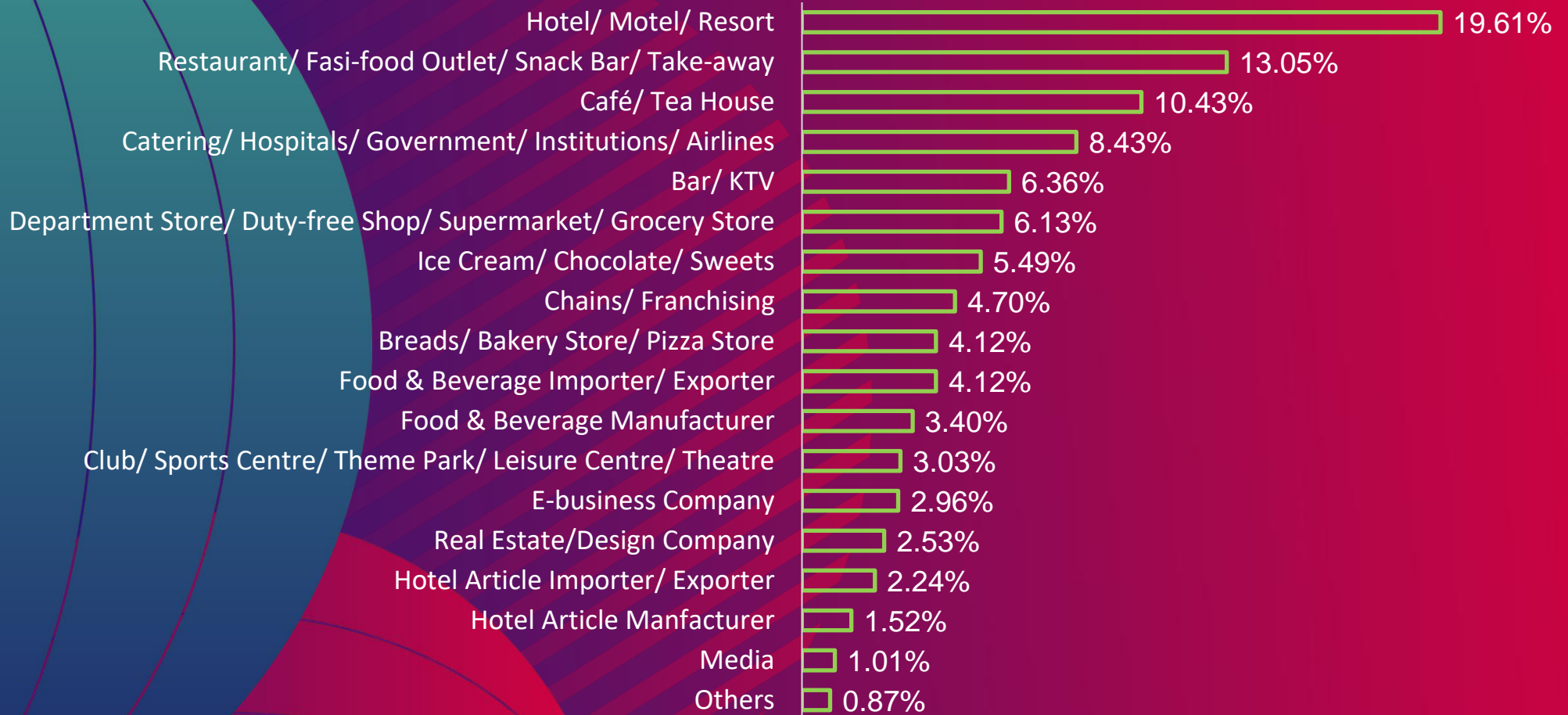
Visitor Quantity Over Three Years



With the large increase of exhibition area, the expansion of exhibition categories, and the upgrading of activities, HOTELEX Shanghai 2021 attracted more professional visitors from the hospitality and catering industry to purchase and exchange. The number of visitors exceeded 200,000 for the first time, reaching 211,962, an increase of 33% over the last exhibition.

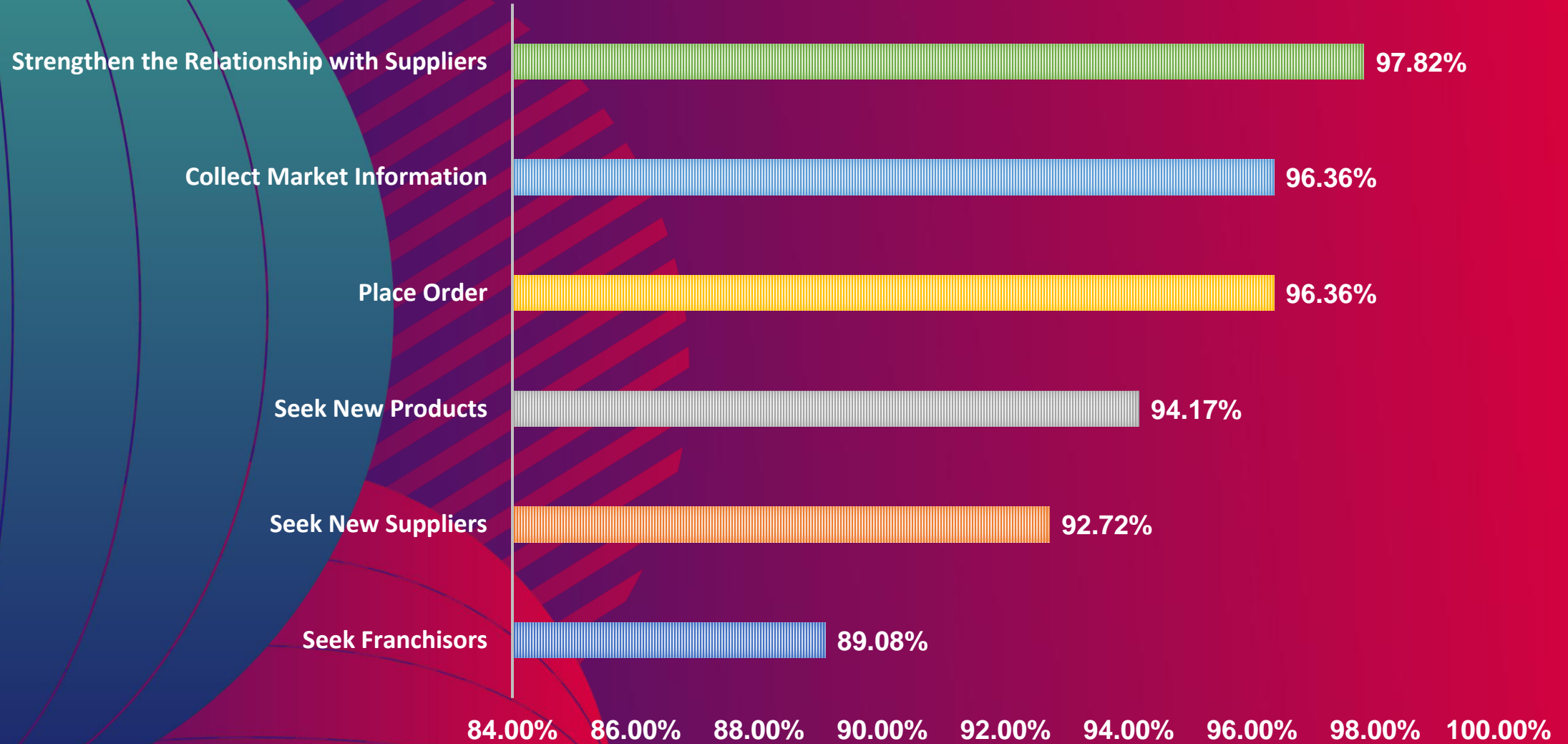


VISITOR PROFILE

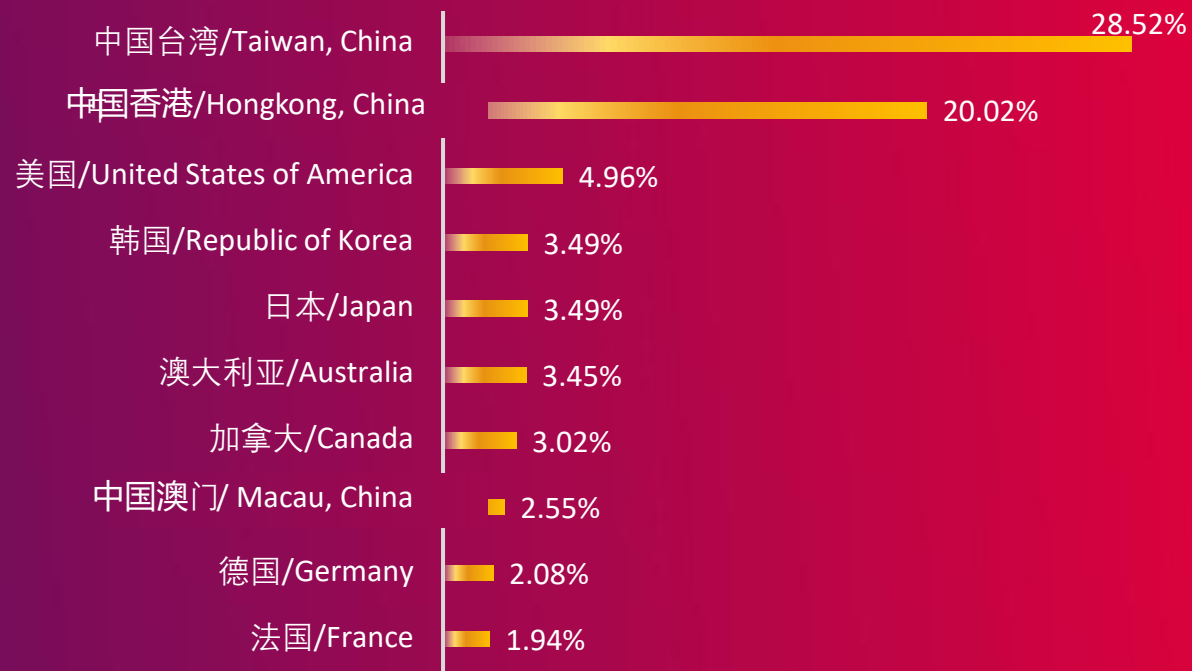
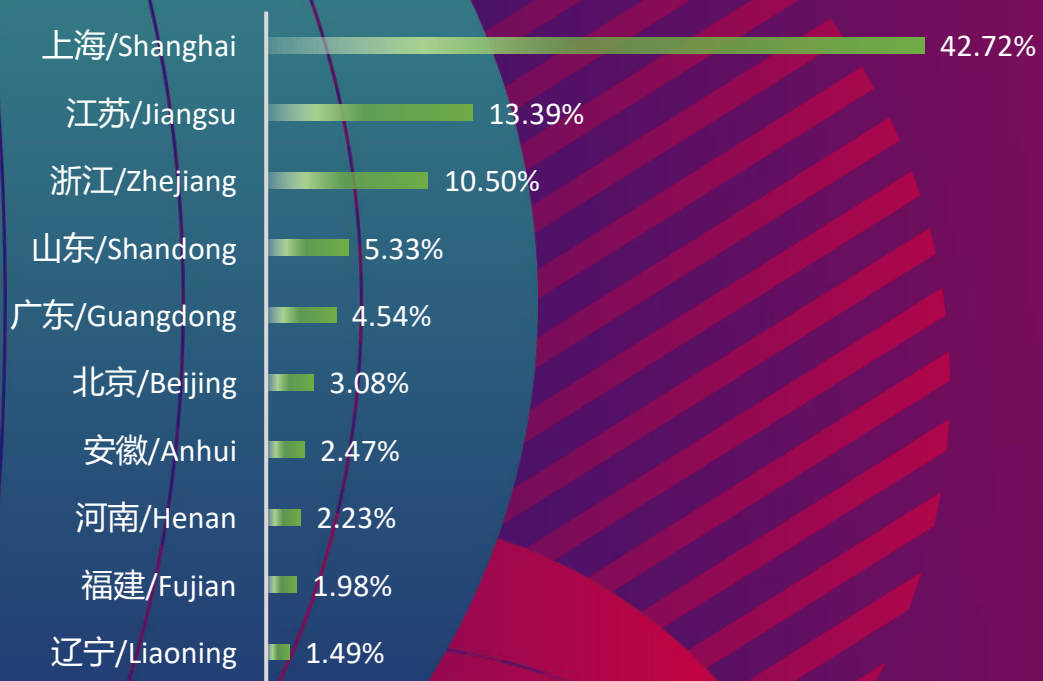


Over 81% visitors come from the hotel and catering industry. Visitors from chains, franchising, and E-business company increased rapidly compared with the previous year.

VISITOR SATISFACTION



VISITOR DISTRIBUTION





EXHIBITORS & PRODUCTS ANALYSIS

REVIEW OF EXHIBITORS

In 2021, HOTELEX Shanghai moved to National Exhibition and Convention Center (Shanghai) for the first time, providing enterprises a larger exhibiting space. The number of exhibitors reached a new high of 2,875, a sharp increase of 12%.

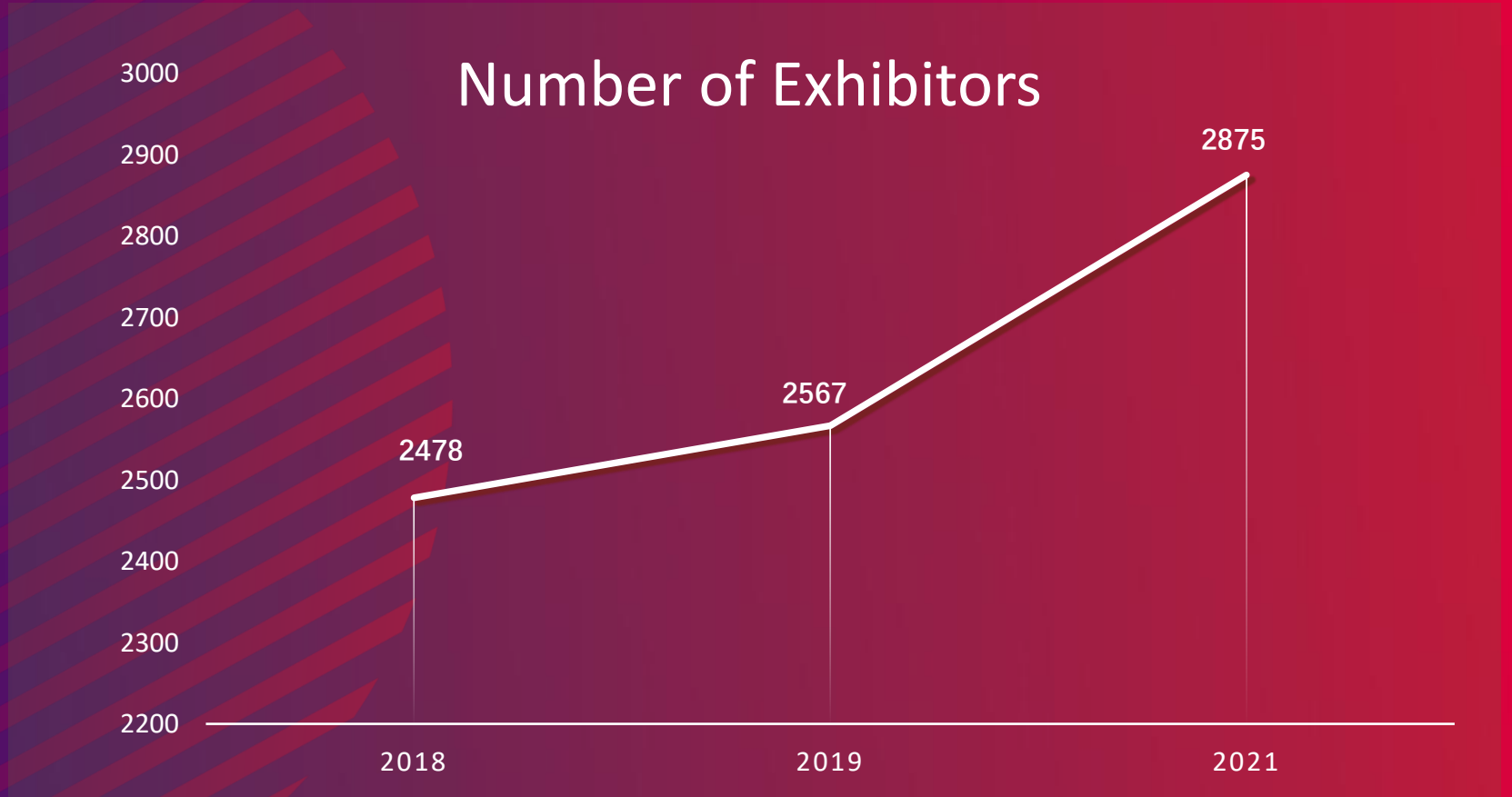
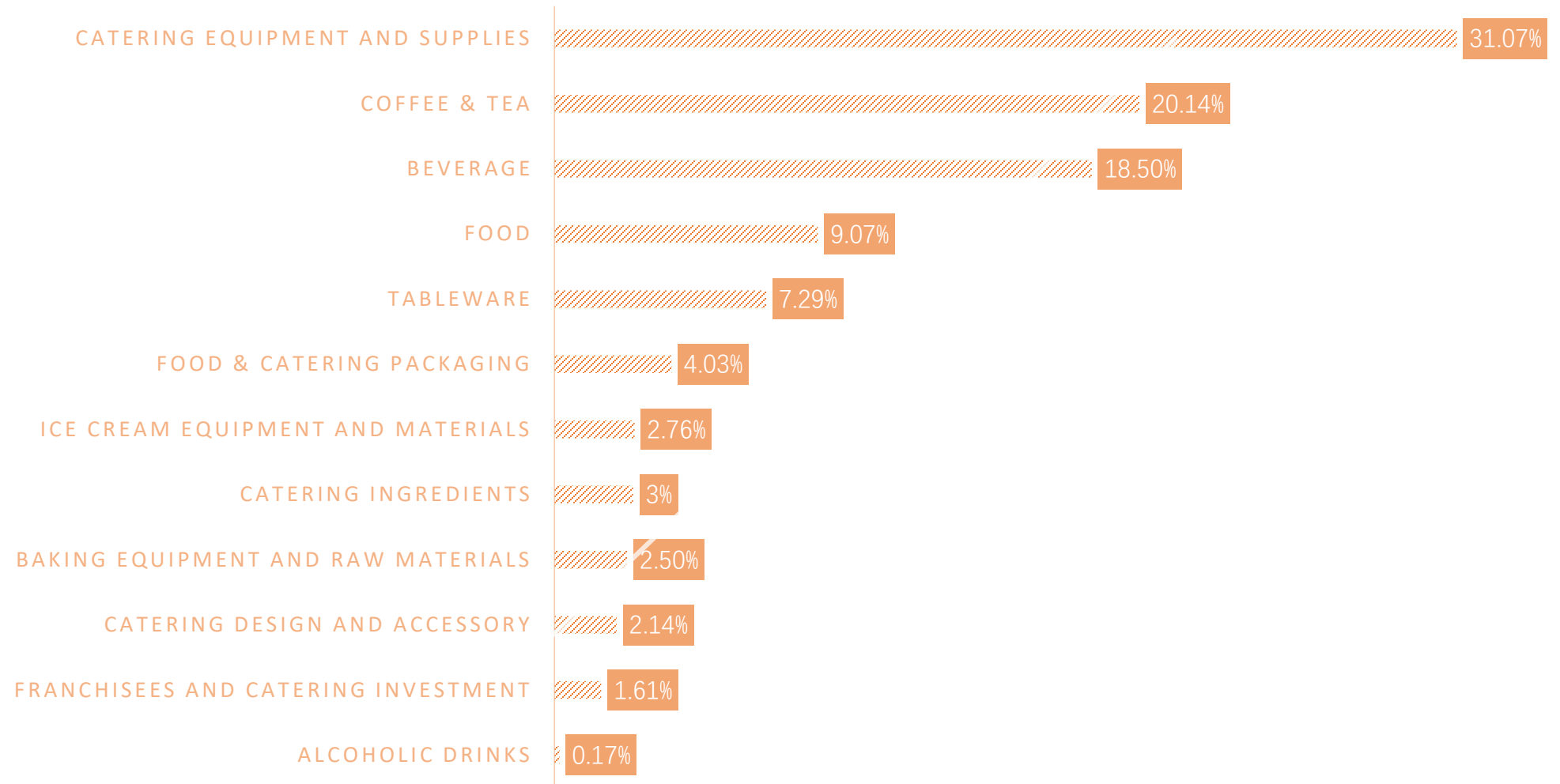
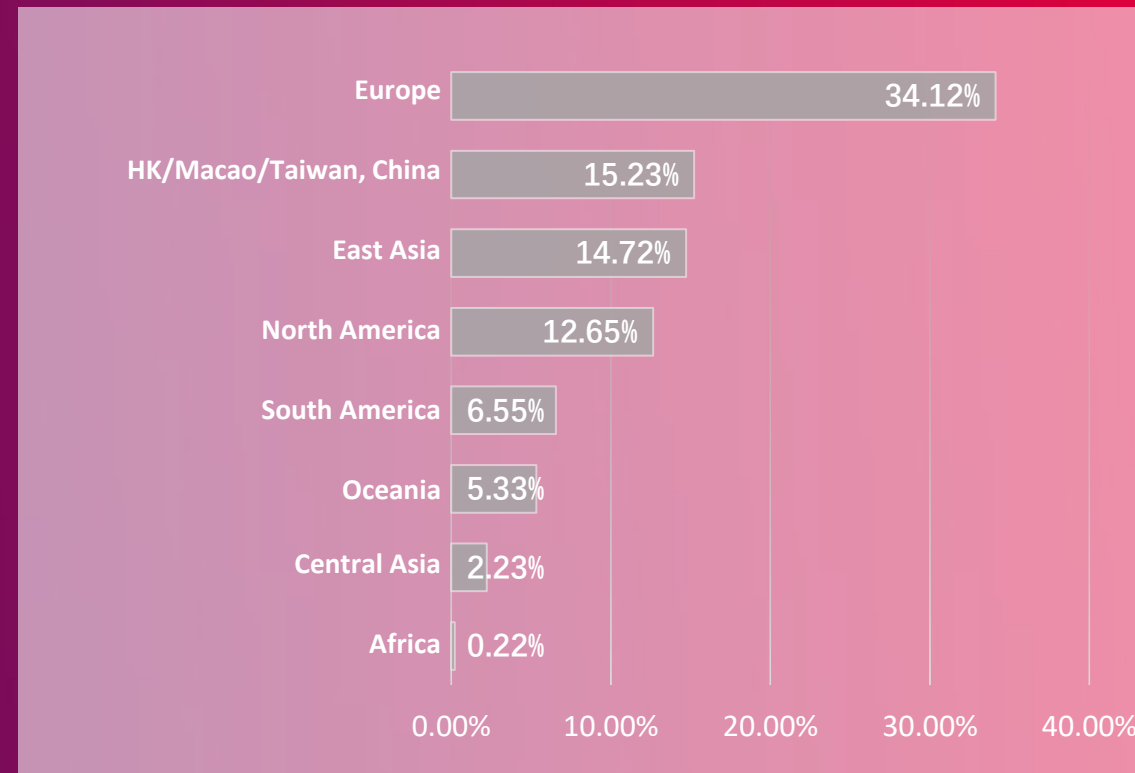
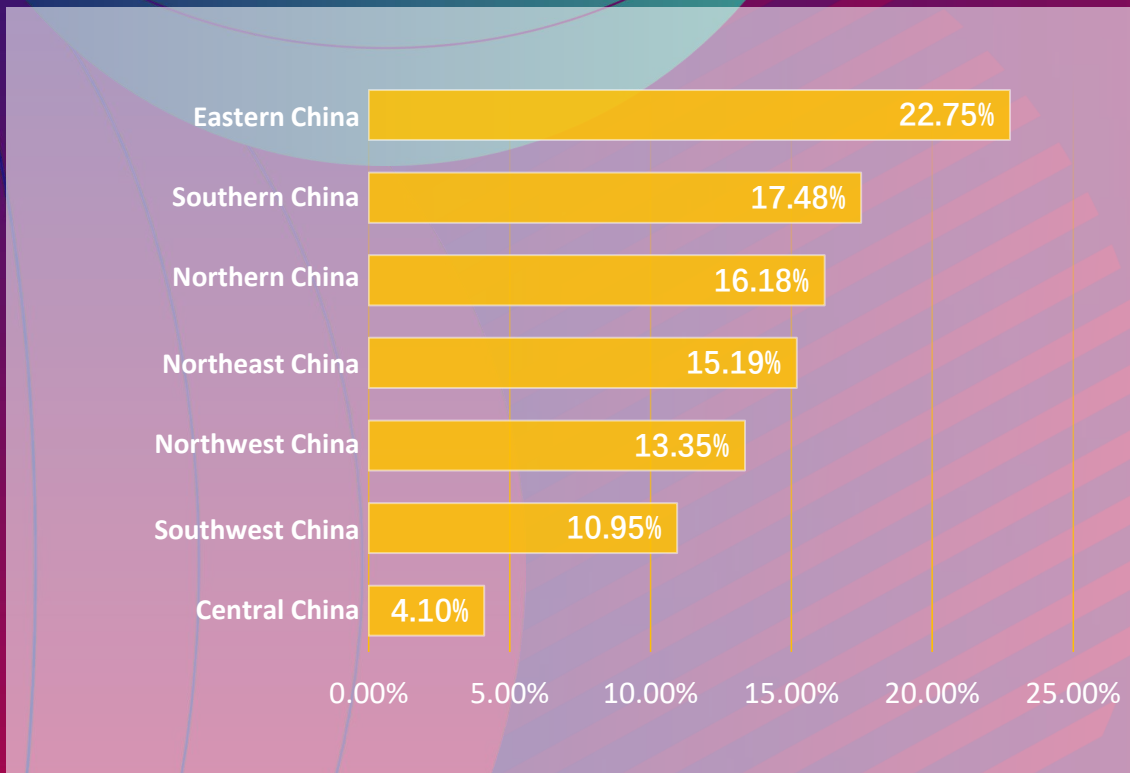


EXHIBIT CATEGORIES



EXHIBITS & BRANDS DISTRIBUTION



HOTELEX exhibitors and products come from 116 countries and regions. The domestic products are concentrated in East China, South China, North China and Northeast China. Products from other countries and regions are mainly from Europe, Hong Kong China, Taipei China, Macau China, East Asia and North America.

EXHIBITOR COMMENTS

It's the sixth time that our "Anchor" dairy brand participates in HOTELEX Shanghai. We feel that HOTELEX is becoming larger scale, higher quality, more business opportunities, and better communication platform. HOTELEX has stronger influence, with higher quality exhibitors and more professional visitors coming to the show. As one of Tourism Plus Shanghai series, this year's HOTELEX combines HOTEL PLUS, Tourism Plus Shanghai, and China Shanghai International Boat Show. This has broadened the exhibitor channel and attracted more professional visitors to visit our enterprises and products. By participating in HOTELEX, exhibitors are exposed to more business opportunities. Thanks to Sinoexpo for providing a strong platform, we will continue to participate in the exhibition, thank you!

Fonterra (Shanghai) Co., Ltd.
Channel Marketing Director of Specialty Dairy Department,
Fonterra China, Angela Du

JASCAFFE and HOTELEX have been working together for more than a decade. Although it is the first exhibition since the COVID_19, our customers are more diverse than previous exhibitions. Except chain coffee shops and beverage customers, chain restaurants have become our new customers. In addition, in the product line, we also bring the debut of three new retail products in our own supply chain.

JASCAFFE (Shanghai) Co., Ltd.
President, Jason Wang

It's WEICHUAN's eighth time to participate in HOTELEX Shanghai and the first time to participate in Tourism Plus Shanghai Expo. During the four-day exhibition, many professional visitors were attracted. The on-site product display is a good way to share our concept of "Choose Health, Choose WEICHUAN". The on-site interaction enables visitors to have deeper recognition of WEICHUAN brand. We hope to continue to share our "Simple, Healthy, and Happy" beverage culture with you. We look forward to seeing you again next year!

Hangzhou Weichuan Food Co., Ltd.
General Manager of WEICHUAN Catering Department, Minggong Lyu

It's the first time that HOTELEX was held in NECC (Shanghai), with large quantity of visitors and high quality of exhibitors. We met a lot of loyal and new customers in this year. It's very helpful for us to promote products, develop markets, and broaden channels. The overall effect of the exhibition is very good. Tourism Plus Shanghai, which was held at the same time, enabled HOTELEX to attract the participation of experts in the tourism industry. We got a lot of consultation from those tourism professionals. Expect the organizer to help our exhibitors to develop a broader market.

HSG ASIA Holding Co., Ltd.
General Manager Cheung Rick



SPECIAL EXHIBITION AREA

2021 HOTELEX Shanghai expanded its categories of exhibits by adding 7 new special exhibition areas. These are Central Kitchen Boutique Exhibition Area, Original Brand Manufacture, Catering Design of Designer Area, Franchise Exhibition Area, Hotpot Ingredients Exhibition Area, Catering Packaging Exhibition Area, and Coffee & Food Festival.



HOTELEX Shanghai | 30 YEARS OF HOTELEX
2021.3.29-4.1 浦西·虹桥@国家会展中心



Shanghai Coffee & Food Festival

Shanghai Coffee & Food Festival is a high-end market event which is held during HOTELEX Shanghai. It attracted tea shops, cafes, dessert shops, chain stores or individual stores to join in. Exhibitors displayed their popular products and peripheral products to the catering experts and visitors. Exhibitors made business cooperation with many investors and upstream and downstream suppliers. At present, the event has become the largest C-end coffee market activity in China, with 80,000+ visitors in HOTELEX Shanghai.

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Shanghai Coffee & Food Festival

— Tmall Café X HOTELEX Coffee Zone

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

Tmall E-commerce Zone is jointly created by Tmall Café X HOTELEX with more than ten popular brands. Many famous products were displayed from March 29th to April 1st, at Shanghai Coffee & Food Festival. It also connected various brands and cafes to conduct online shop exploration and showed the unique charm of the coffee festival to the buyers watching the live broadcast. Additionally, the coffee shop owners shared their coffee stories!

BRANDS



SHANGHAI INTERNATIONAL WINE & SPIRITS CULTURE FESTIVAL 上海国际美酒文化节

WINE & SPIRITS CULTURE FESTIVAL

WINE & SPIRITS

SHANGHAI
INTERNATIONAL

• WINE & SPIRITS •
CULTURE FESTIVAL

上海国际
美酒文化节

2021.3.29-4.01
上海-国家会展中心



Shanghai International Wine & Spirits Culture Festival

Shanghai International Wine & Spirits Culture Festival promotes wine culture and fashion lifestyle, leading the new fashion of urban life! This is not only to create an industry IP, but also to attract friends who love wine culture for exploring the new market needs together!

American Interior Design - 2021 Catering Design of Designer (CDOD)



Organizer: Beijing Yashi Fenghuang Advertisement Co., Ltd., Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

The catering design area includes catering design services and catering supporting products. It gathers brands major in catering store design, menu design, and catering packaging for providing higher quality catering design supporting services.

Designers and Brands:

Daohua LIU (SWEET7)

Han AO (Margaret/Chuangge Dumplings/Shizhiliuqi)

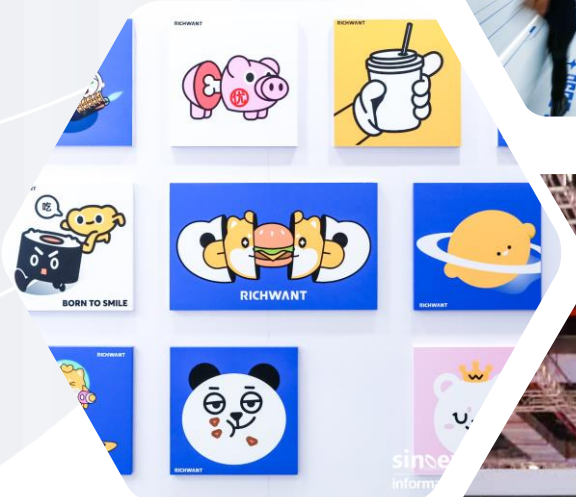
Xuheng LI (Cohim/La Fantasia)

Bo ZHOU*Yuyang CAI (Thankusir)

CDOD @ HOTELEX Catering Design of Designer

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

CDOD gathers top catering designers, leading brands of catering industry, outstanding designers, professional catering, design we-media, etc. It presents special visiting experience of unique catering design for visitors.



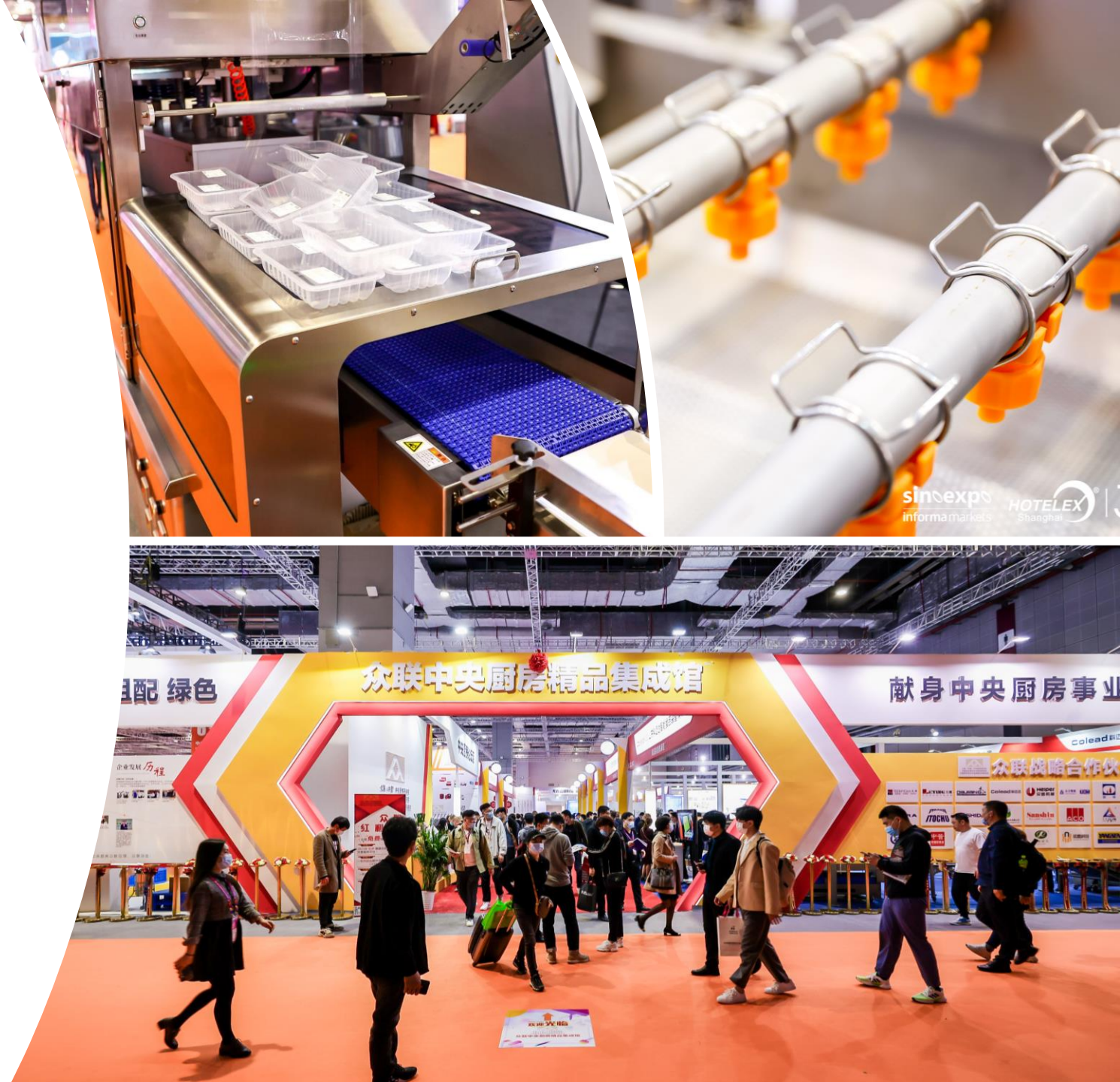


Franchise Exhibition Area

Franchise exhibition area involves five sections: catering, retail, service, education, and chain resources. With a strong combination of online and offline, the exhibition features over 600 participating brands and allows visitors to experience thousands of products and services in popularity.

Central Kitchen Boutique Exhibition Area

The advanced central kitchen is an excellent way to implement digitalization and industrialization, which also enables large chain catering enterprises to win the market. The exhibition area conforms to the market demand and promotes the standardization and industrialization of China's catering industry. ZHONGLIAN continues to provide excellent central kitchen solutions for restaurant owners and equipment suppliers in the Asia-pacific region.





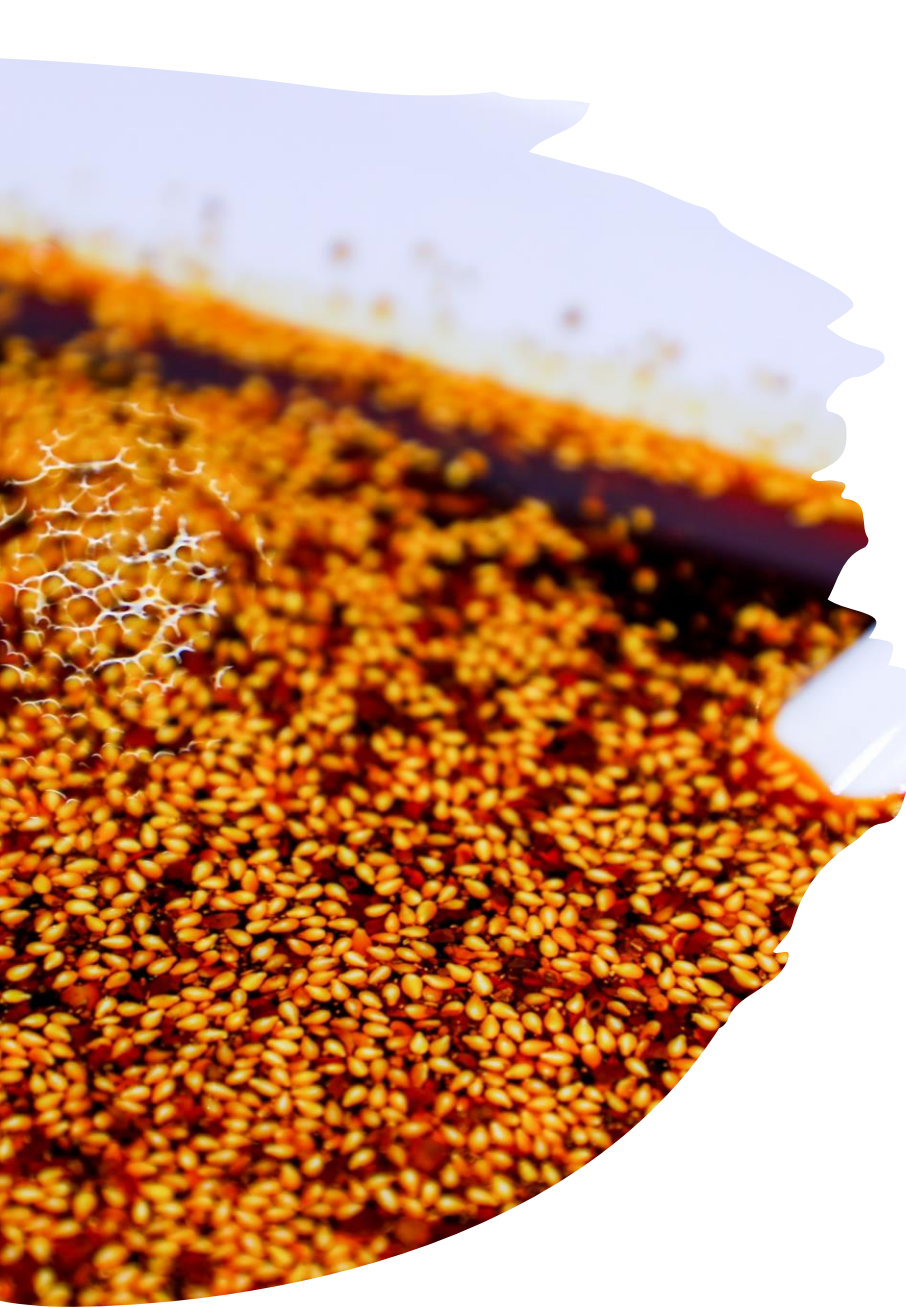
Catering Packaging Exhibition Area

This exhibition area focuses on four packaging categories, including food packaging, packaging machinery, food processing, and sealing machine. It aims to provide more intuitive products and high-technology platform for the catering packaging industry.

Original Brand Manufacture

Original brand manufacturer's products refer to the product forms that are produced by designated suppliers of retail enterprises, affixed with retail enterprise brands, and sold at their own terminals. It is usually customized from design, raw materials, production and distribution by retail enterprises based on their own sales data analysis and customer demand. The exhibition area seeks new growth for many terminals in the hospitality and catering industry.





Hotpot Ingredients Exhibition Area

Hotpot ingredients exhibition area gathers more than 100 enterprises globally, categories including condiments, hotpot drinks, hotpot supporting equipment, condiment machinery, frozen conditioning, hotpot ingredients, and other hotpot resources. The exhibition area integrates the upstream and downstream resources of the hotpot supply chain, reduce costs, and provides one-stop hotpot ingredients selection.

sygle.com

餐饮在线



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B2B ONSITE EVENT

SYgle is a hotel and catering, high-end food and beverage industry vertical B2B website, resting on the powerful footing of HOTELEX series exhibition and the premium resources of FHC Shanghai Global Food Trade Show.

HOTELEX Shanghai 2021 held various events onsite: SYgle.com & Saladplate onsite experience, 2021 Savory of Shanghai, and Matchmaking Forum etc.

餐饮在线采购通 上千品

上海博华国际展览有限公司

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

SYgle & Saladplate Onsite Exploration Area



Due to the impact of COVID-19, HOTELEX's overseas B2B area consists of the SYgle.com & Saladplate onsite Exploration Area and the Informa Market Booth.

As a platform for the food, beverage & hospitality market, SYgle aims to combine online and offline services. Suppliers and buyers can interact through SYgle, which adds a new model of online 365-days business interaction. SYgle provides a huge boost to online sourcing in the food, beverage & hospitality industry. In HOTELEX Shanghai, the offline promotion attracted many visitors to visit the SYgle platform. Buyers can choose more excellent brands and quality products to better solve all offline application needs!

2021 Savory of Shanghai

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

There were 42 international brands and famous exhibitors participated, presenting both visual and taste experience for the visitors. Three Celebrity Chef Cooking Shows were arranged on each day. Brand exhibitors provided quality meat & seafood and celebrity chefs cooked them, presenting various fine delicacies.

CONTENT:

US AGRICULTURE

LEGLE FRANCE

ENJOY IT'S FROM EUROPE

IDAHO CULINARY SEMINAR

ASC SEAFOOD SESSION ASC

CAPPMA SEAFOOD SESSION

KUHLBARRA BARRAMUNDI SESSION

LEADER BEEF SESSION

WEIYANG.COM & LONG SOY SAUCE

IS SEAFOOD SESSION IS SEAFOOD



Matchmaking Forum

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,
Business Information of Shanghai



The event invited more than 50 professional buyers from catering, supermarket, new retail and other industries. They communicated market trends with exhibitors onsite. The forum promoted the efficient connection between supply and demand resources.

Thanks to:

VESTA (Guangzhou) Catering Equipment Co., Ltd.

Wuxi Super Food Technology Co., Ltd.

Stronghold China Co., Ltd.

Shenzhen U Drinks Gourmet Food Co., Ltd.

Mixia (Hangzhou) Technology Co., Ltd.

Shandong Zibo Zhong Qiang Porcelain Co., Ltd.

Kawasho (DALIAN) Co., Ltd.

Pacific Coffee Investment Co., Ltd.

Shanghai Zhongte BioSure Professional Co., Ltd.



FORUM REVIEW



THE FIRST CHINA CATERING BOSS CONFERENCE

Organizer: Dou Zeng College, canyin168.com, ECMA, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Special SPONSOR: Ecolab, Candao

Official SPONSOR: Malahongbao, Huaxinsi, Easyppn

Joint Organizations: Zuodashi, Zhengxin Business School, Shican Renwu

Conference Co-organizer: Chengzi School, Hongqigong Takeaway Class, Huajiao College, Canxiang Conference, Xinhua College, Future Food, Huahe Restaurant Orientation College, Canyin Information, Zongjia Catering Alliance, United Together, Canyinren Bidu

Focused on chain restaurants, tea shops, and high-end restaurants, the conference invited 20+ famous chain restaurants, such as ZHENGXIN chicken steak with 20,000+ stores, JIXIANG Wonton with 3,000+ stores, and new tea brand Auntea Jenny with 1,600+ stores. There were 4 million+ online audience, 1000+ offline catering owners' audience, 800+ catering brands, and 100+ industry media participated in the conference. Its goal is to become an annual gathering conference for Chinese catering owners, providing an interactive platform for industry trends.



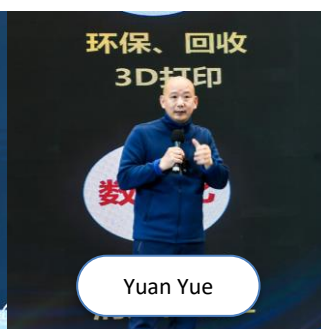
2021 CHINA HOTEL INDUSTRY DEVELOPMENT FORUM

Organizer: China Tourist Hotels Association

Co-organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., Procurement and Supply Chain Branch of China Tourist Hotels Association, Human Resource Branch of China Tourist Hotels Association

During the forum, the participants discussed the high-quality development of BNB in the context of rural revitalization, the core competitiveness of hotels through China's service, consumer service revolution, the response of new customers needs, and new utilization of human resources.

Focusing on the development of the hospitality industry in the pandemic background, the forum discussed new market trends and new challenges of the industry under the new situation. The mission is to seize potential opportunities, build the core competitiveness of the hospitality industry, and promote higher quality of development.



SHANGHAI INTERNATIONAL COFFEE INDUSTRY FORUM

The scale of coffee consumption, the number of coffee shops, and the development of the coffee industry in Shanghai are all ahead of other cities in China. The forum focused on data, technology, coffee industry, insights and other coffee-related fields.



2021 CHINA CATERING CONFERENCE

This conference built a sharing platform to promote the food and beverage industry chain in reducing costs, innovate technologies, explore markets, expand scale, and help optimize and transform the food and beverage industry.



DEFINE THE NEW TREND, LEAD THE Z GENERATION——HOTELEX CHINA INTERNATIONAL NEW TREND FOOD & DRINKS CONFERENCE

This conference adhered the theme of “Define the New Trend, Lead the Z Generation”.



2021 CATERING FRONTIERTREND FORUM

Gathering top creative designers and inviting the new talents from the color, planning, brand, IP, interior design fields. The forum discussed the creation of value with beauty.



BNB (BED AND BREAKFAST) FORUM & MARKET

The event discussed the quality of accommodation and the status of catering culture in tourist destinations, providing a good platform for further development.



2021 THE INTERNATIONAL FOOD DEVELOPMENT FORUM & CHINA CUISINE ASSOCIATION INTERNATIONAL FOOD COMMITTEE FIRST MEETING OF THE FOURTH COMMITTEE CONGRESS

The theme of the forum is “new era, new mission, new development”. In the forum, it released 2020 China international food big data report.



2021 ZHONGLIAN CENTRAL KITCHEN NEW PRODUCT LAUNCH

The conference gathered the new products, new technologies, and new processes of the central kitchen, presenting a variety of new product features to visitors.



2021 SMART COMMERCIAL KITCHEN SUMMIT FORUM

The theme of this forum is the integration of architectural design, kitchen consultant design and use function. It aims to explore smart kitchen industry trend and improve the overall level of design and construction.



STARTING FROM THE BEGINNING · 2021 CHINA NEW CATERING INDUSTRY CONFERENCE (CHINA CATERING BEST & WORST AWARD CEREMONY)

The award enables Chinese restaurant chain market healthier, and the Best & Worst List will be shown in different cities, recommending high-quality brands to investors and franchisees. The aim of the award is to make restaurants more disciplined and serve healthier food.





EVENTS & COMPETITIONS REVIEW

2021世界咖啡烘焙大赛中国区总决赛
2021 China Coffee Roasting Championship

第一名

2021世界咖啡烘焙大赛中国区总决赛
2021 China Coffee Roasting Championship

第二名

2021世界咖啡烘焙大赛中国区总决赛
2021 China Coffee Roasting Championship

第三名

1.1

2021世界咖啡师大赛中国区总决赛

2021 China Barista Championship

Authorized by World Coffee Events

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

China Barista Championship (CBC), which is authorized by the World Barista Championship (WBC), is currently the only coffee production competition in China. Participants have 15 minutes to show the judges four espressos, four milk coffees, four creative coffee drinks and introduce their "coffee concept". Authorized professional judges are invited to evaluate the competition. The winner will represent China in the WBC.

| Winners |

Champion: Wei PAN

Runner-up: Zehui HUANG

Third: Guifeng WANG

Fourth: Sheng FANG

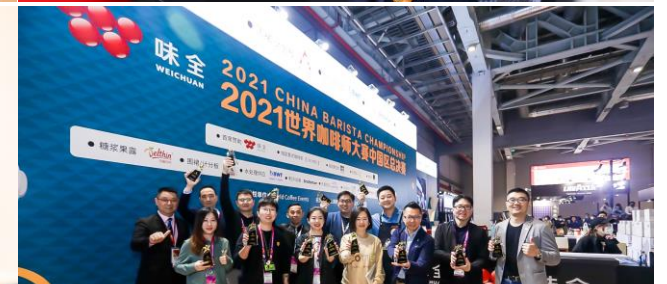
Fifth: Jiawei ZHANG

Sixth: Muhan LIU

Players and visitors from:

Baristas, coffee lovers, professionals in the industry, buyers, etc.

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290

Contestants

42

Judges

4800+

Professional Visitors

1.1

2021世界咖啡冲煮大赛中国区总决赛

2021 China Brewers Cup

Authorized by World Coffee Events

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

Coffee Brewers Cup focuses on how players brew their own coffee with a filter, with the aim of improving coffee brewing skills and excellent service experience. Contestants need to express the flavor, aroma, acidity of coffee. According to the characteristics of the coffee, they adjust the coffee parameters for a perfect hand-made coffee.

| Winners |

Champion: Yang ZOU

Runner-up: Jinlong LI

Third: Zhancheng SUN

Fourth: Jinyang PENG

Fifth: Ting DU

Sixth: Chen MA

Players and visitors from:

Baristas, coffee lovers, professionals in the industry, buyers, etc.



SPONSOR



330
Contestants

48
Judges

3600+
Professional Visitors

2.1

2021世界拉花艺术大赛中国区总决赛

2021 China Latte Art Championship

Authorized by World Coffee Events

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

In 2013, China Latte Art Championship entered China for the first time. The champion will attend the world competition, representing China. From 2020 contestants in the first year to more than 300 this year, the event has gradually gained attention in China coffee industry.

| Winners |

Champion: Qiang LU

Fourth: Zhuohao CHEN

Runner-up: Zhongpeng JIANG

Fifth: Feng ZHENG

Third: Yuanyi ZHANG

Sixth: Qiwei ZHANG

Players and visitors from:

Baristas, coffee lovers, professionals in the industry, buyers, etc.



| | | |
|--------------------|--------------|--------------------------------|
| 200 Contestants | 22 Judges | 3500+ Professional Visitors |
|--------------------|--------------|--------------------------------|

SPONSOR



2.1

2021世界咖啡烘焙大赛中国区总决赛

2021 China Coffee Roasting Championship

Authorized by World Coffee Events

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

China Coffee Roasting Championship was held at HOTELEX Shanghai. As the authorized competition of World Coffee Events, it spreads the advanced coffee culture across China, and better promote the training of Chinese professional baristas and the sensory experience of beginners.

| Winners |

Champion: Taiyang LIU

Runner-up: Shaobiao DAI

Third: Weiwei YE

Players and visitors from:
Baristas, coffee lovers,
professionals in the industry,
buyers, etc.

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600
Contestants

17
Judges

2800+
Professional Visitors

2.1

2021世界咖啡杯测大赛中国区总决赛

2021 China Cup Tasters Championship

Authorized by World Coffee Events

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

Coffee cup tasting is a skill, a vocation, and a pleasure job. The competition is the best display stage for coffee tasting masters. Cup tasting is a technique in which tasters are asked to identify quality and region only by smell and taste. Competitors are asked to pick a different cup of coffee from eight groups of three cups each. The person with the most accurate identification and the shortest time wins.

| Winners |

Champion: Sidi ZHU

Third: Chuhan LI

Runner-up: Yanjie CHEN

Fourth: Huangying WANG

Players and visitors from:

Baristas, coffee lovers, professionals in the industry, buyers, etc.

SPONSOR



| | | |
|--------------------|-------------|--------------------------------|
| 140 Contestants | 3 Judges | 3300+ Professional Visitors |
|--------------------|-------------|--------------------------------|



NH

2021世界咖啡与烈酒大赛中国区总决赛

2021 China Coffee in Good Spirits Championship

Authorized by World Coffee Events

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

China Coffee in Good Spirits Championship is one of Chinese famous coffee competitions initiated by World Coffee Events (WCE). The competition aims to combine coffee drinks with spirits. Baristas and bartenders use their imagination to create the new combinations of coffee and spirits.

| Winners |

Champion: Jianming QIU

Runner-up: Lei YANG

Third: Rihui QUAN

Players and visitors from:
Baristas, coffee lovers,
professionals in the industry,
buyers, etc.

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53
Contestants

24
Judges

2200+
Professional Visitors

NH

第九届中国国际调酒大师赛全国总决赛

The 9th China Master Bartender Competition – Final

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

With the culture of wine, the competition provides a multi-resources platform for bartenders. Lots of bartenders have been trained, promoting the spirit of masters and spreading the spirit of spirits.

| Winners |

Champion: Ke HUANG

Runner-up: Zhiwen FENG

Third: Shuaipeng LI

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Players and visitors from:

Bartenders, bartending enthusiasts, liquor establishments, professionals in the industry, buyers, etc.



| | | |
|-------------|--------|-----------------------|
| 88 | 16 | 3000+ |
| Contestants | Judges | Professional Visitors |



8.2

第八届上海国际潮流饮品创意制作大赛全国总决赛

The 8th Shanghai Fashion Drinks Competition Final

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., Wang Sen Championship League, CLW Patisserie Elite Competition

Co-organizer: FIPGC, Sugar Art Studio

By specifying raw materials and making creative drinks freely, the competition stimulates the innovation of beverage R&D, which creates the fashionable drinks and the new consuming trend for the current customers.

| Winners |

Champion: Fang LU.

Runner-up: Yajing YAN

Third: Ya HUANG

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Players and visitors from:
Tea shops, traders, catering brands, cafes



114
Contestants

46
Judges

3500+
Professional Visitors

8.1

2021上海国际手工冰淇淋大师赛

2021 China Gelato Championship Final

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

The competition promotes the development of China's Gelato industry and bring fresh, healthy Gelato to more people. From its first held in 2013, the competition has been aimed to build a professional platform to promote the interaction and networking of Gelato professionals. We hope to create a new fashion of Gelato and promote the development of China's Gelato industry.

| Winners |

Champion: Yun HUANG

Runner-up: Jie JIANG

Third: Wenling YOU

Players and visitors from:

Baking lover, ice cream shops, catering enterprises, baking shops, western restaurants, hotels, cafes, etc.

SPONSOR



| | | |
|-------------------|-------------|--------------------------------|
| 20 Contestants | 3 Judges | 1000+ Professional Visitors |
|-------------------|-------------|--------------------------------|



Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., Wang Sen Championship League, CLW Patisserie Elite Competition

Co-organizer: FIPGC, Sugar Art Studio

FIPGC is a competition run by the Dessert, Ice Cream and Chocolate Federation and is open to all countries around the world.

| Winners |

Fondant:

Champion: Zipei WENG

Runner-up: Chunxia WANG

Third: Feng WU

Pull Sugar:

Champion: Zhaokai LIU

Runner-up: Xinru LIU

Third: Yingjie QIN

Chocolate:

Champion: Siyuan CHEN

Runner-up: Lili WANG

Third: Dongxu DUAN

Players and visitors from:

Bakers, baking lover, educational institutions, professionals in the industry, buyers, etc.



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KINGDOM
金城制冷

YAGI 苏州八木时装有限公司

AKOKO
让甜蜜更出彩

8.1

第八届世界面包大赛中国队选拔赛

The 8th World Of Bread Contest China Selection

Authorized by Ambassador of Bread China

Organizer: Ambassador of Bread China, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Mondial du Pain began in 2007, founded by Les Ambassadeurdu Pain in France. At present, there are more than 60 countries and regions participating, representing the highest level of bread baking in each country and region, known as the "Olympics" of the bread world.

| Winners |

Champion: Yeqiang LIN

Runner-up: Yujian WANG

Third: Xiaochang CAO

Players and visitors from:

Bakers, baking lover, educational institutions, professionals in the industry, buyers, etc.

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120
Contestants

11
Judges

3500+
Professional Visitors

5.1

2021上海国际披萨大师赛华东赛区&全国总决赛

2021 Shanghai Pizza Master Competition - East China Division & Final

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

Co-organizer: Qiangan & Bonu Pizza College

First held in 2013, the competition aims to promote the development of the pizza industry in China, promote pizza innovation, spread pizza knowledge and culture, and discover pizza talents. It has been a performance, competition and interaction platform for Chinese professional pizza makers. After six years of conduct, the competition has attracted more attention from the domestic pizza industry and western restaurants.

| Winners |

Champion: Lu MA

Runner-up: Pengqi JIANG

Third: Yujin CHEN

Players and visitors from:

Baking lover, catering enterprises, baking shops, western restaurants, hotels, pizza shops, etc.

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100
Contestants

5
Judges

3000+
Professional Visitors

The 30th HOTELEX MIRROR NIGHT was held at National Exhibition and Convention Center (Shanghai) on March 29, 2021.

CCTV hosts, star hotel management executives, and representatives of excellent exhibitors from domestic and abroad were invited.



30th HOTELEX MIRROR NIGHT
HOTELEX30周年——觅乐颁奖盛典





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