



展后报告

POST SHOW REPORT

第二十五届上海国际酒店用品博览会

The 25th Shanghai International Hospitality Equipment & Supply Expo

2016年3月29日-4月1日 | 上海新国际博览中心

March 29 – April 1, 2016 | Shanghai New International Expo Center

同期举办：2016上海高端食品与饮料展 | Concurrent: EXPO FINEFOOD 2016

116,688 名专业观众
PROFESSIONAL VISITORS

2,207 家优质展商
EXCELLENT EXHIBITORS

4,758 名海外买家来自115个国家及地区
OVERSEAS BUYERS

500+ 五星级酒店集团买家
FIVE-STAR HOTEL GROUP BUYERS

30+ 场精彩活动
SPLENDID EVENTS

250,000 平方米展出面积
SQM EXHIBITING SPACE

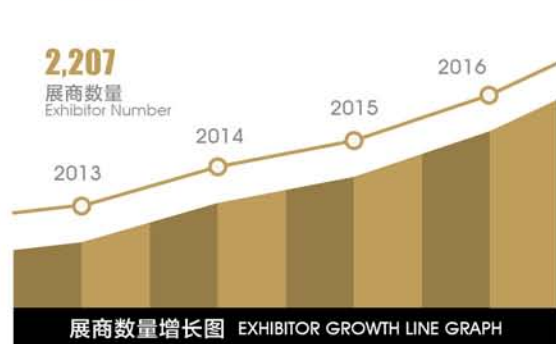




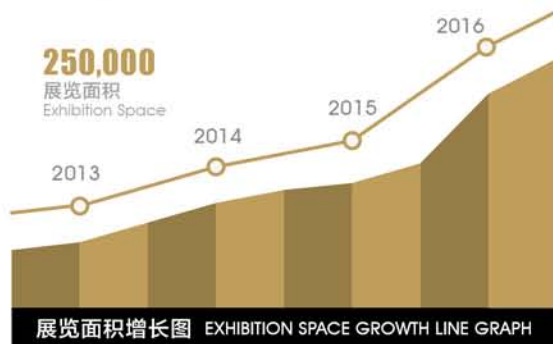
Shanghai International Hospitality Equipment Supply Expo (HOTELEX Shanghai) is a world wide professional trade show in the hotel and catering Industry for over 25 years. It is organized by China Tourism Hotel Association, China Cuisine Association and Shanghai UBM Sinoexpo International Exhibition Co., Ltd., and also guided by the Shanghai Municipal Tourism Administration. The 25th HOTELEX Shanghai has concluded successfully on 1st April at Shanghai New International Expo Center, which has gained the higher achievement and progress in hotel and catering industry.

由中国旅游饭店业协会、中国烹饪协会、上海博华国际展览有限公司共同举办，上海旅游局指导的第二十五届上海国际酒店用品博览会（HOTELEX Shanghai），历时4天于2016年4月1日在上海新国际博览中心顺利落下帷幕。

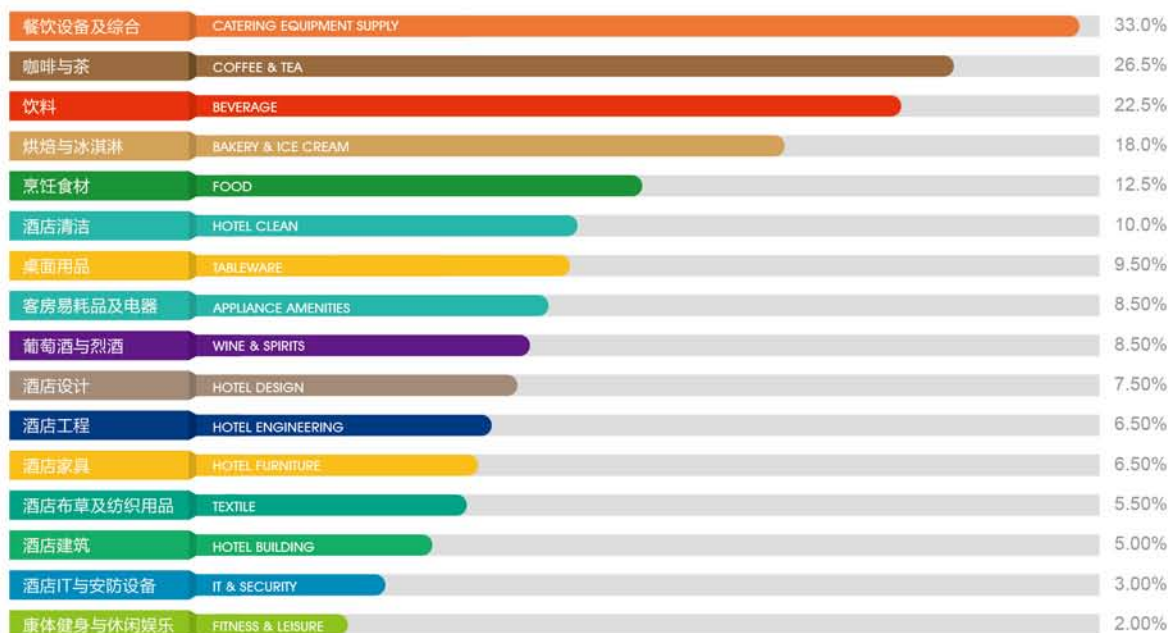
■ 展商数量2,207家，较2015年增长5.7%
THE NUMBER OF EXHIBITOR REACHED 2,207,
FEATURING A 5.7% GROWTH COMPARED TO THE
2015 EDITION.



■ 展出面积25万平方米，较2015年增长20%
WITH AN EXHIBITION SPACE OF 250,000 SQUARE METERS,
AND FEATURING A 20% GROWTH COMPARED TO THE
2015 EDITION.



■ HOTELEX 展品类别分布 EXHIBITS CATEGORY DISTRIBUTION





■ 展商展品区域分布

EXHIBITS GEOGRAPHICAL DISTRIBUTION

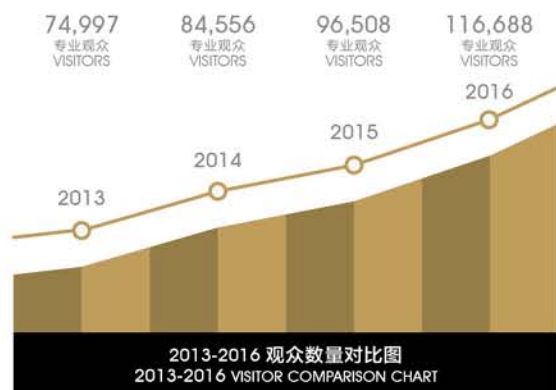
HOTELEX 的展商及其展品来自全球116个国家和地区，中国内地以华东、华南、华北、东北四个区域为主，港澳台及其他国家和地区产品占展品总数的39.18%。HOTELEX的国际化程度不断提高，已经成为国内外酒店用品及餐饮行业进出口贸易的集散地。

HOTELEX exhibitors and products came from 116 countries and regions. Most of the mainland china companies and products came from East China, South China, North China and Northeast China. 39.18% of exhibits came from Hongkong, Macao, Taiwan province and overseas.



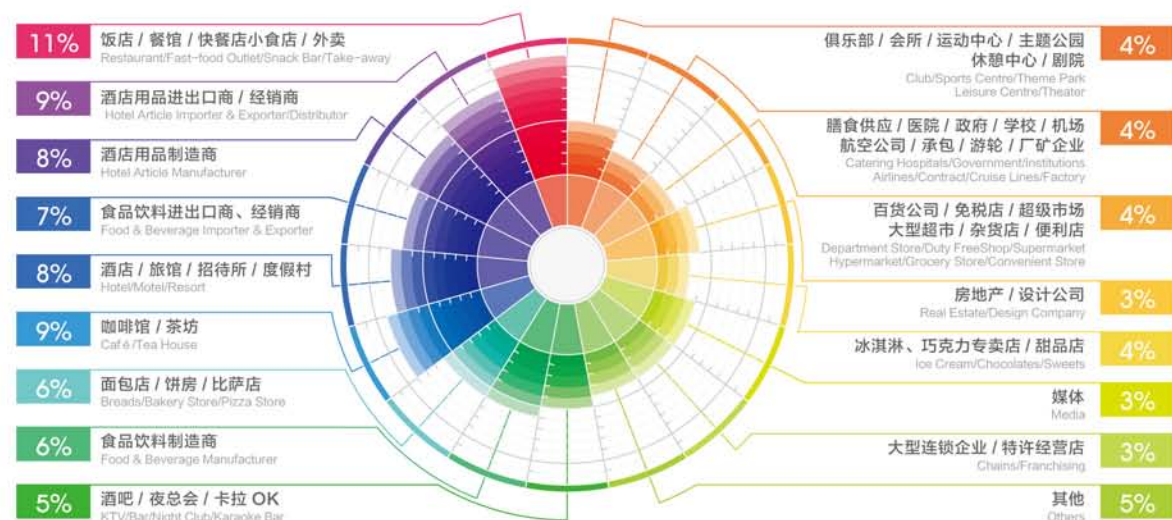
■ 观众三年数量比较

AUDIENCE THREE YEARS OF COMPARISON



■ 观众来源

SOURCE OF VISITORS



[同期举办] 2016上海高端食品与饮料展 / 2016上海酒店工程与设计展览会 / 2016上海国际酒店家具展览会

2016-2-20-21

请观众在此登记凭胸卡入场
Please register here to get your badge for entry
现场登记费: 人民币50元/人 (预登记、微信登记、持VIP邀请函观众免费入场)
Onsite registration fee: RMB 50/ person (except the pre-registered, wechat registered visitor and the visitor with VIP invitation)

国内观众付费登记处
Registration Fee: 50元/人

预登记观众换证处
Pre-registered Visitor Service

Overseas Visitor Onsite Registration
Registration Fee: CNY 50

预登记观众换证处
Pre-registered Visitor Service

预登记观众换证处
Pre-registered Visitor Service

VIP观众登记处
Badge Collecting Counter
VIP Visitor Registration

国内观众付费登记处
Registration Fee: 50元/人

Overseas Visitor Onsite Registration
Registration Fee: CNY 50

Overseas Visitor Onsite Registration
Registration Fee: CNY 50

Overseas Visitor Onsite Registration
Registration Fee: CNY 50

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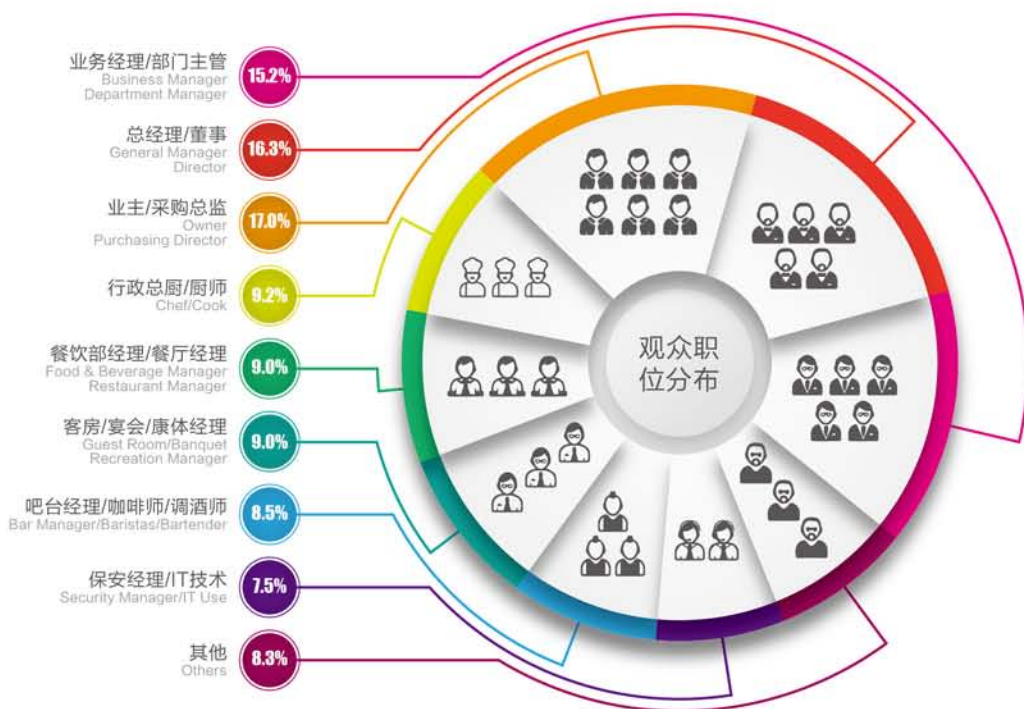
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■ 观众职位分布

VISITOR OCCUPATION DISTRIBUTION



■ 观众观展意向

VISITOR PURCHASE INTENTION

5分 4分 3分 2分 1分



寻找新供应商
Look For New Suppliers

满意度 / Visitor Satisfaction: 91.09%



寻找代理授权商
Seek franchisors principals

满意度 / Visitor Satisfaction: 88.55%



寻找新产品
Seek new products
满意度 / Visitor Satisfaction: 91.99%



下订单
Place order
满意度 / Visitor Satisfaction: 88.4%



收集市场讯息
Collect market information
满意度 / Visitor Satisfaction: 93.26%

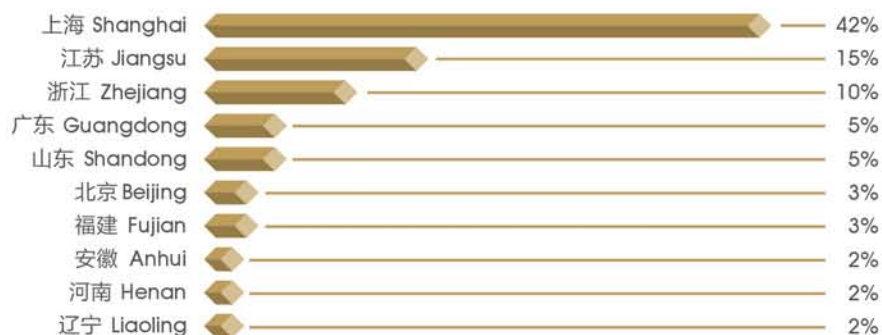


巩固合作关系
Consolidate contacts
with partners
满意度 / Visitor Satisfaction: 90.04%



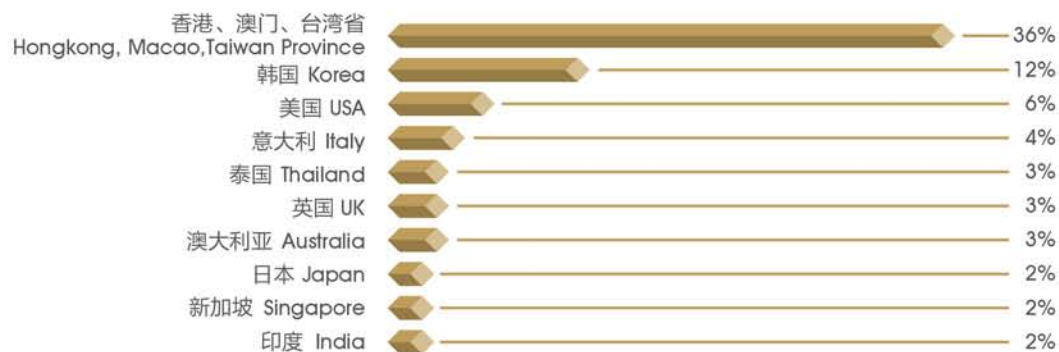
■ 中国内地观众来源前十

TOP 10 REGIONS OF MAINLAND CHINA VISITORS



■ 港澳台及海外观众来源前十

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





★ 现场随访，展商排名不分先后 / Random interview, in no particular order

■ 展商寄语

COMMENTS FROM EXHIBITORS

■ 江苏斯得福纺织股份有限公司 / 副董事长 / 杜安辉

上海国际酒店用品博览会，成就了“斯得福”品牌的诸多传奇，“中国第一缎条”、“布什房间里的浴袍不见了”、“皇家马德里足球中国之行大浴巾藏品”、“只言片语成就千万订单”在业内传为美谈，25年来的坚持不懈，斯得福与酒店用品博览会，风雨兼程，共同成长，彼此成为各自领域的领军品牌。

■ 上海威铭食品有限公司 / 品牌部经理 / 孙涵悦

携手共进、同创辉煌，铭氏愿与上海国际酒店用品展一起联手共创下一个辉煌的25年。

■ 上海感博商贸有限公司 / 经理 / 严飞飞

上海博华举办上海酒店用品酒店用品博览会是目前规模最大的酒店用品展会之一，展会现场有很多高质量的专业观众和买家到场参观，是业内新老朋友相聚和交流的盛会。此外，主办方办展经验丰富，场馆内外井然有序，工作人员服务高效热情周到，给我们带来了愉快的参展体验。

■ 弓箭玻璃器皿（南京）有限公司 / CEO / 柯锐思

上海国际酒店用品展历经20多年的征程，已发展成为全球规模最大、极具影响力的博览会之一。弓箭玻璃器皿（南京）有限公司作为行业中的优秀品牌，十分看重这一平台，2016年已是弓箭第七次参展，通过展会，我们被众多的海内外客户认可。在此，我们感谢HOTELEX一直以来为法国弓箭提供了国际性的平台和优质的服务。2017年我们期待与HOTELEX携手再创新的辉煌。

DU ANHUI VICE CHAIRMAN OF JIANGSU SIDEFU TEXTILE DECORATION CO., LTD.

HOTELEX Shanghai accomplished many legends for "SIDEFU", such as "China's First Satin Strip", "George W. Bush's bathrobe disappeared", "The Bath Towels' Collection of Real Madrid Football Club's Journey to China", "A Few Words Made Millions of Orders". During the 25 year's perseverance, SIDEFU and HOTELEX made progress together and have become the leading brand in respective field.

SUN HANYUE BRAND MANAGER OF SHANGHAI MINGS FOODS CO., LTD.

Let's hand in hand and move forward to create brilliance together. Mings wishes to work together with HOTELEX to make the next 25 glorious years.

YAN FEIFEI MANAGER OF SHANGHAI GIFT DREAMER TRADING CO., LTD.

HOTELEX Shanghai is one of the largest scaled hospitality Expos, which has many good-quality visitors and buyers and it is also a grand meeting for the old or new friends in this industry to get reunion and exchange ideas. Moreover, the organizer is very experienced, they did a good job in the entrance and the security work inside the halls. The account managers are very hardworking and considerate and brought us a pleasant exhibition experience.

CHRIS CEO TOPHE BACHELET ARC GLASSWARE NANJING CO., LTD.

HOTELEX Shanghai has been one of the largest and the most powerful exhibitions since 20 years' development. As the leading company in glass industry, Arc Glassware Nanjing Co., Ltd highly value this platform so that we has joined HOTELEX for 7 years. Thanks to the exhibition, Arc and our 4 brands have been recognized gradually by professional clients globally. Therefore, we would like to extend our thanks to HOTELEX for providing such a great support through the international platform. We are looking forward to continuing the good cooperation together and creating the brilliance in 2017 HOTELEX.

云专区
ence Area

科勒
HOLER.
1873

WEEK
设计之旅



2016 HOTELEX 论坛回顾

FORUMS

2016 首届中国国际精品咖啡生豆拍卖会

2016 The 1st China International Specialty Green Coffee Auction



“2016首届中国国际精品咖啡生豆拍卖会”是一场历史性的拍卖，取得了圆满的成功，成交率为百分之百，成交金额共计511,600元。可喜的成绩不仅让大家共同见证我国云南精品咖啡的价值，也标志着中国咖啡业的新里程，推动中国咖啡业迈上发展新台阶。

主办单位

普洱咖啡协会、长三角咖啡行业协会、云南咖啡交易中心有限公司、上海自贸区咖啡交易中心有限公司

观众来源

咖啡产地政府机构、咖啡行业协会、咖啡行业专家、咖啡生产企业、经销商等

赞助商 / SPONSOR

 云南咖啡交易中心
YUNNAN COFFEE EXCHANGE

2016 The 1st China International Specialty Green Coffee Auction is a historical auction, which gained a great success. The auction achieved 100% percent transaction rate and the total transaction amounts is CNY 511,600. The excellent results not only make us witness the business value of the Yunnan Specialty coffee but also mark the milestone in the China Coffee Industry. And it will boost the China Coffee Industry to a new level.

Organizers

Pu'er Coffee Association, Coffee Association of Yangtze River Delta China, Yunnan Coffee Exchange Co., Ltd, Shanghai Pilot Free Trade Zone Coffee Exchange

Audience Source

Government Agency of Coffee Origin Areas, Coffee Industry Association, Coffee industry Enterprise, distributors, etc.



2016 商业特许经营发展论坛 2016 Commercial Franchise Business Development Forum



为企业建立一站式商机和渠道建设服务，为投资人提供多方选择的平台，共同创造商业价值。论坛从商业特许经营现状、走势与监管政策、商业特许经营运行操作流程、规范准则、商业特许经营系统维护与管理等与行业专家共同探讨，并与现场观众分享成功案例。

主办单位

上海连锁经营协会、上海博华国际展览有限公司

观众来源

餐饮连锁企业、酒店连锁企业、商超连锁企业等

主持：全球加盟网运行总监王伟

互动嘉宾：

- 德载中怡律师事务所 / 主任律师、专业委员会主任单位 / 王小咪
- 上海市商务委商贸处 / 主任科员 / 胡清顺
- 联华超市市场发展有限公司 / 加盟部副总监 / 梁建芳
- 上海华联罗森有限公司 / 加盟推进部科长 / 花中奕
- 上海适达餐饮管理有限公司 / 加盟部副经理 / 程彦丽
- 华住集团（汉庭酒店）有限公司 / 法务总监 / 荣耀武
- 格林豪泰酒店（中国） / 副总经理 / 齐国勋
- 上海棒约翰餐饮管理有限公司 / 加盟经理 / 谢燕
- 元祖企业管理咨询（上海）有限公司 / 行政部科长 / 吴燕
- 上海世好餐饮管理有限公司 / 加盟总监 / 刘开永

Organizers

Shanghai Chain Enterprise Association, Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Audience Source

Chain catering enterprises, chain hotel enterprises, chain supermarket enterprises, etc.

Host: Wang Wei, Operation Director of Jiameng.com

PARTICIPANT :

- Middle&Partners, Chief Lawyer, Director Wang Xiaomi
- Representatives of Municipal Bureau of Commerce Trade Office, Director, Hu Qingli
- Lianhua Supermarket Development Co. Ltd., Vice Director of Operation, Liang Jianfang
- Chain Enterprise Association, Lawson, Chief of Operational Development Section, Hua Zhongyi
- Chain Enterprise Association, Dairy Queen, Operation Vice Manager Cheng Yanli
- Huazhu(Hanting), Legal Director, Rong Yaowu
- GreenTreeInn, Vice Manager, Qi Guoxun
- Papa John's, Operation Manager, Xie Yan
- Conso, Chief of Administration Department, Wu Yan
- Shi Hao Restaurant, Operation Director, Liu Kaiyong

2016 国际酒店业采购对接会

2016 IPA Matchmaking Meeting



IPA旨在构筑行业交流，信息分享的平台，引领酒店、食品、餐饮等行业发展趋势；为参展企业搭建与专业买家面对面沟通的机会；为专业买家量身定制，并邀请目标供应商。本次对接会将邀请来自杭州、北京两市有实际建造及改造需求的业主，他们将围绕关于酒店建造及改造中采购酒店用品等需求方面遇到的难题进行互动讨论。

主办单位

中国旅游饭店业协会、上海博华国际展览有限公司

观众来源

酒店业主、开发商、采购总监

第一场 / 会议浙江地区业主代表

主持人：浙江省饭店业协会秘书长谢建民先生

互动嘉宾：■ 浙江君澜酒店管理公司 / 副总裁 / 刘军

■ 杭州逸酒店 / 总经理 / 陆峰

■ 嘉兴阳光大酒店 / 总经理 / 孙中林

■ 开元旅业集团 / 总监 / 徐江华

■ 宁波市凯洲皇冠假日大酒店 / 副总经理 / 胡盛教

第二场 / 会议京地区业主代表

主持人：北京旅游行业协会饭店分会会长徐锦祉先生

互动嘉宾：■ 首旅建国酒店管理集团 / 副总裁 / 方建芬

■ 中国大饭店 / 采购总监 / 王丽华

■ 雅阁酒店集团 / 运营项目总监 / 杰夫·博尔曼

■ 北京静之湖度假酒店 / 首席顾问 / 田云

The objectives of IPA is to build the communication bridges and platform for the hospitality and catering industry, which is sharing the industry future trend as well. In addition, the advantages of the IPA is to create various face-to-face interaction opportunities for the company and professional buyers, which is customized for the professional buyers to invite the target suppliers. the match-making meetings will invite the owners who has the as-built experience and requirement from Hangzhou and Beijing. Moreover, they will have a panel discussion through the experience of hotel construction and renovation of purchasing hotel supplies demand aspects.

Organizers

China Tourist Hotels Association,
Shanghai UBM Sinoexpo International Exhibition Co., LTD.

Seminar one: Zhejiang province owner's representative

Host: Zhejiang Province Hotels Association General Secretary

Mr.XieJianming

PARTICIPANT :

■ NARADA HOTEL GROUP, Vice President, Liu Jun

■ The East Hotel Hangzhou, Manager, Lu Feng

■ Jiaying Sunshine Hotel, Manager, Sun Zhonglin

■ New Century Tourism Group, Director, Xu Jianghua

■ Crowne Plaza City Center Ningbo, Vice Manager, Hu Shengjiao

Seminar two: Beijing owner's representative

Host: Beijing Hotels Association General President, Mr.Xujinshi

PARTICIPANT :

■ BTG -JANGUO Hotels & Resorts, Vice President, Fang Jianfen

■ Shangri-La's China World Hotel, Purchasing Director, WangLihua

■ Argyle Hotel Management, Director of Operation, JeffBormann

■ Jingzhihu Resort Beijing, Chief Advisor, Tian Yun

赞助商 / SPONSOR

TECHNOGYM
The Wellness Company

MATRIX

中央厨房建设与发展论坛

Central Kitchen Construction and Development Forum



中央厨房运作模式是当代餐饮的先进模式，也是目前餐饮经营走数字化、工业化生产的绝佳运作方式，是大型连锁餐饮企业赢得市场基本的保障。为顺应时代发展需求，推进中国餐饮行业的标准化和工业化进程，提升餐饮业中央厨房这一新兴业态下的设计、施工和运营管理水平与国际接轨。由中国烹饪协会餐饮食品产业化委员会、中国烹饪协会中央厨房（南京）技术研发中心、国际膳食（顾问）协会FCSI联合举办“中国中央厨房建设与发展论坛”。

论坛邀请了国际权威机构与政府职能部门代表、国际顶级中央厨房专家、食品安全专家、行业资深代表等，共同聚焦中央厨房概念、应用、设计以及食品安全等问题，深入介绍国内外先进案例，从可持续性角度出发，放眼未来，为亚太区餐饮业主和设备供应商提供第一手解决方案和市场动向。

主办单位 中国烹饪协会、上海博华国际展览有限公司

承办单位 众联（中国）中央厨房研究院、国际膳食（顾问）协会FCSI、中国烹饪协会餐饮食品产业化委员会、中国烹饪协会中央厨房（南京）技术研发中心

主题分享

- 厚德（中国）企业管理咨询有限公司 / 总裁 / 王亚东
 - 中国烹饪协会、中国烹饪协会快餐委员会 / 副会长、主席 / 赵申
 - 众联（中国）中央厨房研究院、中国烹饪协会中央厨房（南京）技术研发中心 / 院长、总经理 / 冯德和
 - 中国烹饪大师、中国烹饪协会中央厨房研究院专家、鸿海（苏州）食品科技有限公司 / 张鸿烈
 - 台湾伟登工程设计有限公司 / 总经理 / 陈朝义
 - 国际膳食顾问协会（FCSI）、北京君朝商用厨房工程设计有限公司 / 专业设计师 / 创办人王军
 - 国际膳食顾问协会（FCSI）、上海市费德姆工业设计有限公司 / 专家顾问 / 设计总监王雷蓓
 - FCG餐饮顾问团、FCSI国际理事以及香港大学专业进修学院附属 / 首席顾问、副教授 / 毕李明
- 参与嘉宾：赖夏荣、温光汶、梅子安、陈水澎、王月华、李平、许有成、赵成、白金梁

中央厨房建设与发展论坛 Central Kitchen Construction and Development Forum



Central Kitchen Operation mode is the advanced mode in the present catering industry and it is also the best operation mode for the catering industry to go the digital and industrial production. It is the basic guarantee for the large scale chain catering enterprises to win the market. In order to follow the trend of the times, stimulate the standardized and industrialized proceed of the China catering industry it promoted the level of central kitchen and got integrated with international world. China Central Kitchen Construction and Development Forum is jointly hosted by Catering Food Industrial Committee China Cuisine Association, China Cuisine Association Central Kitchen (Nanjing) R&D Center, Foodservice Consultants Society International. The Forum invited international authorities and the representatives from government's functional departments, international top-level central kitchen experts, food security experts, industry experienced representatives to focus on the Central Kitchen Concept, utilization, design as well as food security issues. Started from sustainability, it deeply introduced the domestic and global advanced cases. It will also look into the future and provide the Asia-Pacific's catering owners with the first-hand solutions and marketing trends.

Organizers

China Cuisine Association, Shanghai UBM Sinoexpo International Exhibition Co., LTD.

Event Managements

Union Center Kitchen Institute, Foodservice Consultants Society International (FCSI), Catering Food Industrial Committee China Cuisine Association, China Cuisine Association Central Kitchen (Nanjing) R&D Center.



2016 酒店新势力崛起行业对话

2016 Hotel rise of new forces



酒店业每天都有日新月异的变化，新科技、新技术，在这样一个背景下，需要更多的行业专业共参与“中国酒店新势力崛起行业对话”，本次会议围绕科技、模式、生态等三个方面展开分享，吸引数百行业精英参加。

主办单位

上海别样红信息技术有限公司

参加与嘉宾

互动嘉宾：■ 上海别样红信息技术有限公司/创始人&CEO/黄晓凌

- UCloud/架构副总裁/杨俊
- 中国智慧酒店联盟/常务副理事长/苟亮
- 青岛旅游管理学院/副教授/穆林
- 365+云盟酒店发起人/驿家365董事长/高树军
- 新美大酒店旅游事业群/战略合作部总经理/钟永健
- 未来域/合伙人&总裁助理/周春建
- 七间房/创始人/丁晶晶
- 速8集团/高级副总裁/徐钊
- 州逸酒店集团/副总裁/朱明生
- 上海共相信息技术有限公司/CEO/顾青
- 99旅馆连锁/CEO/张立泰
- 汉明科技/副总裁/辛传斌
- 比特科技/董事长/曹现贵
- 有谱试听/营销总监/叶润绍

Organizers

Shanghai Beyond Host Technology Co.,Ltd

Participants and Guests

PARTICIPANT :

- Shanghai BeyondHost Technology Co.,Ltd.CEOXiaoling Huang
- UCloud, Vice president of architecture,John Yang
- China Wisdom Hotel Alliance,Executive Vice President, Liang Xun
- Qingdao Vocational and Technical College of Hotel Management,Associate Professor, Lin MU
- Eaka365 Hotel, CEO, ShujunGao
- Xinmeida Hotel Tourism Business Group,General manager of strategic cooperation,YongjianZhong
- Weilai Yu, Assistant to the President & Partner, Chunjian Zhou
- Seven rooms, Fonder, Jingling Ding
- Super 8,Senior Vice President ,Zhao Xu
- Interstate China Hotels, Vice President, Mingsheng Zhu
- ShanghaiGongXiangInformation TechnologyCo., Ltd.CEO QingGu
- 99inn.cc, CEO ,Liqin Zhang
- Hanmingtech,Vice President,Chuanbin Xin
- Bittel, CEO ,Xiangui Cao
- YooPoo ,Marketing director, Runshao Ye

HOTELEX 阿里巴巴战略合作初体验

Hotelex-The initial experience of Alibaba strategic cooperation



强强联手，打造全渠道商贸新体验

2015年12月10日，亚洲博闻和阿里巴巴B2B事业群签署了战略合作协议，双方将集中各自优势，打通线上线下展会模式并尝试创新，最终加速全球中小企业做好跨境业务。

HOTELEX展会是双方合作的第一次探索，展会现场阿里巴巴主办了2场专业论坛，从互联网+外贸和酒店餐饮供应链角度分别展开讨论，邀请阿里巴巴集团行业专家传播贸易经验，与听会商家积极互动，探索中小企业跨境贸易经营策略。

与会专家

- 阿里巴巴工业 / 成品行业负责人 / 王彤
- 阿里巴巴B2B公司/1688事业部进口业务高级业务拓展专家/梁宁
- 阿里巴巴外贸综合服务事业部 / 副总、资深专家（原深圳一达通联合创始人）/ 肖峰
- 1688行业运营专家陈国全、周玲、霍延浩

Win-win cooperation, building the new business channel

On December 10th, 2015, UBM Asia and Alibaba B2B business group signed a strategic cooperation agreement; both sides will focus on their respective advantages to open the online& offline exhibition mode and try something new, ultimately accelerating the cross-border business of global small and medium-sized enterprises.

PARTICIPANT GUESTS

- 1688.com Industrial Senior Specialist / Wang Tong
- 1688.com Industrial Senior Specialist / Ling Leung
- Co-founder of Onetouch, Alibaba.com / Xiao Feng
- Operation Specialist of 1688.com: Jason Chen, Herman Huo, Evelyn Zhou







DAZZLING WONDERFUL IN MY MIND

炫目精彩 / 浮现脑海



世界咖啡杯测大赛 World Cup Tasters Championship



Winner: Gabriel Céspedes (Costa Rica) / 2nd Place: Dongho Lee (South Korea) / 3rd Place: Mateusz Petlinki (Germany)

作为HOTELEX的“老牌传统”之一，此次咖啡类赛事为2016 HOTELEX Shanghai吸引了众多观众的目光，再度提升的观赛体验更是使四项世界级咖啡总决赛成为了此次展会的点睛之笔。

世界咖啡杯测大赛(WCTC)旨在甄选出拥有快速辨别不同咖啡能力的专业咖啡品鉴师。三杯咖啡将会被摆成三角阵型，其中有两杯相同的咖啡，以及一杯不同的咖啡。选手需灵活运用味觉、嗅觉、辨别能力以及丰富的经验，尽快分辨出盛有不同咖啡的那杯。哥斯达黎加选手Gabriel Céspedes凭借优异的表现，再一次蝉联WCTC世界冠军的宝座，韩国选手Dongho Lee异军突起一举夺得亚军宝座，德国选手Mateusz Petlinki紧跟其后荣获季军桂冠。

冠军 / Gabriel Céspedes (哥斯达黎加)

亚军 / Dongho Lee (韩国)

季军 / Mateusz Petlinki (德国)

选手来源 来自各个国家的杯测冠军 - 咖啡行业
(咖啡馆, 咖啡公司等)

观众来源 世界各地的媒体, 咖啡行业人群

Coffee competitions always attract most attendees in the site. This time, HOTELEX Shanghai 2016 has gathered four world-finals Coffee Competitions include 2016 World Latte Art Championship, 2016 World Coffee Roasting Championship, China Cup Taster Championship, and 2016 World Coffee in Good Spirits Championship which gave the audience a different and interactive experience.

The World Cup Tasters Championship (WCTC) awards the professional coffee cupper who demonstrates speed, skill, and accuracy in distinguishing the taste differences in specialty coffees. Coffees of the world have many distinct taste characteristics and in this competition format the objective is for the cupper to discriminate between the different coffees. Three cups are placed in a triangle, with two cups being identical coffees and one cup being a different coffee. Using skills of smell, taste, attention and experience, the cupper will identify the odd cup in the triangle as quickly as they can. The World Cup Tasters Championship final was a tight competition as always, with Gabriel Céspedes of Costa Rica triumphing for a record second year in a row! Meanwhile, DONGHO LEE of South Korea took second place, and MATEUSZ PETLINSKI of Germany obtained third this year.

Competitor Source Coffee Cup Taster Champions from each country - coffee industry

Audience Source Media and professionals from the coffee related industry

世界咖啡烘焙大赛 World Coffee Roasting Championship



Winner: Alexandru Nicolaie (Romania) / 2nd Place: Dmitrii Borodai (Russia) / 3rd Place: Matthew Robley-Simeonsma (United Kingdom)

任何咖啡类赛事选手对于比赛所需的咖啡熟豆总是精挑细选，可大家有没有了解过咖啡生豆方面的知识呢？如何让一颗咖啡生豆完成质的转变，在很大程度上取决于咖啡烘焙师。在业内称他们为Roaster，他们都有让人震惊的精湛技艺，赋予了咖啡生豆全新的生命。

世界咖啡烘焙大赛是由世界咖啡与活动先驱 (World Coffee Events 以下简称WCE) 基于推广精品咖啡以及基于精品咖啡发起的专业咖啡烘焙大赛，也是咖啡烘焙艺术的最高级别专业赛事。该赛事于2015年首次被引入中国，同年12月在HOTELEX Guangzhou现场决出中国区总冠军。今年4月1日在HOTELEX Shanghai现场集结各国咖啡烘焙冠军，世界咖啡烘焙大赛世界总决赛落下帷幕。最终，罗马尼亚选手Alexandru Nicolaie披荆斩棘荣获世界咖啡烘焙大赛冠军头衔，俄罗斯选手Dmitrii Borodai则以极其微弱的分数差距屈居亚军，季军由英国选手Matthew Robley-Simeonsma荣获。

冠军 / Alexandru Nicolaie (罗马尼亚)
亚军 / Dmitrii Borodai (俄罗斯)
季军 / Matthew Robley-Simeonsma (英国)

选手来源 来自各个国家的烘焙冠军 - 咖啡行业 (咖啡馆, 咖啡公司等)

观众来源 世界各地的媒体, 咖啡行业人群

The quality of roasted coffee beans can influence the score of coffee competitors. Therefore, how to process high quality beans has become a huge problems for all coffee competitors. The World Coffee Roasting Championship (WCRC) is a competition open to qualified National Champions of a World Coffee Events (WCE) sanctioned world Coffee Roasting Championship event. Competitors in the three-stage event will be scored on their performance evaluating the quality of green coffee (coffee grading), developing a roasting profile that best accentuates the desirable characteristics of that coffee, and on the ultimate cup quality of coffees roasted. Romania Champion Alexandru Nicolaie fought off stiff competition battling with a slight advantage to become the World Coffee Roasting Champion while Russia Champion Dmitrii Borodai brushed past the Champion by tinny gap and was awarded second place. The third place was taken by British Champion Robley-Simeonsma.

Competitor Source Coffee Roasting Champions from each country - coffee industry

Audience Source Media and professionals from the coffee related industry



世界咖啡与烈酒大赛 World Coffee in Good Spirits Championship



Winner: MICHALIS DIMITRAKOPOULOS (Greece) / 2nd Place: MARTIN HUDAK (Slovak) / 3rd Place: BERG WU (Taiwan)

世界咖啡与烈酒大赛提供了创新的饮品秘方，展现了咖啡与烈酒碰撞的格局。从传统的爱尔兰咖啡，到独特的咖啡鸡尾酒，这项赛事着重于展现咖啡师如何将美酒与咖啡融合的华丽技巧。今年世界咖啡与烈酒大赛的另一吸睛的地方就是新登场的烈酒吧台，现场还邀请了各个国家的咖啡烈酒冠军给现场的观众送去别具一格的咖啡烈酒饮品。希腊冠军MICHALIS DIMITRAKOPOULOS最终夺得世界咖啡与烈酒大赛的冠军，斯洛伐克冠军MARTIN HUDAK和台湾冠军BERG WU分别摘得亚军与季军殊荣。

冠军 / MICHALIS DIMITRAKOPOULOS (希腊)

亚军 / MARTIN HUDAK (斯洛伐克)

季军 / BERG WU (台湾)

选手来源 来自各个国家的咖啡与烈酒冠军 - 咖啡行业 (咖啡馆, 咖啡公司等)

观众来源 世界各地的媒体, 咖啡行业人群

World Coffee in Good Spirits Championship promotes innovative beverage recipes that showcase coffee and spirits in a competition format. From the traditional Irish coffee to unique cocktail combinations, this competition highlights the barista's skills in perfectly combining coffee and alcohol. This year the Spirit Bar of World Coffee In Good Spirits Championship is a new attractive place. The champions from different countries served audience signature coffee cocktails at the spirits bar. Greek Champion MICHALIS DIMITRAKOPOULOS finally won the title. Slovak Champion MARTIN HUDAK won the second place and Taiwan Champion BERG WU won the third place.

Competitor Source Coffee in good spirits Champions from each country - coffee industry

Audience Source Media and professionals from the coffee related industry



世界拉花艺术大赛 World Latte Art Championship



Winner: Umpaul (Sung Jin) Um (South Korea) / 2nd Place: Li Qi (China) / 3rd Place: Minako Yoshizumi (Japan)



世界拉花大赛由世界咖啡赛事组委会主办，是咖啡拉花艺术的最高级别的专业赛事。经典的牛奶与浓缩咖啡在咖啡师创作的作品顶端呈现，着重于执行、替代以及创艺。历经四天角逐，世界各国拉花冠军们各展绝技，世界拉花艺术大赛的冠军殊荣被韩国冠军UMPAUL拿下。作为这次东道主，中国区总冠军李琦也摘得了世界拉花亚军的头衔。日本冠军 Minako Yoshizumi最终夺得季军。

冠军 / Umpaul (Sung Jin) Um (韩国)
亚军 / 李琦 (中国)
季军 / Minako Yoshizumi (日本)

选手来源 来自各个国家的拉花冠军 - 咖啡行业 (咖啡馆, 咖啡公司等)

观众来源 世界各地的媒体, 咖啡行业人群

World Latte Art Championship highlights artistic expression in a competition platform that challenges the barista in an on-demand performance. Classic milk and espresso drinks are topped with designs of the barista's creation, with emphasis on execution, replication, and creativity. After 4 days competition, all the champions showed their unique skills and finally Korean Champion UMPAUL won the 2016 World Latte Art Champion. As the Host, Chinese Champion Li Qi won the 2nd place and Japan Champion Minako Yoshizumi got the 3rd place award.

Competitor Source Latte Art Champions from each country - coffee industry

Audience Source Media and professionals from the coffee related industry



CHAMPIONSHIP
2016 世界咖啡师大赛中国区选拔赛



2016 CHINA BARISTA CHAMPIONSHIP
2016 世界咖啡师大赛中国区选拔赛



IAWA

MONIN

和路



2016 CHINA BARISTA CHAMPIONSHIP
2016 世界咖啡师大赛中国区选拔赛



铭氏 Mings

铭氏 Mings

铭氏 Mings

2016 世界咖啡师大赛中国区选拔赛
2016 CHINA BARISTA CHAMPIONSHIP



2016世界咖啡师大赛中国区选拔赛 2016 China Barista Championship



1ST PRIZE: YINZHE ZHANG / 2ND PRIZE: JINGUI ZHU / 3RD PRIZE: XUANCHE

2016世界咖啡师大赛中国区选拔赛于3月29日至4月1日在上海新国际博览中心HOTELEX展会N5馆成功举办。2016年度的比赛在全国范围设立21个赛区进行选手的选拔，覆盖中国大陆华东、华北、华南、西南地区主要中心城市，通过分区赛的选拔，有46名选手顺利进入到中国区的总决赛。他们来自各地咖啡馆。为期4天的比赛中，选手们为观众和评委们呈现了更多精彩的视觉、嗅觉、味觉体验。最终，2014年CBC中国区冠军张寅喆再次摘得2016世界咖啡师大赛中国区选拔赛桂冠，他将作为中国代表选手前往韩国首尔，参加世界咖啡师大赛。比赛也吸引了全国各地的咖啡业主、咖啡企业代表前来观摩。

获奖名单

冠军 / 张寅喆 (M2M COFFEE)
亚军 / 朱金贵 (朱伟嘉咖啡贸易)
季军 / 车璇 (知更咖啡馆)

选手 / 观众来源

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、高级星级酒店

2016 China Barista Championship (CBC) has been concluded successfully at HOTELEX Shanghai. CBC has marched into her 14th year with 21 division competitions covering East, North, and Southwest region of China. There are 46 competitors which represent 21 division competitions gather at HOTELEX Shanghai 2016 to battle it out for the exclusive spot to compete at WBC 2016. During the four days competition, competitors provide fascinating shows for both judges and professional visitors through the visual, sensory, and technics experience. Therefore, 2014 CBC championship Yinzhe Zhang has got the first prize again in the China Division. In addition, he would present China division to participate the World Barista Championship in Korea.

Competitor / Audience Source

High Stars Hotel, Senior Club, Hotel Chain, Senior Restaurant



赞助商 / SPONSOR



2016 世界咖啡冲煮大赛中国区选拔赛 2016 China Brewers Cup Championship



1STPRIZE: JIANING DU / 2NDPRIZE: YUE WU / 3RDPRIZE: ZHENGRI YIN

伴随着咖啡产业在国内不断地高速发展和文化的兴起，国际市场更多的将目光投向中国。而世界咖啡竞技先驱WCE（World Coffee Events）更是将世界咖啡冲煮大赛（WBRC）继WBC、WLAC 和WCTC 之后授权中国区唯一主办方上海博华国际展览有限公司。第二届世界咖啡冲煮大赛中国区总决赛于2016年3月29日-4月1日在上海国际酒店用品博览会（HOTELEX Shanghai）成功举行。通过四天的竞技，咖啡选手杜嘉宁成功摘得桂冠，她将代表中国参加世界咖啡冲煮大赛。世界咖啡冲煮大赛作为一项国际性的世界赛事，以其专业的赛事水平和优秀的服务体验，成为了在咖啡冲煮领域衡量优秀咖啡师的标准。现在更有来自中国咖啡产区的选手以及选手强大的产区后援团在现场助阵。

获奖名单

冠军 / 杜嘉宁（UNI · UNI咖啡馆）
亚军 / 吴悦（大理唐咖）
季军 / 尹正日（大连后生餐饮）

选手 / 观众来源

咖啡店、西餐厅、咖啡设备制造商、咖啡供应商、高级星级酒店

With the rapid development of domestic coffee industry and the raise of coffee culture, China catches more attention from international market. World Coffee Events authorized Shanghai UBM Sinoexpo International Exhibition Co., Ltd, the only and exclusive exhibition organizer, to organize China Brewers Coffee Championship (CBRC) was held at 29th March – 1st April, 2016 at HOTELEX Shanghai. Therefore, Jianing Du has got the first prize, and represents China division to compete with worldwide competitors. From the aspect of profession or extent of welcoming, WBRC enjoy its extraordinary influence among world coffee competitions and it also supported by many industrial company and coffee fans.

Competitor / Audience Source

High Stars Hotel, Senior Club, Hotel Chain, Senior Restaurant



赞助商 / SPONSOR

HARIO

BORONG

Mings

MAHLING

Barcafe

明珠
MQ COFFEE

MOLA
COFFEE



2016 “锦宏杯”星级酒店中西式摆台大赛

“Jinhong Cup” Star Hotel Table Art Display Competition 2016



WINNER: Hong Qiao State Guest Hotel / SECOND PRIZE: Peace Hotel, Blue Palace Hotel / THIRD PRIZE: Shanghai University LEHULOU GROUP, Fujian Hotel,

上海市旅游行业协会饭店业分会与上海博华国际展览有限公司成功举办了五届的星级酒店早餐自助餐摆台大赛，大赛是综合评定酒店员工对自助餐摆台主题构想、餐台设计、餐桌设计、摆台规范、器皿搭配等操作技能的比赛，已经在业内形成了自助餐评比的范本。截止到去年，摆台大赛的形式以西式自助餐摆台为主，2016年加入了中式宴会和大型宴会摆台的形式，旨在全面发展酒店从业人员摆台技能。

获奖名单

- 一等奖 上海虹桥迎宾馆
- 二等奖 和平饭店、蓝宫大饭店
- 三等奖 上海大学乐乎楼集团、富建酒店、宝隆宾馆
- 优秀组织奖 上海银星皇冠假日酒店、新园华美达广场酒店
- 西式自助餐摆台最佳菜台设计师 / 上海虹桥迎宾馆 / 张雅峰
- 西式自助餐摆台最佳摆台设计师 / 上海虹桥迎宾馆 / 曹春晖
- 中式宴会摆台最佳设计师 / 上海虹桥迎宾馆 / 张雅峰
- 西式大型宴会摆台最佳设计师 / 上海虹桥迎宾馆 / 张雅峰

选手 / 观众来源 高星级酒店、连锁酒店、高级餐厅

赞助商 / SPONSOR



“Star hotel buffet display competition” has lasted for five years, which was co-organized by Shanghai Tourism Industry Association and Shanghai UBM Sinoexpo International Exhibition Co., Ltd. With the development gradually, the competition has become mature event about hotel catering sector at Hotelex Shanghai. The buffet display competition are mainly composed of western-style four people, the participant should consider the design of dinner table and dish table.

As to the hotel staff, buffet has entered a relatively mature stage in China. The outstanding features necessary to show the hotel's characteristics and positioning of publicity and quality. As the importance of catering, the competition has rigorous criteria, secondly should highlight sense of design, the choice of food and tableware should accord with design theme.

Awards List

- WINNER: Hong Qiao State Guest Hotel
- SECOND PRIZE: Peace Hotel, Blue Palace Hotel
- THIRD PRIZE: Shanghai University LEHULOU GROUP, Fujian Hotel, Baolong Hotel
- Outstanding Organization: Ramada Plaza Shanghai, Crowne Plaza Shanghai
- Best Buffet Display Dinner Table Designer: Hong Qiao State Guest Hotel Yafeng Zhang
- Best Buffet Display Designer: Hong Qiao State Guest Hotel Chunhui Cao
- Chinese-style Banquet Best Designer: Hong Qiao State Guest Hotel Yafeng Zhang
- Western-Style Banquet Best Designer: Hong Qiao State Guest Hotel Yafeng Zhang

Competitor / Audience Source

High-end star hotels, chain hotels, high-end restaurant

第三届“万润杯”酒店客房技能大赛

The 3rd "Wanrun Cup" Star Hotel Service Skill Competition



在上海旅游行业协会的指导下，上海博华国际展览有限公司携手上海万润酒店用品市场推出以酒店客房服务技能争霸赛，展示酒店客房服务的技能及布草的发展趋势，全面提升客房服务及布草的品质，为酒店及布草厂商搭建沟通交流的平台。

获奖名单

- 冠军** 锦江都城有限公司 / 邵秋丽
- 亚军** 上海虹桥迎宾馆 / 赵研
金燕大厦 / 崔艳
- 季军** 锦江都城有限公司 / 赵永叶
东郊宾馆 / 刘玉银
上海虹桥迎宾馆 / 杨秋玲
- 优胜奖** 国际贵都大酒店 / 刘孟
上海虹桥迎宾馆 / 卢有琴
东方滨江大酒店 / 张梅红

选手 / 观众来源 高星级酒店，连锁酒店

赞助商 / SPONSOR

**KING
KOIL**
—美国金可儿—

So as to improve star hotel service skill and show the good quality of textile product, which builds a platform between hotel managers and suppliers. There are 46 Star hotels in Shanghai had attended the competition, it mainly unfolds high-standard hotel service by spreading out bed sheet, bed sack, pillowcase.

Awards List

- **Winner:** JinjiangHotels Qiuli Shao
- **1st Runner up:** Hong Qiao State Guest Hotel Yan Zhao
Jinyan Hotel Yan Cui
- **2nd Runner up:** Jinjiang Hotels Yongye Zhao
Dong jiao State Guest HotelYugeng Liu
Hong Qiao State Guest Hotel Qilun Yang
- **Outstanding Prize:** Hotel-equatorial Meng Liu
Hong Qiao State Guest Hotel Youqin Lu
Oriental Riverside Hotel Shanghai Meihong Zhang

Competitor /Audience Source

Audience Source: High-end star hotel, Chain hotels



2016酒店制服秀 2016 Hotel Uniform



酒店制服是酒店文化中的重要元素。2016酒店制服秀已举办了四届是上海国际酒店用品博览会上受各方热烈关注的活动之一，比赛不仅展现了酒店服装设计同时也展现了酒店员工的精神风貌，酒店情景走秀和专业模特走秀形成了比赛的主要形式，制服设计、现场展示及现场音乐的完美配合都会关系到最后的评分。



选手 / 观众来源 高星级酒店，连锁酒店

赞助商 / SPONSOR



获奖名单

- | | | |
|-----------------|---|------------------|
| 冠 | 军 | 上海虹桥迎宾馆 |
| 亚 | 军 | 上海华亭宾馆 |
| | | 上海东郊宾馆 |
| 季 | 军 | 上海国际会议中心有限公司 |
| | | 上海华美达广场新园酒店 |
| | | 上海明珠大饭店 |
| 优 秀 组 织 奖 | | 上海虹桥迎宾馆 |
| | | 上海华亭宾馆 |
| | | 上海东郊宾馆 |
| 优 秀 表 演 奖 | | 上海莘庄文化活动中心时装队 |
| 最 佳 情 景 奖 | | 上海华亭宾馆 |
| 最 佳 表 演 奖 | | 上海国际会议中心有限公司 |
| 最 佳 解 说 奖 | | 上海华美达广场新园酒店 |
| 最 佳 设 计 师 奖 | | 上海青禾服装股份有限公司 |
| 最 佳 服 装 设 计 奖 | | 无锡卓尔雅服饰有限公司 |
| 最 佳 制 服 供 应 商 奖 | | 济南乔布蓝服饰有限公司 |
| 最 佳 服 装 设 计 奖 | | 北京市多米来服装服饰有限责任公司 |
| 最 佳 服 装 设 计 奖 | | 上海虹鹭服饰有限公司 |
| 最 佳 制 服 供 应 商 奖 | | 无锡依梦都服饰有限公司 |

2016酒店制服秀 2016 Hotel Uniform



Hotel uniform is a very important element of hotel culture. 2016 Hotel Uniform will be one of the most popular activities of HOTELEX SHANGHAI which had been successfully hold third. It's not only the competition for uniform design but also for the staff's good spirit. Model Show and situational presentation form the main part of competition, uniform design of each post, situational presentation, music effect and so on is the important scoring criteria.

Awards List

- **Winner:** Hong Qiao State Guest Hotel
- **Second Prize:** Huating Hotel
The Dongjiao State Guest Hotel
- **Third Prize:**
Shanghai International Convention Center Co.,Ltd.
Shanghai Ramada Plaza
Shanghai Mingzhu Hotel

■ Outstanding Performance

Shanghai Xinzhuang Culture Centre

■ Best Organizer

Hong Qiao State Guest Hotel, Huating Hotel

The Dongjiao State Guest Hotel

■ Best Melodrama / Huating Hotel

■ Best Performance

Shanghai International Convention Center Co.,Ltd.

■ Best Commentary / Shanghai Ramada Plaza

■ Best Designer / SHANGHAI QINGHE CLOTHING CORP.

■ Best Uniform Design / Wuxi Zhouerya Fashion Co.,Ltd.

■ Best Uniform Supplier / Jinan Joblabel Workwear Co.,Ltd.

■ Best Uniform Design

Beijing Duomilai Garments & Attire Co.,Ltd.

■ Best Uniform Design / SHANGHAI HONGLU FASHION CO.,LTD.

■ Best Uniform Supplier / Wuxi Yimengdu Dress Co.,Ltd.

Competitor /Audience Source

High-end hotels, chain hotels, high-end clubs

2016 HOTELEX “明日之星” 厨师大赛 2016 HOTELEX “The Rising Star” Chef Competition



联合主办单位：中国烹饪协会 / 上海博华国际展览有限公司 承办单位：中国烹饪协会国际美食委员会

HOTELEX “明日之星” 厨师大赛旨在打造成全国中西餐饮行业内权威的高校厨艺评定与展示平台，通过专业权威建立起来的评定体系，评选出业界认可、具有权威资质的“明日之星”餐烹饪大师”。此次2016年华东赛区选拔赛暨2016 HOTELEX “明日之星” 厨师大赛总决赛首次引入了中餐比赛环节。在中西餐对决的同时，向评委及现场观众呈现了一场中西餐饮文化的融合与发展。

选手 / 观众来源

餐饮连锁、餐饮加盟店、直营店、代理商、茶餐厅、娱乐场所
烹饪学校、高星级酒店

赞助商 / SPONSOR



获奖名单

中餐组

- | | | | |
|---|---|---|--|
| 一 | 等 | 奖 | 安徽工商职业学院 |
| 二 | 等 | 奖 | 江苏食品药品职业技术学院 |
| 三 | 等 | 奖 | 安徽工商职业学院2队
建得市辛食客餐饮食品有限公司
山东凯瑞集团
上海洲海花园酒店 |

西餐组

- | | | | | |
|---|---|---|-------------|--------------|
| 最 | 佳 | 创 | 意 | 上海旅游高等专科学校王蓉 |
| 最 | 佳 | 技 | 术 | 新东方烹饪学校张九荣 |
| 一 | 等 | 奖 | 广州贸易职业学院吴晓坤 | |
| 二 | 等 | 奖 | 昆明学院王颖然 | |
| 三 | 等 | 奖 | 上海旅游高等专科学校 | |
| | | | 昆明学院 | |
| | | | 上海第二轻工业学校 | |
| | | | 四川旅游学院食品学院 | |
| | | | 广东省贸易职业学院 | |
| | | | 新东方烹饪学校 | |

2016 HOTELEX “明日之星” 厨师大赛 2016 HOTELEX “The Rising Star” Chef Competition



ORGANIZER: China Cuisine Association / Shanghai UBM Sinoexpo CO-ORGANIZER: China Cuisine International Food Association

HOTELEX “The Rising Star” Chef Competition aims to be an evaluation and display platform for the food industry authority within the Cooking master college. We set up a new professional authority assessment system, selected industry-recognized “Rising Star Chef.” The 2016 East Division & 2016 HOTELEX “The Rising Star” Chef Competition Finals put in a new part of Chinese Cuisine. The competition of Chinese and Western cuisine shows the fusion of Chinese and Western food culture and development to all the visitors and judges.

Awards List

CHINESE CUISINE

■ The First Prize

Anhui Business Vocational College

■ The Second Prize

Jiangsu Food & Pharmaceutical Science College
Anhui Business Vocational College

■ The Third Prize

Jiande City Xin Guest Catering Co., Ltd.
Camry Hotel Management Consultant Co., Ltd. of Shandong Province
Karon Garden Hotel

WESTERN CUISINE

■ The Best Creative Award

Shanghai Institute Of Tourism Rong Wang
Shanghai New East Cuisine School Jiurong Zhang

■ The Best Technology Award

Guangdong Trade Vocational Technical School Xiaokun Wu
Kunming University Haoran Wang

■ The First Prize

Shanghai Institute of Tourism

■ The Second Prize

Kunming University
Shanghai Second Light Industry School

■ The Third Prize

Sichuan Tourism University
Guangdong Trade Vocational Technical School
Shanghai New East Cuisine School

Competitor /Audience Source

catering chains, franchise stores, regular chains, agents,
restaurants, recreation venues, cooking schools and high star
hotels.

2016上海国际披萨大师赛

2016 Shanghai Pizza Master Championship



Winner: Zhengda Long / Second Prize: Jinxue He / Third Prize: Haoze Li

上海国际披萨大师赛是国内顶级的职业竞技赛事，为中国的披萨职业厨师提供了一个竞技、表演、交流的平台。披萨大师赛全年吸引了国内很多优秀的选手，最终选拔出52名优秀选手来到上海进行比赛，今年新增了成都和广州两个分赛区的选拔，分赛区的冠军亚军5名选手将直接参与上海的全国总决赛。与此同时，现场还有非常专业的披萨花抛团为观众带来了技惊四座的表演。高手如云的比赛现场，选手们用创意无限的作品一次次的征服了在场的观众。真可谓是一场视觉与味觉交相辉映的美食盛宴。

获奖名单

冠军 / 龙正达 (上海百特喜餐饮管理有限公司)
亚军 / 何金学 (云南舒格雷·李MASTER PIZZA餐厅)
季军 / 李昊泽 (北京米兰西典餐饮服务管理有限公司)

协办单位 强安&宝浓PIZZA学院

选手 / 观众来源 餐饮公司、烘焙店、西餐厅、咖啡店、披萨店等

赞助商 / SPONSOR



Awards List

Winner:

Shanghai Baker's Pizza Restaurant Management CO., LTD.
Zhengda Long

Second Prize:

Sugar Ray Lee Master Pizza Jinxue He

Third Prize:

Beijing Milan Xidian Restaurant Service Management CO., LTD.
Haoze Li

Co-organizer

Qiang An & Baonu Pizza Academy

Competitor / Audience Source

Catering company, bakery, western restaurant, coffee shop, pizza shop, etc.

2016 第四届上海国际手工冰淇淋大师赛

2016 China Gelato Championship



Winner: GuoHongwu / Second Prize: Li Jing / Third Prize: Li Shenglan

由上海博华国际展览有限公司主办，并得到MGI（意大利手工冰淇淋协会）大力支持的上海国际手工冰淇淋大师赛每年3月底4月初在上海高端食品展冰淇淋馆火热开赛。作为上海国际酒店用品博览旗下展会-上海高端食品与饮料展自2013年起在现场独辟冰淇淋展区并举办上海国际手工冰淇淋大师赛，多维度引燃意大利冰淇淋的味觉与视觉。与此同时，《COFFEE T & I》和《甜食工业》等业内专业媒体以及众多行业大众媒体都将会全方位多角度跟踪报道赛事盛况。

获奖名单

■冠军 / 郭洪武 ■亚军 / 李晶 ■季军 / 李胜兰

选手 / 观众来源

餐饮公司、烘焙店、西餐厅、咖啡店、披萨店等

赞助商 / SPONSOR



The annual China Gelato Championship is organized by Shanghai UBM Sinoexpo Co., Ltd, supported by MGI (Scuola Italiana di Gelateria) has been held in Expo Finefood Hall during the end of March and the beginning of April.

As the division of the Shanghai International Hospitality Equipment & Supply Expo, Expo Finefood and Expo Beverage initiated the ice-cream exhibition area since 2013 and held the China Gelato Championship, which sparkled the Italian gelato's flavor and vision. Meanwhile, The professional media such as Coffee Tea & Ice and Sweets Industry and many mass medias will tracking report the event from all-round angles.

Awards List

■Winner: Guo Hongwu ■Second Prize: Li Jing
■Third Prize: Li Shenglan

Competitor /Audience Source

High Stars Hotel, Senior Club, Hotel Chain, Senior Restaurant



2016 “晶花杯” 第三届上海国际潮流饮品创意制作大赛 2016 “King Flower” The 3rd Shanghai Fashion Drinks Competition



Winner: Zhang Qiang / Second Prize: Li Jianhui / Third Prize: Zhang Yue Xia

“饮”有尽有，强者对决。潮流饮品开创了一个给业内人士互相交流学习的平台，全国七个城市多点开花，共计150多位各地选手推动了这场潮流，吸引了众多专业人士现场观摩体验饮品达人的创意之作，在推陈出新创意至上的今日，带动行业发展“饮”该如此。

获奖名单

- 冠军 / 张强 (哈尔滨宏伟咖啡食品有限公司咖啡师)
- 亚军 / 李建慧
- 季军 / 张阅霞 (海角七路店店长)

选手 / 观众来源

连锁餐饮、饮品加盟店、咖啡店、茶餐厅
饮品原料制造商、代理商

赞助商 / SPONSOR



Fashion Drinks established a platform for every master who loves making drinks to communicate and learn from each other. In 2016 season, over 150 competitors came from seven cities attended this competition and each city send top three to participate in the Fashion Drinks Competition Final in Shanghai. The final competition attracts lots of professionals to enjoy the creative work from "Drinks Talent", which also drive the development of the industry.

Awards List

- Winner: Zhang Qiang
- Second Prize: Li Jianhui
- Third Prize: Zhang Yue Xia

Competitor / Audience Source

Catering Chains, Franchise Stores of Drinks, Coffee Shop,
Restaurants, Manufacturers of the Source Materials of Drinks, Agents.



2016 “我是主厨” 烘焙大师赛

“I'm the chef” Shanghai Bakery Master Championship 2016



拉糖工艺 / 巧克力工艺 / 翻糖蛋糕工艺 / 杏仁装饰蛋糕工艺

在饮食行业迅猛发展的今天,我国在国际上纯高端西点工艺大师较少,在国际比赛中的排名较低。当下国内涌现出大量有思想有技术的顶级人才,他们是中国烘焙行业未来的希望。新一届的比赛内容包括拉糖工艺、巧克力工艺、翻糖蛋糕工艺、杏仁装饰蛋糕工艺四大类,比赛内容与国际大赛接轨,对参赛者的基础功底和创新能力提出了严格的要求。经历了二届比赛洗礼的“我是主厨”比赛正趋于成熟,有越来越多的国内烘焙从业人员关注这个比赛,通过比赛让更多的从业人员关注自己技艺,开拓思维,从而创造更好的烘焙精品。

获奖名单

拉糖组 ■冠军 / 欧阳天长 ■亚军 / 邓正典 ■季军 / 狄丽俊
翻糖蛋糕组 ■冠军 / 刘诗帆 ■亚军 / 徐静 ■季军 / 季维维
巧克力工艺 ■冠军 / 赵凯 ■亚军 / 雷明露 ■季军 / 王康宇
杏仁膏 ■冠军 / 梁小燕 ■亚军 / 黎惠媚 ■季军 / 陆霖

选手 / 观众来源

连锁烘焙店、西饼房、咖啡店、烘焙学校

赞助商 / SPONSOR

183
FRANCE

silikowart

GHIRARDELLI
LI

With the development of Bakery industry, which lacks of the excellent bakery master in China. "I'm the Chef" Shanghai Bakery will take second event at Hotelex 2016 featuring over 100 contenders and their sugary masterpieces rights on the show floor. The competition added the new items, so it includes sugar art, fondant art, chocolate making, Marzipan cake with latest trend and skill technology. The organizer will invite international masters to build group of judge. The event aims to educate bakery knowledge and activate of creation of China bakery professionals by creating a cradle for up-rising professionals. The winner of each items are given the chance to attend world class championship. Please take the opportunity to plunge yourself into bakery career. The sort of competition: Sugar Art; Chocolate Art; Fondant Creative Cakes; Marzipan Cake;

Awards List

SUGAR ART

■Winner: Tianchang Ouyang ■Second Prize: Zhengdian Deng
 ■Third Prize: Lijun Di

FONDANT CREATIVE CAKE

■Winner: Shifan Liu ■Second Prize: Jing Xu ■Third Prize: Weiwei Ji

CHOCOLATE ART

■Winner: Kai Zhao ■Second Prize: Mingai Lei
 ■Third Prize: Kangyu Wang

MARZIPAN CAKE

■Winner: Xiaoyan Liang ■Second Prize: Hulmei Li
 ■Third Prize: Lin Lu

Competitor / Audience Source

Chain Bakeries, Pastries, Coffee shop, baking school



第五届中国国际调酒大师杯 The 5th China Master Bartender Competition



第五届中国国际调酒大师杯全年吸引海内外200余名优秀选手经过成都、青岛、广州、北京、上海5个分区赛的选拔，最终来到上海共同角逐年度总冠军的殊荣。以大师杯裁判长金众磊为首的国际评审团，汇聚了来自香港调酒师协会、新加坡调酒师协会等诸多行业内大咖，为大赛增加了深厚的底蕴。世界花式调酒冠军，被称为“Shaking Machine”的Mr. Vaclav Abraham更是亲临现场，在担任大师杯花式比赛裁判的同时，也为大家带来了精彩纷呈的世界级花式表演。

获奖名单

传统调酒比赛

- 冠军 / 梁灿雄 ■ 亚军 / 周正洁 ■ 季军 / 李帅麒
- 最具潜力奖 / 成传鹏

花式调酒比赛

- 冠军 / 陈忆祖 ■ 亚军 / 詹潮润 ■ 季军 / 姚铭添
- 最具表现力奖 / 甄尔翔

选手 / 观众来源

酒吧、酒类代理商、供应商、高星级酒店、高级餐厅、娱乐场所

The 5th China Master Bartender Competition has been successfully hold in Shanghai New International Expo Center on March 29th – April 1st. As to the former, over 200 domestic and overseas competitors rivaled each other in five regional competitions before arriving in Shanghai to compete in the final. The all-star judge team led by Kin San, Hong Kong Bartender Association and Singapore Bartender Association, insures the professionalism and justice of the competition. Meanwhile, the world flair tending champion Mr. Vaclav Abraham, who is named by 'shaking machine', also arrived at the scene, staging a spectacular performance of dual flair.

Awards List

CREATIVE CLASSIC

- Winner: Liang Canxiong ■ Second Prize: Zhou Zhengjie
- Third Prize: Li Shuaiqi
- Most potential award: Cheng Chuanpeng

FLAIRTENDING

- Winner: Chen Yizu ■ Second Prize: Zhan Chaorun
- Third Prize: Yao Mingluo
- Most expressive award: Zhen Erxiang

Competitor / Audience Source

Bar, Beer Agents, Supplier, Starred Hotel, Entertainment Venue.

赞助商 / SPONSOR





以贤为镜——觅乐年度评选

MIRROR AWARD

3月29日晚于浦东嘉里中心举办的2016 HOTELEX觅乐年度评选，邀请到了来自国内外近千位重量级嘉宾莅临现场，行业精英、高星级酒店管理层及业主、国际酒店设计大师、餐饮行业风云人物、以及优秀供应商。来自主办单位中国旅游饭店业协会以及全国各地省市饭店及旅游协会协办单位的评委团，对参评企业进行评审，选出行业的精英企业以及对行业做出杰出贡献的个人，颁发觅乐各项大奖。除此之外，在盛典现场还特别设置了精彩节目、美酒美食以及抽奖环节。特别鸣谢：

首席赞助：东呈酒店集团

黄金赞助：上海易耐盟贸易有限公司；上海潘飞国际贸易有限公司





2016 Mirror Award established in Shanghai Kerry Hotel on the night of 29th March. About a thousand honored guests have been invited to the site; including industry elite, hotel managers, designers, and excellent suppliers. A jury composed of the China Tourism and Hotel Industry Association and its co-organizers tourism industry association hotels branch across China will examine and appraise the participant enterprises to select and award the outstanding industrial enterprises, and the elites who have made outstanding contributions to the hospitality and catering industry. In addition, there are also fascinating performances, and Lucky Draw session during the Gala Dinner.



Special Thanks:
Chief Sponsor:
Eastern Crown Hotels Group

Gold Sponsors:
Shanghai Yinaimeng Trading Co., Ltd
Dazheng Group



同期举办:2017上海高端食品与饮料展/Concurrent: Expo Finefood 2017

No.2345 Longyang Road, Pudong District, Shanghai