# HOTELEX SHANGHAI 2018

# **POST SHOW REPORT**

TLEX SHANGING 2018

2018.04

# CONTENTS

BRIEF EXHIBITOR & PRODUCT ANALYSIS VISITOR ANALYSIS EXHIBITOR QUOTE EVENTS REVIEW



# ONE

Co-hosted with Shanghai Municipal Tourism Administration and China Tourist Hotel Association, HOTELEX 2018 during its 4-day show had come to a successful closing at Shanghai New International Expo Center on March 29. On the way to its 27 years, HOTELEX witnessed a strong improvement, continue to be the leading industry event bar none.

This year, HOTELEX hit the record high of both scale and buyer amount, engaging professional buyers, distributors and agencies from hotel, catering, café, ice cream and bakery, bar, retail industry, reaching an outstanding record of 146,267 professional visitors from 22 countries and 5,135 overseas buyers. HOTELEX made a success to gather 2,000 leading brands and exhibitors from mainland China, Italy, Spain, American, Germany, Japan, Hong Kong, Macau and Taiwan.

146,267 professional visitors 2,500 excellent buyers 5,185 overseas buyers

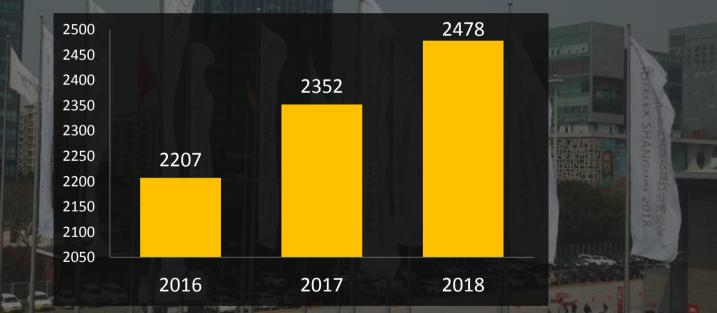
+ SPLENDID EVENTS 220,000 SQM EXHBITION SPACE

# EXHIBITOR & PRODUCT ANALYSIS

Compared to 2017 category data (1871), HOTELEX 2018 attracted 2,049 excellent catering service exhibitors, hitting a record of 9.5% increase

TWO

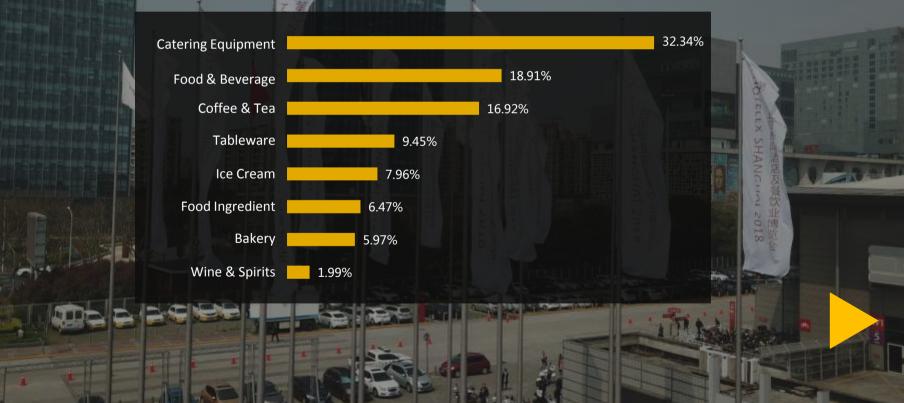
# **REVIEW OF EXHIBITORS**



Compared to 2017 HOTLEX data (2352), HOTELEX 2018 contributed an increase of 5.4%, attracting 2,478 excellent catering service exhibitors.

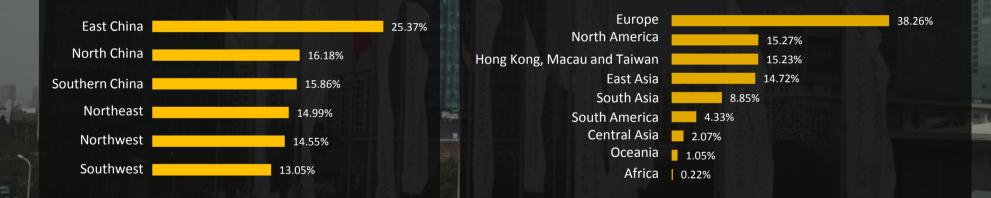
# TWO

# EXHIBIT PROFILE



# TWO

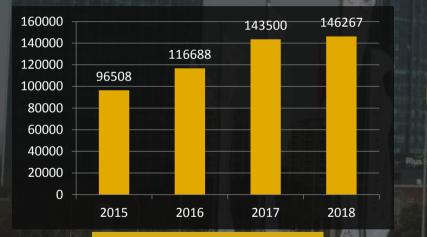
# EXHIBIT DISTRIBUTION



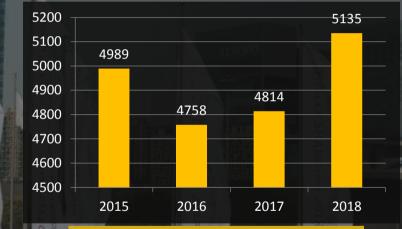
HOTELEX exhibitors and products come from 116 countries and regions. Most of the mainland China companies and products come from East China, South China, North China and Northeast China. 42.37% of exhibitors come from Hong Kong, Macao, and Taiwan and overseas.

# VISITOR ANALYSIS

As the leading industry event, HOTELEX 2018 hit the record high of boht scale and buyer amount. Delivered a grander show in size with 5 new highlights in this edition, the expo drew a total of 146,267 trade buyers from hotel, catering service, café, ice cream, bakery, bar, retail during the 4-day show, of which 5,135 came from overseas, to source from 2,500 exhibiting companies from 122 countries and regions.



2015-2018 VISITOR GROWTH CHAR



2015-2018 OVERSEAS VISITOR GROWTH CHART

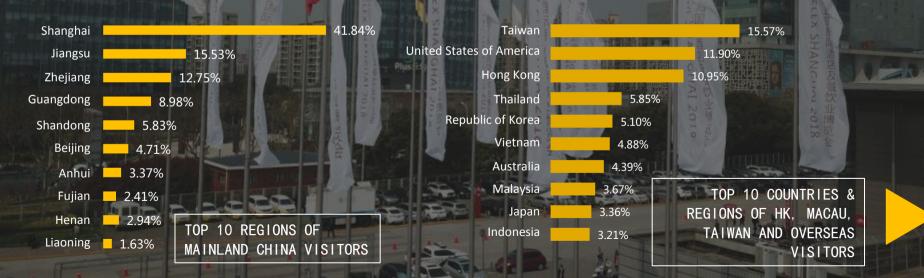
Divided into two editions (HOTELEX & HOTELEX PLUS), HOTELEX started to adjust the visitor strategy. Visitor percentage of restaurant, snack shop, store, takeaway, café, drink and bakery shop reached a hit of 23.76%, while buyers from hotel, hostel, resort and other hotel service remain stable.

Restaurant/Fast-food Outlet/Snack Bar/Take-away	10.99%		
Club/Sports Centre/Theme Park/Leisure Centre/Theatre	9.73%		
Café/Tea House	8.75%		
Hotel/Motel/Resort	7.32%		
Food & Beverage Importer & Exporter	6.86%		
g Hospitals/Government/Institutions/Airlines/Contract/Cruise Lines/Factory	6.56%		
ent Store/Duty Freeshop/Supermarket/Hypermarket/Grocery Store/Convenient Store	6.48%		
KTV/Bar/Night Club/Karaoke Bar	6.44%		
Hotel Article Importer/Exporter	5.12% 4.64%		
Food & Beverage Manufacturer			
Ice Cream/ Chocolate/Sweets			
Chains/Franchising			
Hotel Article Manufacturer			
Breads/Bakery Store/Pizza Store			
Others			
E-business Company	1.84%		
Real Estate/Design Company	1.68%		
Media	1.38%		

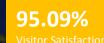
2018 SOURCE OF VISITORS

# VISITOR GEOGRAPHIC DISTRIBUTION

Overseas visitors from Vietnam, American, Australia, Indonesia hit a double increase this year. Specially, visitors from Southeast Asia occupied 20.95%, happening in Thailand, Vietnam, Indonesia act. Visitors from American occupied a percentage of 12.46%, increasing nearly 3.2 times than 2017's, while professional buyers from Australia hit a double. From the data above, HOTELEX presented a strong improvement on a leading position in the industry. Analyzed from source of visitor, buyers from restaurant, fast food shop, snack store, takeaway, café, drink shop and bakery present an increase of 23.76%, while buyers from hotel, hostel, resort and other hotel service remain stable.



# VISITOR PHURCHASE INTENTION



**93.18%** Visitor Satisfaction

n Cementing Relationship with Suppliers/Partners

**91.67%** Visitor Satisfaction

Placing Orde

**91.10%** Visitor Satisfactio

Seeking Franchisors/Principate

92.75% Visitor Satisfaction

**Seeking New Products** 

**88.19%** Visitor Satisfaction

Seeking New Supplies

# EXHIBITOR QUOTE

Hobart Food Equipment Co., Ltd. / Marketing Director More than 10 years cooperation with UBM Sinoexpo, we experienced excellence and benefited a lot from it. On this global and industry-wide exhibition platform, we had chance to exchange minds with peers, communicate with customers and introduce our products. Additionally, VR service was added this year, which we can see the organizers have made great efforts in publicity. We are looking forward to the next year and wish HOTELEX better.

#### Shanghai Jincheng Refrigeration Equipment Co., Ltd., Maggie Yi/General Manager

Hotelex welcomed its 28 edition, from which we met various friends. Thanks for Hotelex to provide thoughtful and meticulous service. Let us grow strong to welcome a brilliant future.

#### Ali Group China/ General Manager

FOUR

Hotelex has always been the leading and large-scale exhibition, pursuing innovation and challenge. We also saw exhibition is expanding and developing, no matter level but also professionalism, from which we have chance to display the best products. I wish the exhibition to be better and wish to cooperate to create brilliance.

#### Veetsan Marketing Manager

Veetsan has participated in Hotelex for 12 years since 2007, from which we fully presented our products and outstanding service, improved brand awareness and attracted customers. Meanwhile, as the industrial leader, HOTELEX based on its promotion, cultural and service value brought us with up-today economic trend, both international and domestic manufacturers, domestic and foreign manufacturers. The interaction between exhibitors and professional visitors is one of the important signs for its success, and it is what we valued. Thanks for UBM Sinoexpo to bring us here and we will continuously support it all the time.

#### Tek (Shanghai) International Trading Co., Ltd.

HOTELEX is the best team to provide the best hotel exhibition in China. We expect it to become the world's most influential professional exhibition in the future.

(Radom interview, in no particular order)

#### Fresh Juice Industry (Kunshan) Co., Ltd. Assistant Manager

HOTELEX gathered excellent exhibitors in a hall. Under the effective organization, we successfully carried out work, guidance, freight and move-out. I am honored to attend the Mirror Award and wined the Food & Beverage Supplier Award. The exhibition went fluently and I wish the exhibition be more wonderful!

#### Suzhou Jiahe Foods Industry Co., Ltd. Branding Manager

Thanks for HOTELEX to provide a platform for exhibitors to exchange minds. It is a feast that we not only display products and brand image but also to communicate with peers. The exhibition is brilliant and we look forward to grow up with HOTLEX to create future and produce better products.

#### BEIN MATE

The number of manufacturers and customers improved increasingly each year. We found excellent buyers and exhibitors, user-friendly implementation and a better supporting facilities.

#### Aurora International Irade Co., Ltd. CEO/Riccardo Lettie

Congratulations to the successful closing of the HOTELEX 2018. HOTELEX has always insisted to provide a high-end professional platform, to gather talents in Shanghai to participate in various professional competitions and to benefit from majority of operators and consumers seeking to procure resources. Exhibitors, visitors and competitions from all over the world have been infected by HOTELEX's enthusiasm. Once again, we thank UBM Sinoexpo for providing such a professional platform.

(Radom interview, in no particular order)

# EVENTS REVIEW

JELEX SHANG WWW 2018



The operation mode of central kitchen is a standardization, digitization, industrialization, scientific and efficient operation. It can be considered as an advanced operation model of contemporary restaurant, and it motivates the restaurant to become digitization and industrialization. It is the basic guarantee for a large chain catering enterprises to win the market. In order to meet the development needs, the central kitchen now is getting attention all around. The forum will focus on issues such as "Construction plan of central kitchen", "Operation management of central kitchen", "Research and development of central kitchen dishes" and "Future development and profit model". The forum will focus on the core questions of central kitchen, explore, and introduce the advanced cases overseas. From the perspective of sustainability, they look into the future, provide first-hand solutions and market trends for the restaurant owners and equipment suppliers in Asia-Pacific.

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# New Drink Era——Hotelex Shanghai Drinks Forum

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Up to now, the beverage industry has never developed as fast as it is now. It has never been as variable as it is now. The highlight turns to deconstruct the macro industry situation, guiding practitioners to make forward-looking trend analysis as reference.

# 应链的风口到底在哪里? 新业态的食品安全如何管理? 《供应 FIVE 协会 主席 【食品》,可限公司CEO 沈国文



# 2018 HOTELEX China Catering Industry Forum

The battle of catering market will be back to the brand competence. Besides, capital expansion become to be the highlight in 2017. Famous Chinese restaurant chain began to refine their management technology, accumulate brand value and integrate the resource. The financing expansion became a new model to accelerate the improvement of catering industry. As a result, the catering industry turns to be a cruel market. When is the next chance of the catering industry and how to overcome the challenges became the top topics of catering people.

The forum invited the catering chain enterprises and elites, sharing management experiences and discuss future development trend.



# FIVE

# Modern Catering Industry Revolution Summit Forum



Catering industry market is a huge cake. Everyone is looking forward to it. Meanwhile, the online shopping become a chance for it. Brand needs to be constantly updated to follow the step of the era. Even a good taste restaurant will be failed for standstill. Open minds to hug the current trend, focusing on takeaway and shortening the lobby area.



2018 CMBC BAR MANAGEMENT AND WHISKY **ROUND** Table

As the increasing expansion and development of China's bar industry, how to run a bar to achieve a significant development has become the most concerned for bar managers. Sponsored by CMBC Referee Team, CMBC were held in Beijing, Chengdu, Guangzhou and Shanghai. The seminar brings together the leading people in the major cities of China, in order to promote a healthy development of domestic bar industry, discuss and share experience. Shanghai station as the national flagship hold on 26th March, we invited the national famous bartenders and the American Distillation Association ambassador to the scene, sharing their experience in

bar management and American whisky knowledge.



Jin Zhondlei

Mao Jiangiang

Lawrence Xie

He Haoyun

# FIVE

# CHINA'S PIZZA INDUSTRY STATUS AND DEVELOPMENT FORUM

The so-called "Italians invented pizza, the Americans promote pizza, the Chinese enjoy pizza", pizza has owned a huge market size in China. The "import" pizza is growing rapidly in the Chinese market and will continue to grow. According to the data, the value of pizza has grown from 8.3 billion in 2010 to 24.5 billion in 2017. For entrepreneurs, the pizza industry still contains opportunities.



It is the second year of Shanghai Coffee and Wine Festival 2018 to launch in Shanghai, successfully attracting 80 domestic and overseas cafes and some wine merchants. Visitors were crazy about it and the feast continued to be crowded till its closing. A ten thousand cups of coffee was sold out for free per day. At the same time, the COFFEE & DRINKS OWNER SALON invited more than 30 famous coffee practitioners to share their interesting experiences.



FIVE Shanghai Coffee

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# SHANGHAI COFFEE FESTIVAL-COFFEE & DRINKS OWNER SALON

As an important part of the Shanghai Coffee & Wine Festival, the COFFEE & DRINKS OWNER SALON connected famous cafes from domestic and overseas to share experiences about cafe and drink store business. The 4-day exhibition covered 7 topics, 36 brainstorming, bring audiences (investors, operators, fans) useful knowledge.

# PARTICIPANTS

Hu YIn@Nectar One Café Ben Evans @ uncle no name espresso Zhang Yanzhe@ Uniuni Chen Siwei@OPS CAFÉ Han Yulong@Manner coffee Nils Weisensee @ Café del Volcán Tetsu Kasuya @ Philocoffea YASUO SUZUKI@TRUNK COFFEE Zheng Songmao@质馆咖啡







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# 2018 CHINA BARISTA CHAMPIONSHIP

China Barista Championship (CBC) is the exclusive professional competition authorized by WBC. CBC aims to provide a platform for coffee professionals and enthusiasts to share, compete and celebrate. CBC was introduced to China by Shanghai UBM Sinoexpo in 2003. It has become the cradle of up-rising young coffee professionals in China. CBC has marched into her 16th year with 20 division competitions covering East, North, and Southwest region of China. Champions representing 20 division competitions will gather at HOTELEX Shanghai 2018 to battle it out for the exclusive spot to compete at WBC 2018.

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WARD OF CHAMPION

#### SOURCE OF VISITORS

Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

#### AWARD LIST

Champion: Zhu Jingui Runner-up: Hu Ying Third Place: Pang Hui Forth Place: Nan Peng Fifth Place: Pan Wei Sixth Place: Zhao Rongjie

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# 2018 CHINA BREWERS COFFEE CHAMPIONSHIP

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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 World Brewers Coffee Championship after WBC, WLAC and WCTC. This is the 3nd Edition for the CBrC, as the forth competition introduced to China, 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.

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#### SOURCE OF VISITORS

Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

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#### **AWARD LIST**

Champion : Du Jianing Runner-up : Zhao Yinan Third Place : Xiao Xiaojuan Forth Place : Li Siying Fifth Place : Ao Tingting Sixth Place : Chen Yuxin





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World Latte Art Championship is founded by -WCE (World Coffee Events), the premier producer of events for the coffee community worldwide. Their mission is to develop events that engage the specialty coffee community and promote coffee excellence. CLAC (China Latte Art Championship) shall become the second risen of specialty coffee in China. CLAC has marched into her 5th year with 5 division competitions. Competitors representing 5 division competitions will gather at HOTELEX Shanghai 2018, and the champion will represent China to compete with world class competitors on WLAC.

# 上海博华国际展览有、公司



SOURCE OF VISITORS

Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

#### AWARD LIST

Champion : Liang Fan Runner-up : Zhang Yuanyi Third Place : Lu Daoqiang Forth Place : Ma Haoyue Fifth Place : Huang Kai Sixth Place : Yin Guanghui

DING PASS

BORONG

#### China Cup Tasters Championship was held in 2018 Hotelex Shanghai. As a global coffee professional tournament authority, Shanghai UBM Sinoexpo International Exhibition Co.,Ltd. has been responsible for the important role of international coffee competitions in the field, and spread advanced coffee culture to china. World Cup Tasters Championship will make an important role of coffee competition in the domestic market to bring a grand impact. Whether it is the advanced training of professional barista, or beginners sensory experience, in a certain sense, World Cup Tasters Championship can bring intuitive promotion.

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#### SOURCE OF VISITORS

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Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

#### **AWARD LIST**

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Champion : Chai Yuheng Runner-up : Li Lu Third Place : Wu Gan Forth Place : Zhu Jinjin

# 2018 COFFEE ROASTING CHAMPIONSHIP

The World Coffee Roasting Championship debuted 2013 in Nice, France. In this 3-stage event, competitors are evaluated 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. The new China Coffee Roasting Championship 2018 scheduled for 26-29 March was held at HOTELEX SHANGHAI 2018. The top 22 competitors vyied for just one qualification place at WCRC 2018.

**② 由菜** ③原产地计划

GIESEN

Cafe de Colombia

MELLOWER COFFEE

Robin™

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#### SOURCE OF VISITORS

Café, western restaurant, coffee equipment manufacturers, the high star-hotels, bars, coffee suppliers

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Champion: Liang Yin Runner-up: Ma Ruping Third Place: Ye Weiwei



# SHANGHAI INTERNATIONAL FASHION DRINKS COMPETITION 2018

#### SOURCE OF VISITORS

Catering Chains, Franchise Stores of Drinks, Coffee Shop, Restaurants, Manufacturers of the Source Materials of Drinks, Agents, Professional Cooperative School

#### **AWARD LIST**

Champion : Zhang Jun Jie Runner-up : Lemon Song Third-place : Yu Bo Chuan

As the drinks industry benchmark, Shanghai International Fashion Drinks Competition hit a historical height this year. A professional feast has been held for our exhibitors, judges, competitors and professional visitors. The 5th Shanghai International Fashion Drinks Competition has marched 8 division competitions. Competitors representing 8 division competitions gathered at HOTELEX shanghai 2018. With the increasingly powerful professional background and the wonderful performance, "Fashion Drinks" will affect the drinks industry by its unique form.



# THE 7TH CHINA MASTER BARTENDER COMPETITION

#### SOURCE OF VISITORS

Bar, pub, club, KTV, Importer, wine agent, distributor, retailer, starred hotel, fine dining, entertainment venue, bartender institute, association, media

The China Master Bartender Competition (CMBC) has been successfully held by UBM Sinoexpo for 7 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 backgrounds, and help to spread the cocktail culture in China. Asia Bartender Challenge is a competition that invite bartenders from more than 10 countries and regions in Asia, which include this year's IBA champions and runner-ups. It provides a platform for cultural exchanges and discussions among bartenders in various countries, and also spreads out Chinese cocktails and bar culture. This competition allows local audiences to watch the world bartender's style in Shanghai.

#### AWARD LIST

Creative Classic Champion: CAI Yunfeng Runner-up: Frederick Ma Third Place: XU Rui Asia Bartender Challenge Champion: CAI Yunfeng Runner-up: Frederick Ma Third Place: Ayumi Endo Flair tending Champion: WANG Lei Runner-up: CAO Mingzhi Third Place: HE Chengjun

#### SPONSOR

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# 2018 CHINA GELATO CHAMPIONS

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#### SOURCE OF VISITORS

Gelato Shop/Café/Bakery

AWARD LIST

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Champion: Wanpeng Cheng Runner-up: Peng Chen Third Place: Xiaoxia Huang

Chinese ice cream market is growing rapidly. Reference to European and American countries, low fat, low cholesterol, low-calorie ice cream began to become the first choice, with the consciousness of healthier life. Therefore, the main health fresh ice-cream will be more popular and have broad prospects for development. Hence Shanghai UBM Sinoexpo set up China Gelato Championship. The contest aims to promote the development of Gelato, and will be supported by gelato masters from MGI as well as Carpigiani and Fabbri. The final will be held throughout the duration of HOTELEX Shanghai.



# THE 7TH WORLD OF BREAD CONTEST CHINA SELECTION-EASTERN DIVISION

Angelym SINMAG =

Greak fat

#### SOURCE OF VISITORS

Bakers, training institutions and bakery lovers

#### **AWARD LIST**

Champion Liu Xin Runner-up Xu Nannan Third-place Lv Qiang

**SPONSOR** 

To promote the development of China catering industry and Western baking techniques blend, further tap the market potential and talents of catering bakery pastry, the 7th of bread for the World Cup China Selection will be held.

FI

In 2007, the Ambassador by bread for the World Mission in France created the World Cup bread competition which will be held biennially, The 7th World bread competition will be held in France in 2019. , important members of the Ambassador to China as the bread, bread for the World President Cao Jitong, China Ambassador to declare the competition and through regional selections, and find Chinese team.

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# SHANGHAI PIZZA MASTER COMPETITION 2018

#### SOURCE OF VISITORS

Chain Catering , Food & Drink Materials, Western Restaurant, Baking school, High-star Hotels, Coffee shop

#### AWARD LIST

Champion : Yan guocheng Runner-Up: Xu xinghang Third: Liu han

#### SPONSOR



Shanghai Pizza Master Competition was organized by Shanghai UBM Sinoexpo International Exhibition Co., Ltd in 2013. Aiming to accelerate the development of the pizza industry in China meanwhile to promote the innovation of pizza products by spreading the knowledge of pizza, discovering the talents of pizza and providing a platform for Chinese professional pizza chef.

Schedule of competition is closely with two main themes: pizza making skills and creative business ability, setting up strict game process and scoring standard, the purpose is to promote professionalism and business development of Chinese pizza industry. **FIVE** 

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# WORLD PIZZA CHAMPIONSHIP CHINA DIVISION 2019

The event has been organized in close cooperation with UBM Sinoexpo which has been supported by many companies and brands in the industry. The winner was Mr Guowei Li with his pizza which is a great craft product with all Italian original toppings. He won the flight to Italy, sponsored by competition organizers.

#### SOURCE OF VISITORS

Pizza Store, Western Restaurant/Restaurant Chains/Restaurant Management Group, Food Distributors, Pizza equipment suppliers/distributors

#### AWARD LIST

Champion:Guowei L Runner-up:Alessio Amato Third Place: Yaqi Liu

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MILK POLIN DAIRY

# "KINGDOM CUP"CLW PATISSERIE ELITE COMPETITION 2018

"KINGDOM CUP"CLW Patisserie Elite Competition 2018 invited outstanding roasting masters from home and abroad as judges to make the platform more professional and internationalized, while enabling young Chinese roasters to accept standards from international events. The content of the competition mainly includes: decorative cakes, fondant-decorated cakes, decorating cakes, sugar, chocolate, fondant, French desserts, French mousse cakes, small chocolate shapes + chocolate candy and live production. The competition system has been integrated into the international standards, aiming to provide a larger stage for the talented young West Point teachers in China, and to show their unique strength. Three teachers' strength, packaging and training were obtained and sent to the world's top stage to show the strength of Chinese young baking.

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#### AWARD LIST

#### Fondant Art

Gold Awards:Cao Xin Silver Awards:Su Dingkai/Ye Wei/Gong Lisi/Su Fei/Zhang Yu/Yu Sha/Wang Dong Bronze Awards:Wu Dan/Wang Chanjuan/Li Guanjie/Chen Minghui/Yin Jun/Chen Yi/Xu Jie

#### Fondant Decorated

Silver Awards:Jin Shichao/Wang Qing Bronze Awards:Shen Cheng/Yan Yiting/Zhan zhenjin/Zhou Jundong

Chocolate Art Silver Awards:Wang Qilu Bronze Awards:Shen Cong

Small Chocolate Bronze Awards:Liu Yunlong/Zhou Wei

#### Sugar Art

Gold Awards:Zhao Xue/Zhao Peigen Silver Awards:Cui Qiang Bronze Awards:Zhang Zhao/He Deyu

#### French Desserts

Silver Awards:Zhang Yujie/Huang Zehua Bronze Awards: Guan Jinlong/Wang Zirui

#### French Mousse

Silver Awards:Huang Zehua Bronze Awards:Liu Ying

#### **Decorated Cake**

Silver Awards:Zhou Wei Bronze Awards:Li Dongmei/Yue Kaili/Liu Yunlong/Chen Hong/Cao Xin/Tu Shimin/Zhao Xiaolan Elite Competition Chocolate Champion:Zhao Kai Sugar Champion:Wang Sheng

CLW Patisserie Elite Competition Champion:Zhao Peigen Income in a constant

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# HOTELEX THE RISING STAR CHEF COMPETITION 2018

#### SOURCE OF VISITORS

Catering Chains, Franchise Store, Regular Chains, Agents, Restaurants, Recreation Venues, Cooking Schools And High Star Hotels



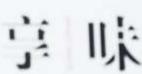
The organizer Shanghai UBM Sinoexpo International Exhibition Co., Ltd., cooperated with the China Cuisine Association to strengthen the Team Competition, and get the support from Federation of Italian Chefs China Association China Delegation (F.I.C China), continued to provide young chefs an exchanging and learning platform. At the same time, The organizer Shanghai UBM Sinoexpo International Exhibition Co., Ltd., China Five-Star Chef Committee , Hai Jing Hui and Taste Up Co., Ltd., participated in this event to raise professionalism and interest through launching Elite Competition ( nationwide star hotel chefs) and inviting culinary masters performing.



Elite Competition Champion: ShaYongpeng - Heshan Club Runner-up: ShenBin - Shanghai Andaz Hotel Third place: HuanWenjie - ZheJiang Narada Grand Hotel

Team Competition Champion: Puerta 20 Runner-up: Hubei University of Economics Shanghai Zhen Hua Foreign Trade Professional School The River House Third place: Little White Swan Kunming University Shanghai Omick Western Catering College





# "JINHONG CUP" STAR HOTEL TABLE ART COMPETITION 2018

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Table culture is an indispensable cultural expression in hotel restaurants. As the highlight of the 27th Shanghai International Hospitality and Equipment & Foodservice Expo, the "Jinhong Cup"Star Hotel Table Art Competition 2018 has gone through seven sessions. There are three parts of the competition: Buffet Dispaly, Western Banquet and Royal Tea Table Art. This competition not only enables star-level hotel staff to put forward requirements for Western-style set-ups, but also standardizes and upgrades the service level of the hotel industry. The participating hotel teams must complete the competition of Buffet Dispaly, Western Banquet and Royal Tea Table Art.

Buffet Dispaly Team Group First Prize Radisson Plaza Xing Guo Hotel Shangha i Buffet Dispaly Team Group Second Prize JinjiangHotels/Royal Century Hotel Shanghai/Crowne Plaza Shanghai/Royal Gonden Hotel Shanghai/Hengshan Moller Villa Buffet Dispaly Team Group Third Prize Hvatt on the Bund/Grand Mercure Baolong Hotel Shanghai/Ramada Plaza Shanghai Caohejing/ Greenland Group/Oriental Riverside Bund View Hotel/Hotel Equatorial Shanghai

Western Banquet Team Group First Prize Radisson Plaza Xing Guo Hotel Shanghai Western Banquet Team Group Second Prize JinjiangHotels/Ramada Plaza Shanghai Caohejing/Oriental **Riverside Bund View** Hotel/Greenland Group/Royal Century Hotel Shanghai Western Banguet Team Group Third Prize Bund/Hotel Equatorial Shanghai/Grand Mercure Baolong Hotel Shanghai/Royal Gonden Hotel

Shanghai/Hengshan Moller Villa

Royal Tea Table Art Team Group First Prize JinjiangHotels Royal Tea Table Art Team Group Second Prize Radisson Plaza Xing Guo Hotel Shanghai/Hotel Equatorial Shanghai/Oriental Riverside Bund View Hotel/Grand Mercure Baolong Hotel Shanghai/Hengshan Moller Villa Royal Tea Table Art Team Group Third Prize Crowne Plaza Shanghai/Hyatt on the Royal Century Hotel Shanghai/Crowne Plaza Shanghai/Royal Gonden Hotel Shanghai/Hyatt on the Bund/Greenland Group/Ramada Plaza Shanghai Caohejing

<u>[Best\_Buffet Dining Table</u> Designer ] Greenland Group-Wan Jinmei

**[**Best Buffet Display Designer Hyatt on the Bund-Fan Hongbin Best Western Banquet Designer Radisson Plaza Xing Guo Hotel Shanghai-Zhuang Yu Best Royal Tea Table Art Designer JinjiangHotels-Ling Shan

AWARD LIST

# CE ALL-STARS SHANGHAI 2018

All-Stars brings the best competitive coffee makers to crowds all over the globe. This dynamic program features exciting stage time and head-to-head erformances, along with informal bar time, and opportunities to connect directly with the All-Stars and learn more about their coffee experiences and insights.

#### PARTICIPANTS

Arnon Thitiprasert / 2017 WLAC Champion - Thailand Martin Shabaya / 2017 WBC Winning Team - Kenya Mateusz Szuchnik / 2017 WCIGS Finalist - Poland Miki Suzuki / 2017 WBC Finalist - Japan Rubens Gardelli / 2017 WCRC Champion – Italy ART & Science Kitchen Lab is the first national pop-up Michelin restaurant joined with the Italian Chefs Association and the Italian Olive Oil Tasting Association in 2018. This time the kitchen design was produced by world-renowned engineering design company Ricca Design, creating a completely new display platform for HOTELEX exhibitors. The combination of equipment and tableware art brings buyers and visitors intensive visual and taste experience.

# 2018 Art & Science Kitchen Lab

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	la tavola'	RELIABILITY BUILT IN"	1 CARPIGAN	efocusione 22	
TEL INAN					SPONSOR

#### PARTICIPANTS

Massimo Esposito, Qian Yibin, Ye Wei, Stefano De Geronimo, Giuseppe Buono, Gian Filippo Murari, Song Xin, Giobanni Maria Papi, Michiyo, Chen Yucai, Roberto Bernascoti, Zhang Leren, Luigi Coccimiglio, Xiena

# HOTELEX MIRROR AWARD NIGHT

As the annual feast for the hotel and catering industry, HOTE Hotel on the night of March 26. Being undergone subdivision inviting VIPs from domestic and overseas as well as the indus created a cere IRROR AWARD NIGHT was given a successful closing in Shanghai Kerry organization, HOTELEX bases on a trend of reform to create a new era. By e, high-star hotel managers and owners and excellent suppliers, HOTELEX and banquet to treat guests.

In order to pursue a better life, HOTELEX MIRROR AWARD NIGHT mainly focus on the creators of good life to search catering industry, food industry and hotel industry, arousing awareness of industrial tech, master ingenuity and brand management. The award includes Best Catering Equipment Supplier Award, Best Catering Equipment Brand Award, Best Catering Supplies Innovation Award, Best Tableware Supplier Award, Best Coffee Appliance Supplier Award, Best Coffee & Beverage Equipment Brand Award, Best Food & Beverage Supplier Award, Best Food & Beverage Brand Award, Best Bakery & Icecream Supplier Award, Best Partner Award, Special contribution Award, Gold Award

#### Gold Award

Hotel Equipment Corp <u>Special contribution Award</u> Shanghai Jincheng Refrigeration Equipment Co., Ltd. DAZHENG GROUP

