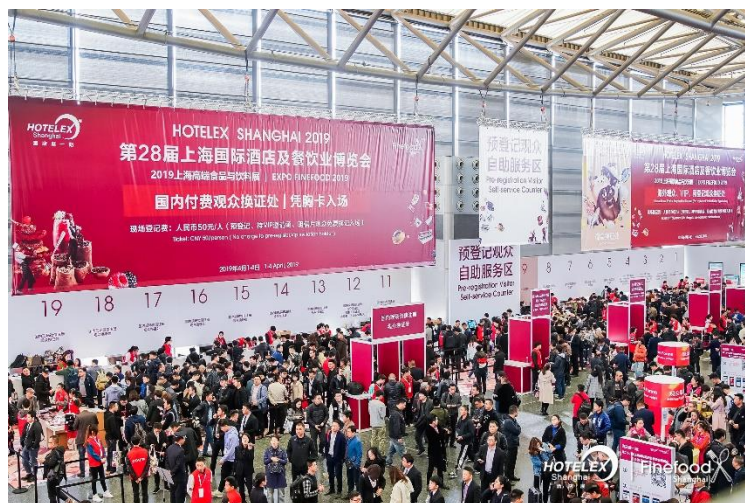


## The New Era for Hospitality and Foodservice Business —— HOTELEX SHANGHAI will celebrate its 30<sup>th</sup> anniversary in 2021.

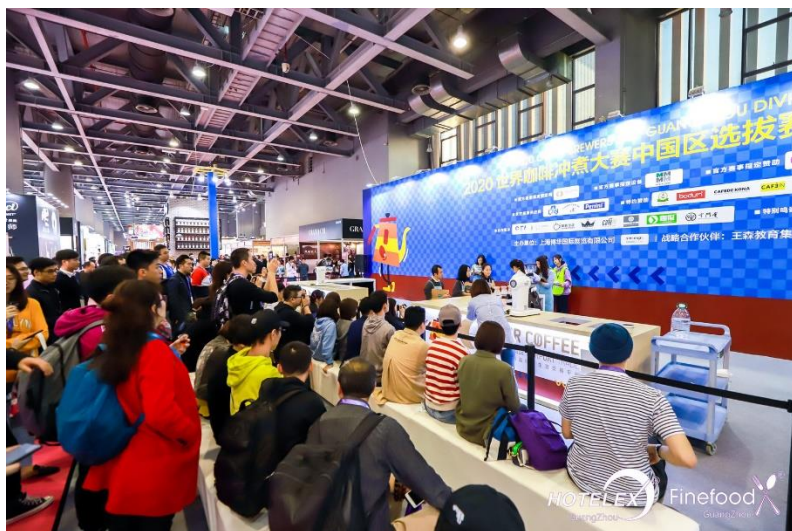
With thirty years of growth, the fame of HOTELEX SHANGHAI being extended from domestic to foreign countries, attracting many brands from all over the world to China, and together with Chinese brands, contributing to the rapid development of China's hotel and catering industry.

Since the inauguration of Shanghai International Hospitality Equipment and Foodservice Expo, the amount of exhibitors from the initial 200 exhibitors to 2500+ exhibitors, the brands range from only domestic to more than 30 countries and regions, HOTELEX SHANGHAI has been seizing its opportunity step by step and being firmly grounded with China's vibrant economic growth.

Covering the entire hospitality and catering value chain including Catering Equipment Supply, Tableware, Food and Beverage, Bakery & Ice Cream, Coffee & Tea, Wine & Spirits, HOTELEX SHANGHAI 2019 was definitely a great success for the exhibitors and trade buyers in hospitality and foodservice industries around the world. We saw 2,567 exhibitors, 159,267 visitors and 5,502 overseas buyers gathering, networking, sourcing and catching their profits in the four action-packed days.



HOTELEX is unique not just for the colorful and fantastic international competitions like China Barista Championship, World Bread Contest China Selection and Shanghai Pizza Master Competition, but also for the forums which could be the intimate platform for high-level networking and knowledge sharing.



Affected by the Covid-19 pandemic this year, we have planned a series of virtual exhibition activities, which are presented online like the high-level webinars, industry forums, competitions and other activities, and launched a new mode of livestream e-commerce. As a famous exhibition organizer in the industry, we always keep pace with the times, take the lead in the industry, and constantly adjust our development strategy.

As response to meet the increasing demand, in 2021, the HOTELEX SHANGHAI will be moving to National Exhibition and Convention Center (Shanghai) for additional capacity. Visitors will enjoy a total exhibition area of 400,000 square meters. 3,000+ companies will be represented here for fruitful 4 days.

It is the outstanding business platform and a splendid show case for global exhibitors and visitors. Contact [Alex.Ni@imsinoexpo.com](mailto:Alex.Ni@imsinoexpo.com) to order your booth now!