

The 30th HOTELEX Shanghai Grand Opening in NECC (Mar. 29 – Apr. 1)

The opportunity for hospitality industry is always there!

During the 2021 Spring Festival holiday, the sales of key retail and catering enterprises achieved 821 billion yuan in the impact of pandemic. We can see that in recent years, more and more companies are gradually entering the catering industry.

As the leading hospitality equipment and foodservice trade fair in China, the 30th HOTELEX Shanghai can be an ideal platform for the catering brands grasp the business chance.

30th HOTELEX

The 30th SHANGHAI
INTERNATIONAL HOSPITALITY
EQUIPMENT & FOODSERVICE EXPO

Mar. 29 - Apr. 1, 2021
National Exhibition and Conventional Center (Shanghai)

Scan for Free Ticket

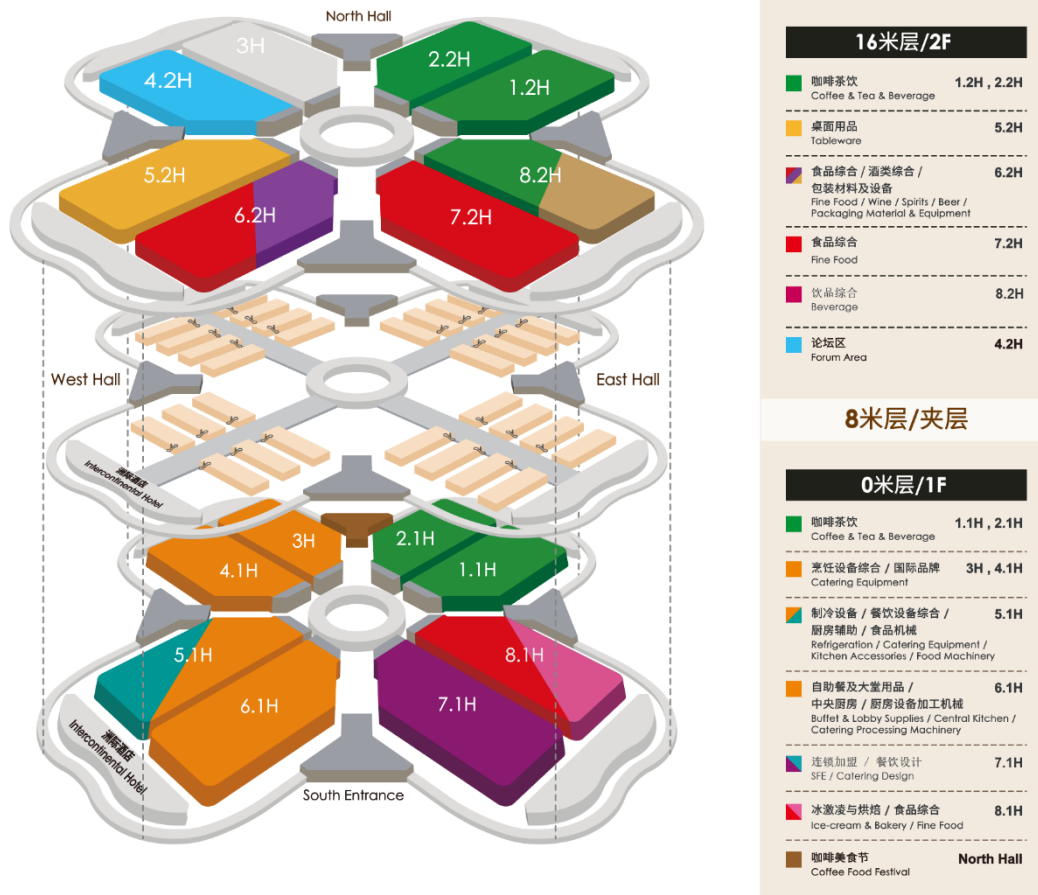
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01. New Location, Larger Hub

2021 The Hotel Shanghai Exhibition will come to the New Location - National Exhibition and Convention Center (Shanghai). NECC (Shanghai) has a larger display area and more convenient transportation!

The HOTELEX Shanghai Exhibition was hosted by China Tourist Hotels Association (CTHA) and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. In 2021, there will be a new upgrade of all aspects: 400,000 square meters, 3000+ exhibitors which are located in catering industry, more than 16,000 expected audiences, and 30+ professional activities, forums, events. Additionally, there will be high-quality frontier products show and industry solutions, extremely rich procurement resources, dizzying exciting activities... all in 2021 HOTELEX Shanghai!



(NECC Venue Layout)

02. Twelve Categories in The Catering Industry

HOTELEX Shanghai will be upgraded to 12 major sectors: Catering Equipment and Supplies, Tableware, Catering Ingredients, Coffee & Tea, Food, Beverage, Baking Equipment and Raw Materials, Ice Cream Equipment and Materials, Alcoholic Drinks, Catering Design and Accessory, Food & Catering Packaging, and Franchisees & Catering Investment.

As the main sector, "Catering Equipment and Supplies" will display good exhibitors in the kitchen equipment processing, production, and overall solution services. "Tableware" sector will collect high-quality exhibitors to show unique desktop products.

In "Catering Ingredients" sector, HOTELEX Shanghai will show international famous brands which meet the market needs in taste, health, appearance, nutritional value, and safety. It aims to create a FINEFOOD high-end supply

chain.

“Coffee & Tea” are set separately with Coffee, and Wine Integrated sectors. At the same time, HOTELEX will also organize a series of classic events – international coffee series competitions, and fashion drinks competition.



KITCHEN EQUIPMENT
AND SUPPLIES
厨房设备与用品



TABLEWARE
桌面用品



CATERING
INGREDIENTS
餐饮食材



FOOD
食品综合



BEVERAGE
饮品综合



COFFEE & TEA
咖啡与茶



ICE CREAM EQUIPMENT
AND MATERIALS
冰淇淋设备及原物料



BAKING EQUIPMENT AND
RAW MATERIALS
烘焙设备及原物料



ALCOHOLIC DRINKS
酒类综合



CATERING DESIGN
AND ACCESSORY
餐饮设计及配套



FOOD & CATERING
PACKAGING
食品餐饮包装



FRANCHISEES AND
CATERING INVESTMENT
连锁加盟及餐饮投资

The original ice cream sector is upgraded to “Ice Cream Equipment and Materials” plates, and the original baking plate is upgraded to “Baking Equipment and Raw Materials”. The purpose is to show the entire supply chain involved in ice cream and baking, from equipment, accessories, refrigeration equipment, raw members, semi-finished products, to finished products.

The “Alcoholic Drinks” sector gathers quality brands from overseas, enabling consumers better pursue alcohol culture and fashion lifestyle.

“Food & Catering Packaging” contains hundreds of companies, including the packaging solution for all kinds of food, beverage, dairy, fast food, etc. It demonstrates packaging equipment and technology to the audience and the interaction of product packaging technology.

In 2021, HOTELEX adds “Catering Design and Accessory” sector. It will show both catering design concepts and restaurants’ model rooms (catering space

design, VI design, catering and lounge table, cloth, decorative lighting, wisdom, and solutions). In addition, HOTELEX will be engaged in the SFE chain, which will enrich the catering investment sector and provide more scientific choices in the join brand and investment.

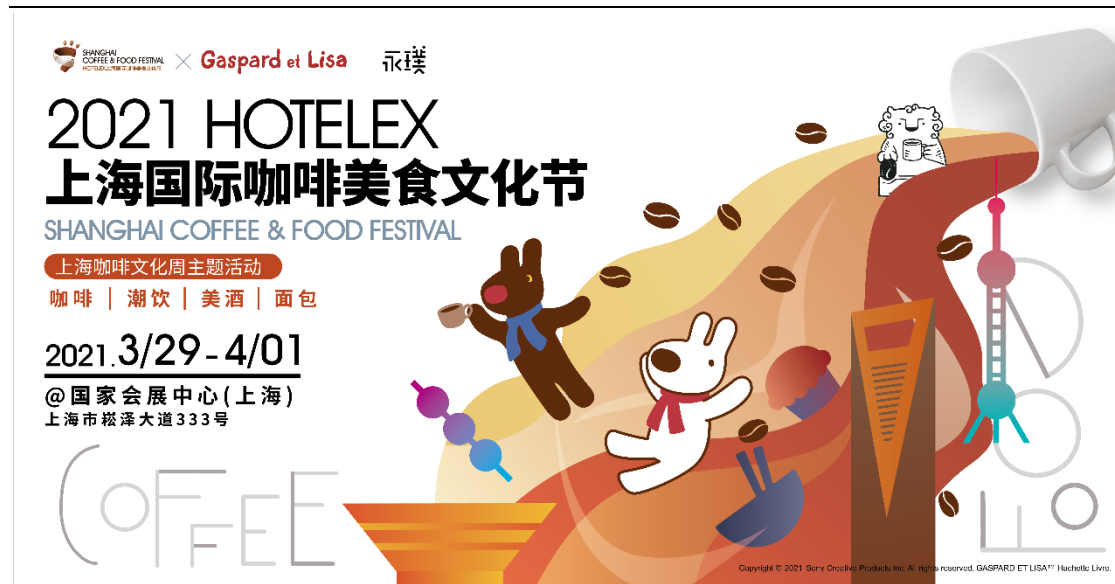
03. Eight Special Exhibitions, Deep in Verticals

2021 HOTELEX will add 8 featured product exhibition areas: Central Kitchen Boutique Exhibition Area, Private Brands Exhibition Area, Catering Design Exhibition Area, Franchise Exhibition Area, International Halal Chain Brand Area, Hot Pot Ingredients Exhibition Area, Catering Packaging Joint Exhibition Area, Coffee and Food Festival.

Central Kitchen Boutique Exhibition Area will help catering enterprises to be standardization and industrialization, providing catering industry central kitchen design and construction scheme display. Private brand exhibition area allows retail enterprises to analyze and customize customer needs based on sales data, form differentiated competition, and strengthen customer stickiness.

Catering Design Exhibition Area brings together food and beverage design and supporting services, gathering a lot of brands, big coffee designers, and three famous gathering forum. There will be 5 famous Chinese catering designers and 7 catering brands, bringing the passion of creativity and food encounter. "Foresight 2050 · Catering Conceptual Design Theme Exhibition" will be in the fields of brand, space, lighting, food, IP, brand, etc., inviting well-known Chinese catering design companies to jointly present the diversified catering and entertainment space design in 2050.

International Halal Chain Brand Area makes the halal catering, food and other supply chains more vividly present in front of the public, and promotes the upgrading of more halal industrial brands. Hot pot ingredients exhibition area will integrate the hot pot catering supply chain, significantly reduce the cost of food distribution, and provide one-stop hot pot ingredients full category selection. Food and beverage packaging joint exhibition area will focus on the display of food packaging, packaging machinery, food processing, sealing machine, etc., to provide a more intuitive product and technology display platform for the industry.



Shanghai International Coffee and Food Festival has been successfully held for many years. Known as the HOTELEX event, the site will attract 165 cafes from around the country, as well as more tea shops, bakeries, pizza shops, dessert shops, personalized restaurants and bars. At the same time, there will also be a large number of investors, upstream and downstream suppliers and coffee shop business cooperation.

04. International Competitions

HOTELEX introduces the world barista series competition and other international competitions in the area like fashion drinks, bartending, cooking skill, gelato, bread, pizza, baking etc. These competitions bring the HOTELEX visitors an immerse and rich experience during the show.

Competition Overview:

- 2021 China Barista Championship
- 2021 China Latte Art Championship
- 2021 China Brewers Cup
- 2021 China Coffee Roasting Championship
- 2021 China Cup Tasters Championship
- 2021 China Coffee In Good Spirits Championship
- 2021 All Star Championship
- 2021 Shanghai Pizza Master Competition – East China Division & Final
- The 8th China Fashion Drinks Competition
- 2021 HOTELEX Shanghai International Coffee & Food Festival
- The 9th China Master Bartender Competition
- 2021 China Gelato Championship – Final

The 8th World Bread Contest China Selection
2021 CLW Patisserie Elite Competition
2021 HOTELEX “The Rising Star” Chef Competition

05. Elite Forum To Discuss The Future Of Catering

2021 HOTELEX will once again bring together the pioneers, investors, entrepreneurs, leaders of brands, and industry experts of the catering industry. Brainstorming covers all aspects of the hospitality industry. Experts will exchange ideas about future development. We may witness the grand blueprint of the Chinese catering industry.



Forum Overview:

The First China Catering Boss Conference
2021 China Hotel Industry Development Forum
Smart Business Kitchen Summit 2021
2021 Catering Frontier trend Forum
2021 The International Food Development Forum & China Cuisine Association
International Food Committee First Meeting Of The Fourth Committee
Congress
Shanghai International Coffee Industry Forum
2021 China Catering Conference
“Outside Boundedness” 2021 China Baking New Force Brand Sharing
Conference (Live Commerce Show)
2021 Hospitality Design Forum

1st International Halal Chain brand Empowerment Summit
HOTELEX China International New Trend Food & Drinks Conference
New Consumption Innovation Trend Forum
Matchmaking Forum
Starting From The Beginning · 2021 China New Catering Industry Conference
(China Catering Best & Worst Award Ceremony)
“Whole Chain Smart Canteen” Industry Salon Exchange And Food Tasting
2021 China Business Franchise Spring Summit
2021 China Education Industry Investment Summit
New Force Conference Of Catering Marketing

06. Tourism Plus Shanghai Empowering the 2021 HOTELEX

Tourism Plus Shanghai is listed in the "Fourteenth Five-Year" Tourism Peak Project of Shanghai government and is one of the three major activities of Shanghai Tourism industry. It is a comprehensive Tourism industry exposition with the leading scale and concept in the world. Landing in Shanghai, it is held from the end of March to the beginning of April annually, aiming to promote investment and cooperation in Tourism destinations. Additionally, it integrates Tourism resource products, hotel and commercial space and other Tourism facilities, catering equipment and gourmet culture, travel mode and outdoor activity mode, international events and important forum activities.

Tourism Plus Shanghai will have an exhibition area of 600,000 square meters which will unprecedented in the history of the global exhibition industry. It includes three major pavilions in Shanghai from March 29 to April 3, 2021, respectively:

“HOTELEX Shanghai”, an international hotel and catering fair, will be held in National Exhibition and Convention Center (Shanghai) from March 29th to April 1st.

“Hotel & Shop Plus” will be held in Shanghai New International Expo Centre from March 30th to April 1st.

The theme exhibition of “Tourism Plus Shanghai” will be held in shanghai World Expo Exhibition & Center from April 1st to 3rd.

“The Boat & Lifestyle Show” will also be held in shanghai World Expo Exhibition & Center from April 1st to 3rd.

Collaborating with Tourism Plus Shanghai, there will be exhibition area of

600000 square meters, 5000+ exhibitors, 29 professional summits, a series of professional and international competitions and awards, and expected 400000+ people. Present the audience a more abundant tourism industry event.

For more exhibition information, please access to the website:
<https://www.HOTELEX.cn/en/shanghai>.

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