

Technology Eases Manpower Shortage in Hospitality and F&B Industry with High Demands 餐飲款待業需求旺盛 科技解決人手不足問題



Global economic activities have become more active as the pandemic has passed, and the demand for tourism and hospitality has increased. *The global hospitality market has reached nearly US\$4.7 trillion and is expected to grow to US\$5.8 trillion in 2027. While the market has recovered, manpower is still in short supply. Since global manpower shortage will continue in a foreseeable future, the industry has to ensure the management quality and efficiency by optimising operational processes and improving guest experience through “digital transformation”.

Restaurant, Bar & Café Hong Kong (RBHK) is committed to promoting the development of the F&B and hospitality industries. In addition to bringing food-related products and solutions to our buyers, we also bring exhibitors from the hospitality technology sector under the same roof, bringing new impetus to the industries.

世界各地經濟活動隨疫情過後開始變回活躍，旅遊及款待需求上升，*全球酒店市場規模達到接近 4.7 兆美元，更預計 到2027 年增長至 5.8 兆美元。市場復甦，但人手供不應求，業界開始推動「數碼轉型」，以增強和改良各種運營流程，改善客人體驗，提升整體管理和效率。

香港餐飲展(RBHK)一向致力推動款待業界發展，除了為買家帶來與飲食相關的產品及解決方案外，更有不少款待科技展商，為業界帶來新動力。

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*Information Source | 資料來源: <https://www.hospitalitynet.org/external/4119244.html>

Hospitality technology has developed in a wide range of fields, and common applications include:

款待科技涵蓋了行業的不同領域，常見的應用範疇包括：

Restaurant Management System

It is a software solution designed to help restaurant owners and managers efficiently manage their business, enhance productivity, improve customer service, and increase overall profitability. Related services include table, menu, inventory and staff management, etc.

餐廳管理系統

系統旨在幫助餐廳業主和經理有效管理其業務、提高生產力、改善客戶服務並提高整體獲利能力。相關服務包括餐桌、菜單、庫存和員工管理等。



Point of Sale Systems (POS)

POS systems are used in restaurants, bars, and other food and beverage outlets to process customer orders, track inventory, manage pricing, and facilitate payment transactions.

銷售點系統

POS系統用於餐廳、酒吧和其他餐飲場所，用於處理客人訂單、追蹤庫存、管理價格和進行付款交易。

Customer Relationship Management (CRM)

CRM software enables hospitality businesses to track and manage guest information, preferences, and interactions to provide personalized services and build long-term relationships with customers.

客戶關係管理

系統使款待業企業能夠追蹤和管理客人信息、偏好和互動，以提供個性化服務和建立長期客戶關係。



Bring your hospitality technology solutions to over 8,000 buyers!
將你的款待業科技方案帶給超過8,000買家！

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立即參展 享早鳥優惠



Many exhibitors have already re-booked their space for next year during our show! Early-Bird Rate will last till 31 DEC 2023, book now to beat the crowd!

眾多參展商已於展會期間預訂來年展位。早鳥優惠將於2023年12月31日截止，請立即行動！

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