



# GOURMET ASIA

9-11 MAY 2018

HONG KONG CONVENTION AND EXHIBITION CENTRE

— Featuring Hospitality & Fine Dining —

Powered by



Organiser



**Powered by HOFEX - Asia's leading food and hospitality tradeshow, the inaugural launch of Gourmet Asia will provide a premium platform for the high-end speciality food, drink & hospitality markets surrounding the South China Sea.**

Gourmet Asia will be held in May 2018 and is the perfect time to cater to the needs of the flourishing premium food and drinks industry as it appeals to the increasingly demanding customer. Gourmet Asia is also the only B2B tradeshow in Hong Kong in 2018 for international fine food and beverages, upscale hotel design, supplies and accessories. The event will attract over 400 high end exhibiting companies, occupying 12,000 m<sup>2</sup> at the Hong Kong Convention and Exhibition Centre from the 9<sup>th</sup> - 11<sup>th</sup> of May 2018.

Gourmet Asia will connect key decision makers and premium food buyers from the hospitality and foodservice industries, all searching for innovation, sourcing for quality suppliers, and hearing the latest trends from industry professionals.

**12,000m<sup>2</sup>** Exhibiting Space

**400+** Exhibiting Companies

**12,000** Trade Buyers

## **VISITOR PROFILE**

Importer | Distributor |  
Wholesaler Café | Coffee Shop

Clubhouse | Country Club |  
Sports & Recreation Club

Department Store | Duty Free Shop

Free-Standing Restaurant | Restaurant Chain

Health | Organic Shop

Hotel | Resort

Institutional Catering

High-end retailer | Supermarket |  
Grocery Store | Convenience Store

Manufacturer | Supplier

Architect | Interior Designer |  
Developer and Consultant



## EXHIBIT PROFILE

### Food & Drinks

Speciality & Fine Food | Premium Meat & Seafood | Organic & Functional Foods | Confectionary & Snacks | Dairy Products | Edible Oils | Fresh Produce | Non-alcoholic Beverages | Frozen Foods | Ingredients

### Coffee & Tea

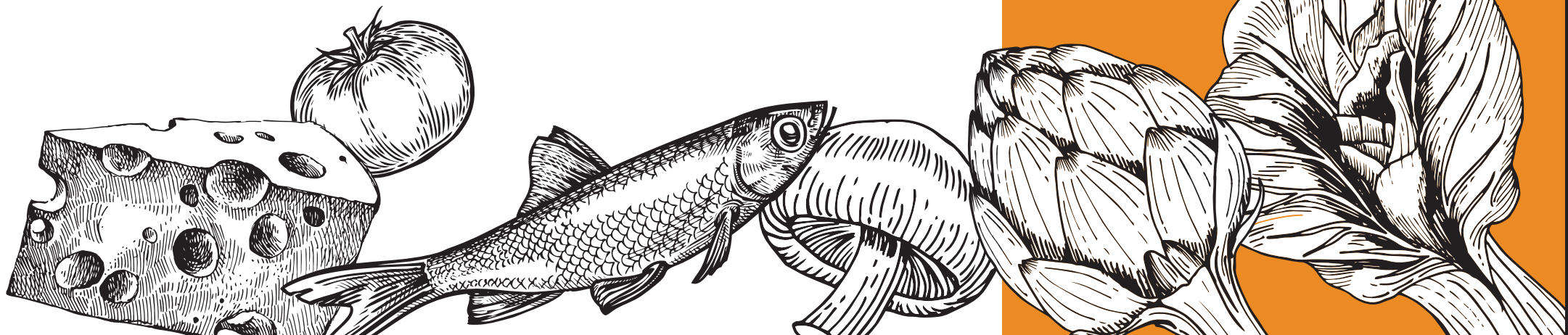
Coffee Beans | Ground Coffee | Tea Bags & Leaves | Espresso Machines | Automatic Coffee Machines | Coffee Grinders | Barista Equipment | Roasting Machines | Speciality Blend & Instant Coffee

### Bakery & Pastry

Finished Bakery & Pastry Products | Gelato | Ice Cream | Icing | Cake Decorations | Chocolate | Bakery Equipment & Supplies | Ingredients

### Hospitality Design, Supplies & Technology

Interior Design | Hospitality Furniture & Fixtures | Crystal & Glassware | Tableware & Accessories | Guestroom Amenities | Beds & Fine Bedding | Spa, Pool & Resort Facilities | Consultancy & Management Services | Hotel Service Systems | In-room Technologies | Guest Experience Technology



## PROMOTIONS

Gourmet Asia 2018 will promote its exhibitors and exhibits through extensive marketing campaigns which include exploring new sources of trade buyers in the market as well as making use of HOFEX and UBM Asia's database. Marketing campaigns include:

- Official Website
- Direct Mailing
- E-newsletter
- Trade Magazines & Newspapers
- Telemarketing
- Social Media
- Online Advertising
- Public Relations
- VIP Fly-in Programme



# UBM IS YOUR PARTNER INTO THE EXPANDING FOOD AND HOSPITALITY MARKETS OF ASIA

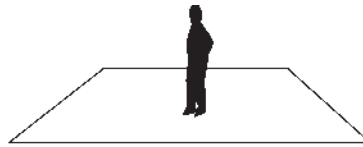
Exciting business opportunities await you at UBM's food and hospitality events held in 9 business destinations in Asia - China, Hong Kong, Indonesia, Korea, Malaysia, Myanmar, Singapore, Thailand and Vietnam. Our "🍏 Apple" shows have long been the industry standard for quality food, drinks, hospitality, foodservice and bakery exhibitions across Asia.

## Show Calendar 2017-2018

- Hotelex Shanghai
- Food & Hotel Indonesia
- Food & Hotel Vietnam
- Hotel Plus - Shanghai Hospitality Design & Engineering Expo
- HOFEX, Hong Kong
- ProWine Asia @ HOFEX
- Seoul Food & Hotel
- Food & Hotel Myanmar
- Expo Food Guangzhou
- Expo Finefood Beijing
- Hotelex Chengdu
- Food & Hotel Thailand
- Food and Hotel Malaysia
- FHC China
- ProWine China @ FHC
- Hotelex Guangzhou
- Food, Hotel & Tourism Bali
- Food & Hotel Asia, Singapore (FHA)
- ProWine Asia @ FHA
- Gourmet Asia, Hong Kong
- Hotelex & Expo Finefood Indonesia
- Food & Hotel Penang
- Food & Hotel Hanoi

For more information please visit [www.ubm.com](http://www.ubm.com)

## EXHIBITING OPTIONS



### Space Only

US\$420/m<sup>2</sup> (min. 18 m<sup>2</sup>)



### Walk-on Package

US\$465/m<sup>2</sup> (min. 9 m<sup>2</sup>)



### Premium Package

US\$500/m<sup>2</sup> (min. 15 m<sup>2</sup>)

## ABOUT THE ORGANISER

Gourmet Asia is organised by UBM plc. UBM is the largest pure-play B2B Events organiser in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors.

Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.

## CONTACT US

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