

TOURISM PLUS[®]
SHANGHAI
上海旅游产业博览会



HOTELEX

The 34th Shanghai International Hospitality
Equipment & Foodservice Expo

Post-show Report

30th March - 2nd April 2026

National Exhibition and Convention Center (Shanghai)

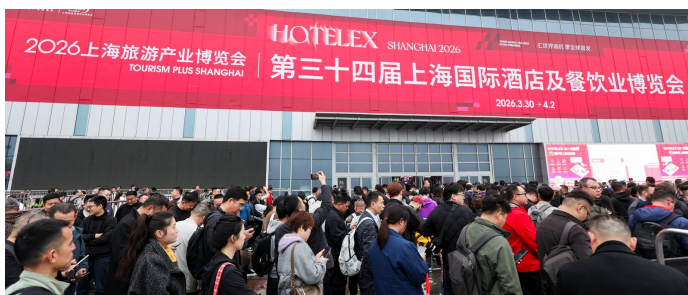
Grand Opening

Spring Tide Surges, a New Chapter Begins!

HOTELEX Shanghai 2026 Opens with Grandeur – Innovation Empowers, Connecting the Globe

From 30th March to 2nd April 2026, a key cluster exhibition of the Tourism Plus Shanghai – the 34th Shanghai International Hospitality Equipment & Foodservice Expo (HOTELEX Shanghai 2026) – was grandly inaugurated at the National Exhibition and Convention Center (Shanghai). The total exhibition area reached **400,000 sqm**, and the number of visitors hit a new record high of **303,576**. Among them, overseas visitors surged significantly to **18,431**, marking a **48.08%** increase compared with 2025.

4,000+ high-quality global exhibitors held business negotiations and cooperation exchanges with professional buyers covering hotel catering, supermarket retail, casual dining, food & beverage trade, catering investment and other sectors, jointly presenting the vibrant development of the global hotel and catering industry.



Exhibition Scale

400,000 m²

Exhibition Area

303,576

Professional Visitors

4,018

Premium Exhibitors

18,431

Overseas Visitors

189

Countries & Regions

1,287

Matchmaking

13

Thematic Area

17

International Competitions

33

Summit Forums



Organizational Structure

Guiding Unit

- Shanghai Municipal Administration of Culture and Tourism

Organizers

- China Tourist Hotel Association
- Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Co-organizers

- China Tourism Association
- All-China Bakery Association
- World Federation of Chinese Catering Industry
- Shanghai Restaurants Cuisine Association

Supporting Units

- Chinese Industrial Co-operatives
- Shanghai Tourism Trade Association Hotel Branch
- Zhejiang Hotel Association
- Shandong Tourist Hotels Association
- Shenzhen Cuisine Association
- Liaoning Tourist Hotel Association
- Hainan Hotel and Catering Industry Association
- Shantou Supermarket Supply Chain Association
- Malaysian Association of Hotels
- China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products
- Shanghai Fisheries Trade Association
- Jiangsu Catering Industry Association
- Wuxi Cooking Food Industry Association
- Central Kitchen Supply Chain Branch of China Warehousing and Distribution Association
- Tourist Hotel Branch of Jilin Tourist Association
- Macau Culinary Association
- Shanghai Commercial Association
- Ministry of Agriculture of the Russian Federation
- Shanghai Food Association
- Shanghai Cultural and Creative Industry Promotion Association
- Jiangsu Province Cuisine Association
- Shenzhen Hotel Association
- Guangdong Chain Operations Association
- Hunan Tourist Hotel Association
- Ganzhou Cuisine, Catering & Hotel Industry Association
- Vietnam Hotel Association
- Federation of Restaurateurs and Hoteliers of Russia

Business & Trade

Precise Matchmaking for Professional Buyers,
Efficient Procurement & Cooperation

Visitor Analysis

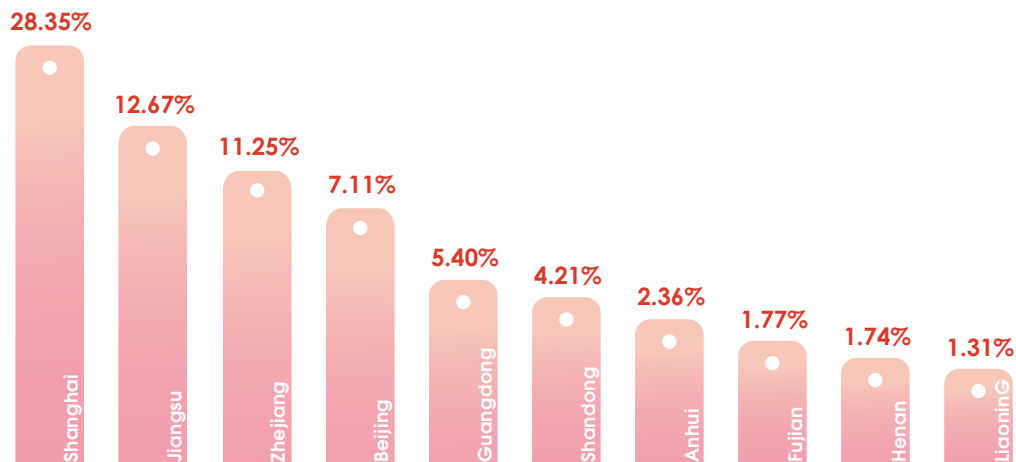
The visitor scale maintained steady growth year-on-year, with overseas visitors surging 48.08% to 18,431. The number of source countries and regions rose from 148 to 189, further expanding HOTELEX's international influence.

The visitor structure features "consolidating the foundation and developing in depth": traditional core sectors (cafes, hotels, manufacturers) account for nearly 40%, forming a solid market base. Meanwhile, supply chain upstream players (manufacturers, distributors) and professional service providers take a large share, indicating the industry has shifted from scale expansion to high-quality development driven by professional division,

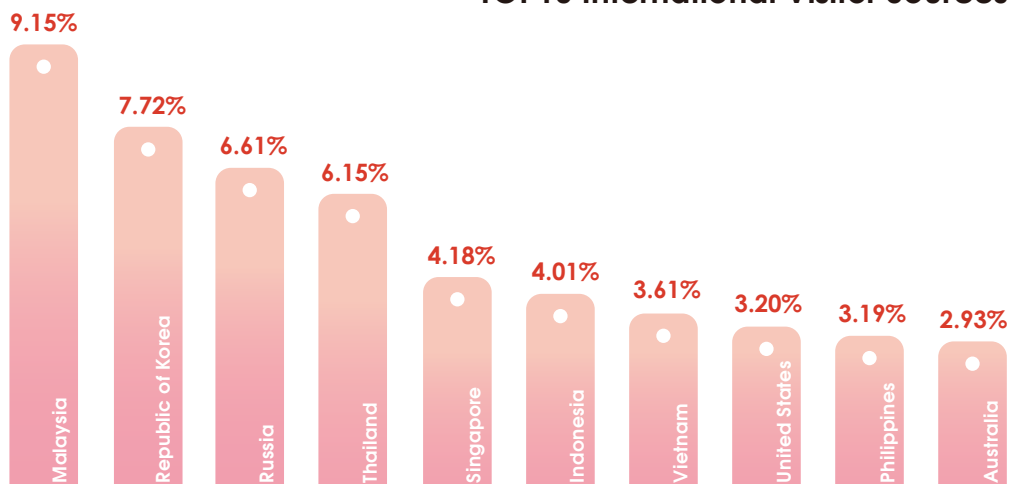


Regional Distribution of Professional Visitors

TOP10 Domestic Visitor Sources

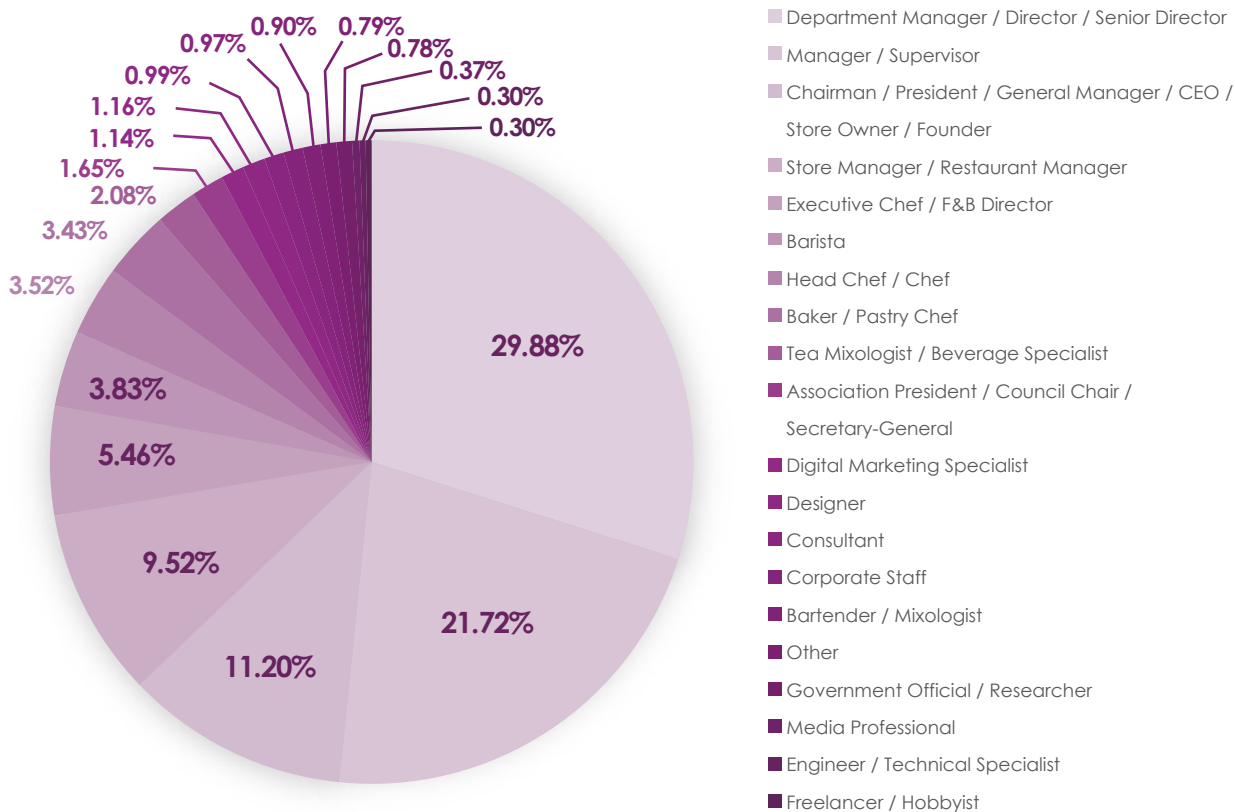


TOP10 International Visitor Sources



Job Function Distribution of Trade Visitors

The visitor structure shows a shift to higher decision-making levels, professionalization and commercialization, marking HOTELEX's transformation from an "industry gala" to an "efficient B2B business platform".



Key Buyers

VIP Buyer Delegations

We partnered with regional industry associations, chambers of commerce and leading enterprises to organize 46 targeted buyer groups with 4,323 VIP attendees, building a precise business docking ecosystem.



Domestic Key Buyers

Hotel

- Atour Hotel
- Hilton Garden Inn
- Vienna International Hotel
- Saint-Tropez Hotel
- Orange Hotel
- GreenTree Inn
- Dongjiao State Guest Hotel
- InterContinental
- Hilton Hotel
- Sheraton Hotel
- Shangri-La Hotel
- Taiyuan Sunshine International Hotel
- Jin Jiang Inn
- The Ritz-Carlton
- Home Inn
- Radisson Blu Hotel
- Club Med
- Hilton Garden Inn
- Shanghai Donghu Hotel
- Starway Hotel
- Holiday Inn Express
- Marriott Hotel
- Suzhou Tongli Lake Resort
- Yishang Hotel
- Mercure Hotel
- Four Seasons Hotel
- Shell Hotel
- Marriott Hotel
- Atour Light Hotel
- Oriental Hotel
- China World Hotel
- GreenTree Inn Hotel
- Hanting Hotel
- Ramada Hotel
- Hanting Hotel
- W Shanghai - The Bund
- Hi Inn
- Jun Ting Hotel
- The Westin Bund Center Shanghai
- Renaissance Hotel
- The Peninsula Beijing
- Jin Jiang Hotel
- Nanjing Jinling Hotel
- Qingdao Haitian Hotel
- Wyndham Hotel
- Shanghai Green Oasis Hotel
- Hyatt Regency
- Mehood Leslie Hotel
- Dalian Furuma Hotel
- Pullman Hotel
- Ibis Hotel
- Lixing Hotel
- Sofitel Hotel
- City Comfort Inn
- Crowne Plaza Hotel
- Jin Jiang Hotel
- Vienna Hotel
- Holiday Inn
- A-mei Hotel
- Hotel Indigo
- JW Marriott Hotel
- Nanchang Swiss Grand Hotel
- Kaiyuan Hotel
- Waldorf Astoria Hotel
- Conrad Hotel
- Orange Crystal Hotel
- Langham Hotel

Franchise Chain

- Yuan's Dumplings
- Meet Noodles
- YGF Malatang
- Xun Xiang Ji
- Xu Ji Seafood
- Xiao Yang Sheng Jian
- Xiao Cai Yuan
- Tan Yu
- Su Xiao Liu
- Micun Banfan
- Meng Zi Yuan
- Lao Xiang Ji
- Lao Niang Jiu
- KFC
- Jiangbian Chengwai
- Hua Xiaoxiao Xinjiang Fried Rice Noodles
- Haidilao
- Chengdu Niliu Jie
- Wallace
- Banu Tripe Hot Pot
- McDonald's
- Chicken Lad
- Niu Yue Bao
- Yu Ni Zai Yi Qi
- Pang Ge Liang Crab Pot
- Blue Frog
- Tustin
- N Duo Sushi
- Tong Qing Lou
- Ji Xiang Huntun
- Yong Fu
- He Fu Noodle
- Ajisen Ramen
- Zuo Ting You Yuan
- Zumbo Samba
- Zhengxin Chicken Steak
- Little Sheep
- Wufangzhai
- Zhu Guangyu Hot Pot
- Zhang La La
- Xijiaode
- Zhang Liang Malatang
- Xi Jie Fried Skewers
- Kwafu Fried Skewers
- Babamantou
- Dim Dou Dak
- Xi Bei Oatfield
- Xita Laotaitai
- Wa Lai Da
- Subway
- Dicos
- Popeyes
- Wang Steak
- Domino's
- Burger King
- Shan Yuanyuan
- Xin Rong Ji
- Tao Tao Ju
- Jiulongbing Room
- Man Ling Zhou
- Pizza Hut
- Zi Guang Yuan
- Village Chief
- Saliya
- Xi'an Restaurant
- Da Mi Xiansheng

Coffee & Tea

- Starbucks
- Luckin Coffee
- Cotti Coffee
- Pacific Coffee
- Blue Mountain Coffee
- Lian Coffee
- Xing Yun Ka
- Xiao Ka Coffee
- Yongpu Coffee
- Algebrast Coffee
- Man Coffee
- Lan Shan Coffee
- % Arabica
- NI LU COFFEE
- Yoday Coffee
- Santo Domingo Coffee
- Costa Coffee
- Yichi Garden
- Ken Yue Coffee
- Cat Shit Coffee
- Blue Bay Coffee
- Post Coffee
- Grid Coffee
- Zuo Ye Coffee
- Vietnam Trung Nguyen Coffee
- But Cat Coffee
- Shangdao Coffee
- M Stand
- Tims China
- MANNER COFFEE
- Diou Coffee
- Ying Hua Coffee
- Xi Cha
- Qing Cha Li
- Hu Shang Auntie
- Cha Yi Ji
- Bawang Chaji
- Mixue Bingcheng
- Yogurt Jar Jar
- Lele Cha
- Cha Baidao
- Gu Ming
- Ning Xiang You
- Nayuki
- Cai Suan Nai
- Ana Shou Zuo
- Xin Shi Hu
- Qu Cha Shan
- Jasmine Milk White
- Yiyuan Tang
- Gui Gui Cha
- Lou Xia Suan Nai
- Grandpa Doesn't Make Tea
- 7 Fentian
- Bookish Immortal
- Cha Jiu Xingqiu
- Ning Ji
- Coconut No Go
- CoCo Fresh Tea & Juice

Bakery & Ice Cream

- Bread Road
- Mankattan
- 85°C Bakery Cafe
- Xing Hua Lou
- Holiland
- Qinyuan
- Pai Yue Fang
- Mai Xiang Cun
- Chao Re Jihe
- Weiduomei
- Paris Baguette
- Kesong Fang
- Bao Shifu Gao Dian
- Qianji
- Binfen
- Zi Shen Mian Bao
- Yu Lian Cha Lou
- Yuanzu
- Bread Talk
- Rice Flag
- Dao Xiang Cun
- Nanyang Pastry Chef
- Guangzhou Restaurant
- Duo Le Zhi Ri
- Shi Tou Xian Sheng De Kao Lu
- Hot Bread Shop
- Ke Li Si Ting
- Qing Mu Hong Bei
- Red Runway
- Milan Western Bakery
- Yamazaki Bakery
- 21Cake
- Wild Man Xiansheng
- Bright
- Booby Ice
- Chocolate Player
- Ji La Tu
- Love Qianqian
- DQ Ice Cream
- Meiji
- Di Na Duo La
- Luneurs
- Spiceman Gelato
- ZAKUZAKU
- Pai Tao
- De Shi
- Yili
- Mengniu
- Bright Dairy
- Popeyes
- Bobby Ice
- Romanlin
- Eight Happiness
- Dole Whip
- Choco Player
- Ji La Tu
- Ai Qian Qian
- DQ
- Meiji
- Di Na Duo La
- Luneurs
- Spiceman Gelato
- ZAKUZAKU
- De Shi

E-commerce /Retail

- Pinduoduo
- Meituan
- JD.com
- Dingdong Maicai
- Alibaba
- Douyin E-commerce
- Ele.me
- Walmart
- Antarctic E-commerce
- Oriental Shopping
- Little Elephant Supermarket
- Taobao
- Youzan
- Suning.com
- Global Federation
- Kuaituan
- Vipshop
- Duo Duo Maicai
- Shu Hai Supply Chain
- Hema Fresh
- RT-Mart
- Metro
- Wumart
- Pang Dong Lai
- China Resources Vanguard
- Yonghui
- Auchan
- Lucky
- Suning.com
- Qingmei Group
- Sinopec Easy Joy
- Hao You Duo
- New Jia Yi
- No.1 Department Store
- Lianhua
- Hualian
- Jiuguang Department Store
- Carrefour
- Meihao Te
- Century Mart
- Yike
- Bianlifeng
- Renrenle
- Costco
- Sam's Club
- Xishi Duo
- Budweiser Lotus
- Ole
- FamilyMart
- Lawson
- Circle K
- Hema
- Miss Fresh

*In no particular order

International Key Buyers

Argentina/Egypt/Australia/Pakistan

Company Names

JP Trading
Love on a plate
Federal Hospitality Equipment Pty Ltd
DWC Tea & Culture Pty Ltd
Noyan Traders
S-SAPPHIRE
Hatimi

Germany/Ecuador/Colombia/ Cuba/Canada

Company Names

Welbilt Deutschland GmbH
Saro Gastro Products GmbH
Global Trade
ECOSMART
ING Solutions
Magdalena de Azul
Apexon
Grand Ocean International Trading Ltd.

Morocco/Mexico/Nepal/Nigeria/ Sweden/Sudan/Uzbekistan/Spain

Company Names

arabicachina
Dragon Link
EQUIPOHOTEL
Chaudhary group
BailiBaba Group
S.A Global
Peatella International Company
Victory PG
SOLUCIONES DE SECADO DE ALIMENTOS SL
COFFEE IS INCAPTO S.L

Brazil/Poland/Bolivia

Company Names

EPA
CEVETA
GJ Trade
Parei Trading Co., Ltd.
ISBA IMPORTACIONES
Disfruta Catering
CASA BONITA

Cameroon/United States/ Bangladesh/Peru

Company Names

CARLSKY INTERNATIONA
RESTAURANT EQUIPPERS INC.
AVIM
Cicero Hospitality Group, LLC
Banna Group
NX Co., Ltd.
Casa Blanca Perú
SVC

Hungary/Armenia/Iran/Italy/India/ United Kingdom/Chile

Company Names

Attase Gastro Kft.
Sherep Restaurant
Ariyantar
NCTEVO
BinDAWOOD GROUP
Horecatech Srl
Cotton tree international
Luxe Premier Group Ltd
Habaki
Rapibanquet LTDA.

**In no particular order*

Specially Invited Buyers

Henan Chain Restaurant & Tea Beverage Buyers Session

Tangyin
Kaiji Chaye
Guo Dachui
Wang Dachang
Zhongbaobaowang
Baichuan Niancha Wu Di (Rice Noodle Brand)
Yongge Water Purification
Zhu Xixi (Sichuan Stir-fry Brand)

Chain Coffee & Tea Beverage Matchmaking Session

Chain Coffee & Tea Beverage Matchmaking Session
Hainan Shicha Coffee Industry Co., Ltd.
Beijing Jia'ang Coffee
Menglian Xinyuan Coffee
Dalian Amazon Coffee
Hunan ZhiYin Coffee
Yunnan Xiyin Coffee
Menghai Yunle Coffee
Hainan Zhuoran Coffee
Anhui Yuyou Coffee
Pu'er Fesi Coffee
Wanchuang Coffee (Guangdong)

Hainan Hotel & Chain Restaurant Buyers Session

Hainan Xingfeng Catering Management Co., Ltd.
Hainan Haoyueke Catering Management Co., Ltd.
Lingshui Sour Rice Noodle Association
Hainan Abracadabra Cultural & Creative Co., Ltd.
Hainan Wenchang Nanyang Industrial Co., Ltd.
Xingfu Jiayan Selected Hainan Cuisine
Hainan Wanqi Xing Catering Culture Co., Ltd.
Hainan Haixin Catering Management Co., Ltd.

Branded Restaurant, Hotel & Retail Buyers Session

Shanghai Zhengfuhuan Catering Shanghai Aimeili
Shanghai Feilengcui Food
Taidi Catering Management (Shanghai) Co., Ltd.
Shanghai Watermate Industrial Development Co., Ltd.
Shanghai Huiju Catering Junxinhui (Shanghai)
Daoshanghui Ecological Agriculture & Medicinal Cuisine
Kudi International Trading
Shanghai Oushinuo New Material Technology Co., Ltd.
Zhanggui's Store
Xiyouji Chinese BBQ
Shanghai Xianzu Industrial Development Co., Ltd.
China Resources Jinsha Liquor

Shenzhen Hospitality Supplies Buyers Session

Shangri-La Hotel, Beijing
Conrad Shenzhen
Shenzhen Judiaosha Lailewa Hotel
White Swan Hot Spring Resort, Guangdong Emerald Bay
Shenzhen Wuzhou Hotel Management Co., Ltd.
Shangyi (Shenzhen) Kitchen Design Consulting
Shenzhen Ralph Food Co., Ltd.
Grand Skylight Garden Hotel

Food & Coffee Retail Buyers Session

LOCKFUN (Thailand)
Ecolab (China)
Jiayu Industrial
Zhenxi Trading
Shanghai Flour
Deji Trading
Sigodi Trading
Shanghai Yuxiang Trading
Sun Laoshi Community Group Buying
Shanghai Fangrun Liquor
Hunan Zhuguang Agricultural Development Co., Ltd.
Kuailaizhanggui

Private Retail Buyers Session

METRO
Sinopec Easy Joy Sales Co., Ltd.
Yike EGO

Retail Buyers Session (Supermarkets & Convenience Stores)

Bailian Group Company Limited
Benlai
Meelunie
Shanghai Tramy Group
AISEN
Shanghai Bright Commercial Supply Chain Co., Ltd.
National Specialty Food Products
Shanghai First Provisions Company Limited
Shanghai Jiyouhe Industrial Co., Ltd.
Huilian
Aigechibaale
7FRESH
Guangzhou Qiantama Agricultural Products Co., Ltd.
Zhongyin Babi Food Co., Ltd.
Lianhua Supermarket Holdings Co., Ltd.
Shantou Yueshun Trading Co., Ltd.
Shantou Milan Trading Firm

Shenyang Chain Restaurant Buyers Session

Liaodong Stove Catering
Liaoning (Xuanyun) Digital Technology
Shenyang Huanggu District Laocui Restaurant
Jin Jiang Group (Shenyang)

*Listed in no particular order.

Business Matchmaking

Food and Beverage Preferred Matchmaking Conference

- 3** Independent Venues
- 13** Themed Special Events
- 8** Regional Markets
- 400+** Professional Buyer Delegates
- 1,000+** Targeted Business Matchmaking Sessions

Featured Hosted Buyer Sessions Included:

Henan Chain Restaurant & Tea Chain Buyers | Hainan Hotel & Chain Restaurant Buyers | Retail, Supermarket & Convenience Store Buyers | Food & Coffee Retail Buyers | Branded Restaurant, Hotel & Retail Buyers | Chain Coffee & Tea Beverage Buyers | Jiangxi Chain Hotel & Catering Buyers | Hunan Chain Hotel Buyers | Shenzhen Hospitality Supplies Buyers | Shenyang Chain Restaurant Buyers | Food & Beverage Buyers | Retail Closed-door Buyer Meeting | Macau Kitchen Equipment & Shenzhen Catering Buyers

Adopting a targeted invitation and precision matchmaking approach, the programme connected professional buyers with exhibitors, facilitating business connections across hospitality, chain restaurants, retail, and distribution sectors. Regional buyer delegations and procurement representatives from leading brands including ALDI, METRO, Hema, Rainbow Department Store, and Yike EGO also participated. The programme served as an effective business matchmaking platform, strengthening industry connections and creating new partnership opportunities.



2026 HOTELEX Overseas Matchmaking

The 2026 HOTELEX Overseas Matchmaking featured **3** dedicated sessions for **Malaysia, Southeast Asia, and the Middle East/North America**, bringing together **117** overseas buyers from **23** countries and regions and **81** domestic exhibitors. The programme facilitated efficient business matching and resulted in on-site partnership agreements during the exhibition.



2026 HOTELEX Overseas Matchmaking Buyers

Vietnam

Company Name

Vietnam Hotel Association
Sofitel Legend Metropole Hanoi
HA NOI PROFESSIONAL CHEF'S ASSOCIATION
Hotel Mercure HaiPhong
Hotel Nikko HaiPhong
DEFA Company
Wong and Meas Restaurant Co., Ltd

Russia / South Korea

Company Name

ERCONPRODUCT LLC
HDL Automation
Coffee Shake
HWASHIN KITCHEN IND. CO.,
LTD

Malaysia

Company Name

GOLDEN CHOICE SDN BHD
5S FOOD SOLUTIONS SDN BHD
TLC Houseware Sdn Bhd
Euphorico Cafe
Iconic Hotel, Penang
Golden Chef College Of Culinary Arts And Hospitality By Gcca Academy
Sdn Bhd
Crowne Plaza Straits City Penang
PrimaBaguz Sdn Bhd
PG PREMIUM CRUISE SDN BHD
Sunway University
Monas Group Sdn Bhd
WEIL RESOURCES SDN BHD
UOA HOSPITALITY SDN BHD
Advance Hotel Supplies (M) Sdn Bhd
Red Coconut Hong Kong Limited
PASTRY WORLD SDN BHD

Cambodia / Thailand / Kazakhstan Uzbekistan

Company Name

LSH (Cambodia) PTE LTD
VJ SUPPLIES EURONATIONS CO., LTD.
Marakanda Oriental Cuisine House
"SURPRISE ICE CREAM" LLC
Restomag
SHINSUNG HAINS
LLC "ZTO KAMIK"

Malaysia

Company Name

iloa mini café
Hotelware Concept Sdn Bhd
Hextar F&B Sdn Bhd
SOFRESH MARKETING SDN BHD
MICROBLUE SDN BHD
WEIL RESOURCES SDN BHD
EQ Kuala Lumpur

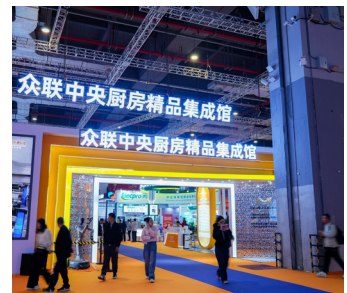
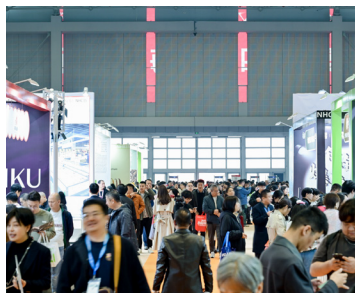
SEA GULL FROZEN FOODSTUFFS SDN. BHD
MAK'S CHEE
Whisk Ingredients Sdn Bhd
SRI TERNAK
De'Esprezza Coffee Sdn. Bhd.
MALAYSIAN FOOD MANUFACTURERS ASSOCIATION
PRODUK MAKANAN ENAK GEMBIRA SDN. BHD.
OH MY NASI LEMAK
GST FINE FOOD SDN BHD
BREW FACTORY SDN. BHD.
PLUS GROUP SDN. BHD.
AYAM PENYET BAGUS SDN. BHD.
Banana Bro
PUBLIC FOOD TRADING (M) SDN. BHD.
HAI TONG FOODSTUFFS (M) SDN. BHD.
LIAN HOE TEA & COFFEE (M) SDN BHD
EZZY GLOBAL SDN BHD

New Zone:

Immersive Experiences Shaping the Future of Foodservice

This edition of the exhibition closely focused on innovation and product launches, creating 13 themed exhibition zones alongside a series of supporting innovation-driven activities. From highly specialized equipment within niche industry segments to trend-setting consumer experiences, each zone showcased the most advanced “specialized, refined, distinctive, and innovative” developments across the sector.

- 2026 PLF Private Label & OEM
- SmartEAT Food Power Awakening Conference & Health Food Forum
- Zhonglian Central Kitchen Boutique Zone
- Global Flavor CHA Drink Culture Festival
 - Tea & Coffee New Forces
 - New Chinese Lifestyle Awards
 - Tea Ceremony Awards
 - Intangible Cultural Heritage Tea Master & All Star Fashion Drinks Champion Show
- EcoHowFunMarket
- 2026 Hotelex Fashion Drinks Launch Lab
- Base Blending Competition
- 2026 New Retail Development Forum



Trend Momentum:

Expanding Beyond Industry Boundaries to Engage Wider Consumer Audiences

Centered around the Coffee Festival in Hall 8.2, HOTELEX successfully expanded its experiential offerings across coffee equipment, bakery & chocolate, and professional bar sectors, attracting strong visitor engagement and lively participation. By integrating immersive lifestyle experiences, the exhibition extended its reach beyond traditional trade audiences to consumers,

- 2026 HOTELEX Shanghai International Coffee Festival
- Hotelex Small Appliance Festival & hicup Class
- SCA Experience Lounge
- All Star World Coffee Champion Show & Coffee Discovery Theater
- 2026 HOTELEX "Pong Pong" Bakery Festival
- 2026 HOT China Bakery Trend List – Selection & Announcement
- Hanbake-Hotelex Shanghai International Contemporary Bread Art Design Show
- Hanbake-Hotelex Shanghai International Bread & Chocolate Fashion Show
- 2026 Sweet Delights & Chocolate Expo Candy-Choc Bazaar
- The 13th China Master Bartender Championship
- Best 50 Bartender Awards Ceremony



Industry Insights:

Conferences and Forums Shaping the Future of Foodservice

33 Forums

495 Speakers

11,000+ Attendees

- 100 Possibilities of Coffee & Beverage - Innovation Forum
- China Fresh Made Coffee & Tea Packaging and Equipment Innovation Forum
- Gathering Momentum for a New Beginning: Launching a New Forum on the Restaurant Industry
- The 2nd China Smart Commercial Kitchen Cooking Robot Ecological Conference 2026
- The Fourth China Catering BOSS Conference
- 2026 China Hotel Digital Intelligence Development Forum
- Cohesion.Collaboration. Vision 2026 SFE Spring Franchise Summit
- Super Franchise. Uniting for Future: The 3rd Super Franchisee Conference (SHANGHAI)
- EcoHowFun: Mother Earth Talk
- The 3rd Delivery New Leaders Conference & Awards Ceremony of the Top 100 Emerging F&B Chains
- SmartEAT Food Power Awakening Conference & Health Food Forum
- Fujian (Zhangzhou) Oolong Tea Brand Investment Promotion Conference
- 2026 GCEF International Coffee Industry Summit
- High-Quality Development Forum for Commercial Kitchen Cold Chain Equipment Industry
- The 5th Central Kitchen Supply Chain Innovation Conference & Catering Supply Chain Ecosystem Co-construction Salon
- The 25th Central Kitchen Construction and Development Summit
- The 23rd China Catering Innovation and Entrepreneurship Forum
- The 8th Regional Cuisines Development Exchange Conference
- China (Shanghai) Chain Supply Chain Restructuring Conference and Food & Beverage New Business Forum
- 2026 4th China Catering SUPER Alliance Conference
- The 7th China Catering Global Summit
- Leaping into a New Journey, Crafting a New Chapter Pioneering Dialogue on High-Quality Development of the Catering Industry in the Guangdong-Hong Kong-Macao Greater Bay Area and Shanghai
- Future Food Design Conference - Cultural and Creative Cuisine & Emotional Value
- "Value Symbiosis - Growth Future" 2026 New Retail Development Forum
- A Resonance of Taste, Aesthetics, and the Future The 5th Catering Design Annual Conference
- 2026 China Potato Industry Forum
- Vessel Renewal: Design Trends x Commercial Value Salon
- New Paradigm for Going Global . Renewal of HORECA - HOTELEX 2026 International Forum on HORECA Global Expansion



New Paradigm for Going Global · Renewal of HORECA — HOTELEX 2026 International Forum on HORECA Global Expansion

Time: April 1st, 13:30–15:30

Venue: Hall 5.2 M100

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Partner: Euromonitor International

The forum, in partnership with Euromonitor International, invited distinguished guests including Nguyen Quang, Vice Chairman of the Vietnam Hotel Association, and Laura González, Founder & CEO of NI HAO CONECTA, to deliver in-depth analyses of growth opportunities in Southeast Asia, Europe, and the Asia-Pacific market. Meanwhile, representatives of leading companies venturing overseas, such as Jimmy Dong, Vice President and Head of Overseas Market of Ningji Lemon Tea, shared practical experience in areas including coffee and tea beverages as well as tableware products. The forum also featured a free exchange and intention collection session, providing a one-stop resource platform for domestic catering and hotel enterprises seeking to go global, while opening an efficient window for overseas industry professionals to directly connect with China's high-quality supply chains.

Speaker



Nguyen Quang

Vice Chairman
Vietnam Hotel Association



April Shi

Managing Director
MOVIDA



Roc Woo

Founder & CEO
CAYE



Laura González Escallada

Founder & CEO
NI HAO CONECTA



Victor Ho

Founder
VH Hotel & FnB Consultancy (Shanghai)



Pete Wang

Chief Analyst
Euromonitor International

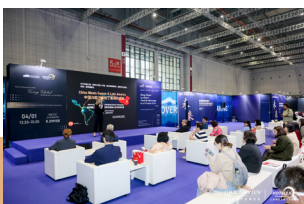


Jimmy Dong

Vice President & Global Brand Director
Ningji Lemon Tea

Sponsoring Brands

Luckin Coffee Machine | Barsetto Coffee Machine | Huangqi Coffee | Yongpu Coffee



Competition & Innovation:

Featuring Premier Competitions and Talent Development Initiatives

17 Competitions

349 Judges

1099 Competitors

- 2026 World Gelato Championship
- 2026 Shanghai International Pizza Masters East China Division & National Finals
- The 5th "SEARCH" Chinese Inheritance and Innovation Cuisine Challenge
- 2026 Hotelex Fashion Drinks Launch Lab Base Blending Competition
- 2026 Junlebao "Frozen-to-fresh" International Bakery Championship
- 2026 World Fashion Drinks Competition
- 2026 China Barista Championship-East China Division
- 2026 China Siphonist Championship- Shanghai Division
- 2026 China Latte Art Championship
- 2025 China Cup Tasters Championship
- 2026 China Coffee Roasting Championship
- 2026 HOTELEX Shanghai Tourism Hotel Catering Table Setting Skills Competition
- 2026 Hot Coffee Championship
- 2026 Hotelex Rising Star China International Young Chefs Competition



Media Impact:

Expanding Reach and Enhancing Innovation Brand Value

Omnichannel Media Exposure

Media Partners

- Zhiye Canyin Wang
- Hongcanwang
- NCBD
- Canyin Jie
- Xiaoshidai
- Coffee Salon
- Coffee T&I
- Chengdu Coffee Guide
- China Beverage News
- Kamen
- Global Baking Guide
- Yeslicake
- Yang Caomei Xiong
- Nainiu Weikan
- Food Exhibition Guide
- Modern Baking
- Food Expo Network
- Food / Gourmet
- Food Business Network
- Food Resources
- Food Industry Technology
- Xiaofei Ji
- Retail Business Review
- Nashi
- Retail Third Eye
- Dana Beila
- Allen Drinking
- Shanghai Bendibao
- Hangzhou Bendibao
- Suzhou Bendibao
- Changzhou Bendibao
- Wuxi Bendibao
- Shanghai Qu Na Chi
- Modu Trend Guide
- Shanghai Quanzi
- Coffee Trend
- Italy Export
- BAZZARA
- ZEUS INTERNATIONAL FZCO
- JUAN Philippines
- Haotu Food Network
- Food & Beverage Engineering
- Meidian Network
- Chaoxi Business Review
- FDL Data Food Think Tank
- Import Food Network
- Eo Network
- China Hotel Engineering & Catering Procurement Guide
- Dairy Online
- Safe Food Report
- 21 Baking Network
- Sugar & Wine Special Issue
- Food Partner Network
- Zhongyou Food & Beverage Network
- Healthy Food Industry Network
- China Food Network
- Prepared Dishes Network
- Hot Catering & Food Ingredients Recruitment Network
- Global Hotel
- Shangmeng Culture
- Food Recruitment Network
- Second Fire Food Agency Network
- China & Foreign Exhibition
- Jinda Food City
- Qingdao Hotel Supplies Market
- Nanfang Shaxi Mall
- Industry Online
- Aiyuanwu
- Liaoshen - Shanghai International Food Industry Park
- Huicheng Hotel Network
- Food Machinery Network
- China Ceramics Network
- Intelligent Manufacturing Network
- China Refrigeration Network
- Canjie Consulting
- Cooking World
- World Food Network
- Meat Food Network
- Food Equipment Network
- Bidding Network
- Food Exhibition Network
- China Food Network
- Saihuang Cloud
- Ebang Power

Exposure Metrics



- Digital Marketing (Hooxiao)
- Mirror Insight
- Xiaguang She
- Tide New Consumption
- TopMarketing
- TopDigital
- Pangjing
- Win Shang Data
- FTA
- Chinese Venture
- OIB Brand Academy
- BrandArk
- Jianshi
- Yilan Business Review

- made in china
- Eexpo.cn
- Zhan Duoduo
- BOSS Club
- Shizhanwang
- Huizhanwang
- Wuzhan Lihui Wang
- Good Exhibition
- Exhibition Information Scheduling Network
- Huayang Refrigeration Network
- cafeculturel

*in no particular order

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