



Hosted Buyer Programme

HOTELEX 2027

30th — **2nd**
March **April**

Organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.



About the Organizer & Background

sinoexpo | **informa**markets

Premium B2B Events from Sinoexpo

Shanghai Sinoexpo Informa Markets International Exhibition Co.Ltd. (IMSinoexpo) is a leading event company in China, which is the joint venture founded by Informa PLC., (a FTSE 100 listed company, headquartered in London & World's Top Trade Show Organizer) and Shanghai Sinoexpo International Exhibition Co.,Ltd in 1998.

Flagship Events: HOTELEX (Shanghai International Hospitality Equipment Foodservice Expo) & FHC (FHC Shanghai Global Food Trade Show).



The Hosted Buyer Program of Shanghai Sinoexpo Informa Markets is specially designed for the entire hospitality and foodservice industry.

As the organizer, we invite selected high-quality exhibitors and professional buyers-including distributors, franchisers, and importers to participate in exclusive prescheduled business matchmaking sessions on site.

This format allows both parties to conduct efficient channel optimization and product selection, thereby achieving more substantive business exchanges and cooperation opportunities.



Curated Connections for Maximum Impact



Core Concept

A specially designed program for the entire hospitality and foodservice industry



Mechanism

We establish a communication bridge for local exhibitors and high-quality buyers



Format

Exclusive pre-scheduled one-on-one business matchmaking sessions on site.



Value

Face-to-face meetings deliver local intelligence and trusted distribution networks.

Program Objectives & Vision

Objectives:

- ◆ Facilitate efficient channel optimization and product selection.
- ◆ Create a focused environment for substantive business discussions.

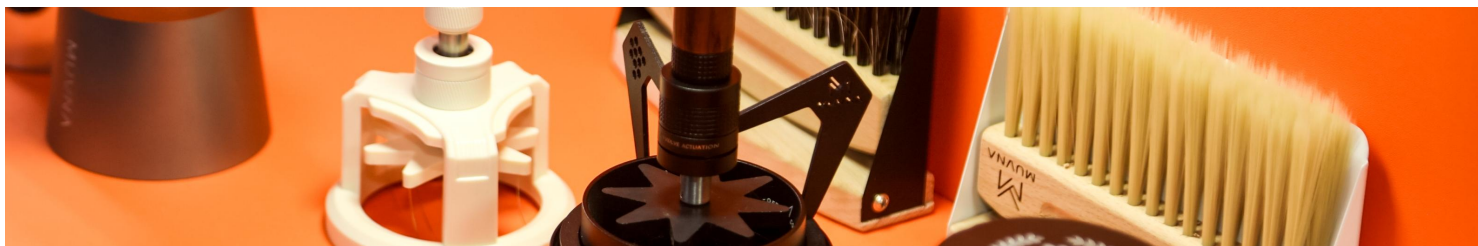
Vision:

To be the premier platform for forging long-term, strategic business partnerships in the industry.



Ultimate Goal:

Achieve tangible business outcomes and cooperation opportunities for all participants.





Your Curated Sourcing Journey

Benefits for Hosted Buyers

Pre-Scheduled Matchmaking

Save time with a personalized meeting calendar matched to your sourcing needs and connect with top-tier, vetted exhibitors.

Efficiency

Conduct months of fieldwork in just 2-3 days.



Exclusive Access

Enjoy dedicated lounge areas and networking events.

Maximized ROI

Focus purely on strategic deals and new partnerships.

Accommodation

Enjoy VIP benefits of accommodation during the exhibition period (Only for VIP delegations).

Meet Your Target Audience

Benefits for Hosted Exhibitors

Qualified Leads

Meet pre-qualified, high-potential buyers with genuine purchasing intent.

Focused Engagement

Showcase products to decision-makers in a private, distraction-free setting.

Higher Conversion Rates

Engage in deep-dive conversations that lead to faster deal closures.

Enhanced Exposure

Be recognized as a premier participant to the most valuable buyers at the show.

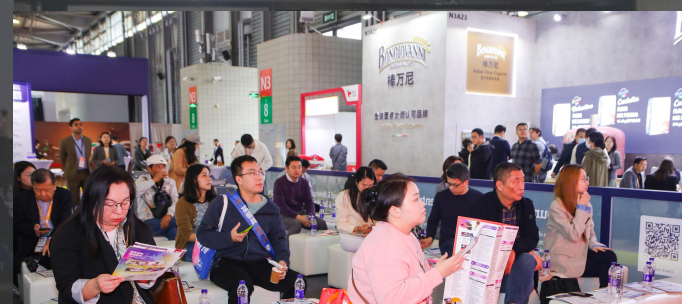


Concurrent Forum

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

DATE: April 1st, 2026 13:30 - 15:30

ADD: National Exhibition & Convention Center (Matchmaking Area)



OBJECTIVE

01 Gain Two-Way Market Insights

02 Access Actionable Guidance

03 Connect with Global Partners

04 Prepare for Overseas Exhibitions

INTRODUCTION

The forum aims to establish a high-standard, highly interconnected, cross-regional international platform for the exchange of ideas in the catering and hotel industry. The forum focuses on the potential of the Chinese market, global market trends, and practical experiences of Chinese brands going global. It deeply serves the core needs of overseas industry professionals in connecting with high-quality supply chains in China, understanding market opportunities, and expanding cross-border cooperation. At the same time, it helps Chinese brands precisely link with overseas resources.

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

The forum serves as a direct and efficient platform for overseas professionals to connect with premium Chinese supply chains and gain insights into the Eastern market, fostering cross-regional collaboration and resource integration.

For Overseas Visitors

Participating in the Forum

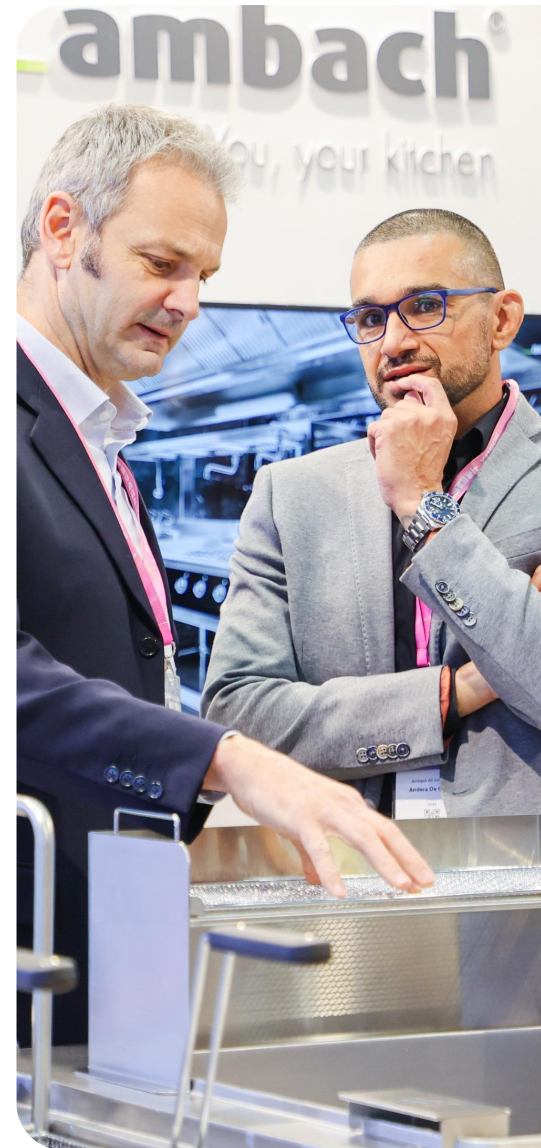
**YOU
WILL
GET**

01 Insights into Premium Chinese Suppliers: Connect directly with top exhibitors to explore partnership opportunities.

02 Market Dynamics Overview: Stay updated on industry trends and innovations in China and globally.

03 Industry Leadership Dialogues: Network with founders, experts, and global leaders in the hospitality sector.

04 Forward-Looking Insights: Leverage data and trends to anticipate digital and sustainable growth opportunities.



How It Works

1

Application & Screening

- Buyers / Exhibitors apply online
- Our team reviews and qualifies based on specific criteria

2

Pre-Event Matching

- Approved participants access the online matching system
- Request and confirm meetings based on mutual business interests

3

On-Site Execution

- Receive a finalized meeting schedule
- Conduct meetings in the dedicated Hosted Buyer Lounge
- Follow-up and deal finalization

Hall



For Exhibitors:

- This is a value-added program for selected premium exhibitors.
- Contact your sales personnel for eligibility and details.

How to Participate

For Buyers:

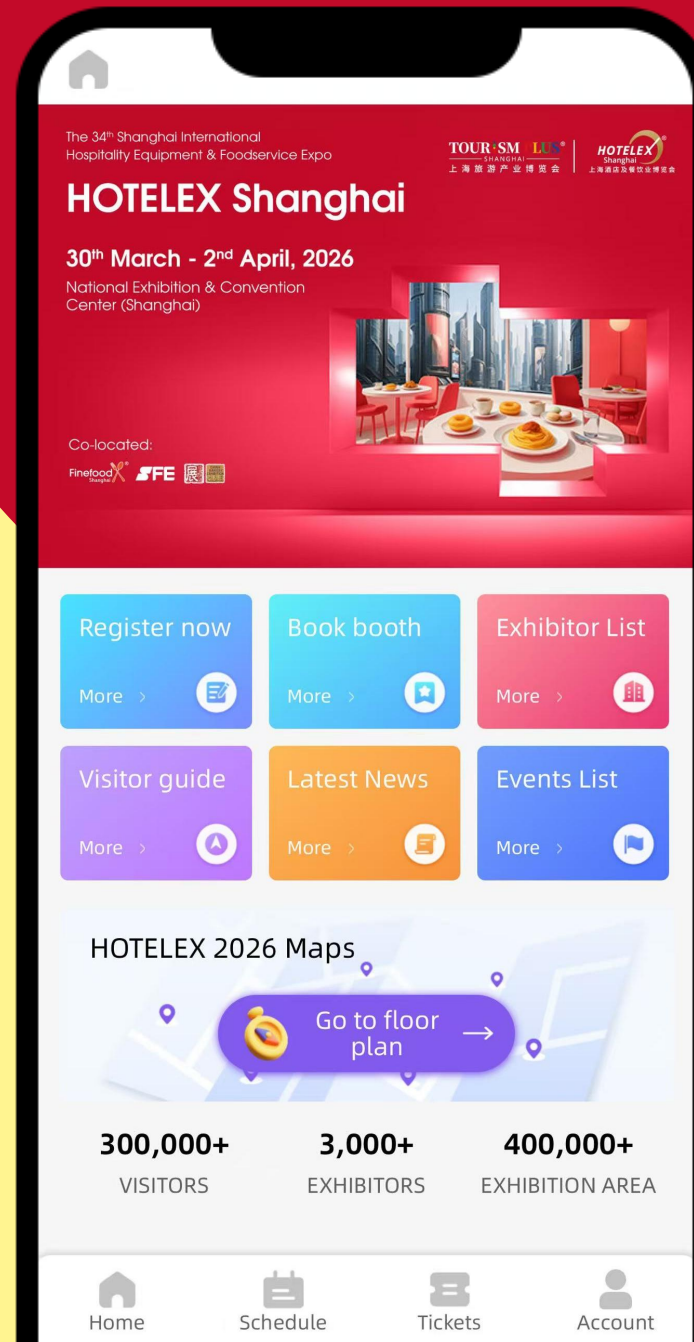
- Complete the online application form on our App/ Website (to be determined).
- Submit required business documentation.
- Get confirmation and start matching!



Welcome to DTSHoReCa

INTRODUCTION

Welcome to DTSHoReCa, the ultimate pocket guide for exploring exhibitions, designed specifically for international visitors and exhibitors! Forgot your ticket? No problem—open the DTSHoReCa app and access your pass instantly. Want to explore all exhibitors or catch the latest event updates? Everything is just a tap away with DTSHoReCa.



WHAT CAN YOU GET

- ◆ Tickets & Invitations
- ◆ Exhibition Information
- ◆ Connect with Leading Exhibitors
(Business Matchmaking)

 **Download now!**

Get ready for a seamless journey
at HOTELEX 2026!





Thanks for your attention to

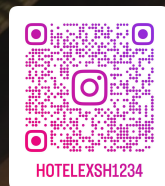
Hosted Buyer Program



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