



## ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

12-14 MAY 2021 | HKCEC

中文

### Coffee: Thriving Not Surviving

While many F&B sectors struggle to survive under COVID-19, the coffee industry sees doors open up and adapts quickly to ride the wave. With people confined to working from home, the demand for coffee drinks to make at home continues to rise, while cafes and coffee shops become the most favoured spots for a quick catch-up under social distancing.

#### *What are the Opportunities?*



#### Lifestyle and themed cafes in vogue

Coffee shops and cafes are opening at an incredible rate across the city, from Sham Shui Po to Sai Ying Pun, each with distinct identities, styles and offerings which attract a large number of photographers and Instagrammers.

[Check out some new openings here](#)

#### Coffee as a healthy and nutritional booster

The increasingly health-conscious consumers ditched high-calorie and sugar content in energy drinks and switched to coffee, which can reduce the risk of developing type two diabetes, according to a study by the Harvard School of Public Health.



#### E-commerce is the way to go

The search for coffee online spiked in 2020 with monthly coffee subscriptions continue to rise. Statistics by National Coffee Association shows that coffee sales on Amazon have grown steadily by 32-38% CAGR.

[BOOK YOUR BOOTH NOW!](#)

### Bean2Cup @ HOFEX is BACK!

As the most supportive industry partner, HOFEX – Asia's Leading Food & Hospitality Tradeshow features a specialised coffee sector which brings everything baristas, café owners, coffee producers and suppliers need to deliver a nice cup of coffee. Exhibit now to grasp the opportunity and brew up success!



#### PREMIUM CAFÉ CONCEPT

RBHK x GA

The first Premium Café Concept created a huge buzz at Restaurant & Bar Hong Kong 2020. Some exhibitors are returning to HOFEX too!

### Exhibitor Highlights

#### BONCAFÉ

Boncafe' (Hong Kong) Ltd

#### KERRY COFFEE

Kerry Coffee (Hong Kong) Ltd  
illy Caffè

#### LOVERAMICS

Loveramics



Modern Art Ltd  
Caffair



Ultimate Coffee Company Ltd



#### SME Export Marketing Fund

Eligible Hong Kong exhibitors may apply for the "SME Export Marketing Fund" to save up to 50% exhibiting costs!

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Organiser:

**Informa Markets**



17/F, China Resources Building,  
26 Harbour Road, Wanchai, Hong  
Kong  
+852 2827 6211  
exhibit@hofex.com

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