

# **HOTELEX Announces Its 23rd Grand Opening to Make an Impression**

Written by Australian Business

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## **Foreword**

As one of the largest, most effective and highest level exhibitions in the hospitality industry, HOTELEX Shanghai is consistently concerned about the practice of innovative elements and green concepts. HOTELEX has led the hospitality industry trends for 22 years and will continue to provide one-stop purchasing and information platform for the hospitality professionals.

HOTELEX Shanghai 2014 will be held from 31 March to 3 April at Shanghai New International Expo Center. As the main part of HDD (Hotelex, Deco & Design), it contains ten differently themed sectors including Catering Equipment & Supply, Bakery & Ice Cream, Tableware, Textile, Appliance & Amenities and IT & Security, Fitness & Leisure, Food & Beverage, Coffee & Tea and Wine & Spirits.

(Photo: <http://www.prnasia.com/sa/2013/12/23/20131223212051250903.html> )

**Exhibition Chapter - Transition, Quality, Authority**

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The exhibition area of HOTELEX Shanghai 2014 will reach over 140,000 SQM covering 12 indoor halls and 2 temporary outdoor halls at Shanghai New International Expo Center. Overseas exhibition area has reached over record-breaking 10,000 SQM with an increase of 42% than 2013 edition. 90% of the exhibition spaces have been sold out with an increase of 10,000 SQM than 2013 edition.

As a purchasing platform under one roof, HOTELEX has transitioned into focusing on elevating all-around experience of both exhibitors and visitors through a series of world-level onsite events, business-oriented match-making opportunities and tailor-made programs.

Relying on its 22 years' experience in hospitality industry, HOTELEX has distinguished itself from other competitors through establishing a profound foundation of solid exhibiting brands from different sectors.

Catering sector attracts winterhalter, wiliams, Meiko, Cambro, Ali, Rational, MKN, ALTO-SHAAM, HATCO, SIRMAN, GEV, SINMAG and other world famous brands. Many high reputation brands such as Fissler, Zwilling, Miracle Dynasty, Nan Song, Hua Guang, Gao Chun, Bo Lin, Lucky have participated Tableware sector. Meanwhile, as one of the star sectors, Coffee & Tea also attracts high-end brands such as Caffè Cagliari, La Pavoni, Miscela D'oro, Bezzera, illy from Italy, Firsttea from the Netherland, Drago Mocambo, WMF, Ronnefeldt from Germany, Hario, UCC, KALITA from Japan, FETCO, Bunn, Selecto from the USA, Twinings from the UK.

(Photo: <http://www.prnasia.com/sa/2013/12/23/20131223211548624491.html> )

Additionally, HOTELEX Shanghai has strived to expand new territory by launching two brand new sectors such as Bakery & Ice Cream and That's Spirits Live Show.

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Bakery & Ice cream sector magically combines these two delicious items together and presents world-renowned GELATO companies such as Carpigiani, Taylor, Fabbri Mec3 Comprital and Elenka with a touch of originality by bringing up the first edition of Gelato Championship nationwide. Bakery sector will concentrate on food safety and business sustainability through demonstration of top-notch bakery equipment and bakery competitions. Industry leaders such as Sinodis, Kolb and Foodgear are expected to participate.

That's Spirits Live show will take its debut at Hall N2 with a twist of fashion and trend. Through a series of regional Master Classes, China Master Bartender Competition, tastings, after-parties, That's Spirits Live Show aims at approaching both up-rising and experienced bartending professionals, bar and restaurant owners, liquor distributors. That's Spirit Live Show intends to inspire, educate and unite cocktail lovers in order to raise domestic industry standard.

### **Visitor Chapter -- Tailor-made, Experiential, Interactive Collaboration**

HOTELEX Shanghai is blessed with abundant industry resources and ideal geopolitical environment. Shanghai Tourism Bureau and China Tourism Hotel Association will support HOTELEX Shanghai from political standpoint of view like usual. Meanwhile, HOTELEX Shanghai starts to spread its network through cooperation with industry associations such as Shanghai Tourism Industry Association Hotels Branch, Zhejiang Hotel Association, Shanghai Drinks Association, Shanghai Food Association Bakery Committee, Shanghai Fisheries Trade Association, Shanghai Chain Enterprises Association, Shanghai Chef Club and FCSI. Over 100,000 professional buyers are expected to join the annual get-together of this hospitality event. International visitor delegations from Southeast Asia, India, the USA, Russia, Korea, Taiwan will be among the invitation list.

### **Tailor-made VIP Service**

This year, the organizer will provide a series of VIP services to both selected domestic and oversea professional buyers in order to improve onsite experience. Services such as VIP LOUNGE, FREE WIFI, catering services as well as match-making services will be provided to the professional buyers.

### **Online and offline interact**

Compared with previous editions, HOTELEX Shanghai has never been so concentrated on the online efforts than in 2014 edition. Besides comprehensive online promotion campaigns, HOTELEX Shanghai 2014 has teamed up with Starwood Hotel Group to start up an online library system for Starwood global professional buyers to browse through. As one of the biggest hotel groups and in the world, Starwood Hotel Group has over 118 entities under construction and over 20 new hotels opening up each year. The online procurement library system will certainly facilitate the purchasing process with detailed product information and 24/7 access and availability.

(Photo: <http://www.prnasia.com/sa/2013/12/23/2013122321215866765.html> )

### **Event Chapter -- Platform, Communication, Cooperation**

#### **World-level Competition turns the stage**

Exciting events play as a perfect platform for new concept launch and product showcase. HOTELEX Shanghai showcases five world-level professional competitions this year to make show floor one of the hottest zones with most foot traffic.

China Barista Championship (CBC) is the exclusive professional competition authorized by WBC. It has become the cradle of up-rising young coffee professionals in China. CBC has marched into her 12th year with over 23 regional competitions covering Eastern, Northern, and Southwestern regions of

China

. Champions representing 23 regional competitions will gather at HOTELEX Shanghai 2014 to battle it out for the exclusive spot to compete at WBC 2014.

(Photo: <http://www.prnasia.com/sa/2013/12/23/20131223212319884420.html> )

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The 2nd China Latte Art Championship will be launched at HOTELEX Shanghai 2014. The Champion will represent China to go to Melbourne to fight for the World championship. China Latte Art Championship shall become the second wave of specialty coffee in China

In the meantime, the 3rd China Master Bartender Competition (CMBC) will be held simultaneously with over 100 professional bartenders to battle it out for the exclusive invitation to the World's Best 50 Bars in London. CMBC 2014 has successfully attracted attention from liquor brands, such as MONIN, Grand Marnier, RON Barcelo and Bacardi. In addition to the final competition, CMBC is proud to hold CMBC Master Class in major hotspot cities in China

including  
Shanghai

,  
Chengdu

,  
Qingdao

,  
Xiamen

,  
Shenzhen

, spreading buzzword and promoting cocktail culture in  
China

. CMBC 2014 is also very privileged to have

Dan Bignold

from DRINK magazine and

Hamish Smith

from DRINK International as the judges this year.

When one moves up to Hall N1, he/she cannot miss the 2nd China Gelato Championship, which is heavily supported by Carpigiani and Fabbri. This competition is also strongly endorsed by Embassy of Italy to the People's Republic of China, Consulate General of Italy in Shanghai and Masters of Italian Gelateria (MGI), the only authoritative gelato organization in Italy

. The brilliant judging panel had gathered the heavyweights of gelato industry bearing a purpose to pass on the gelato culture in

China

In Hall N2, visitors would not be able to resist the tempting smell of pizza and bakery sweets. Organized by Shanghai UBM Sinoexpo Int'l Exhibition Co., Ltd and Dr. Pizza, Shanghai Pizza Master Competition will be held during HOTELEX 2014, occupying a competition area of about 300 SQM. A delicious pizza is all about choosing fresh food materials, excellent skills and advanced bakery equipment. Through the fantastic throwing performance, Shanghai Pizza Master Competition aims to create a visual feast of western traditional handmade pizza culture. What's more to watch out for is 'I'm Chef' China Bakery Master Championship, which will take its debut at HOTELEX 2014 featuring over 100 contenders and their sugary masterpieces right on the show floor. The competition will showcase fondant art, chocolate making, and wedding cakes with latest trend and skilled technology. The event aims to educate visitors about bakery knowledge and activate the creation of China bakery professionals by creating a cradle for up-rising professionals.

### **Industry display with a twist of style**

HOTELEX 2013 featured professional models in Hotel Uniform Show Competition to display the latest trends and it managed to gather seven first-tier hotel groups to compete, including Hengshan Group, Jinjiang Group, Ramada and Howard Johnson. 2013 Hotel Uniforms Show Competitions combined catwalk and skits to show the hotel uniform culture.

As the most important activity of Expo Appliance & Amenities, 2014 Hotel Uniforms Show Competition will continue to be held in the future. The competition will bring the latest hotel uniform fashion trend again. Wuxi Yimengdu Company, which has become the uniform sponsor for 2014 edition Hotel Uniform, will bring you a hot wind during HOTELEX 2014.

(Photo: <http://www.prnasia.com/sa/2013/12/23/20131223212510798337.html> )

The 2nd Star Hotel Breakfast Buffet Display Competition, which is held by Shanghai Tourism Industry Association Hotels Branch and Shanghai UBM International Exhibition Co. Ltd., is a professional competition of buffet theme conception based on its counter design and tableware design. The 3rd Star Hotel Breakfast Buffet Display Competition will be featuring themes such as Shanghai breakfast, Chinese and foreign buffet style, Romance Night for wedding. Meanwhile, other industry displays will be held during the exhibition such as Table Art Design featuring the tableware designers and their stories.

### Industry mindsets collide at high-end forums

Undoubtedly, speaker and eminent ideas are the highlight of industry forum at HOTELEX.

As an annual gathering of the industry influential voices, Foodservice in the 21st Century Forum will again focus on the pressing issues aiming at growing and informing the foodservice industry in China. This forum is organized by HOTELEX and FCSI and Foodservice Equipment Report magazine. This forum will take advantage of Shanghai's position as an international hub for the foodservice industry in Asian market and offer a platform to introduce the most cutting-edge concepts and operational case studies in the 21st century foodservice industry.

Forum will gather speakers such as Clara Pi from FCSI, Robin Ashton and Beth Lorenzini from Foodservice Equipment Report, Anglea Liu from NPD. There will be a couple of operator case studies to give foodservice owners and hotel owners some insights regarding how to survive and thrive in the current conditions.

(Photo: <http://www.prnasia.com/sa/2013/12/23/20131223212637955589.html> )

As a traditional program at HOTELEX, IPA Match-making has always been welcomed by exhibitors and VIP buyers for this straightforward opportunity to meet the right person within the 4-day exhibition period. Five themed seminars will announce the purchasing requirement of foreign and domestic hotel owners, contractors and hotel project supervisors, supermarket and Shanghai Chef Club.

Shanghai awaits HOTELEX 2014

With the continuous development of the economy as a whole and innovation and growth in the hotel supplies market, HOTELEX Shanghai will again withhold a new historical standpoint of view. Relying on the hotel and catering industry background resource, covering the authority of

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exhibitors, HOTELEX is destined to break through with multidimensional and dynamic industry sharing platform. For more updated information, please log onto our official website <http://www.hotelex.cn>

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### Notes

1. About HOTELEX ( <http://www.hotelex.cn/> )

As the main part of HDD (Hotelex, Deco & Design), it contains ten differently themed sectors including Catering Equipment & Supply, Bakery & Ice cream, Tableware, Textile, Appliance & Amenities, IT & Security, Fitness & Leisure, Coffee & Tea, Food & Beverage, Wine & Spirits. HOTELEX has led the hospitality industry trends for 22 years and will continue to provide one-stop purchasing and information platform for the hospitality professionals.

2. About EXPO FINEFOOD ( <http://www.expofinefood.com/> )

EXPO FINEFOOD 2014 is a one-stop purchasing platform that features high-quality imported food products and food ingredients catering to hotels, restaurants, bars, cafes, clubs and hospitality industry. As a part of [HOTELEX Shanghai](#) , EXPO FINEFOOD showcases four-theme exhibition sectors including Food & Beverage, Bakery & Ice Cream, Coffee & Tea and Wine & Spirits.

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