

第15屆

2017

# 香港冬日美食節

## Hong Kong Food Festival


24 - 28/12/2017

香港會議展覽中心3B, C, D, E 展館


Hong Kong Convention & Exhibition Centre, Hall 3B, C, D, E

香港最具代表之冬季美食節  
Hong Kong's Most Representative Winter Food Festival



主辦機構 :  香港亞洲展覽(集團)有限公司  
Organizer : Hongkong-Asia Exhibition (Holdings) Ltd.

大會網站 : [www.foodfestival.com.hk](http://www.foodfestival.com.hk)  
Website

 冬日美食節 Food Festival

# FOOD

## 聖誕5天展期 業界用家雲集 超強人流 5-day Christmas Cuisine Delight Traders and Public All Gathered in Food Festival

香港「美食天堂」之美譽並非浪得虛名，港人對美食的要求及消費力絕對不容小覷。根據2016年研究指出，港人在飲食消費上壓倒性領先亞太區其他城市；加上每年訪港人次持續高企，根據世界旅遊業組織的保守估計，2017年訪港旅客將高達7,000萬人，而旅客們表示最願意花費在飲食方面。

為滿足龐大市場的需求，「第15屆香港冬日美食節」將於2017年12月24至28日，一連五天於香港會議展覽中心盛大舉行，為各大展商提供一個有效推廣品牌的銷售平台。秉承集世界各地特色美食之傳統，主辦機構將繼續搜羅香港及海外多個國家及地區如日本、韓國、意大利、澳洲、泰國、新加坡、馬來西亞、印尼及越南等的美食佳餚及傳統食材，並以本地及多國飲食文化及風味為主題，吸引各國買家、旅客及大量本地用家入場；同時吸納更多海外團體及機構如日本沖繩縣食肉輸出促進協議會、奧地利MG Puma、克羅地亞PIK Vrbovec、新加坡Careshop De Cafe、韓國K-BEST及台灣聖保羅烘焙花園等參與盛事，打造美味黃金商機！2016年美食節更雲集不少本地知名品牌，如白蘭氏、鴻福堂、東方紅及榮華餅家等。美食節於過去14年更吸引超過數百萬香港市民、海外旅客及買家進場參觀採購，漸漸成為聖誕期間必去之處。本年美食節定會延續美食神話，不負香港美食天堂的稱號。

As the "Gourmet Paradise", local people have both high standard and spending power on food. According to latest research, amount of money spent on food by Hong Kong people is much higher than that of other Asia-Pacific regions. Moreover, World Tourism Organization predicted that the visitor flow in Hong Kong will be over 70 millions in 2017. We foresee a more successful achievement in the admission number and sales turnover in 2017!

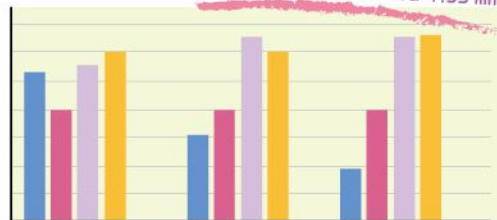
In order to fulfil the demand for quality food, "15th Hong Kong Food Festival" will be held on December 24-28, 2017 at the Hong Kong Convention and Exhibition Centre, to provide a platform for exhibitors to promote their brand effectively! The organizer continues to gather signatures and traditional cuisine delights from various countries and regions to the expo including Japan, Korea, Italy, Australia, Thailand, Singapore, Malaysia, Indonesia and Vietnam, in order to cater for more visitors and exhibitors including Okinawa Meat Export Federation (Japan), MG Puma (Austria), PIK Vrbovec (Croatia), Careshop De Cafe (Singapore), K-Best (Korea), Saint Paul Patisserie (Taiwan) and more. Famous local brands such as Brandsworld, Hung Fook Tong, Tung Fong Hung, Wing Wah, etc. were some of the participants in 2016. Over the past 14 years, over millions of visitors had attended the grand event. Being one of the hottest events of "Gourmet Paradise", this year's Food Festival will continue the myth of delicacies.

連續創3年

會展最多人流之

美食展

2017年入場人數預期將突破135萬！  
Expected 2017 visitors over 1.35 million



Year	海外旅客入場人數 (萬/10 thousand)	營業額 (億/100 million)	展位數目 (No. of Booth)	總入場人次 (萬/10 thousand)
2014	10.5	8	1131	121.6
2015	6.2	8	1300	123.4
2016	3.8	8.8	1320	131.1

\*以上數字包括同期所有展覽。The above numbers include all expos held at the same time.

### 為甚麼參展？ Why Exhibit?

接收市場最新資訊

To keep track on industry information

擴大市場佔有率

To increase market share

鞏固行內地位

To enhance and strengthen corporate image

最佳速銷平台

Best fast retailing platform

直接向各買家和用家推介產品及服務

To reach potential buyers and end-users directly

短時間提升營業額，增加現金流量

To boost sales timely, increase cash flow

開拓更多商機

To explore more business opportunities

接觸更多新客戶

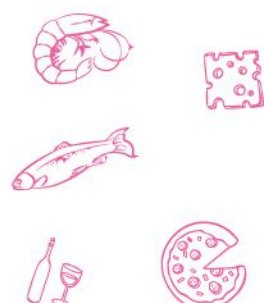
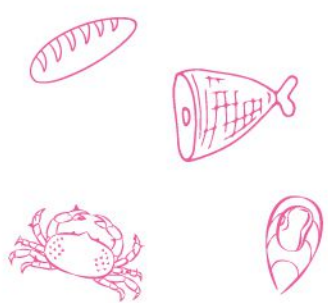
To acquire new customers for product improvement





# 9 大 展 區

## 9 THEME ZONES



**至尊品牌區**  
Premium Brands Zone



**東南亞特色食品區**  
South East Asia Flavour Zone



**日食文化區**  
Staple Diet of Japan



**世界飲食貿易區**  
Worldwide Food & Trading Zone



**國際品酒嘉年華及高級食品區**  
International Wine & Luxurious Food Zone



**韓潮食品區**  
Taste of Korea



**健康綠色食品及素食區**  
Healthy Green and Vegetarian Food Zone



**賀年食品、糧油及蔘茸海味區**  
New Year Food, Daily Essentials & Quality Dried Seafood Zone



**餐飲食肆甜品區**  
Eateries and Dessert Zone



# IVAL

## 參展商評語 Exhibitors' Comments



### 富山市物業振興會 (張小姐)

「今次是第一次來港參展，入場人士反應很好，透過這次機會亦可以介紹富山市地區給香港市民認識。」



#### Toyama Property Promotion Association (Ms. Cheung)

"This is our first time joining the Food Festival. Visitors' responses were positive. The expo served as a great chance for introducing Toyama to Hong Kong citizens."

### 榴槤BB (袁先生)

「知道大會安排了在報紙上刊登\$1優惠資訊及Facebook宣傳，吸引了很多入場人士注意，可見大會在Online及Offline兩方面的宣傳亦安排得很好。」



#### Durian BB (Mr. Yuen)

"The Organizer carried out excellent marketing promotion in both online and offline channels. For example, \$1-special-offer advertisement on newspapers and Facebook posts successfully drew visitors' attention."

### Ettason (Andy)

「今年第一次參展，希望透過本地的美食展覽以推廣本品牌給市民認識。此外，我們認為網上Facebook宣傳效果不錯。」



#### Ettason (Andy)

"It is the first time we exhibit in the Food Festival. We hope to grab this chance to promote our brand. Also, Facebook posts were effective ways of promotion."

### 華嫂冰室 (呀B)

「今年是第一次參展，發現人流真的很犀利，比預期強很多，而且入場人士的購買力也很好。」



#### Mrs Tang Cafe (Mr. B)

"This is our first time joining the expo. Visitor flow was much higher than our expectation and visitors got very high purchasing intention."



## 入場人士評語 Visitors' Comments



### 施先生和黎小姐

「我們是第一次來，因為聖誕節沒什麼地方可去，又看到港鐵、紅隧和Facebook等都有冬日美食節的廣告，所以就來看看。是次參觀主要是品嚐熟食，覺得食物種類多樣化，價錢又合理！」



#### Mr. Sze and Ms. Lai

"We come here for the first time and it makes a good place to visit at Christmas. Advertisements placed at MTR stations, Cross Harbour Tunnel and Facebook aroused our interest. We ate a lot cooked dishes. Choices were diversified and priced at a reasonable range."

### 施先生和施太太

「我們是第二次來美食節，本來只打算逛逛，但由於貨品款式多，價錢又實惠，不知不覺買了許多東西，例如北海道蟹黃醬、啤酒和咖啡。這裡很熱鬧，假日和消費氣氛都很好。」



#### Mr. and Mrs. Sze

"This is our second time visiting the Food Festival. Indeed, we just planned to hang out. We finally spent a lot as there were numerous products and the prices were favorable. For example, we've bought Hokkaido crab roe paste, beer and coffee. The atmosphere was really good."

### 方先生和Rainbow

「這次已經是第三次來，我們主要來吃熟食，因為這裡有不同國家和種類的食物供我們選擇。另外，我們覺得健康綠色食品及素食區最為吸引。」



#### Mr. Fong and Rainbow

"This has been our third time coming to the Food Festival. We come here for the worldwide cuisine. Also, we think the most attractive zone is Healthy Green and Vegetarian Food Zone."

### 劉太

「我和家人在幾星期前在網上看到美食節的資訊和優惠，已經食指大動。所以一有時間就連午飯也不吃，就特地進場，其中我們一家最喜歡雪糕和\$1鮑魚。」



#### Mrs. Lau

"We literally couldn't wait for the expo a few weeks ago after seeing the promotions online. We have even skipped lunch and came here today, our favorite food are ice-cream and \$1 abalone."



# 最受歡迎之展會宣傳平台 Ideal Promotional Platform

為參展商度身訂做的高效宣傳計劃，內容豐富、滲透力強！  
要進一步提升展會期間的曝光率，加強產品和服務的重點宣傳，並強化品牌形象的參展商，萬勿錯過！

An efficient promotion plan with great ideas tailor-made for individual exhibitors! Don't miss out the opportunity on reinforcing your brand image.



## Menu 套餐

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### 入場贈券 Complimentary Ticket

主辦機構將廣發過百萬張印有參展商廣告之入場贈券予不同公司、機構及團體，讓參展商更進一步直接接觸客戶群。

Organizer widely distributes over 1 million of complimentary tickets to different companies, organizations and associations which speeds up the time for exhibitors to reach the target audience.



### 網上宣傳 Online Promotion

透過主辦機構的大會網站、Facebook專頁及微博宣傳參展商資訊。

Deliver exhibitor's promotional information through Organizer Website, Facebook page and Weibo.



### 入場券 Admission Ticket

大批入場人士將於售票處購買印有參展商廣告的門票，讓資訊直接傳遞至目標群。

Through buying the admission ticket at Ticketing Counter, exhibitor's message can pass to customer directly.



### 獨家贊助計劃

### Exclusive Sponsorship Programme

- 冠名贊助
- 突出優越贊助
- 場內舞台贊助
- Title sponsorship
- Prominent prime sponsorship
- On-site stage sponsorship

### 展場指南/消費萬利券

### On-Site Show Guide / X'mas Wow Coupon

主辦機構將於售票處及場內派發展場指南，提供不同節目內容及優惠予入場人士。

Organizer widely distributes Show Guide and X'mas Wow Coupon at Ticketing Counter and in-hall organizer counters to provide program information. Exhibitors can deliver their promotional messages directly to customers.



### 多元化廣告形式

### Diversified Advertising

- 展會入口燈箱廣告
- 會場背幕廣告
- 場內旗幟廣告
- 特製和專題設計廣告
- 「展場廣播」廣告
- Entrance light-box ads
- Backdrop ads
- Banner ads
- Special and feature ads
- On-site Broadcasting ads

### 現場節目

### On-site Gimmicks

- 贊助產品 (供抽獎、台上特色活動、或作展會入場禮品之用)
- 舉行產品發佈會
- 進行產品或服務示範
- Product sponsorship (for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services

以上宣傳廣告數量有限，先到先得，額滿即止，詳情請向主辦機構查詢。

Promotional packages are sold on a first-come first-served basis with no order limit, please contact the Organizer for more details.

# 最強大宣傳攻略 Effective Promotion Strategies

## 全線港鐵 MTR Advertisements

## 大型戶外廣告 Outdoor Advertisements

## 電視廣告 Television Advertisements

## 報章及雜誌 Newspapers & Magazines

## 電子媒體 Online Promotion

## 傳媒優先試食團 Media Tour



於主要車站放置燈箱廣告、全線車站電梯廣告、牆身燈箱廣告、車箱電子板廣告及車箱廣告卡，以提升宣傳效果。

Advertisements at major MTR stations, ranging from light boxes, escalator crown, poster-on-wall, in-train information panel and tube card, to increase the effectiveness of promotion.



於人流暢旺地區放置大型戶外廣告板，並於各大型商場增設電子屏幕廣告或燈箱廣告。 Large-scale outdoor billboards at districts with high traffic. Besides, lightbox and information panel are placed at popular shopping malls.



頭條POP NEWS



ontv 東網電視



J2台 - 東張西望



TVB翡翠台、TVB高清翡翠台及 J2台於黃金時段播放展會電視廣告  
Ads on TVB, HD TVB and J2

於黃金時段播放電視廣告。  
Television advertisements during peak hours.



於各大報章及雜誌刊登廣告。  
Newspapers and magazines coverage.



透過社交平台如Facebook、微博、WeChat、Youtube等渠道，以及受歡迎的網站包括BabyKingdom、Yahoo、Uilifestyle.com.hk、頭條日報網、Wellcome惠康及Like Magazine等。 Through social platforms, such as Facebook, Weibo, WeChat, YouTube and other popular websites, such as BabyKingdom, Yahoo, Uilifestyle.com.hk, Headline Daily, Wellcome, etc., for any exhibition updates.



邀請傳媒優先試食並報導展會內容，率先讓廣大市民掌握會場美食情報。  
Invite media to visit and report expo's highlights.

## 參展方式

標準攤位：3米 x 3米 (9平方米)

參展費用：每平方米港幣2,899元/美金374元

設施：圍板、地氈、公司名牌、2支燈、1張桌子、2張椅子、清潔服務及基本保安

空地攤位：最少18平方米

參展費用：每平方米港幣2,610元/美金337元

設施：清潔服務、基本保安

## 付款方法及訂位細則

參展商於簽訂參展表格時須付50%之金額，劃線支票抬頭請寫「香港亞洲展覽(集團)有限公司」。餘款須於展覽會3個月前付清，逾期者作棄權論，而主辦機構則可將其攤位出售，至於已繳之款項將不獲退還。

## Participation Format

Standard Booth : 3m x 3m (9 square meters)

Participation fee: HK\$2,899/ US\$374per square meter

Facilities : Partitions, carpeting, fascia with company name, 2 spotlights, 1 desk, 2 chairs, cleaning service, basic security service

Raw Space : At least 18 square meters

Participation fee: HK\$2,610/ US\$337 per square meter

Facilities : Cleaning service, basic security service

## Payment

A deposit of 50% of the total amount must be paid upon confirmation. A crossed cheque should be made payable to "Hongkong-Asia Exhibition (Holdings) Ltd." with the balance should be payable 3 months prior to the exhibition. Failure to pay on time will mean withdrawal from the exhibition. It is at the organizer's sole discretion to re-sell the booth. The entire paid deposit will then be forfeited.

主辦機構  
Organizer



香港亞洲展覽(集團)有限公司  
Hongkong-Asia Exhibition (Holdings) Ltd.

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