

第20屆

2022

香港冬日美食節

Hong Kong Food Festival


年度盛事 冬日美食節



24 - 28 / 12 / 2022

香港會議展覽中心 3號館

Hong Kong Convention & Exhibition Centre, Hall 3

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 Website :

food-expo.com.hk



冬日美食節 Food Festival



@hkfoodfestival



香港冬季購物節及冬日美食節



聖誕黃金銷售檔期 盡在冬日美食節

Golden Sales Opportunity in X'mas just at Food Festival

年度盛事 載譽歸來！「第20屆香港冬日美食節」將於2022年12月24至28日於香港會議展覽中心3號館盛大開幕！為期5天的美食節匯聚了不少知名品牌、日韓台、東南亞及環球美酒佳餚，展會每年均吸引不少新品牌、星級煮廚及人氣網店進駐，絕對是熱愛美食的香港人必到的美食盛會！

除了多元化的美食佳餚外，大會更準備多項場內獎賞、消費抽獎及聖誕禮遇，藉此刺激消費及吸引更多入場人士。美食節參觀人數每年持續上升，預期吸納過百萬人次！適逢節日大批港人留港消費，零售市道暢旺，促進本地內銷商機，配合大會線上線下及會場宣傳廣告，冬日美食節絕對是商戶不可錯過的聖誕黃金銷售商機！

The annual flagship exhibition - The 20th Hong Kong Food Festival will be held from 24 to 28 December, 2022, at Hall 3, Hong Kong Convention and Exhibition Centre. As the annual signature event, the 5-day Hong Kong Food Festival not only presents a range of gourmet from Hong Kong premium brands, Japan, Korea, Taiwan, South East Asia to global, and also new brands, star chefs in town and hottest online store, the Food Festival will be the must-go food events for all food lovers in Christmas!

Apart from the mouthwatering gourmet, the Organizer also prepare a series of onsite privilege, consumption lucky draw and X'mas gimmick, in order to stimulate onsite purchase and attract more visitors. With a continuous increase in the number of visitors, it is estimated that there will be over million attendances at the event in 2022. Along with Organizer's online, offline and onsite promotion, Hong Kong Food Festival is definitely a golden sales opportunity that cannot be missed!

參展攤位逾**800個**！

Over **800** booths!

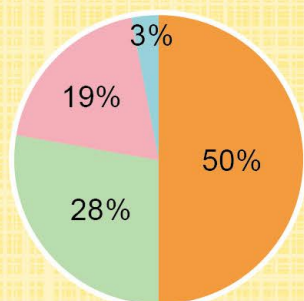
2021年總入場人次高達**105萬**！

1.05 million visitors' traffic in 2021!

(以上數字包括2021年同期所有展覽)

(The above numbers included all concurrent expos in 2021)

入場人士概況 Visitors' Profile

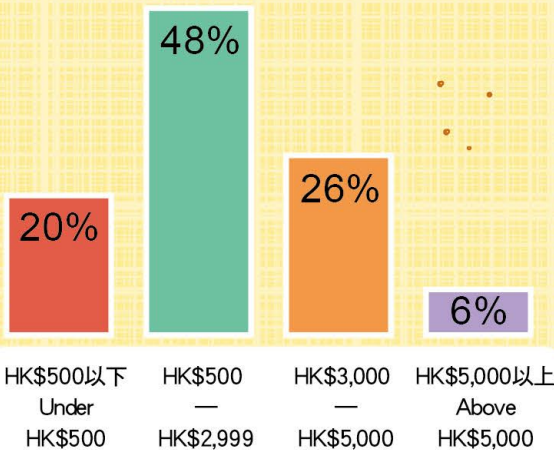


- 家庭 Family
- 情侶 Couples
- 年青人/學生 Teenagers/Students
- 專業買家 Professional Buyers

入場人士平均消費金額 Visitors' Average Purchase Amount

95%

入場人士會再次來臨！
of visitors will visit again



特色展區 Themed Zones



至尊品牌區

Premium Brands Zone



東南亞美食區

South East Asia Flavour Zone



日韓台美食區

Taste of Japan, Korea
& Taiwan Food Zone



香港製造手工食品、飲品區

Made in Hong Kong Artisanal Food
& Beverage Zone



國際美酒及高級食品區

International Wine & Luxurious Food Zone



健康綠色食品及素食區

Healthy and Vegetarian Food Zone



節日食品及海味區

Festival Food
& Quality Dried Seafood Zone

部分歷屆參展商及品牌 Previous Exhibitors and Brands

- | | | | |
|--------------|---------------------------|-------------------------|------------------------------|
| ★ 龍豐藥業 | Lung Fung Pharmaceutical | ★ 上海么鳳 | Shanghai Food |
| ★ 仁御堂 | Yan Yue Tong | ★ 蓋記燕窩專門店 | First Edible Nest |
| ★ 珍品李家 | Zhen Pin Li Jia | ★ 美味棧 | Yummy House |
| ★ 同珍集團 | Tung Chun Soy Sauce | ★ 日本命力 | Meiriki Japan |
| ★ 榮華食品 | Wing Wah | ★ 維特健靈 | Vita Green |
| ★ 恆香老餅家 | Hang Heung Cake Shop | ★ 華潤堂 | CR Care |
| ★ 嘉頓 | Garden | ★ 馬百良 | Ma PaK Leung |
| ★ KAWAI日本肝油丸 | Kawai | ★ 東方紅藥業 | Tung Fong Hung |
| ★ 位元堂 | Wai Yuen Tong | ★ 南北行 | Nam Pei Hong |
| ★ 海天堂 | Hoi Tin Tong | ★ 王朝滴雞精 | Wang Chao |
| ★ 鴻星集團 | Super Star Group | ★ 田原香 | Tian Yuan Xiang |
| ★ 壽桃牌 | Sao Tao | ★ 丸和日式食品有限公司 | Maruwa Japanese Food Limited |
| ★ 超力國際食品 | Chevy International Foods | ★ 韓印紅 | Han Yin Hong |
| ★ 屈臣氏蒸餾水 | Watsons Water | ★ 啟泰藥業 | Kai Tai Hong Kong |
| ★ 益力多 | Yakult | ★ Milk Top | |
| ★ 鴻福堂 | Hung Fook Tong | ★ Market Place by Jason | |
| ★ 雪花啤酒 | Snow Breweries | ★ Pokka Cafe | |

更多參展商不能盡錄

More exhibitors, not able to exhaustive



為甚麼參展 Why Exhibit?



擴大市場佔有率
To increase market share



鞏固行內地位
Stable market position



直接向各目標客群和用家推介新產品或服務
To introduce latest products or services for potential customers



接收市場最新資訊，有效為品牌定位
To keep track on industry information and ensure effective brand positioning



短時間提升營業額
To boost sales timely



接觸更多新客戶
To explore new customers base



參展商評語 Exhibitors' Comments



珍品李家

「我非常樂觀，預計(生意額增加)百分之二十至三十左右。人流方面亦不擔心，因為適逢聖誕假期，許多家庭放假都會留港消費。」

*資料來源: 東網On.cc

Zhen Pin Li Jia

"I am very optimistic and expected around 20 to 30 percent increase in business volume. We are not worried about the traffic, because it is the Christmas holiday, many families will stay in Hong Kong to spend during the holidays."



仁御堂

「今年比預期中理想，人流非常多，特別是聖誕節假期幾天。公司產品銷情理想，相當滿意！」

*資料來源: 現場訪問

Yan Yue Tong

"The traffic was better than expected, especially during the Christmas holidays. We were satisfied with the sales transaction!"



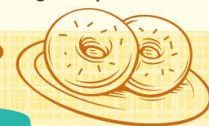
Yobick優必乳酸飲品

「冬日美食節是香港的大型展覽，為了提升品牌知名度，公司每年都會參展。今年的人流十分理想，而且入場人士消費力高，都很樂意消費。」

*資料來源: 現場訪問

Yobick

"As Hong Kong Food Festival is one of the largest exhibitions in Hong Kong, we participate in the exhibition every year in order to enhance brand awareness. A large volume of visitors of this year was very ideal, and the high-spending-power customers were willing to spend."



入場人士評語 Visitors' Comments



葉先生

「每年冬日美食節都會來趁熱鬧、買酒等，展會貨品種類繁多，不乏凍肉、薯片等食品。」

*資料來源: Speakout/港人講地

唐女士

「甚麼都會買，只要看到合心意便會買。預計會在場內消費多於一千至兩千元。」

*資料來源: 東網On.cc

Mr. Yip

"I visit the Hong Kong Food Festival every year. There were various products such as frozen meat and chips"

*Data Source: Speakout

Ms. Tong

"I am willing to spend for any products I like and expected to spend more than \$1,000 to \$2,000"

*Data Source: On.cc

高成效創意推廣 共贏宣傳計劃 Joint Promotion Programme

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.

展會前之宣傳 Pre-show Advertisement

入場贈券 Complimentary Tickets

主辦機構廣發過百萬張入場贈券予零售商、食肆、樓宇及大型屋苑、機構等，並廣發邀請卡至新入伙樓宇。



Organizer widely distributes over 1 million of complimentary tickets to retail stores, restaurants, housing estates, organizations, and sends invitation Postcard to new occupation buildings.

展會期間之宣傳 On-show Advertisement

福袋廣告 Tote Bag Advertisement

大會於展覽期間在售票處向入場人士派發福袋，參展商可藉刊登福袋廣告，令入場人士第一時間接觸到品牌，增加品牌曝光率並加強品牌形象，大收宣傳之效及開拓商機。



Tote bags will be distributed to visitors during the exhibition period at the Ticketing Counter. Exhibitors are welcome to make advertisements on tote bags to increase brand exposures by having the visitors getting in touch with the brand just at the door.

入場券 Admission Ticket

顧客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客群。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

舞台節目 Stage Programme

參展商可預訂舞台表演時段，以作推介新產品或服務等宣傳之用。

Exhibitors may promote their new products or services through stage sessions.



展會場刊 / 消費萬利券

Show Guide Advertisement / Wow Coupon

主辦機構將於售票處及場內派發展會場刊，提供不同節目內容及優惠予入場人士，參展商可透過廣告及優惠券，吸引目標客戶。



Organizer widely distributes Show Guide and Wow Coupon at Ticketing Counter and in-hall organizer counters to attract more targeted customers.

全天候網上宣傳 Online Promotion

網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、Instagram、微信及微博宣傳參展商資訊。

Expo info and Exhibitor promotional information will be showcased on our online platforms, such as website, Facebook page, YouTube, Instagram, WeChat and Weibo.

其他宣傳計劃 Other Promotion Programme

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
- Entrance light-box ads • Backdrop ads • Banner 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)
- 舉行新產品發佈會
- 進行產品或服務示範
- 行晒全場有著數
- Product sponsorship (for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Stamp Your Way to Festive Delights

主辦機構設有為參展商度身訂造之廣告宣傳計劃，歡迎查詢。

Welcome for enquiry about tailor made promotion campaign.

展覽線上及線下宣傳 Mass Show Promotion

大會在展覽3個月前進行廣泛線上及線下宣傳，包括於鐵路沿線廣告、電視及主流報章廣告、網上媒體宣傳等。與知名連鎖零售店、食肆、地產商、物業管理及商會合作，於超過100個零售點、會所、商場等派發過百萬張入場贈券予目標客戶！

The Organizer will start mass online and offline promotion 3 months before show, including MTR advertisement, TV and major newspaper advertisement, online media and platform promotion, etc. Besides, the Organizer partner with well-known chain stores, restaurants, developers, property management, associations, to distribute million of complimentary tickets at over 100 spots!

廣泛放置戶外廣告、鐵路沿線廣告宣傳 Mass Outdoor and MTR Advertisement



於鐵路沿線放置12封大燈箱廣告、4封燈箱廣告及全條電梯廣告等，並於人流眾多的地點如瓊華中心及始創中心等加設電子屏幕廣告

12-Sheet, 4-Sheet Light box and Whole Escalator Crown advertisement at all major MTR stations. Displaying outdoor Billboard and Digital Panel at crowded places such as King Wah Centre and Pioneer Centre etc.

電視及主流報章廣告、網上媒體及網紅宣傳、傳媒廣泛報導

TV and Major Newspaper, Magazine, Online Promotion and Media Coverage



TVB、有線電視、頭條日報、星島日報、經濟日報、東方日報、明報、文匯報、商業電台、新假期、U Lifestyle、Unwire、Yahoo 新聞、香港高登論壇、Baby-Kingdom、香港討論區、Cosmopolitan、Try.Eat! 等

TVB, i-Cable, Headline Daily, Sing Tao, HKET, On.cc, Ming Pao, Wen Wei Po, Commercial Radio, Weekend Weekly, U Lifestyle, Unwire, Yahoo News, HK Golden, Baby-Kingdom, HK Discuss, Cosmopolitan, Try.Eat!, etc.



更多宣傳渠道包括麥當勞、張毛記電業、加德士油站、醫院管理局、新鴻基旗下物業及商場、基滙資本商場、華潤物業、香港總商會、香港中華總商會、世紀21等

More promotion channels including McDonald's, CMK, Calex HK, Hong Kong Hospital Authority, Sun Hung Kais properties and shopping malls, Gaw Capital's shopping malls, China Resources Properties, HKGCC, CGCC, Century 21 etc.

參展方式

標準攤位：3米x3米 (9平方米)

參展費用：每平方米港幣3,050元/美金393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2,750元/美金355元

設施：清潔服務及基本保安

Participation Format

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

Participation fee : HK\$3,050/ US\$393 per square meter

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

Raw Space : At least 18 square meters

Participation fee : HK\$2,750/ US\$355 per square meter


Facilities : Cleaning service and basic security service

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。

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

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