

第21屆

2023

香港冬日美食節

Hong Kong Food Festival


聖誕美食盛事 共享黃金商機



23 - 27 / 12 / 2023

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

「第21屆香港冬日美食節」將於2023年12月23至27日，一連五天於香港會議展覽中心盛大舉行！

除一眾港人熟知的本地品牌及人氣食店外，展會更匯聚世界各地飲食文化，吸納了一眾日、韓、台、東南亞及海外品牌登陸香港，成為聖誕最大型美食博覽。

除了多元化的美食佳餚外，大會更準備多項場內獎賞、消費抽獎及場內活動，如「星級名廚教室」，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！適逢聖誕佳節，零售市道暢旺，配合大會線上線下及會場宣傳廣告，香港冬日美食節絕對是商戶不可錯過的聖誕黃金銷售商機！

“The 21st Hong Kong Food Festival” will be held from 23 to 27 December, 2023 at the Hong Kong Convention and Exhibition Centre.

Along with the well-known local brands and popular stores, the festival also gathers top brands from Japan, Korea, Taiwan, South-East Asia and worldwide. Hence, “Hong Kong Food Festival” has been the largest Food Expo during Christmas.

Apart from the mouthwatering gourmet, the Organizer also prepare a series of onsite privilege, consumption lucky draw and activities, such as “Star Kitchen”, 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 2023. Along with Organizer’s online, offline and onsite promotion, Hong Kong Food Festival is definitely a golden sales opportunity during Christmas!

參展攤位逾1000個!

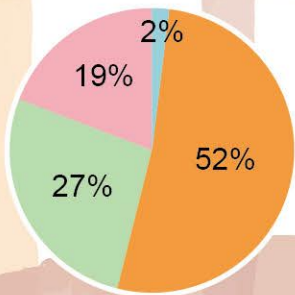
(以上數字包括2022年同期4個展覽)

Over 1000 booths!

(The above number included all concurrent expos in 2022)

入場人士概況

Visitors' Profile

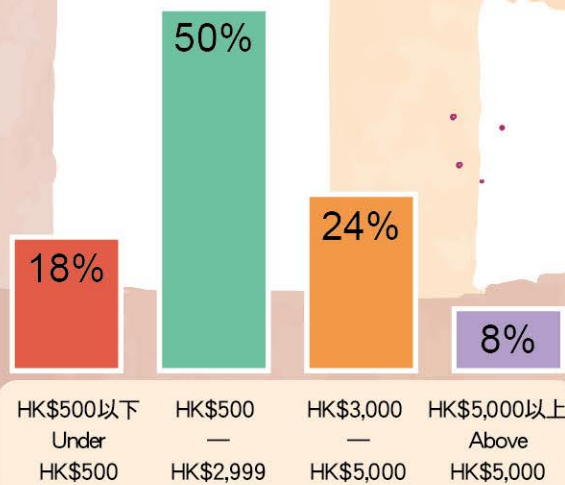


- 家庭 Family
- 情侶 Couples
- 年青人/學生 Teenagers/Students
- 專業買家 Professional Buyers

95%
入場人士會再次來臨!
of visitors will visit again

入場人士平均消費金額

Visitors' Average Purchase Amount



特色展區 Themed Zones



日、韓、台食品及本地零食區

Tasty Food Of Japan, Korea, Taiwan & Local Snacks Zone



至尊品牌區

Premium Brands Zone



東南亞特色食品區

South East Asia Flavour Food Zone



賀年食品、糧油及參茸海味區

CNY Food, Daily Essentials & Quality Dried Seafood Zone



健康綠色食品及素食區

Healthy Green & Vegetarian Food Zone



國際佳餚、美酒咖啡及甜點區

International Gourmet, Wine, Coffee & Dessert Zone

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

★ 健康農場	Health Fam	★ 雪花啤酒	Snow Breweries
★ 九龍維記牛奶有限公司	Kowloon Dairy Limited	★ 上海么鳳	Shanghai Food
★ 草姬國際有限公司	Herbs Generation International Limited	★ 蓋記燕窩專門店	First Edible Nest
★ 百佳超級市場	PARKnSHOP	★ 美味棧	Yummy House
★ 龍豐藥業	Lung Fung Pharmaceutical	★ 日本命力	Meiriki Japan
★ 仁御堂	Yan Yue Tong	★ 維特健靈	Vita Green
★ 珍品李家	Zhen Pin Li Jia	★ 華潤堂	CR Care
★ 同珍集團	Tung Chun Soy Sauce	★ 馬百良	Ma Pak Leung
★ 榮華食品	Wing Wah	★ 東方紅藥業	Tung Fong Hung
★ 恆香老餅家	Hang Heung Cake Shop	★ 南北行	Nam Pei Hong
★ 嘉頓	Garden	★ 王朝滴雞精	Wang Chao
★ KAWAI日本肝油丸	Kawai	★ 田原香	Tian Yuan Xiang
★ 位元堂	Wai Yuen Tong	★ 丸和日式食品有限公司	Maruwa Japanese Food Limited
★ 海天堂	Hoi Tin Tong	★ 健康工房	Health Works
★ 鴻星集團	Super Star Group	★ 韓印紅	Han Yin Hong
★ 壽桃牌	Sao Tao	★ 啟泰藥業	Kai Tai Hong Kong
★ 超力國際食品	Chewy International Foods	★ Milk Top	
★ 屈臣氏蒸餾水	Watsons Water	★ Market Place by Jason	
★ 益力多	Yakult	★ Pokka Cafe	
★ 鴻福堂	Hung Fook Tong		

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



短時間提升營業額
To boost sales timely



接觸更多新客戶
To explore new customers base



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



「中小企業市場推廣基金」計劃，合資格展商可享50%展費資助
SME Export Marketing Fund, eligible exhibitors could enjoy 50% of the participation fee rebate.



參展商評語 Exhibitors' Comments



仁御堂

「今年人流比往年更好，因為有更多市民外出消費，入場人士消費力高，公司銷情理想。」

*資料來源: 現場訪問

Yan Yue Tong

"The traffic was even better than last year because more people are willing to spend. There were many high-spending-power customers, so we were satisfied with our sales transaction."

*Date source: On-site interview



健康農場

「今年第一年參展，於香港冬日美食節推廣公司產品可提升品牌知名度。而且入場人士消費意欲不錯。」

*資料來源: 現場訪問

Health Farm

"It was our first time participating in the exhibition and it could increase our brand awareness by promoting our products. The customers were willing to spend money."

*Date source: On-site interview



Qmix Group-NOS+

「今年人流非常好，入場人士消費力比過往更好，特別是臨近新年，入場人士都想為新年假期作準備，很樂意消費。」

*資料來源: 現場訪問

Qmix Group-NOS+

"The traffic was good this year. The purchasing power was higher than the past. As Chinese New Year was approaching, the customers were willing to spend more money to prepare for it."

*Date source: On-site interview



入場人士評語 Visitors' Comments



陳先生

「仍未買夠喉，會再逛逛，因為快到農曆新年，所以來冬日美食節為新年作準備」

*資料來源: *資料來源: on.cc

梁女士

「買海鮮、蝦、帶子，又買羊、牛、豬、雞翼，甚麼都買，總之全部減價我們就買。」

*資料來源: i-CABLE

Mr. Chan

"I haven't bought enough food yet. I will continue to shop more as I am also preparing for Chinese New Year."

*Date source: on.cc

Ms. Leung

"I have bought different kind of things, like seafood, shrimp, scallops, lamb, beef, pork, chicken wings, we would buy everything at a reduced price."

*Data Source: i-CABLE

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

星級名廚教室
集合城中名廚、廚藝了得之藝人及美食 KOL，分享烹飪心得。

Invited chefs, celebrities and foodie KOL to share their experiences and methods on cooking.



展會場刊 / 消費萬利券

Show Guide Advertisement / Wow Coupon

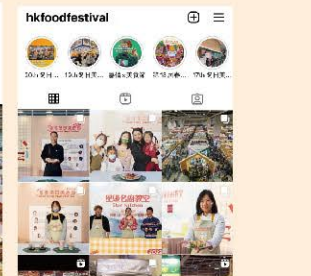
主辦機構將於售票處及場內派發展會場刊，提供不同節目內容及優惠予入場人士，參展商可透過廣告及優惠券，吸引目標客戶。



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

大會於展覽3個月前進行廣泛線上及線下宣傳，包括於鐵路沿線廣告、巴士車身廣告、電視、電台及主流報章廣告、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 and bus body advertisement, TV, radio 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、鐵路沿線及巴士廣告宣傳 Mass Outdoor, MTR and Bus 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，亦設九巴巴士車身廣告，並於人流眾多的地點如旺角彌敦道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, and advertisement on KMB bus body. Displaying outdoor Billboard and Digital Panel at crowded places such as Nathan Road, Mong Kok etc.

電視、電台及主流報章廣告、網上媒體及網紅宣傳、傳媒廣泛報導

TV, Radio 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.

更多宣傳及派發入場贈券渠道例如麥當勞、港鐵App、中國石油加油站、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、美聯會等

More Promotion and e-complimentary tickets distribution channels, for example, McDonald's, MTR App, PetroChina, Caltex HK, Hong Kong Hospital Authority, Sun Hung Kais properties and shopping malls, Gaw Capital's shopping malls, China Resources Properties, HKGCC, CGCC, Century 21 and Midland Club 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 Organzier:  香港亞洲展覽(集團)有限公司
Hongkong-Asia Exhibition (Holdings) Ltd.

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