

第22屆

22<sup>nd</sup>

2024

# 香港冬日美食節

## Hong Kong Food Festival

聖誕最大型美食盛事 營造黃金節日商機



25 - 29 / 12 / 2024

香港會議展覽中心 3號館

Hong Kong Convention & Exhibition Centre, Hall 3

主辦機構：  
Organizer



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

大會網站 Website :

[food-expo.com.hk](http://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



好玩好食香港地





# 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22屆香港冬日美食節」將於2024年12月25至29日，一連五天於香港會議展覽中心盛大舉行！

除本地知名品牌及人氣食店外，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美食節，務求展品包羅萬有，使「香港冬日美食節」成為本地最多入場人數的聖誕美食博覽。

大會更準備多項場內獎賞、消費抽獎及場內活動，如「聖誕免費美食放送」，在場內派發站免費派發美食予入場人士。美食節參觀人數每年持續上升！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 22nd Hong Kong Food Festival" will be held from 25 to 29 December 2024 at the Hong Kong Convention and Exhibition Centre.

Along with the well-known local brands and popular stores, the all-embracing exhibition also gathers top brands from Japan, Korea, Taiwan, Southeast Asia, and worldwide, making the "Hong Kong Food Festival" the highest attendance Food Expo during Christmas.

Apart from the mouthwatering gourmet, the Organizer also prepares a series of onsite privileges, consumption lucky draw, and activities, such as the "Christmas Delights Giveaway", which distributes various free food and beverages daily, with a continuous increase in the number of visitors, along with the Organizer's online, offline, and onsite promotion, the Hong Kong Food Festival is a golden Christmas sales opportunity!

參展攤位逾**1000個**！

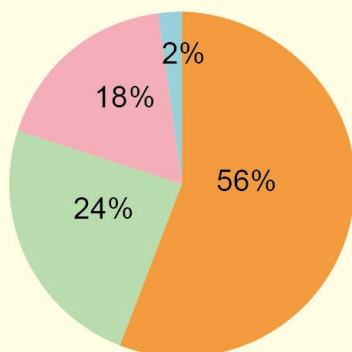
(以上數字包括2023年同期4個展覽)

Over **1000** booths!

(The above number included all concurrent expos in 2023)

## 入場人士概況

Visitors' Profile



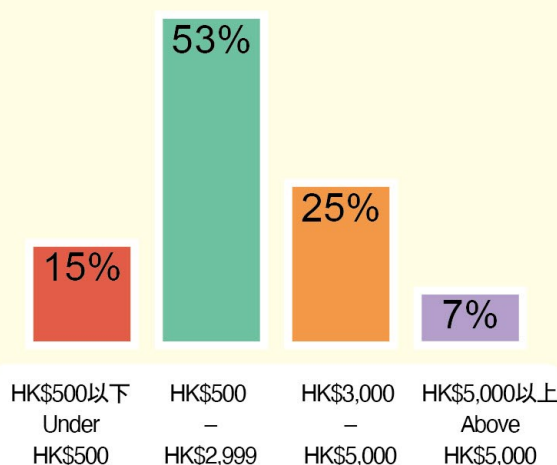
**96%**

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

- 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





# 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



賀年食品、糧油及參茸海味區

CNY Food, Daily Essentials & Quality Dried Seafood Zone



東南亞特色食品區

South East Asia Flavour Food Zone



健康綠色食品及素食區

Healthy Green & Vegetarian Food Zone



國際佳釀、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

★ 百佳超級市場	PARKnSHOP	★ 超力國際食品	Chewy International Foods
★ 益力多	Yakult	★ 屈臣氏蒸餾水	Watsons Water
★ 九龍維記牛奶有限公司	Kowloon Dairy Limited	★ 鴻福堂	Hung Fook Tong
★ 四洲集團	Four Seas Group	★ 雪花啤酒	Snow Breweries
★ 好立克	Horlicks	★ 上海么鳳	Shanghai Food
★ CPF HK	CPF HK	★ 蓋記燕窩專門店	First Edible Nest
★ 草姬國際有限公司	Herbs Generation International Limited	★ 美味棧	Yummy House
★ Market Place by Jason	Market Place by Jason	★ 日本命力	Meiriki Japan
★ 龍豐藥業	Lung Fung Pharmaceutical	★ 維特健靈	Vita Green
★ 仁御堂	Yan Yue Tong	★ 華潤堂	CR Care
★ 珍品李家	Zhen Pin Li Jia	★ 馬百良	Ma Pak Leung
★ 健康農場	Health Farm	★ 東方紅藥業	Tung Fong Hung
★ 同珍集團	Tung Chun Soy Sauce	★ 南北行	Nam Pei Hong
★ 榮華食品	Wing Wah	★ 王朝滴雞精	Wang Chao
★ 恆香老餅家	Hang Heung Cake Shop	★ 田原香	Tian Yuan Xiang
★ 嘉頓	Garden	★ 丸和日式食品有限公司	Maruwa Japanese Food Limited
★ KAWAI日本肝油丸	Kawai	★ 健康工房	Health Works
★ 位元堂	Wai Yuen Tong	★ 韓印紅	Han Yin Hong
★ 海天堂	Hoi Tin Tong	★ 啟泰藥業	Kai Tai Hong Kong
★ 鴻星集團	Super Star Group	★ Milk Top	Milk Top
★ 壽桃牌	Sao Tao	★ Pokka Cafe	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



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



### CPF HONG KONG COMPANY LIMITED

「我們是第一次參展，普遍入場人士都很樂意消費，展會透過地鐵廣告宣傳，而且撞正聖誕假期，人流都比預期多！」

\*資料來源：現場訪問

### CPF HONG KONG COMPANY LIMITED

"It was our first time participating in this exhibition, and most of the visitors were willing to consume. Through the advertisement on Mtr and social media, coupled with the festive Christmas atmosphere, the traffic was out of my expectation!"

\*Date source: On-site interview



### 大埔振興

「今年人流非常好，入場人士消費力比過往更好。而且入場人士消費意欲不錯，公司很滿意今年整體銷售量。」

\*資料來源：現場訪問

### Tai Po Chun Hing Ltd

"The traffic was even better than last year. There were many high-spending-power visitors, so we were satisfied with our sales transaction!"

\*Date source: On-site interview



### 港記酥皇

「這次展會透過地鐵廣告，網上宣傳，社交平台等渠道，有效的提高品牌曝光率，而且入場人士消費力高，公司銷情理想。」

\*資料來源：現場訪問

### KONG KEE

"The exhibition could increase our brand awareness by promoting our products through different channels like Mtr Ads and social media. The purchasing power of visitors was quite high."

\*Date source: On-site interview



## 入場人士評語 Visitors' Comments



### 陳先生

「今年我估計會更多人出來，因為去年仍然疫情（期間），這個聖誕節是疫情後首個聖誕節。」

\*資料來源：i-CABLE

### 陳女士

「今日準備了2000多元掃貨，滿載而歸準備離開。現場氣氛熱鬧，趁今日平安夜作聖誕打扮，配合一下氣氛！」

\*資料來源：星島網

### 李先生一家

「在1樓購物展買了床單等家品後，再到3樓購買帕爾馬火腿等食品，更於場內做了馬賽克手工品，對比外面十分便宜。」

\*資料來源：星島網

### 王小姐

「我覺得今年更便宜。好像豉油雞就便宜了一半，很抵買。疫情後更可以試食。」

\*資料來源：Now



# 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.

#### 聖誕美食放送 Christmas Delights Giveaway

在場內「美食放送」派發站免費派發美食予入場人士，以達宣傳之效。



The booth will distribute various free food and beverages every day.

#### 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、開箱片、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, Unbox video, 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
- 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、「東張西望」、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 advertisement, TV (Scoop), 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，亦於人流眾多的地點如北角匯，新港城中心，新都城中心等加設電子屏幕廣告

12-Sheet, 4-Sheet Lightbox and Whole Escalator Crown advertisement at all major MTR stations. Displaying outdoor Billboard and Digital Panel at crowded places such as Harbour North, Most Town and MCP 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東張西望、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CR1, CR2、新假期、U Lifestyle、Unwire、Yahoo 新聞、香港高登論壇、Baby-Kingdom、香港討論區、Cosmopolitan、Openrice、Holiday Smart、My Cookey、Topick等

TVB (scoop), Radio and Major Newspaper, Magazine, Online promotion and media coverage 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, Openrice, Holiday Smart, My Cookey, Topick, etc.

### 更多宣傳及派發入場贈券渠道

包括松本清、Cinema City、Yuu App、港鐵App、Bossini、Samsung Wallet App、會德豐地產、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 ticket distribution channels

including Matsumotokiyoshi, Cinema City, Yuu App, MTR App, Bossini, Samsung Wallet App, Wheelock Properties, PetroChina, Caltex HK, Hong Kong Hospital Authority, Sun Hung Kai's 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3,355元/美金432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3,025元/美金390元

設施：清潔服務及基本保安

## 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\$3,355/ US\$432 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\$3,025/ US\$390 per square meter

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

香港北角電氣道228號12樓 12th Floor, 228 Electric Road, North Point, Hong Kong

電話 Tel: (852) 2591 9823 傳真 Fax: (852) 2573 3311 電郵 E-mail: hkexhi@hka.com.hk 網址 Website: www.food-expo.com.hk