

HKTDC Food Expo PRO 2026
Participation Package for Individual Exhibitors

Introduction

- Fair Date** : 13-15 Aug 2026 (Thu-Sat) (Physical)
6-22 Aug 2026 (Thu-Sat) (Click2Match)
14 Jul – 13 Sep 2025 (hktdc.com Sourcing)
- Fair Venue** : Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong
- Opening** : 13-14 Aug 2026 (Thu-Fri) 10am-6pm (Open to Trade Buyers Only**)
- Hours (Physical)** : 15 Aug 2026 (Sat) 10am-5pm (Open to Public* and Trade Buyers**)
* Open to public by ticket admission. Children aged 3 or below and seniors aged 65 or above will be admitted free of charge. There will be no admission to the venue 45 minutes before the announced daily closing time of the Exhibition.
** Trade buyer registration hours: 13-14 Aug (9:30am-5:30pm); 15 Aug (9:30am-3:30pm)
- Concurrent Fairs** : HKTDC Hong Kong International Tea Fair (B2B2C)
HKTDC Food Expo (B2C)
HKTDC Home Delights Expo (B2C)
HKTDC Beauty & Wellness Expo (B2C)

Since 2004, the Trade Hall of Food Expo serves as a specialised platform to promote and launch food and beverage (F&B) products for both local and overseas businesses. To make a fresh start and cater the increasing and varied sourcing need of professional buyers, the Trade Hall of Food Expo was elevated as “**Food Expo PRO**” after the pandemic. The Food Expo PRO includes B2B elements and comprehensive services to facilitate business partnerships and opportunities worldwide. More collaboration with industry players also took place to foster the sharing on latest trends and key market information.

With the participation from local and overseas promotional bodies, such as the Japan External Trade Organisation (JETRO), Korean Agro-Fisheries and Food Trade Corporation (aT), various provinces in Mainland China, etc., Food Expo PRO is dedicated to all professionals for exploring new opportunities for international delicacies.

In Food Expo PRO 2025, **over 680 exhibitors and 22 international pavilions** were featured, facilitating business dialogues with **more than 18,500* physical and online buyers from 64 countries and regions**. The top visiting countries and regions included Chinese Mainland, ASEAN, Korea, Japan and Europe.



**Figures for the two concurrent trade fairs (Food Expo PRO and Hong Kong International Tea Fair)*

Exhibit Categories

Food & Beverage Products

- ◆ Bakery Products
- ◆ Beverage (alcoholic)
- ◆ Beverage (non-alcoholic), Health Drink, Coffee
- ◆ Biscuits, Snacks & Confectionery
- ◆ Canned, Frozen & Processed Food
- ◆ Chinese Medicine
- ◆ Convenient & Instant Food
- ◆ Dairy Products
- ◆ Fruit & Vegetables
- ◆ Health, Green & Organic Food
- ◆ Ingredients
- ◆ Meat & Poultry
- ◆ Rice, Noodle & Pasta
- ◆ Sauces & Seasonings
- ◆ Seafood
- ◆ Sugar & Sweets

Food Packaging, Labeling & Logistic Services

Food Processing Products, Machinery & Related Services

Food Science & Technology

Halal Food & Beverage Products

- ◆ Halal Food and Beverages
- ◆ Halal Food Processing, Machinery and Related Service
- ◆ Halal Food Logistics and Transport Service
- ◆ Halal Food Equipment
- ◆ Halal Food Packaging
- ◆ Halal Certification

Trade Events to Connect You with Quality Buyers

In 2025, in addition to organising **local buying missions**, the HKTDC also arranged **virtual business matching meetings** to enable global traders to stay connected and forge new deals.



Key buyers in 2025 include (Physical/Virtual)



“EXHIBITION+”: Brand-New Hybrid Exhibition Model

To help SMEs capture the business opportunities presented by the “new sourcing normal”, HKTDC has launched the **NEW “EXHIBITION+”** hybrid package to facilitate exhibitors and buyers to stay connected and conduct businesses in both physical and virtual format.

- 1) **Physical Exhibition (13 – 15 August)** – the pivotal platform to provide face-to-face connection and business encounter for those who physically join and visit the Fair.
- 2) **“Click2Match” Service (6 – 22 August)** – an easy-to-use online platform and interface, empowered by AI-recommendation engine, for both exhibitors and buyers to identify each other, schedule appointments and conduct online meetings and physical meetings during the exhibition.
- 3) **“Scan2Match” Service (13 – 15 August)** – a brand-new service that will connect you with potential buyers who have scanned your Scan2Match QR code installed in the exhibition booth.
- 4) **hktcdc.com Sourcing (13 July – 12 September)** – 2 months online exposure on hktcdc.com Sourcing with 3GB media storage space to present your company, product photos, and videos, etc.

This hybrid “EXHIBITION+” package will include the fee for the physical booth plus the default access to the online platform, which, for the first time, will allow you to reach out the registered buyers in advance and this will be charged at a discounted fee of **US\$420** (Original fee: US\$1,560) per exhibitor.



Thematic Promotions – Coffee Zone and Tea Fair

Riding on the flourishing coffee culture worldwide, Food Expo PRO will continue staging a dedicated **Coffee Zone**, co-location with the **HKTDC Hong Kong International Tea Fair**, multiply business opportunities through increased buyer traffic and cross-category networking in this high demand industry.



Thematic Promotion – Food Science & Technology

In light of technological advancements and emerging consumer demands, particularly in the silver market. The **Food Science & Technology Zone** together with a series of relevant seminars will continue to be one of the highlights in 2026.



Thematic Promotions – Halal Food

As consumer demand for halal-certified food products continues to rise, Food Expo PRO 2026 will continue to invite respective exhibitors and organise a series of related events.



Thematic Promotions – Meat

Witnessing the growth of global demand for meat, Food Expo PRO 2026 introduces the Meat Zone - a dedicated platform to connect meat suppliers with high-value buyers across Asia and beyond.



Participation for Food Expo PRO 2026

A. Exhibition Spaces – Participation Fee and Format

Format	Custom-built Participation (min. 18sqm, multiple of 3sqm)	Standard Booth (9sqm)
Original Booth Rental	US\$518/ sqm x 18 =US\$9,324	US\$4,730
Default Online Package	US\$420	
Booth Participation Fee	= US\$9,744 + Booth Construction Cost	= US\$5,150 + Corner Surcharge (if any)
♦ Custom-built Participation rate includes space rental, security, stand cleaning and catalogue entry. HKTDC has an Exhibition Services team to provide design and construction for custom-built pavilion based on your requirement on fee-basis. ♦ Standard Booth rate includes space rental, partition wall (2.5m high), wall to wall carpet, fascia board includes company name, booth number and country, table, chairs, cabinet(s), shelves, 13W LED Lamp spotlight, ceiling beam, waste basket, power socket and catalogue entry. ♦ Subject to 5% surcharge for actual corner area.		

Custom-built Booth Reference:



Standard Booth Reference:



B. Promotional Event Session

Exhibitors' Forum



Cooking Demonstration



- 30-minute sharing session
- Include basic sound system (e.g. microphone and speakers)
- Basic cooking equipment could be provided for Cooking Demonstration (depending on availability)
- Food Expo PRO 2026 price: US\$452 per timeslot

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Conditions:

1. The Organiser, Hong Kong Trade Development Council (HKTDC) reserves the sole and absolute discretion in relation to the offering of the proposal. The Organiser reserves the rights to vary the terms and conditions, change or terminate the proposal without any prior notice. In case of dispute over the proposal, the decision of the Organiser shall be final and binding.
2. Promotion materials displayed at the fairground should not promote non-HKTDC events. HKTDC has absolute discretion in the allocation and location of advertising spaces and reserves the right to amend or reject any inappropriate promotion materials at its discretion.
3. Artworks are provided by the pavilion head or exhibitors. All layouts should be submitted to the HKTDC for censorship before production.

Fair Regulations:

<https://foodexpopro.hktdc.com/pdf/rulesandregulations/en.pdf>

Enquiry:

Mr Perry Wong
Mr James Mok

Tel: (852) 2240 4617
Tel: (852) 2240 4584

Email: perry.ph.wong@hktdc.org
Email: james.sc.mak@hktdc.org

Concurrent Event

HKTDC Food Expo – B2C Show

Venue	Hong Kong Convention and Exhibition Centre, 1 Harbour Road, Wanchai, Hong Kong	
Fair Dates	14-18 August 2025	
Opening Hours & Admission	14-17 August 2025 (Thu-Sun) 18 August 2025 (Mon)	10:00am – 10:00pm^ 10:00am – 6:00pm^
^Visitors by ticket admission. Children aged 3 or below and seniors aged 65 or above will be admitted free of charge. There will be no admission to the venue 45 minutes before the announced daily closing time of the Exhibition.		

The Food Expo which opens throughout the five-day fair to showcases a global selection of food items, for public visitors to purchase the most sought-after food products. In 2024, Food Expo and concurrent events attracted over 500,000 visitors.

