



Post Show Report

Hotelex Shanghai 2009

The 18th Shanghai International Hospitality Equipment & Supply Expo

31st March – 3rd April, 2009

Shanghai New International Expo Centre



www.hotelexchina.com

Show Facts

- Official Show Name: Hotelex Shanghai - The 18th Shanghai International Hospitality Equipment & Supply Expo
- Concurrent Show: Fitness, Sports & Leisure China 2009
Coffee & Tea China 2009
Laundry China 2009
- Date: 31 March – 3 April 2009
- Venue: Hall E1 – E5, Shanghai New International Expo Centre
- Exhibition Space: 60,000 sqm
- Organizers: Shanghai Tourism Bureau
UBM China Ltd.
- Show Management: Shanghai UBM Sinoexpo International Exhibition Co., Ltd.
Shanghai Jin Peng Travel Service Centre
Shanghai International Exhibition Co., Ltd.
- In Cooperation With: China Tourism News Press



Spring Arrives for the Global Hospitality Industry

Hotelex Shanghai 2009 Concluded as A Big Success

Hotelex Shanghai 2009 (The 18th Shanghai International Hospitality Equipment & Supply Expo) concluded successfully on 3rd April at Shanghai New International Expo Center (SNIEC). As one of the most important exhibitions in the hospitality industry, this year's show set new records on the exhibiting scale, the number of exhibitors, the overseas exhibiting space, the number of visitors and the on-site events.

This year's show reached 60,000 sqm by having more than 3,029 booth lots. **751 exhibitors** from **19 countries** or regions participated, which is equivalent to 10% growth compared with the previous year. Half of the brands were big international brands. Italy and Spain staged in the form of national pavilions, all showing the overseas enterprises which were all interested in the Chinese market. **5,000 sqm**

Hotelex Shanghai 2009

exhibition area for overseas exhibitors have been achieved amounting in an increase of 28% compared with the previous year. The 4-day show received **41,227 visitors**, of whom almost 10% joint from overseas – which was a stable turnout compared with the previous year in spite of the global economy crisis. Hotelex did launch a new feature in 2009: the **food and beverage hall**, which offer tea and coffee supplies, ice cream and wine etc. About **200 exhibitors** covers **10,000sq.m** space, together with **Special onsite events**, such as **China Barista Championship Final** and wine tasting. Food and beverage related trade media partners make a big exposure on the new feature.

In recent years, with the continuous development of the global economy, the hospitality industry in Asia and especially in China developed tremendously. This market performance has been fully reflected at Hotelex Shanghai 2009, which is known as the benchmark of the hospitality industry in Asia. In spite of the global economy crisis, the expo trended up and got the majority of exhibitors and visitors staying loyal to the exhibition. It shows on one hand that people still have good confidence in China's hospitality industry; and on the other hand that the excellent reputation and influence of Hotelex Shanghai won the ability to resist all kinds of risks and crisis. The show is expected to grow even more in 2010 as more than 70% of the participants pre-applied their space requests.

The success of Hotelex Shanghai sets a good example of the cooperation between the show management and the associations. The leaders of Shanghai Municipal Government and Tourism Bureau joint all the way from their tight schedule to visit the show, concerning about the trend of hospitality industry under global economic crisis. The comprehensive strategic partnership between China Tourist Hotels Association and Shanghai CMP Sinoexpo International Exhibition Co., Ltd. was launched. All related associations joint together with full confidence before the Shanghai World Expo 2010. To the efforts of all parties, Hotelex Shanghai builds up a trade platform for the hospitality industry and distributes for the energy-saving & emission reduction, building green hotels and setting up a one-stop purchase center for the hospitality industry. Hotelex Shanghai makes a latest interpretation for Shanghai being a world trade center.

Visitors

The 4-days show welcomed 41,227 visitors, including 3,055 international visitors.

| Province | Visitor No. (p) |
|-----------|-----------------|
| Shanghai | 17,227 |
| Jiangsu | 5,886 |
| Zhejiang | 4,795 |
| Guangdong | 1,781 |
| Shandong | 1,358 |

Chart1 The Top Five Origins from China

| Country / District | Visitor No. (p) |
|--------------------|-----------------|
| Hong Kong | 701 (173%up) |
| Taiwan | 304 (87%up) |
| Australia | 244 |
| India | 204 |
| Singapore | 169 |

Chart2 The Top Five Origins from overseas

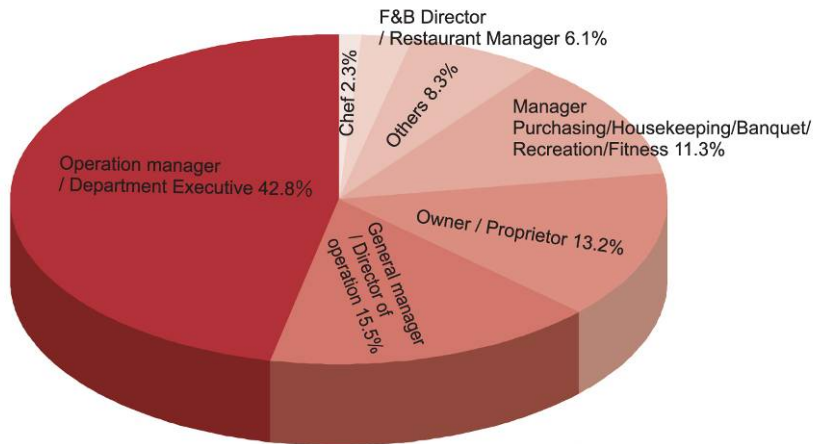


Chart3 Job Title Analysis

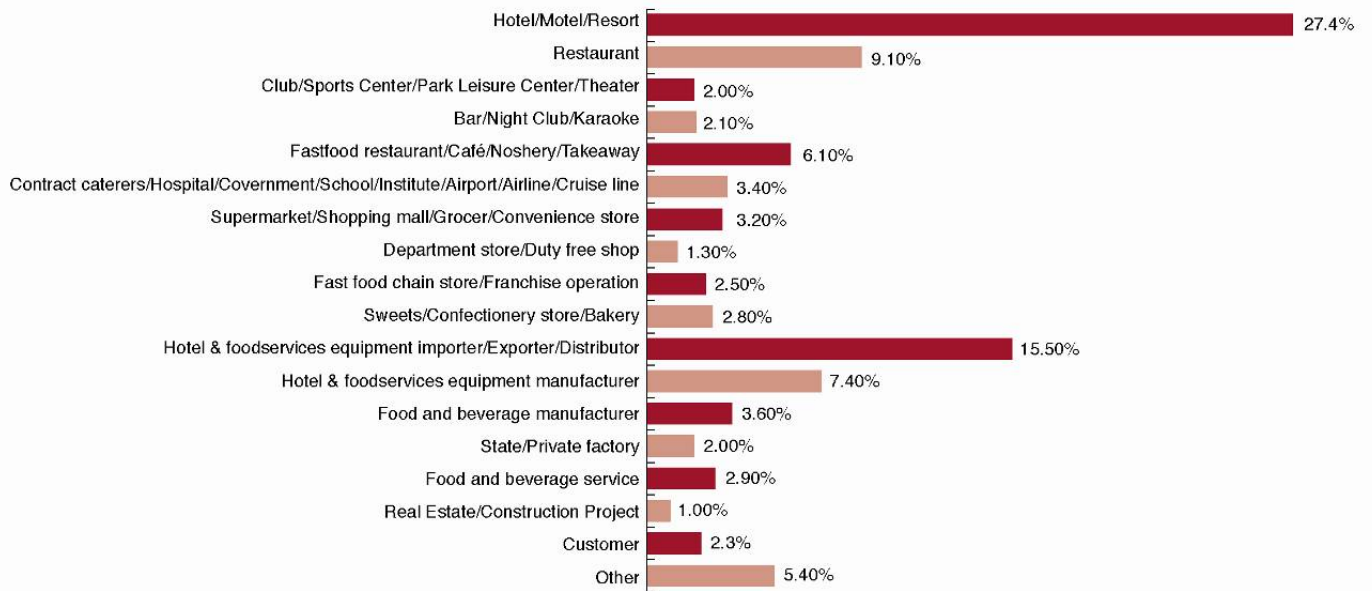


Chart4 Visitor Profile

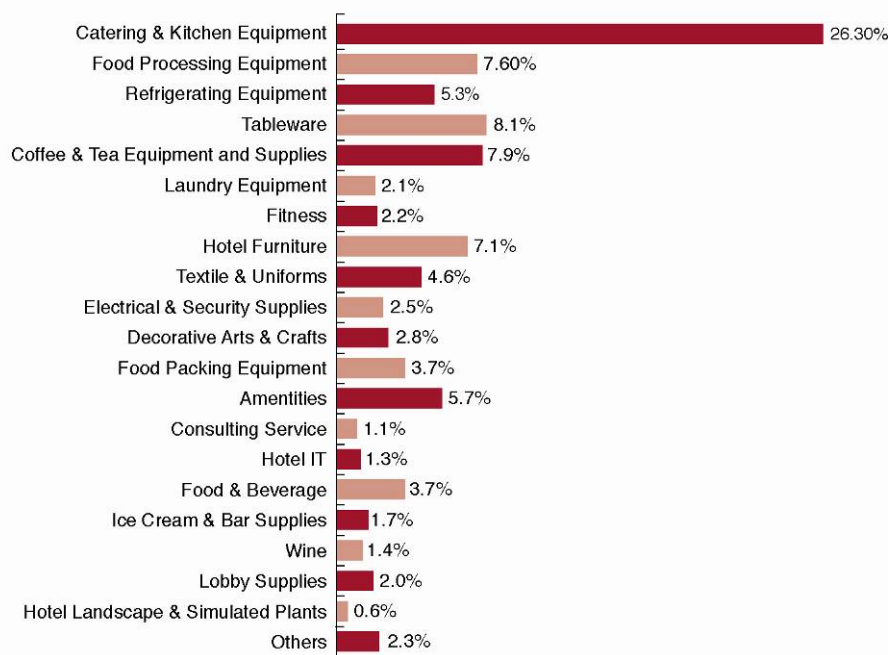


Chart5 Visitor Interested Exhibits Analysis

What visitors said:

Hotelex Shanghai 2009 is well organized, having various categories showcased on-site, the halls is classified clearly, which is easier and more helpful for us to purchase. -- **Li Wenping, Purchasing Manager, Shanghai Hilton Hotel**

The exhibits categories are wide ranged and very much helpful to the visitors' purchase needs. The supplies for the dining room and hotel room are especially good. Please keep up! -- **Wan Lei, F&B Manager, Suzhou Taihu International Golf Club**

The show is very good. The order and the halls arrangement are very good and clear. This is very good for the purchasing. Hope the exhibits could be more and newer in the future. -- **Chen Yizheng, Purchasing Manager, Sofitel Hangzhou Xanadu Resort**

Exhibitors

751 exhibitors from 19 countries or regions came to participate, which is equivalent to 10% growth compared with the previous year. Half of the brands were big international brands which come from America, Germany, Italy, Spain, France, Korea, Australia, Malaysia, Indonesia, Japan, Singapore, Turkey, Hong Kong China and Taiwan China.



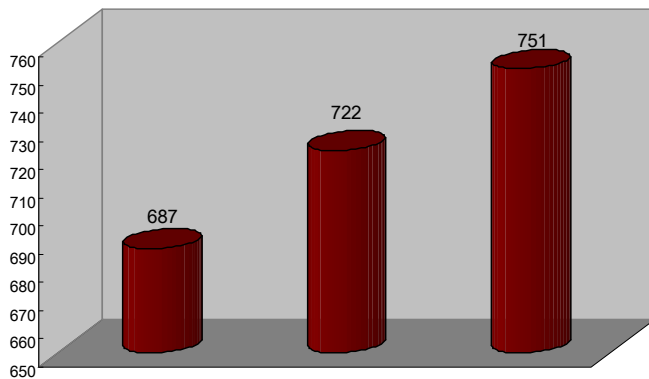


Chart6 2007-2009 Exhibitor Numbers

What exhibitor said:

This year's trade buyers are much more than last year's. The organizer arranged the purchase meeting which is very considerate and important to us. We will come again for the next Hotelex. -- **Jenny Yun, Marketing Manager, Electrolux Professional (Shanghai) Co., Ltd. Sweden.**

It was our pleasure to be a part of the event and we thank you for all your support and hospitality.-- **George Kuruvilla, RAK PORCELAIN, UAE**

Hotelex Shanghai 2009 has marked the third edition at which Fetco has exhibited independently and as support to the local and international distributors. Among the several international shows, constantly multiplying numerically and geographically, Hotelex Shanghai is not only one of the fastest growing events, but also one of the few that has a remarkable, and also increasing, attendance both numerically and qualitatively. We always come back with a large number of leads at every level of the market, distributors both national and international, end-users whether it is chains or independent, and several partnerships options and industry contacts. -- **Roberto Binelli, Director of International Marketing & Sales, FETCO, USA**

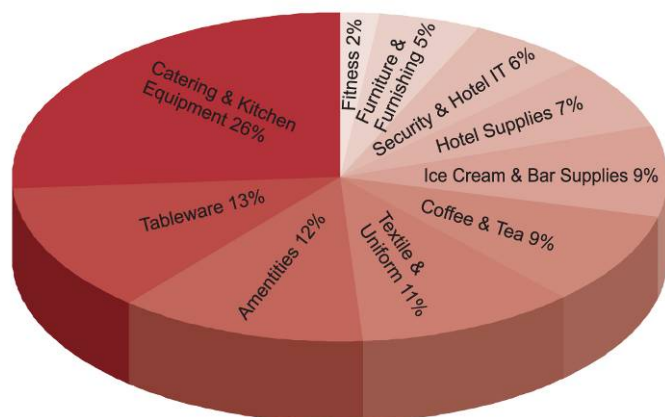


Chart7 Exhibits Categories

Events

China Hotel Development Forum & China Hotel Procurement Sub-forum

Held on 31st March 2009 at Shanghai New International Exhibition Centre and Plaza Royale Hotels & Resorts, China Hotel Development Forum & China Hotel Procurement Sub-forum attracted many attentions and won a lot of good feedbacks from the related parties.



Mr. Huang Chenggang,
Secretary-general
Shanghai Tourism
Bureau



Mr. Xu Jingsheng,
Secretary-general
China Tourist Hotels
Association



Mr. Qian Jin, Senior
Operation VP of China
Starwood Hotel &
Resorts



Panelists

2009 Hotelex Cup Chef Championship

First held in Hotelex Shanghai, the East China Regional and the Final Competition of 2009 Hotelex Cup Chef Championship were staged on 1st and 2nd April. Sponsored by *Bening* with their tableware and supported by *Convotherm*, *Carland* with their catering equipment, this year's championship was regarded as one of the most influential events in this industry. Also, the chef championship got many supports from the associations, sponsors, judges and contestants, and gave the audience an innovative competition.



The Chinese Elite Coffee Competition -- The Final of the 7th China Barista Championship (CBC2009)

Authorized by World Barista Championship (WBC), CBC has been organized by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. for 7 years and has grown to be an important platform for Chinese coffee makers. The contestants for the final competed all the way through the regional competitions, representing the prime coffee making level of their regions. After 2 rounds of competition in 2 days, Zhou Yungui from Best Coffee Club, Ningbo; Zhang Tiaotiao from Shanghai Sunny Trading Co., Ltd. and Sun Yingying from Karen Coffee, Liaoning were crowned to be the champion, followed by the second place and the third place.



Champion Zhou Yungui
Best Coffee Club, Ningbo



2nd Place Zhang Tiaotiao
Shanghai Sunny Trading
Co., Ltd.



3rd Place Sun Yingying
Karen Coffee, Liaoning



Atlanta WBC2009 China
Representative show

Westbrook Resort Purchase Meeting

The purchase meeting was tailored for the trade buyers and exhibitors, aiming at building up a platform for them to contact and communicate directly. The purchasers from Westbrook Resort introduced their purchasing intentions to the exhibitors, and the exhibitors offered their catalogues. Both sides made a primary cooperation on site.

Powerful Media Pavilions

Cooperating with the media consultant and PR company, Hotelex promoted the entire show and the on-site events via over 170 media partners which includes the newspapers, magazines, websites, TV, mobile TV, cab ads, outdoor ads, etc. Some media:



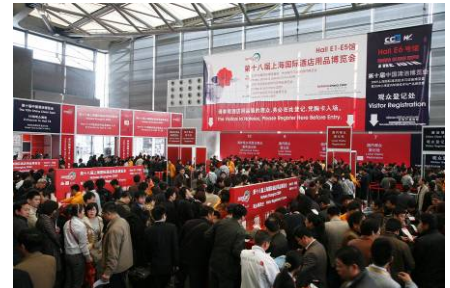
Show Pictures



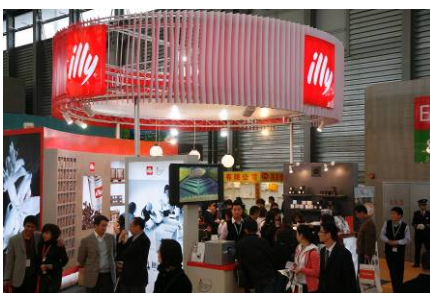
Vice Mayor, Ms. Zhao Wen visiting Hotelex



Opening Ceremony



Visitor Registration



Coffee & Tea Area



F&B Area



Fitness Area



Amentities Area



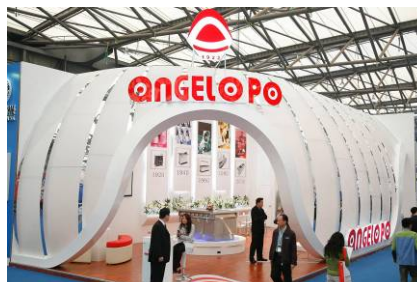
Laundry Equipment Area



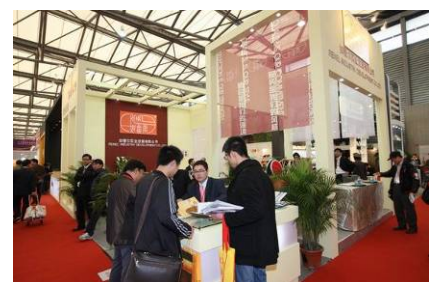
Tableware Area



Security Area



catering Area



Textile & Uniform Area



Lobby Supply Area



Hotel IT Area



Glassware Area



Furnishing Area



Outdoor Furniture Area



Hotel Furniture Area