

For Immediate Release

**Restaurant, Bar & Café Hong Kong joins hands with Retail Asia Conference & Expo,
offering a 360° F&B and Retail Experience**

[25 August 2025, Hong Kong] Restaurant, Bar & Café Hong Kong (RBHK) and Retail Asia Conference & Expo (RACE) will return from 2 to 4 September 2025 at the Hong Kong Convention & Exhibition Centre, bringing new energy to two of the city's most powerful industries — F&B and retail. Together, the shows are expected to welcome over 8,000 attendees, offering unmatched access to global food and drinks, next-gen hospitality technology and retail solutions.

Global Delights and Innovations on Display

Featuring eight dedicated sectors, the show spotlights the latest market trends while addressing evolving consumer demands. Visitors can dive into premium food & beverages, advanced hospitality tech and innovative food packaging — all reflecting the shift towards greener, smarter and more sustainable dining experiences.

The expo will showcase global culinary delights, with star highlights including the authentic Japanese JA Zen-Noh Wagyu by **Elite Fresh Food Company Limited**; premium Spanish Iberico Pig by **Century Food Company Limited**, and an array of New Zealand imports delivered fresh from farms and producers by **Eat the Kiwi**. Adding to the excitement are a series of innovative products like the Purezza Premium Water Chilled & Sparkling Water System by **Total Nutrition Center Ltd**, and the automatic fruit blender with fresh fruit cup by **Cocoberry Ice-cream Limited** — bringing unrivalled convenience and efficiency to the F&B industry.

Celebrating the Best in F&B with Industry Leaders

A feast of activities awaits visitors this year, with onsite events ranging from competitions, masterclasses to award presentations. The expo will open with a grand opening ceremony officiated by Dr Bernard Chan, Under Secretary for Commerce and Economic Development of the HKSAR government, joined by prominent guests including Mr Arnold Lau, Associate Director of InvestHK, Mr Patrick Kwok, Executive Director of the Hong Kong Hotels Association and many more.

Rich coffee aroma will fill the hall as competitions and live demonstrations take centre stage at RBHK. Gary Au of Urban Coffee Roaster — 6th place finalist in the World Coffee in Good Spirits Championship and the winner of 2024 Hong Kong Barista Championship and Hong Kong Coffee in Good Spirits Championship — will showcase his creative flair in brewing and mixology, demonstrating ultimate precision, creativity and passion. The excitement continues with the debut of the **Hong Kong Coffee Challenge at RBHK**, where baristas go head-to-head in a test of speed, teamwork and brewing mastery.

Discover the Diversity of the Wines of Hokkaido presented by JETRO Hokkaido brings a series of masterclasses led by wine experts including Mr Carlito Chiu, General Manager and Wine Director of Andō & JIA Group; Mr Mason Ng, Wine Director of Park90 Group and Mr Masahisa ABE, Representative Director of NPO Wine Cluster Hokkaido. Attendees will embark on a sensory journey through Hokkaido's signature wines, enriched with expert tasting notes and pairing tips.

More inspiring events will unfold throughout the show, uniting the entire F&B community under one roof. **The Hong Kong Best Bars Awards** will welcome more than 80 bars from Hong Kong and Macau to compete for top honours in the regional bar industry. **The Best of the Best Masterchef Recommendation Restaurant** offers quality catering certification to best-performing restaurants, while **Pairing Sensation** takes on the theme of diversity, presenting creative fusion pairings to ignite diners' taste buds.

Uniting F&B and Retail Through Strategic Co-location

Co-located with RBHK, Retail Asia Conference & Expo (RACE) will return as the region's favourite retail innovation hub, fostering powerful cross-industry synergy. With refreshed zones covering Retail Experience & Marketing, Technology, E-commerce and Food Retail, RACE 2025 offers a sharper focus tailored specifically to Hong Kong's retail needs. Visitor can source from leading tech innovators such as **Octanorm**, a renowned German expert in exhibition construction systems; **Dora International**, creator of green spaces in the built environment; **Odoo**, an all-in-one retail system integrator; **WATI.IO**, pioneer in chatbot solutions for customer engagement; and **Digisalad**, an award-winning digital agency specialising in UX, UI design and digital transformation.

RACE will feature a dynamic programme that combines solution showcases with insightful learning. Supported by strategic partners Adyen and KPMG, the flagship **Retail Asia Conference** will explore the theme "Navigating the Future: The New Era of Retail" across three areas: AI & Retail Technology Evolution, Innovation & Future Retail Experiences and Strategic Market Expansion & Emerging Developments. Featured speakers include Mr Anson Bailey, Head of Consumer & Retail, ASPAC of KPMG; Mr Parker Liu, Head of AI & Digital Solutions of Tencent Cloud Hong Kong & Macau; Dr Joey Chan, Marketing Director for Hong Kong, Macau and Taiwan of Lululemon Athletica Inc; Mr Philippe Chan, General Manager of YouGov Hong Kong & China; Ms Carmen Chiu, Managing Director for Hong Kong of Shanghai Tang; Mr Stephen Sing, Executive Director of Singapore Retailers Association, along with leaders from big brands like OnTheList, Decathlon Dr. Martens, and key trade bodies such as the British Chamber of Commerce in Hong Kong and the Italian Chamber of Commerce in Hong Kong and Macao.

Retailers can also boost their market agility at the **Retail Tech & Experience Theatre**, gaining actionable insights from top industry experts such as Hong Kong Society of Artificial

Intelligence and Innovation (HKSAll), WATI.IO, AI-marketing and customer service specialist OMNICHAT, cybersecurity leader POLYGRAPH, to name a few.

RBHK X RACE 2025: All About Innovations

Capturing the pulse of Hong Kong's vibrant catering and retail scene, RBHK and RACE 2025 bring together market leaders, industry experts and trendsetters in a dynamic hub for ideas and connections. Packed with fresh elements to meet market demands, the shows provide businesses with first-hand access to innovations powering the future of F&B and retail.

Restaurant, Bar & Café Hong Kong and Retail Asia Conference & Expo are open to trade professionals and media representatives only. All visitors must be aged 18 or above.

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About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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即時發佈

香港餐飲展攜手亞洲零售論壇暨博覽，打造全方位餐飲及零售平台

[2025 年 8 月 25 日, 香港] 香港餐飲展 (RBHK) 及亞洲零售論壇暨博覽 (RACE) 將於 2025 年 9 月 2 日至 4 日回歸香港會議展覽中心，為香港餐飲及零售兩大行業注入嶄新動能。兩大展覽預計吸引超過 8,000 名業內人士參觀，帶來環球美食、創新款待科技及前瞻零售方案，致力促進跨行業交流，開創可持續商機。

盡覽環球美食與創新方案

RBHK 緊貼市場動向，設八大專題展區，以迎合瞬息萬變的消費者需求。為順應環保、智能及可持續餐飲熱潮，本屆展覽聚焦優質食品及飲料、尖端餐飲科技與創新食品包裝，助企業制定靈活策略，贏得市場先機。

展覽搜羅來自世界各地的優質展品，當中包括**鮮運食品有限公司**的正宗日本 JA 全農和牛、**世紀食品有限公司**的西班牙伊比利亞豬，以及 **Eat the Kiwi** 從新西蘭農場及生產商直送的新鮮食材等。另有多款創新產品驚喜亮相，例如**全營推廣有限公司**的 Purezza 冰水與氣泡水系統，以及**可可貝妮雪糕有限公司**的自動水果攪拌機與鮮果杯等，全面提升餐飲效率與體驗。

餐飲精英齊聚 共襄業界盛事

展覽期間將舉行一連串精彩活動，咖啡評鑑葡萄酒大師班與頒獎典禮輪番上演。開幕儀式由商務及經濟發展局副局長陳百里博士主禮，而投資推廣署助理署長劉智元先生及香港酒店業協會執行總幹事郭志傑先生等業界代表亦將出席，共同揭開展覽序幕。

作為業界的咖啡盛會，RBHK 將使整個會場沉浸在咖啡的香氣之中，榮獲世界咖啡與烈酒大賽第六名、2024 年香港咖啡師大賽及香港咖啡調酒大賽冠軍，來自 Urban Coffee Roaster 的咖啡師 Gary Au 先生將於現場大展身手，展現精準與創意兼備的咖啡調酒藝術。全新香港咖啡競技賽亦將首次登陸 RBHK，讓本地咖啡師同場競技，在速度、團隊合作與沖泡技術上一決高下。

由日本貿易振興機構北海道分部贊助的「探索北海道葡萄酒多樣性」大師班，特邀多位頂級葡萄酒專家進行分享，當中包括佳民集團總經理兼葡萄酒總監 Carlito Chiu 先生、Park90 集團葡萄酒總監吳尹頌先生，以及非營利組織北海道葡萄酒中心代表理事阿部真久先生等。觀眾將展開一場感官之旅，深入體驗北海道各葡萄酒的獨特風味，汲取專業品酒知識與大師級搭配技巧。

除了咖啡及美酒體驗，展覽亦精心策劃了多項餐飲活動，旨在凝聚業界精英，促進經驗分享與交流。**最佳酒吧大獎**匯聚香港及澳門超過 80 間傑出酒吧，向各領域佼佼者頒發最高殊榮；**名廚之最推介餐廳 (BOBM)** 為餐廳提供品質認證，嘉許卓越服務；而**賞酒嘗味饌選**則以「多樣性」為主題，呈獻風味及創意融合的餐酒搭配，為食客帶來難忘的味覺盛宴。

零售餐飲聯動 開創經濟新格局

零售創新樞紐 — 亞洲零售論壇暨博覽 (RACE) 將與香港餐飲展同場舉行，致力推動跨產業協同效應。本屆展區全面升級，聚焦零售體驗及市場營銷、零售科技、電子商務及食品零售，精準回應香港零售業的發展需求。參展陣容涵蓋全球高科技品牌，當中包括德國展覽搭建系統專家 Octanorm、綠色空間建築解決方案供應商 Dora International、一體化零售系統整合商 Odoo、聊天機器人互動方案的先鋒 WATI.IO，以及屢獲殊榮，專注於數位化、用戶體驗與介面設計的 Digislad 等等。

RACE 將舉行一系列活動，呈現解決方案與學習一體的平台。重點活動**亞洲零售論壇**獲策略夥伴 Adyen 和畢馬威 (KPMG) 支持，以「引領未來：開啟零售新時代」為主題，深入探討人工智能與零售科技發展、創新與未來零售體驗，以及策略性市場拓展與新興機遇三個領域。論壇邀請了多位國際及本地的領軍人物，包括畢馬威消費品零售行業亞太區主管 Anson Bailey 先生、騰訊雲香港及澳門區人工智能及數字方案主管 Parker Liu 先生、Lululemon Athletica Inc 香港、澳門和台灣市場總監 Joey Chan 博士、YouGov 香港及中國總經理陳嘉狄先生、上海灘香港董事總經理趙嘉曼女士、新加坡零售商協會執行董事 Stephen Sing 先生等，並雲集 OnTheList、Decathlon、Dr. Martens 等國際品牌代表，以及香港英國商會和香港及澳門意大利商會等商界領袖。

零售商亦可於**零售科技及體驗研討會**汲取業界洞見，提升市場敏捷度。來自香港人工智能創新學會（HKSAIL）、WATI.IO、人工智能行銷與客戶服務專家 OMNICHAT 及網絡安全領導者 POLYGRAPH 的講者將於研討會上分享真知灼見，助企業優化營運策略。

RBHK X RACE 2025: 創意驅動 創享未來

香港餐飲展與亞洲零售論壇暨博覽 2025 緊扣香港餐飲及零售業的發展脈搏，匯聚市場領袖、業界專家及潮流先鋒，致力打造創意與資訊性兼備的交流平台。兩大展覽融合創新元素與最新市場需求，呈獻嶄新產品及一手市場資訊，助企業建構餐飲及零售未來。

香港餐飲展及亞洲零售論壇暨博覽僅對業內人士及媒體代表開放。參觀者必須年滿 18 歲。

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關於亞洲英富曼會展有限公司

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