



Where F&B Elites Meet
餐飲菁英 匯聚於此

RBHK
Restaurant · Bar · Café

1-3 SEP 2026

Hong Kong Convention
and Exhibition Centre
香港會議展覽中心

龍馬奔騰，迎客香江：攜手RBHK 2026，共創餐飲新紀元

The Year of the Fire Horse Dawns: Gallop into Opportunity with RBHK 2026 – Defining the Next Chapter for Hong Kong F&B

新春將至，香港旅遊業強勢復甦。預計**春節黃金周將迎來近140萬內地旅客，全年訪港人次更有望突破5,000萬！**在這關鍵機遇，香港餐飲展 (RBHK) 2026 正是您的戰略平台，助您精準對接龐大客流與消費力，搶佔市場先機。

With Lunar New Year fast approaching, Hong Kong's tourism sector is experiencing a powerful rebound. **An estimated 1.4 million mainland visitors are expected during the Golden Week, and annual arrivals are projected to surpass 50 million in 2026.** This is the perfect moment to capitalise on the surge in visitor numbers and spending power—by securing your presence at RBHK 2026, Hong Kong's premier F&B trade event.

資料來源 Source of data: [Wenweipo](https://www.wenweipo.com)



對餐飲業的具體影響與商機

Tangible Impacts and Opportunities for the F&B Sector

需求全面攀升：從高級餐廳、特色酒吧到街頭咖啡館，客流增長將直接帶動對優質食材、精品酒飲及創新餐飲概念的迫切需求。

Surge in Demand: Increased footfall will boost needs across fine dining, specialist bars, boutique cafés, and more—driving demand for premium ingredients, craft beverages, and innovative concepts.

手信經濟升級：遊客對特色手信的需求，將推動食品包裝走向創新、可持續與高度品牌化，創造產品差異化的新賽道。

The Evolving Souvenir Economy: Tourists' appetite for unique gourmet souvenirs will spur innovation in sustainable, branded packaging, opening fresh avenues for product differentiation.

效率革命迫在眉睫：為應對多元客群及提升營運效率，市場對智能點餐系統、整合支付方案、後台管理科技及可持續經營工具的需求將大幅提升。

The Efficiency Imperative: To serve diverse customers and streamline operations, the sector will accelerate adoption of smart ordering systems, integrated payment solutions, back-of-house management technologies, and sustainable tools.

[立即參展 Exhibit Now](#)

2026 年香港旅遊業三大增長引擎

Three Key Growth Drivers for Hong Kong Tourism in 2026

國際盛事加持，鞏固美食之都地位

Global Acclaim: Reinforcing Our Culinary Capital Status

2026年3月，香港首辦「亞洲50最佳餐廳」頒獎典禮。全球饕客、頂級主廚與國際媒體將雲集，點亮香港作為世界級美食樞紐的無限魅力與活力。

In March 2026, Hong Kong will host the prestigious "Asia's 50 Best Restaurants" awards for the first time. Elite gourmards, world-class chefs and international media will converge, brilliantly spotlighting Hong Kong's boundless vibrancy and unrivalled appeal as a premier global culinary hub.



圖片源自香港旅遊網
Image sourced from (HKTB) PartnerNet

新春開局紅火，長假消費力全面釋放

A Prosperous Start: Unleashing Holiday Spending Power

啟德演唱會明星效應，帶動餐飲消費熱潮

Kai Tak Concert Star Power: Boosting Dining and F&B Growth

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為什麼參展？ Why Exhibit?

RBHK 是香港首屈一指的餐飲貿易盛會，匯聚行業未來。這裡不僅是**展示產品與服務**的窗口，更是**激發靈感、建立合作**的核心地帶。

RBHK is Hong Kong's leading F&B trade exhibition, where the industry's future comes together. **More than just a showcase**, it is the central hub for **inspiration and forging impactful partnerships**.

全面展區：覆蓋高端食材、多樣飲品、包裝設計、餐飲科技等完整產業鏈。

Comprehensive Zones: Covering the full supply chain—from premium ingredients and diverse beverages to packaging solutions and cutting-edge F&B tech.

頂級營商活動：行業比賽、頒獎典禮及大師班等活動，匯聚業界菁英與實力買家。

Premium Networking & Events: Industry competitions, award ceremonies, and masterclasses that draw elite professionals and high-volume buyers.

趨勢風向標：一站式獲取最新市場洞察、前沿技術與消費趨勢，為品牌發展注入新動力。

Trend Radar: Your essential platform to explore the latest market insights, innovative tech, and emerging consumer trends that will propel your brand forward.

立即鎖定您的展位，**把握早鳥優惠**，確保您的品牌在行業強勁增長的核心位置獲得最大曝光。新的一年，謹祝各位駿業宏開！

Secure your booth today and take advantage of our **early-bird offers** to maximise your brand's visibility at the heart of the industry's powerful growth. Wishing you boundless energy and prosperous business in the Year of the Horse!

更多精彩展區及亮點等您發掘！**點擊右側圖片，立即下載展位銷售手冊**，全面探索展會並鎖定您的展位！

More exciting zones and features await! **Click the image on the right to download Sales Brochure now**, explore the full range of opportunities, and secure your space.



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