



第二屆亞洲國際酒店用品及食品博覽會
The 2nd Asia International Hotel Supplies and Catering Expo



As Part of AHSE2025

FUTURE IS HERE

ASIA INTERNATIONAL HOTEL SUPPLIES AND CATERING EXPO

20-22 November 2025 | Cotai Expo Macao



Post Show Report 2025



Food & Beverage



Beverage



Convenience Food



Dairy



Fine Food



Fresh Produce



Halal



Wine & Spirits



Snacks & Confectionary



Meat & Poultry



Seafood



International Food



Sustainable Food

HoReCa



Bakery, Pastry & Gelato



Foodservice & Hospitality Equipment



Coffee, Tea & Bar



Tableware & Hospitality Supplies



Hospitality Technology



Foodservice Technology

18 Key Sectors

-Across 6,000sqm of exhibition space



26

Countries & Regions



213

Exhibitors & Brands



500

Trade mission hosted buyers



40

Media Partner



6800

Visitors

Exhibitors

26 countries and regions, 100+ exhibitors and 6,800 + visitors Domestic and foreign audiences gathered



Macao



China



Hongkong



USA



Japan



Sri Lanka



Iran



Spain



Ecuador



Argentina



Brazil



Germany



South Korea



Mexico



Thailand



Malaysia



France



Portugal



Turkey



Uzbekistan



Kenya



Switzerland



Saudi Arabia



New Zealand



Israel



European Union

Visitors

6800 visitors from
36 countries / regions

 Macao, China

 China


 Hongkong, China

 Taiwan, China

 Ecuador

 Kenya

 Switzerland


 Saudi Arabia

 New Zealand

 Iran

 Israel

 Tajikistan

 Turkmenistan

 Ukraine

 Russia

 the Philippines

 Colombia


 Cambodia

 Algeria


 Austria

 UAE

 Pakistan

 Ethiopia

 Guyana

 Mongolia

 Costa Rica

 Republic of
Côte d'Ivoire

 South Africa

 Brazil

 South Korea


 Malaysia

 USA

 Mexico

 Japan

 Sri Lanka

 Thailand

Visitors

Importer / Exporter / Wholesaler / Distributor / Logistics **26.3%**

F&B Manufacturers / Hospitality Equipment Manufacturers / Wine & Spirits Manufacturer / Bakery, Pastry & Gelato Manufacturer / Packaging & Labeling **14.1%**

Retailer / Department Store / Convenience Store / Grocery Store / Supermarket **4.2%**

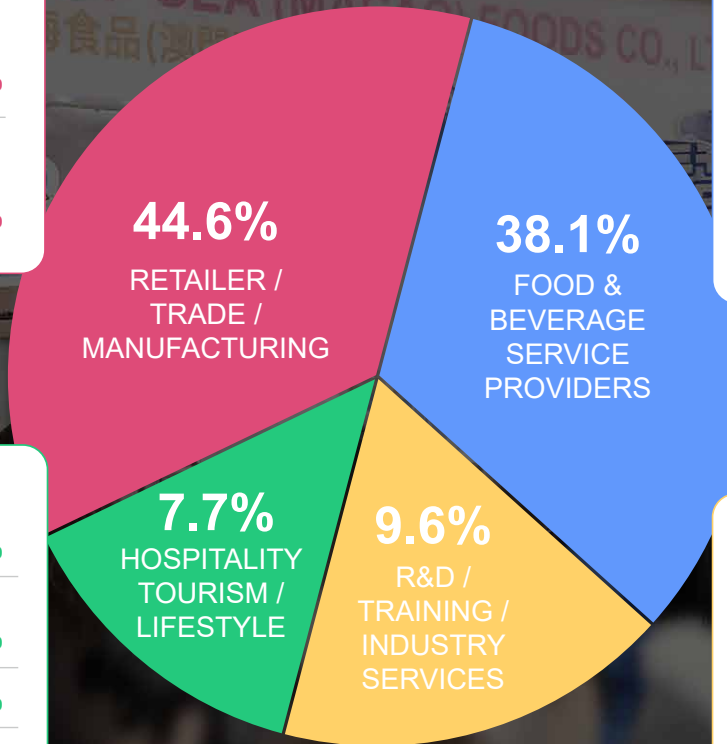
Hotel / Resort / Attraction Theme Park / Serviced Apartment / Hospitality Management Service **4.5%**

Clubhouse / Country Club / Sport Recreation Club / Spa & Wellness **0.3%**

Airline / Cruise Liner / Rail / Airport / Terminal **0.3%**

Commercial Facility / Shopping Mall Planning and Management / Property Development & Management / Real Estate **0.3%**

Others **2.3%**



Restaurant / Bistro / Café / Coffee Shop **16.5%**

F&B Management Service / Consultancy **10.7%**

Catering / Cooking Studio / F&B Workshop **3.8%**

Fast Food / Quick Service Operator **3.6%**

Health / Organic Food / Specialty Food **1.9%**

Bakery / Pastry / Gelato / Bar / Food Entertainment / Wines / Spirits **1.6%**

Research & Development / Food Science **4.0%**

Advertising / Marketing / Media / Printing / Public Relations **2.8%**

Academic / Training Institute(Culinary / Hospitality Tourism / Food Science) / Healthcare / Hospital **1.6%**

IT Solutions / Security Provider / VAR / VAD / Systems Integrator **0.9%**

Start-Ups / Venture Capitalist / Consultancy **0.3%**

Concurrent Events



The 13th Annual Meeting of GHM Hotel General Managers Society



AN QIANG

When The Venetian Macao Resort Hotel opened in 2007, we led 150 mainland industry leaders to Macao to establish the International Hotel Organization, ushering in a new chapter for China's hotel industry to benchmark its development against Macao. Evolved from the former Guangdong Hotel General Managers Association, our association has undergone 13 years of dedicated development and we gather again today at the BBC Hotel Macao.

Macao's hotel industry has always adhered to the benchmark of high-quality management and services. While the mainland hotel industry has developed rapidly, it still faces challenges in talent development and quality improvement. This grand event has received support from Mr. Huang, Mr. Chen and their team from Juli Technology, with the gathering of representatives from groups in Hong Kong, Macao and the mainland, as well as a 100-member delegation from procurement associations.

The 13th Annual Meeting of GHM Hotel General Managers Society 2025 and the China Hotel Operation Breakthrough & Cooperative Development Summit Forum were successfully held consecutively. Representatives from academia, the hotel industry and associations gathered to conduct in-depth discussions around three core themes: hotel operation innovation, smart procurement strategies and industrial chain collaborative development, receiving an enthusiastic response on site.

Concurrent Events



Asia's Three-Star Golden Spoon Restaurant Awards Ceremony



WANG GUOHUA

In the golden autumn season, we gather in the beautiful Macao to witness two major industry events together. The catering industry is not only an important carrier of culture and warmth, but also a key driver of consumption and employment. Today, we will not only commend excellence and crown glory, but also build consensus and seek common development, allowing the Chinese healthy food culture to shine more brightly in the new era!



PARKLOONG

Gourmet food is a universal language transcending national borders. For the international development of Chinese catering, we must not only retain our own characteristics but also respect local cultural customs, allowing consumers from different regions to feel the charm of Chinese cuisine through innovative integration. In recent years, cultural exchanges in the food sector between China and Malaysia have become increasingly frequent. Many dishes integrating the characteristics of both places are deeply loved by the market, which is a vivid manifestation of culture empowering business.



SHEN AIQIN

We are deeply honored and mindful of the great responsibility in winning two prestigious awards simultaneously: the "Asia Three-Star Golden Spoon Restaurant" and the "Five-Star Landmark Gourmet Restaurant". This honor is attributable to the joint efforts of all hotel staff, as well as the support from industry associations and the trust of consumers. In the future, we will take this as an opportunity to continue upholding the craftsman spirit, strictly control the quality of ingredients, innovate in dish development, and provide consumers with healthier, more delicious and culturally rich catering experiences, contributing to the high-quality development of the catering industry.



LIANG WENCHAO

Chinese catering is an important part of the world's food culture. In recent years, healthiness, quality improvement and internationalization have become the core development directions of the industry. We must not only uphold the roots and soul of Chinese food culture and inherit the craftsman spirit of "never tire of refining food and never tire of cutting ingredients finely", but also actively embrace innovation, absorb advanced international concepts, and let Chinese flavors step onto the center of the world stage.



QU YONGMEI

Condiments are the soul of dish flavors and the foundation of healthy eating. Dingdian Food has always adhered to technological innovation as the driving force, developing a series of high-quality condiments that are healthy, delicious and safe, and providing professional flavor solutions for catering enterprises. In the future, we will continue to deepen the segmented fields and work hand in hand with colleagues in the catering industry to jointly safeguard consumers' dietary health.



ZHOU JIN

The "One Dish to Become Legendary" project will focus on the core logic of "one signature dish building a restaurant". It will call for distinctive signature dishes from Chinese catering enterprises worldwide through various forms such as online display, expert evaluation and offline promotion, aiming to discover a batch of high-quality dishes with cultural connotations, unique flavors and market potential. Meanwhile, the project will build an integrated online-offline promotion platform. Through exclusive traffic support, chef live broadcasts, offline tasting events and other methods, it will convert the popularity of the dishes into consumption momentum, helping award-winning dishes and enterprises enhance their brand influence and market competitiveness.

Concurrent Events



Asia International Hotel supplies and Catering Expo Gratitude Dinner

The Asia International Hotel Supplies and Catering Expo Gratitude Dinner and the 2025 China Hotel "Golden Pearl Award" Ceremony were grandly held at the Royal Hotel Macau. Hu Hongjun, Chairman of Puxin Group, delivered a welcome speech, sincerely thanking all sectors of society for their strong support and guidance for this year's expo. With the joint efforts of all parties, the expo has achieved new breakthroughs in terms of the richness of exhibits, the integrity of the industrial chain and international influence, laying a solid foundation for the long-term development of the expo.

The event brought together exhibitor representatives, heads of industry associations and distinguished guests. The dinner not only provided a relaxed communication platform for participants to deepen the friendship of business and trade cooperation, but also recognized outstanding enterprises and individuals in the hotel industry this year through the "Golden Pearl Award" selection, injecting new vitality into the high-quality development of the hotel industry.

Concurrent Events



AHSE - Supply-Demand Matching Meeting -Indonesia Special Session



“ I think it's a new experience because there is a lot of energy and plenty of opportunities. There are also numerous suppliers. When I met people in China and from Macau, I saw a lot of opportunities. And I also noticed a lot of connections between food and beverage. ”



“ I have already met a lot of suppliers for my hotel. I think it's a great event because it's easy to meet new customers or new suppliers. I hope the event duration is a bit longer, though. Haha, because two days just doesn't seem enough. ”



“ Yes, I will come again—same venue and time, just like this. Okay, I hope the exhibition will be bigger than before next year or next time. Thank you ! ”



“ During the Indonesia-specific matchmaking session at this exhibition, we connected with local Indonesian buyers, including hotel groups, homestays and catering establishments, and introduced our relevant services to them. If they have procurement needs for uniform-related gifts, please feel free to contact us. We also hope the exhibition organizer will provide us with more such cooperation opportunities in the future. ”



“ We are a factory from Zhangzhou, Fujian Province, specializing in bread and cake production. We had a fantastic experience at the AHSE Indonesia-specific matchmaking session. There were many professional Indonesian buyers on site, including distributors, large local catering chains, and owners/decision-makers from high-quality hotels. We communicated in depth with them throughout the day and felt extremely satisfied with the fruitful results. We look forward to greater gains in the future and will most likely participate in this exhibition again next year—this time's experience was truly excellent! ”

Concurrent Events



Presenting Premium Quality Fengjie Navel Orange Promotion Event



Wushan Miaodang Codonopsis Promotion Event



KUANG JIAN

"Presenting Premium" (Offering Quality Products) has established a diversified product system led by Fengjie navel oranges, covering alpine mushrooms, sweet potato vermicelli, navel orange fruit wine, and the national intangible cultural heritage "Kui Zhou bamboo combs".



Substantive breakthroughs were made in the signing session: 32 units reached cooperation agreements, with the signed volume of Fengjie navel oranges, Chinese medicinal materials and other products exceeding 5,700 tons, laying a solid foundation for the export of Fengjie's characteristic agricultural products.



The Wushan County Chinese Medicinal Materials Industry Association held a signing ceremony with the Food Working Committee of China Council for the Promotion of National Trade, Jiuyi Huanyu Import and Export Trading Sole Proprietorship Limited, and Shenzhen Qianhai Aosen Holdings Co., Ltd. Multiple cooperation agreements were reached, which has effectively promoted the order conversion and market expansion of Wushan Miaodang

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Concurrent Events



Latest trend in senior market and soft food:
Innovation and development of care food



The importance of water quality and safety



Focusing on Hong Kong's soft meals (care food), this presentation addresses the current situation against the backdrop of population aging: nearly 30% of seniors in Hong Kong face malnutrition risks, with many experiencing chewing and swallowing difficulties, while over 60% refuse traditional pureed meals. It introduces the definition of soft meals—characterized by a smooth texture that is easy to chew and swallow, while retaining the original appearance of ingredients—the relevant standards and testing methods based on IDDSI, two categories of products currently available on the market (ready-to-eat products and food aids for dysphagia), and application scenarios such as the Care Food Seed Restaurant Incubation Program. Additionally, it looks forward to future development directions including household food processors and 3D food printing, and shares research findings on the use of edible fungi in Texture-Modified Foods (TMF). This highlights the important role of soft meals in meeting the dietary needs of special groups and promoting the development of the elderly care industry.

Focusing on the close connection between water and food safety in the catering industry, this presentation notes that while Hong Kong's supplied potable water meets standards, indoor plumbing is prone to contamination. It illustrates the hazards through cases such as excessive E. coli in frozen drinks and Legionnaires' disease infections, highlighting the threat of plumbing pollution to food safety. It also analyzes the hygiene conditions of building water supply systems and the causes of indoor plumbing contamination, emphasizes the importance of plumbing cleaning for the industry, and finally introduces the relevant services, certifications of "Plumbing Manager (Shui Guan Jia)" as well as its cleaning cases in scenarios like food factories, hotels and restaurants, demonstrating its role in addressing plumbing pollution issues.

Concurrent Events



Premium Wine Tasting Feast —— Exploring the Native Flavors of China

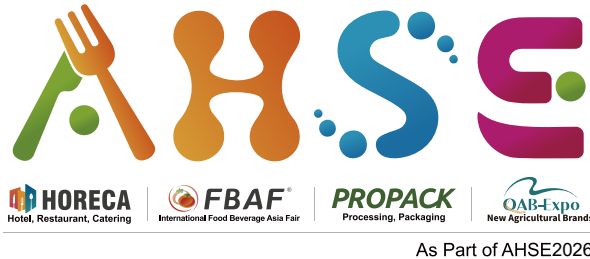


It introduces the types of wine and the regulations on additive use under different certification standards. It focuses on presenting the distribution, sub-region division, climatic characteristics, planted varieties and wine styles of major Chinese wine-producing regions such as Xinjiang, Ningxia, Shandong, Gansu and Yunnan. It also mentions grape planting technologies (e.g., the "mini j" pruning system) and related risks in some regions. Finally, it introduces the nature and purpose of the Hong Kong Wine Judges Association (HKWJA), supporting Hong Kong in building an Asian wine trading hub.

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SAVE THE DATES

Evolving Excellence
One Core Date. Maximum Impact.



ASIA INTERNATIONAL HOTEL SUPPLIES AND CATERING EXPO

18-20 November 2026 | Cotai Expo Macao

One-stop sourcing trip

**CONTACT US
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