

Post-Show REPORT



2025.12.16-18

Shenzhen World Exhibition & Convention Center



HOTELEX SHENZHEN 2025

Organizer: China Tourist Hotels Association, All-China Bakery Association, Sinoexpo Informa Markets

Co-organizers: Guangdong Hotel Industry Association, Shenzhen Cuisine Association

Supporting Organizations: China Association of Industrial Cooperation, Guangdong Chain Operations Association, Guangdong Organic Agriculture Association, Shenzhen Hotel Association, Shenzhen Food Industry Association, Shenzhen Group Catering Industry Association, Master Chef Committee of Guangdong Food Culture Research Association, Dongguan Chain Catering Development Promotion Association, Macao Kitchenware Association



HOTEL & SHOP PLUS SHENZHEN 2025

Organizer: China Tourist Hotels Association

Co-organizers: China Commerce Association for General Merchandise, Guangdong Stone Materials Association, Shenzhen Hotel Chamber of Commerce, Sinoexpo Informa Markets

Supporting Organization: Shenzhen Hotel Association



CCE SHENZHEN 2025

Co-organizers: ISSA – The Worldwide Cleaning Industry Association, Guangdong Stone Materials Association, Shenzhen Environmental Sanitation and Cleaning Industry Association, Sinoexpo Informa Markets

Supporting Organizations: Guangzhou Environmental Sanitation Industry Association, Foshan Environmental Sanitation and Cleaning Industry Association, Dongguan Environmental Cleaning Industry Association, Dongguan Cleaning Service Industry Association, Huizhou Environmental Sanitation Industry Association



PROPAK SHENZHEN 2025

Organizer: Sinoexpo Informa Markets

Supporting Organizations: Guangdong Food and Packaging Machinery Industry Association



CHINA BAKERY EXHIBITION 2025 (AUTUMN EDITION)

Organizer: All-China Bakery Association, Guangzhou Sinobake International Exhibition Co., Ltd.

Organizer / Event Operator: Guangzhou Sinobake International Exhibition Co., Ltd.



HOSPITALITY + RETAIL DESIGN EXPO SHENZHEN

Organizer: Sinoexpo Informa Markets



Asia China Asia China

SHENZHEN INTERNATIONAL NUTRITION AND HEALTH INDUSTRY FAIR 2025

Organizer: China Chamber of Commerce for Import & Export of Medicines & Health Products, Sinoexpo Informa Markets

Supporting Organizations: Guangdong Food Society, Guangdong Health Food Industry Association, Shenzhen Health Industry Development Promotion Association, Shenzhen Greater Health Industry Alliance, Shenzhen Health Care Association, Shenzhen Food Industry Association



URBAN STYLE SHOW SHENZHEN 2025

Organizer: Sinoexpo Informa Markets

INTRODUCTION

Connexion ShenZhen 2025 is a flagship multi-sector trade show in South China, integrating catering, coffee & tea, hospitality, furniture, food processing and packaging, cleaning, health and lifestyle sectors. Held at the Shenzhen World Exhibition & Convention Center from December 16 to 18, 2025, the show covered 200,000 sqm across 12 exhibition halls and gathered more than 2,500 exhibitors. Overseas visitor attendance increased by over 28%, reflecting its growing international influence.

Positioned in the Guangdong-Hong Kong-Macao Greater Bay Area and extending its reach to Southeast Asia, Connexion ShenZhen provides a one-stop sourcing platform for professional buyers, helping enterprises explore cross-sector opportunities and unlock new business growth.



12

HALLS

200,000m²

TOTAL SPACE

100+

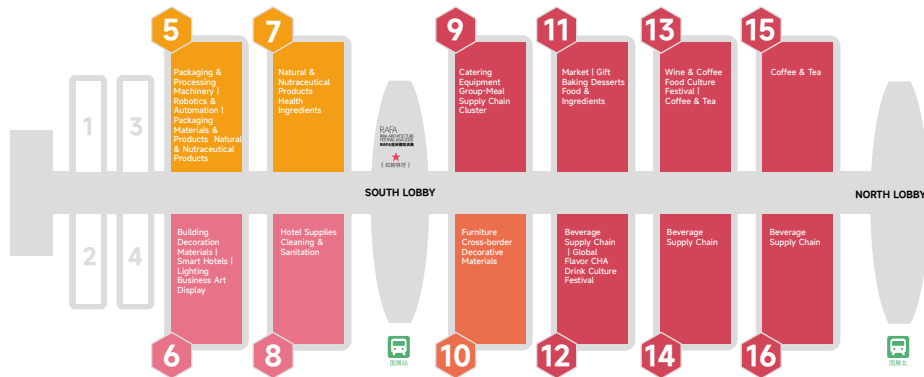
EVENTS & COMPETITIONS

2,500+

EXHIBITORS

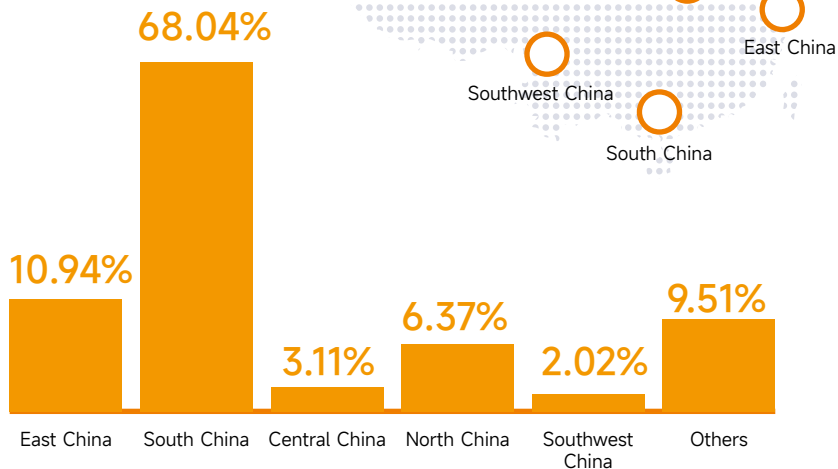
115,045

PROFESSIONAL VISITORS



VISITOR ANALYSIS

Geographic Distribution



Purpose of Visit

39.56%

Collect Market Insights

22.43%

Source Products / Place Orders / Seek Suppliers

13.30%

Find New Product

11.08%

Personal Interest

2.77%

Look for Franchise / Agency Opportunities

1.91%

Seek Exhibitor / Partner Connections

1.21%

Attend Professional Events

1.08%

For Future Participation Evaluation

1.07%

Participate Industry Forums

5.58%

Others

VISITOR TESTIMONIALS



“The show featured rich content and a strong mix of cultural creativity, lifestyle markets and industry resources. The atmosphere was vibrant, enjoyable and highly engaging.”

“The gift and creative product categories were highly practical. Many products demonstrated strong sourcing value and partnership potential for our business.”

“As a procurement manager, I came with clear sourcing objectives. On site, we reached preliminary purchase intentions with five quality suppliers, helping us complete our quarterly sourcing plan efficiently.”

“Our company is expanding into South China. During the show, we connected with nearly 20 potential partners and held in-depth discussions with three strong OEM manufacturers, creating an important breakthrough for our channel development.”



VISITOR TESTIMONIALS

“The Shenzhen hospitality show was impressive. From smart hotel technologies to cost-saving solutions, exhibitors clearly addressed the real operational needs of hotels.”

“The forums offered valuable insights into hotel brand development and user-oriented design, bringing renewed confidence to the market.”



“The forum area was well arranged, with convenient access, clear signage and smooth visitor flow. The overall visiting and communication experience was highly efficient.”

“The show brought together professional visitors, active business discussions and strong technical exchange, creating an effective platform for resource integration and industry growth.”



**MARKETING MANAGER
ZHEJIANG ST. MANNA
DAIRY CO., LTD.**

“ Connexion ShenZhen 2025 offered strong organization, efficient preparation support and a professional on-site atmosphere. The show created an effective one-stop platform for brand display, business exchange and sourcing. ”

**SALES DIRECTOR
ZHEJIANG FEIXIN
DECORATIVE MATERIALS
CO., LTD.**

“ This year’s exhibition featured many highlights. We connected with a large number of professional customers from hotels, homestays and the decoration sector, helping us further expand our brand presence in the hospitality market. ”

**WEIHAI BAIHE
BIO-TECHNOLOGY
CO., LTD.**

“ As an important strategic partner of HNC, Baihe co-hosted the ‘Scientific Nutrition, Smart Health’ Forum during the show. The platform helped us connect with professional visitors, industry leaders and potential customers. ”

**GUANGZHOU PUYI
INTELLIGENT TECHNOLOGY
CO., LTD.**

“ As a new exhibitor, Puyi Intelligent made an impressive debut at Hotel & Shop Plus Shenzhen 2025. Our flagship unmanned hotel convenience store solution became a highlight on site and attracted strong interest from hotel customers. ”



EXHIBITOR TESTIMONIALS

EXHIBITOR TESTIMONIALS ZHONGSHAN QIYU TECHNOLOGY CO., LTD.

“ At this exhibition, we connected with many target customers, including cross-border e-commerce buyers, hotel project clients and younger consumer groups. The show helped us better understand market needs and successfully meet our exhibition objectives. ”

NEW ZEALAND MEIDA GROUP

“ HNC provided a highly professional exhibition experience, from targeted buyer matching to concurrent forum planning. During the show, we reached several cooperation intentions and identified new directions through industry exchanges. ”

SHANDONG YUANLI PHARMACEUTICAL TECHNOLOGY CO., LTD.

“ Our exhibition experience far exceeded expectations. The show was professionally organized, with strong visitor traffic and high-quality buyers. It effectively supported our brand promotion and market expansion. ”

FOSHAN ZHANCHENG FURNITURE CO., LTD.

“ Visitor traffic at the exhibition was strong, and customers showed great interest in our products. We received many potential leads and are confident about future business opportunities. ”

CATERING
FOOD /
COFFEE & TEA



HOTELEX SHENZHEN 2025

9.11-16 Hall

9

Hall

Catering Equipment
Group-Meal Supply Chain Cluster

11

Hall

Food & Ingredients
Baking & Light Meals
Gifts & Lifestyle

12

Hall

Beverage Supply Chain、
Global Flavor
CHA Drink Culture Festival

13

Hall

Wine & Coffee Food
Culture Festival
Coffee & Tea

15

Hall

Coffee & Tea

14

16

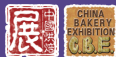
Hall

Beverage
Supply Chain

FEATURED EXHIBITING BRANDS



**BAKERY /
LIGHTING MEAL
DESSERTS**



CHINA BAKERY EXHIBITION 2025 (AUTUMN EDITION)

**Baking
Desserts**

**Food &
Ingredients**

Market

Gift

11 Hall

FEATURED EXHIBITING BRANDS



HOSPITALITY
PRODUCTS
DECORATIONS
&DESIGN



HOTEL & SHOP PLUS SHENZHEN 2025

6、8 Hall

Building
Decoration

Smart
Hotel

Stone, Slabs
and New Materials

Commercial
Aesthetics

Hotel Room
Amenities

Hotel
Textiles

FEATURED EXHIBITING BRANDS



**FURNITURE
CROSS-BORDER
DECORATIVE
MATERIALS**



HOSPITALITY + RETAIL DESIGN EXPO SHENZHEN

10 Hall

**Hotel Furniture
and Decor**

**Commercial
Procurement Furniture**

**Cross-Border
E-Commerce**

**Garden and
Outdoor Furniture**

**Home Goods
New Year Fair**

FEATURED EXHIBITING BRANDS



**CLEANING /
SANITATION
PROPERTY
MANAGEMENT**



CCE SHENZHEN 2025

8 Hall

**Cleaning
& Sanitation**

**Property
Management**

Stone Care

**Restroom
Supplies**

FEATURED EXHIBITING BRANDS


 NILFISK
 力奇清洁


 TENNANT
 COMPANY


 ROSIWIT
 西昂科技


 Bennett 百汰®


 COMET 柯盟


 智元机器人


 中远重科
 ZYKION


 Trust®


 NCL
 新大陆


 Connect Through Life
 SARAYA


 MINGNUO 明诺


 盈峰环境
 INFORE ENVIRO


 宇通环卫


 城市之光无人驾驶
 AUTO CITY


 SEAVO
 |信|步|科|技|
 中国工业设备制造商


 T@EHOLD
 全领域 智能制造
 中国智造


 星际行者
 Star Walker


 O-MATIC


 礼乐 FELLOW
 中国智造


 FORA
 Forvia Precision Industry Technology Co., Ltd.


 洁净 (千冉)


 ZQQK


 中山高灵


 太极干磨片
 TAIJIGANMOPIAN


 博今
 BOJIN


 KGS
 Swiss Diamond Technology®


 HUIGOJO® x 洁链®
 惠高洁


 CHUANGJIE


 赫卫
 HERWEI


 SWELAND®
 施维朗德碳化系统
 China's largest manufacturer for industrial furnaces


 露润霖


 昌泉


 欧方利
 OUFALI


 gzzip®


 汇友环境
 HUIYOU


 爱纳家


 SHUI 水行雷
 XINGZHE


NATURAL &
NUTRACEUTICAL
PRODUCTS
HEALTH
INGREDIENTS



博华深圳联展
Connexion · ShenZhen



SHENZHEN INTERNATIONAL NUTRITION AND HEALTH INDUSTRY FAIR 2025

5.7 Hall

Natural &
Nutraceutical Products
Healthy Light Foods

Diet Therapy & TCM

Health Ingredients

Health Water, Oil
Natural & Organic
Products

**FOOD
PROCESSING
& PACKAGING**



博华深圳联展
Connexion · ShenZhen

PROPAK
SHENZHEN

PROPAK SHENZHEN 2025

5
Hall

**Packaging
Machinery**

**Food Processing
Machinery**

**Smart
Manufacturing**

**Packaging Products
& Materials**

FEATURED EXHIBITING BRANDS



URBAN LIFESTYLE
/ GIFT
IP&TOY /
MARKET / FOODIE



URBAN STYLE SHOW SHENZHEN 2025

11 Hall

| Market

| Gift

| Baking
Desserts

| Food &
Ingredients

FEATURED EXHIBITING BRANDS



金豪兄弟纸业
JIN HAO BROTHER PAPER



DUKE BUCK
WESTERN MALT
- 1719 -



CALDO
咖啡



鼎盛时代
YIDONG TEA
★★★★★



罗杰森 RJS



加利
CALLI



蒙牛
专业乳品



KINGDOM
金属制品



三格



云上科技
YUNSHANG
TECHNOLOGY



佳乐盛



Andi Bloom



利川



名花园



加合加合



弘裕机械



费氏



明心食品



TASTE IN MEMORY



迪陈王



迪陈王



KASE
嘉私



BESTRUIT
佳果



传福
Chuan Fu



歌德



盛轩慕思



庭欣纸品
TINGXINZHIPIN



Pretzel
碱水面包



VIBE
TRIBE



Go Cake
HOMEMADE CAKES



MISSION
麦西恩



宝来



YUE GUAN | 悦冠包装



裕海纸业



南阳



德米菲
DEMIFEI





EVENT HIGHLIGHTS & ACTIVITIES

FEATURED EVENTS

Catering & Food

- China Finals:
International Fashion Drinks Competition
World Coffee & Spirits Competition
- China Regional Qualifiers - Shenzhen Division:
World Coffee Brewing Championship
World Coffee Roasting Championship
World Barista Championship
World Latte Art Championship
- Food & Beverage Supply Chain Innovation Conference
- Guangdong Franchise Development Conference

Design & Cross Border

- Design Driving Business Future: Space, Value and Sustainability Summit and 'Wave 100' Design Gala
- Design Leadership - Commercial Space Industry Summit
- Designing the Hotel of the Future: Cross-Border Innovation from an Asian Perspective
- Smart Era | Shenzhen International Smart Space Design Development Forum
- AI Reshaping the New Landscape of Global Marketing
- Large Home Furnishing Scenario-Based Global Expansion Summit
- Southeast Asia Buyer Business Matchmaking

Hotel & Architecture & Lighting

- RAFA Asia Architecture Festival
- China Hotel Industry Development Conference by China Tourist Hotel Association
- 2nd Shenzhen International Architecture & Interior Design Summit and Greater Bay Area Hard Decoration Design Week
- Savills Breaking Through & Rebuilding - Greater Bay Area Hotel Asset Repositioning Summit and 'Alliance Hotel Alliance' Strategic Summit
- 3rd Greater Bay Area Hotel Industry High-Quality Development Conference
- Hotel and Commercial Space Lighting Design Forum
- China Landscape Lighting Industry Summit

Processing & Packaging

- Smart Equipment and Digital Intelligence Driven: Food Packaging Industry Efficiency and Innovation Forum
- Guangdong Food and Packaging Machinery Industry Association Food Safety High-Level Forum and 18th Rotating President Event
- Food Safety and Green Processing & Packaging Forum
- PROPAK Overseas Buyer Matchmaking Session
- LTX SEMINAR Smart Logistics Packaging Technology Seminar
- 23rd Central Kitchen Construction and Development Summit

Health & Nutrition

- 15th Nutrition & Health Industry Development Forum
- 8th Nutrition & Special Foods Forum - Special Foods Cross-Border Regulation: Latest Insights and Corporate Compliance Guidelines
- Healthy China 2030 · 4th Health Food Innovation and Development Forum
- Greater Bay Area Functional Food Innovation Forum
- Overseas Buyer Business Matchmaking (Nutraceuticals) / Overseas Ingredient Buyer Matchmaking
- Health New Engine · E-commerce Channel 1-on-1 Product Selection Matchmaking

Cleaning & Property Management

- 2nd "Gold Craftsman" and "Technical Model" Stone Care, Carpet Cleaning, and Flooring Construction Skills Competition
- Shenzhen Cleaning Industry Labor Skills Competition
- Property Technology Innovators Forum
- Cleaning Industry Value Reconstruction and Sustainable Development Summit
- Stone Care, Carpet Cleaning Training and Professional Skills Certification
- Non-Residential Property Innovation and Operations Summit



FEATURED EVENTS

01 RAFA Asia Architecture Festival

The two-day festival brought together international architects for seminars, workshops and architectural tours, exploring design innovation, future architecture, AI, ESG and green design.

The inaugural RIBA Awards were also announced on site, highlighting architecture's impact on communities.



02 China Hotel Industry Development Conference by China Tourist Hotel Association “Digital Hospitality, Intelligent Future Forum”

Focusing on the practical needs of the hotel industry, the forum explored AI-driven applications, smart hospitality and new service models.

Industry leaders shared insights on cutting-edge technologies, key challenges and sustainable development.



FEATURED EVENTS

03 2026 International Fashion Drinks Competition China Final

Founded by Shanghai Sinoexpo Informa Markets in 2014, the competition has been upgraded into a world-class beverage competition initiated in China.

The China Final features over 8 regional divisions and 30 city events, selecting top talents for the global stage in 2026.



04 2025 World Coffee & Spirits Competition China Final

As one of the World Coffee Championship events, the competition encourages baristas and bartenders to combine coffee and spirits creatively. It showcases professional skills, imagination and diverse flavor experiences for coffee and cocktail lovers.



05 2026 World Latte Art Championship China Selection Shenzhen Division

As one of the World Coffee Championship events, WLAC represents the highest standard of professional latte art.

Since its introduction to China in 2013, the competition has continued to promote latte art through professional judging and international standards.





MEDIA COVERAGE

METRO & HIGH-SPEED RAILWAY STATION ADS



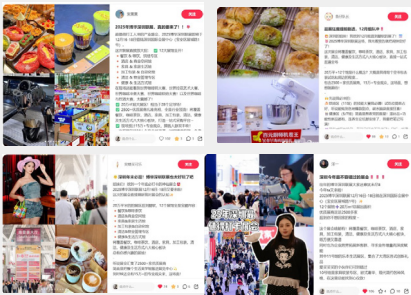
WECHAT OFFICIAL ACCOUNT & VIDEO CHANNEL PROMOTION



SHENZHEN OFFICIAL MEDIA ACCOUNT PROMOTION



REDNOTE & DIANPING



TENCENT WECHAT MOMENTS ADS



PRESS RELEASES DISTRIBUTION





博华深圳联展

Connexion · ShenZhen

**Catering, Hotel, Furniture, Health and Lifestyle Themed Exhibition
Mechanical & Electronics Themed Exhibition**

**SEE YOU
IN OCTOBER!**

2026.10.13-15

Shenzhen World Exhibition & Convention Center

