



HOFEX 2023

Asia's Leading Food & Hospitality
Tradeshow

亞洲頂尖國際食品餐飲及酒店設備展

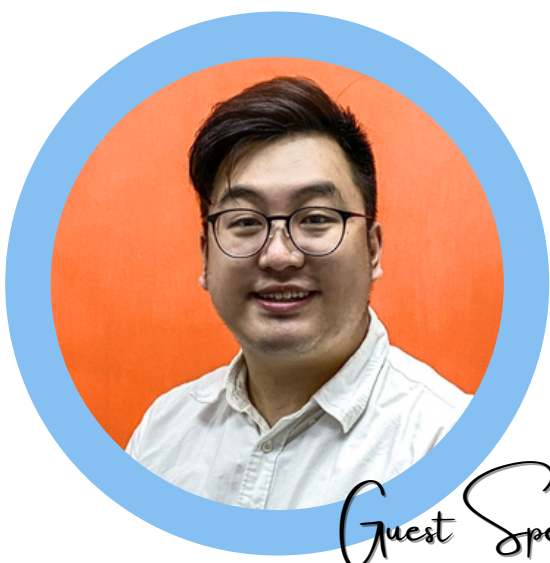
5月10至12日

香港會議展覽中心



GENERATION TASTE MARKETING FORUM 品味世代市務論壇

Organized by Chartered Institute of Marketing Hong Kong



Guest Speaker

MR. VIN NG 伍浩軒先生
Director 業務總監
spread-it



Guest Speaker

MR. KENXES TANG 鄧浩樺先生
Founder 創辦人
jin4jy5



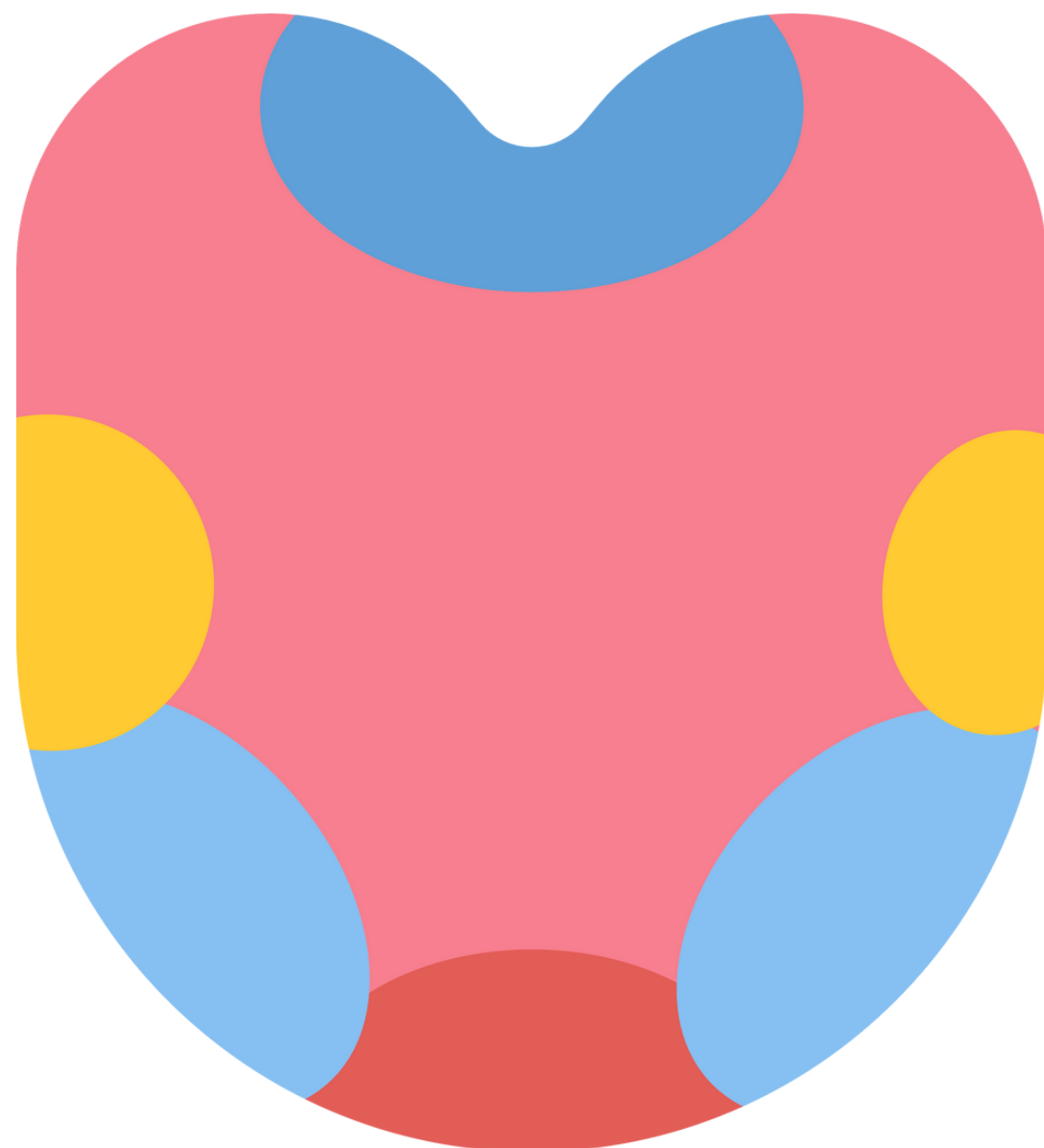
Guest Speaker

MS. JANE LEUNG 梁畫時女士
Head of Marketing 市場營銷主管
Good Food Technologies 好食科技
植廚 Plant Sifu



Moderator

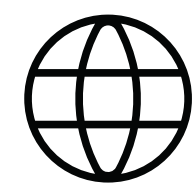
MR. JOHNSON LO 盧翰豪先生
Chairman 主席
CIM Hong Kong
英國特許市務學會香港分會



THURSDAY,
11 MAY 2023



TIME
02 PM - 03 PM



CANTONESE
廣東話

SHARING AND DISCUSSION 分享與討論

餐飲經營者如何應對老齡化市場

How catering operators are getting ready for the aging market

餐飲品牌如何揀選合適的網絡紅人和平台合作推廣?

How do hospitality brands define and locate the best KOL and platform to promote?

香港純素市場屬於紅海、藍海還是死海?

Is Vegan Market a red ocean, blue ocean or dead ocean market?



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