

FBAF®

PROPACK



HORECA

agroworld

As Part of AHSE2026

# ASIA INTERNATIONAL HOTEL SUPPLIES AND CATERING EXPO



16-17 November 2026

Hengqin China

18-20 November 2026

Cotai Expo The Venetian Macau

[www.ahsemacao.com](http://www.ahsemacao.com)

Organiser:

PUISSANT GROUP

Co-Organiser:

CEMS Global  
USA

Iteca  
CHINA



## Macao · China

### Asia International Hotel Supplies and Catering Expo

Asia International Hotel Supplies and Catering Expo (AHSE), hosted by Puissant Group (Macao) Limited, is currently Macao's only international trade exhibition focused on the hotel, catering, and food & beverage industries. AHSE aims to strengthen exchange and cooperation among hotel, catering, and food & beverage enterprises in Asian countries and regions, and to build a global influence. In 2026, AHSE will usher in a new upgrade. International Food Beverage Asia Fair (FBAF), the Processing & Packaging Exhibition (PROPACK), the Hotel, Restaurant & Catering Exhibition (HORECA), and Asia International Agriculture and Livestock Exhibition (Agroworld) will become key components of AHSE 2026. This further segments the industry, attracting a broader range of participants. For businesses and professionals in the hotel, catering, and food & beverage industries, this is an unmissable event.



As Part of AHSE2026



### International Food Beverage Asia Fair (FBAF)

International Food Beverage Asia Fair (FBAF) will make its debut in Macao in 2025, leveraging Macao's international advantages to expand its leading position globally. As an important part of Asia International Hotel Supplies and Catering Expo (AHSE), this event focuses on the food and beverage industry and will continue to make outstanding contributions to the development of the global F&B sector. With Macao as its new starting point, FBAF provides an excellent opportunity for local and international companies to build more connections and gain market insights, elevating the platform to new heights.



### Processing & Packaging Exhibition (PROPACK)

The Processing & Packaging Exhibition (PROPACK) will be held as part of the International Food Beverage Asia Fair (AHSE). This vital themed trade show will enhance AHSE's business development in the processing and packaging sectors, offering a valuable platform for related companies and professionals to discover the latest trends. Attendees will have the chance to connect with top-tier suppliers who can provide perfect solutions for their challenges.



### Hotel, Restaurant & Catering Exhibition (HORECA)

The Hotel, Restaurant & Catering Exhibition (HORECA) is crucial to the International Food Beverage Asia Fair (AHSE). Macao's highly developed hotel and catering industry provides invaluable experience for numerous participants. This edition of HORECA aims to offer a platform that delivers customized solutions for distributors, importers, exporters, and manufacturers in the hotel and catering industry, while also meeting the needs of businesses to showcase their brand and enhance their visibility. HORECA covers the entire hospitality and catering industry chain and will use Macao as a springboard to expand its influence across Asia and the globe.



### ASIA INTERNATIONAL AGRICULTURE AND LIVESTOCK EXHIBITION (Agroworld)

AgroWorld Macau will bring continents together for 2nd time As one of the largest agriculture and livestock exhibition of the Asia, AgroWorld Macau is getting ready to gather Asia and Chinese agriculture for the 2nd time between 16-20 November 2026 in Hengqin and Macau. AgroWorld Macau hosted 1100 brands from 22 countries at Hengqin and Macau. It will carry your import and export connections to the top level in 2026. AgroWorld Macau welcomed 10000 visitors from 32 countries by comprising of 16,847 international professionals and that will be the meeting point of Asia agriculture sector again in 2026.

# 18 Key Sectors

-Across the exhibition space

## 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

### AHSE 2026 Asia Joint Exhibition (Planning)



**30+**

Countries & Regions



**1000+**

Exhibitors & Brands



**50+**

Activities and meetings



**50+**

Media Partner



**20000+**

Visitors



## The 13th Annual Meeting of GHM Hotel General Managers Society

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.



## Asia's Three-Star Golden Spoon Restaurant Awards Ceremony

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!



## Past 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 !"



### 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.



Presenting Premium Quality Fengjie Navel Orange Promotion Event



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.



Wushan Miaodang Codonopsis Promotion Event



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



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.



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



The importance of water quality and safety

## EXHIBITING PACKAGES



### Raw Space (min. 18 sqm)

Excludes construction; companies can design their own special booths.

### Exhibitor Profile

Companies from the sectors of Hospitality Supplies, Food, Beverages, Catering Ingredients, Coffee & Tea, Ice Cream & Bakery, Wines & Spirits, Kitchen Equipment & Supplies, Franchise & Investment, Building Materials & Furnishings, Processing Machinery & Packaging.



### Standard Shell Scheme (min. 9 sqm)

Includes basic construction, tables and chairs, lighting, and header boards.

### Visitor Profile

Professionals from Hotels, Restaurants, Food & Beverage Industry Distributors, Importers, Exporters, Manufacturers, Business Associations & Institutions, Investment Firms, Media.

## About Puissant Group (Macao) Limited



Puissant Group (Macao) Limited is an integrated MICE (Meetings, Incentives, Conferences, Exhibitions) group specializing in exhibitions, conferences, and event planning. We are powered by an experienced, passionate, and multilingual international team dedicated to providing clients with tailor-made solutions to help them achieve their business objectives.

Rooted in the vibrant Asian market and operating with a global vision, our group is committed to building a world-class platform for exhibition and event services. With Macao as our base, we extend our reach across Asia and connect to the world, delivering high-quality, professional, and international services to our global clients.



## Venue HALL Cotai expo The Venetian


Located within The Venetian Macao, the convention centre offers approximately 71,000 square meters of exhibition space, making it one of the largest exhibition centers in Asia. The venue also features a 6,500-square-meter pillarless ballroom and 108 meeting rooms totaling 18,600 square meters, flexibly accommodating various types of meetings and events. The Venetian Arena, with a capacity of 15,000 guests, is an ideal location for corporate events or product launches.

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