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ATO ACTIVITIES reports

Agricultural Export Opportunities Update - October 1999

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Report Highlights:

- S** The Chief Executive of the Hong Kong Special Administrative Region delivered his third Policy Address on October 6, 1999. Two of the major policy initiatives of the Policy Address 1999 are to cultivate talents for the development of a knowledge-based society, and to improve the environmental quality.
- S** Real GDP of Hong Kong grew by 0.7% in the second quarter of 1999, while private consumption grew by 1.3%.
- S** The annual Great American Barbecue is scheduled on November 18, 1999 for this year.

Includes PSD changes: No
Includes Trade Matrix: No
Trade Report
Hong Kong [HK1], HK

Agricultural Export Opportunities Update

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SECTION 1: MARKET IN BRIEF

- S** The Chief Executive of the Hong Kong Special Administrative Region delivered his third Policy Address on October 6, 1999. Two of the major policy initiatives of the Policy Address 1999 are to cultivate talents for the development of a knowledge-based society, and to improve the environmental quality.
- S** Real GDP of Hong Kong grew by 0.7% in the second quarter of 1999, while private consumption grew by 1.3%.
- S** The retail sales volume increased by 0.5% in July 1999.
- S** Inflation, measured by Composite Consumer Price Index (CCPI), declined by 6.1% in August 1999.
- S** The number of tourist arrivals grew by 11% in the first eight months of 1999.
- S** Total exports grew by 4.4% in August 1999 after a 3% growth in July.

(Source: Hong Kong Trade Development Council)

SECTION 2: KEY MARKET INFORMATION

1. The 1999 Policy Address

(The 1999 Policy Address by the Chief Executive of Hong Kong provides a general direction of the Hong Kong Government's policies in the following years. Following are some of the key points of the 1999 Policy Address. U.S. exporters may find some information from this policy address useful for their strategic planning process.)

Positioning:

- S** Hong Kong will become a world-class city, the New York and London of Asia, if Hong Kong consolidates and continues to build on its strengths.
- S** Strengthen ties with the Mainland and joint development of the Pearl River Delta Region.

Cultivating Talents for a Knowledge-based Society:

- S** University Grants Committee to provide HK\$120 million over five years to develop areas of excellence in information technology, biotechnology, and economics and business strategy.

Making Hong Kong an Ideal Home:

- S** Provide HK\$1.4 billion in grants to diesel vehicle owners to encourage changes needed.
- S** In addition to expenditure on the Strategic Sewage Disposal Scheme, spend HK\$9 billion in the next five years on other sewerage works.
- S** Provision of HK\$100 million grant to support community initiatives on sustainable development.
- S** Proceed with reforms prudently, such as those affecting the civil service and health and welfare services.

(Details of the Policy Address 1999 can be found in the following homepage: <http://www.info.gov.hk/pa99/eindex.htm>)

SECTION 3: UPCOMING PROMOTIONAL ACTIVITIES/EVENTS

The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the organizer. Contact the organizer directly for additional information.

A. TRADE SHOWS*Trade Shows in Asia:*

October 12-15, 1999: WoodMac & FurniTek China 99. WoodMac China 99 is the 3rd International Forestry and Woodworking Machinery and Supplies Exhibition; FurniTek China 99 is the 3rd International Exhibition of Machinery and Accessories for Furniture Production, Upholstery and Furnishings. Organizer: Hong Kong Exhibition Services Ltd. Tel: (852) 2876-5112; Fax: (852)2528-3103; Contact: Nancy Yung.

October 15-25, 1999: Fall'99 National Candy & Spirits Fair, Xinghai Convention & Exhibition Center, Dalian, China. The fall edition of this semi-annual event, possibly the largest domestic food trade show in China, will be held in the affluent Northern port city of Dalian for the first time. The dates will be finalized sometime in August 1999. This show has a strong "local" focus, featuring a wide variety of food, wine and spirits products. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and is an excellent chance to expand one's contact base and penetrate new markets in inland China. The ATO Shanghai will likely lead a US sales mission to this show. Organizer: National Light Industry Council. Contact: Ms. Chen Bo, Chengdu Commodity Exchange Fair Office, Chengdu Sports Center Hostel, Chengdu 610015. Tel: (86-28) 661-9300; Fax: (86-28) 662-3764

November 3-5, 1999: China Fisheries & Seafood Expo'99, Intex, Shanghai, China. This seafood show targets seafood importers, wholesalers, and seafood processors in China. Organizer: Sea Fare Expositions Inc., 5305 Shilsole Ave. NW., Suite 200, Seattle, WA 90107, USA. Tel: (206) 789-6506; Fax: (206) 789-9193.

November, 1999: China-Dongguan International Agriculture Technology & Science Exposition. Organizer: International Agro Expo China (Dongguan) Ltd. Tel: (86769) 221-0046; Fax: (86769) 222-1096. Contact: Ms. Nancy Wang.

November 11-16, 1999: International Exhibition on Construction Equipment and Building Materials Machinery, Shanghai Exhibition Center, Shanghai, China.

This is the 6th appearance of the only construction show in China endorsed continuously and exclusively by CECE and CIMA. Organizer: Shanghai International Exhibition Corporation, Adsale Exhibition Service Ltd. Address: 4/F, Stanhope House, 734 King's Road, North Point, Hong Kong. Tel: (852) 2811-8897; Fax: (852) 2516-5024.

December 1-5, 1999: 1999 International Healthy Food Expo and Catering & Health Conference. Shanghai Exhibition Center, Shanghai, China. Purposes of the exhibition are to help participating companies grow their business and enhance the awareness of consumers to healthy food, nutrition and better quality of life. Organizer: Summit International Exhibition Co. Ltd., 7th Floor, Harcourt House, 39 Gloucester Road, Hong Kong. Tel: (852) 2520-0887; Fax: (852) 2598-5109.

December 8-11, 1999: ChinaMart'99, Guangzhou Foreign Exhibition Center, Guangzhou, China. A trade show for companies who want to sell products to Southern China. Organizer: E.J. Krause & Associates Inc., Rm. 2013, Hang Lung Center, 2-20 Paterson Road, Causeway Bay, Hong Kong. Tel: (852) 2577-3343; Fax: (852) 2577-6426.

March 15-25, 2000: Spring'2000 National Candy & Spirits Fair, Chengdu International Exhibition & Convention Center, Chengdu, China. This is a semi-annual event and the largest domestic trade show in China. The spring edition of the National Candy & Spirits Fair is usually held in the Southwestern city of Chengdu, but the organizers may decide to move the 2000 show to a new location. This and the final dates will not be decided until early January 2000. This show features a wide variety of food, wine and spirits products. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and is an excellent chance to expand one's contact base and penetrate new markets in inland China. The ATO Shanghai will likely lead a sales mission to this show. Organizer: National Light Industry Council. Contact: Ms. Chen Bo, Chengdu Commodity Exchange Fair Office, Chengdu Sports Center Hostel, Chengdu 610015. Tel: (86-28) 661-9300; Fax: (86-28) 662-3764.

March 26-28, 2000: Fine Food Brisbane, Brisbane Convention and Exhibition Center, Brisbane, Australia. This specialized food, drink and equipment exhibition is designed to generate new business opportunities in the Queensland marketplace. It will have over 300 exhibitors and 10,000 trade visitors all looking for new suppliers. Organizer: Australian Exhibition Services, Illoura Plaza 424 St Kilda Road Melbourne, Victoria, Australia 3004.

April 5-7, 2000: Food Ingredients China 2000, Guangda Convention & Exhibition Center, Shanghai, China. This show had a successful joint appearance with Food Ingredients Asia in April 1998 in Shanghai. In April 1999, Food Ingredients China traveled to Beijing, and even though the Chinese organizers were on their own, the show gathered large numbers of business visitors from the food manufacturing and food processing sector. About a third of the exhibitors were from abroad and the show appeared to be well organized and professionally managed. In 2000, this show will reunite with Miller Freeman, the organizer of many international Food Ingredients shows around the world, and is likely to, just like in 1998, be called Food Ingredients Asia. This is expected to be a very good opportunity for foreign food ingredients exporters, since some of the largest Chinese food manufacturers are located in Shanghai. The ATO Shanghai will actively assist U.S. companies involved with this show. Organizer: China Food Additive Production & Application Industry Association (CFAA), CCPIT-Light Industry. Address: 22B, Fuwai St., Beijing 100833. Tel: (86-10) 6839-6330; Fax: (86-10) 6839-6422. E-mail: ccpitsli@public3.bta.net.cn

June 20-23, 2000: Food China 2000, China International Exhibition Center, Beijing, China. The seventh International Food & Drinks Exhibition. Organizer: Hong Kong Exhibition Services, Unit 901-902, 9F Shui Lam Building 23 Luard Road, Wanchai, Hong Kong, Tel: (852) 2804-1500, Fax: (852) 2528-3103. U.S. contact: Robert Chang, Commerce Tours International, Tel: (415) 433-3072; Fax: (415) 433-2820.

September 12-15, 2000: Food & Hotel South China 2000, Guangzhou Foreign Trade Center, Guangzhou, China. The International Food, Drink, Supermarket, hotel and Catering Equipment and Supplies Exhibition. Organizer: Hong Kong Exhibition Services Ltd., Unit 901-902, 9F Shui Lam Building 23 Luard Road, Wanchai, Hong Kong, Tel: (852) 2804-1500, Fax: (852) 2528-3103. U.S. contact: Robert Chang, Commerce Tours International, Tel: (415) 433-3072; Fax: (415) 433-2820.

B. IN-STORE AND MENU PROMOTIONS

1. **Promotion with Park’N Shop:** ATO Hong Kong is discussing a possible U.S. food promotion early next year (year 2000) with Park’N Shop Supermarket chain. This promotion will focus on the new products that Park’N Shop purchased during their buying trip to the U.S. in September, 1999.

2. **"THE GREAT AMERICAN BARBECUE" is Back!**

It is almost time again for Hong Kong's biggest barbecue bonanza! Keeping momentum with the enormous success of the previous "Great American Barbecue" events, the Agricultural Trade Office (ATO) of the American Consulate General plans to 'fire up the grill' once again in Hong Kong on November 18, 1999 at The Repulse Bay for our sixth event. .

With the last barbecue producing a full-house turnout (over 400 guests) of primarily chefs, food & beverage industry representatives and media, we expect to maintain that number this time as industry & media guests feast on some of the finest American-style barbecue-grilled meats and poultry, while washing it down with a variety of high quality American beverages.

By hosting this event, we hope to allow the sophisticated food and beverage industry of Hong Kong in on the fun of the Great American Barbecue, a timeless tradition celebrated by every generation all over America and in recent years in Hong Kong. In addition to learning a new cuisine and using new products, guests will appreciate the popularity of an American Barbecue as it brings together family and friends in a fun and relaxing atmosphere. We have chosen this year's theme to be a "Hawaiian Luau". With the unique style and delicious taste coming off the American barbecue grill, this should prove to be a memorable event for all.

If you are a U.S. food exporter and would like to know how you can participate in this event, please contact ATO Hong Kong office at: Tel: (852) 2841-2350; Fax: (852) 2845-0943; E-mail: ATOHongKong@fas.usda.gov.

SECTION 4: OTHER INFORMATION

1. The Agricultural Trade Office and Hong Kong Cooperators have scheduled bi-monthly Cooperator Meetings as follows:

November 04, 1999

** December 09, 1999

**The annual Strategic Planning Session. This meeting may take place at ATO Guangzhou to combine the strategic planning session with Southern China.

Unless stated otherwise, all meetings are held in the Conference Room of the U. S. Agricultural Trade Office in Hong Kong, 18th Floor, 33 Garden Road. All cooperators are welcome and urged to attend.

SECTION 5: LIST OF MARKET BRIEFS & REPORTS AVAILABLE

ATO prepares or commissions market overviews on selected food & beverage topics to assist U.S. exporters in identifying potential market opportunities and to help effectively compete in the Hong Kong market. Market overviews are available to companies and individuals through the ATO Hong Kong or the Trade Assistance and Promotion Office of the USDA Foreign Agricultural Service (TAPO):

Phone: (202) 720-7420

Fax: (202) 690-4374

Market overviews currently available on are as follows:

Current market overview topics

Beer (**Jan 98)
Bourbon (Apr 98)
Cakes, Cookies and Crackers (Sep 98)
Canned Food (Sep 98)
Cheese (Mar 98)
Chocolate & Sugar Confectionery (Mar 98)
Cooking Oils and Fats (Apr 98)
Dairy Products (Mar 98)
Dried Fruits and Tree Nuts (Apr 98)
Fast Food (Apr 98)
Food Retailing (Apr 98)
Fresh Fruit & Vegetables (Apr 98)
Frozen Fruit & Vegetables (Apr 98)
Frozen Desserts (Jan 98)
Fruit Juice (Mar 98)
Herbs, Spices and Ginseng (Jun 98)
Hong Kong's Food Service (Dec98)
Meat (Jun 98)
Microwaveable Foods (Jan 98)
Poultry & Egg (Apr 98)
Pet Foods (Jan 98)
Seafood (Apr 98)
Snack Foods (Nov 98)
Sauces, Relishes and Condiments (Jun 98)
Soft Drinks (May 98)
Wine (Jan 98)
-8th Largest Export Market of U. S. Ag Commodities

**Signifies date of last revision.

To download a market brief or report, visit the Foreign Agricultural Service Homepage:<http://www.fas.usda.gov>.

You'll find more than 100 reports relating to China. Or, contact FAS AgExport Services division, (202) 720-7420 phone, Fax: (202) 690-4374; or ATO Guangzhou, China Hotel Office Tower 14/F Guangzhou, 510015 China, Fax: (86-20) 8667-7553. Fax: (86-20) 8666-0703, E-Mail: ato@gitic.com.cn

If you find any of the above information of value, we would greatly appreciate your feedback. Please fax or e-mail your comments to ATO Hong Kong at the above number and/or address.