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## Hong Kong

### HRI Food Service Sector

### Annual

### 2007

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**Report Highlights:** Hong Kong's Hotel, Restaurant and Institutional (HRI) sector holds bright prospects for U.S. exporters in 2007. In 2006, restaurant receipts were in excess of US\$7.9 billion, a jump of 9.5% over 2005. At hotels, food and beverage sales comprised 58% of the total sales and reached US\$1.6 billion last year. As the HRI sector mainly buys U.S. products indirectly via local importers, exporting to Hong Kong importers is the most direct and easiest way of market entry. In 2006, U.S. exports of high value food products to Hong Kong reached US\$610 million, a surge of 15% over 2005. A relatively weak U.S. dollar and a reputation for safety and quality should keep imports of U.S. products growing strongly in 2007. The expanding economy (forecast at 5% in 2007) and robust tourism (over 25 million visitors in 2006) will also drive this growth. On average, each Hong Kong household spends 63% of their food budget on eating out. Hong Kong's affluent consumers, among the world's richest with a per capita GDP of US\$27,598, are visitors support the Hong Kong's 10,000 plus restaurants of diverse cuisines. Products in the food service sector that offer good potential for U.S. suppliers include fresh fruit and vegetables, meats, seafood, wine and healthy and organic products for a growing number of health-conscious consumers. Wine and beer offer special opportunities as a result of the Hong Kong government's 50% tax cut on these products. Macau presents a new export opportunity as its new casinos, resorts and retailers work to accommodate 25 million annual visitors. Moreover, Hong Kong will continue to be an important gateway to mainland China, Macau and other Asian destinations.

Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
Hong Kong [HK1]  
[HK]

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## SECTION I. HONG KONG MARKET PROFILE

## HRI Food Service Sector

## 1. Restaurants

- Restaurant businesses enjoyed a very good year in 2006: the value of total restaurant receipts was US\$7.9 billion and value of restaurant purchases was US\$2.7 billion, representing an increase of 9.5 % and 7.2 % respectively.

(Value in US\$ million)	2005	2006	Growth
Restaurant Receipts	7,254	7,948	+9.5%
Restaurant Purchases	2,480	2,658	+7.2%

(Source: Quarterly Restaurant Receipts and Purchases, Hong Kong Census & Statistics Department)

- As a "Gourmet Paradise", Hong Kong has around 10,000 restaurants serving a wide range Eastern and Western cuisines along with a wide variety of culinary delights. In addition, there are over 1,000 bars and other eating and drinking establishments.

Number of Establishments	2004	2006	% of total in 2004	% of total in 2006
Chinese restaurants	4,429	4,684	46%	45%
Non-Chinese restaurants	3,625	4,078	38%	39%
Fast food shops	1,537	1,601	16%	15%
Total	9,591	10,363	100%	100%

(Source: Bi-annual statistics in 2004 and 2006, Hong Kong Census & Statistics Department)

- Chinese restaurants:** More than half of the eating establishments in Hong Kong are Chinese restaurants (4,684 establishments in 2006) as over 95% of the Hong Kong population and more than 53% of the 25 million tourists to Hong Kong are Chinese. In addition, many non-Chinese visitors also like to dine at Chinese restaurants. A typical lunch at a nice Chinese restaurant costs around HK\$100-300 per person and a typical dinner costs around HK\$150-400 per person<sup>1</sup>.
- Non-Chinese restaurants:** Although the majority of the Hong Kong population is Chinese, both gourmet and casual restaurants are thriving and the number of non-restaurants was 4,078 in 2006. Western fast food restaurants throng with people of all ages and classes. 5-Star and other high-end western restaurants are as likely to be dominated by Hong Kong citizens as visiting business people. Japanese food, fast food chains, coffee and snack and casual dining establishments are also increasing their presence. A typical lunch at a nice western restaurant costs around HK\$100-300 per person and a typical dinner costs around HK\$200-500 per person<sup>2</sup>.
- Fast food shops:** They are still important dining outlets (1,602 establishments in 2006) for Hong Kong consumers, especially among school children. According to a survey conducted by AC Nielsen, Hong Kong consumers are the world's most frequent patrons of fast food restaurants. The survey revealed that 61% of Hong Kong consumers eat at a fast food restaurant at least once a week. The popularity of fast food in Hong Kong is mainly due to convenience and price<sup>3</sup>. The survey showed that

<sup>1</sup> Source: menus of selected Chinese restaurants in Hong Kong's Central District and interviews with consumers (US\$1=HK\$7.8)

<sup>2</sup> Source: menus of selected western restaurants in Hong Kong's Central District and interviews with consumers (US\$1=HK\$7.8)

<sup>3</sup> Source: Fast Food Report on Hong Kong, November 2006, Euromonitor

the most popular fast food chains in Hong Kong are McDonald's, KFC and Pizza Hut. There are also some large local fast food chains such as Café De Coral, Maxim's and Fairwood that serve both Chinese and western foods. Competition among fast food chains is intense and keeping the price for a meal at a very low level. The average cost is around HK\$18 for breakfast, HK\$26 for lunch, HK\$17 for afternoon tea and HK\$34 for dinner (US\$1 = HK\$7.78). To further meet competition, many fast food operators have innovated their outlets to make them look more modern, spacious and attractive. To meet the demand of a growing number of health-conscious customers, fast food chains have also introduced more new ingredients and developed healthy-food options involving salads, fruits, fresh juices, etc.

- **New feature – Coffee Shops:** The coffee shop market is growing in Hong Kong. In recent years, the trend has been to open upstairs cafes to save on rental costs. They are largely located in commercial areas. Starbucks (65 outlets) and Pacific Coffee (49 outlets) are Hong Kong's two largest coffee shop chains. McDonald has also vigorously expanded its McCafe in order to gain share in this growing market. Of its 176 outlets, 34 have already included McCafes inside their shops.
- **Growing Trend – Healthy Eating:** Food safety and quality concerns aside, Hong Kong diners prefer to eat fresh foods rather than processed, chilled, frozen etc. Hong Kong consumers have become increasingly aware of food safety and nutrition. These issues have been used successfully as marketing points for various food commodities and specific products. The growth of Mix and juice bars are good examples of specialty restaurants selling healthy products. Organic foods are also gaining interest among consumers as evidenced by the growth of specialized retail outlets for organic foods.

## 2. Hotels

- The number of hotels/hostels and guesthouses has grown in 2006:

	2005	2006	Growth
Number of hotels/hostels/guesthouses	585	612	+5%
Number of rooms	48,891	52,512	+7%
Room occupancy rate	86%	87%	-

(Source: Hong Kong Census & Statistics Department)

- Hotel and boarding houses receipts have also grown:

(Value in US\$million)	2005	2006	Growth
Receipt	2,563	2,768*	+8%

(Source: Quarterly Restaurant Receipts and Purchases, Hong Kong Census & Statistics Department)  
(\* Estimated figure)

- According to the Hong Kong Tourism Board, 58% of receipts came from food and beverage sales<sup>4</sup>, revenues from food and beverage sales at hotels were US\$1.6 billion in 2006.

<sup>4</sup> Source: Hong Kong Tourism Board

- Many five-star hotels serve U.S. beef, chicken, turkey, eggs, and a wide range of fruits and vegetables, which has clearly benefited the United States as a supplier. Among all hotels/hostels/guesthouses, about 21 of them are classified as the "high tariff A hotels" with average room rate over US\$196/night<sup>5</sup>. In 2007, room rate for some of these top-end hotels in Central District even exceed US\$300/night for a standard room.
- The government provides a searchable list of licensed Hotels & Guest Houses at [www.info.gov.hk/had\\_la/](http://www.info.gov.hk/had_la/). A list of Hong Kong hotels is available at [http://www.discoverhongkong.com/eng/mustknow/search/mk\\_sear\\_inde.jsp](http://www.discoverhongkong.com/eng/mustknow/search/mk_sear_inde.jsp)
- Hong Kong tourism industry faces keen competition from Macau and neighboring cities. To meet competition, Hong Kong started the redevelopment of Ocean Park in late 2006 and plans to invite tender for a new cruise terminal in late 2007. Hong Kong will also build more hotels/boarding houses preparing for the opening of the new tourism infrastructures and the continuing influx of tourists from Mainland China.

### 3. Institutions

- Institution categories of significance include schools, hospitals, and airlines. They are served by a small number of large catering groups who are generally affiliated with the restaurant sector. These caterers mainly source their ingredients from China where supplies are cheaper and more abundant. They also use ingredients from other countries such as the U.S. when they cannot find the same products in China, or when they want to use products with better quality and taste.
- **Schools:** School regulators prohibit Primary and lower secondary students from eating out. Students therefore either pack their lunch boxes or subscribe to school lunch boxes. There are 720 primary schools and 524 secondary schools. The total number of primary students and lower secondary students amounted to 425,864 and 254,879 respectively<sup>6</sup>. About 70 % of students buy lunch at schools. A typical lunch box consists of meat, rice and some cooked vegetables. The annual turnover is estimated at US\$220 million. Healthy eating programs are underway to encourage a change in eating trends for schools. Caterers have to register with the Hong Kong Food and Environmental Hygiene Department (FEHD) before they are eligible to bid tenders provided by individual schools. ATO Hong Kong can provide U.S. exporters with the list of registered caterers for school lunch boxes.
- **Hospitals:** The Hospital Authority operates 40 hospitals with a total of 27,742 beds and staff size of 52,642<sup>7</sup>. The catering service for the hospitals is outsourced and by tender. The hospitals are served by catering groups, many of which also operate restaurants, fast food chains or school lunch catering services.
- **Airlines:** There are three aircraft catering franchisees at the Hong Kong International Airport, each with a 15-year term. The aircraft caterers provide a comprehensive range of flight catering services. These services include the preparation and assembly of flight meals, loading and unloading of food and other catering loads onto aircraft, and the storage of catering equipment and supplies.

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<sup>5</sup> Source: Hong Kong Tourism Board

<sup>6</sup> Source: Hong Kong Census and Statistics Department

<sup>7</sup> Source: Annual Report of the Hospital Authority

Catering Franchisee	Investment (HK\$)	Size (sq. m.)	Capacity (meals/day)
Cathay Pacific Catering Services	1.6 billion	50,400	80,000
Lufthansa Service Hong Kong Ltd	660 million	15,000	30,000
Gate Gourmet Hong Kong Ltd	382 million	8,850	10,000

(Source: Annual Report, Airport Authority Hong Kong)

## Economy

- The Hong Kong economy has experienced spectacular growth in 2006, thanks to the robust performance of its export markets (especially China<sup>8</sup>), the external sector and an upsurge of consumer spending and investment. The following figures illustrate the growth of the Hong Kong economy and the purchasing power of its consumers, indicating that virtually all of them can afford imported food:

	2005	2006	Growth
GDP	US\$177 billion	US\$189 billion	+6.7%
GDP per capita	US\$25,534	US\$27,598	+8.1%
Retail sales	US\$26 billion	US\$28 billion	+6.6%
Restaurant receipts	US\$7.2 billion	US\$7.9 billion	+9.6%
No. of tourists	23.4 million	25.2 million	+8%

(Source: Hong Kong Census and Statistics Department)

- Outlook in 2007:** The second phase of the Mainland-Hong Kong Closer Economic Partnership Arrangement (CEPA II) was concluded in August 2004, providing further liberalization measures on trade in goods and services on top of its first phase agreed in June 2003. China imposes high import tariffs but based on CEPA, Hong Kong products enjoy duty-free access to China. Also, Hong Kong services industry has better market access to China. In addition, under CEPA's Individual Visit Scheme (IVS), Mainland Chinese can visit Hong Kong individually. Without this new measure, Mainland residents visiting Hong Kong for sightseeing purposes must join a tour group. The Hong Kong government had a budget surplus of over US\$7 billion. Among various measures to stimulate economic growth, the Hong Kong government reduced the high tax on wine (80% to 40%) and beer (40% to 20%). This is expected to further fuel the growth of the businesses of wine retailers, restaurants and pubs by another 10%<sup>9</sup>. Given the boom in the stock market, strong spending confidence and booming tourism, the Hong Kong Government forecasted that the economy will continue to grow at around 5%<sup>10</sup> in 2007, an extraordinary rate for a developed economy.

## Demographics

- According to Hong Kong census, Hong Kong population was 6.9 million at the end of 2006, representing a small increase of 0.9% over 2005. 46% of the total labor force, or 1.651 million, are women. As many Hong Kong women are working, they tend to do less cooking at home and this has brought more businesses to restaurants.

<sup>8</sup> Hong Kong's total exports in 2006 were over US\$322 billion, a jump of 10.4% over 2005. Hong Kong's exports to its largest market – China reached US\$149 billion in 2006, an increase of 14.6% over 2005. Source: Calculations based on World Trade Atlas data

<sup>9</sup> Interviews of retailers, restaurants and pubs by the local media

<sup>10</sup> Budget Speech on February 28, 2007, Financial Secretary, Hong Kong Government

	2005	% of Total	2006	% of Total
Labor Force-Men	1.956 million	55%	1.969 million	54%
Labor Force-Women	1.595 million	45%	1.651 million	46%
Total	3.55 million	100%	3.62 million	100%

(Source: Hong Kong Census & Statistics Department)

- Based on Hong Kong government's latest Household Expenditure Survey 2004/2005 (conducted once every five year), the average monthly household expenditure amounted to US\$2,427, 27% of which was spent on food and beverages.
- Hong Kong has a culture of eating out. On average, each household spends 63% of its food budget on eating out. The higher the income group, the higher is percentage of food expenditure spent on restaurants<sup>11</sup>.

### Imported Foods vs. Domestic Products

- Due to limited land resources and rapid urbanization, Hong Kong relies on imports for about 95% of its food supply. Local production contributes only 4% of fresh vegetables, 52% of live poultry, and 18% of live pigs. Due to its central location, free port status and position as a regional purchasing and distribution center, a significant amount of Hong Kong imports are re-exported. The following table shows the size of Hong Kong's imports of Consumer Oriented Products and Seafood from the world:

Supplier	(in US\$ Million)	2001	2002	2003	2004	2005	2006	Growth 06/05
World	Gross Imports	6,907	6,854	6,794	7,002	7,185	7,687	7.0%
	Re-exports	2,146	2,000	1,835	1,530	1,474	1,775	20.4%
	Retained Imports <sup>12</sup>	4,761	4,854	4,959	5,472	5,710	5,912	3.5%
China	Gross Imports	1,543	1,593	1,615	1,718	1,827	1,854	1.5%
	Re-exports	281	291	264	267	287	296	3.4%
	Retained Imports	1,261	1,302	1,351	1,451	1,541	1,558	1.1%
United States	Gross Imports	1,235	1,153	1,094	882	824	883	7.2%
	Re-exports	629	536	428	201	191	220	15.4%
	Retained Imports	606	617	666	682	633	663	4.7%
Brazil	Gross Imports	277	290	363	436	481	647	34.4%
	Re-exports	88	120	180	105	124	273	119.9%
	Retained Imports	189	170	183	331	357	374	4.7%
Australia	Gross Imports	470	458	449	476	459	503	9.6%
	Re-exports	56	53	42	38	37	41	9.5%
	Retained Imports	414	405	406	438	422	463	9.7%
Japan	Gross Imports	308	342	360	382	439	485	10.5%
	Re-exports	41	37	38	36	36	39	7.4%
	Retained Imports	266	305	321	346	403	446	10.8%
Rest of the World	Gross Imports	3,075	3,018	2,914	3,108	3,154	3,313	5.1%
	Re-exports	1,051	963	883	884	799	906	13.3%
	Retained Imports	2,024	2,055	2,031	2,224	2,355	2,408	2.3%

(Source: Calculation based on World Trade Atlas data)

<sup>11</sup> Source: 2004/2005 Household Expenditure Survey, Hong Kong Census & Statistics Department

<sup>12</sup> Retained Imports = Gross Imports – Re-exports



- The largest supplier of Consumer Oriented and Seafood products is China, followed by the US. The retained imports of products from China and the US in 2006 were US\$1.558 billion and US\$663 million respectively, representing market shares of 26% and 11%.
- In addition, Hong Kong is a gateway to the China and Macau. In 2006, Hong Kong imported US\$7.687 billion Consumer Oriented Agricultural Products worldwide and re-exported 23% of these products. 46% of all these re-exports went to China and 10% went to Macau<sup>13</sup>.

## Import Regulations

- With the exception of alcohol and tobacco which are subjected to an excise tax, all foods, beverages and other agricultural products can be imported to Hong Kong duty free. As for technical import requirements, the basic tenet is that no food intended for sale should be unfit for consumption. Products which require import permits/health certificates include meat, milk and frozen confections. Local importers can apply to the Hong Kong Government to import these products. U.S. exporters need to supply their agents/importers with necessary documentation such as health certificates from the U.S. government. For details, please refer to Gain Report #6017<sup>14</sup> or contact our office.
- At present, there is no labeling requirement for biotech foods. The Hong Kong government is considering adopting voluntary labeling and pre-market safety assessment for biotech foods but has set no timetable for implementation. For details, please refer to Gain Report #6026<sup>15</sup> or contact our office.
- Currently Hong Kong does not have any nutrition labeling requirements or guidelines. The government, however, intends to implement a mandatory nutrition labeling system for all prepackaged foods and aims to introduce the drafted legislation to the Legislative Council at the end of 2007. With the expected 2-4 years grace period allowed, all prepackaged food items would have to carry a nutrition label by 2010 at the earliest. Please refer to Gain Report #HK5020<sup>16</sup> or contact our office for more details.
- In addition, an amendment to Hong Kong's Labeling Regulation was passed in 2005. The amendment requires food labels to list allergens, if present in the food, and to provide functional class and name or identification number for food additives. The grace period will end by July 9, 2007. All exporters should ensure their products going to Hong Kong are in compliance with the relative requirements. For details, please refer to Gain Report #6017<sup>17</sup> or contact our office.

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<sup>13</sup> Hong Kong Import and Re-export Statistics, World Trade Atlas

<sup>14</sup> Gain Report #6017 – "Hong Kong Food and Agricultural Import Regulations and Standards", can be accessed via the web page: <http://www.fas.usda.gov/gainfiles/200608/146208535.pdf>

<sup>15</sup> GAIN Report #6026 – "Hong Kong Biotechnology – Guidelines on Voluntary Labeling of Biotech Foods", can be accessed via the web page: <http://www.fas.usda.gov/gainfiles/200610/146249357.pdf>

<sup>16</sup> GAIN Report #5020 – "Revised Nutritional Labeling Proposal for Hong Kong", can be accessed via the web page: <http://www.fas.usda.gov/gainfiles/200507/146130418.pdf>

<sup>17</sup> GAIN Report #6017 – "Hong Kong Food and Agricultural Import Regulations and Standards", can be accessed via the web page: <http://www.fas.usda.gov/gainfiles/200608/146208535.pdf>



## Market Prospect

- Hong Kong is the 10<sup>th</sup> largest market for the U.S. exports of Consumer Oriented Products and the value of the exports was US\$610 million, a surge of 15% over 2005<sup>18</sup>.
- The Hong Kong Dollar has been pegged to U.S. Dollar (1US\$=HK\$7.8 approx.) since 1983. Because the U.S. Dollar has been depreciating against currencies of other suppliers, U.S. products have become more attractive to importers.
- Supported by the depreciated U.S. dollar, continued economic growth, strong spending confidence, booming tourism and the fast-paced expansion among its China and Macau neighbors, Hong Kong presents an excellent market opportunity for U.S. food exporters. As an indication of the continued growth, U.S. exports of Consumer Oriented Products to Hong Kong in January 2007 were US\$58.7 million, 25% surge over the same period last year<sup>19</sup>. If this positive trend continues, U.S. exports of foods and beverages to Hong Kong are expected to grow by at least 20% this year.

## Summary of the Key Strengths and Challenges for the Hong Kong Market

Strengths	Challenges
"World's freest economy" (Heritage Foundation, 2006). Consistent free trade and free enterprise policies. No excise tax except on wine, liquor, cigarettes, hydrocarbon oils and methyl alcohol. Separate customs territory from Mainland China. No foreign exchange controls.	Severe competition between different supplying countries.  Cartelized retail and distribution system.
H.K. dollar pegged to the U.S. dollar, so U.S. products are not subject to price fluctuations based on exchange rates. The weak U.S. currency has made U.S. products more price attractive.	U.S. products are disadvantaged by a higher transport cost when compared with Australian and Chinese products.
Foreign and local businesses operate on a level playing field.	
As one of the most affluent economies in Asia, a market leader for new products.	Lack of trader and consumer awareness of U.S. foods. Traditional preference for European foods, due to previous ties with the U.K.
International city; residents travel frequently and are receptive to western foods.	
Sophisticated, reliable banking system.	
Due to geographical proximity and long experience as a centralized purchasing and transshipment point, Hong Kong traders can help U.S. companies gain access to China and other regional markets.	

<sup>18</sup> Source: BICO trade statistics for U.S. food exports to Hong Kong, FAS website

<sup>19</sup> Source: BICO trade statistics for U.S. food exports to Hong Kong, FAS website

## SECTION II. ROAD MAP FOR MARKET ENTRY

### Exporting and Selling

- Very few hotels, restaurants or institutions import directly. Therefore, the easiest way to export to Hong Kong is to find the right importers and sell the products to them, who will then distribute the products in the HRI sector.
- If U.S. restaurant chains or caterers want to establish a stronger foothold in Hong Kong, they are allowed to incorporate freely. However, there are two market entry channels that U.S. companies may consider in their attempt to establish a presence in Hong Kong's HRI sector.

### Establishing a Business in Hong Kong

#### 1. Franchising

- The concept of franchising has been catching in Hong Kong for the past decade. The number of franchise operations in Hong Kong grew from 52 in 1992, to around 90 in 2006. Nearly 80 % of the franchise operations in Hong Kong are of U.S. origin. Home-grown franchises have also developed, especially in catering.

#### 2. Joint Ventures

- Joint ventures or strategic alliances can be very helpful in entering the market, and are particularly important in competing for major catering projects.
- The Hong Kong government is very keen to attract foreign investment. The government department Invest Hong Kong is to help overseas companies to establish a presence in Hong Kong by providing all the support needed to establish and expand their operations ([www.investhk.gov.hk](http://www.investhk.gov.hk)).
- Entering the Hong Kong market with products suitable for the HRI trade can be handled in a number of ways. Certainly the end customer, the hotel, restaurant, institution or caterer has an influence on the selection of products or ingredients but the choice is all very much guided by a network of reliable and trusted suppliers.

#### 3. Setting up a representative office

- To set up a representative office in Hong Kong is one of the most effective means that U.S. companies can use to sell their products to this market, but it is very costly.

#### 4. Appointing agents

- U.S. exporters may consider hiring a local agent. A key consideration is whether the prospective agent has a good marketing record and widespread distribution network. The advantage of having an agent is that it can help with marketing and distribution. Some companies may secure a very competitive price package with TV/magazine/radio for advertisements. In addition, well-established companies have extensive distribution networks not limited to the HRI sector but also to retail outlets.

- Importers and distributors tend to focus on specific categories of products and end markets. Research should be carried out to ensure the importer/distributor selected is appropriate for your products.

## Marketing Strategies

- Identify key players for the product/s - ATO Hong Kong can assist with identifying and introducing potential stakeholders from end consumers to importer/distributors, commodity cooperators and regional business groups.
- Market testing maybe required prior to establishing a presence in the market.
- Communicate product benefits to end-users - although distributors maintain the relationships with their customers, the end users assert influence over the buying decisions. It is important to directly educate all stakeholders as to the features and benefits of your products.
- Participate in or visit trade shows – Hong Kong has an excellent reputation of hosting international trade shows. In cooperation with cooperators and regional groups, the shows will demonstrate the versatility and safety of U.S. food products.

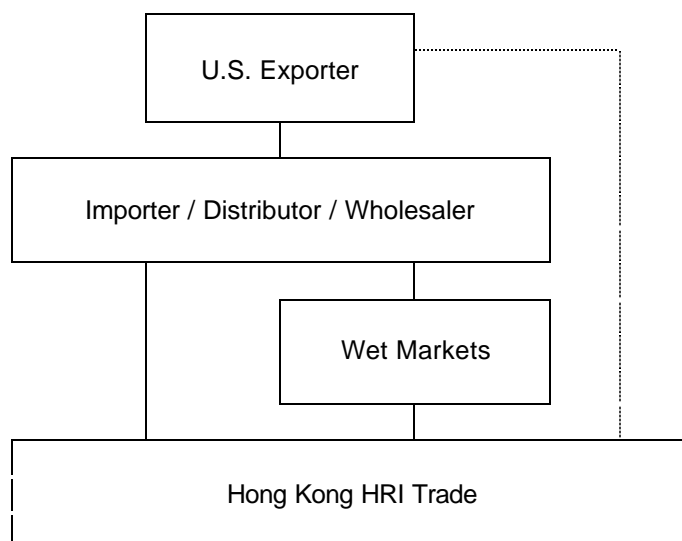
HOFEX 2007 (in Hong Kong)	<a href="http://www.hofex.com">http://www.hofex.com</a>	May 13 –16, 2007
Natural Products Expo Asia (in Hong Kong)	<a href="http://www.naturalproductsasia.com">http://www.naturalproductsasia.com</a>	Jun 27-29, 2007
Wine and Gourmet Asia (in Macau)	<a href="http://www.wineandgourmetasia.com/">http://www.wineandgourmetasia.com/</a>	Nov 7-9, 2007

- Stage menu promotions with major restaurant chains - Menu promotion dollars will be maximized if spent on promotion events held with the major restaurant chains. With the restaurant chains' announced intention to have an image overhaul, this provides for an opportunity to introduce new U.S. foods.
- Invite restaurant owners/chefs to seminars and/or to the U.S. - ATO Hong Kong/cooperators organize seminars and trade missions to the U.S. with an intention to introduce U.S. products, meet U.S. exporters, and experience U.S. store formats.

## MAP Program

- Small to medium sized U.S. food companies wishing to export their products can get funding assistance from the USDA Market Access Program (MAP) and the reimbursement rates for branded promotion are equal to the percentage of U.S. origin content of the promoted agricultural commodity or a rate of 50 percent, whichever is the lesser. If you are a producer or exporter and want to participate in the MAP, please contact a trade association that represents your specific product. If no trade association is applicable, please contact one of the four State regional trade groups: Eastern US Agricultural & Food Export Council (EUSAFEC), Food Export Association of the Midwest USA (FEA), Southern US Trade Association (SUSTA), and Western US Agricultural Trade Association (WUSATA).
- For details of the MAP program, please contact our office or visit the website:  
<http://www.fas.usda.gov/mos/programs/maptoc.html>

## Market Structure



- The market structure for Hong Kong typically involves a dedicated importer / distributor who deals with the U.S. exporter and maintains relationships with local resellers. Some special items are imported directly by large hotels, restaurant chains and institutions but most tend to outsource the import burden.
- Hong Kong is a mature trading port and as such has developed an effective network of importers, distributors and wholesalers that support the HRI trade.
- Most major importer / distributor service multiple reseller sectors including HRI / food service, retail and wet markets.
- ATO Hong Kong has a resourceful database of Hong Kong importers servicing the HRI trade. For information regarding specific category suppliers, the ATO Hong Kong can provide additional information.
- Given below is a partial list of catering franchises<sup>20</sup> in Hong Kong.

Ajisen-Ramen (catering - Japanese noodles restaurant)  
 Coffee Chateau (catering - retail of coffee and tea)  
 Cova (catering - Italian restaurant)  
 Double Rainbow (catering - retail of dairy products and ice cream)  
 Genki Sushi (catering - Japanese restaurant/takeaway)  
 Grappa's Ristorante (catering - Italian restaurant)  
 Haagen-Dazs (catering - ice cream and frozen desserts)  
 Hui Lau Shan (catering - herbal tea house and health food)  
 Hung Fook Tong (catering - herbal tea house)  
 Jollibee (catering – restaurant)  
 Kentucky Fried Chicken (catering - fast food restaurant)  
 Kung Wo Tong (catering - herbal tea house)  
 Kung Wo Beancurd Products (catering - beancurd drinks and products)  
 Magic House Superstore Ltd (catering - ice cream and snacks)  
 McDonald's (catering - fast food restaurant)

<sup>20</sup> Source: Hong Kong Franchise Association

Mini Melts (catering - ice cream)  
 Mrs. Fields Cookies (catering – bakery)  
 Peking Handmade Noodles Restaurant (catering - Noodles restaurant)  
 Pie & Tart Specialists (catering - pie and tart)  
 Pizza Box (catering - pizza delivery)  
 Pizza Hut Restaurants (catering - restaurants)  
 Saint's Alp (catering – Taiwanese tea house)  
 Spaghetti House (catering – pizza house)  
 TCBY, The Country's Best Yogurt (catering - frozen yogurt)  
 TGI Friday's (catering - restaurant)  
 Xian Zong Lin (catering - Taiwanese tea house)  
 Yoshinoya (catering - Japanese restaurant)

- A selection of restaurants<sup>21</sup>

Company Name	Type of Food	Number of Outlets
Maxims	Chinese Restaurants / Chinese fast food / lunch boxes	295
McDonalds	Fast Food - Burgers	176 + (34 McCafe)
Café de Coral	Chinese fast food / lunch boxes	130
Fairwood	Chinese Fast food	78
KFC	Fast Food - Chicken	66
Starbucks	Coffee & snacks	65
Pizza Hut	Pizza, local menu	60
Pacific Coffee	Coffee & Snacks	49
Deli France	Bakery, Fast Food Sandwiches	44
Steak Expert	Steak house	36
Spaghetti House	International	25
Epicurean	International	17
Igor's Group	International	14
Lan Kwai Fong Group	International	13
Oliver's Super Sandwich	Fast Food Sandwiches / Salads	13
Mix	California Smoothies & Wraps	11
Pret a Manger	Fast Food Sandwiches / Salads	10
Chiram Strategic Group	International	9
Eclipse Management	International	8
Outback Steakhouse	Australian / American style Steak House	6
Red Ant	Chinese	6
Sushi Tei	Japanese Restaurants	6
Banana Leaf Holdings	Fast Foods, Malaysian, Thai	5
Elite Concepts	International	5
California Pizza Kitchen	American style pizza	3
Dan Ryan's	American Style dining	3
Ruby Tuesday's	American Style dining	3
Burger King	Fast Food - Burgers	2

<sup>21</sup> Sources: Newspaper reports, telephone calls, annual reports and websites of the restaurants

Company Name	Type of Food	Number of Outlets
Jimmy's Kitchen	International	2
Ruth's Chris Steakhouse	American Style Steak House	2
Bubba Gump	American Style dining	1
Hard Rock Café	American Style dining	1
Harlan's	International	1
Lawry's The Prime Rib	American Steak House	1
Morton's of Chicago	American Steak House	1
Shooters 52	American food	1
TGI Fridays	American Style dining	1
Tony Roma's	American Style dining	1

### SECTION III. COMPETITION

Note: 2006 statistics; Market Share in terms of Import Value

Source: World Trade Atlas – Hong Kong Census & Statistics Department

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
<b>Breakfast Cereals &amp; Pancake Mix</b>  Imports US\$33 million 14,191 MT  Retained Imports US\$29 million 12,807 MT	1. China – 52%  2. Thailand– 13%  3. U.S. – 11%	China is the largest supplier, imports include some international brands, which have manufacturing establishments in China.  In recent years, Thailand has been a popular tourist resort for Hong Kong residents, who are becoming increasingly receptive to Thai tastes and cuisine. This is conducive to the growth of Thai food exports to Hong Kong.	Local production is insignificant
<b>Red Meats, chilled/frozen</b>  Imports US\$879 million 580,886 MT  Retained Imports US\$643 million 350,765 MT	1. Brazil – 33%  2. China – 21%  3. U.S. – 7%  4. Australia – 6%  5. Canada – 5%	Products from Brazil and China are price competitive, but they are of different market segments from U.S. products.  53% of Brazilian red meat exports to Hong Kong are offals, 25% pork and 21% beef.	Local production is largely on freshly slaughtered meats.

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
		<p>80% of Chinese red meat exports to Hong Kong are pork.</p> <p>For U.S., about 57% of the red meat exports to Hong Kong are offals, 25% and 18% are high-end beef and pork products.</p> <p>U.S. market share dropped from 21% in 2003 to 3% in 2005 as a result of the ban to U.S. beef. Market share increased to 7% in 2006 following Hong Kong's opening to U.S. beef since the beginning of 2006. Hong Kong currently allows U.S. boneless beef derived from animals less than 30 months of age.</p> <p>Bone-in beef and offals from the U.S. are not yet allowed entry into Hong Kong. The challenges facing U.S. beef exports to Hong Kong include competition posed by Canadian beef and Hong Kong government's zero tolerance on bone fragments.</p> <p>U.S. beef is highly regarded in Hong Kong. It is always the first choice for high-end restaurants and sophisticated consumers. U.S. beef is largely for the high-end market.</p>	



Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
<b>Red Meats, Prepared/preserved</b>  Imports US\$266 million 158,182 MT  Retained Imports US\$245 million 141,667 MT	1. China – 45%  2. U.S. – 13%  3. Thailand – 6%	Chinese supplies dominate the market because there is a big demand for price competitive prepared/preserved meatballs and other products typical in Chinese dishes in Chinese restaurants and processing in China is cost effective.  About 56% of the U.S. preserved red meat exports to Hong Kong belong to sausages. The U.S. is the largest supplier of sausages in the Hong Kong market.	Local production is insignificant.
<b>Poultry Meat (Fresh, chilled &amp; frozen)</b>  Imports US\$660 million 585,556 MT  Retained Imports US\$389 million 304,153 MT	1. Brazil – 46%  2. China – 26%  3. U.S. – 12%	Brazil has become the leading supplier of poultry for Hong Kong market since 2004 when Hong Kong banned entry of U.S. poultry products between February 11, 2004 and April 30, 2004 due to outbreaks of Avian Influenza cases in the U.S. Though the ban was then lifted, Brazil continues to be the largest supplier due to price competitiveness of its products and established business relationship between Brazilian exporters and Hong Kong importers.  The reduced supplies of live chickens to Hong Kong have resulted in increased demand for chilled whole chickens from China.	Local production is on freshly slaughtered meats.  HRI sector tends to use chilled and frozen chicken products rather than freshly slaughtered chickens because the latter are far more expensive.

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
		Hong Kong's new certification requirement for U.S. chicken feet, which took effect in May 2005, has reduced U.S. chicken feet supplies to Hong Kong. By the new requirement, U.S. chicken feet are required to have ante mortem and post mortem inspection.	
<b>Dairy Products</b>  Imports US\$ 315 million 164,484 MT  Retained Imports US\$240 million 145,118 MT	1. Netherlands – 20%  2. China - 15%  3. New Zealand – 13%  U.S. – 4%	Netherlands is strong in dairy product supplies and its position has been well established in Hong Kong.  Dairy products from Netherlands and New Zealand primarily include concentrated dairy and cream.  Chinese dairy products to Hong Kong primarily include not-concentrated milk and cream.  Dairy products from the U.S. primarily include ice cream.	Local companies supply fresh milk drinks, which are processed in Hong Kong with milk originated from farmlands in the southern part of China.  Local companies can easily fulfill local milk registration requirements.
<b>Eggs</b>  Imports US\$66 million 1,564 million eggs  Retained Imports US\$66 million 1,558 million eggs	1. China – 57%  2. U.S. - 23%  3. Thailand – 12 %	Eggs from China are price competitive. (Some Chinese eggs were found tainted with Sudan red, which is a dye for industrial use, in late 2006). Hong Kong consumers lost confidence in the safety of all Chinese eggs.  U.S. dominates the white egg markets.	Local production is insignificant.

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
<b>Fresh Fruit</b>  Imports US\$770 million 942,693 MT  Retained Imports US\$546 million 584,102 MT	1. U.S. – 31%  2. Thailand – 18%  3. Chile – 10%  4. Australia – 8%  5. South Africa – 7%  6. China – 7%	U.S. fresh fruits are highly regarded as having good quality.  Thai Trade commission in Hong Kong aggressively sponsors trade promotion activities. Thai's tropical fruits are very popular in Hong Kong.  Chile's biggest fruit item to Hong Kong is grapes. The supplying season is different from the U.S.	No local production.
<b>Fresh Vegetables</b>  Imports US\$160 million 514,217 MT  Retained Imports US\$124 million 486,891 MT	1. China –74%  2. U.S. – 7%  3. Australia – 6%	Products from China are very price competitive. Due to expensive operation costs in Hong Kong, some farmers in Hong Kong move their operations to China and sell their products back to Hong Kong.  Australian products are advantaged over American products because of shorter freight time and lower transportation cost.  High-end restaurants and five-star hotels prefer to use high quality U.S. products. A lower U.S. dollar value helps U.S. exports to Hong Kong.	Local production is about 5 % of total demand. Production costs, both in terms of land and labor, in Hong Kong are high. The Hong Kong government has encouraged organic farming so as to find the niche market for local vegetables.

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
<b>Processed Fruit &amp; Vegetables</b>  Imports US\$284 million 233,615MT  Retained Imports US\$219million 173,895 MT	1. China - 36%  2. U.S. – 24%  3. Thailand – 9%	Supplies from China are price competitive. Besides, some international brands have operations in China and their exports to Hong Kong are considered as imports from China.  Products from the U.S. are more for the high-end market. Potato chips and French fries are major U.S. export categories to Hong Kong.	Local production is insignificant.
<b>Tree Nuts</b>  Imports US\$271 million 83,823 MT  Retained Imports US\$149 million 42,351 MT	1. Iran –54%  2. U.S. –34%  3. Thailand -2%	58% of the tree nuts imported to Hong Kong are pistachios.  Iran is very strong in supplying pistachios, occupying about 97% of total import supplies in Hong Kong.  The U.S. is very strong in supplying almonds and hazelnuts.  Some of the imports are re-exported to China for processing.	No local production
<b>Fruit &amp; Vegetable Juices</b>  Imports US\$31 million 20,524 MT  Retained Imports US\$28 million 18,394 MT	1. U.S. – 58%  2. China –10%  3. Australia –6%	U.S. products are highly regarded in the local market.  Products from China include international brands manufactured in China.  Australian products are generally perceived as natural.	Local companies are well established in the market with well distribution and marketing network. However, they rarely are considered as premium products.

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
<b>Wine</b>  Imports US\$ 107 million 18 million liters  Retained Imports US\$78 million 14.7 million liters	1. France – 52%  2. Australia – 15%  3. U.S. – 7%  4. Chile – 6%  5. Spain – 2%	France is the major supplier for wine. French wine is highly regarded in Hong Kong though expensive.  Hong Kong people are becoming more familiar with California wine.  Wine is subject to 40% tax.	Hong Kong does not have any wine production.
<b>Beer</b>  Imports US\$178 million 129 million liters  Retained Imports US\$67 million 126 million liters	1. China – 46%  2. S. Korea – 28%  3. Netherlands – 6%  4. U.S. – 6%	China and Korea are major suppliers for beer.  Beer & liquor with less than 30% alcohol is subject to 20% tax.	Locally produced beer is subject to the same tax rate as imports.  San Miguel is a popular local brand for beer with its major production line in China.

**SECTION IV. BEST PRODUCT PROSPECTS**

Notes :

- 1 Hong Kong food supplies largely rely on imports. Domestic production is very minimal so the market size in the following table is equal to retained imports without taking into account local production. U.S. exports to Hong Kong are also based on imports minus exports.
- 2 Import tariff rate for all products in the tables is zero. (Exceptions: Beer & liquor with less than 30% alcohol – 20%; all wines - 40%, liquor with more than 30% alcohol: 100%).
- 3 Products listed below are primarily consumer-oriented food categories and seafood products. They are chosen based on opportunities in the overall market rather than in the HRI sector only.

**Category A: Products Present in the Market which Have Good Sales Potential**

<b>Product Category</b>	<b>2006 Retained Imports (MT)</b>	<b>2006 Retained Imports (US\$ million)</b>	<b>2002 – 2006 Average Annual Retained Import Growth</b>	<b>Key Constraints Over Market Development</b>	<b>Market Attractiveness For USA</b>
<b>Citrus fruit</b>	164,260 MT	US\$147 million	-5 (vol) 3 (value)	Hong Kong imports oranges from other countries including South Africa and Australia.  U.S. citrus fruits also face great competition from other fruit types.	U.S. exported US\$78 million worth of citrus fruits to Hong Kong, accounting for 53% of the market share. About 11% of U.S. citrus fruits to Hong Kong are lemon.  Consumers are brand loyal to Sunkist and are willing to pay a premium for U.S. Sunkist.

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
<b>True Nuts</b>	42,351 MT	US\$149 million	- 10% (vol) 0 (value)	The most popular tree nuts in Hong Kong are pistachios, which accounts for about 58% of Hong Kong's tree nuts imports. U.S. pistachios, however, accounts for merely 2% of all pistachios imports.	U.S. exported US\$47 million worth of tree nuts to Hong Kong, accounting for 31% of the market share.  The U.S. accounts for over 90% in the supplies of almonds, hazelnuts and in-shell walnuts in the Hong Kong market.  Tree nuts imports from the U.S. experienced a 13% increase last year.
<b>Pork &amp; Offals</b>	301,571 MT	US\$469 million	10% (vol) 13% (value)	China and Brazil are the major suppliers because their products are very price competitive. Also, there is a big demand for price competitive prepared/preserved meatballs and other products typical in Chinese dishes in Chinese restaurants. China enjoys the advantage of low processing cost.	U.S. exported US\$45 million worth of pork and offal products to Hong Kong, accounting for 10% of the market share.  U.S. pork imports grew over 85% between 2005 and 2006. The growth was primarily in sausages. U.S. is the largest supplier of sausages.



Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
					<p>Hong Kong has a high demand for U.S. front &amp; hide feet, and offals.</p> <p>U.S. products are highly regarded for quality and food safety.</p>
<b>Molluscs</b>	50,178 MT	US\$580 million	6% (vol) 9% (value)	U.S. scallops and oysters compete severely with products supplies from Australia and Canada. Australia products enjoy a relatively cheaper freight cost.	<p>U.S. exported US\$43 million worth of molluscs to Hong Kong, accounting for 7% of the market share. Popular U.S. products in Hong Kong include scallops, oysters, geoduck, and conches. U.S. molluscs exports to Hong Kong grew 13% between 2005 and 2006.</p> <p>Demand for seafood in Hong Kong is strong. U.S. oysters and scallops are highly regarded in the market.</p>

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
Chicken Products	267,176 MT	US\$341 million	8% (vol) 16+% (value)	<p>Brazil has become the leading supplier of poultry for Hong Kong market since 2004 when Hong Kong banned entry of U.S. poultry products between February 11, 2004 and April 30, 2004 due to outbreaks of Avian Influenza cases in the U.S.</p> <p>Though the ban was then lifted, Brazil continues to be the largest supplier due to price competitiveness of its products and established business relationship between Brazilian exporters and Hong Kong importers.</p> <p>The reduced supplies of live chickens to Hong Kong have resulted in increased demand for chilled whole chickens from China.</p> <p>Hong Kong's new certification requirement for U.S. chicken feet, which took effect in May 2005, has reduced U.S.</p>	<p>U.S. exported US\$32 million worth of chicken products to Hong Kong, accounting for 9% of the market share.</p> <p>U.S. products are highly regarded in food quality and food safety.</p>

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
				chicken feet supplies to Hong Kong. By the new requirement, U.S. chicken feet are required to have ante mortem and post mortem inspection.	
<b>Grapes</b>	45,192 MT	US\$95 million	2% (vol)  5% (value)	Strong competition from Chile & Australia	U.S. exported US\$37 million worth of grapes to Hong Kong, accounting for 39% of the market share.  Competitors supply grapes in different seasons.  Grapes are one of the popular fruits served after meals in HRI.
<b>Dairy Spreads (less than 39% milkfat)</b>	50,110 MT	US\$166 million	-2% (vol)  3% (value)	China and Japan are catching up in the market rapidly.	U.S. exported US\$31 million worth of dairy spreads to Hong Kong, accounting for 19% of the market share.

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
<b>Sauces</b>	71,181 MT	US\$103 million	3% (vol)  7% (value)	China and Thailand are the two major competitors. The oriental flavor of sources from these countries is a distinct advantage.	<p>U.S. exported US\$19 million worth of sauces to Hong Kong, accounting for 18% of the market share. U.S. exports of sauces to Hong Kong grew 12% between 2005 and 2006.</p> <p>Hong Kong people are receptive to new tastes. The availability of much international cuisine offers a demand for U.S. sauces.</p>
<b>French Fries</b>	20,854 MT	US\$18 million	-1% (vol)  1% (value)	<p>Canada and New Zealand supply french fries to the market.</p> <p>Also, french fries companies have plants in China providing products to Hong Kong.</p>	<p>U.S. exported US\$17 million worth of french fries to Hong Kong, accounting for 94% of the market share.</p> <p>Hong Kong has a burgeoning catering industry offering a variety of international cuisine, thus creating a demand for french fries.</p>

**Category B: Products Not Present in Significant Quantities but Which Have Good Sales Potential**

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
<b>Fruit &amp; Vegetable Juices</b>	18,394 MT	US\$28 million	6% (vol)  12% (value)	U.S. fruit and vegetable juices are not price competitive. Local consumers are very receptive to freshly squeezed fruit juices.	U.S. exported US\$15 million worth of fruit and vegetable juices to Hong Kong, accounting for 54% of the market.  Hong Kong consumers are getting more and more health conscious. There is a growing market for high quality fruit & vegetable juices.
<b>Eggs</b>	1.558 billion pieces	US\$66 million	1% (vol)  3% (value)	Eggs from China are very price competitive.  The market is mature.	U.S. exported US\$15 million worth of eggs to Hong Kong, accounting for 23% of the market share.  The market has a high demand for U.S. small white eggs.  HKG may be requiring egg imports to be accompanied by health certificates.

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
					<p>Egg supplies to Hong Kong may be reduced due to the new certificate requirement. Short egg supplies to Hong Kong could provide export opportunities for U.S. egg suppliers.</p> <p>Hong Kong consumers are very impressed by U.S. egg product quality and safety.</p>
<b>Beef</b>	63,654 MT	US\$188 million	6% (vol) 10% (value)	<p>Because of BSE cases in the U.S., Hong Kong currently allows boneless beef derived from cattle under 30 months of age from U.S. E.V (Export Verification) approved plants.</p> <p>Bone-in beef and variety beef from the U.S. are not yet allowed in.</p> <p>Currently only 25 plants have been EV approved and are eligible to export beef products to Hong Kong.</p>	U.S. exported US\$15 million worth of beef exports to Hong Kong in 2006, accounting for 8% of the market share. Although U.S. beef were banned entry in Hong Kong in 2004 and 2005, Hong Kong consumers still have high regards for U.S. beef in terms of quality and safety.

Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
				Short U.S. beef supplies make U.S. beef very expensive.	
<b>Crustaceans, including lobster, shrimps, and crabs</b>	52,124 MT	US\$442 million	4% (vol)  4% (value)	<p>U.S. products face strong competition from Australia and New Zealand. Seafood products from Australia and New Zealand are also highly regarded by Hong Kong consumers.</p> <p>Freight costs from these countries to Hong Kong are relatively cheaper than that between Hong Kong and the U.S.</p>	<p>U.S. exported US\$13 million worth of crustaceans products to Hong Kong, accounting for merely 2%.</p> <p>Hong Kong consumers love seafood. A burgeoning economy encourages consumers to spend more on high-end seafood products. Between 2005 and 2006, U.S. crustaceans exports to Hong Kong recorded a 102% increase, mainly in lobsters.</p>
<b>Wine</b>	14,751,501 Liter	US\$78 million	10% (vol)  11% (value)	<p>Competition is keen in Hong Kong. Major competitors come from France and Australia. French wine is traditionally more popular in Hong Kong.</p>	<p>U.S. exported US\$6 million of wine to Hong Kong, accounting for 8% of the market share.</p>



Product Category	2006 Retained Imports (MT)	2006 Retained Imports (US\$ million)	2002 – 2006 Average Annual Retained Import Growth	Key Constraints Over Market Development	Market Attractiveness For USA
					Hong Kong consumers are getting more and more receptive to wine drinking practice. Wine duty reduction from 80% to 40% would probably help nurture wine drinking culture in Hong Kong.

## SECTION V. POST CONTACT AND FURTHER INFORMATION

### Post Contact

Foreign Agricultural Service (FAS)  
Home Page: <http://www.fas.usda.gov>

Agricultural Trade Office  
American Consulate General  
18<sup>th</sup> Floor, St. John's Building  
33 Garden Road, Hong Kong  
Tel: (852) 2841-2350  
Fax: (852) 2845-0943  
E-Mail: [ATOHongKong@usda.gov](mailto:ATOHongKong@usda.gov)  
Internet Homepage : <http://www.usconsulate.org.hk>  
<http://www.usfoods-hongkong.net>

### Department to implement food safety control policy

Food & Environmental Hygiene Department  
43/F., Queensway Govt Offices  
66 Queensway  
Hong Kong  
Tel: 852-2868-0000  
Fax: 852-2834-8467  
Web site: <http://www.fehd.gov.hk>  
E-mail: [enquiries@fehd.gov.hk](mailto:enquiries@fehd.gov.hk)

**Department to control the importation of plants & live animals**

Agriculture, Fisheries & Conservation Department  
5-8/F., Cheung Sha Wan Govt Offices  
303, Cheung Sha Wan Rd  
Kowloon, Hong Kong  
Tel: 852-2708-8885  
Fax: 852-2311-3731  
Web site: <http://www.info.gov.hk/afcd>  
E-mail: [mailbox@afcd.gov.hk](mailto:mailbox@afcd.gov.hk)

**Department to issue licence for imported reserved commodities**

Trade & Industry Department  
18/F., Trade Department Tower  
700 Nathan Road  
Kowloon, Hong Kong  
Tel: 852-2392-2922  
Fax : 852-2789-2491  
Web site: <http://www.info.gov.hk/tid>  
Email : [enquiry@tid.gov.hk](mailto:enquiry@tid.gov.hk)

**Department to register health foods containing medicine ingredients**

Department of Health  
Pharmaceuticals Registration  
Import & Export Control Section  
18<sup>th</sup> Floor, Wu Chung House  
213 Queen's Road East, Wanchai  
Hong Kong  
Tel : 852-2961-8754  
Fax : 852-2834-5117  
Web site : <http://www.info.gov.hk/dh/index.htm>

**Department to issue licence for imported dutiable commodities**

Hong Kong Customs & Excise Department  
Office of Dutiable Commodities Administration  
6-9th floors, Harbor Building  
38 Pier Road  
Central  
Hong Kong  
Tel: 852-2815-7711  
Fax: 852-2581-0218  
Web site: <http://www.info.gov.hk/customs>  
E-mail: [customsenquiry@cutsoms.gov.hk](mailto:customsenquiry@cutsoms.gov.hk)

**Department for Trade Mark Registration**

Intellectual Property Department  
Trade Marks Registry  
24th and 25th Floors, Wu Chung House  
213 Queen's Road East  
Wan Chai  
Hong Kong  
Tel : 852-2803-5860  
Fax : 852-2838-6082  
Web site : <http://www.info.gov.hk/ipd/eng/index.htm>

**Semi-government Organization Providing Travel Information**

Hong Kong Tourist Board  
9<sup>th</sup> - 11<sup>th</sup> floors, Citicorp Center,  
18 Whitfield Road, North Point, Hong Kong  
Tel: (852) 2807-6543  
Fax: (852) 2806-0303  
E-mail: [info@hkta.org](mailto:info@hkta.org)  
Home Page: [www.hkta.org](http://www.hkta.org)

**Semi-government Organization Providing Hong Kong Trade Information**

Hong Kong Trade Development Council  
38<sup>th</sup> Floor, Office Tower, Convention Plaza  
1 Harbor Road, Wan Chai, Hong Kong  
Tel: (852) 2584-4188  
Fax: (852) 2824-0249  
E-mail: [hktdc@tdc.org.hk](mailto:hktdc@tdc.org.hk)  
Home Page: <http://www.tdctrade.com>