

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Great Sales of US Products at Hong Kong Trade Shows 2019

**Country:** Hong Kong

**Post:** Hong Kong

**Report Category:** Export Accomplishments - Marketing, Trade Events and Shows

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**Report Highlights:**

ATO Hong Kong supported four major trade shows in Hong Kong in 2019 that attracted over 78,000 buyers and maximized marketing opportunities for over 60 U.S. exhibitors, who reported total on-site sales over US\$2.1 million and projected 12-month sales over US\$34 million, more than 80 percent increase over 2018.

## SECTION I. MARKET OVERVIEW

Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of more than seven million. Hong Kong is a regional trade and financial hub with an per capita gross domestic product (GDP) of nearly US\$49,000 (2018).

As the 5th largest export market for U.S. consumer-oriented agricultural products by value, Hong Kong is a natural destination to promote high-quality, innovative U.S. food and beverage products to regional buyers.

Not only is it a strong destination for U.S. food and beverage exports, but Hong Kong is also a free port that excels as an efficient logistics hub in moving goods to other Asian markets, including Macau and Mainland China. Hong Kong is visa-free for citizens of nearly 170 countries and maintains food and beverage import procedures that are overwhelmingly based on international standards. For the first 10 months of 2019, Hong Kong imports of consumer-oriented agricultural products from the world reached US\$16 billion, amongst which over 42 percent (US\$6.8 billion) were re-exported to other regional markets.

Hong Kong is an excellent platform for U.S. exporters and suppliers of high-value food and beverages to promote their products to potential buyers at trade shows. In addition to its bevy of trade show opportunities, Hong Kong also serves a very important role in regional trade as a showcase to Asian buyers who know that if the product sells well in Hong Kong, it will do well in their market as well.

## SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS IN 2019

ATO Hong Kong supported four major trade shows in Hong Kong in 2019 to maximize exposure and marketing opportunities for U.S. exhibitors. In further support of these efforts, ATO Hong Kong provided U.S. exhibitors with market briefings, networking opportunities, logistical support, and on-site assistance. ATO Hong Kong also pursued trade leads, provided advice, and more in-depth information to U.S. exhibitors as follow-up to the shows.

Name of Trade Show	Show Period	No. of U.S. Exhibitors	Estimated No. of Buyers	On-site Sales (US\$)	Projected 12-Month Sales (US\$)
HOFEX*	May 7-10	40	39,000	2.1 million	20 million
Hong Kong Food Expo	Aug 15-17	12	18,000	-	975,000
Restaurant and Bar	Sep 3-5	3	9,000	-	350,000
Asia Fruit Logistica*	Sep 4-6	13	12,000	-	12.75 million
<b>TOTAL for trade shows in 2019</b>		<b>68</b>	<b>78,000</b>	<b>2.1 million</b>	<b>34.075 million</b>
<b>TOTAL for trade shows in 2018</b>		<b>109</b>	<b>78,580</b>	<b>1.15 million</b>	<b>18.93 million</b>
<b>Change</b>		<b>-38%</b>	<b>-0.7%</b>	<b>+83%</b>	<b>+80%</b>

(\* USDA-endorsed trade show)

**SECTION III. PHOTOS**



**HOFEX – Market Briefing**



**HOFEX – Market Tour**



**HOFEX – USA Pavilion**



**HOFEX – Cooking Demonstration**



**Hong Kong Food Expo – Market Briefing**



**Hong Kong Food Expo – Market Tour**



**Hong Kong Food Expo – USA Pavilion**



**Hong Kong Food Expo – USA Pavilion**



Restaurant and Bar – Market Tour



Restaurant and Bar – Market Briefing



U.S. Exhibitor at Restaurant and Bar



Restaurant and Bar - Cooking Demonstration



Asia Fruit Logistica – Market Briefing



Asia Fruit Logistica – Market Tour



Asia Fruit Logistica – Trade Reception



Asia Fruit Logistica – USA Pavilion

**Attachments:**

No Attachments.