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**Date:** 10/17/2017

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## Hong Kong

**Post:** Hong Kong

### Seafood Sales Soar in Hong Kong

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

19 U.S. exhibitors reported US\$1.5 million on-site sales and US\$3.3 million in projected sales at the Seafood Expo Asia 2017 show in Hong Kong September 5-7.

Seafood Expo Asia is Hong Kong's largest specialized trade show for fish and seafood. This year, more than 240 companies from 31 countries exhibited products to over 8,700 Hong-Kong based and regional buyers. In 2016, the U.S. exported over \$188 million in fish and seafood products to Hong Kong.

Prior to the show, ATO Hong Kong raised awareness of U.S. exhibitor product lines by communicating with potential clients by sending exhibitor information to local buyers and regional ATO offices to pass to their buyers potentially visiting the show. ATO Hong Kong staff also raised exhibitor awareness through the organization of a market briefing and market tour prior to the show.

During the show, ATO Hong Kong worked with cooperators, American Indian Foods, Food Export Northeast and SUSTA, in support of three cooking demonstrations, to raise buyer's interaction with U.S. products. ATO Hong Kong also hosted a trade reception for local and regional buyers and U.S. exhibitors to leverage market opportunities. Twelve of the 19 exhibitors were repeat exhibitors that continue to report high satisfaction with the quality of buyers that attend the show.

As a result, U.S. exhibitors secured excellent export opportunities, achieving on-site sales of US\$1.5 million and projected sales in the next 12 months of US\$3.3 million.

### **Photos during the show**

#### **ATO Pre-Show Support**



Market Briefing



Tour of Food Retail Market



Tour of Local Wet Market



Tour of Fish Wholesale Market

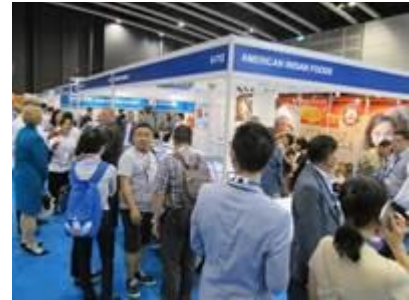
#### **U.S. Pavilion at the Show**



U.S. Pavilion at the Show



U.S. Pavilion at the Show



U.S. Pavilion at the Show



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### **ATO Show Support - Cooking Demos**



Seafood Cooking Demo –  
American Indian Foods



Seafood Cooking Demo –  
American Indian Foods



Seafood Cooking Demo –  
American Indian Foods





Seafood Cooking Demo –  
Food Export Northeast



Seafood Cooking Demo –  
Food Export Northeast



Seafood Cooking Demo –  
Food Export Northeast



Seafood Cooking Demo –  
SUSTA



Seafood Cooking Demo –  
SUSTA



Seafood Cooking Demo –  
SUSTA

### Trade Reception



Trade Reception



Trade Reception



Trade Reception