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Major Food and Beverage Trade Shows in Hong Kong 2012

Report Categories:

Promotion Opportunities

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Report Highlights:

Hong Kong is the 5th largest market for U.S. exports of consumer ready food products. It is also a major buying center and transshipment point for China and Southeast Asia. As a regional trading hub, many food and beverage trade shows will be held in Hong Kong in 2012, for U.S. suppliers and exporters to promote their food and beverage products to potential buyers in Hong Kong, Macau, China and the region.

SECTION I. MARKET OVERVIEW

(A) Hong Kong – a large market for U.S. food and beverage (F&B) exports

- The following characteristics make Hong Kong an excellent market for U.S. F&B exporters and suppliers to do business:
 - Free market
 - Wide usage of English
 - Sound legal system
 - Good infrastructure
 - Healthy financial system
 - Many affluent consumers that like western food
 - High food safety standards
- Hong Kong will consolidate its position as the 5th largest market for U.S. F&B exports in 2011, after Canada, Mexico, Japan and South Korea. For the first 9 months of 2011, U.S. F&B exports to Hong Kong reached US\$1.5 billion, an increase of 28% over the same period in 2010. Major export items included tree nuts, red meats, poultry meat, fresh fruit, wine and seafood.
- The following table also shows some other pertinent business indicators for Hong Kong:

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure in 2010
Population	7 million
Tourist arrivals	36 million (over 60% from Mainland China)
GDP per capita	US\$31,700 (+6.8 % over 2009)
F&B retail sales	US\$8.6 billion (+5.9% over 2009)
Restaurant receipts	US\$10.7 billion (+5.1% over 2009)
Gross F&B imports	US\$15.3 billion (+19% over 2009)
Retained F&B imports*	US\$10.8 billion (+20% over 2009)
F&B re-exports	US\$ 4.4 billion (+16% over 2009)

(* Retained imports = Gross imports less Re-exports)

(B) Hong Kong – an important gateway for other markets in Asia

- In addition to being a large F&B market, Hong Kong is an excellent gateway for other markets in Asia. For the first 9 months of 2011, Hong Kong's gross F&B imports reached US\$12.8 billion. Among them, US\$3.6 billion (or 28% of gross imports) were re-exported to other markets in the region.
- Hong Kong received around 36 million tourists in 2010. Among them, 22 million (or 61%) were from Mainland China. Selling to Hong Kong means indirect exposures to 36 million affluent customers from Mainland China and other parts of the world.

SECTION II. MAJOR F&B TRADE SHOWS

(A) Overview

- To promote U.S. food products, ATO will participate in major trade shows in Hong Kong. U.S. exporters may wish to consider participating in these trade shows so as to introduce their products to Hong Kong buyers as well as buyers from other countries in the region.

Table 2: Major Hong Kong F&B Trade Shows in 2012



Date	Name of Show	Website
May 29-31, 2012	Vinexpo Asia Pacific	http://www.vinexpo.com/en/
Aug 23-25, 2012	Natural Products Expo Asia	http://www.naturalproductsasia.com
Sep 5-7, 2012	Asia Fruit Logistica*	http://www.asiafruitlogistica.com/en
Sep 11-13, 2012	Restaurant and Bar	http://www.restaurantandbarhk.com
Sep 11-13, 2012	Asian Seafood Exposition	http://www.asianseafoodexpo.com
Sep 11-13, 2012	Frozen Food Asia	http://www.frozenfoodasia.com
Nov 8-10, 2012	5th Hong Kong Int'l Wine & Spirits Fair	http://hkwinefair.hktdc.com

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: http://www.fas.usda.gov/agx/trade_events/usda_shows.asp)

(B) Details

Name of Show	Vinexpo Asia Pacific
Dates	May 29-31, 2012
Frequency	Biennial
Description	Specialized trade show for wine and spirits
Website	http://www.vinexpo.com/en/
No. of Exhibitors*	Over 880 from 32 countries
No. of Visitors*	Over 12,600
No. of U.S. Exhibitors*	Over 60
Photos*	
	

(*at the last show in 2010)



Name of Show	Natural Products Expo Asia
Dates	Aug 23-25, 2012
Description	Only specialized trade show for natural and organic products
Website	http://www.naturalproductsasia.com
No. of Exhibitors*	200
No. of Visitors*	8,527
No. of U.S. Exhibitors*	17 (4 showcased food & beverage products)
Products showcased by U.S. Exhibitors*	Dietary supplements, vitamins, herbal supplements, organic, skin care, pet food and snacks
Photos*	
	

(* at the last show in 2011)

Name of Show	Asia Fruit Logistica
Dates	Sep 5-7, 2012
Description	Only specialized trade show for produce and nuts
Website	http://www.asiafruitlogistica.com
No. of Exhibitors*	332 from 33 countries
No. of Visitors*	5,300 from 63 countries
No. of U.S. Exhibitors*	20
Products showcased by U.S. Exhibitors*	Dates, kiwifruits, strawberries, table grapes, tree fruits, citrus, pistachios, apples, and pears
Photos*	



(* at the last show in 2011)

Name of Show	Restaurant and Bar
Dates	Sep 11-13, 2012
Description	F&B trade show targeted towards the food service sector
Website	http://www.restaurantandbarhk.com
No. of Visitors*	12,107
Photos*	
	

(* at the last show in 2011)

Name of Show	Asian Seafood Exposition
Dates	Sep 11-13, 2012
Description	Only specialized trade show for fish and seafood products
Website	http://www.asianseafoodexpo.com
No. of Visitors*	Over 6,000 (estimated)
No. of Exhibitors	Over 100
No. of U.S. Exhibitors*	15
Products showcased by U.S. Exhibitors*	Salmon, lobster, carp, halibut and other seafood products
Photos*	



(* at the last show in 2011)

Name of Show	Frozen Food Asia
Dates	Sep 11-13, 2012
Description	Only specialized trade show for frozen food
Website	http://www.frozenfoodasia.com
No. of Visitors*	Inaugural show in 2012

Name of Show	5 th Hong Kong Int'l Wine & Spirits Fair
Dates	Nov 8-10, 2012
Description	Specialized trade show for wine and spirits
Website	http://hkwinefair.hktdc.com
No. of Exhibitors*	934 exhibitors from 37 countries/regions
No. of Trade Visitors*	19,403 visitors from 71 countries/regions
No. of Public Visitors (last day of the show)*	19,690
No. of U.S. Exhibitors*	25
Photos*	



(* at the last show in 2011)

SECTION III. CONTACT AND FURTHER INFORMATION

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