

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 1/16/2019

GAIN Report Number: HK1902

Hong Kong

Post: Hong Kong

Major Food and Beverage Trade Shows in Hong Kong 2019

Report Categories:

Promotion Opportunities

Approved By:

Alicia Hernandez

Prepared By:

Chris Li

Report Highlights:

Hong Kong is a major export destination for high-value U.S. food and beverage products to Asia and continues to show strong growth. Participation in Hong Kong trade shows in 2019 will provide a prominent platform for U.S. suppliers and exporters to promote their food and beverage products to Hong Kong and regional buyers.

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 average per capita gross domestic product (GDP) of US\$46,200.

As the 4th 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 11 months of 2018, Hong Kong imports of consumer-oriented agricultural products from the world reached US\$19.1 billion, amongst which nearly 45 percent (US\$8.6 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

A. Overview

Hong Kong will host six major food and beverage-related trade shows in 2019:

| Date | Name of Show (check the hyperlinks below for more details) |
|-----------------|---|
| May 7-10, 2019 | HOFEX * |
| Aug 15-17, 2019 | Food Expo |
| Aug 28-30, 2019 | Natural & Organic Asia |
| Sep 3-5, 2019 | Seafood Expo Asia |
| Sep 4-6, 2019 | Asia Fruit Logistica * |
| Nov 7-9, 2019 | Hong Kong International Wine & Spirits Fair |

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

B. Details

| | |
|---------------------|--|
| Date | May 7-10, 2019 |
| Name of Show | HOFEX* (USDA endorsed) |
| Description | Asia's Leading Food and Hospitality Tradeshow |
| Remarks | 2,800+ international brands, 42,000+ regional buyers, 74 visiting countries. Trade only. |
| Frequency/Location | Biennial – Hong Kong Convention and Exhibition Centre |
| Website | Please click here |
| Photos (2017) | Please click here |

| | |
|---------------------|---|
| Date | August 15-17, 2019 |
| Name of Show | Hong Kong Food Expo |
| Description | Featuring a Public Hall, Trade Hall, and Gourmet Zone, the Expo serves a wide variety of global food products, including bakery products, beverages, snacks, processed food, instant food, fruits and vegetables, green and organic food, kitchenware, seasonings, and seafood. |
| Remarks | 892 exhibitors at Trade Hall Attracted 21,688 trade visitors from 60 countries and region |
| Frequency/Location | Annual – Hong Kong Convention and Exhibition Centre |
| Website | Please click here |
| Photos (2018) | Please click here |

| | |
|---------------------|--|
| Date | August 28-30, 2019 |
| Name of Show | Natural & Organic Asia |
| Description | Show featuring natural, organic, fair trade, sustainable, ethical, free-from, eco, and healthy living products from around the world |
| Remarks | Over 250 exhibitors from more than 31 countries and regions Expected to attract 9,000 buyers in 2019 For trade only |
| Frequency/Location | Annual – Hong Kong Convention and Exhibition Centre |
| Website | Please click here |
| Photos (2018) | Please click here |

| | |
|---------------------|--|
| Date | September 3-5, 2019 |
| Name of Show | Seafood Expo Asia |
| Description | Specialized trade show for aquatic and seafood products |
| Remarks | 224 exhibitors from 34 countries and regions 7,580 buyers from Hong Kong and the region For trade only |
| Frequency/Location | Annual – Hong Kong Convention and Exhibition Centre |
| Website | Please click here |
| Photos (2018) | Please click here |

| | |
|---------------------|--|
| Date | September 4-6, 2019 |
| Name of Show | Asia Fruit Logistica* (USDA endorsed) |
| Description | Asia's leading trade show for the international fresh fruit and vegetable business |
| Remarks | 826 exhibitors from 46 countries and region 13,500 visitors from Hong Kong and the region For trade only |
| Frequency/Location | Annual – Asia World Expo |
| Website | Please click here |
| Photos (2018) | Please click here |

| | |
|---------------------|--|
| Date | November 7-9, 2019 |
| Name of Show | Hong Kong International Wine & Spirits Fair |
| Description | One of the largest specialized trade shows on wines and spirits |
| Remarks | 1,075 exhibitors from 33 countries and regions Nearly 19,000 trade visitors from 73 countries and regions Trade only on November 7-8 Open to trade and public on November 9 |
| Frequency/Location | Annual/ Hong Kong Convention and Exhibition Centre |
| Website | Please click here |
| Photos (2018) | Please click here |

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be

found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

SECTION III. CONTACT AND FURTHER INFORMATION

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