

Voluntary Report – Voluntary - Public Distribution

Date: June 17, 2025

Report Number: HK2025-0031

Report Name: Promotion Opportunity Hong Kong Wine and Dine Festival

Country: Hong Kong

Post: Hong Kong

Report Category: Agricultural Trade Office Activities

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Report Highlights:

Hong Kong Tourism Board (HKTb) will host the annual gastronomic mega event Hong Kong Wine & Dine Festival (HKWDF) from October 23-26, 2025 in Central Hong Kong. The Agricultural Trade Office (ATO) Hong Kong encourages U.S. companies, organizations, or their local representatives/distributors interested in directly engaging consumers to review this report which provides information on this important food and beverage marketing opportunity.

Date: October 23 - 26, 2025

Format: B2C

Opportunity: Hong Kong Tourism Board (HKTB) will host the annual gastronomic mega event [Hong Kong Wine & Dine Festival \(HKWDF\)](#) from October 23-26, 2025 in Central Hong Kong. The Agricultural Trade Office (ATO) Hong Kong encourages U.S. companies, organizations, or their local representatives/distributors interested in directly engaging consumers to review the below information on this important food and beverage marketing opportunity.

Why Join:

- **Exposure:** HKWDF 2024 featured more than 300 exhibitors from 35 countries and attracted 155,380 visitors. Overseas visitors from Europe, Africa, Middle East, USA, Australia, New Zealand, South Pacific, as well as Japan, South Korea, Taiwan, South & Southeast Asia were highly represented. The event generated significant publicity for participants with over 800 media reports generating a total publicity value of \$16.6 million.
- **Value:** HKTB is offering a special rate **as low as \$3,115.40** per exhibitor at the USA Pavilion (based on a minimum of 4 exhibitors). HKTB offers food participants an **85:15 Sales Revenue Sharing Scheme** with Organizer (Food Exhibitor: Organizer) and wine exhibitor a **70:30 Sales Revenue Sharing Scheme** with Organizer (Wine Exhibitor: Organizer).

Background: The [Hong Kong Wine & Dine Festival \(HKWDF\)](#) (HKWDF), organized by Hong Kong Tourism Board, is one of the top consumer-oriented gastronomic carnivals in Asia. ATO is gauging interest from U.S. companies or local representatives / distributors to join a USA Pavilion. General wine/food booths are available (raw space, each measuring 12 m², inclusive of basic electricity supply and booth facilities). The applicant must submit **a minimum of 5 quality products** for the screening process and present these products **during the 4-day event**. At least 51 percent of each exhibitor's products displayed at the USA Pavilion must be of U.S. origin.

Fees: Cost per 12m² booth is approximately \$3,115.40 based on 4 occupied booths. Corner booth will incur an additional charge of 13% on top of rental fee.

Contact: Interested companies, organizations, or their local representatives should contact ATO Hong Kong by July 1st, 2025, at ATOHongKong@usda.gov for further information.

HKWDF 2024 Reference: [event highlight video](#)



Attachments:

No Attachments.