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## Hong Kong

**Post:** Hong Kong

### Success for U.S. Exhibitors at Hong Kong Food Expo 2014

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

Eight U.S. exhibitors reported \$200,000 in sales following a successful participation in the Hong Kong Food Expo 2014 held August 14-16.

### General Information:

In 2013, with sales over US\$3.6 billion, the U.S. ranked as the largest supplier of food and beverage products to Hong Kong. With its open market and strong logistical access to Asian-based buyers imports to Hong Kong also flow to regional markets, thus further enhancing Hong Kong's status as a lucrative market for U.S. food and beverage exports.

Hong Kong Food Expo is an international food show that includes bakery, beverage, snack, processed food, fruit and vegetable, green and organic, seasonings and seafood products. The format includes a trade hall where U.S. exhibitors meet potential importers & buyers, and a public Hall that showcases products available in the market for public visitors to sample and buy.

This year, 547 exhibitors (8 U.S. based) featured products to over 20,000 Hong Kong based and regional buyers. To leverage U.S. exhibitor market opportunities, ATO Hong Kong provided a market briefing and market tour. As a result, U.S. exhibitors secured excellent export opportunities, achieving sales of US\$200,000.

### Photos during the show



Market Briefing



Tour of Food Retail Market



U.S. Exhibitor @ Trade Hall



U.S. Exhibitor @ Trade Hall



U.S. Exhibitor @ Trade Hall



U.S. Exhibitor @ Public Hall