

**Voluntary Report** – Voluntary - Public Distribution

**Date:** June 06, 2025

**Report Number:** HK2025-0030

**Report Name:** The Hong Kong Wonton - Volume 5 Issue 6 Special Issue

**Country:** Hong Kong

**Post:** Hong Kong

**Report Category:** Agriculture in the News, Food Service - Hotel Restaurant Institutional, Retail Foods, Market Promotion/Competition

**Prepared By:** ATO Hong Kong Staff

**Approved By:** Garrett McDonald

**Report Highlights:**

Bite size local news, Post reports and activity summaries wrapped by ATO Hong Kong. In this issue: The USDA Agribusiness Trade Mission and HOFEX USA Pavilion find success in Hong Kong! Catch all the highlights and recaps from an amazing week for agricultural trade in this special issue of the Wonton!

# THE HONG KONG WONTON

wrapped by ATO Hong Kong

May 12 - 16, 2025 | Vol. 5 Issue #6 (Special Edition)

## MAJOR U.S. AGRIBUSINESS DELEGATION FINDS SUCCESS IN HONG KONG



From May 12-16, ATO Hong Kong hosted an USDA Agribusiness Trade Mission to Hong Kong – it's first since 2016 – and organized the USA Pavilion at HOFEX, one of Asia's leading food trade shows. The combined trade mission and trade show delegations included nearly 40 U.S. agribusinesses, 17 agricultural industry and advocacy organizations, and representatives from five State Departments of Agriculture (Alabama, Idaho, Minnesota, Tennessee, and Wisconsin). The 75-member trade mission delegation, led by FAS Acting Associate Administrator (AAA) Mark Slupek, held 358 business-to-business meetings, conducted site visits to Hong Kong-based food manufacturers and retailers, convened several roundtable discussions, and participated in the launch of an American whiskey [promotion](#). The trade mission delegation was joined by 13 exhibitors at the USA Pavilion at HOFEX, where attendees engaged with over 30,000 visitors from 36 countries and were treated to three days of live cooking demonstrations featuring local celebrity chef Hilda Chan.

Across both events, U.S. food and beverage companies representing a wide-range of consumer-ready products uniformly expressed positive outcomes from meetings with Hong Kong buyers, with some signing sales contracts and distribution agreements. As an added bonus, FAS Manila supported an impressive 10-person buyer delegation from the Philippines, providing expanded opportunity for participating companies. The successful combined trade mission and trade show reflected Hong Kong's strong demand for U.S. agricultural products, which reached nearly \$1.6 billion in 2024, and its important role as a trading hub for agricultural products throughout the region. In this special issue of the Wonton, ATO Hong Kong is pleased to share with you highlights from a busy week for agricultural trade.

**A Note of Thanks...** ATO Hong Kong extends its sincere appreciation and thanks to the entire trade mission and HOFEX trade show delegation, Head of Delegation Mark Slupek, the outstanding FAS

# THE HONG KONG WONTON

---

Trade Missions and Shows team, Michelle Flavin, FAS Manila, trade mission contractor SMH, HOFEX contractor Oak Overseas, and Consul General Gregory May and our Consulate General Hong Kong colleagues for their tremendous support!

---

## *PLENARY SESSION*

---

On May 13, 2025, AAA Slupek, U.S. Consul General Gregory May, and the Agricultural Trade Office (ATO) Director, welcomed the U.S. – Hong Kong Agribusiness Trade Mission and HOFEX USA Pavilion exhibitors at a joint Plenary Session. Throughout the morning, attendees gained a greater understanding of the current business and political environment in Hong Kong and Macau, including from a panel featuring members of the Consulate’s Political, Economic and Commercial sections and an agriculture focused market briefing from the ATO Director.



## *MARKET TOURS & DAIRY FARM VISIT*

---

Following the Plenary Session, attendees embarked on a series of market tours for insights on U.S. and competitor products on offer in Hong Kong’s competitive retail sector. The delegation visited high-end, mass-market, and traditional wet market outlets across the city. At City Super, AAA Slupek and delegates were greeted by the retailer’s marketing team and guided through the outlet’s impressive range of U.S. produce, meat, dairy, and dry goods.

Afterwards, AAA Slupek, leaders from the U.S. Dairy Export Council, and delegates from State Departments of Agriculture visited Hong Kong’s only operating dairy farm, which is affiliated with a local university’s veterinary school. The delegation got up close with the farm’s 34 Jersey cows, learned about the school’s collaboration with Cornell University, the challenges of raising dairy cows in Hong Kong’s tropical climate, and the how the farm makes use of U.S. hay and genetics for its herd.



# THE HONG KONG WONTON

---



---

## ***B2B MEETINGS & HONG KONG TRADE DEVELOPMENT COUNCIL***

---

On the morning of May 14, 2025 U.S. companies gathered in the Grand Hyatt Ballroom to begin two days of business-to-business meetings with Hong Kong buyers. Meanwhile, the USDA team, State Departments of Agriculture and Cooperator delegations received an informative briefing from the [Hong Kong Trade Development Council](#) on opportunities for promoting U.S. food and beverage products in the region.



---

## ***HOFEX OPENING CEREMONY AND COOKING DEMONSTRATIONS***

---

In a strong show of support for U.S. agriculture, AAA Slupek, Consul General May, and local celebrity chef Hilda Chan inaugurated the USA Pavilion at HOFEX 2025, one of the most influential food and beverage trade shows in Asia. In addition to representatives from 13 U.S. exhibitors, the team had an opportunity to welcome 10 visiting buyers from the Philippines, brought to the show with support from FAS Manila. This year, the USA Pavilion promoted an impressive range of U.S. products including rice, seafood, cherries, wine and sake, ginseng, candies and dairy products.

# THE HONG KONG WONTON

---



At the USA Pavilion's Cooking Demo booth, local Chef Hilda conducted a series of cooking demonstrations with U.S. ingredients. To kick things off, AAA Slupek joined the chef to prepare *New Orleans Gumbo*, followed by sessions with Tennessee Department of Agriculture and Alabama Department of Agriculture and Industries representatives. Over three days, Chef Hilda and her teammate Chef Helios Wong presented 12 versatile recipes as well as five cocktail/mocktail recipes. A special thanks to our supporting partners Alaska Seafood Marketing Institute (ASMI), Cherry Marketing Institute (CMI), USA Rice, Ginseng Board of Wisconsin (GBW), U.S. Dairy Export Council (USDEC), J. Rieger Distillery, and ETAK International Ltd.



---

## COOPERATOR ROUNDTABLE AND WELCOME RECEPTION

---

Representatives from 15 agricultural industry and advocacy organizations joined AAA Slupek and the ATO Director for a roundtable discussion on USDA programs and policies. Local, regional, and U.S.-based representatives raised questions and concerns on topics ranging from tariffs and USDA staffing to MAP and RAPP funding.



# THE HONG KONG WONTON

---



The evening concluded with a combined ATM and HOFEX reception where AAA Mark Slupek, Consul General May and the ATO Director welcomed the delegation and a who's who of Hong Kong professionals from the food and beverage industry, including importers, retailers, distributors, and academic institutes.



---

## ***SUSTAINABLE AVIATION FUEL ROUNDTABLE***

---

On the morning of May 15, 2025 the USDA team, leadership from the U.S. Grains Council, representatives from U.S. ethanol producer Marquis Energy, and members of the Cooperator and State Departments of Agriculture delegation joined a Sustainable Aviation Fuels (SAF) roundtable. Co-organized with the Business Environment Council and Hong Kong Sustainable Aviation Fuels Coalition, the lively discussion was the first between Hong Kong's burgeoning SAF industry and American agricultural stakeholders. Participants exchanged ideas and information related to price and availability of SAF, the importance of feedstocks and perspectives on determining carbon intensity.

# THE HONG KONG WONTON

---



---

## *UNI-CHINA MEAT PROCESSING FACILITY*

---

Along with representatives from USMEF and USAPEEC, members of the delegation visited Uni-China's meat processing facility, one of the largest retail packers of meat and poultry in Hong Kong. The facility, which sources pork and poultry products from the U.S., China, and Thailand, efficiently cuts, packages, and delivers products to retailers throughout Hong Kong. The Uni-China team highlighted price and logistical advantages of Chinese and Thai products and stressed the importance of marketing U.S. meat and poultry products to maintain demand among Hong Kong consumers.



---

## *LEE KUM KEE – HONG KONG'S ICONIC SAUCE MAKER*

---

The delegation was warmly welcomed by Lee Kum Kee (LKK), one of Hong Kong's most iconic brands and a global manufacturer of sauces and condiments since 1888. LKK leadership provided the delegation with an in-depth tour of their Tai Po facility, sharing the company's rich history and corporate culture that drives its innovation while maintaining high food quality standards. The company currently sources some ingredients in the U.S. but expressed interest in other products including soy



# THE HONG KONG WONTON

and grains. During the roundtable, the company shared that it hopes to move forward with a new U.S. production facility in LaGrange, Georgia. The \$288 million investment will help expand production in the United States beyond the company's Los Angeles facility and feature intelligent factory solutions, digitalization, product innovation and R&D capabilities, and a consumer engagement center. The company expects the new operation will provide more than 250 jobs and create additional opportunities for sourcing U.S. ingredients.



## AMERICAN WHISKEY TRAIL HONG KONG MEDIA LAUNCH

The business portion of the trade mission concluded on the evening of May 15 with the media launch of the American Whiskey Trail Hong Kong at the American Club in Central. Delegation participants joined nearly two dozen lifestyle media guests to officially launch the first of its kind promotion of American whiskey in Hong Kong. AAA Slupek, Consul General May, and U.S. Grains Council Charwoman Verity Ulibarri helped share the rich cultural history of American whiskey before a set of expert mixologists showed off their cocktail creations. Organized by ATO Hong Kong, the promotion will run from June 7 to July 5 and showcase some of America's finest whiskeys, including High West, Jack Daniel's, Maker's Mark, and Woodford Reserve. We can't think of a better way to wrap up a successful Agribusiness Trade Mission and HOFEX!





# THE HONG KONG WONTON

## ATO EVENTS CALENDAR



**Wonton Note:** Can you believe we are nearly halfway through 2025? After the amazing trade mission and show and with the hot and humid months of summer upon us, many ATO staff will be taking some much deserved time off. We look forward to bringing you more news and information about activities in Hong Kong starting again in July. Until then, don't forget to follow us on [Instagram](#), [Facebook](#), and [LinkedIn](#)!



## UPCOMING EVENTS

**Jun 2025**

6/7 – 7/5

**American Whiskey Trail Hong Kong Spirits Promotion**

6/21-22

**Sips of Summer 2025  
California Wine Month Wine Tasting (CWI)**

6/7 – 7/5

**American Whiskey Trail Hong Kong Spirits**

# THE HONG KONG WONTON

---

**Jul 2025**

**Promotion**

Hungry for more information about the Hong Kong and Macau markets?

Contact our office: [ATOHongKong@usda.gov](mailto:ATOHongKong@usda.gov) or visit our website <https://www.atohongkong.com.hk>  
To subscribe or unsubscribe email [ATOHongKong@usda.gov](mailto:ATOHongKong@usda.gov), subject title: Subscribe/Unsubscribe The  
Hong Kong Wonton

---

*Exchange Rate Post Uses: US\$1=HK\$7.8*

*Post Disclaimer: News summaries and translations are for reference only. We have attempted to provide an accurate translation of the original material into English. However, given nuances in translating from a foreign language, slight differences may exist. Any misinterpretation is unintentional. Please note some media outlets may deactivate links to stories after a few days.*

---

## **Attachments:**

No Attachments.