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Date: 12/12/2011

GAIN Report Number: HK1153

Hong Kong

Post: Hong Kong

U.S. Exhibitor's Spectacular Success at HOFEX – Big Train Inc.

Report Categories:

Export Accomplishments - Events

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Report Highlights:

HOFEX is the largest food and beverage trade show in Asia. More than 1,800 exhibiting companies from 48 countries and regions participated in the show. A total of 33,409 professional buyers from 86 countries and region attended the show and 90% (circa 30,000) had visited the U.S. Pavilion, which had an area of 606 sq. m. and a record of 51 participating U.S. companies/organizations. U.S. exhibitor – Big Train Inc. reported that excellent export opportunities resulted during HOFEX 2011, with projected sales in the next 12 months of \$500,000.

HOFEX is a bi-annual international food show held in Hong Kong and it is the largest food and beverage trade show in Asia. HOFEX was held during May 11-14, 2011 at the Hong Kong Convention and Exhibition Center. The show attracted more than 18,000 exhibitors from 48 countries, who showcased their products to over 33,400 visitors from 86 countries and regions. With support provided by ATO Hong Kong staff, the USDA sponsored USA Pavilion had a record 51 exhibitors visited by an estimated number of 30,000 visitors during the show.

"Big Train Inc.", based in Lake Forest, California, was represented by Athena Marketing International (AMI) (website: www.athenaintl.com) to feature their iced coffees, chai tea, hot chocolate, hot cocoa, real fruit smoothies, organic chai and soft serve ice cream at HOFEX. According to exhibitor feedback form, AMI President – Mr. Peter Guyer commented that HOFEX was very effective in meeting exhibiting goals (score of 10 out of a maximum of 10) and quality of show visitors was very good (9 out of a maximum of 10). Mr. Guyer added, "HOFEX is an important exhibition for the Hong Kong and mainland China foodservice trade. Most of the leading foreign and Chinese traders attend or exhibit at the show. It has become a seminal event in our strategic planning for the South East Asian region." Big Train Inc. is following up with the various trade leads received at HOFEX and expecting projected sales in the next 12 months of \$500,000.

**Mr. Peter Guyer representing
Big Train Inc. at HOFEX 2011**

