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U.S. Exhibitors Enjoyed Great Success at Hong Kong Trade Shows

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Report Highlights:

For the first 11 months of 2011, Hong Kong imports of U.S. high value consumer food and beverage products reached \$2.86 billion, an increase of 21.5% over the same period in 2010. This has surpassed the annual imports of \$2.77 billion in 2010. In an effort to increase sales of U.S. products, ATO Hong Kong engaged in a number of promotional efforts, receiving support from FAS offices both in Washington and the region, various partner groups in the U.S., as well as local importers and distributors. In particular, ATO actively participated in various trade shows in 2011 and assisted U.S. food and beverage exhibitors achieve spectacular export successes, with overall total on-site sales of over \$1.3 million and projected sales of close to \$30 million.

Hong Kong is a lucrative market for U.S. exports of high value consumer food and beverage products. For the first 11 months of 2011, Hong Kong imports of U.S. high value consumer food and beverage products reached \$2.86 billion, an increase of 21.5% over the same period in 2010. With still a month of unreported export sales, the 11-month figure has already surpassed the annual imports of \$2.77 billion in 2010. In addition to being a large market, Hong Kong is also a gateway for other markets in the region. Food and beverage trade shows in Hong Kong have been proved to be excellent platforms for food and beverage buyers in the region to source new products. ATO actively participated in various trade shows in 2011 and assisted U.S. food and beverage exhibitors achieve spectacular export successes, with overall total on-site sales of over \$1.3 million and projected sales of close to \$30 million.

Trade Show	On-site sales	Projected 12-month sales
HOFEX *	\$575,000	\$14,000,000
Natural Products Expo Asia	-	\$200,000
Asian Seafood Exposition	\$538,000	\$7,250,000
Asia Fruit Logistica *	\$200,000	\$7,125,000
HK Int'l Wine & Spirits Fair	-	\$1,134,500
TOTAL	\$1,313,000	\$29,709,500

(* USDA/FAS endorsed trade shows)

Helping U.S. exhibitors be as successful as possible at Hong Kong trade shows is a group effort. For USDA/FAS endorsed shows, the FAS Office of Trade Programs, Trade Services Staff based in Washington worked closely with ATO Hong Kong and the show organizers to develop the U.S. Pavilion. At the state level, in addition to critical support from State Regional Trading Groups such as FEUSA, FE Midwest USA, SUSTA and WUSATA, funding from the National Association of State Departments of Agriculture (NASDA) were used to enhance the appearance and services of the U.S. Pavilion.

1. HOFEX (May 11-14, 2011)



HOFEX is the largest food and beverage trade show in Hong Kong. The show is endorsed by USDA and attracted more than 1,800 exhibiting companies from 48 countries/regions. 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. U.S. exhibitors reported that excellent export opportunities resulted during the show, with on-site sales of \$575,000 and projected sales in the next 12 months of over \$14 million.

2. Natural Products Expo (August 25-27, 2011)



Natural Products Expo Asia (NPEA) is the largest trade show in Hong Kong specifically for natural products including organic food products. NPEA 2011 had 17 U.S. exhibiting companies, among them 4 companies showcased natural and organic food products and achieved projected sales of at least US\$200,000.

3. Asian Seafood Exposition (September 6-8, 2011)



Asian Seafood Exposition (ASE) is the largest trade show for fish and seafood products in Hong Kong. ASE 2011 attracted 15 U.S. exhibitors, who achieved \$538,000 in on-site sales and \$7.25 million in projected sales.

4. Asia Fruit Logistica (September 7-9, 2011)



Asia Fruit Logistica (AFL) is the largest trade show for fruit, vegetables and nuts in Hong Kong. AFL, a USDA-endorsed trade show, attracted 20 U.S. exhibitors in 2011, who achieved US\$200,000 on-site sales and over US\$7 million in projected sales.

5. Hong Kong International Wine & Spirits Fair (November 3-5, 2011)



Hong Kong International Wine & Spirits Fair (HKIWSF) is one of the largest trade shows for wine and spirits. More than 930 exhibiting companies from 37 countries and regions participated in the show. A total of 19,403 trade visitors from 71 countries and region attended the show and over 90% (circa 17,500) had visited the U.S. Pavilion. U.S. exhibitors reported that excellent export opportunities resulted during HKIWSF 2011, with projected sales in the next 12 months of over \$1 million.

ATO Hong Kong will continue to participate in major trade shows in Hong Kong in 2012. U.S. exporters may wish to consider participating in these trade shows so as to introduce their products to Hong Kong buyers as well as buyers from other countries in the region.

Date	Name of Show	Website
May 29-31, 2012	Vinexpo Asia Pacific	http://www.vinexpo.com/en/
Aug 23-25, 2012	Natural Products Expo Asia	http://www.naturalproductsasia.com
Sep 5-7, 2012	Asia Fruit Logistica*	http://www.asiafruitlogistica.com/en
Sep 11-13, 2012	Restaurant and Bar	http://www.restaurantandbarhk.com
Sep 11-13, 2012	Asian Seafood Exposition	http://www.asianseafoodexpo.com
Sep 11-13, 2012	Frozen Food Asia	http://www.frozenfoodasia.com
Nov 8-10, 2012	Hong Kong Int'l Wine & Spirits Fair	http://hkwinefair.hktdc.com

(* USDA/FAS endorsed trade show)

For more details on the major trade shows in Hong Kong in 2012, please refer to GAIN Report HK1147 or contact ATO Hong Kong at atohongkong@fas.usda.gov.