

Voluntary Report – Voluntary - Public Distribution

Date: November 22,2019

Report Number: HK2019-0057

Report Name: U.S. Exhibitors Nailed Great Results at Hong Kong Food Expo 2019

Country: Hong Kong

Post: Hong Kong

Report Category: Export Accomplishments - Events

Prepared By: Chris Li

Approved By: Alicia Hernandez

Report Highlights:

Twelve U.S. exhibitors showcased their products to Hong Kong and regional buyers at Hong Kong Food Expo 2019, and achieved fruitful results with projected sales of \$975,000.

Activity Name: **Hong Kong Food Expo 2019**

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Dates: August 15-17, 2019
Venue: Hong Kong Convention and Exhibition Center

Hong Kong is the fifth-largest export market for U.S. consumer-oriented agricultural products, by value. With a dynamic food culture, sophisticated buyers, and a world-class logistical infrastructure, Hong Kong is a market to promote high-quality, innovative U.S. food and beverage products as well as a gateway to the region.

The Hong Kong Food Expo is a popular three-day general food trade show held in the summer that caters to the trade community and is open to the public during the final show day. The show provides a strong platform for U.S. exhibitors to meet with potential importers and buyers as well as an opportunity for consumers to sample new and innovative products for purchase.

This year, over 1,500 companies from 21 countries/regions exhibited products to nearly 18,000 Hong Kong-based and regional buyers. Twelve U.S. exhibitors represented their products to trade and public visitors at the Hong Kong Food Expo 2019. Popular showcased products included almonds, oils, wines, and snacks. Key results for U.S. exhibitors included projected 12-month sales of over \$975,000.

To further support U.S. exhibitors, ATO Hong Kong staff provided a market briefing and organized a market tour to increase their exposure to the unique Hong Kong food and beverage platforms and leverage their market opportunities.

Benjamin Chau, Deputy Executive Director of the show organizer (Hong Kong Trade Development Council, or HKTDC), said: “Despite the social incidents seen in Hong Kong in recent months, the four fairs organized by the HKTDC in August, together with the ICMCM (International Conference of the Modernization of Chinese Medicine) all ran smoothly. Global exhibitors and buyers still view our trade fairs as important one-stop trading platforms for sourcing and business promotion. To connect more exhibitors and buyers, we enhanced the business-matching service at the Trade Hall of the Food Expo and at the Hong Kong International Tea Fair, both of which targeted trade professionals. The Trade Hall attracted nearly 18,000 buyers, including significant numbers from Mainland China and emerging markets such as Cambodia, Indonesia, Kazakhstan, Malaysia, Poland, and Thailand.”

The California State Trade Expansion Program (California STEP) brought twelve food companies from the United States to exhibit at this year’s Food Expo, a stronger presence than in previous years. The exhibitors showcased a variety of specialty foods and beverages such as avocado oils, wines, nuts and chocolate. California STEP Director Jeffrey Williamson said: “We have met with a lot of buyers from Hong Kong and Mainland China who expressed keen interest in our products. Our participating companies feel positive about the new business opportunities they’ve been able to explore here. We have not been affected by the recent social incidents that happened in Hong Kong.” He believed that the city is still a lead market for the state’s exporters entering Asia, with its excellent financial, legal, and logistics infrastructure.

ATO Hong Kong foresees opportunities in the Hong Kong Food Expo and will support U.S. exhibitors in future iterations of the show, including the August 13-15, 2020 show.

Photos during the Show



Market Briefing



Market Briefing



Market Tour



Market Tour



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors

Attachments:

No Attachments.