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## Hong Kong

**Post:** Hong Kong

### Great Success for U.S. Exhibitors at Seafood Expo Asia 2016

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

25 U.S. exhibitors reported US\$850,000 on-site sales and US\$5.25 million in projected sales following a successful Seafood Expo Asia 2016 trade show held in Hong Kong September 6-8.

Hong Kong is a lucrative destination for U.S. aquatic products. In 2015, the U.S. exported over US\$140 million in fish and seafood products to Hong Kong.

Seafood Expo Asia is Hong Kong’s largest specialized trade show for fish and seafood. This year, more than 240 companies from 31 countries exhibited products to over 8,700 Hong-Kong based and regional buyers. ATO Hong Kong staff conducted a market briefing, organized a market tour and hosted a trade reception to leverage market opportunities for U.S. exhibitors.

A U.S. Agricultural Trade Mission led by USDA Deputy Under Secretary Alexis Taylor visited Seafood Expo Asia to show support for U.S. seafood exhibitors at the trade show and learn more about the significance of Hong Kong as a platform for local and regional imports of U.S. seafood.

As a result, U.S. exhibitors secured excellent export opportunities, achieving on-site sales of US\$850,000 and projected sales in the next 12 months of US\$5.25 million.

**Photos during the show**



Market Briefing at ATO HK



Tour of Wholesale Market



Tour of Food Retail Market



Trade Reception



Trade Reception



Trade Reception



Visit by USDA Deputy Under Secretary Alexis Taylor



Visit by USDA Deputy Under Secretary Alexis Taylor



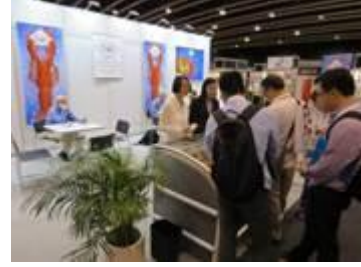
Visit by USDA Deputy Under Secretary Alexis Taylor



Cooking Demo at the show



Cooking Demo at the show



U.S. Pavilion at the show



U.S. Pavilion at the show



U.S. Pavilion at the show



U.S. Pavilion at the show