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Success for U.S. Exhibitors at Hong Kong Food Expo 2016

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Eleven U.S. exhibitors reported \$100,000 in projected sales following a successful participation in the Hong Kong Food Expo held in Hong Kong August 11-13, 2016.

In 2015, the U.S. was the largest supplier of food and beverage products to Hong Kong, by value, with exports of \$3.8 billion. In addition to its strong attraction as a domestic market, Hong Kong also serves as a gateway for the flow of products to regional markets with strong logistical access to Asian-based buyers and markets.

The Hong Kong Food Expo is a popular food trade show that takes place in summer and features both a Trade Hall, where U.S. exhibitors meet with potential buyers, and a Public Hall where products available for public purchase are showcased. This year, 867 companies from 26 countries/regions exhibited products to over 20,000 Hong Kong based and regional buyers. Eleven U.S. exhibitors secured excellent export opportunities with projected 12 months sales of \$100,000.

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.

Photos during the show



Market Briefing



Market Tour



Visitors to the Show



U.S. Exhibitor@Trade Hall



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