

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

Voluntary . Public

Date: 10/17/2017

GAIN Report Number: HK1730

Hong Kong

Post: Hong Kong

Great Success for U.S. Exhibitors at Asia Fruit Logistica 2017

Report Categories:

Export Accomplishments - Events

Approved By:

M. Melinda Meador

Prepared By:

Chris Li

Report Highlights:

15 U.S. exhibitors reported over \$20 million in sales following a successful Asia Fruit Logistica 2017 trade show held in Hong Kong September 6-8.

Hong Kong is a lucrative destination for U.S. exports of fruits and vegetables. In 2016, more than \$282 million in U.S. fresh fruits and \$11 million in U.S. vegetables were exported to Hong Kong. The Hong Kong market also serves as a gateway for the flow of products to regional markets with strong logistical access to Asian-based buyers and markets.

Asia Fruit Logistica, a USDA-endorsed show is Hong Kong's largest specialized trade show for agricultural produce. This year, more than 800 companies from 43 countries/regions exhibited products to over 13,000 Hong Kong based and regional buyers. In addition to supporting U.S. exhibitors from the ATO Hong Kong booth at the show, ATO Hong Kong organized a market tour, provided a market briefing and hosted a trade reception to leverage U.S. exhibitors' market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities, achieving projected sales in the next 12 months of over US\$20 million.

The FAS Office of Trade Programs and Trade Services worked closely with ATO Hong Kong to develop the U.S. Pavilion at the show. MAP funds from State Regional Trading Groups and the National Association of State Departments of Agriculture (NASDA) contributed to the enhancement of the appearance and services at the U.S. Pavilion.

Photos of the show



ATO Tour –
Wholesale Fruit Market



ATO Tour –
Wet Market



ATO Tour –
Food Retail Market



ATO HK Market Briefing



U.S. Pavilion at AFL



U.S. Pavilion at AFL



U.S. Pavilion at AFL



U.S. Pavilion at AFL



U.S. Pavilion at AFL



U.S. Pavilion at AFL



U.S. Pavilion at AFL



U.S. Pavilion at AFL



Trade Reception



Trade Reception



Trade Reception



Consul General Kurt Tong
at AFL



Consul General Kurt Tong
at AFL



Consul General Kurt Tong
at AFL