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Hong Kong

Post: Hong Kong

Great Sales of U.S. Products at Hong Kong Trade Shows 2017

Report Categories:

Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

ATO Hong Kong supported five major trade shows in Hong Kong in 2017 that attracted more than 100,000 buyers and maximized marketing opportunities for 128 U.S. exhibitors, who reported total on-site sales over US\$4 million and projected 12-month sales over US\$32 million.

SECTION I. MARKET OVERVIEW

Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of more than seven million. Hong Kong is a regional trade and financial hub with an average per capita gross domestic product (GDP) of US\$58,400, slightly more than the United States.

As the 4th largest export market for U.S. consumer-oriented agricultural products by value, Hong Kong is a natural destination to promote high-quality, innovative U.S. food and beverage products to regional buyers.

Not only a strong destination for U.S. food and beverage exports, Hong Kong is also a free port that excels as an efficient logistics hub in moving goods to other Asian markets, including Macau and Mainland China. For the first 10 months of 2017, Hong Kong imports of consumer-oriented agricultural products from the world reached US\$15.9 billion, amongst which more than 46% (US\$7.3 billion) were re-exported to other regional markets.

Hong Kong is an excellent platform for U.S. exporters and suppliers of high-value food and beverages to promote their products to potential buyers at trade shows. In addition to its bevy of trade show opportunities, Hong Kong also serves a very important role in regional trade as a showcase to Asian buyers who know that if the product sells well in Hong Kong, it will do well in their market as well.

SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS IN 2017

ATO Hong Kong supported five major trade shows in Hong Kong in 2017 to maximize exposure and marketing opportunities for U.S. exhibitors. In further support of these efforts, ATO Hong Kong provided U.S. exhibitors with market briefings, networking opportunities, logistical support, and on-site assistance. ATO Hong Kong also pursued trade leads and provided advice and more in-depth information to U.S. exhibitors as follow-up to the shows.

Name of Trade Show	Show Period	No. of U.S. Exhibitors	Estimated No. of Buyers	On-site Sales (US\$)	Projected 12-Month Sales (US\$)
HOFEX*	May 8-11	35	39,060	1.56 million	7.3 million
Hong Kong Food Expo	Aug 17-19	23	21,000	-	450,000
Seafood Expo Asia	Sep 5-7	19	7,100	1.5 million	3.3 million
Asia Fruit Logistica*	Sep 6-8	15	13,108	1.01 million	20.8 million
HK Int'l Wine & Spirits Fair	Nov 9-11	36	19,872	-	275,000

TOTAL	128	100,140	4.07 million	32.13 million
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(* USDA-endorsed trade show)

SECTION 3. PHOTOS



HOFEX
Market Briefing



HOFEX
Trade Reception



HOFEX
Cooking Demo



Hong Kong Food Expo
Market Briefing



Hong Kong Food Expo
Market Tour



Hong Kong Food Expo
U.S. Pavilion



Seafood Expo Asia
Market Briefing



Seafood Expo Asia
Market Tour



Seafood Expo Asia
Cooking Demo



Asia Fruit Logistica
Market Tour



Asia Fruit Logistica
Market Briefing



Asia Fruit Logistica
Trade Reception



Hong Kong
Int'l Wine & Spirits Fair
Market Briefing



Hong Kong
Int'l Wine & Spirits Fair
U.S. Pavilion



Hong Kong
Int'l Wine & Spirits Fair
U.S. Pavilion