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Date: 12/21/2018

GAIN Report Number: HK1842

Hong Kong

Post: Hong Kong

Great Success for U.S. Exhibitors at Seafood Expo Asia 2018

Report Categories:

Export Accomplishments - Events
Fishery Products

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Report Highlights:

23 U.S. exhibitors reported US\$1.15 million on-site sales and US\$10.9 million in projected sales at the Seafood Expo Asia 2018 show in Hong Kong September 4-6.

Activity Name: **Seafood Expo Asia 2018**
Dates: September 4 – 6, 2018
Venue: Hong Kong Convention and Exhibition Centre

Seafood Expo Asia is Hong Kong’s largest specialized trade show for fish and seafood. In 2018, more than 220 companies from 34 countries exhibited products to over 7,500 Hong-Kong based and regional buyers. In 2017, the United States exported over \$175 million in fish and seafood products to Hong Kong.

Prior to the show, ATO Hong Kong raised awareness of U.S. exhibitor product lines by communicating with potential clients and sending exhibitor information to local buyers and regional ATO offices to pass on to their buyers potentially visiting the show. ATO Hong Kong staff also raised exhibitor awareness through the organization of a market briefing and market tour prior to the show.

USDA/FAS Administrator Ken Isley visited U.S. exhibitors to support them at the show. Administrator Isley also performed cooking demonstrations at the show to educate buyers and encourage further interaction with U.S. exhibitors.

Ten of the 23 exhibitors were repeat exhibitors that continued to report high satisfaction with the quality of buyers that attend the show.

As a result, U.S. exhibitors secured excellent export opportunities, achieving on-site sales of US\$1.15 million and projected sales in the next 12 months of US\$10.9 million.

Photos during the show



Visit Wholesale Market



Visit Food Retail Market



Market Briefing



Visit of USDA/FAS Administrator Ken Isley



Visit of USDA/FAS Administrator Ken Isley



Visit of USDA/FAS Administrator Ken Isley



Trade Reception



Trade Reception



U.S. Exhibitors



U.S. Exhibitors



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