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## **Hong Kong**

**Post:** Hong Kong

### **Buyers Hungry for U.S. Products at Hong Kong Food Expo 2018**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

Eight U.S. exhibitors reported projected 12-month sales of US\$135,000 through their participation at Hong Kong Food Expo 2018.

Activity Name: **Hong Kong Food Expo 2018**  
Dates: August 16-18, 2018  
Venue: Hong Kong Convention and Exhibition Center

Hong Kong is the 4th largest export market for U.S. consumer-oriented agricultural products, by value. With a dynamic food culture, sophisticated buyers, and a world-class logistical infrastructure, Hong Kong is a market to promote high-quality, innovative U.S. food and beverage products as well as a gateway to the region.

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, over 1,500 companies from 23 countries/regions exhibited products to over 21,000 Hong Kong based and regional buyers. Eight U.S. exhibitors secured good export opportunities with projected 12 months sales of over \$135,000.

To further support U.S. exhibitors, ATO Hong Kong staff provided a market briefing, organized a market tour, and a trade reception to increase their exposure to unique Hong Kong food and beverage platforms and leverage their market opportunities.

ATO Hong Kong foresees opportunities in the Hong Kong Food Expo and will support U.S. exhibitors in future iterations of the show, including the August 15-19, 2019 show.

### Photos during the show



Market Briefing



Market Briefing



Retail Market Tour



Retail Market Tour



Trade Reception



Trade Reception



ATO Booth



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors