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Major Food and Beverage Trade Shows in Hong Kong 2019

Report Categories:

Promotion Opportunities

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Report Highlights:

Hong Kong is a major export destination for high-value U.S. food and beverage products to Asia and continues to show strong growth. Participation in Hong Kong trade shows in 2019 will provide a prominent platform for U.S. suppliers and exporters to promote their food and beverage products to Hong Kong and regional buyers.

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\$46,200.

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 is it a strong destination for U.S. food and beverage exports, but 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. Hong Kong is visa-free for citizens of nearly 170 countries and maintains food and beverage import procedures that are overwhelmingly based on international standards. For the first 11 months of 2018, Hong Kong imports of consumer-oriented agricultural products from the world reached US\$19.1 billion, amongst which nearly 45 percent (US\$8.6 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

A. Overview

Hong Kong will host six major food and beverage-related trade shows in 2019:

Date	Name of Show (check the <u>hyperlinks</u> below for more details)
May 7-10, 2019	HOFEX *
Aug 15-17, 2019	Food Expo
Aug 28-30, 2019	Natural & Organic Asia
Sep 3-5, 2019	Seafood Expo Asia
Sep 4-6, 2019	Asia Fruit Logistica *
Nov 7-9, 2019	Hong Kong International Wine & Spirits Fair

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

B. Details

Date	May 7-10, 2019
Name of Show	HOFEX* (USDA endorsed)
Description	Asia's Leading Food and Hospitality Tradeshow
Remarks	2,800+ international brands, 42,000+ regional buyers, 74 visiting countries. Trade only.
Frequency/Location	Biennial – Hong Kong Convention and Exhibition Centre
Website	Please click here
Photos (2017)	Please click here

Date	August 15-17, 2019
Name of Show	Hong Kong Food Expo
Description	Featuring a Public Hall, Trade Hall, and Gourmet Zone, the Expo serves a wide variety of global food products, including bakery products, beverages, snacks, processed food, instant food, fruits and vegetables, green and organic food, kitchenware, seasonings, and seafood.
Remarks	892 exhibitors at Trade Hall Attracted 21,688 trade visitors from 60 countries and region
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre
Website	Please click here
Photos (2018)	Please click here

Date	August 28-30, 2019
Name of Show	Natural & Organic Asia
Description	Show featuring natural, organic, fair trade, sustainable, ethical, free-from, eco, and healthy living products from around the world
Remarks	Over 250 exhibitors from more than 31 countries and regions Expected to attract 9,000 buyers in 2019 For trade only
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre

Website	Please click here
Photos (2018)	Please click here

Date	September 3-5, 2019
Name of Show	Seafood Expo Asia
Description	Specialized trade show for aquatic and seafood products
Remarks	224 exhibitors from 34 countries and regions 7,580 buyers from Hong Kong and the region For trade only
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre
Website	Please click here
Photos (2018)	Please click here

Date	September 4-6, 2019
Name of Show	Asia Fruit Logistica* (USDA endorsed)
Description	Asia's leading trade show for the international fresh fruit and vegetable business
Remarks	826 exhibitors from 46 countries and region 13,500 visitors from Hong Kong and the region For trade only
Frequency/Location	Annual – Asia World Expo
Website	Please click here
Photos (2018)	Please click here

Date	November 7-9, 2019
Name of Show	Hong Kong International Wine & Spirits Fair
Description	One of the largest specialized trade shows on wines and spirits
Remarks	1,075 exhibitors from 33 countries and regions Nearly 19,000 trade visitors from 73 countries and regions Trade only on November 7-8 Open to trade and public on November 9

Frequency/Location	Annual/ Hong Kong Convention and Exhibition Centre
Website	Please click here
Photos (2018)	Please click here

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

SECTION III. CONTACT AND FURTHER INFORMATION

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