

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:** 5/22/2019

**GAIN Report Number:** HK1923

## **Hong Kong**

**Post:** Hong Kong

### **Sterling Success for U.S. Exhibitors at HOFEX 2019**

**Report Categories:**

Export Accomplishments - Events

**Approved By:**

Alicia Hernandez

**Prepared By:**

Chris Li

**Report Highlights:**

Over 40 U.S. exhibitors showcased more than 460 new products at Hong Kong's leading food and beverage trade show, establishing over 300 serious contacts, reporting on-site sales of \$2.1 million, and projecting 12-month sales of \$20 million, nearly triple the previous edition of HOFEX.

Hong Kong is a lucrative market for U.S. exports of high-value consumer food and beverage products. Overall, direct U.S. agricultural exports to Hong Kong were close to \$4.2 billion in 2018. Among them, U.S. exports of high-value consumer-oriented food products reached \$3.8 billion, ranking Hong Kong as the 5<sup>th</sup>-largest export market in 2018 after Canada, Mexico, Japan, and South Korea. In addition to being a dynamic export destination, Hong Kong is also a gateway to other Asian markets.

HOFEX, as the largest food and beverage trade show in Hong Kong, is an excellent platform for food and beverage buyers in the region to source new products. This USDA-endorsed show attracted more than 2,800 exhibitors companies from over 74 countries and regions. Over 39,000 professional buyers from Hong Kong and the region visited the show.

Over 40 U.S. exhibitors participated in HOFEX 2019 and reported excellent export trade contacts, with on-site sales of \$2.1 million, and projected sales in the next 12 months of over \$20 million. This is a 35 percent increase in on-site sales and a nearly-tripling of 12-month estimated sales compared to the previous edition HOFEX. ATO Hong Kong organized a market tour, market briefing, trade reception, and a full day of cooperator/partner activities in support of a special “U.S. Food Day” (with cooking demonstrations and food sampling events) to further support U.S. exhibitor’s outreach and interaction with potential buyers.

For USDA/FAS endorsed shows, the FAS Office of Trade Programs, Trade Services Staff based in Washington, D.C. works closely with ATO Hong Kong and the show organizers to develop the USA Pavilion. At the state level, in addition to State Regional Trade Groups, namely Food Export North East USA, Food Export Midwest USA, SUSTA, and WUSATA, MAP funds from the National Association of State Departments of Agriculture (NASDA) were used to enhance the appearance and services of the USA Pavilion.

**Photos**

**Market Tour and Market Briefing (May 6, Mon)**



Market Tour –  
Three Sixty



Market Tour –  
HKTVMall



Market Briefing

## USA Pavilion Opening Ceremony (May 7, Tue)



Acting Consul General Hodges and ATO Director Hernandez at USA Pavilion Opening Ceremony



Acting Consul General Hodges and ATO Director Hernandez Walked Through the USA Pavilion

## U.S. Food Day - Cooking Demos and Food Tastings (May 8, Wed)



Alaska Seafood Marketing Institute – Snow crab and black cod



American Egg Board – Pastries/desserts using American eggs



American Indian Foods – Wild caught salmon and wild rice



U.S. Meat Export Federation – Beef and pork



Audience appreciating U.S. food cooking demos



Presentation on U.S. artisan cheeses



Tasting of U.S. artisan cheeses

**Reception (May 8, Wed)**



Remarks by Acting Consul General  
Thomas Hodges



Trade Reception



Trade Reception

**USA Pavilion**

