

Voluntary Report – Voluntary - Public Distribution

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Report Name: Great Success for U.S. Exhibitors at Restaurant and Bar Show 2019

Country: Hong Kong

Post: Hong Kong

Report Category: Export Accomplishments - Events

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Report Highlights:

Three U.S. exhibitors reported over \$350,000 in sales following their participation in a successful Restaurant and Bar Show 2019.

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 5th-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.

The Restaurant and Bar Show (RBHK) features a wide range of food and beverage products for the top-quality food service and the bar market, it has become the business event of the year delivering top-end buyers from Hong Kong, Macau, and the region.

This year, over 360 companies from 32 countries/regions exhibited products to over 9,000 Hong Kong based and regional buyers. Three U.S. exhibitors represented their products to buyers from Hong Kong and the region at RBHK. Popular products featured at the show included Alaska seafood, American Indian foods, U.S. beef, and pork. Key results for U.S. exhibitors included projected 12-month sales of over \$350,000.

List of U.S. Exhibitors (3)

- Alaska Seafood Marketing Institute
- American Indian Foods
- U.S. Meat Export Federation

To further support the exhibitor’s participation at the show, ATO Hong Kong organized a market briefing for the exhibitors as well as a market tour of the Hong Kong wholesale and retail food markets prior to the show. ATO Hong Kong also organized a trade show reception, and cooking demonstrations at the show for U.S. exhibitors to meet with key contacts and buyers from Hong Kong and the region to explore sales opportunities.

Photos during the Show



Market Tour



Market Briefing



Trade Reception – Remarks by ATO Director Hernandez and Consul General Smith



Trade Reception



Trade Reception



Trade Reception



Restaurant and Bar Show



**U.S. Exhibitor –
Alaska Seafood Marketing Institute**



**U.S. Exhibitor –
American Indian Foods**



**U.S. Exhibitor –
U.S. Meat Export Federation**



**U.S. Great Food Cooking Demonstration –
Remarks by ATO Director Hernandez**



U.S. Great Food Cooking Demonstration



U.S. Great Food Cooking Demonstration



**Trade Visitors Enjoying
U.S. Great Food Cooking Demonstration**

Attachments:

No Attachments.