

Voluntary Report – Voluntary - Public Distribution

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Report Name: Sterling Success for U.S. Exhibitors at Asia Fruit Logistica 2019

Country: Hong Kong

Post: Hong Kong

Report Category: Export Accomplishments - Events

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Report Highlights:

Thirteen U.S. exhibitors reported over \$12.75 million in sales following a successful Asia Fruit Logistica 2019, a 73 increase compared to the show in 2018.

Hong Kong is a lucrative destination for U.S. exports of fruits and vegetables. In 2018, Hong Kong imported more than \$237 million in U.S. fresh fruits and \$11 million in U.S. fresh vegetables. The Hong Kong market also serves as a gateway for the flow of products to nearby markets and attracts Asia-based buyers.

Asia Fruit Logistica, a USDA-endorsed show, is Hong Kong’s largest specialized trade show for agricultural produce. This year, more than 800 companies from 40 countries/regions exhibited products to over 12,000 Hong Kong-based and regional buyers. In addition to supporting U.S. exhibitors from the ATO Hong Kong booth at the show, ATO Hong Kong organized a market tour, provided a market briefing, and hosted a trade reception to leverage U.S. exhibitors’ market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities, achieving projected sales in the next 12 months of over \$12.75 million, 73 percent more than the show in 2018.

The FAS Office of Trade Programs and Trade Services worked closely with ATO Hong Kong to develop the USA Pavilion at the show. MAP funds from State Regional Trading Groups and the National Association of State Departments of Agriculture (NASDA) contributed to the enhancement of the appearance and services at the USA Pavilion.

Photos of the show



Market Tour



Market Briefing



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



Trade Reception



Trade Reception



Trade Reception



Asia Fruit Logistica



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



Visit by Deputy Consul General Horowitz



Visit by Deputy Consul General Horowitz

Attachments:

No Attachments.