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Date: 12/12/2012

GAIN Report Number: HK1242

Hong Kong

Post: Hong Kong

ATO helped US Exporters Achieve Great Successes at Trade Shows 2012

Report Categories:

Export Accomplishments - Events

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Report Highlights:

U.S. exports of high value food and beverage products to Hong Kong reached over US\$3 billion in 2011, making Hong Kong our 5th largest export market. Strategically located in Asia Pacific, Hong Kong is also a gateway for other markets in the region. Many food & beverage trade shows were held in Hong Kong in 2012 and they attracted many buyers in Hong Kong and the region. ATO Hong Kong helped U.S. food & beverage exporters participate in these trade shows and achieve excellent results, with projected sales resulted from the shows totaling at over US\$28 million.

SECTION I. MARKET OVERVIEW

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure for 2011	
Population	7 million	
Tourist arrivals	42 million	(+16% over 2010)
GDP per capita	US\$34,000	(+4.3% over 2010)
F&B retail sales	US\$9.5 billion	(+10.7% over 2010)
Restaurant receipts	US\$11.5 billion	(+6.4% over 2010)
Gross F&B imports*	US\$18.3 billion	(+20% over 2010)
Retained F&B imports**	US\$13.1 billion	(+21% over 2010)
F&B re-exports	US\$ 5.2 billion	(+17% over 2010)

(* F&B = Food & Beverage)

(**Retained imports = Gross imports less Re-exports)

SECTION 2. KEY FOOD & BEVERAGE TRADE SHOWS 2012

ATO Hong Kong provided market updates and business advices to U.S. food & beverage exporters prior to their participations in these trade shows. ATO Hong Kong also organized market briefings, market tours, networking opportunities and provided on-site information/assistance services to U.S. exhibitors at these trade shows to facilitate their exploration of the markets in Hong Kong and the region. ATO Hong Kong also assisted U.S. exhibitors to follow up the leads they gathered at these trade shows.

Name of Trade Show	Show Period	No. of U.S. Exhibitors	Projected 12-Month Sales
Vinexpo	May	35	US\$1.05 million
Natural Products Expo Asia	Aug	11	US\$0.85 million
Asia Fruit Logistica	Sep	18	US\$17.6 million
Asian Seafood Exposition	Sep	15	US\$7.25 million
HKTDC Wine & Spirits Fair	Nov	39	US\$1.28 million
TOTAL		137	US\$28.03 million

SECTION 3. PHOTOS



**Vinexpo –
Market Briefing**



**Vinexpo –
Networking Reception**



**Natural Products Expo Asia –
ATO Booth**



**Natural Products Expo Asia –
Networking Reception**



**Asia Fruit Logistica –
Market Briefing**



**Asia Fruit Logistica –
Wholesale Market Tour**



**Asian Seafood Exposition –
Wholesale Market Tour**



**Asian Seafood Exposition –
Market Briefing**



**HKTDC Wine & Spirits Fair –
Market Briefing**



**HKTDC Wine & Spirits Fair –
ATO Booth**

SECTION 4. CONTACT AND FURTHER INFORMATION

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