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ATO-Supported Buying Mission Leads to Export Growth

Report Categories:

CSSF Activity Report

Export Accomplishments - Trade Leads

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Report Highlights:

ATO Hong Kong supported a reputable Hong Kong food importer & retailer in a buying mission to the United States. The buyer increased purchases of some existing brands significantly to total on-site orders of around US\$100,000. The buyer is also evaluating several new products found at the mission, which potentially would bring an increase to her orders in 2013.

Health Gate International Co. Ltd. is one of the leading importers and retailers of natural and organic food products. The company operates a retail outlet and an online shop “Welspring”, and has built a solid base of loyal customers. ATO Hong Kong supported Ms. Yolanda Che, Director of Health Gate International, to attend Natural Products Expo East (NPEE) in Baltimore, Maryland that took place in September 20-22, 2012.

Ms. Che was able to meet with U.S. food suppliers and established meaningful contacts. Ms. Che took the opportunity to increase purchases for some existing brands significantly to total on-site orders of around US\$100,000. These products, including Nutiva Organic Chia Seeds and Coconut Oils, Edward & Sons Rice Crackers, and Solbites Nut Snacks, have arrived Hong Kong in December 2012 and are available in their retail outlet and online shop: <http://www.welspring.hk>.

Ms. Che is also evaluating several new products found at NPEE, which potentially would be added to her portfolio in 2013.