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**Date:** 11/12/2015

**GAIN Report Number:** HK1523

## **Hong Kong**

**Post:** Hong Kong

### **Asia Fruit Logistica 2015**

**Report Categories:**

Trade Show Evaluation

Export Accomplishments - Events

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**Report Highlights:**

Asia Fruit Logistica (AFL) 2015, Hong Kong's largest trade show for fruit, vegetables and nuts, attracted 13 U.S. exhibitors, who generated 141 serious contacts, and achieved US\$1 million onsite sales and over US\$6.8 million in projected sales.

## TRADE SHOW FINAL EVALUATION REPORT

Activity Name: Asia Fruit Logistica 2015  
Dates: September 2-4, 2015  
Venue: Asia World Expo, Hong Kong

### 1. List of U.S. Exhibitors (13)

- AvoTerra Avocados by Index Fresh, Inc.
- Bard Valley Medjool Date Growers
- California Table Grape Commission
- Driscoll's
- EFRUIT DBA of Emotional Fruit, LLC
- Nargo Industries
- North Bay Produce
- Pear Bureau Northwest / USA Pears
- POM Wonderful & Wonderful Citrus
- Robinson Fresh
- U.S. Apple Export Council
- USA Food & Produce Worldwide, Inc.
- Washington Apple Commission

### 2. Products showcased by U.S. Exhibitors

Apples, avocados, blueberries, cherries, citrus, dates, strawberries, table grapes, tree fruits, pears and pomegranates

### 3. Post's Activities for U.S. Exhibitors

September 1, 2015	Tour of the Hong Kong fruit wholesale market
	Tour of the Hong Kong food retail markets
	Briefing on the Hong Kong / China / Philippine markets
September 2, 2015	Trade Reception for U.S. Exhibitors

### 4. Show expenses (covered by Trade Show Enhancement Funding):

Item	Amount (US\$)
U.S. Pavilion Design & Construction	\$16,400
Market Tours	\$337
Lunch Briefing	\$1,820
Trade Reception	\$4,147
Misc.	\$467

<b>TOTAL</b>	<b>\$23,171</b>
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**5. Show Statistics**

No. of Exhibitors	574
No. of Visitors	9,200

**6. Key Results for U.S. Exhibitors**

No. of products introduced	18
No. of serious inquiries/contacts	141
On-site sales	US\$1.01 million
Projected 12-month sales	US\$6.875 million

**7. Post's evaluations**

- AFL is the only trade show in Hong Kong specializing in fruit and vegetables.
- This show attracts regional buyers so it works as a natural platform for FAS Posts in the Asia Pacific area to bring their buyers to meet U.S. exhibitors and participate in promotional activities that help build commercial export markets for U.S. agricultural products and commodities.
- At the FAS Hong Kong exhibitor market briefing, FAS officers from China and the Philippines also provided information on their respective markets to U.S. exhibitors, thus enhancing their regional market understanding.
- Post will continue to work with ATOs in the region to recruit buyers from the region to attend AFL and create more business opportunities for U.S. exhibitors.

**8. Photos from the show**



Tour of Fruit Wholesale Market



Tour of Food Retail Market



Tour of Food Retail Market



Market Briefing



Trade Reception



U.S. Pavilion



U.S. Pavilion



ATO Information Booth &  
U.S. Exhibitors Lounge