Hong Kong

Post: Hong Kong

Great Sales of U.S. Products at Hong Kong Trade Shows 2018

Report Categories:
Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:
ATO Hong Kong supported five major trade shows in Hong Kong in 2018 that attracted more than 78,000 buyers and maximized marketing opportunities for over 100 U.S. exhibitors, who reported total on-site sales over US$1.15 million and projected 12-month sales close to US$19 million.
SECTION I. MARKET OVERVIEW
Hong Kong is a Special Administrative Region of the People’s Republic of China and has a population of more than seven million. Hong Kong is a regional trade and financial hub with an average per capita gross domestic product (GDP) of US$46,200 higher than U.S.

As the 4th largest export market for U.S. consumer-oriented agricultural products by value, Hong Kong is a natural destination to promote high-quality, innovative U.S. food and beverage products to regional buyers.

Not only a strong destination for U.S. food and beverage exports, Hong Kong is also a free port that excels as an efficient logistics hub in moving goods to other Asian markets, including Macau and Mainland China. For the first 10 months of 2018, Hong Kong imports of consumer-oriented agricultural products from the world reached US$17.4 billion, amongst which nearly 46 percent (US$8 billion) were re-exported to other regional markets.

Hong Kong is an excellent platform for U.S. exporters and suppliers of high-value food and beverages to promote their products to potential buyers at trade shows. In addition to its bevy of trade show opportunities, Hong Kong also serves a very important role in regional trade as a showcase to Asian buyers who know that if the product sells well in Hong Kong, it will do well in their market as well.

SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS IN 2018
ATO Hong Kong supported five major trade shows in Hong Kong in 2018 to maximize exposure and marketing opportunities for U.S. exhibitors. In further support of these efforts, ATO Hong Kong provided U.S. exhibitors with market briefings, networking opportunities, logistical support, and on-site assistance. ATO Hong Kong also pursued trade leads, provided advice, and more in-depth information to U.S. exhibitors as follow-up to the shows.

<table>
<thead>
<tr>
<th>Name of Trade Show</th>
<th>Show Period</th>
<th>No. of U.S. Exhibitors</th>
<th>Estimated No. of Buyers</th>
<th>On-site Sales (US$)**</th>
<th>Projected 12-Month Sales (US$)**</th>
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<tbody>
<tr>
<td>Vinexpo</td>
<td>May 8-11</td>
<td>44</td>
<td>17,500</td>
<td>-</td>
<td>230,000</td>
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<tr>
<td>Hong Kong Food Expo</td>
<td>Aug 16-18</td>
<td>8</td>
<td>21,000</td>
<td>-</td>
<td>135,000</td>
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<tr>
<td>Seafood Expo Asia</td>
<td>Sep 4-6</td>
<td>23</td>
<td>7,580</td>
<td>1.15 million</td>
<td>10.9 million</td>
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<tr>
<td>Asia Fruit Logistica*</td>
<td>Sep 5-7</td>
<td>17</td>
<td>13,500</td>
<td>-</td>
<td>7.39 million</td>
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<tr>
<td>HK Int’l Wine &amp; Spirits Fair</td>
<td>Nov 8-10</td>
<td>17</td>
<td>19,000</td>
<td>-</td>
<td>275,000</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td>109</td>
<td>78,580</td>
<td>1.15 million</td>
<td>18.93 million</td>
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SECTION III. PHOTOS

Vinexpo - Market Briefing

U.S. Wine Showcase – Vinexpo Preview

Vinexpo – U.S. Exhibitors

Hong Kong Food Expo Market Briefing

Hong Kong Food Expo Trade Reception

Hong Kong Food Expo U.S. Pavilion

Seafood Expo Asia Market Briefing

Seafood Expo Asia Market Tour

Seafood Expo Asia Cooking Demo

Asia Fruit Logistica Market Briefing

Asia Fruit Logistica Opening Ceremony

Asia Fruit Logistica U.S. Exhibitors

(* USDA-endorsed trade show)

(**Sales data is based on evaluations sent to ATO Hong Kong by November 30, 2018)