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Great Success for U.S. Exhibitors at Asia Fruit Logistica 2015

Report Categories:

Export Accomplishments - Events

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Report Highlights:

13 U.S. exhibitors reported over \$1 million in onsite sales and \$6.8 million in projected sales following a successful Asia Fruit Logistica 2015, Hong Kong's largest specialized trade show for agricultural produce, held in Hong Kong September 2-4.

General Information:

In 2014, the U.S. was the largest supplier of fruit, vegetable and tree nut products to Hong Kong with exports valued over \$485 million, \$30 million and \$889 million, respectively. The Hong Kong market also serves as a gateway for the flow of products to regional markets with strong logistical access to Asian-based buyers and markets.

FAS Washington Trade Services staff worked closely with ATO Hong Kong and the show organizer to develop the U.S. Pavilion along with support by State Regional Trading Groups such as FEUSA, FE Midwest USA, SUSTA and WUSATA. MAP funds from the National Association of State Departments of Agriculture (NASDA) were used to enhance the appearance and services of the U.S. Pavilion.

Asia Fruit Logistica, a USDA-endorsed show is Hong Kong’s largest specialized trade show for agricultural produce. This year, more than 570 companies from 40 countries/regions exhibited products to over 9,200 Hong Kong based and regional buyers. In addition to supporting US 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 for more than 80 invitees to leverage U.S. exhibitors’ market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities, achieving on-site sales of over US\$1 million and projected sales in the next 12 months of over US\$6.8 million.

Photos on 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