

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 11/25/2016

GAIN Report Number: HK1619

Hong Kong

Post: Hong Kong

Great Success for U.S. Exhibitors at Asia Fruit Logistica 2016

Report Categories:

Export Accomplishments - Events

Approved By:

M. Melinda Meador

Prepared By:

Chris Li

Report Highlights:

14 U.S. exhibitors reported over \$7.67 million in sales following a successful Asia Fruit Logistica 2016 trade show held in Hong Kong September 7-9.

Hong Kong is a lucrative destination for U.S. exports of fruits and vegetables. In 2015, more than \$288 million in U.S. fresh fruits and \$288 in U.S. vegetables were exported to Hong Kong. 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.

Asia Fruit Logistica, a USDA-endorsed show is Hong Kong's largest specialized trade show for agricultural produce. This year, more than 660 companies from 37 countries/regions exhibited products to over 11,000 Hong Kong based and regional buyers. In addition to supporting U.S. 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 to leverage U.S. exhibitors' market opportunities.

A U.S. Agricultural Trade Mission led by USDA Deputy Under Secretary Alexis Taylor visited Asia Fruit Logistica to show support for U.S. produce exhibitors at the trade show and learn more about the significance of Hong Kong as a platform for local and regional imports of U.S. produce.

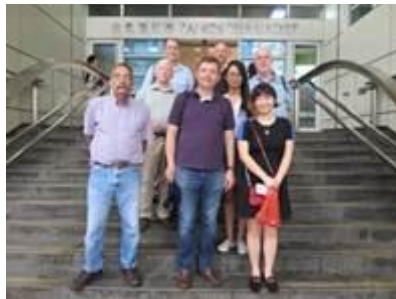
As a result, U.S. exhibitors secured excellent export opportunities, achieving projected sales in the next 12 months of over US\$7.67 million.

The FAS Office of Trade Programs and Trade Services worked closely with ATO Hong Kong to develop the U.S. Pavilion at the show. MAP funds from State Regional Trading Groups and the National Association of State Departments of Agriculture (NASDA) contributed to the enhancement of the appearance and services at the U.S. Pavilion.

Photos of the show



Tour of Wholesale Market



Tour of Wet Market



Tour of Food Retail Market



Market Briefing at ATO HK



Trade Reception



Trade Reception



Visit by USDA Deputy Under Secretary Alexis Taylor



Visit by USDA Deputy Under Secretary Alexis Taylor



Visit by USDA Deputy Under Secretary Alexis Taylor



U.S. Pavilion at the show



U.S. Pavilion at the show



U.S. Pavilion at the show



U.S. Pavilion at the show



U.S. Pavilion at the show



U.S. Exhibitors Lounge