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Hong Kong

Post: Hong Kong

HK Trade Shows Result in Strong Sales for US Exporters in 2015

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 2015 that attracted more than 80,000 buyers and maximized marketing opportunities for 98 U.S. exhibitors who reported total projected sales of over \$33 million.

SECTION I. MARKET OVERVIEW

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure in 2014	
Population	7.2 million	
Tourist arrivals	60.8 million (78% from Mainland China)	
GDP per capita	US\$38,025	(+4.6% over 2013)
F&B retail sales	US\$11.47 billion	(+6.7% over 2013)
Restaurant receipts	US\$12.9 billion	(+3.4% over 2013)
Gross F&B imports	US\$22.9 billion	(+11% over 2013)
Retained F&B imports*	US\$16.6 billion	(+11% over 2013)
F&B re-exports	US\$6.3 billion	(+13% over 2013)

(* Retained imports = Gross imports less Re-exports)

SECTION 2. KEY FOOD & BEVERAGE TRADE SHOWS 2015

ATO Hong Kong supported five major trade shows in Hong Kong in 2015 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 and provided advice and more in-depth information to U.S. exhibitors as follow-up to the shows.

Name of Trade Show	Show Period	No. of U.S. Exhibitors	Projected 12-Month Sales (US\$)
HOFEX (USDA Endorsed)	May 6-9	33	4.3 million
Natural and Organic Products Asia	Aug 26-28	15	167,000
Asia Fruit Logistica (USDA Endorsed)	Sep 2-4	15	6.87 million
Seafood Expo Asia	Sep 8-10	15	22.4 million
HK Int'l Wine & Spirits Fair	Nov 5-7	20	100,000
TOTAL		98	\$33.3 million

SECTION 3. PHOTOS



HOFEX – Market Tour



HOFEX – Cooking Demonstration



Natural & Organic Products Expo –
Market Briefing



Natural & Organic Products Expo –
Market Tour



Asia Fruit Logistica – Market Tour



Asia Fruit Logistica – Market Briefing



Seafood Expo Asia – Market Briefing



Seafood Expo Asia – Trade Reception



HK Int'l Wine & Spirits Fair – U.S. Pavilion HK Int'l Wine & Spirits Fair – Market Briefing



SECTION 4. CONTACT AND FURTHER INFORMATION

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