

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 6/10/2015

GAIN Report Number: HK1508

Hong Kong

Post: Hong Kong

HOFEX 2015 a Success for U.S. Exhibitors

Report Categories:

Export Accomplishments - Events

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Report Highlights:

More than 30 U.S. exhibitors showcased 276 new products at HOFEX 2015, a leading food and beverage trade show in Hong Kong. U.S. exhibitors reported on-site sales of US\$500,000 and projected 12-month sales of US\$4.3 million.

Hong Kong is a lucrative market for U.S. exports of high-value consumer food and beverage products. Overall direct U.S. agricultural exports to Hong Kong reached a record level of US\$4.3 billion in 2014, eclipsing the previous record of US\$4.1 billion in 2013 and representing an increase of over 4.9%. Among them, U.S. exports of high-value consumer oriented food products to Hong Kong reached US\$3.85 billion, making Hong Kong the 4th largest export market in 2014 after Canada, Mexico and Japan. In addition to being a dynamic export destination, Hong Kong is also a gateway to other markets in the region.

HOFEX, as the largest food and beverage trade show in Hong Kong, is an excellent platform for food and beverage buyers in the region to source new products. The show is endorsed by USDA and attracted more than 2,400 exhibiting companies from 57 countries/regions. Over 38,000 professional buyers from Hong Kong and the region visited the show

Over 30 U.S. exhibitors participated in HOFEX 2015 and reported excellent export trade contacts during the show, with on-site sales of US\$500,000 million and projected sales in the next 12 months of over US\$4.3 million. ATO Hong Kong actively took part in the show and organized exhibitor activities including a market briefing, market tour, trade reception, cooking demonstration and food sampling events to further support U.S. exhibitor's outreach and interaction with potential buyers.

For USDA/FAS endorsed shows, the FAS Office of Trade Programs, Trade Services Staff based in Washington worked closely with ATO Hong Kong and the show organizers to develop the U.S. Pavilion. At the state level, in addition to 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.

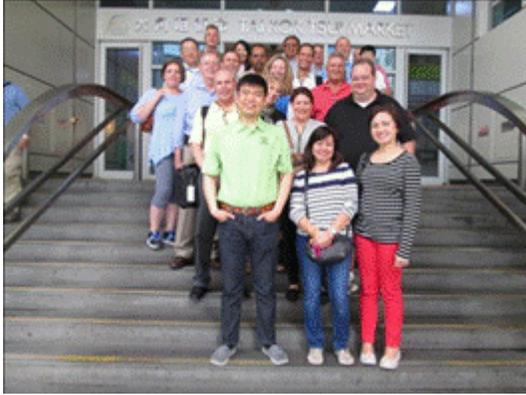
HOFEX (May 6-9, 2015)



ATO Market Briefing



ATO Tour of Great Food Hall



Exhibitors Tour Local Wet Market



ATO Trade Reception for U.S. Exhibitors and HOFEX buyers



U.S. Cooking Demo featuring meat and pork products



U.S. Food Tasting featuring exhibitor products



U.S. Pavilion



US Exhibitors' Meeting area