

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: 12/13/2012

GAIN Report Number: HK1243

Hong Kong

Post: Hong Kong

Major Food and Beverage Trade Shows in Hong Kong 2013

Report Categories:

Promotion Opportunities

Approved By:

Erich Kuss

Prepared By:

Chris Li

Report Highlights:

Hong Kong is the 5th largest market for U.S. exports of consumer ready food products. It is also a major buying center and transshipment point for China and Southeast Asia. As a regional trading hub, many food and beverage trade shows will be held in Hong Kong in 2013, for U.S. suppliers and exporters to promote their food and beverage products to potential buyers in Hong Kong, Macau, China and the region.

SECTION I. MARKET OVERVIEW

(A) Hong Kong – a large market for U.S. food and beverage (F&B) exports

- The following characteristics make Hong Kong an excellent market for U.S. F&B exporters and suppliers to do business:
 - Free market
 - Wide usage of English
 - Sound legal system
 - Good infrastructure
 - Healthy financial system
 - Many affluent consumers that like western food
 - High food safety standards
- Hong Kong is expected to consolidate its position as the 5th largest market for U.S. F&B exports in 2012, after Canada, Mexico, Japan and South Korea. For the first 10 months of 2012, U.S. F&B exports to Hong Kong reached US\$2 billion, an increase of 11% over the same period in 2011. Major export items included tree nuts, red meats, poultry meat, fresh fruit, wine and seafood.
- The following table also shows some other pertinent business indicators for Hong Kong:

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure for 2011
Population	7 million
Tourist arrivals	42 million (+16% over 2010)
GDP per capita	US\$34,000 (+4.3% over 2010)
F&B retail sales	US\$9.5 billion (+10.7% over 2010)
Restaurant receipts	US\$11.5 billion (+6.4% over 2010)
Gross F&B imports*	US\$18.3 billion (+20% over 2010)
Retained F&B imports**	US\$13.1 billion (+21% over 2010)
F&B re-exports	US\$ 5.2 billion (+17% over 2010)

(* F&B = Food & Beverage)

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

(B) Hong Kong – an important gateway for other markets in Asia

- In addition to being a large F&B market, Hong Kong is an excellent gateway for other markets in Asia. For the first 10 months of 2012, Hong Kong's gross F&B imports reached US\$11.8 billion. Among them, US\$3.8 billion (or 32% of gross imports) were re-exported to other markets in the region.
- Hong Kong received around 42 million tourists in 2011. Among them, 28 million (or 67%) were from Mainland China. Selling to Hong Kong means indirect exposures to affluent customers from Mainland

China and other parts of the world.

SECTION II. MAJOR F&B TRADE SHOWS

(A) Overview

- To promote U.S. food products, ATO will participate in major trade shows in Hong Kong. U.S. exporters may wish to consider participating in these trade shows so as to introduce their products to Hong Kong buyers as well as buyers from other countries in the region.

Table 2: Major Hong Kong F&B Trade Shows in 2013

Date	Name of Show	Website
May 7-10, 2013	HOFEX*	http://www.hofex.com
Aug 29-31, 2013	Natural Products Expo Asia	http://www.naturalproductsasia.com
Sep 3-5, 2013	Restaurant and Bar	http://www.restaurantandbarhk.com
Sep 3-5, 2013	Asian Seafood Exposition	http://www.asianseafoodexpo.com
Sep 3-5, 2013	Frozen Food Asia	http://www.frozenfoodasia.com
Sep 4-6, 2013	Asia Fruit Logistica*	http://www.asiafruitlogistica.com/en
Nov 7-9, 2013	6 th Hong Kong Int'l Wine & Spirits Fair	http://hkwinefair.hktdc.com

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: http://www.fas.usda.gov/agx/trade_events/usda_shows.asp)

B. Details

Name of Show	HOFEX
Dates	May 7-10, 2013
Frequency	Biennial
Description	Largest F&B trade show in Hong Kong
Website	http://www.hofex.com
No. of Exhibitors*	Over 1,800
No. of Visitors*	33,409
No. of U.S. Exhibitors*	51
Products showcased by U.S. Exhibitors*	Beef, cheese, sausages, honey, pecans, whipped cream, breakfast cereals, candies, chips, soft drinks, sauce, pork, flour, snacks, bagels, almonds, cooking oils, salad dressings, wines, potatoes, rice, crabs, halibut, salmon, eggs, peanuts, natural and organic products.
Photos*	



(*at the last show in 2011)

Name of Show	Natural Products Expo Asia
Dates	Aug 29-31, 2013
Description	Only specialized trade show for natural and organic products
Website	http://www.naturalproductsasia.com
No. of Exhibitors*	250
No. of Visitors*	9,379
No. of U.S. Exhibitors*	31 (11 showcased food & beverage products)
Products showcased by U.S. Exhibitors*	Dietary supplements, vitamins, herbal supplements, organic, skin care, pet food and snacks
Photos*	
	

(*at the last show in 2012)

Name of Show	Restaurant and Bar
Dates	Sep 3-5, 2013
Description	F&B trade show targeted towards the food service sector
Website	http://www.restaurantandbarhk.com
No. of Visitors*	14,468
Photos*	



(* at the last show in 2012)

Name of Show	Asian Seafood Exposition
Dates	Sep 3-5, 2013
Description	Only specialized trade show for fish and seafood products
Website	http://www.asianseafoodexpo.com
No. of Visitors*	Over 6,000 (estimated)
No. of Exhibitors	Over 100
No. of U.S. Exhibitors*	15
Products showcased by U.S. Exhibitors*	Salmon, lobster, carp, halibut and other seafood products
Photos*	



(* at the last show in 2012)

Name of Show	Frozen Food Asia
Dates	Sep 3-5, 2013
Description	Only specialized trade show for frozen food
Website	http://www.frozenfoodasia.com
No. of Visitors*	6,000 (estimated)
Photos*	



(* at the last show in 2012)

Name of Show	Asia Fruit Logistica
Dates	Sep 4-6, 2013
Description	Only specialized trade show for produce and nuts
Website	http://www.asiafruitlogistica.com
No. of Exhibitors*	341
No. of Visitors*	5,700
No. of U.S. Exhibitors*	18
Products showcased by U.S. Exhibitors*	Dates, kiwifruits, strawberries, table grapes, tree fruits, citrus, pistachios, apples, and pears
Photos*	
	

(* at the last show in 2012)

Name of Show	6 th Hong Kong Int'l Wine & Spirits Fair
Dates	Nov 7-9, 2013
Description	Specialized trade show for wine and spirits
Website	http://hkwinefair.hktdc.com
No. of Exhibitors*	957
No. of Trade Visitors*	20,369

No. of Public Visitors (last day of the show)*	20,266
No. of U.S. Exhibitors*	39
Photos*	
	

(* at the last show in 2012)

SECTION III. CONTACT AND FURTHER INFORMATION

Agricultural Trade Office
American Consulate General
18th Floor, St. John's Building
33 Garden Road, Hong Kong
Tel: (852) 2841-2350
Fax: (852) 2845-0943
E-Mail: ATOHongKong@fas.usda.gov
Web site: <http://www.usconsulate.org.hk>
<http://www.usfoods-hongkong.net>