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Major Food and Beverage Trade Shows in Hong Kong 2014

Report Categories:

Promotion Opportunities

Approved By:

Erich Kuss

Prepared By:

Chris Li

Report Highlights:

Hong Kong is set to become the 4th 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 2014, 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 set to become the 4th largest market for U.S. F&B exports in 2013, after Canada, Mexico and Japan. For the first 10 months of 2013, U.S. exports of high value consumer ready food products to Hong Kong reached US\$2.5 billion, an increase of 9.8% over the same period in 2012. Major export items included tree nuts, beef, fresh fruit, poultry meat, pork, prepared foods and seafood.
- The following table also shows some other pertinent business indicators for Hong Kong:

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure in 2012
Population	7.2 million
Tourist arrivals	48.6 million (over 70% from Mainland China)
GDP per capita	US\$36,557 (+4.2% over 2011)
F&B retail sales	US\$10.2 billion (+7% over 2011)
Restaurant receipts	US\$12 billion (+4.9% over 2011)
Gross F&B imports	US\$18.2 billion (+2.8% over 2011)
Retained F&B imports*	US\$13 billion (+3.6% over 2011)
F&B re-exports	US\$5.2 billion (+0.9% over 2011)

(* 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 2013, Hong Kong's gross F&B imports reached US\$13.4 billion, an increase of 13.7% over the same period in 2012. Among them, US\$3.9 billion (or 29% of gross imports) were re-exported to other markets in the region.
- Hong Kong received 48.6 million tourists in 2012. Among them, 34.9 million (or 71.8%) were from Mainland China. Selling to Hong Kong means indirect exposures to nearly 50 million affluent customers from Mainland China and other parts of the world.

SECTION II. MAJOR FOOD & BEVERAGE 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 Food and Beverage Trade Shows in 2014

Date	Name of Show	Website
May 27-29, 2014	Vinexpo Asia Pacific	http://asiapacific.vinexpo.com/en/
Aug 14-18, 2014	HKTDC Food Expo	http://www.hktdc.com/fair/hkfoodexpo-en/
Aug 27-29, 2014	Natural & Organic Products Asia	http://www.naturalproducts.com.hk/en/index.php
Sep 2-4, 2014	Seafood Expo Asia	http://www.seafoodexpo.com/asia/
Sep 2-4, 2014	Restaurant and Bar	http://www.restaurantandbarhk.com/en/index.php
Sep 3-5, 2014	Asia Fruit Logistica*	http://www.asiafruitlogistica.com/en/
Nov 6-8, 2014	Hong Kong Int'l Wine & Spirits Fair	http://www.hktdc.com/fair/hkwinefair-en/#

(* 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	Vinexpo Asia Pacific
Dates	May 27-29, 2014
Frequency	Biennial
Description	Specialized trade show for wine and spirits
Website	http://asiapacific.vinexpo.com/en/
No. of Exhibitors*	Over 1,050 from 28 countries
No. of Visitors*	Over 15,785
No. of U.S. Exhibitors*	35
Photos*	
	

(*at the last show in 2012)

Name of Show	HKTDC Food Expo
Dates	Aug 14-18, 2014
Frequency	Annual
Description	General food & beverage trade show, with last day open to the public
Website	http://www.hktdc.com/fair/hkfoodexpo-en/
No. of Exhibitors in Trade Hall*	618
No. of Exhibitors in Public Hall*	467
No. of Trade Visitors	19,668
No. of Public Visitors*	410,000
No. of U.S. Exhibitors*	20
Photos*	
	

(*at the last show in 2013)

Name of Show	Natural & Organics Products Asia
Dates	Aug 27-29, 2014
Description	Specialized trade show for natural and organic products
Website	http://www.naturalproducts.com.hk/en/index.php
No. of Visitors	Inaugural show in 2014

Name of Show	Seafood Expo Asia
Dates	Sep 2-4, 2014
Description	Specialized trade show for fish and seafood products
Website	http://www.seafoodexpo.com/asia/
No. of Visitors*	7,500 from 75 countries
No. of Exhibitors	171 from 27 countries
No. of U.S. Exhibitors*	12
Products showcased by U.S. Exhibitors*	Salmon, lobster, carp, halibut and other seafood products



(* at the last show in 2013)

Name of Show	Restaurant and Bar
Dates	Sep 2-4, 2014
Description	F&B trade show targeted towards the food service sector
Website	http://www.restaurantandbarhk.com/en/index.php
No. of Exhibitors*	250
No. of Visitors*	16,430
Photos*	
	

(* at the last show in 2013)

Name of Show	Asia Fruit Logistica
Dates	Sep 3-5, 2014
Description	Specialized trade show for produce and nuts
Website	http://www.asiafruitlogistica.com/en/
No. of Exhibitors*	372 from 37 countries
No. of Visitors*	6,500 from 64 countries
No. of U.S. Exhibitors*	18
Products showcased by U.S. Exhibitors*	Dates, kiwifruits, strawberries, table grapes, tree fruits, citrus, pistachios, apples, and pears



(* at the last show in 2013)

Name of Show	Hong Kong Int'l Wine & Spirits Fair
Dates	Nov 6-8, 2014
Description	Specialized trade show for wine and spirits
Website	http://hkwinefair.hktdc.com
No. of Exhibitors*	Over 1,000 from 40 countries/regions
No. of Trade Visitors*	Over 20,000
No. of Public Visitors (last day of the show)*	Close to 24,000
No. of U.S. Exhibitors*	38
Photos*	
	

(* at the last show in 2013)

SECTION III. CONTACT AND FURTHER INFORMATION

Agricultural Trade Office
 American Consulate General
 18th Floor, St. John's Building
 33 Garden Road, Central

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>