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Major Food and Beverage Trade Shows in Hong Kong 2015

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Promotion Opportunities

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Report Highlights:

Hong Kong, a major export destination and platform for high value U.S. food and beverage products to the North and Southeast Asian regions, continues to show strong growth potential. Participation in Hong Kong trade shows in 2015 will be an avenue for U.S. suppliers and exporters to promote their food and beverage products to Hong Kong and regional buyers.

SECTION I. MARKET OVERVIEW

(A) Hong Kong – the 5th Largest Export Market for U.S. Consumer Oriented Agricultural Products

- Hong Kong is an excellent market for U.S. exporters and suppliers of high-value food and beverages due to the following characteristics:
 - 95% of its food requirements are imported
 - No import tariffs or quotas (exception, alcohol over 30% by volume)
 - Experienced importers, wide usage of English
 - Sound legal system
 - Effective logistical infrastructure
 - Healthy financial system
 - Affluent consumers with sophisticated palates seeking safe, innovative products
 - High food safety standards
- For U.S. consumer oriented agricultural products, Hong Kong trade statistics reflect a 17.1% increase over last year for the first nine months of 2014. If the trend continues, Hong Kong would consolidate its position as the 5th largest export market for U.S. consumer oriented agricultural products in 2014. Major export commodities included tree nuts, beef, fresh fruit, poultry meat, pork, prepared foods and seafood.
- The following table shows some other pertinent business indicators for Hong Kong:

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure in 2013
Population	7.2 million
Tourist arrivals	54.3 million (75% from Mainland China)
GDP per capita	US\$37,859 (+3.7% over 2012)
F&B retail sales	US\$10.75 billion (+5.4% over 2012)
Restaurant receipts	US\$12.4 billion (+3.5% over 2012)
Gross F&B imports	US\$20.6 billion (+13% over 2012)
Retained F&B imports*	US\$15 billion (+15% over 2012)
F&B re-exports	US\$5.6 billion (+8% over 2012)

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

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

- While Hong Kong imports of consumer oriented agricultural products from the world rose 15.6% during the first 9 months of 2014 to reach US\$13.8 billion, almost 30 percent of those imports (US\$3.9 billion) were re-exported to other regional markets.

- Hong Kong’s popularity as a tourist destination also increases opportunities to expose Hong Kong and regional consumers, including 40.7 million Mainland China visitors, to high-value U.S. products.

SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS

(A) Overview

To help build commercial export markets for U.S. agricultural products and commodities, Hong Kong ATO will participate in the trade shows below and support U.S. exhibitors in introducing their products to potential buyers.

Table 2: Summary of Major Hong Kong Food and Beverage Trade Shows in 2015

Date	Name of Show	Website
May 6-9, 2015	HOFEX*	http://hofex.com
Aug 13-17, 2015	HKTDC Food Expo	http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html
Aug 26-28, 2015	Natural & Organic Products Asia	http://www.naturalproducts.com.hk/beta
Sep 2-4, 2015	Asia Fruit Logistica*	http://www.asiafruitlogistica.com/en
Sep 8-10, 2015	Seafood Expo Asia	http://www.seafoodexpo.com/asia/en
Nov 5-7, 2015	Hong Kong Int’l Wine & Spirits Fair	http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

(B) Details

Date May 6-9, 2015
Name of Show HOFEX*
Description One of the largest comprehensive food trade shows in Hong Kong and Asia
Remarks Biennial Event, last HOFEX was held in 2013
Website <http://hofex.com>
Photos (2013) <http://www.usfoods-hongkong.net/res/mns/00306/HK1320.pdf>

(* USDA-endorsed trade show, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

Date Aug 13-17, 2015
Name of Show HKTDC Food Expo
Description General food & beverage trade show, last day open to the public
Website <http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html>
Photos (2014) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=90

Date Aug 26-28, 2015
Name of Show Natural & Organics Products Asia
Description Specialized trade show for natural and organic products
Website <http://www.naturalproducts.com.hk/beta>
Photos (2014) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=91

Date Sep 2-4, 2015
Name of Show Asia Fruit Logistica*
Description Specialized trade show for fruits and vegetables
Website <http://www.asiafruitlogistica.com/en>
Photos (2014) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=95
(USDA-endorsed trade show, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)*

Date Sep 8-10, 2015
Name of Show Seafood Expo Asia
Description Specialized trade show for fish and seafood products
Website <http://www.seafoodexpo.com/asia/en>
Photos (2014) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=93

Date Nov 5-7, 2015
Name of Show Hong Kong International Wine and Spirits Fair
Show
Description Specialized trade show for wine and spirits
Website <http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>
Photos (2014) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=102

SECTION III. CONTACT AND FURTHER INFORMATION

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