

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:** 01/06/2017

**GAIN Report Number:** HK1703

## **Hong Kong**

**Post:** Hong Kong

### **Major Food and Beverage Trade Shows in Hong Kong 2017**

**Report Categories:**

Promotion Opportunities

**Approved By:**

M. Melinda Meador

**Prepared By:**

Chris Li

**Report Highlights:**

In 2017, Hong Kong will welcome its largest food trade show, HOFEX, a USDA endorsed trade show, back to its lineup of platforms featuring U.S. agricultural products, including specialty shows for natural products, seafood, fruits and vegetables and wine and spirits.

## SECTION I. MARKET OVERVIEW

Hong Kong is an excellent platform for U.S. exporters and suppliers of high-value food and beverages to promote their products to potential buyers at trade shows. In addition to its bevy of trade show opportunities, Hong Kong also serves a very important role in regional trade as a showcase to Asian buyers who know that if the product sells well in Hong Kong, it will do well in their market as well.

### Resilient Growth in Food Demand

Consumer food service sectors, including retail, food service and institutional operations, are expected to remain strong despite a slight weakening in the overall economy. Supermarket sales accounted for 55% of retail value sales, according to Euromonitor, in 2016 with premium and upscale supermarket outlets expanding their strategic locations as consumers favor international gourmet products and demand high-quality options. The food service sector continues to strengthen in Hong Kong, with fast casual dining outlets which embrace moderate prices and attractive décor proving popular with consumers. Institutional catering also shows continuing growth prospects.

### Opportunities Beyond Hong Kong

Not only a strong destination for U.S. food and beverage exports, Hong Kong is also a free port that excels as an efficient logistics hub in moving goods to other Asian markets, including Macau and Mainland China. Hong Kong imports of consumer-oriented agricultural products from the world increased by 6.5% during the first 9 months of 2016 over the same period in 2015 to US\$14.1 billion, amongst which more than 41% (US\$5.78 billion) were re-exported to other regional markets.

As the 4<sup>th</sup> largest export market for U.S. consumer-oriented agricultural products, by value, Hong Kong is a natural destination to promote high-quality, innovative U.S. food and beverage products to regional buyers. With a dynamic food culture, sophisticated buyers and a world-class logistical infrastructure, Hong Kong is where you want to promote your products.

## SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS

### A. Overview

Hong Kong will host six major food and beverage-related trade shows in 2017:

<b>Date</b>	<b>Name of Show</b> (check the <a href="#">hyperlinks</a> below for more details)
May 8-11, 2017	<a href="#">HOFEX*</a>
Aug 17-21, 2017	<a href="#">Hong Kong Food Expo</a>
Aug 30-Sep 1, 2017	<a href="#">Natural &amp; Organic Products Asia</a>
Sep 5-7, 2017	<a href="#">Seafood Expo Asia</a>

Sep 6-8, 2017	<a href="#">Asia Fruit Logistica*</a>
Nov 9-11, 2017	<a href="#">Hong Kong International Wine and Spirits Fair</a>

(\* 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

<b>Date</b>	<b>May 8-11, 2017</b>
<b>Name of Show</b>	<b>HOFEX (USDA endorsed)</b>
Description	Asia's Leading Food and Hospitality Tradeshow
Remarks	2500+ international buyers, 40,000+ regional buyers, 74 visiting countries – US Pavilion. Trade only.
Frequency/Location	Biennial – Hong Kong Convention and Exhibition Centre
Website	<a href="http://hofex.com/">http://hofex.com/</a>
Photos (2015)	Please click <a href="#">here</a>

<b>Date</b>	<b>August 17-21, 2017</b>
<b>Name of Show</b>	<b>Food Expo</b>
Description	Featuring a Public Hall, Trade Hall and Gourmet Zone, the Expo serves a wide variety of global food products, including bakery products, beverages, snacks, processed food, instant food, fruits and vegetables, green and organic food, kitchenware, seasonings and seafood.
Remarks	2016 show featured a record participation of close to 1,400 exhibitors from 26 countries and regions  Public Hall and Gourmet Zone are open to public by ticket admission. The Trade Hall is open exclusively to trade buyers August 17 – 19
Frequency/Location	Annual/ Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html">http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html</a>
Photos (2016)	Please click <a href="#">here</a>

<b>Date</b>	<b>August 30 - September 1, 2017</b>
<b>Name of Show</b>	<b>Natural &amp; Organic Products Asia</b>
Description	Show featuring natural, organic, fair trade, sustainable, ethical, free-from, eco and healthy living products from around the world

Remarks	2016 show attracted more than 200 companies from 30 countries who exhibited products to over 6,000 trade buyers For the trade only
Frequency/Location	Annual/ Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.naturalproducts.com.hk/expo/en/">http://www.naturalproducts.com.hk/expo/en/</a>
Photos (2016)	Please click <a href="#">here</a>

<b>Date</b>	<b>September 5-7, 2017</b>
<b>Name of Show</b>	<b>Seafood Expo Asia</b>
Description	Specialized trade show for aquatic and seafood products
Remarks	More than 240 companies from 31 countries exhibited products to over 8,700 Hong Kong based and regional buyers For the trade only
Frequency/Location	Annual/ Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.seafoodexpo.com/asia/">http://www.seafoodexpo.com/asia/</a>
Photos (2016)	Please click <a href="#">here</a>

<b>Date</b>	<b>September 6-8, 2017</b>
<b>Name of Show</b>	<b>Asia Fruit Logistica* (USDA endorsed)</b>
Description	Asia's leading trade show for the international fresh fruit and vegetable business
Remarks	ASIA FRUIT LOGISTICA 2016 attracted more than 11,000 top decision-makers from 74 countries, a growth of 22% compared to 2015. Altogether, 665 companies from 37 different countries exhibited their products and services at the trade fair, an increase of almost 100 from 2015 For the trade only
Frequency/Location	Annual/Asia World Expo
Website	<a href="http://www.asiafruitlogistica.com/">http://www.asiafruitlogistica.com/</a>
Photos (2016)	Please click <a href="#">here</a>

<b>Date</b>	<b>November 9-11, 2017</b>
<b>Name of Show</b>	<b>Hong Kong International Wine &amp; Spirits Fair</b>
Description	Asia's premier wine event offers a wide range of high-quality wine and spirits, beer and other alcoholic beverages, as well as wine production wine

	education, logistics and services to buyers from all over the world.
Remarks	In 2016, the Fair attracted 1,067 exhibitors and over 19,000 buyers. Trade only on November 9-10. Open to trade and public on November 11.
Frequency/Location	Annual/ Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html">http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html</a>
Photos (2016)	Please click <a href="#">here</a>

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

### SECTION III. CONTACT AND FURTHER INFORMATION

Agricultural Trade Office  
American Consulate General  
18<sup>th</sup> 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](mailto:ATOHongKong@fas.usda.gov)  
Web site: <http://www.usconsulate.org.hk>  
<http://www.usfoods-hongkong.net>