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## **Hong Kong**

### **Retail Foods**

#### **Retail Food Sector Annual 2016**

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**Report Highlights:**

In 2015, Hong Kong retail food sector sales rose 3.9% to \$11.9 billion, a positive growth trend forecast to continue especially for those products that resonate with a healthy, sustainable lifestyle increasingly in demand by consumers

**Post:**

Hong Kong

## SECTION I. MARKET OVERVIEW

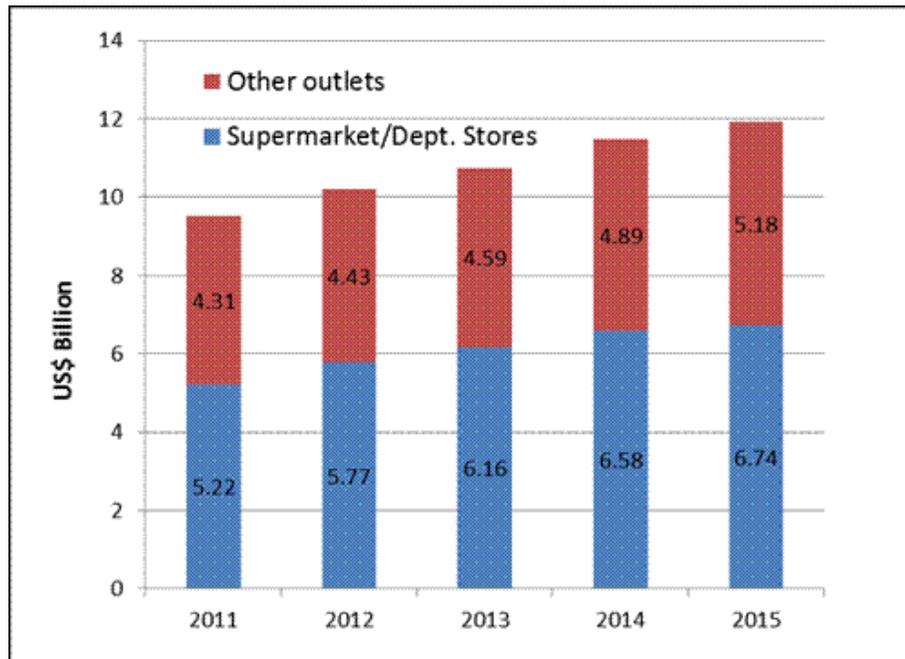
### U.S. Food and Beverage Exports to Hong Kong

Total U.S. agricultural exports to Hong Kong reached US\$3.8 billion in 2015, making Hong Kong the 4<sup>th</sup> largest market, by value, for U.S. consumer-oriented products with exports of US\$3.3 billion. Hong Kong is a major trading hub where buyers make purchasing decisions for a vast range of consumer-oriented products that are destined for Hong Kong and transshipped to Macau, Mainland China and other markets in Asia. With the exception of four types of dutiable commodities, namely liquors, tobacco, hydrocarbon oil and methyl alcohol, food and beverage products are imported to Hong Kong and Macau without excise duties.

U.S. food-related products are valued as high-quality, safe choices in Hong Kong where imports meet 95% of local food requirements due to nominal domestic production. To meet their food needs, traditional street (wet) markets are popular for daily shopping for fresh grocery products in Hong Kong. Some, but not all, stalls in wet markets have freezers and chilling equipment to maintain food quality.

Street markets competition with modern grocery retail outlets has intensified in recent years. As reflected in Chart 1, supermarket sales erosion of traditional street markets market share - from 44 percent of total retail sales in 1995 to 56.5 percent in 2015 - is expected to continue as consumers seek convenience and high-quality options in larger stores. Convenience stores, such as 7-Eleven and Circle K are very popular in Hong Kong with more than 1300 outlets that offer drinks and snacks and some hot food options.

**Chart 1 – Food and Beverage Retail Sales in Hong Kong (US\$ billion)**



Total retail sales of food and beverages in Hong Kong reached US\$11.9 billion, representing growth of

3.9 percent compared to 2014, as shown in Table 1. In 2015, supermarkets accounted for 55 percent of retail sales within grocery retailers.

**Table 1 – Food and Beverage Retail Sales in Hong Kong (US\$ billion)**

Channel	2011	2012	2013	2014	2015	Growth (15 vs 14)
Supermarket/Dept. Stores	5.22	5.77	6.16	6.58	6.74	2.4%
Other outlets	4.31	4.43	4.59	4.89	5.18	5.9%
<b>Total</b>	<b>9.53</b>	<b>10.2</b>	<b>10.75</b>	<b>11.47</b>	<b>11.92</b>	<b>3.9%</b>

(Source: Hong Kong Census and Statistics Department)

Two grocery chains have the most outlets and selling space in Hong Kong and account for about 75 percent of the revenue. Dairy Farm International Holdings remained the leading grocery retailer with its Wellcome supermarket chain, holding a retail value share of 24%, and growth of 3% in 2015 with AS Watsons’ ParknShop chain holding the second spot, according to Euromonitor. Both chains expanded their premium and upscale outlets recently as consumers continue to seek high-quality, imported gourmet products. Smaller, specialty retail shops, such as those offering health-related products and organic options, are increasing as consumer interest in healthy lifestyle products continues to grow.

Innovative products that offer sustainable production and nutritional value at a reasonable cost with convenient preparation are in demand. Busy schedules and dual income families are driving the search for ready-to-cook and frozen options for home preparation and premium, healthy options in food service outlets. Consumers are increasingly interested in food’s provenance and production background both at retail and restaurant levels and consider these aspects when making purchasing decisions.

Supermarkets may import direct from the U.S. supplier or may use consolidators, depending on the product and minimum order quantity, to source new products from the U.S. Most major supermarkets like ParknShop and Wellcome offer online grocery shopping platforms that are increasingly appealing to busy Hong Kong shoppers with discounts and delivery services.

**Table 2 –Key Advantages and Challenges of the Hong Kong/Macau Markets**

Advantages	Challenges
Hong Kong is a dynamic market with a sophisticated international community where new high-quality products are readily accepted.	U.S. food and beverage products face stiff price competition from global competitors.
Demand is increasing for healthy, high-quality consumer-oriented foods.	Minimum order quantities are sometimes difficult to match with the scale of Hong Kong orders necessitating consolidation.

Lack of local production means virtually no protectionist pressures for food and agricultural products.	The role of Hong Kong as a transshipment point and buying center for China and regional markets is not widely known to U.S. exporters.
Price is not always determinative as Hong Kong is a quality and trend driven market	Expensive slotting fees for some outlets
Technical barriers are generally very low.	Hong Kong food import regulations are not always synced with those of the U.S.
Hong Kong's duopolistic supermarkets have a wide distribution network. Cold chain and distribution channels for food products are generally efficient and dependable, as is the customs clearance process.	

## SECTION II. Road Map for Market Entry

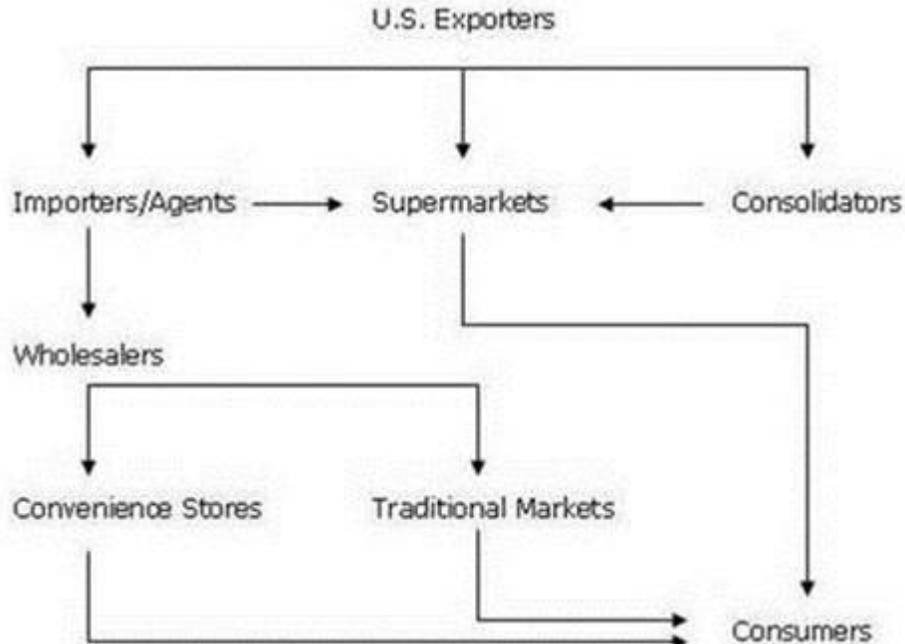
### Entry Strategy

With the exception of four types of dutiable commodities, namely liquors, tobacco, hydrocarbon oil and methyl alcohol, food and beverage products are imported to Hong Kong and Macau without excise duties. Hong Kong has a stable, transparent import regime so market access problems are not usually a significant hurdle for U.S. exports. U.S. products are in demand due to their high-quality reputation but some products face stiff price and supply competition from regional and global competitors due to distance advantages.

New- to- market exporters may consider several approaches to enter the Hong Kong retail market:

- Establishing a representative office in Hong Kong: A good method to build trade relationships but rents and operating expenses can be costly.
- Working with U.S. consolidators: A method to supply less than minimum order quantities to importers and retail markets.
- Developing a relationship with a Hong Kong Agent: Well-established companies have extensive distribution networks not limited to one or two supermarkets.
- Exporting Direct to Supermarkets: Branded products that sell direct to supermarkets may be required to provide exclusive sales rights for the products in Hong Kong. In this case, expensive slotting fees may be waived. For non-branded and large turnover products such as fruit, meat, and vegetables, supermarkets tend to buy direct from overseas exporters for cost savings.

### Market Structure



- U.S. exporters intending to sell to retail outlets can utilize one of the above channels. Some supermarkets source through U.S. consolidators as well as local agents and importers.

## A. SUPERMARKETS

### Company Profiles

**Table 3 – Profiles of Leading Supermarket Chains in Hong Kong**

Name of Retailer	Ownership	No. of Outlets	Target Customer	Type of Purchasing agent
Wellcome	Dairy Farm Intl Holdings, Hong Kong	Over 280	Middle Class, Expats and Locals	Importers/Agents Exporters Consolidators
ParknShop	AS Watson, Hong Kong	Over 260	Middle Class, Expats and Locals	Importers/Agents Exporters Consolidators
CR Vanguard Shops	China Resources Enterprises, China	57 shops	Primarily Locals	Importers/Agents Exporters
DCH Food Mart	Dah Chong Kong Holdings Ltd, Hong Kong	Over 70 DCH Food Mart & DCH Food Mart Deluxe	Middle Class, Primarily Locals	Importers/Agents Exporters
Market Place	Dairy Farm Intl	37	Affluent	Importers/Agents

by Jasons	Holdings, Hong Kong			Exporters Consolidators
AEON Stores (HK) Ltd.	AEON Group, Japan	9 department stores with supermarkets and 3 separate supermarkets	Middle Class, Primarily Locals	Importers/Agents
YATA	Sun Hung Kai Properties Japan	7	Middle Class, Primarily Locals	Importers/Agents
City' Super	City Super Group, Hong Kong	21	Affluent	Importers/Agents Consolidators
Sogo	Lifestyle Intl Holdings, Japan	2	Middle Class, Primarily Locals	Importers/Agents
Oliver's The Delicatessen	Dairy Farm Intl Holdings, Hong Kong	1	Affluent	Importers/Agents Consolidators
APITA (Uny)	Uny (HK) Co., Ltd, Japan	1	Middle class, Primarily Locals	Importers/Agents

(Source: Websites of the above supermarkets)

Many Hong Kong supermarkets charge slotting fees during a trail period for new products, as well as other terms, such as promotion discounts (number of discount promotions offered each year), back-end income (flat rebate per year that a supplier pays to the retail chain based on the annual turnover), D.A. (Distribution allowance - the fee that the supermarkets charge for distributing the products from its warehouse to its many branch stores), and incentive rebates (a percentage of turnover rebated to the supermarkets when sales exceed an agreed amount. For general reference, about 15% of the annual turnover is rebated to the major supermarkets and 8% to smaller ones).

## **B. Convenience Stores**

### **Company Profiles**

**Table 4 – Profiles of Leading Convenience Stores in Hong Kong**

Retailer Name	Ownership	No. of Outlets	Locations	Purchasing agent	Year established
7-Eleven	Hong Kong	Over 900	Hong Kong Region	Importers Agents	1981
Circle K	Hong Kong	Over 330	Hong Kong Region	Importers Agents	1985
VanGO	China	58	Hong Kong Region	Importers Agents	2007

(Source: Websites of the above convenience stores)

Recent expansion of health food, confectioners and regional specialty stores are increasing competition for traditional convenience stores. For example, “759 Store” started in 2010 with small stores selling pre-packaged products, particularly snacks. The chain has now expanded to over 260 outlets including some larger-sized stores selling more food items including frozen foods, baby foods and other groceries. To place products in convenience stores, U.S. exporters would usually need to work through such a local distributor since this is the most common supply source for convenience stores.

## **B. TRADITIONAL MARKETS – WET MARKETS AND INDEPENDENT GROCERY STORES**

### **Sub-Sector Profile**

Traditional markets include wet markets and mom-and-pop shops. They are widespread throughout the special administrative region. They are favored for daily, neighborhood shopping primarily amongst an older consumer base as younger consumers favor restaurants over home-prepared meals due to busy schedules.

Traditional markets used to account for the lion’s share of food retail. For example, they occupied around 54% of total retail food sales between 1995 and 1997. Yet supermarkets sales have exceeded traditional markets sales since 1998, and this trend is expected to continue in the future.

## **SECTION III. COMPETITION**

Due to land constraints, Hong Kong produces a minimal amount of its food requirements, depending on global sources to meet 95% of its needs.

**Table 5 – Major Product Categories of Hong Kong’s Imports of COAP and Seafood Products and Competition**

Product Category	Major Supply Sources**	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
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<p><b>Red Meats, chilled/frozen</b></p> <p>Imports US\$3.92 billion 1,243,144 MT</p> <p>Retained Imports US\$2.68 billion 661,234 MT</p>	<p>1. Brazil – 33%</p> <p>2. U.S. – 28%</p> <p>3. China – 7%</p> <p>4. Australia – 5%</p>	<p>Brazil, Australia and China supply beef products to Hong Kong – often different market segments to U.S. products.</p> <p>U.S. beef has a strong reputation and is in high demand by the hotel and restaurant buyer.</p>	<p>Local production is largely based on Chinese cattle imports slaughtered in Hong Kong due to a cultural preference for freshness.</p>
<p><b>Red Meats, Prepared/preserved</b></p> <p>Imports US\$938 million 379,641 MT</p> <p>Retained Imports US\$828 million 302,716 MT</p>	<p>1. China – 35%</p> <p>2. U.S. – 9%</p> <p>3. Poland – 5%</p> <p>4. Thailand – 5%</p>	<p>China has price and location advantage.</p>	<p>Local production is insignificant: live pigs are imported from China for slaughter in Hong Kong.</p>
<p><b>Poultry Meat</b></p> <p>Imports US\$1.31 billion 784,883 MT</p> <p>Retained Imports US\$526 million 205,830 MT</p>	<p>1. U.S. – 32%</p> <p>2. Brazil – 29%</p> <p>3. China – 24%</p>	<p>The U.S. took over Brazil’s leading position in 2015.</p> <p>Brazil and China are still competitive in terms of price point, supplies and product range. Also the established relationship of Brazilian and Chinese exporters and Hong Kong importers helps sustain the business.</p>	<p>Local production is on some domestic and some Chinese imported birds for local slaughter</p> <p>HRI sector tends to use chilled and frozen chicken products rather than freshly slaughtered chickens because the latter are far more expensive.</p>
<p><b>Dairy Products</b></p> <p>Imports US\$1.69 billion 256,255 MT</p> <p>Retained Imports US\$1.27 billion 220,124 MT</p>	<p>1. Netherlands – 56%</p> <p>2. New Zealand – 8%</p> <p>3. Australia – 6%</p> <p>4. Ireland – 5%</p> <p>5. Singapore</p>	<p>The Netherlands and France are key suppliers of processed dairy products. U.S. exports of fresh milk from California are very popular.</p>	<p>Local companies supply fresh milk products which are processed in Hong Kong with Chinese-origin milk.</p> <p>Local companies can easily fulfill local milk registration requirements.</p> <p>Melamine was found in dairy products from China offputting consumers from their products.</p>

	- 4%		
	6. U.S. – 3%		
<p><b>Eggs &amp; Egg Products</b></p> <p>Imports US\$217 million 2.32 billion eggs*</p> <p>Retained Imports US\$213 million 2.29 billion eggs*</p> <p>(* Quantity of egg products, other than whole eggs, were omitted as the unit was different and the value is trivial, around 6% of total value)</p>	<p>1. China – 48%</p> <p>2. U.S. – 17%</p> <p>3. Thailand – 16%</p>	<p>Eggs from China are price competitive but tainted reputation with consumers due to past food safety issues.</p> <p>U.S. eggs are in demand but sometimes unreliable in supply.</p>	<p>Local production is insignificant.</p>
<p><b>Fresh Fruit</b></p> <p>Imports US\$2.21 billion 1,611,837 MT</p> <p>Retained Imports US\$998 million 690,610 MT</p>	<p>1. Chile – 20%</p> <p>2. Thailand – 20%</p> <p>3. U.S. – 18%</p>	<p>Chile fresh fruit imports increased by 10% in 2015. Chile’s major fruit items to Hong Kong are cherries and grapes.</p> <p>Thai Trade commission in Hong Kong aggressively sponsors trade promotion activities. Thai’s tropical fruits, particularly durians, are very popular in Hong Kong.</p> <p>U.S. fresh fruits are perceived as good quality.</p>	<p>No local production.</p> <p>Chile and the U.S. have different supply seasons.</p>
<p><b>Fresh Vegetables</b></p> <p>Imports US\$415 million 813,210 MT</p> <p>Retained Imports US\$406 million 807,223 MT</p>	<p>1. China – 76%</p> <p>2. U.S. – 8%</p> <p>3. Australia – 3%</p>	<p>Products from China are very price competitive and easy to source. Due to expensive operation costs in Hong Kong, some farmers in Hong Kong have moved their operations to China and sell products back to Hong Kong.</p> <p>High-end restaurants and five-star hotels prefer to use high-quality U.S. products.</p>	<p>Local production is about 5 % of total demand. Production costs, both in terms of land and labor, in Hong Kong are high. The Hong Kong Government has encouraged organic farming.</p>

<p><b>Processed Fruit &amp; Vegetables</b></p> <p>Imports US\$683 million 245,456 MT</p> <p>Retained Imports US\$555 million 205,075 MT</p>	<p>1. China – 40%</p> <p>2. U.S. – 24%</p> <p>3. Thailand – 6%</p>	<p>China’s imports have been increasing since 2013, which consolidated China’s position as the largest supplier. Their major items are dried mushrooms and truffles popular in Chinese cuisine.</p> <p>Since some international brands have operations in China, their exports to Hong Kong are considered as imports from China.</p>	<p>Local production is insignificant.</p>
<p><b>Tree Nuts</b></p> <p>Imports US\$1.50 billion 242,755 MT</p> <p>Retained Imports US\$835 million 68,591 MT</p>	<p>1. U.S. – 58%</p> <p>2. Iran – 24%</p> <p>3. South Africa – 7%</p>	<p>The U.S. is very strong in supplying almonds, walnuts, hazelnuts and pistachios for consumption and processing for re-export.</p>	<p>No local production.</p>
<p><b>Wine (Wines, wine and sparkling wine)</b></p> <p>Imports US\$1.39 billion 63.4 million liters</p> <p>Retained Imports US\$775 million 36.0 million liters</p>	<p>1. France – 60%</p> <p>2. Australia – 13%</p> <p>3. U.K. – 8%</p> <p>4. U.S. – 5%</p> <p>5. China – 4%</p>	<p>France dominates the wine supply in Hong Kong and Macau.</p> <p>Australia is aggressive in sales and recorded a 71% growth in value in 2015.</p> <p>In 2015, U.S. wine imports increased by 11%, by value.</p>	<p>Hong Kong has insignificant wine production.</p>

(\*\* Ranking and figures are taken from gross import values)

(Source of Data: Global Trade Atlas by Hong Kong Census & Statistics Department)

#### SECTION IV. BEST PRODUCT PROSPECTS

Notes :

- 1) 95% of Hong Kong food supplies are imported. Since Hong Kong’s domestic production is nominal the market size in the following table is equal to retained imports without taking into account local production. U.S. exports to Hong Kong are also based on imports minus exports.
- 2) Import tariff rates for all food and beverage products in the tables are zero except for spirits with

alcohol content greater than 30%, which is 100%.

- 3) Products listed below either enjoy a large market import value or a significant growth rate for the last 5 years (2011-2015).

**Table 6 – Hong Kong: Top 10 Prospects**

<b>Product Category</b>	<b>2015 Retained Imports (MT)</b>	<b>2015 Retained Imports (US\$ million)</b>	<b>2011 – 2015 Average Annual Retained Import Growth</b>	<b>Key Constraints Over Market Development**</b>	<b>Market Attractiveness For USA**</b>
<b>Fish &amp; Seafood Products</b>	248,742 MT	US\$2.41 billion	4% (volume) -3% (value)	Asian countries enjoy advantages of proximity. Major suppliers of fish and seafood products in 2015 were China (27%), Japan (14%), U.S. (5%) and Vietnam (5%).	U.S. fish and seafood products are perceived as high quality and safe.
<b>Fresh Fruit</b>	690,610 MT	US\$998.5 million	+4% (volume) +7% (value)	Hong Kong consumers prefer fresh fruit to frozen. Competition from Thailand and China is keen as these countries supply tropical fresh fruit at competitive prices. The shorter transit time for shipments from these countries to Hong Kong also render their products “fresh” to Hong Kong consumers.	U.S. fresh fruit are well known for their variety, good quality and taste.  In 2015, U.S. was the third largest supplier (18%) of fresh fruit to Hong Kong. Chile and Thailand were the top two suppliers and took up 20% of import values, respectively.
<b>Poultry Meat</b>	205,830 MT	US\$525.8 million	-20% (volume) -17% (value)	Although Brazil lost its top ranking to become the second largest supplier of poultry meat to Hong Kong, Brazil is still a very strong competitor due to price competitiveness and established business relationship between Brazilian exporters and Hong Kong importers. Similar scenario also applies to China where products are price competitive, and Chinese exporters also enjoy advantages of proximity and relationship.	U.S. products are highly regarded in quality and safety. More popular U.S. poultry products include chicken wing mid-joints and chicken legs because of their size and quality. These two products are particularly popular in local cuisines.

<b>Pork</b>	305,995 MT	US\$956.8 million	-2% (volume)  -1% (value)	<p>China and Brazil are the top suppliers of pork to Hong Kong. Their products are price competitive.</p> <p>There is a big demand for price competitive prepared/preserved meatballs and other products typical in Chinese dishes in Chinese restaurants, which are made from pork. China also benefits from low processing costs.</p>	<p>Hong Kong imported US\$78.5 million worth of pork from the U.S., accounting for 7% of the market share.</p> <p>U.S. meat products are generally perceived as high-quality, safe products.</p>
<b>Processed Fruit &amp; Vegetables</b>	205,075 MT	US\$555.5 million	+7% (volume)  +21% (value)	<p>China has consolidated its position as the largest supplier in 2014, accounting for 40% of market share. Chinese mushroom and truffles remain key ingredients in Chinese cuisines.</p> <p>The U.S. was the 2<sup>nd</sup> largest supplier (24%).</p> <p>Some international brands have operations in China and their exports to Hong Kong are considered as imports from China.</p>	<p>U.S. processed fruit and vegetables are well known for their superior quality. U.S. processed fruits and vegetables, such as some nut items, potatoes, sweet corn, mushrooms, peaches and pineapples continue to be in large demand in Hong Kong.</p>
<b>Beef</b>	242,033 MT	US\$1.37 billion	+22% (volume)  +21% (value)	<p>Following a 2005 BSE ban, Brazil beef took the opportunity to gain market share.</p>	<p>U.S. market share has gradually recovered as full market access has resumed. Hong Kong consumers have a positive opinion of U.S. beef in terms of quality and safety.</p>
<b>Wine (Wines, wine, and sparkling wine)</b>	36.0 million liters	US\$775.0 million	+5% (volume)  -6% (value)	<p>Competition is keen in Hong Kong. Major competitors are France, Italy and Australia.</p>	<p>U.S. wine in 2015 accounted for 5% market share.</p> <p>Hong Kong consumers are increasingly receptive to wine.</p> <p>The HRI sector in Macau is growing, making it an</p>

					excellent opportunity for U.S. wine traders to expand markets.
<b>Tree Nuts</b>	68,591 MT	US\$834.5 million	39% (volume)  +17% (value)		The U.S. is the top supplier of almonds, hazelnuts and pistachios with strong, established trade relationships.
<b>Fruit &amp; Vegetable Juices</b>	28,046 MT	US\$91.7 million	+13% (volume)  +33% (value)		The U.S. is the market leader with 68% market share and 71% growth, by value compared to last year, with growth prospects showing positive trends.
<b>Organic Food and Beverage</b>	Statistics not available	Statistics not available	Statistics not available	Organic F&B products are generally 20-40% higher in price compared to non-organic products.	According to supermarket online stores (#Great Food Hall, Marketplace by Jasons, ParknShop and Wellcome), organic items constitute 4.1% of total food and beverage items. Popular categories include baby food, meat, canned food, condiments, spices, breakfast cereals, and non-alcoholic beverages.  USDA organic logo can be used in the Hong Kong marketplace without additional certification.

(\*\* Ranking and figures are taken from gross import values)  
 (# Figures were taken from the retailers' websites in September 2016)  
 (Source of data: Global Trade Atlas by Hong Kong Census & Statistics Department)

## SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Post Contact  
 Foreign Agricultural Service (FAS)  
 Home Page: <http://www.fas.usda.gov>

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>

### **Food Safety Control Policy**

Food & Environmental Hygiene Department  
43<sup>rd</sup> Floor, Queensway Government Offices  
66 Queensway  
Hong Kong  
Tel: (852) 2868-0000  
Fax: (852) 2834-8467  
Web site: <http://www.fehd.gov.hk>

### **Importation of Plants & Live Animals**

Agriculture, Fisheries & Conservation Department  
5<sup>th</sup> – 8<sup>th</sup> Floor, Cheung Sha Wan Government Offices  
303 Cheung Sha Wan Road  
Kowloon  
Hong Kong  
Tel: (852) 2708-8885  
Fax: (852) 2311-3731  
Web site: <http://www.afcd.gov.hk>

### **License for Imported Reserved Commodities**

Trade & Industry Department  
18<sup>th</sup> Floor, Trade Department Tower  
700 Nathan Road  
Kowloon  
Hong Kong  
Tel: (852) 2392-2922  
Fax: (852) 2789-2491  
Web site: <http://www.tid.gov.hk>

### **Register Health Foods Containing Medicine Ingredients**

Department of Health  
Pharmaceuticals Registration  
Import & Export Control Section  
18<sup>th</sup> Floor, Wu Chung House

213 Queen's Road East, Wanchai  
Hong Kong  
Tel: (852) 2961-8754  
Fax: (852) 2834-5117  
Web site: <http://www.dh.gov.hk>

**License for Imported Dutiable Commodities**

Hong Kong Customs & Excise Department  
Office of Dutiable Commodities Administration  
6<sup>th</sup> - 9<sup>th</sup> Floors, Harbor Building  
38 Pier Road, Central  
Hong Kong  
Tel: (852) 2815-7711  
Fax: (852) 2581-0218  
Web site: <http://www.customs.gov.hk>

**Trade Mark Registration**

Intellectual Property Department  
Trade Marks Registry  
24<sup>th</sup> and 25<sup>th</sup> Floors, Wu Chung House  
213 Queen's Road East  
Wan Chai, Hong Kong  
Tel: (852) 2803-5860  
Fax: (852) 2838-6082  
Web site: <http://www.ipd.gov.hk>

**Semi-Government Organization Providing Travel Information**

Hong Kong Tourist Board  
9<sup>th</sup> - 11<sup>th</sup> Floors, Citicorp Center  
18 Whitfield Road, North Point  
Hong Kong  
Tel: (852) 2807-6543  
Fax: (852) 2806-0303  
Web site: <http://www.hktourismboard.com>

**Semi-Government Organization Providing Hong Kong Trade Information**

Hong Kong Trade Development Council  
38<sup>th</sup> Floor, Office Tower, Convention Plaza  
1 Harbor Road, Wan Chai  
Hong Kong  
Tel: (852) 2584-4188  
Fax: (852) 2824-0249  
Web site: <http://www.tdctrade.com>

## **APPENDIX – OTHER RELEVANT REPORTS**

- [Exporter Guide](#)
- [Food and Agricultural Import Regulations and Standards - Narrative](#)
- [Food and Agricultural Import Regulations and Standards - Certificate](#)