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Voluntary - Public

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Hong Kong

Post: Hong Kong

Success for US Exhibitors at Natural and Organic Products Asia 2016

Report Categories:

Export Accomplishments - Events

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Report Highlights:

16 U.S. exhibitors reported over \$100,000 in projected sales following their successful participation in the Natural and Organic Products Asia trade show held in Hong Kong August 31 – September 2, 2016.

The demand for organic products in Hong Kong continues to be positive due to continuing consumer interest in healthy food products produced sustainably with sales of organic food and beverages estimated at USD27.4 million in 2015 according to the Global Organic Trade Guide. In addition, regional sales prospects remain positive as the Hong Kong market serves as a gateway for the flow of products to regional markets with strong logistical access to Asian-based buyers and markets.

Natural and Organic Products Asia (NOPA) is Hong Kong's largest specialized trade show for natural and organic products. NOPA 2016 attracted more than 200 companies from 30 countries who exhibited products to over 6,000 trade buyers. To further support the U.S. exhibitors, ATO Hong Kong staff conducted a trade briefing and organized a market tour to further educate the exhibitors on the unique Hong Kong marketplace.

As a result, U.S. exhibitors secured excellent export opportunities with projected sales in the next 12 months of over USD100,000.

Photos during the show



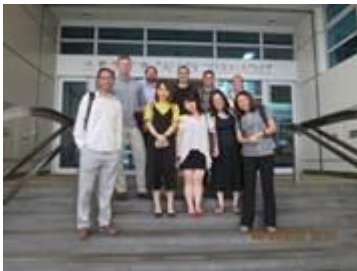
Trade Briefing at ATO HK



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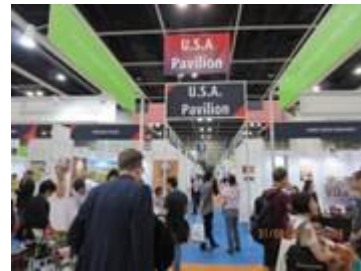
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Market Tour



Market Tour



U.S. Pavilion@NOPA



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