

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Hong Kong

**Post:** Hong Kong

### **HOFEX 2017 a Success for U.S. Exhibitors**

**Report Categories:**

CSSF Activity Report

Export Accomplishments - Events

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**Report Highlights:**

35 U.S. exhibitors showcased 255 new products at Hong Kong's leading food and beverage trade show, establishing over 500 serious contacts, reporting on-site sales of \$1.56 million and projecting 12-month sales of \$7.3 million.

Hong Kong is a lucrative market for U.S. exports of high-value consumer food and beverage products. Overall direct U.S. agricultural exports to Hong Kong reached \$4.1 billion in 2016, an increase of more than 14% over 2015. Among them, U.S. exports of high-value consumer oriented food products reached \$3.67 billion, ranking Hong Kong as the 4th largest export market in 2016 after Canada, Mexico and Japan. In addition to being a dynamic export destination, Hong Kong is also a gateway to other Asian markets.

HOFEX, as the largest food and beverage trade show in Hong Kong, is an excellent platform for food and beverage buyers in the region to source new products. This USDA endorsed show attracted more than 2,500 companies from over 50 countries/regions. Over 39,000 professional buyers from Hong Kong and the region visited the show.

35 U.S. exhibitors participated in HOFEX 2017 and reported excellent export trade contacts, with on-site sales of \$1.56 million and projected sales in the next 12 months of over \$7.3 million. ATO Hong Kong organized exhibitor activities including a market briefing, trade reception and a full day of cooperator/partner activities in support of a special “U.S.” day (with cooking demonstration and food sampling events) to further support U.S. exhibitor’s outreach and interaction with potential buyers.

For USDA/FAS endorsed shows, the FAS Office of Trade Programs, Trade Services Staff based in Washington worked closely with ATO Hong Kong and the show organizers to develop the U.S. Pavilion. At the state level, in addition to State Regional Trading Groups, namely Food Export North East USA, Food export Midwest USA, SUSTA and WUSATA, MAP funds from the National Association of State Departments of Agriculture (NASDA) were used to enhance the appearance and services of the U.S. Pavilion.

## Photos

### May 7, 2017 Briefing for U.S. Exhibitors



ATO Hong Kong Director briefing to U.S. exhibitors



ATO Manila Director briefing to U.S. exhibitors



Directors of ATO Hong Kong and ATO Manila Q&A

### May 8, 2017 ATO organized activities: U.S. Day / Food Demos at HOFEX with cooperators



Alaska Seafood Marketing Institute



Alaska Seafood Marketing Institute



American Indian Foods



American Indian Foods



American Egg Board



American Egg Board



ETAK International



ETAK International



US Meat Export Federation



US Meat Export Federation



USA Rice Federation



USA Rice Federation



US Dairy Export Council



US Dairy Export Council

**May 8, 2017 Trade Reception**



**May 8-11, 2017 U.S. Pavilion**



