

**Voluntary Report** – Voluntary - Public Distribution

**Date:** April 14, 2026

**Report Number:** HK2026-0012

**Report Name:** Promotion Opportunity - Hong Kong Food Expo PRO 2026

**Country:** Hong Kong

**Post:** Hong Kong

**Report Category:** Agricultural Trade Office Activities

**Prepared By:** ATO Hong Kong Staff

**Approved By:** Garrett McDonald

**Report Highlights:**

Global LA is partnering with the Hong Kong Trade Development Council and the Western United States Agricultural Trade Association (WUSATA) to organize a USA Pavilion at the 2026 Hong Kong Food Expo PRO trade show. The exhibition will be held August 13-15, 2026, at the Hong Kong Convention and Exhibition Centre. U.S. food and beverage companies are invited to participate in shared booth space at a discounted rate. A webinar series will provide market information, details on WUSATA's FundMatch Program and other funding resources, and regulations and logistical guidance for exporting food products to Hong Kong.

## Summary:

Global LA is partnering with the Hong Kong Trade Development Council and the Western United States Agricultural Trade Association (WUSATA) to organize a USA Pavilion at the Hong Kong [Food Expo PRO 2026](#). The exhibition will be held August 13-15, 2026, at the Hong Kong Convention and Exhibition Centre. U.S. food and beverage companies are invited to participate in shared booth space at a discounted rate.

## Webinar Series:

A webinar series will provide information about markets for food and beverage products in Hong Kong, China, and surrounding markets, WUSATA's FundMatch program, which reimburses 50 percent of exhibition and attendance costs, other federal resources available to exhibitors, and practical guidance on shipping logistics and tariffs for the region.

If you are interested in learning more about Hong Kong and exploring business opportunities in Asia, you are invited to attend the upcoming sessions.

**Session #1** - April 16, 2026 (11:00 AM Pacific Time): Overview of 2026 Hong Kong Food Expo PRO and WUSATA's FundMatch Program

Registration link: [https://zoom.us/webinar/register/WN\\_LMjRzdZ\\_S3SSOwhu\\_U5nAQ](https://zoom.us/webinar/register/WN_LMjRzdZ_S3SSOwhu_U5nAQ)

**Session #2** - May 20, 2026 (11:00 AM Pacific Time): Federal Resources to Support U.S. Companies Exporting Food Products to Asia and Beyond

Registration link: [https://zoom.us/webinar/register/WN\\_ssBdetrwSU2yRBGH9I7JvA](https://zoom.us/webinar/register/WN_ssBdetrwSU2yRBGH9I7JvA)

**Session #3** - June 17, 2026 (11:00 AM Pacific Time): Regulations and Logistical Guidance for Exporting Food Products to Hong Kong and Beyond

Registration link: [https://zoom.us/webinar/register/WN\\_oXwblBxqSyKL\\_Knr9q-HkA](https://zoom.us/webinar/register/WN_oXwblBxqSyKL_Knr9q-HkA)

## Why Join the Food Expo PRO:

The Food Expo PRO is one of Asia's key trade events for the food and beverage industry. It provides a one-stop professional business platform to help F&B industry players explore opportunities and build connections. Major product categories include food and beverage products, food packaging, labeling and logistics services, food processing products, machinery and related services, food science and technology, and Halal food and beverage products.

**Contact:**

Interested companies, organizations, or their local representatives should contact Global LA at [info@global.la](mailto:info@global.la) for further information.

Join Us  
**USA PAVILLION**  
**Hong Kong Food Expo PRO**  
**August 13-15, 2026**

**HKTDC**  
香港貿發局

**GLOBAL LA**

**WUSATA**  
Western United States  
Agricultural Trade Association

Exhibit with Global LA at the USA Pavilion  
Limited Spots Available  
Potential additional business meetings in the region

Learn More about Hong Kong, Doing Business in Asia, and Exporting to the Asia region during our upcoming webinar series:  
April 16<sup>th</sup>, May 20<sup>th</sup>, June 17<sup>th</sup>

Contact [info@global.la](mailto:info@global.la) for additional information including cost, travel arrangements, and support for US companies.

**Food Expo PRO 2025 Photo Reference:**



**Hear from Exhibitors at Food Expo Pro 2025:**

<https://www.youtube.com/watch?v=0tfvC4KaqRU>

**Attachments:**

No Attachments.