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ATO-Supported Buying Mission Brings Export Opportunities for Snacks

Report Categories:

CSSF Activity Report

Export Accomplishments - Trade Leads

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Report Highlights:

ATO Hong Kong supported a large Hong Kong food importer in a buying mission to the United States. The importer has made serious contacts with U.S. suppliers and potential food orders are estimated to reach 90 containers within three years.

Rainbow Asset Limited is one of the leading importers and distributors of quality packaged foods and gourmet foods in Hong Kong. The company is continuously seeking new food brands to enrich their portfolio. ATO Hong Kong supported Mr. Edmund Lo, the Managing Director of the Rainbow Asset, to attend Natural Products Expo East in Baltimore, Maryland that took place in September 20-22, 2012.

During the Expo, Mr. Lo was able to meet with U.S. food manufacturers and established meaningful contacts. Mr. Lo was specifically looking for brands that fit into the company's long term development plan. Mr. Lo is working with these potential suppliers for possible business collaborations. The projected orders with these potential suppliers are estimated to reach 90 forty-foot containers within 3 years.