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## Hong Kong

**Post:** Hong Kong

### **ATO helped US Exporters Achieve Great Successes at Trade Shows 2013**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

U.S. exports of high value food and beverage products to Hong Kong reached over US\$3 billion in 2012, making Hong Kong our 4<sup>th</sup> largest export market. Strategically located in Asia Pacific, Hong Kong is also a gateway for other markets in the region. Many food & beverage trade shows were held in Hong Kong in 2013 and they attracted many buyers in Hong Kong and the region. ATO Hong Kong helped U.S. food & beverage exporters participate in these trade shows and achieve excellent results, with projected sales resulted from the shows totaling at over US\$45 million.

## SECTION I. MARKET OVERVIEW

**Table 1: Hong Kong - Key Business Indicators**

<b>Indicators</b>	<b>Figure in 2012</b>
Population	7.2 million
Tourist arrivals	48.6 million (over 70% from Mainland China)
GDP per capita	US\$36,557 (+4.2% over 2011)
F&B retail sales	US\$10.2 billion (+7% over 2011)
Restaurant receipts	US\$12 billion (+4.9% over 2011)
Gross F&B imports	US\$18.2 billion (+2.8% over 2011)
Retained F&B imports*	US\$13 billion (+3.6% over 2011)
F&B re-exports	US\$5.2 billion (+0.9% over 2011)

(\* Retained imports = Gross imports less Re-exports)

## SECTION 2. KEY FOOD & BEVERAGE TRADE SHOWS 2013

ATO Hong Kong provided market updates and business advices to U.S. food & beverage exporters prior to their participations in these trade shows. ATO Hong Kong also organized market briefings, market tours, networking opportunities and provided on-site information/assistance services to U.S. exhibitors at these trade shows to facilitate their exploration of the markets in Hong Kong and the region. ATO Hong Kong also assisted U.S. exhibitors to follow up the leads they gathered at these trade shows.

<b>Name of Trade Show</b>	<b>Show Period</b>	<b>No. of U.S. Exhibitors</b>	<b>Projected 12-Month Sales</b>
HOFEX	May	40	US\$30.26 million
Asia Fruit Logistica	Sep	18	US\$11 million
Asian Seafood Exposition	Sep	13	US\$3 million
HKTDC Wine & Spirits Fair	Nov	38	US\$1.3 million
<b>TOTAL</b>		<b>109</b>	<b>US\$45.56 million</b>

**SECTION 3. PHOTOS**



HOFEX –  
Market Briefing



HOFEX –  
Trade Reception



Asia Fruit Logistica –  
Market Briefing



Asia Fruit Logistica –  
Wholesale Market Tour



Asian Seafood Exposition –  
Wholesale Market Tour



Asian Seafood Exposition –  
Market Briefing



HKTDC Wine & Spirits Fair –  
Market Briefing



HKTDC Wine & Spirits Fair –  
Buyers at US Pavilion

#### **SECTION 4. CONTACT AND FURTHER INFORMATION**

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