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Hong Kong

Post: Hong Kong

Asia Fruit Logistica 2013

Report Categories:

Trade Show Evaluation

Export Accomplishments - Events

Approved By:

Erich Kuss

Prepared By:

Chris Li

Report Highlights:

Asia Fruit Logistica (AFL) is the largest trade show for fruit, vegetables and nuts in Hong Kong. In 2012, Hong Kong imports of U.S. fresh fruits were valued at over US\$430 million. AFL, a USDA-endorsed trade show, attracted 18 U.S. exhibitors in 2013, which generated 143 serious contacts, and achieved over US\$2 million onsite sales and US\$11 million in projected sales.

TRADE SHOW FINAL EVALUATION REPORT

Activity Name: Asia Fruit Logistica 2013
 Dates: September 4-6, 2013
 Venue: Asia World Expo, Hong Kong

1. List of U.S. Exhibitors (18)

- AvoTerra Avocados by Index Fresh
- Bard Valley Natural Delights
- Beachside Produce
- California Table Grape Commission
- Driscoll's
- Felix Instruments
- Macro Plastics
- Mastronardi Produce/SUNSET®
- Naturipe Farms
- North Bay Produce
- Paramount Citrus
- POM Wonderful
- Purfresh
- U.S. Cranberry Marketing Committee
- U.S. Apple Export Council
- USA Pears
- Viva Tierra Organic
- Washington Apple Commission

2. Products showcased by U.S. Exhibitors

Apples, avocados, cranberries, dates, strawberries, table grapes, tree fruits, citrus, pears and vegetables

3. Post’s Activities for U.S. Exhibitors

September 3, 2013 Tour of the Hong Kong fruit wholesale market
 Tour of the Hong Kong food retail markets
 Briefing on the Hong Kong Fruit market
 September 4, 2013 Trade Reception

4. Show expenses:

1	ATO Lounge – Design & Construction	\$12,000
2	Lunch Briefing	\$1,230
3	Reception	\$3,140
4	Ground Transportation	\$350
	Total Expenses (aggregate of items 1-4)	\$16,720
	* Expenses for these items will be covered by Enhancement Funding of National Association of State Departments of Agriculture (NASDA).	
	An estimated amount of \$950 for mailing costs, POP materials delivery costs will be covered by CSSF fund.	

5. Show Statistics

No. of Exhibitors	350 (estimated)
No. of Visitors	6,000 (estimated)

6. Key Results for U.S. Exhibitors

No. of products introduced	16
No. of serious inquiries/contacts	258
On-site sales	US\$2.015 million
Projected 12-month sales	US\$11.3 million

7. Post's evaluations

- AFL is the only show in Hong Kong specialized in fruit and vegetables.
- AFL continues to prove to be an excellent platform for U.S. exhibitors to increase the awareness of U.S. produce and nuts in Hong Kong. Post will work with ATOs in the region to recruit buyers from the region to attend AFL and create more business opportunities for U.S. exhibitors.

8. Photos on the show



Tour - Fruit Wholesale Market



Tour - Food Retail Market



Tour - CitySuper Store



Market Briefing



Trade Reception



Buyers Registration



U.S. Pavilion



U.S. Pavilion

U.S. Pavilion



U.S. Pavilion

U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion