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## **Hong Kong**

**Post:** Hong Kong

### **Great Success for U.S. Exhibitors at Asia Fruit Logistica 2013**

**Report Categories:**

Export Accomplishments - Events

**Approved By:**

Erich Kuss

**Prepared By:**

Chris Li

**Report Highlights:**

U.S. Exhibitors reported great success at Asia Fruit Logistica 2013. 18 U.S. exhibitors showcased 143 new products at this largest produce trade show in Hong Kong. U.S. exhibitors reported on-site sales of over US\$2 million onsite sales and US\$11 million in projected sales at the show.

Hong Kong is a lucrative market for U.S. exports of fruits, vegetables and tree nuts. In 2012, Hong Kong imports of U.S. fresh fruits were valued at over US\$430 million and that consolidated the U.S. position as the largest fresh supplier to Hong Kong. The fantastic result is due to ATO Hong Kong's continued promotional effort and great support from FAS, various partners in the U.S., local importers and distributors. In addition to being a large market, Hong Kong is also a gateway for other markets in the region. Helping U.S. exhibitors be as successful as possible at Hong Kong trade shows is a group effort. 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 such as FEUSA, FE 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.

Asia Fruit Logistica is the largest specialized trade show for produce in Hong Kong and it has been proved to be an excellent platform for food and beverage buyers in the region to source new products. The show is endorsed by USDA and attracted more than 340 exhibiting companies from over 60 countries/regions. A total of over 6,000 professional buyers from Hong Kong and the region visited the show. ATO Hong Kong actively took part in the show and organized activities including Market Tour, Market Briefing and Trade Reception to assist U.S. exhibitors achieve spectacular export successes.

U.S. exhibitors reported that excellent export opportunities resulted during the show, with on-site sales of over US\$2 million and projected sales in the next 12 months of over US\$11 million.

## 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