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## Hong Kong

**Post:** Hong Kong

## Great Success for U.S. Exhibitors at Asia Fruit Logistica 2014

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

15 US exhibitors reported over \$1.66 million in onsite sales and \$4.75 million in projected sales following a successful Asia Fruit Logistica 2014 trade show held in Hong Kong September 3-5.

### **General Information:**

Hong Kong is a lucrative destination for U.S. exports of fruits, vegetables and tree nuts. In 2013, the U.S. was the largest supplier of these products to Hong Kong with exports valued over \$417 million, \$24 million and \$1.44 billion for fruits, vegetables and tree nuts respectively. The Hong Kong market also serves as a gateway for the flow of products to regional markets with strong logistical access to Asian-based buyers and markets.

Washington-based staff at the FAS Office of Trade Programs, Trade Services Staff worked closely with staff at ATO Hong Kong and the show organizer 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, a USDA-endorsed show is Hong Kong's largest specialized trade show for agricultural produce. This year, more than 470 companies from over 38 countries/regions exhibited products to over 8,100 Hong Kong based and regional buyers. In addition to supporting US exhibitors from the ATO Hong Kong booth at the show, ATO Hong Kong staff organized a market tour, provided a market briefing and hosted a trade reception for more than 80 invitees to leverage U.S. exhibitors market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities, achieving on-site sales of over US\$1.66 million and projected sales in the next 12 months of over US\$4.75 million.

### **Photos on the show**



Tour of Fruit Wholesale Market



Tour of Food Retail Market



Tour of Food Retail Market



Market Briefing



Trade Reception



U.S. Pavilion



U.S. Pavilion



ATO Information Booth & U.S. Exhibitors Lounge