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Date: 12/10/2018

GAIN Report Number: HK1835

Hong Kong

Post: Hong Kong

Great Success for U.S. Exhibitors at Asia Fruit Logistica 2018

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Seventeen U.S. exhibitors reported over \$7.39 million in sales following a successful Asia Fruit Logistica 2018 trade show held in Hong Kong September 5-7.

Hong Kong is a lucrative destination for U.S. exports of fruits and vegetables. In 2017, more than \$292 million in U.S. fresh fruits and \$11 million in U.S. vegetables were exported to Hong Kong. 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.

Asia Fruit Logistica, a USDA-endorsed show, is Hong Kong's largest specialized trade show for agricultural produce. This year, more than 800 companies from 46 countries/regions exhibited products to over 13,500 Hong Kong based and regional buyers. In addition to supporting U.S. exhibitors from the ATO Hong Kong booth at the show, ATO Hong Kong organized a market tour, provided a market briefing, an opening ceremony, and hosted a trade reception to leverage U.S. exhibitors' market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities, achieving projected sales in the next 12 months of over US\$7.39 million.

The FAS Office of Trade Programs and Trade Services worked closely with ATO Hong Kong to develop the USA Pavilion at the show. MAP funds from State Regional Trading Groups and the National Association of State Departments of Agriculture (NASDA) contributed to the enhancement of the appearance and services at the USA Pavilion.

Photos of the show



Market Briefing



Market Briefing



Visitors at the Show



USA Pavilion
Opening Ceremony



USA Pavilion
Opening Ceremony



USA Pavilion
Opening Ceremony



VIP Visit to USA Pavilion



VIP Visit to USA Pavilion



VIP Visit to USA Pavilion



Trade Reception



Trade Reception



Trade Reception



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors