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## Hong Kong

**Post:** Hong Kong

### **Great Success for U.S. Exhibitors at Seafood Expo Asia 2014**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

19 U.S. exhibitors reported over \$2.56 million in onsite sales and \$8.5 million in projected sales following a successful Seafood Expo Asia 2014 trade show held in Hong Kong September 2-4.

**General Information:**

Hong Kong is a lucrative destination for U.S. exports of fish and seafood. In 2013, the U.S. was the largest supplier of these products to Hong Kong with exports valued over \$201 million. 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.

Seafood Expo Asia is Hong Kong’s largest specialized trade show for fish and seafood. This year, more than 170 companies from 27 countries exhibited products to over 7,500 Hong Kong based and regional buyers. ATO Hong Kong staff provided a market briefing, organized a market tour 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\$2.56 million and projected sales in the next 12 months of over US\$8.5 million.

**Photos during the show**



Market Briefing



Tour of Fish Wholesale Market



Tour of Food Retail Market



Trade Reception



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion