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## **Hong Kong**

**Post:** Hong Kong

### **Success for US Exhibitors at Natural and Organic Products Expo Asia**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

Seven U.S. exhibitors reported over \$130,000 in projected sales following a successful participation in the inaugural Natural and Organic Products Expo Asia 2014 held in Hong Kong during August 27-29.

**General Information:**

The Hong Kong organic food and beverage market, valued at \$60 million, represents less than 2% of food sales at local supermarkets and less than 1% of local households' expenditure on food. However, given strong growth potential from health-conscious Hong Kong consumers and the ready flow of products to regional markets, Hong Kong's healthy living industry sales potential is expected to rise.

Natural and Organic Products Expo Asia (NOPA) 2014 was Hong Kong's inaugural trade show dedicated to natural and organic products. This initial NOPA attracted more than 140 companies from 25 countries that exhibited products to over 5,000 Hong Kong based and regional buyers. ATO Hong Kong staff provided a market briefing, organized a market tour and serviced an on-site information booth to leverage U.S. exhibitors' market opportunities.

As a result, U.S. exhibitors secured excellent export opportunities that included 94 serious contacts and projected sales in the next 12 months of over US\$130,000.

**Photos during the show**



Market Briefing



Tour of Food Retail Market



Opening Ceremony



ATO Booth



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion