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## Hong Kong

**Post:** Hong Kong

### Major Food and Beverage Trade Shows in Hong Kong 2018

**Report Categories:**

Promotion Opportunities

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**Report Highlights:**

Hong Kong, a major export destination for high value U.S. food and beverage products to Asia, continues to show strong growth potential. Participation in Hong Kong trade shows in 2018 provides a strong platform for U.S. suppliers and exporters to promote their food and beverage products to Hong Kong and regional buyers.

## SECTION I. MARKET OVERVIEW

Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of more than seven million. Hong Kong is a regional trade and financial hub with an average per capita gross domestic product (GDP) of US\$58,400, slightly more than the United States.

As the 4<sup>th</sup> largest export market for U.S. consumer-oriented agricultural products by value, Hong Kong is a natural destination to promote high-quality, innovative U.S. food and beverage products to regional buyers.

Not only a strong destination for U.S. food and beverage exports, Hong Kong is also a free port that excels as an efficient logistics hub in moving goods to other Asian markets, including Macau and Mainland China. For the first 11 months of 2017, Hong Kong imports of consumer-oriented agricultural products from the world reached US\$17.8 billion, amongst which more than 45% (US\$8.1 billion) were re-exported to other regional markets.

Hong Kong is an excellent platform for U.S. exporters and suppliers of high-value food and beverages to promote their products to potential buyers at trade shows. In addition to its bevy of trade show opportunities, Hong Kong also serves a very important role in regional trade as a showcase to Asian buyers who know that if the product sells well in Hong Kong, it will do well in their market as well.

## SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS

### A. Overview

Hong Kong will host seven major food and beverage-related trade shows in 2018:

<b>Date</b>	<b>Name of Show</b> (check the <a href="#">hyperlinks</a> below for more details)
May 9-11, 2018	<a href="#">Gourmet Asia</a>
May 29-31, 2018	<a href="#">Vinexpo Hong Kong</a>
Aug 16-18, 2018	<a href="#">Hong Kong Food Expo</a>
Aug 29-31, 2018	<a href="#">Natural &amp; Organic Products Asia</a>
Sep 4-6, 2018	<a href="#">Seafood Expo Asia</a>
Sep 5-7, 2018	<a href="#">Asia Fruit Logistica*</a>
Nov 8-10, 2018	<a href="#">Hong Kong International Wine and Spirits Fair</a>

(\* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

## B. Details

<b>Date</b>	<b>May 9-11, 2018</b>
<b>Name of Show</b>	<b>Gourmet Asia</b>
Description	Trade show on high-end specialty food, drink & hospitality equipment
Remarks	Inaugural show in 2018 Powered by <a href="#">HOFEX</a> (the largest food trade show in Hong Kong) Expected to attract over 400 exhibitors and 12,000 trade buyers Trade only
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre
Website	<a href="http://hofex.com/gourmetasia/">http://hofex.com/gourmetasia/</a>

<b>Date</b>	<b>May 29-31, 2018</b>
<b>Name of Show</b>	<b>Vinexpo Hong Kong</b>
Description	One of the largest specialized trade shows on wines and spirits
Remarks	1,300 exhibitors from 33 countries and regions Attracted 17,200 visitors Trade only
Frequency/Location	Biennial – Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.vinexpohongkong.com/">http://www.vinexpohongkong.com/</a>
Photos (2016)	Please dick <a href="#">here</a>

<b>Date</b>	<b>Aug 16-18, 2018</b>
<b>Name of Show</b>	<b>Hong Kong Food Expo</b>
Description	Featuring a Public Hall, Trade Hall and Gourmet Zone, the Expo serves a wide variety of global food products, including bakery products, beverages, snacks, processed food, instant food, fruits and vegetables, green and organic food, kitchenware, seasonings, and seafood.
Remarks	907 exhibitors at Trade Hall Attracted 20,932 trade visitors from 62 countries and region
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre

Website	<a href="http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html">http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html</a>
Photos (2017)	Please click <a href="#">here</a>

<b>Date</b>	<b>August 29 - 31, 2018</b>
<b>Name of Show</b>	<b>Natural &amp; Organic Products Asia</b>
Description	Show featuring natural, organic, fair trade, sustainable, ethical, free-from, eco and healthy living products from around the world
Remarks	250 exhibitors from over 30 countries and regions Expected to attract 9,000 buyers in 2018 For trade only
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.naturalproducts.com.hk/expo/en/">http://www.naturalproducts.com.hk/expo/en/</a>
Photos (2017)	Please click <a href="#">here</a>

<b>Date</b>	<b>September 4-6, 2018</b>
<b>Name of Show</b>	<b>Seafood Expo Asia</b>
Description	Specialized trade show for aquatic and seafood products
Remarks	234 exhibitors from 31 countries and regions 7,100 buyers from Hong Kong and the region For trade only
Frequency/Location	Annual – Hong Kong Convention and Exhibition Centre
Website	<a href="https://www.seafoodexpo.com/asia/">https://www.seafoodexpo.com/asia/</a>
Photos (2017)	Please click <a href="#">here</a>

<b>Date</b>	<b>September 5-7, 2018</b>
<b>Name of Show</b>	<b>Asia Fruit Logistica* (USDA endorsed)</b>
Description	Asia's leading trade show for the international fresh fruit and vegetable business
Remarks	813 exhibitors from 43 countries and region 13,108 visitors from 76 countries and region For trade only
Frequency/Location	Annual – Asia World Expo

Website	<a href="http://www.asiafruitlogistica.com/">http://www.asiafruitlogistica.com/</a>
Photos (2017)	Please click <a href="#">here</a>

<b>Date</b>	<b>November 8-10, 2018</b>
<b>Name of Show</b>	<b>Hong Kong International Wine &amp; Spirits Fair</b>
Description	One of the largest specialized trade shows on wines and spirits
Remarks	1,070 exhibitors from 38 countries and regions 19,872 visitors from 70 countries and regions Trade only on November 8-9 Open to trade and public on November 10
Frequency/Location	Annual/ Hong Kong Convention and Exhibition Centre
Website	<a href="http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html">http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html</a>
Photos (2017)	Please click <a href="#">here</a>

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### **SECTION III. CONTACT AND FURTHER INFORMATION**

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