

Think Asia, Think Hong Kong : Export Kentucky Food Products



About Hong Kong Trade Development Council

- **Established in 1966**
- **Statutory organisation with a mission to create business opportunities for Hong Kong companies**
- **50 offices worldwide**
- **13 offices in key cities of the Chinese mainland**

The HKTDC Integrated Marketing Solution

Product Magazines
covering various Industries



Mobile Applications
Anytime, Anywhere



Trusted
Online Marketplace
www.hktdc.com

World-class
Trade Fairs



hktdc.com Sourcing

Award-winning online marketplace

130,000+

quality suppliers, including HKTDC trade fair exhibitors and product magazine advertisers

2,000,000+

registered buyers, including HKTDC trade fair buyers



- **5M+** monthly visitor sessions
- **24M+** business connections generated annually

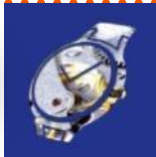
HKTDC's Global Network



HKTDC: Marketing & Sourcing Trade Fairs

- **30+ world-class trade fairs**
- **Forming 11 largest marketplaces in Asia, including 5 largest in the world**

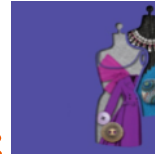
**World's
Largest
Marketplaces**



Watch & Clock



Gifts & Premium



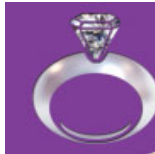
Fashion
Fall/Winter



Electronics
(Spring)



Electronics (Autumn)
+ electronicAsia



Jewellery +
Diamond, Gem & Pearl



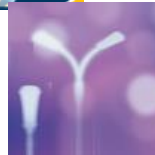
Lighting (Autumn)+
Outdoor Lighting



Toys & Games



Houseware



Licensing



FILMART

Hong Kong: Your Perfect Business Partner in Mainland China and Asia

- Opportunities in Asia & Mainland China
- Hong Kong's advantages:
 - Strong fundamentals
 - Ideal location
 - Dynamic people
- Hong Kong's roles in world economy
 - Global business hub
 - International financial centre
 - Platform for overseas direct investment & Chinese outbound investment
 - Logistics & maritime services hub
 - Asia's integrator for infrastructure & real estate
 - Regional trading hub
 - Professional services hub
- HKTDC helps global firms explore business opportunities via Hong Kong

Hong Kong - Asia's Food Trading Hub

In 2019, Hong Kong imported US\$21.2 billion of Processed Food & Beverages

7 Million+
Local Population

55 Million+
Tourists
(78% from
Chinese Mainland)

17,000+
Restaurants of
Diversified Cuisines



China

Southeast
Asia

Other
Countries

USA & Hong Kong: Quick Facts

- **US\$3.8 Billion:** 2018 US Food Exports to Hong Kong
- Hong Kong: **5th largest export market for USA Food**
- USA Foods enjoy **an excellent reputation** in Hong Kong
- Hong Kong: **One of the top markets in the world** for Food & Beverages
- Hong Kong: A **Quality & Trend-driven market**, Price is not the most important factor.
- USA: Hong Kong's **largest supplier of ag. products**

Hong Kong: Ideal Location Gateway to Mainland China and Asia



All of Asia's key markets within **4 hrs**

5 hrs from half the world's population

Consumer Behavior: Dynamic Food Culture

- International Cuisines
- Busy Lifestyles, Affluent Consumers
- Shop Daily
- Eat Out Often (2x a day)
- Looking for healthy and safe food options
- GDP Higher than region
- 17,000 restaurants for 7.3 million population
- Dynamic Food Service sector
- Foodie Culture/ Food Trends
- Largest export market for US tree nuts

Hong Kong: Logistics & maritime services hub

No.1 air cargo hub

- 5.12 million tonnes (2018)
- 120+ airlines
- 220+ destinations



Maritime industry

- World's 4th largest merchant fleet
- About 10% of world's commercial tonnage

One of world's busiest container ports

- 19.6 million TEUs (2018)
- 310 container liner services weekly, 450 destinations

Hong Kong: Regional Trading Hub

- **World's 7th largest trading economy and 8th largest exporter in merchandise trade (2018)**
- **2018 trade: > US\$1 trillion**
- **Mainland China's most important entrepôt**
- **Free trade pact with Mainland China**



Hong Kong: Regional Trading Hub

Asia's lifestyle trendsetter

● Distribution centre for fine wine & food



HKTDC Hong Kong
International Wine &
Spirits Fair



HKTDC Food Expo

HKTDC Food Expo 12-16 August 2021



Highlights of 2019 Edition

- 17,924 trade buyers from 54 countries and regions
- Close to 450,000 public visitors

Food Expo 2019

- +1,570 exhibitors from 21 countries and regions
- Pavilions from Canada, Mainland China, India, Iran, Japan, Korea, Kazakhstan, Mexico, Poland, Saudi Arabia, Thailand, the US, Vietnam, etc.
- Trade Hall - ideal marketplace for traders to explore business potential
- Public Hall - for public visitors to purchase the most sought-after food products
- Gourmet Zone - exquisite delicacies

HKTDC Food Expo 2019

Truly International

Exhibitors from 21 Countries & Regions



Thailand



Japan



Mainland
China



Korea



Poland



India



Mexico

HKTDC Food Expo 2019

Participation from USA



California Pavilion



**No. of USA
exhibitors:
28**

HKTDC Food Expo 2019

Participation from USA

Positive Quotes from Exhibitors



Jeffrey Williamson,
Director, California State
Trade Expansion
(California STEP), USA

“The feedback has been very good. **We’ve met with a lot of buyers from Hong Kong and Mainland China. They expressed keen interest in our products.** It’s only the first day of exhibition but we are optimistic about developing business with the new contacts. Our participating companies are generally happy and feel positive about the new business opportunities they’ve explored here.”

HKTDC Food Expo 2019

Participation from USA

Positive Quotes from Exhibitors

“We’ve met with buyers from **Brazil, the Philippines, Indonesia, Japan, Mainland China, Hong Kong, Macau and Mexico**. So far, we’ve secured 15 leads and most of them expressed strong interest in our products. **Two buyers from Brazil and Indonesia are particularly serious** and we are confident of pursuing cooperation with them. The prospect is very promising and we're very happy with the fair. **We’d love to participate in the Expo again next year to expand our sales further.**”

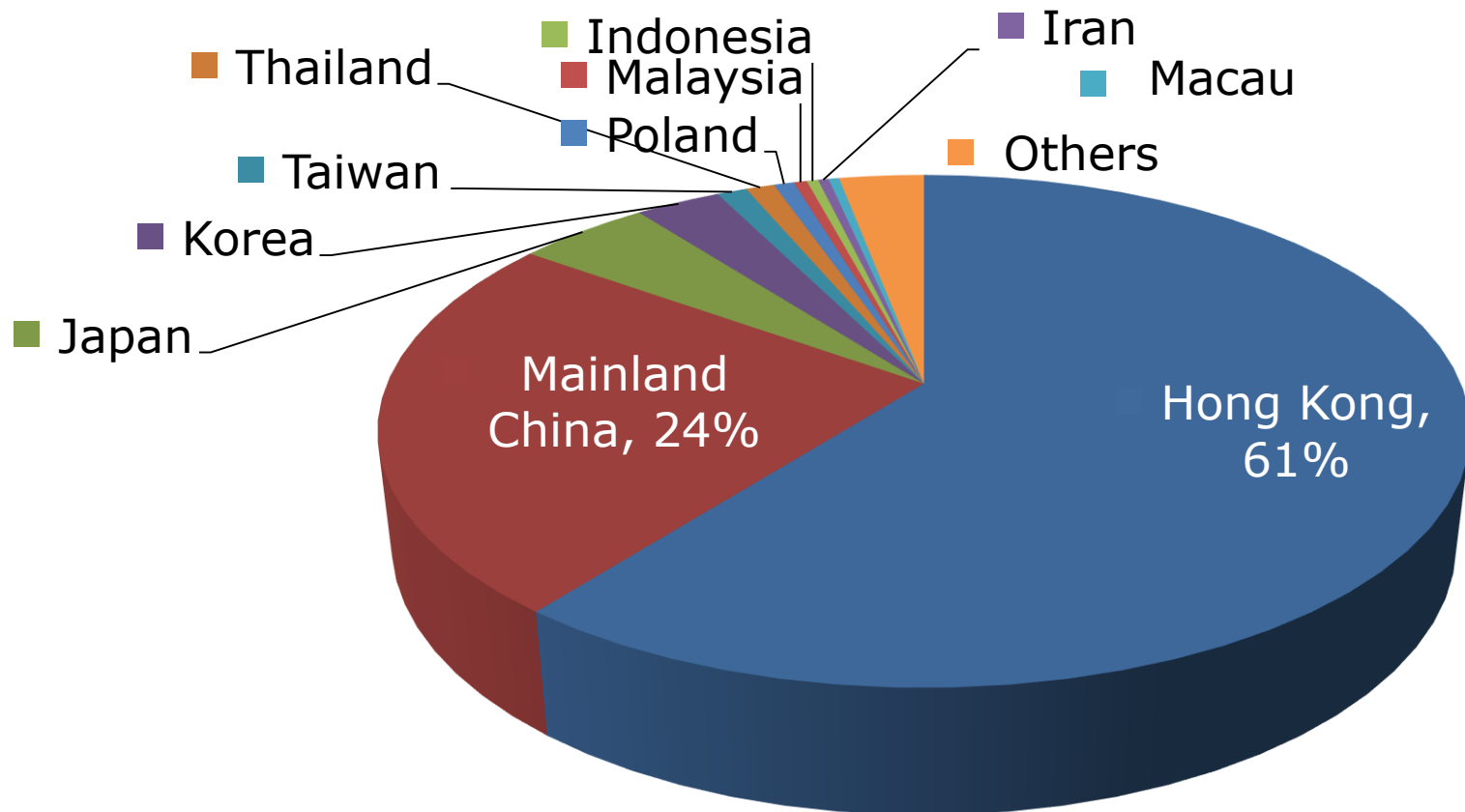


**Richard Hirshen,
Corporate Chef,
Mooney Farms, USA**

HKTDC Food Expo 2019

Truly International

- Nearly 18,000 trade buyers attended in 2019



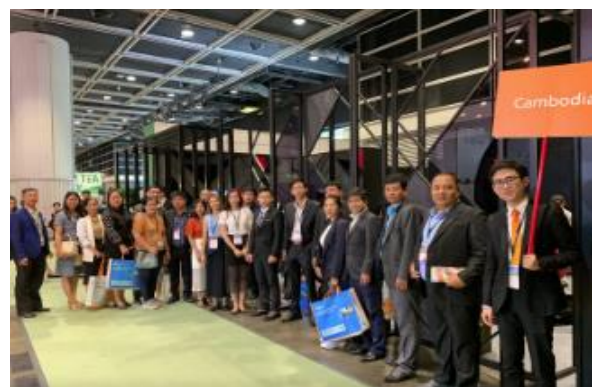
HKTDC Food Expo 2019

Truly International

- Presence of renowned buyers

Australia	About Life Food Service Pty Ltd
Brazil	Globalbev Alimentos e bebidas SA
Cambodia	Attwood Import Export Co Ltd
Czech Republic	Lagardere Travel Retail
Indonesia	PT. Indomaru Lestari
Japan	Toridoll Holdings Corporation
Korea, Republic Of	Hellonature
Mainland China	青島利群集團(Liqun)
Mainland China	天貓國際 (Tmall)
Singapore	Provenance Distributions Pte Ltd
Thailand	Maya Development Company Ltd
United Arab Emirates	Ajman General Services & Supplies Co LLC

- Buying missions from the all around the world



HKTDC Food Expo 2019

Reverse Exhibitors

- 13 prominent retailers and distributors were invited to meet with exhibitors at their buyers booths including:



HKTDC Food Expo

Trade events to connect you with quality buyers

- **Networking events for exhibitors to mingle with buyers**



HKTDC Food Expo

Trade events to connect you with quality buyers

- Seminars to facilitate knowledge exchange



HKTDC Food Expo

Maximise your exposure



- **Press events**
- **Proactive advertising activities**
- **Excessive coverage by local magazines & newspapers**
- **Highlight in various online & printed platforms**
- **Social media campaign**

HKTDC Food Expo

Maximise your exposure

- Over 1,800 clippings across print, online, TV and broadcast media

TV Publicity



HKTDC Food Expo

Maximise your exposure

- Social media campaign**

【美食博覽 x 家電產品博覽 - 食神睇位】
想住屋企煮吓飯，過吓二人世界？只要用心，就可以煮出廚房食嘅菜。今日 #住屋新卡同 #靈嘢，就用HKTDC「美食博覽」同「家電、家品、博覽」嘅食材同煮食用具，教大家唔屋企都可以煮出未芝離嘅味道。今年展覽將於8月15日至19日繼續舉行，現場超過1,570家美食廠商帶嚟環球美食。記得要早登埋同期嘅「美與健生活博覽」，一次過睇晒時尚嘅美容護膚產品，千祈唔好錯過喇！

香港貿發局 美食博覽、家電、家品、博覽及美與健生活博覽：
日期：2019年8月15日至19日（星期四至星期一）

粵食美食區：
日期：2019年8月15日至18日（星期四至星期日）
大家嚟食之餘，記住出一分力支持大會嘅環保呼籲，嚟住扮地嘅地球呀！
綠色小點士：<https://bit.ly/2LsDnsg>

#美食博覽 #家電產品博覽 #美與健生活博覽 #HKTDCExhibition #香港貿發局展覽頻道



HKTDC Exhibition Channel 香港貿發局展覽頻道
Published by Candy Lau (11 - 17 August at 15:00)

【美食博覽 - 慶祝大特價！！】
搶購價錢比大家知，美食博覽有好多好多好靚嘅產品，俾小編帶大家一齊去搶吓嘅！

香港貿發局「美食博覽」、「家電、家品、博覽」、「美與健生活博覽」：
日期：2019年8月15日至19日（星期四至星期一）
「粵食美食區」
日期：2019年8月15日至18日（星期四至星期日）
地點：香港會議展覽中心
大家嚟食之餘，記住出一分力支持大會嘅環保呼籲，嚟住扮地嘅地球呀！
綠色小點士：<https://bit.ly/2LsDnsg>

#HKTDC #HKTDCExhibition #美與健生活博覽 #BeautyExpo #HKTDCExpo #HKTDCExhibition

- Others social media promotion partners:**



Bloggers Publicity



Asia's Premier Wine Hub



Hong Kong International Wine & Spirits Fair
11-13/11/2021
Hong Kong Convention & Exhibition Centre

HKTDC Hong Kong International Wine and Spirits Fair 11-13 November 2021

Hong Kong Int'l Wine and Spirits Fair 2019

- 1,075 exhibitors from 30 countries and regions
- 20 National pavilions including Canada, Czech Republic, France, Germany, Italy, Japan, Portugal, USA, etc.
- 15,248 buyers from 70 countries and regions



Highlights

- **Craft Beer Pavilion (NEW)**
- **Beer Zone**
- **Whisky and Spirits Zone**
- **Champagne Zone**
- **World of Olive Oil Zone**
- **Special events connecting exhibitors with quality buyers**

20 group pavilions to promote products under same origin, cluster, group



USA



Spain



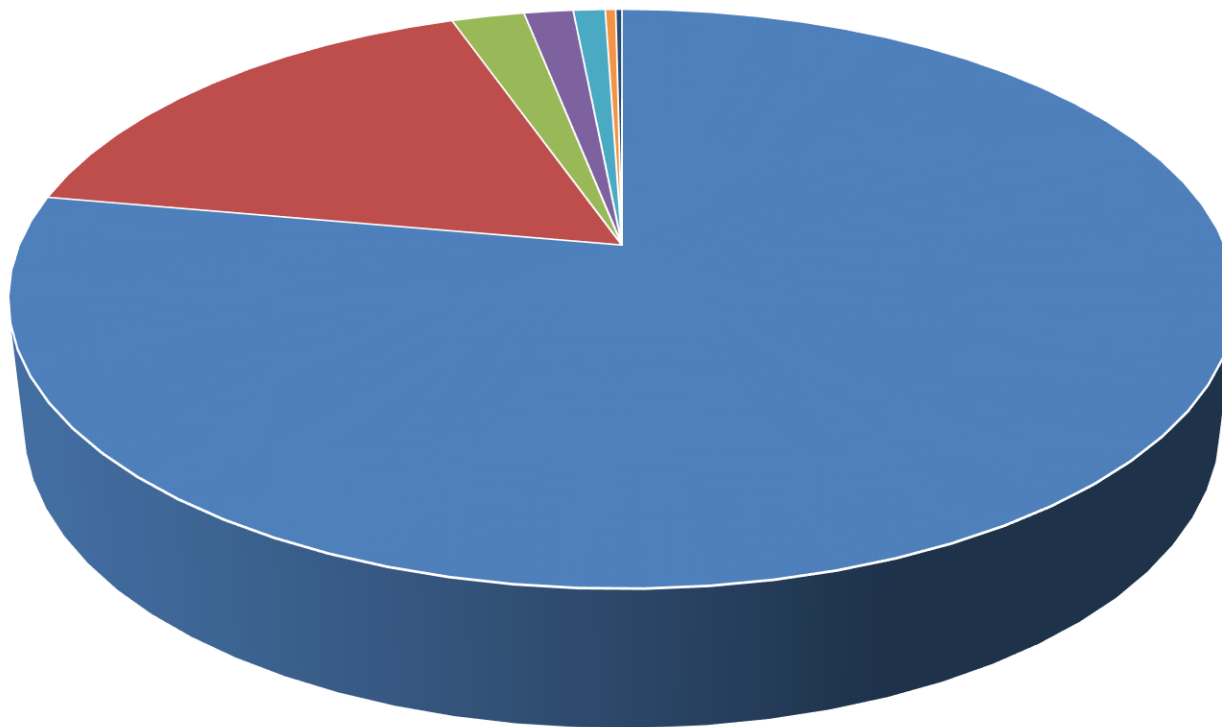
Italy



Japan

Over 15,000 buyers attended in 2019

Visitors from outside Hong Kong by Region



■ Asia ■ Europe ■ North America ■ Australia & Pacific Islands ■ Latin America ■ Middle East ■ Africa

Examples of Renowned International Buyers in Wine Fair 2019

- Auchan (France)
- Daimaru Department Store (Japan)
- Shinsegae Liquor & Beverage (Korea)
- 第五大道全球優選 (Mainland China)
- 廈門酒立有供應鏈管理有限公司 (Mainland China)
- 酒智匯, 寧波保稅區食全酒美供應鏈管理有限公司 (Mainland China)
- Underground Wines Pte Ltd (Singapore)
- 誠品酒窖 (Taiwan)
- Los Dominguez (Uruguay)
- CTY TNHH Finewines (Vietnam)



SHINSEGAE LIQUOR & BEVERAGE





Thank you!
HKTDC CHICAGO OFFICE
www.hktdc.com
Bridget.Lee@hktdc.org

Your business
Our mission

