



## Seafood Expo Asia

Wanchai, Hong Kong  
September 4-6, 2018

Total U.S. agricultural exports to Hong Kong reached US \$4.1 billion in 2016. In the same year, export amount of U.S. consumer-oriented products totaled US \$3.6 billion in Hong Kong, which is successfully ranked as the 4th largest market. Because of its central location and free port status, 29% of Hong Kong imports are re-exported. Of these, over 50% are re-exported to Mainland China. Thanks to CEPA, zero tariff is implemented on imported goods of Hong Kong that are destined to the Mainland. This serves as a perfect “springboard” for Mainland enterprises to reach out to the global market while luring food exporters to realize market expansion in China.

Due to limited local production, imported food accounts for over 95% of food supplies in Hong Kong. As a result, U.S. food has cemented itself as a high-quality product worthy of premium price in Hong Kong backed by its healthy and nutritious image. Therefore, demand is projected to increase with growing health consciousness and a rising number of affluent consumers. Also, Chinese and Hong Kongese buyers have a strong inclination for U.S Seafood products.

Previous performances have proven that Seafood Expo Asia is a great event for U.S seafood suppliers. For example, companies that participated in the previous edition (2017) were able to expand their sales network in Hong Kong and other Asian markets by meeting with the distributors, retailers, foodservice operators during the show. Meanwhile, new-to-export companies gained in-depth understanding of the market and formed a primary network composed of leading seafood buyers in the region.

**Participation Fee:** \$950 for a 100 sq. ft booth

**Fee Includes:**

- A furnished and decorated 100 sq. ft. booth space in the USA pavilion including Installation and dismantling of booth
- 5 co-exhibitor badges per company, professional chef to prepare your product, ice and overnight cold storage
- Allowance of up to 100 lbs. of shipping using SUSTA’s designated freight forwarder in the United States to Hong Kong.

**50% CostShare:** Apply now for SUSTA's 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

**Registration Deadline: June 30, 2018 (No refunds for cancellation after this date)**

**Industry Focus:** Seafood

**Product Description:** Fresh & Frozen Fish, Shellfish, Value-Added Seafood Products

### Activity Managers:

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