



Hong Kong Inbound Trade Mission To Texas

Texas
November 17-18, 2020

With its central location and free port status, Hong Kong is regarded as the gateway to China and nearby countries' high-growth markets. Of the 30% re-exports from Hong Kong, over 50% are re-exported to Mainland China thanks to the Hong Kong's modern and efficient port terminal, dependable legal system, financial system and rule of law. In 2017, total U.S. agricultural exports reached US\$4.4 billion, ranking as the 6th largest market for U.S. food and agricultural exports. In terms of U.S. consumer orientated exports, Hong Kong ranked 4th in 2017, with exports reaching US\$4.03 billion. 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.

Over 95% of food supplies in Hong Kong are imported, and there is a growing concern for healthy and nutritious products. Because of this growing demand for healthy and nutritious products, U.S food products have gained a high-reputation. Despite the growing demand for healthy products, the hectic lifestyle often favors frozen/ready to cook meals. Similarly, these are some of the food products with the best sales potential in Hong Kong: beef, pork and poultry meats, fresh fruits, tree nuts, seafood, as well as processed foods and wine. Take part in this activity with SUSTA and connect with buyers in Hong Kong to expand your export portfolio.

Participation Fee:

- \$12.50 - One-on-one meetings with Hong Kong Buyers in Houston, Texas – November 17-18

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Hong Kong

Registration Deadline: September 17, 2020 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description: Bakery/Confectionary, Snack Foods, Juices, Non-Alcoholic Beverages, Dried Food (Fruits/Nuts), Baking Mixes and Ingredients, Dairy Products (CNCA Approved), Baby Foods, Breakfast Cereals, Health Foods, Frozen Foods, Ready-to-eat foods

Activity Managers:

Texas Department of Agriculture

Kirby Bohls

Program Specialist

(512) 475-0366

Kirby.Bohls@TexasAgriculture.gov

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

www.susta.org, (504)568-5986, susta@susta.org

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