



Hong Kong Outbound Trade Mission

Hong Kong
August 29 – 31, 2024

As part of the Guangdong-Hong Kong-Macao Greater Bay Area, also known as the Greater Bay Area, Hong Kong is one of the most vibrant and dynamic markets in Asia. Due to its limited arable land and resources for food production, Hong Kong relies nearly completely on imports to fulfill its local food supply, making it a key importer of food and agricultural products in the world. In 2023, Hong Kong ranked the 18th largest importer of agricultural products from the United States with \$1.69 billion. Bordering Guangdong province, Hong Kong makes a strong case for U.S. exporters who may also have one eye on the mainland China market.

Companies will have the opportunity to meet directly with key buyers in Hong Kong according to their product portfolio and develop relationships, which is important in achieving export sales. The itinerary for the mission will include a market briefing from ATO Hong Kong as well as a market tour to observe the local retail sector.

Please note that this mission is in conjunction with the China Outbound Trade Mission

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before April 29, 2024)

Fee Includes:

- Prearranged one-on-one meetings
- Market briefing & tour
- Interpreter services as needed
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*
- Shipping of up to 50 lbs. of product samples using SUSTA's designated freight forwarder*

**Fresh/frozen/chilled shipments may be subject to separate allowances*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: July 5, 2024 (No refunds for cancellation after this date)

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

Product Description: Specialty Foods, Beverages, Sauces, Condiments, Seasonings, Health Foods, Seafood & Meat Products, Grocery Products, Confectionery & Snacks, Other Value-Added Foods

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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