



Hong Kong Inbound Trade Mission to Seafood Expo North America (SENA)

Boston, Massachusetts
March 6, 2027

Hong Kong remains one of the world's most import-dependent food markets, importing approximately **95% of its food supply** due to limited agricultural land and domestic production. Hong Kong was the 23rd-largest importer of U.S. agricultural exports in 2025, with total exports growing by 6% against external and internal headwinds. Hong Kong has one of the highest per-capita seafood consumption rates in Asia and serves as both a major consumer market and a redistribution hub for premium seafood products destined for mainland China and other regional markets.

Hong Kong is one of the United States' most important trade partners of seafood products, ranking 8th with \$128 million imported in 2025. For Southern United States, Hong Kong was the 4th largest importer of seafood products, importing \$26.1 million in 2025, an increase of 38% from 2024.

Seafood Expo North America (SENA) is North America's largest seafood trade exposition, taking place in Boston, Massachusetts, from March 7th to 9th. This exposition gathers exhibiting suppliers from 50 countries to provide North American seafood buyers with one-stop-shop access everything seafood. By participating in this inbound trade mission, you will have the opportunity to meet one-on-one with qualified international importers in Boston the day before the show begins.

This event is taking place in conjunction with the Singapore and Canada Inbound Missions

Participation Fee: \$35.00

Fee Includes:

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

Registration Deadline: **January 6, 2027** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Seafood – fresh, frozen, and processed

Product Description: Oysters, clams, wild blue catfish, crabs, scallops, and processed seafood products.

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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