



# HOFEX 2019

**H**ong Kong is a dynamic export market for U.S. agricultural products. 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 represents an increase of 9.9 percent year on year. Hong Kong's significance as a major food import market is projected to continue to grow in view of its duty-free port status, its transparent and sophisticated trade regime, and an increasing affluent consumer base.

HOFEX has been one of the leading food and hospitality tradeshow in Asia for the last 30 years. This tradeshow takes place every other year in Hong Kong and invites more than 40,000 buyers from 86 countries and regions. Companies that have exhibited with SUSTA label it as a great opportunity to establish business relationships and get quality trade leads. Register with SUSTA and explore the Hong Kong value-added food market.



## Activity Managers

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## Hong Kong May 7-10, 2019

### Participation Fee

**Corner Booth:** \$5,044  
**Early Bird:** \$4,844 (if you register and pay before December 7, 2018)

**In-line Booth:** \$4,644

**Early Bird:** \$4,444 (if you register and pay before December 7, 2018)

### Fee Includes

- 9m<sup>2</sup> booth and standard furniture package
  - Market Briefing & Tour
  - Up to 100 lbs\* of samples shipped from the consolidation point to the show.
- \* Fresh/frozen/chilled products may be subject to separate allowances.

### Registration Deadline

**February 7, 2019**  
(No refunds for cancellation after this date)

### 50% CostShare

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

### Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Retail Products, Seafood

### Product Description

(Suitable products include, but are not limited to): Specialty Foods, Beverages, Sauces, Condiments, and Seasonings, Health Foods, Seafood & Meat Products, Grocery Products, Confectionery & Snacks, Other Value-added Foods