HOFEX 2021

Hong Kong ranked as the 5th largest export market for U.S. consumer-oriented agricultural products, by value, with imports of consumer-oriented Agricultural Product reached USD $3.1 billion in 2019, importing more than mainland China, South Korea, and Taiwan. Amongst the $3.1 billion, $75.1 million, or 95% of total agricultural and related product exports, were from southern United States. Due to limited arable land and declining local food production in Hong Kong, around 95% of food in Hong Kong is imported. As a free port, Hong Kong is also an ideal logistics hub in transshipping products to other regional markets such as Macau and Mainland China.

HOFEX has been one of the leading food and hospitality tradeshows 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.

Participation Fee:
- Corner Booth: $5,260; Early Bird Special: $5,060 (if you register and pay before December 12, 2020)
- In-Line Booth: $4,860; Early Bird Special: $4,660 (if you register and pay before December 12, 2020)

Fee Includes:
- Booth Space & Standard Furniture Package
- Market Briefing & Tour
- Interpreter Services
- Up to 100 lbs.* of samples shipped from the consolidation point to the show. (*100 lbs. gross weight)
*Fresh/frozen/chilled products may be subject to separate allowances

Registration Deadline: February 26, 2021 (No refunds for cancellation after February 12, 2021)

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!

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

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

Activity Managers:

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.