



HOFEX 2027

Hong Kong
May 10-12, 2027

**Set up day is May 9*

In 2025, Hong Kong imported \$20.1 billion of consumer oriented agricultural products, while U.S. exports in this category exceeded \$1.3 billion, making the U.S. the second largest supplier. Hong Kong will long remain a key importer of food and agricultural products in the world because it relies on imports to fulfill its local food supply. Hong Kong imports up to 95% of its food from other regions and countries, with mainland China being its largest supplier. The United States, which has had decades of market presence in Hong Kong, remains a key supplier.

The biennial HOFEX continues to be a leading food and beverage exhibition in Hong Kong and the Asia Pacific region and continues to be one of SUSTA's most important food-related shows on the calendar. The show builds an ideal platform for U.S. suppliers to establish business connection with the importers, distributors, retailers, and foodservice operators from such potential markets in a most effective way. In 2025, over 30,000 professional visitors from 64 countries and regions attended the show, with more than 2,000 exhibitors from 35 countries and regions.

Participation Fee:

- **Corner Booth:** \$1,240; Early Bird Special: \$1,040 (if you register and pay before December 10, 2026)
- **In-Line Booth:** \$1,123 Early Bird Special: \$923 (if you register and pay before December 10, 2026)

Fee Includes:

- Booth space & standard furniture package
- Market briefing & tour
- Pre-arranged one-on-one meetings with Hong Kong buyers
- Interpreter services (please request in advance if needed)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

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

Registration Deadline: February 10, 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: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products, Seafood

Product Description: Specialty Foods, Beverages, Sauces, Condiments, and 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, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Activity Managers:

Maryland Department of Agriculture
Stone Slade
Director of International Marketing
(410) 841-5779
Stone.Slade@maryland.gov

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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