



Hong Kong Outbound Trade Mission

Hong Kong & Macau
August 19-22, 2023

Hong Kong has traditionally been a dynamic market, which served as a trading hub for the neighboring mainland China and Asia Pacific market, where goods from around the world are transshipped to China and other parts of Asia. Hong Kong's economy has taken a tumble in recent years due to the COVID-19 pandemic and other issues, however recovery of the economy was seen in 2021, with GDP growing by 5.4% in the third quarter of 2021, and up 4.8% year-on-year in the fourth quarter, with a robust export performance and improved private consumption being the main catalysts.

Hong Kong is one of the top markets in the world for food and beverages, processed, fresh, and frozen gourmet products. U.S. exports of consumer-oriented agricultural products to Hong Kong were \$1.9 billion, making it the sixth-largest market for the United States in 2020. Top U.S. agricultural exports to Hong Kong included: beef, tree nuts, fresh fruit, prepared food, seafood, poultry meat, pork, pet food, wine, and processed vegetables.

***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 19, 2023)

Fee Includes:

- Market Briefing & Tour
- Prearrange one-on-one meetings
- 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: June 19, 2023 (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!

Product Description: Specialty Foods, Beverages, Sauces, Condiments, 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

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.

