Think Asia, Think Hong Kong: Export Kentucky Food Products
About Hong Kong Trade Development Council

- Established in 1966
- Statutory organisation with a mission to create business opportunities for Hong Kong companies
- 50 offices worldwide
- 13 offices in key cities of the Chinese mainland
The HKTDC Integrated Marketing Solution

Product Magazines covering various Industries

Mobile Applications Anytime, Anywhere

Trusted Online Marketplace www.hktdc.com

World-class Trade Fairs
hktdc.com Sourcing
Award-winning online marketplace

130,000+ quality suppliers, including HKTDC trade fair exhibitors and product magazine advertisers

2,000,000+ registered buyers, including HKTDC trade fair buyers

5M+ monthly visitor sessions

24M+ business connections generated annually
HKTDC’s Global Network

50 offices worldwide outside Hong Kong
HKTDC: Marketing & Sourcing Trade Fairs

- **30+ world-class trade fairs**
- **Forming 11 largest marketplaces in Asia, including 5 largest in the world**

### World’s Largest Marketplaces
- Watch & Clock
- Gifts & Premium
- Fashion Fall/Winter
- Toys & Games
- Electronic (Spring)
- Houseware
- Jewellery + Diamond, Gem & Pearl
- Lighting (Autumn) + Outdoor Lighting
- Licensing
- FILMART
- ElectronicAsia
- +
Hong Kong: Your Perfect Business Partner in Mainland China and Asia

Opportunities in Asia & Mainland China

Hong Kong’s advantages:
➢ Strong fundamentals
➢ Ideal location
➢ Dynamic people

Hong Kong’s roles in world economy
➢ Global business hub
➢ International financial centre
➢ Platform for overseas direct investment & Chinese outbound investment
➢ Logistics & maritime services hub
➢ Asia’s integrator for infrastructure & real estate
➢ Regional trading hub
➢ Professional services hub

HKTDC helps global firms explore business opportunities via Hong Kong
Hong Kong - Asia’s Food Trading Hub

In 2019, Hong Kong imported US$21.2 billion of Processed Food & Beverages

7 Million+ Local Population

55 Million+ Tourists (78% from Chinese Mainland)

17,000+ Restaurants of Diversified Cuisines

China

Southeast Asia

Other Countries
USA & Hong Kong: Quick Facts

- **US$3.8 Billion**: 2018 US Food Exports to Hong Kong
- Hong Kong: **5th largest export market for USA Food**
- USA Foods enjoy **an excellent reputation** in Hong Kong
- Hong Kong: **One of the top markets in the world** for Food & Beverages
- Hong Kong: A **Quality & Trend-driven market**, Price is not the most important factor.
- USA: Hong Kong’s **largest supplier of ag. products**
Hong Kong: Ideal Location
Gateway to Mainland China and Asia

All of Asia’s key markets within 4 hours from half the world’s population.
Consumer Behavior: Dynamic Food Culture

- International Cuisines
- Busy Lifestyles, Affluent Consumers
- Shop Daily
- Eat Out Often (2x a day)
- Looking for healthy and safe food options
- GDP Higher than region
- 17,000 restaurants for 7.3 million population
- Dynamic Food Service sector
- Foodie Culture/ Food Trends
- Largest export market for US tree nuts
Hong Kong: Logistics & maritime services hub

No.1 air cargo hub
- 5.12 million tonnes (2018)
- 120+ airlines
- 220+ destinations

Maritime industry
- World’s 4th largest merchant fleet
- About 10% of world’s commercial tonnage

One of world’s busiest container ports
- 19.6 million TEUs (2018)
- 310 container liner services weekly, 450 destinations
Hong Kong: Regional Trading Hub

- World’s 7th largest trading economy and 8th largest exporter in merchandise trade (2018)
- 2018 trade: > US$1 trillion
- Mainland China’s most important entrepôt
- Free trade pact with Mainland China
Hong Kong: Regional Trading Hub

Asia’s lifestyle trendsetter

Distribution centre for fine wine & food

HKTDC Hong Kong International Wine & Spirits Fair

HKTDC Food Expo
Food Expo 2019

- +1,570 exhibitors from 21 countries and regions
- Pavilions from Canada, Mainland China, India, Iran, Japan, Korea, Kazakhstan, Mexico, Poland, Saudi Arabia, Thailand, the US, Vietnam, etc.
- Trade Hall - ideal marketplace for traders to explore business potential
- Public Hall - for public visitors to purchase the most sought-after food products
- Gourmet Zone - exquisite delicacies

Highlights of 2019 Edition

- 17,924 trade buyers from 54 countries and regions
- Close to 450,000 public visitors
HKTDC Food Expo 2019
Truly International

Exhibitors from 21 Countries & Regions

Japan
Mainland China
Poland
India
Thailand
Korea
Mexico
HKTDC Food Expo 2019
Participation from USA

California Pavilion

No. of USA exhibitors: 28
“The feedback has been very good. We’ve met with a lot of buyers from Hong Kong and Mainland China. They expressed keen interest in our products. It’s only the first day of exhibition but we are optimistic about developing business with the new contacts. Our participating companies are generally happy and feel positive about the new business opportunities they’ve explored here.”

Jeffrey Williamson, Director, California State Trade Expansion (California STEP), USA
Positive Quotes from Exhibitors

“We’ve met with buyers from Brazil, the Philippines, Indonesia, Japan, Mainland China, Hong Kong, Macau and Mexico. So far, we’ve secured 15 leads and most of them expressed strong interest in our products. Two buyers from Brazil and Indonesia are particularly serious and we are confident of pursuing cooperation with them. The prospect is very promising and we're very happy with the fair. We’d love to participate in the Expo again next year to expand our sales further.”

Richard Hirshen, Corporate Chef, Mooney Farms, USA
HKTDC Food Expo 2019
Truly International

- Nearly 18,000 trade buyers attended in 2019
**Presence of renowned buyers**

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<thead>
<tr>
<th>Country</th>
<th>Company Name</th>
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<tbody>
<tr>
<td>Australia</td>
<td>About Life Food Service Pty Ltd</td>
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<tr>
<td>Brazil</td>
<td>Globalbev Alimentos e bebidas SA</td>
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<tr>
<td>Cambodia</td>
<td>Attwood Import Export Co Ltd</td>
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<td>Czech Republic</td>
<td>Lagardere Travel Retail</td>
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<td>Indonesia</td>
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<td>Japan</td>
<td>Toridoll Holdings Corporation</td>
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<td>Korea, Republic Of</td>
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<td>Mainland China</td>
<td>青島利群集團(LiQuN)</td>
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<td>Mainland China</td>
<td>天貓國際(Tmall)</td>
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<td>Singapore</td>
<td>Provenance Distributions Pte Ltd</td>
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<td>Thailand</td>
<td>Maya Development Company Ltd</td>
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<td>United Arab Emirates</td>
<td>Ajman General Services &amp; Supplies Co LLC</td>
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13 prominent retailers and distributors were invited to meet with exhibitors at their buyers booths including:
HKTDC Food Expo
Trade events to connect you with quality buyers

- Networking events for exhibitors to mingle with buyers
HKTDC Food Expo

Trade events to connect you with quality buyers

• Seminars to facilitate knowledge exchange
HKTDC Food Expo
Maximise your exposure

- Press events
- Proactive advertising activities
- Excessive coverage by local magazines & newspapers
- Highlight in various online & printed platforms
- Social media campaign
HKTDC Food Expo
Maximise your exposure

- Over 1,800 clippings across print, online, TV and broadcast media

TV Publicity
• Publicity by print media
HKTDC Food Expo
Maximise your exposure

• Social media campaign

• Others social media promotion partners:
Hong Kong International Wine & Spirits Fair
11-13/11/2021
Hong Kong Convention & Exhibition Centre
Hong Kong Int’l Wine and Spirits Fair 2019
• 1,075 exhibitors from 30 countries and regions
• 20 National pavilions including Canada, Czech Republic, France, Germany, Italy, Japan, Portugal, USA, etc.
• 15,248 buyers from 70 countries and regions

HKTDC Hong Kong International Wine and Spirits Fair
11-13 November 2021

Highlights
• Craft Beer Pavilion (NEW)
• Beer Zone
• Whisky and Spirits Zone
• Champagne Zone
• World of Olive Oil Zone
• Special events connecting exhibitors with quality buyers
20 group pavilions to promote products under same origin, cluster, group

USA

Spain

Italy

Japan
Over 15,000 buyers attended in 2019

Visitors from outside Hong Kong by Region

- Asia
- Europe
- North America
- Australia & Pacific Islands
- Latin America
- Middle East
- Africa
Examples of Renowned International Buyers in Wine Fair 2019

- Auchan (France)
- Daimaru Department Store (Japan)
- Shinsegae Liquor & Beverage (Korea)
- 第五大道全球優選 (Mainland China)
- 廈門酒立有供應鏈管理有限公司 (Mainland China)
- 酒智匯, 寧波保稅區食全酒美供應鏈管理有限公司 (Mainland China)
- Underground Wines Pte Ltd (Singapore)
- 誠品酒窖 (Taiwan)
- Los Dominguez (Uruguay)
- CTY TNHH Finewines (Vietnam)
Thank you!
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