

Outlook for U.S. Food Export: Navigating Hong Kong and Asia

Hong Kong Trade Development Council (HKTDC)

- A Hong Kong statutory body established in 1966
- Promotes Hong Kong products and services
- Assists businesses around the world to grow their business through Hong Kong's two-way trade and investment platform



Assists international companies to expand into Mainland China and RCEP bloc, including Greater Bay Area and ASEAN



Facilitates Mainland Chinese outbound investment in both mature and emerging markets



Connects businesses worldwide with Hong Kong partners, including product suppliers and services providers



Promote international cooperation in various sectors (eg technology, creativity, healthcare, sustainability, IP trade)

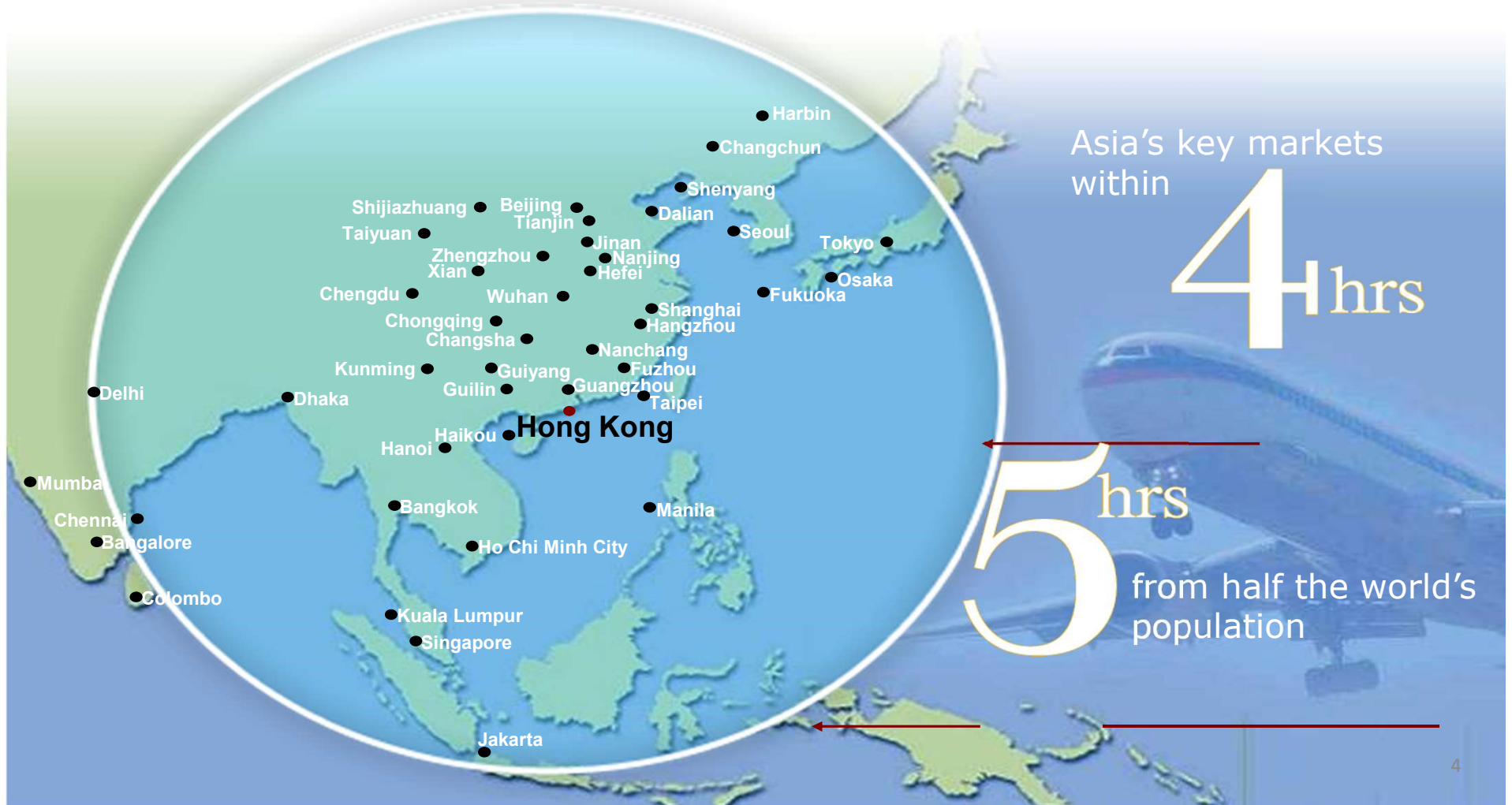
Asia is to drive 70% of global growth in 2024

China re-opening is the key driver

Real GDP (yoy %)	2022E	2023F	2024F	CPI (yoy %)	2022E	2023F	2024F
World	3.4	2.8	3.0	World	8.7	7.0	4.9
Advanced economies	2.7	1.3	1.4	Advanced economies	7.3	4.7	2.6
Emerging economies	4.0	3.9	4.2	Emerging economies	9.8	8.6	6.5
North America	2.3	1.6	1.1	North America	7.9	4.6	2.5
US	2.1	1.6	1.1	US	8.0	4.5	2.3
Europe	2.7	0.8	1.7	Europe	15.4	10.5	6.5
Advanced Europe	3.6	0.6	1.4	Advanced Europe	8.5	5.6	3.0
Germany	1.8	-0.1	1.1	Germany	8.7	6.2	3.1
France	2.6	0.7	1.3	France	5.9	5.0	2.5
Italy	3.7	0.7	1.3	Italy	8.7	4.5	2.6
UK	4.1	-0.3	1.0	UK	9.1	6.8	3.0
Asia	3.8	4.6	4.4	Asia	3.8	3.4	2.9
China	3.0	5.2	4.5	China	1.9	2.0	2.2
Japan	1.1	1.3	1.0	Japan	2.5	2.7	2.2
India	6.8	5.9	6.3	India	6.7	4.9	4.4
South Korea	2.6	1.5	2.4	South Korea	5.1	3.5	2.3
ASEAN-5	5.2	4.5	4.6	ASEAN-5	4.8	4.3	2.9
Latin America and Caribbean	4.0	1.6	2.2	Latin America and Caribbean	14.0	13.3	6.8
Brazil	2.9	0.9	1.5	Brazil	9.3	5.0	4.8
Mexico	3.1	1.8	1.6	Mexico	7.9	6.3	3.9
Middle East and Central Asia	5.3	2.9	3.5	Middle East and Central Asia	14.3	15.9	12.0
Saudi	8.7	3.1	3.1	Saudi	2.5	2.8	2.3
UAE	7.4	3.5	3.9	UAE	4.8	3.4	2.0

Source: IMF, World Economic Outlook April 2023. Notes: ASEAN-5: Indonesia, Malaysia, Philippines, Thailand, Vietnam.

Gateway to Mainland China and Asia



Hong Kong – The super connector

- RCEP opportunities: further economic integration
- National strategy to develop the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and evolve Hong Kong’s strategic role
- One Country Two Systems: Hong Kong’s unique domestic and international connectivity arrangements



Greater Bay Area

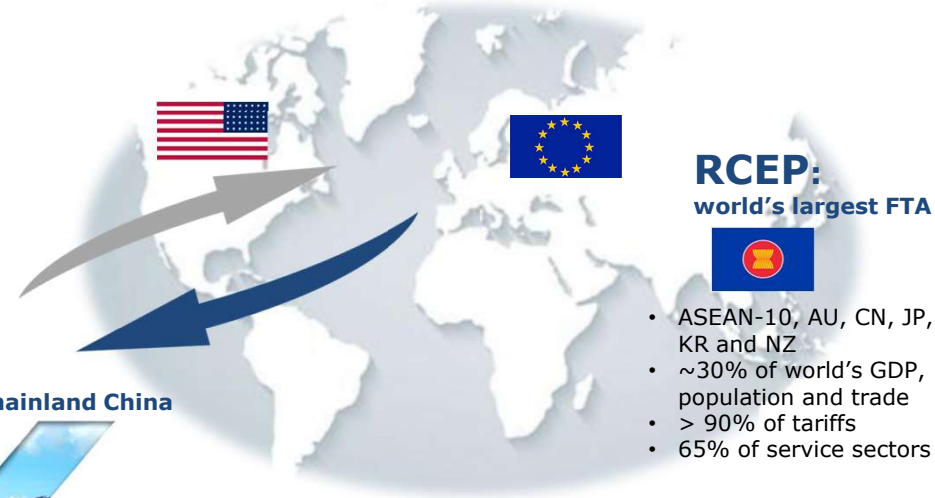
- GDP ~US\$2 trn ~ Canada and South Korea
- Population of 86 mn ~ Germany
- per capita GDP US\$22,000+ ~ high-income economies
- Total trade value of US\$2.6 trn ~ Germany (US\$3 trn)

CEPA:
gives HK priority access to mainland China



Hong Kong’s strategic role in GBA

Finance, investment, trading, logistics, professional services, talent



RCEP:
world’s largest FTA



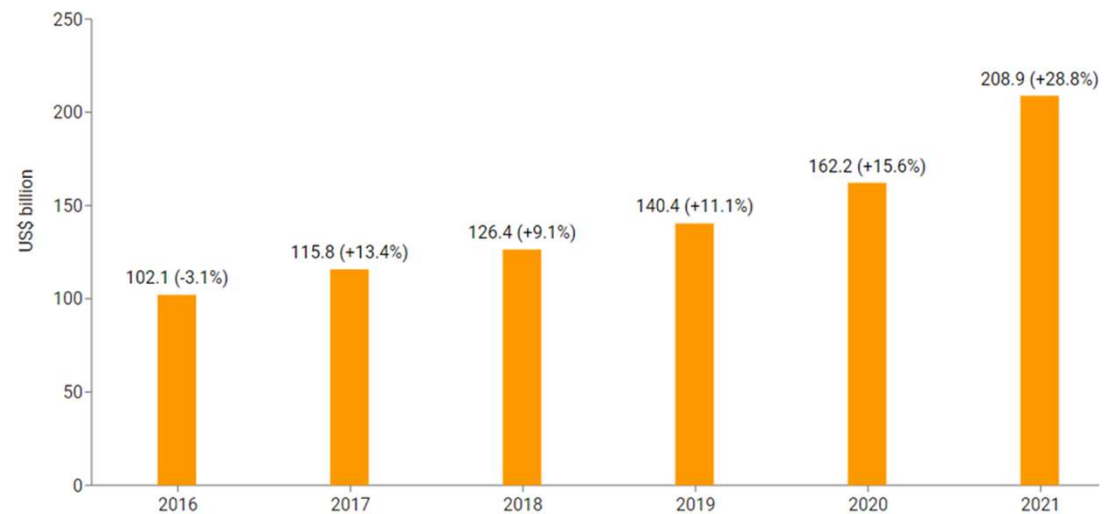
- ASEAN-10, AU, CN, JP, KR and NZ
- ~30% of world’s GDP, population and trade
- > 90% of tariffs
- 65% of service sectors



Hong Kong as Gateway to Southern China Markets

- Many import companies in Hong Kong also sell into Mainland China
- Two of the four “Tier 1” cities in China are in Guangdong Province neighboring Hong Kong
- Shenzhen – population 12.4 million
- Guangzhou (Canton) – Pop. 13.3 million
- Hong Kong – pop. 7.5 million

Mainland China's Food Imports, by Value



Source: General Administration of Customs of China

Guangdong-Hong Kong-Macao Greater Bay Area (GBA)



- Huge consumption market
- Innovation & technology
- Sustainability
- Financial/investment services
- Infrastructure & logistics
- Professional services

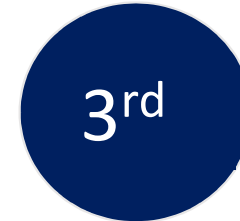
Why Export to Hong Kong?

- **Hong Kong ranked the 7th most competitive economy globally in 2023**



IMD World Competitiveness Ranking 2023

- Business legislation
- Government policies (Simple Import Regulations)
- International investment
- Tax policy (Duty-Free on Most Products)



- **10th export market for U.S. consumer-ready agricultural products**
- **Sophisticated Consumer Base**
- **Shipments can clear customs in as short as 1 day**
- **Strong consumer demand for US brands, quality and product safety**
- **Hong Kong is a major trading hub where buyers for a vast range of consumer-oriented products that are transshipped to China and other parts of Asia.**

Hong Kong's Top Growing Imports of Consumer-Oriented Agricultural Products

Category	(Value: \$ million)		Average Annual Growth
	2018	2022	
Condiments & Sauces	294	535	16.13%
Fresh Vegetables	448	792	15.29%
Tea	185	241	6.73%
Eggs	239	302	6.02%
Fresh Fruit	3,161	3,687	3.93%
Pet Food	134	156	3.89%
Prepared Food	1,215	1,296	1.63%
Processed Vegetables	539	571	1.47%
Non-Alcoholic Beverages	944	963	0.50%
Coffee, Roasted and Extracts	142	143	0.10%

Source: Hong Kong Retail Food Sector Report

Hong Kong Retail Food Trade

- The Hong Kong food retail market is made up of supermarkets, convenience stores, and traditional markets.
- Supermarkets account for nearly 57 percent of retail food sales.
- There are over 690 supermarkets, 1,300 convenience stores, and close to 100 traditional markets in Hong Kong, making food shopping very convenient.
- Because the population density is so high, the density of food stores is also very high



Hawaiian Products in Hong Kong



USA Hawaii Papaya - 7's (1pc)
601031999
\$98.00



USA Hawaii Papaya - 8's (1pc)
601032000
\$92.00



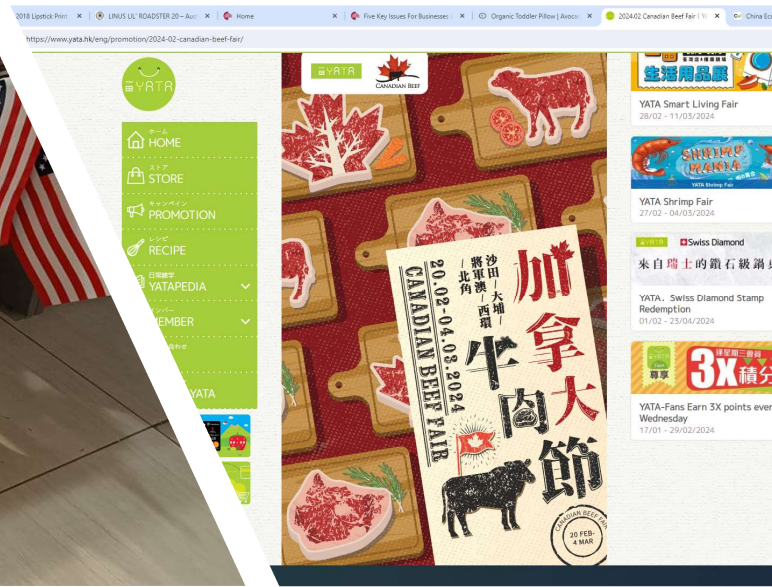
ROYAL HAWAIIAN Sea Salt
Macadamias (113g)
301382871
\$99.00



WAIAKEA Hawaiian Volcanic
Water (1L)
301531103
\$35.00



SALTWORKS Alaea Hawaiian-
Style Fine Grain Red Sea Salt...
301485297
\$106.00





HKTDC Food Expo PRO

Date: 15-17 Aug 2024 (Thu-Sat)

Venue: Hong Kong Convention & Exhibition Centre



HKTDC Food Expo PRO 2024

Fair Dates	15-17 Aug 2024 (Thu-Sat) (Physical) 8-24 Aug 2024 (Click2Match) 15 Jul – 14 Sep 2024 (hktdc.com Sourcing)
Venue	Hong Kong Convention & Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong
Admission	Trade visitors aged 18 or above and all public visitors

Fair Opening Hours	<u>Fair Date</u>	<u>Opening Hours</u>	<u>Buyer Registration Hours</u>
<i>(Trade Buyers Only)</i>	15-16 Aug 2024 (Thu - Fri)	10:00am – 6:00pm	9:30am – 5:30pm
<i>(Public and Trade Buyers)</i>	17 Aug 2024 (Sat)	10:00am – 5:00pm	9:30am – 3:30pm

In 2023, Food Expo PRO attracted over 20,100* buyers from 69 countries and regions. More than 20 international pavilions from around the world were also hosted in this first edition, including Japan, Korea, Mexico, Poland, etc.

To allow exhibitors to explore retail opportunities and instant market response, the last day of the Expo will be open to public.

* Figures for the two concurrent trade fairs (Food Expo PRO and Hong Kong International Tea Fair)

5 Reasons

why you should join us

1 

Asia's prevailing F&B trade hub

2  20,100+ buyers

One-Stop Access to Asia & Mainland China markets

3  50 global offices

International influence through HKTDC network

4 

B2B + B2C for first-hand market responses

5 

Flexible hybrid participation model

Snapshot of Food Expo PRO 2023



Snapshots of International Pavilions

Korea Pavilion



Mexico Pavilion



Indonesia Pavilion



Poland Pavilion



Thailand Pavilion



Mainland China Pavilion



Snapshots of Business Matching and Discussions



Guided Tour



BM Meetings & Discussions

Important Buyers from Around the World



Mittal Teas

Kurly



株式会社大昌貿易行
DAH CHONG HONG (JAPAN) LTD.

EXHIBITION⁺PLUS

