



## Expand Your Global Food Sourcing Network

2024 HKBAH 'LUNCH and LEARN' Seminar:

### Expand Products and Business To Hong Kong and Greater Bay Area

(86 million consumer market)

**Monday, March 4, 2024**

11:30 am - 1:30 pm

**Foreign-Trade Zone No. 9**

**The Homer A. Maxey International Trade Resource Center - M401**  
521 Ala Moana, Pier 2, Honolulu, HI 96813 (free parking on-site)

Hong Kong Business Association of Hawaii (HKBAH) proudly presents a 'Lunch and Learn' seminar by Ms. **Tiffany Wong**, Director, Hong Kong Trade Development Council, Los Angeles, Mrs. **Sharon Hurd**, Chairperson, Board of Agriculture, Hawaii State Department of Agriculture and Mr. **Timothy Tiu**, Economic Development Specialist, Business Development and Support Division (BDS), Department of Business, Economic Development and Tourism (DBEDT), State of Hawaii to share their insightful tips on expanding food products or business to Hong Kong and Greater Bay Area, and the market risks, resources and opportunities.

Online Registration - <https://www.hkbah.us/events-1>

Mail Registration - Make check payable to the Hong Kong Business Association of Hawaii mailing address: HKBAH, P. O. BOX 1839, Honolulu, HI 96805-1839; or RSVP at [hkbahinfo@yahoo.com](mailto:hkbahinfo@yahoo.com) before: **Thursday, February 29, 2024**.

Contact HKBAH via email: [hkbahinfo@yahoo.com](mailto:hkbahinfo@yahoo.com); or [barinnap@gmail.com](mailto:barinnap@gmail.com) for event information.

Name \_\_\_\_\_ Company \_\_\_\_\_

Additional Name (s) : \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

HKBAH Member & Gala Guest, HPEC Member, FTZ9, State & County Officials \_\_\_\_\_ (free)  
Non-Member \_\_\_\_\_ \$15 (lunch cost)



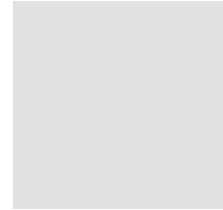
Event Organizer:



夏威夷香港商會  
Hong Kong Business Association  
of Hawaii



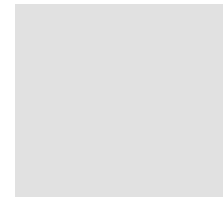
# Food Expo 美食博覽



Tiffany Wong



Sharon Hurd



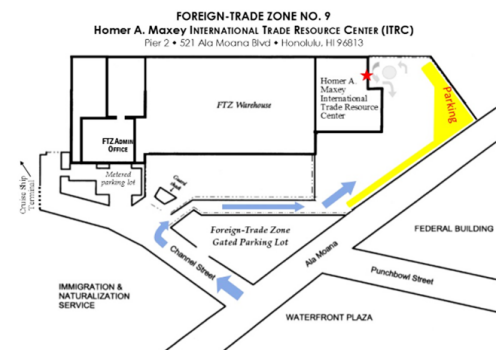
Timothy Tiu

### Program

**11:30am Registration**  
(Lunch at Noon)  
**12:30pm - 1:30pm Program**

Moderator  
**Jeffrey Daniel Lau**  
Attorney at Law

**Admission**  
**\$15 - Non Member**  
Complimentary - HKBAH Member & Gala Guest, HPEC Member, FTZ9, State & County Officials (RSVP is required)





Panel Speaker

**Sharon Hurd**

Chairperson,  
Board of Agriculture,  
Department of Agriculture  
State of Hawaii

Sharon Hurd joined the Hawaii State Department of Agriculture in 2007 with the Market Development Branch where she established regular communication with the commodity groups and agriculture associations that has been key to her understanding of Hawaii agriculture. Prior to her appointment to Chairperson, Board of Agriculture, Sharon served as the Business Development Program Manager and focused on seeking and administering federal grants that would provide resources to the farmers, ranchers, producers and organizations that represent Hawaii agriculture. A goal for the four-year term is to move Hawaii agriculture operations toward generational economic profitability, providing resources to farmers, ranchers and producers that allows them to scale up and expand.

Sharon is a graduate of the University of Hawaii with a BA in Zoology, has 27 years of sales and marketing experience in the airline industry with Delta Air Lines and All Nippon Airlines. She served as the President of the Hong Kong Business Association of Hawaii in 2007 – an auspicious year, as it marked the 10-year anniversary of the handover from the UK. She has been married to George for 47 years and they have two adult children.



Panel Speaker

**Tiffany Wong**

Director,  
Hong Kong Trade Development  
Council, Los Angeles

Ms. Tiffany Wong is the Director of the Los Angeles Branch Office of the Hong Kong Trade Development Council (HKTDC). As Director of Los Angeles, Ms. Wong leads HKTDC's operations on the West Coast, facilitating enterprises in the United States to invest, trade and do business in Asia, particularly in China and ASEAN, through partnership with Hong Kong.

Ms. Wong joined the HKTDC in 2009 and was involved in various trade fairs and conferences. Prior to moving to Los Angeles, she was based at HKTDC's headquarters in Wan Chai, Hong Kong and was responsible for formulating and implementing the promotional programmes for Hong Kong's entertainment industries.

Born and raised in Hong Kong, Ms. Wong graduated from the Chinese University of Hong Kong with a bachelor's degree in Psychology and earned a master's degree in International Health Policy from London School of Economics. She is married with a young boy.



Panel Speaker

**Timothy Tiu**

Economic Development  
Specialist, BDSO,  
Department of Business,  
Economic Development and  
Tourism (DBEDT)  
State of Hawaii

Timothy Tiu serves as an Economic Development Specialist at the Business Development and Support Division (BDSO), Department of Business, Economic Development and Tourism (DBEDT), State of Hawaii. His responsibilities with the Division relate to attracting international students to Hawaii, exporting local business, and liaising with out-of-state offices.

Before joining the team at BDSO, Timothy Tiu served at the Creative Industries Division, State of Hawaii, and previously worked for the Tourism Authority of Thailand in Hong Kong; promoting Thailand for the market in Hong Kong, Macau, and Guangdong.

Timothy graduated from Hawaii Pacific University with a Master of Business Administration in Marketing, and a Bachelor Degree in Travel Industry Management.

Event Sponsor:



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