



Food & Beverage August 2013

Nebraska Agricultural Trade Office staff acknowledge the opportunities for Nebraska food companies in Hong Kong and have been actively developing relationships with businesses and officials there for a number of years. In 2012, Nebraska agricultural trade commodity exports to Hong Kong totaled over \$106 million. The U.S. supplied \$3.45 billion of exports in 2012, confirming the position as the leading food supplier to Hong Kong. The global financial crisis did not have much of an effect on Hong Kong's economy, which allowed trade to stay strong and cause the future to look bright for United States exports.

Quality and food safety are pressing concerns for Hong Kong consumers. Deservingly, United States food products are considered high quality and very safe in Hong Kong. Also, Hong Kong's barriers and regulations of imports are open, especially to American products. Being the fourth largest market for United

HONG KONG FOOD & BEVERAGE INDUSTRY

Because of its large population and small amount of space, Hong Kong relies on imports for its food needs. Hong Kong's economy continues to grow and will require even more food in the future. High quality products are desired in Hong Kong and price is not always the driving factor, which is great for Nebraska food companies since shipping to Hong Kong is not cheap. All of these factors make Hong Kong a fantastic market for Nebraska food companies.

The following products are in high demand in Hong Kong:

Fish & Seafood Products	Beef, frozen
Wine	Snack foods
Poultry products	Beer
Pork	Fruit & vegetable juices
Processed fruits & vegetables	Organic food & beverages

Here are tips for exporting to Hong Kong:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. Hong Kong is a major import country and a re-importer to China as well. This makes it a giant market and your company will have better response if you form a personal relationship with importers. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. The official languages in Hong Kong are English and Chinese. Most materials can be in English, but some may require Chinese. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



For More Information Contact:

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