

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** US Food Products Stand Out at Restaurant and Bar Show

**Country:** Hong Kong

**Post:** Hong Kong

**Report Category:** Export Accomplishments - Marketing, Trade Events and Shows

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**Report Highlights:**

From September 6-8, 2022, the Agricultural Trade Office (ATO) in Hong Kong hosted the strongest national pavilion at Restaurant and Bar, one of the largest food trade shows in Hong Kong. Seven U.S. exhibitors showcased their quality products to over 8,000 trade visitors. U.S. exhibitors reported on-site sales at \$5,000 and projected 12-month sales at \$1.76 million. Hong Kong is the seventh largest export destination for U.S. consumer-ready food products, contributing \$1.6 billion in 2021.

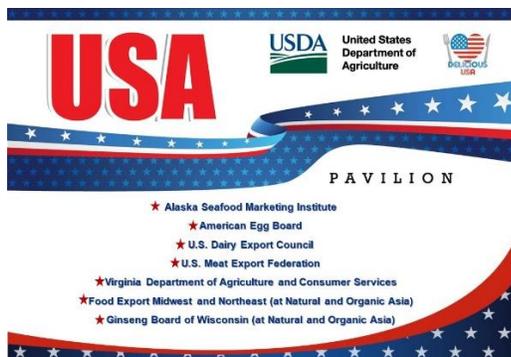
Hong Kong is a lucrative market for U.S. exports of high-value consumer food and beverage products. Overall, direct U.S. agricultural exports to Hong Kong were close to \$1.9 billion in 2021. Hong Kong is the seventh largest export destination for high-value consumer-ready food products, following Canada, Mexico, Japan, China, South Korea, and Taiwan. In 2021, U.S. exports of consumer-ready products to Hong Kong contributed \$1.6 billion in sales. In addition to being a dynamic export destination, Hong Kong is also a gateway to other Asian markets.

Running for over 19 years, Restaurant & Bar Hong Kong (RBHK) is one of the most established business-to-business food & hospitality exhibitions in the region. It serves culinary experts, beverage masters and restaurant owners of the highest caliber. Gourmet Asia (GA) is part of RBHK to showcase exclusively high-end food & drinks, as well as the finest gourmet products. Many trade shows and culinary events in Hong Kong have been cancelled or re-scheduled because of COVID-19. RBHK 2020 was the first large-scale in-person food trade show since the outbreak of the pandemic. The show did not take place in 2021 as it was replaced by the largest biennial food trade show HOFEX. RBHK-GA returns in 2022 with 300 exhibitors and brands and is expected to host over 8,000 buyers.

Under Hong Kong’s pandemic-related measures on inbound travelers, U.S. food companies and agricultural trade associations’ ability to physically attend trade shows in Hong Kong has been limited. Still, RBHK-GA remains one of the important platforms to connect with food traders and demonstrate a visible U.S. interest in this market. The Agricultural Trade Office (ATO) in Hong Kong hosted the strongest national pavilion at RBHK-GA. To complement U.S. exhibitors’ participation in the show, ATO gave a presentation on U.S. Food Sustainability at co-located trade show Natural and Organic Asia, set-up a U.S. Food Sustainability Corner, and organized U.S. food cooking demonstrations using quality U.S. food products showcased at the show. Seven U.S. exhibitors showcased their quality products to over 8,000 trade visitors and reported on-site sales and \$5,000 and projected 12-month sales at \$1.76 million. U.S. exhibitors were able to meet with long-standing partners for discussions on future collaborations, building the impetus to large culinary events in 2023 and beyond.

**Photos**

**(A) USA Pavilion at RBHK-GA**



Exhibitors at USA Pavilion



Alaska Seafood Marketing Institute



American Egg Board



U.S. Dairy Export Council



U.S. Meat Export Federation - Articold



U.S. Meat Export Federation - Saison



U.S. Meat Export Federation – Viva Asia



Virginia Department of Agriculture and Consumer Services



Food Export Midwest and Northeast  
(at Natural and Organic Asia)



Ginseng Board of Wisconsin  
(at Natural and Organic Asia)



Visitors at USA Pavilion



Visitors at USA Pavilion



Visitors at USA Pavilion



Visitors at USA Pavilion



ATO Presentation  
at Natural and Organic Asia



U.S. Food Sustainability Corner

**(B) Highlights**



USA Pavilion Opening Ceremony



Acting Consul General Crosby Walking Through USA Pavilion



Acting Consul General Crosby Walking Through USA Pavilion



Acting Consul General Crosby Walking Through USA Pavilion

(C) U.S. Great Food Cooking Demonstrations (September 6-8)



Acting Consul General Crosby in Action - U.S. Great Food Cooking Demonstration



U.S. Exhibitor Presenting - U.S. Great Food Cooking Demonstration



U.S. Great Food Cooking Demonstration



U.S. Great Food Cooking Demonstration



U.S. Great Food Cooking Demonstration



U.S. Great Food Cooking Demonstration



Trade Visitors at  
U.S. Great Food Cooking Demonstration



Trade Visitors at  
U.S. Great Food Cooking Demonstration

**Attachments:**

No Attachments.