



HOFEX 2025

Hong Kong
May 14 – 16, 2025

In 2023, Hong Kong imported \$415 million of agricultural products from southern United States, which was the 37th highest amongst all countries. Hong Kong will long remain a key importer of food and agricultural products in the world because it will always rely on imports to fulfill its local food supply. Hong Kong imports as much as 95% of its food from other regions and countries, with mainland China being its largest supplier. The United States, which has had decades of market presence in Hong Kong, continues to be a key supplier. In 2023, Hong Kong ranked the 18th largest importer of agricultural products from the United States.

The biennial HOFEX continues to be a leading food and beverage exhibition in Hong Kong and the Asia Pacific region and continues to be one of SUSTA's most important food-related shows on the calendar. The show builds an ideal platform for U.S. suppliers to establish business connection with the importers, distributors, retailers, and foodservice operators from such potential markets in a most effective way.

Participation Fee:

- **Corner Booth:** \$5,177; **Early Bird Special:** \$4,977 (if you register and pay before December 14, 2024)
- **In-Line Booth:** \$4,784; **Early Bird Special:** \$4,584 (if you register and pay before December 14, 2024)

Fee Includes:

- Booth space & standard furniture package
- Market briefing & tour
- Interpreter services (please request in advance if needed)
- Reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: **February 14, 2025** (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products, Seafood

Product Description: Specialty Foods, Beverages, Sauces, Condiments, and Seasonings, Health Foods, Seafood & Meat Products, Grocery Products, Confectionery & Snacks, Other Value-added Foods

Activity Managers:

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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