

Opportunities in the Food & Drink Sector

Hong Kong has the second highest GDP in Asia and Hong Kong consumers are amongst the most sophisticated and wealthy in the world. Hong Kong is a very cosmopolitan centre with very advanced trends in the food service and retail sectors, and cuisines from all over the world are available in the territory. Hong Kong's population is well travelled and keen to experience new cuisine, and this is further supported by the varied expatriate population in the territory. There is a high level of dining out, corporate entertaining and functions. Cooking at home also offers opportunities for baking, ingredients and food and drink products. There are also a large number of coffee shops, bars and pubs offering opportunities for alcoholic and non alcoholic drinks and snack products.

Retailers that specialise in offering international ranges are always on the lookout for new brands and products. Most hotels and restaurants provide on and off premises catering, as well as independent catering businesses. Contracts for catering in schools, hospitals, airlines, public and private canteens, etc are also lucrative businesses. Major holidays including Christmas and Chinese New Year also offer opportunities for well packaged and high value gift items.

Opportunities for UK companies

- high quality confectionery, biscuits and snacks
- British products unique to the local market aimed at British expatriates or locals who have lived in the UK
- sauces and flavourings
- beers
- high quality meats and seafood
- organic and natural products

Further information on the Food & Drink sector is available on www.uktradeinvest.gov.uk

Contact us to see what opportunities are available in Hong Kong for your business:

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International Trade Teams

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Proposed Activities and Events

Product development programme with Retailer / Food service operator	TBC
Hofex, food and drink trade exhibition (www.hofex.com)	6-9 May 2009

