



FOOD MISSION TO HONG KONG and MACAU MAY 2009

The Council for International Trade & Commerce (SA) and the Hong Kong Australia Business Association (SA Chapter) seeks expressions of interest from food producers, suppliers and food related service providers to participate in a food trade mission to Hong Kong and Macau from May 2nd – 9th 2009 including visits to HOFEX.

Focus : Introduction to Food Business in Hong Kong and Macau

Dates: May 2 - 9th 2009

The mission will introduce participants to the food and food related service market in Hong Kong and Macau as a gateway to China with industry visits to hotels, restaurants, supermarkets, and retail outlets, and the sea and air ports.

Hong Kong

- With a population of 6.9 million, and over 27 million tourists on average annually, Hong Kong is a substantial market for all kinds of food and beverages, hospitality equipment and services.
- Australia's food exports to Hong Kong were valued at over AU\$825 million in 2007, making Australia the 4th largest food supplier to Hong Kong.
- Located at the gateway to North East Asia, Hong Kong is a stepping-stone to greater China and other neighbouring markets.
- Hong Kong plays a key role in the Pearl River Delta - the largest regional food market in South China with a population of 40 million and more than 20 fast growing Chinese cities.
- Being a premier trading hub with minimal trade/language barriers and minimal import duties, Hong Kong provides one of the best routes to market for Australian food and beverage companies that are looking to expand overseas.
- HOFEX is the key biennial food event in North East Asia which attracted 29,000 trade visitors from 72 countries and there were 1800 exhibiting companies in 2007.

Macau

- Macau's economy has expanded rapidly since 2002 when the liberalisation of its casino sector led to significant investment in new hotels, casinos and convention facilities by developers from Hong Kong, the USA and Australia. Australia's exports to Macau totalled \$60 million in 2007.

The Costs for the Trade Mission

The fee for participation in the trade mission to Hong Kong and Macau is **\$770** (including gst) per delegate and includes the following:

- Participation in the mission which includes organised site visits, inspections and an invitation to a South Australian dinner
- Pre mission and In market briefings and business matching meetings by experienced trade facilitators
- Ground transport and transfers between Hong Kong and Macau as part of the organised mission visits
- A day pass to HOFEX to visit SA Stand

A travel package of **\$2780** which includes return economy airfares from Adelaide to Hong Kong flying Cathay Pacific and 6 nights single room accommodation at South Pacific Hotel in Wanchai on Hong Kong Island and 1 night in Macau has been negotiated with Tee Lee Travel. Delegates are responsible for booking and paying the participation fee and their travel and accommodation costs, and all personal expenses.

Interested

Contact:- Ian Mathison is the mission coordinator who has organised many successful missions to Hong Kong and Macau. He can be contacted on M: 0411519757 or email hkabasa@hkabasa.asn.au for a detailed itinerary, more information and to register your interest in participating in the Trade Mission. Expressions of interest close Friday March 6th.