

PROMOTION

2012 CHINA: HONG KONG HRI & FOODSERVICE PROMOTION

Monday, May 28 - Thursday, May 31, 2012
Registration: Friday, Mar 9 - Monday, Apr 23, 2012
Hong Kong SAR, China

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), in conjunction with the 13 Western State Departments of Agriculture, announces participation and registration in the following activity:

- **Hong Kong HRI & Foodservice Promotion** Hong Kong China, May 28 - 31, 2012.

Benefits from participating in the activity include:

- Meeting one-on-one with hotel, restaurant, institutional (HRI) and Foodservice buyers in Hong Kong
- Learning more about the opportunities and demands of the Hong Kong HRI and Foodservice market
- Showcasing your products at a WUSATA® coordinated trade reception, hosting HRI and Foodservice buyers
- As well as an opportunity to walk "Vinexpo", Asia's premier Wine and Spirits trade show.

Planning for this activity is underway and subject to change. Sample itinerary as follows:

- Day 1: Arrive Hong Kong
- Day 2: USDA market briefing & market tours
- Day 3: Site visit and one-on-one meetings
- Day 4: Port tour and one-on-one meetings
- Day 5: Vinexpo visit and show reception
- Day 6: Official program ends



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website. New to market companies must be export ready to attend.

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Organic

Produce Seafood