

HKTDC Food Expo to Open in Mid-August in Hong Kong Australia's New South Wales Pavilion to Join for the First Time



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Australia (29 July 2014) – Renowned as the Gourmet Paradise, Hong Kong presents global delicacies ranging from Eastern to Western dishes, from local snacks to international cuisines. The HKTDC Food Expo, organised by the Hong Kong Trade Development Council, is the city's signature event for trade buyers and public visitors to source a wide variety of quality food and beverage products from all over the world. Entering its 25th edition, Food Expo will be held from 14 to 18 August 2014 at the Hong Kong Convention and Exhibition Centre.

Bonnie Shek, HKTDC Australia and New Zealand Director, said "Food Expo is hugely popular among the general public and has proved highly rewarding for trade buyers. Last year, the fair attracted over 19,600 trade buyers and an astonishing 410,000 public visitors. Food Expo 2014 will feature more than 1,100 exhibitors from over 20 countries and regions, and we are very pleased to welcome Australia's New South Wales to join the fair with a trade pavilion for the first time."

"Asia's large and growing consumer market makes the Hong Kong Food Expo a significant opportunity for NSW manufacturers to show their high-quality produce to agents and buyers from all over the world," NSW Deputy Premier Andrew Stoner said.

"It is the doorway to a vast array of potential new consumers in many countries.

"The NSW Government organised a trade mission to the Expo so our selected exhibitors could show the high quality, exciting and innovative products they can create.

“With NSW’s reputation as a producer of high-quality, fresh and healthy food, this Expo is an ideal opportunity for our manufacturers to show they are ready to explore new opportunities and impress new markets.”

The New South Wales pavilion will be located at the fair’s Trade Hall, targeting trade buyers coming from all places around the globe. Opening from 14 to 16 August, the Trade Hall welcomes industry professionals on the first two days (14-15 August) for trading and exchanging market information, and also opens to public visitors by ticket admission on 16 August. Exhibitors will showcase their latest food and beverages, high-end products and best-selling delicacies to potential buyers to explore business opportunities.

Exhibitors from the New South Wales pavilion will feature a variety of products including venison, beef, oysters, blood oranges, macadamia nut products, sugar-free cake and muffin premixers, dressings, organic fruit, and processing technologies for food and beverages.

Apart from the Trade Hall, other fair highlights of the Food Expo are the Public Hall (14-18 August) and Gourmet Zone (14-17 August) which will open to public visitors throughout. Consumers can find an array of popular food and beverage brands in the Public Hall’s Premium Food Zone; while in the Gourmet Zone, international high-end food suppliers will be categorised into four themes, namely Western Delicacy, Asian Cuisine, Chic & More and Sweet Delight, to showcase the global banquet to visitors.

A series of special events will be organised to present a fascinating dining experience to visitors, which include cooking demonstrations by celebrity chefs, parent-child cooking contest, lucky draws, seminars on healthy eating and wise food choices, and a competition to produce the best “yuan yang,” a local drink made by blending Hong Kong-style milk tea with coffee.

Running concurrently with the Food Expo are HKTDC Hong Kong International Tea Fair (14-16 August) and the International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products (14-16 August) and the brand new HKTDC Home Delights Expo (14-18 August). There will be plenty of cross-over business opportunities among these four fairs, offering buyers extra sourcing prospects that are all conveniently located under one roof.

Opening Hours:

| Fair Date | Food Expo | | | Home Delights Expo | Tea Fair | ICMCM |
|--------------|---|---------------|---------------|--------------------|--|--|
| | Trade Hall | Public Hall | Gourmet Zone | | | |
| 14 Aug (Thu) | Open to trade visitors: 10:00 – 18:00 | 10:00 – 22:00 | 10:00 – 22:00 | 10:00 – 22:00 | Open to trade visitors: 10:00 – 18:00 | Open to trade visitors: 10:00 – 18:00 |
| 15 Aug (Fri) | | | | | | |
| 16 Aug (Sat) | Open to trade & public visitors: 10:00 – 18:00 | | | | | |
| 17 Aug (Sun) | | | | | | |
| 18 Aug (Mon) | | 10:00 – 18:00 | | 10:00 – 18:00 | | |

Fair Websites:

- Food Expo: <http://www.hkfoodexpo.com>
- Home Delights Expo: <http://www.hktdc.com/fair/homedelights-en/>
- Hong Kong International Tea Fair: <http://www.hkteafair.com>
- International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products: <http://www.icmcm.com>

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About the HKTDC:

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, [manufacturers](#) and [service providers](#). With more than 40 global offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises [trade fairs](#) and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via [trade publications](#), [research reports](#) and [online](#). For more information, please visit: www.hktdc.com.

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