



The 10th Asian



International Food & Drink Exhibition

Hong Kong

February 10-13, 2004

Whoever you are looking to meet in the Asian food, drink, and hospitality industry, you'll find them at **HOFEX**.

Recognized as a major center for re-exports, Hong Kong is the ideal event location for **HOFEX**; the products showcased at this event will drive the Asian food and hospitality business to even higher levels.

Attracting approximately 30,000 trade visitors from around 75 countries, **HOFEX 2004** is an excellent opportunity to meet with quality buyers and top decision makers from the Asian region, including China, Japan, the Philippines, Malaysia, Singapore, Korea, Taiwan, and Thailand. Leading industry professionals from the HRI sector, including retailers, distributors, importers, brokers, wholesalers, and food processors will attend **HOFEX 2004**.

The United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) will actively support U.S. exhibitors at HOFEX 2004. "Hong Kong continues to be an exciting market for U.S. agricultural exports and a place U.S. food and beverage companies cannot afford to ignore," states Lloyd Harbert, Director, U.S. Agricultural Trade Office, Hong Kong.

- Date:** February 10-13, 2004
- Venue:** **HOFEX 2004** will be held in the Hong Kong Convention and Exhibition Centre in the heart of Hong Kong Island.
- Market:** Hong Kong has a population of 6.8 million and per capita GDP of over \$24,000, the 2nd highest in Asia. Hong Kong's demand for high quality foods, strategic location near mainland China, modern infrastructure, and extensive port handling facilities continue to make Hong Kong an exciting and viable market for U.S. agricultural exports.
- Best Market Prospect:** Beverages - Non Alcoholic, Canned & Processed Foods, Confectionery, Dairy Products, Food Ingredients, Fresh Produce, Frozen & Chilled Foods, Gourmet Foods, Health Foods, Meat & Poultry, Seafood, Snack Foods, Wines, Spirits & Beers
- Booth Space:** USA Pavilion
Walk-on-Booth USD \$4,005, includes:
- ✓ Full booth design and construction
 - ✓ Free listing & photo entry in the U.S. section of the Advanced Buyers Guide
 - ✓ Free listing & photo entry in the Show Directory and U.S. Pavilion Directory
 - ✓ Access to U.S. Business Lounge
 - ✓ Free exhibitor passes and 100 visitor tickets
 - ✓ Daily booth cleaning

U.S. Pavilion HOFEX 2004

Space Application Form

Please Complete and **RETURN THIS FORM NOW!**

Name _____ Position _____

Company _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____

Email _____ Website _____

Products/Nature of
business _____

U.S. Pavilion Walk-on Package:

____ Please reserve _____ walk-on booth (s) in the USA Pavilion at US\$4,005 per booth. A walk-on booth has dimensions of 3 meters by 3 meters for a total area of 9 square meters (approximately 100 square feet). The cost per square meter is US\$445 which includes exhibit space, walls, fascia, carpet, fluorescent lighting, and furniture.

Signature

Date

Notice on Product Origin: Products exhibited in the U.S. pavilion must be at least 50 percent of U.S. origin computed on a value or volume basis. Product labels must indicate the products were either produced or processed in the United States. The U.S. Office of Agricultural Affairs officials have the authority to remove any non-U.S. products from an exhibitor's booth.

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