



# ASIA'S LEADING FOOD & HOSPITALITY TRADESHOW

NEW DATES

7-9 SEP 2021 | HKCEC

## Meat or Meet? All at HOFEX! 深入本地市場 滿足龐大「肉」望！

It is no secret that meat occupies a big part in Hong Kong culture and in Hong Kongers' stomachs. The appetite is growing even under the pandemic — a survey by Sun Life shows that nearly 60% of the Hongkongers seek happiness from food to overcome depression, leading to an increase in consumption of processed and frozen meat. Are you ready to tap into the meat boom?

肉類是香港飲食文化的核心，市場需求相當龐大。疫情下消費者對肉類的需求不減，研究顯示近六成港人在疫情期間靠食物獲取快樂，加工及急凍肉類的消耗量持續上升。想在本地肉類市場分一杯羹？立即行動！

Source 資料來源: Sun Life

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預訂展位

## How fast is the meat market growing? 肉類市場增長趨勢



- The global meat, poultry and seafood market is expected to grow from US\$1389.58 billion in 2020 to US\$1442.42 billion in 2021 at a compound annual growth rate (CAGR) of 3.8%
- 預計全球肉類、家禽和海鮮市場將從2020年的1389.58億美元增長到2021年的1442.42億美元，複合年增長率（CAGR）為3.8%

- Asia Pacific is the largest region in the global meat, poultry and seafood market, accounting for 45% of the market in 2020
- 亞太區是全球最大的肉類、家禽和海鮮市場，2020年佔總市場的45%



- The UN Food and Agriculture Organisation (FAO) found that the average Hong Konger eats through a whopping 102.7kg of pork, beef, poultry and other meat annually, higher than Europe and the United States
- 聯合國糧食及農業組織指，港人每年平均食用多達102.7公斤的豬肉、牛肉、家禽和其他肉類，高於歐洲和美國

- Hong Kong is the top receiver of Brazilian beef imports worldwide, ahead of China, the European Union and the United States, according to data provided by Brazil's Secretariat of Foreign Trade (SECEX)
- 巴西對外貿易秘書處的數據顯示，香港的巴西牛肉進口量領先全球，排在中國，歐盟和美國之前



Source 資料來源: ReportLinker

## Meet the Surging Demand at HOFEX 2021! 機不可失，立即參展！

### SME Export Marketing Fund 中小企業市場推廣基金



Eligible Hong Kong exhibitors may apply for the "SME Export Marketing Fund" to save up to 50% exhibiting costs!

合資格的參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

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