



Hong Kong: The Ideal Business Hub in Asia for International Food Companies

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11 June 2019



OUTLINE. ■

1. Why is Hong Kong an attractive **local market**?
2. Why is Hong Kong the ideal **regional trading and distribution hub**?

HUGE CONSUMER MARKET. ■

7.4_{mn}

Population



65_{mn}

Visitors



One restaurant every

400_{people}



63
Michelin-
starred
restaurants
2019



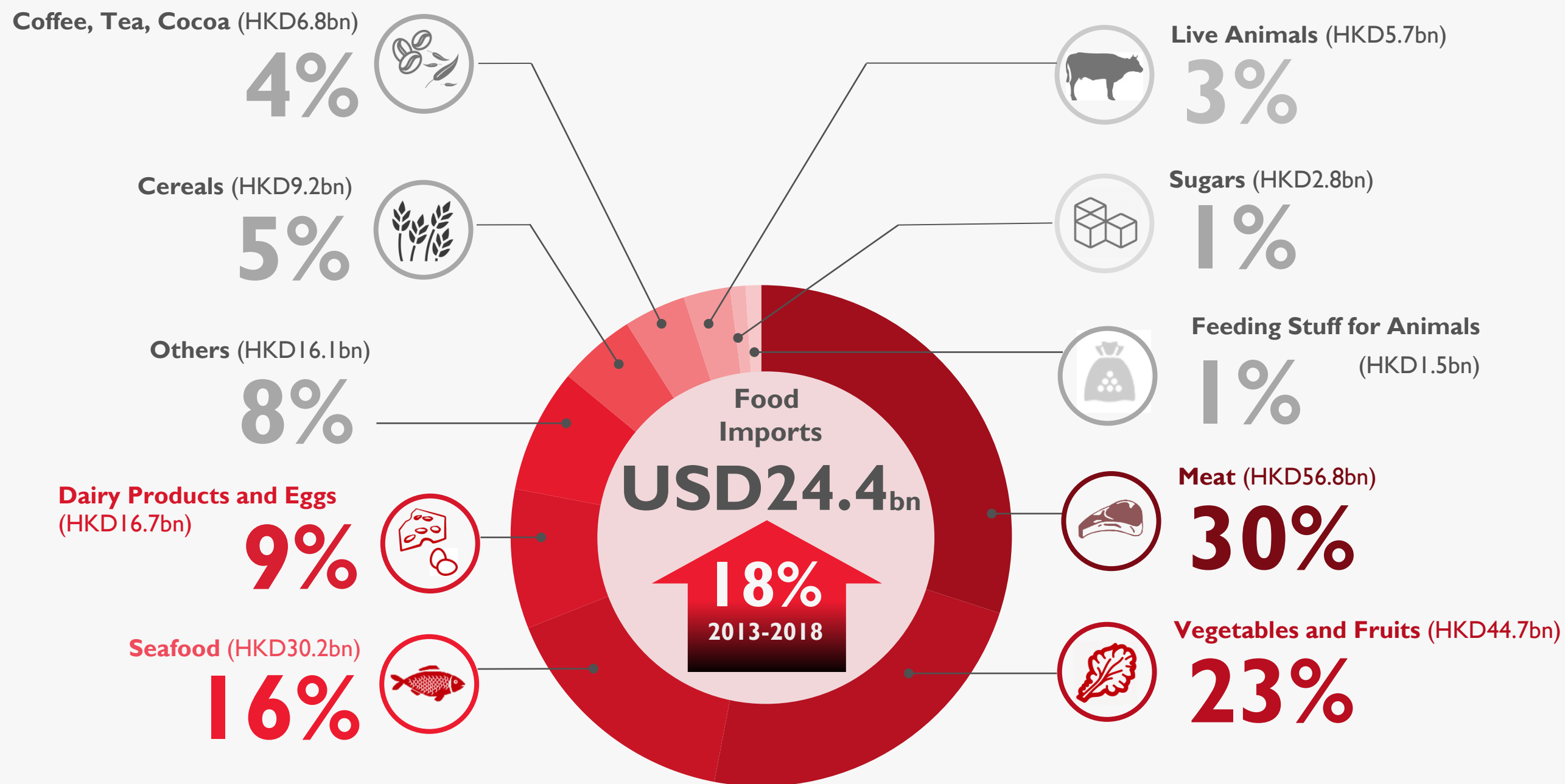
9
out of 50 best
restaurants
in Asia
2019



95%
food from
IMPORTS

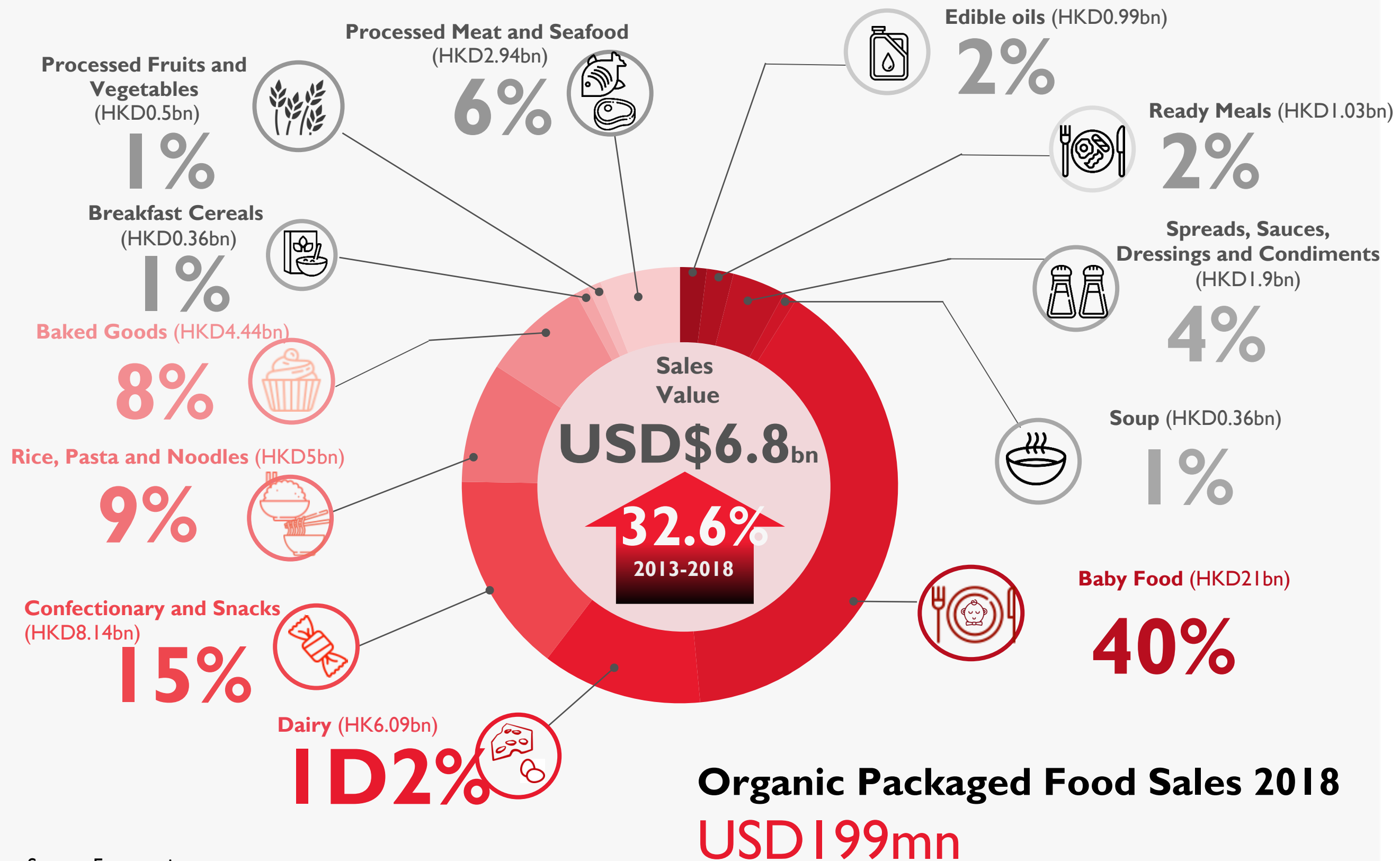
VARIETY OF IMPORTED FOOD ■

InvestH



Source: Census and Statistics Department

PACKAGED FOOD SALES.

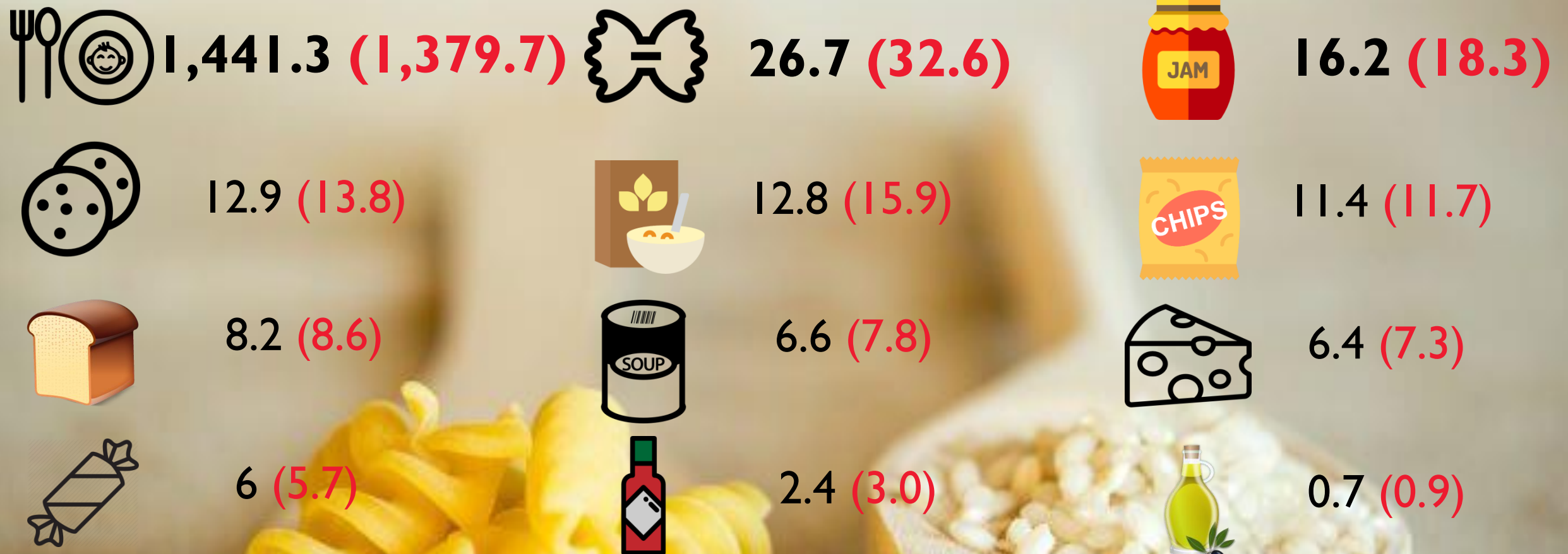


ORGANIC FOOD SALES ■

Sales increase from 2013-2018: **66.5%**

Sales forecast for 2023: **USD199mn**

2018 HKDmn (2023 HKDmn)



ORGANIC FOOD CONSUMER PROFILE ■

Healthy
Foods

MONTHLY EXPENDITURE

69% HKD51-500 8% HKD700+

CHOICE



90%



33%



35%



73%



33%



25%

PURCHASE

3.2% daily 28.2% once a month

AWARENESS



35.8%



18.7%



20.6%



53.8%

FOOD FROM CHILE



Wine

USD21.1mn

Seafood

Salmonidae / salmon:
USD1.1mn



Fruits

Stone fruits: USD383mn (HKD3bn)

Grapes: USD140mn (HKD1.1bn)

Avocados: USD30.8mn (HKD241mn)

The
LARGEST
exporter

Berries: HKD219mn (2nd largest exporter)

Apple: HKD61.1mn

Lemon: HKD5.2mn

Coconuts: HKD2.3mn

MORE NATURAL AND PLANT-BASED INGREDIENTS. ■



HIGHER HEALTH CONSCIOUSNESS ■

Turmeric



Chia Seeds



Probiotics



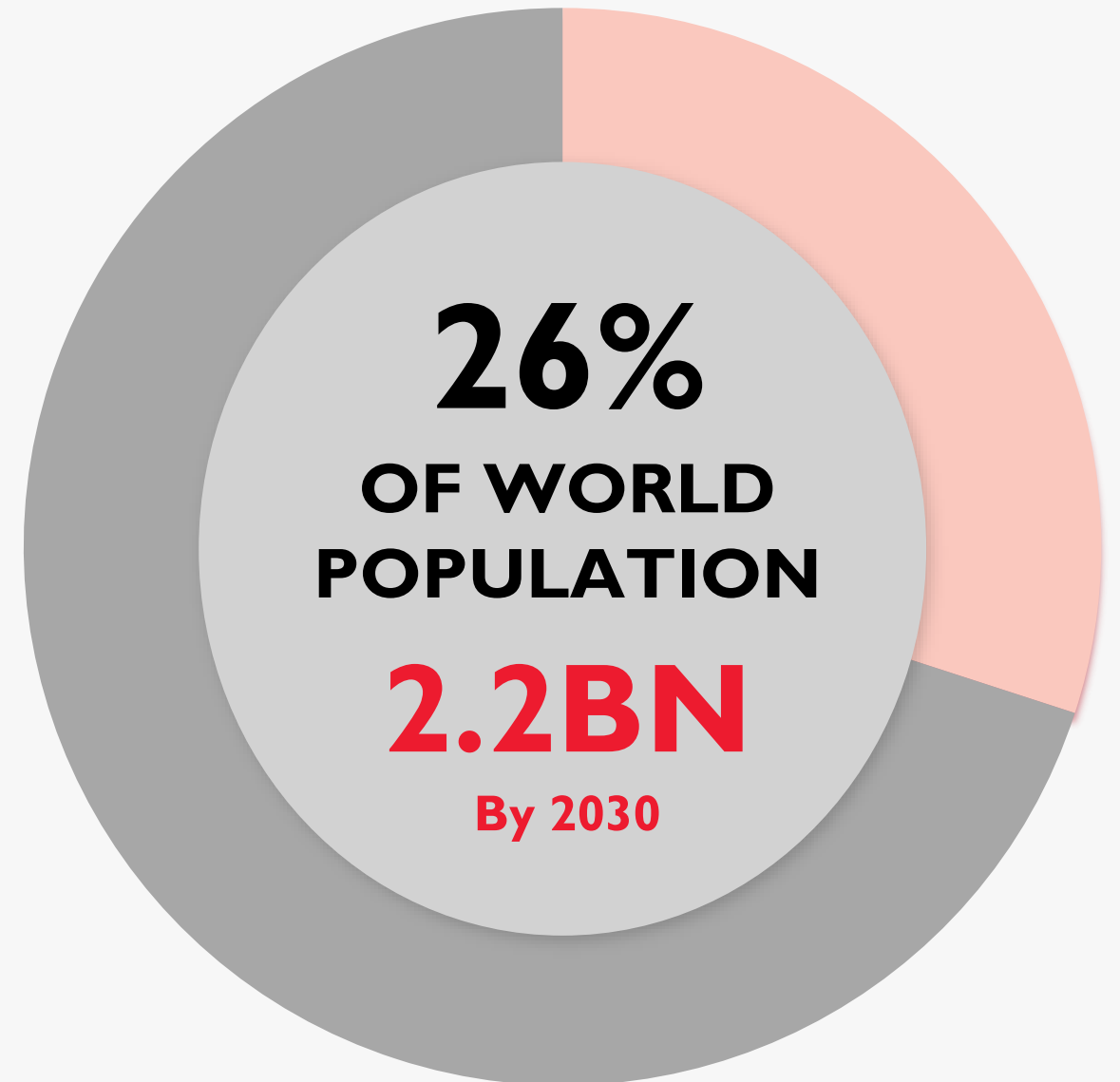
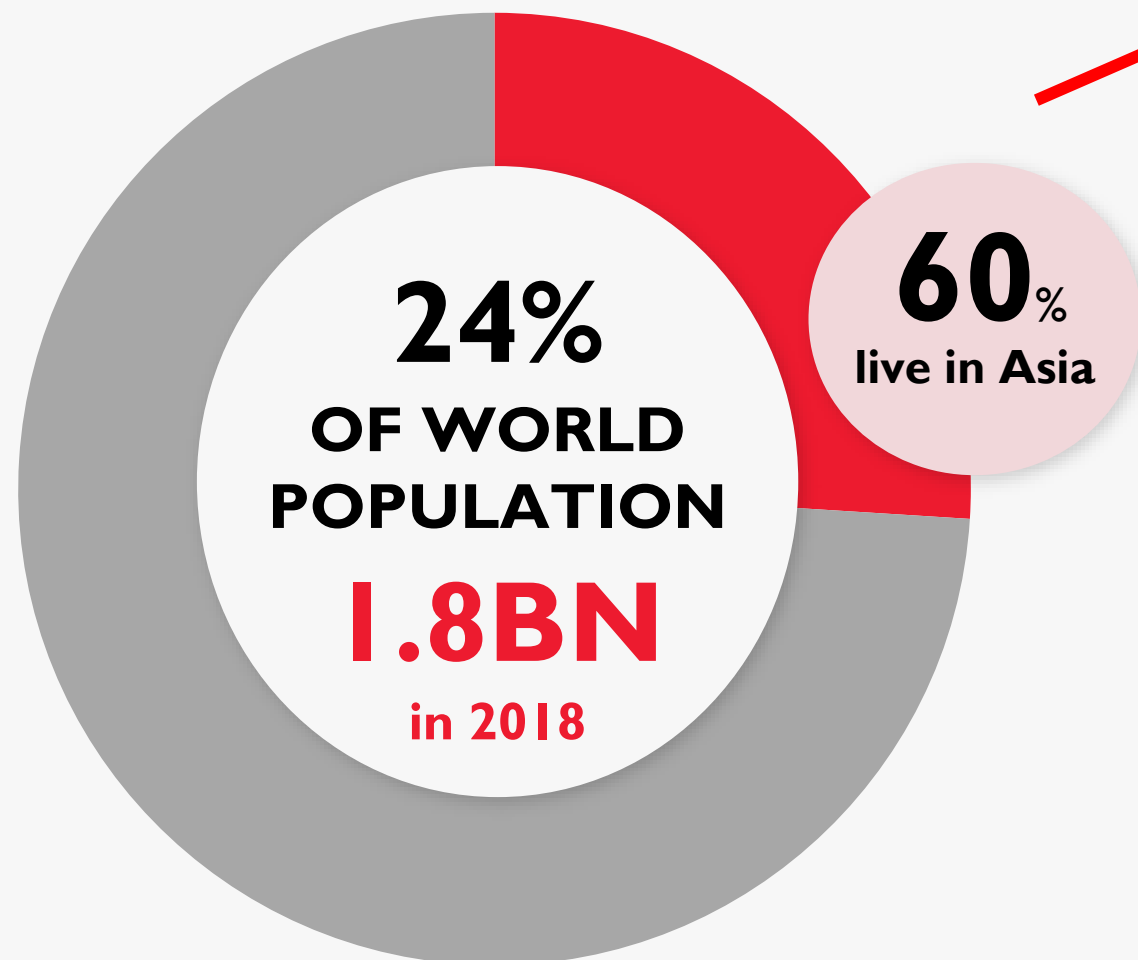
HEALTH conscious

**Tend to eat more green and
sustainable protein**

POTENTIAL FOR HALAL FOOD.



**GROWING
MUSLIM
POPULATION**



ALL YEAR AROUND

Dining Events and Exhibitions ■



MAR

APR

MAY

JUN

JUL

AUG

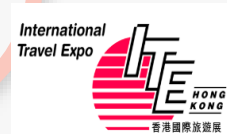
SEP

OCT

NOV

DEC

GOURMET ASIA



GROW YOUR BUSINESS IN & VIA HONG KONG. ■

1) Attend trade fairs

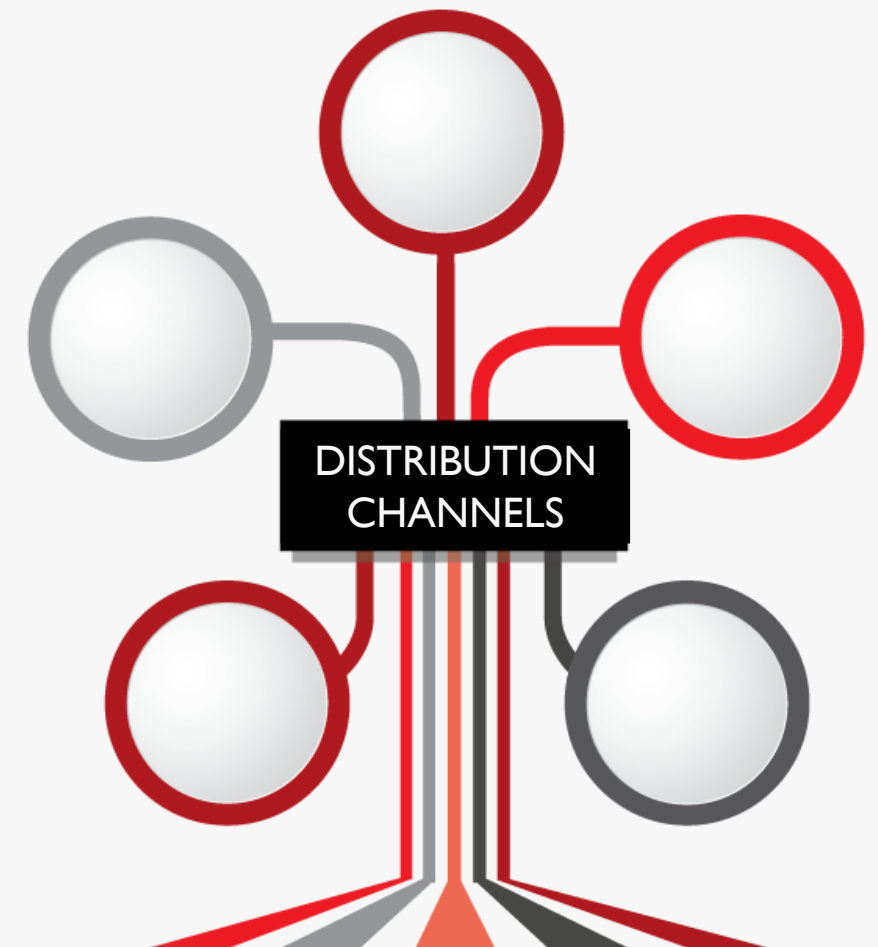
- To know the market and players

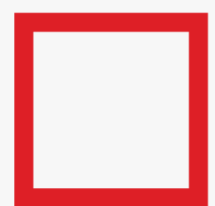
2) Sell via distributors or importers

- To enter supermarket and other retail chains

3) Set up own sales and marketing office

- To grow business volume and better serve customers in Asia





HONG KONG

A WORLD CLASS ECONOMY

1st



Economic Freedom

2nd



Competitiveness

3rd



FDI Inflows

HEART of ASIA. ■

Over 120 airlines operate 1,100 flights per day to over 220 destinations worldwide, including over 50 Mainland cities

**The busiest air cargo airport in the world
– 5.1 million tonnes of cargo handled in
2018 (Airport Authority Hong Kong)**



4hours

Most of Asia's key markets
within four hours' flight time

5hours

From half the
world's population



THE RULE OF LAW.

LOW & SIMPLE TAX SYSTEM.

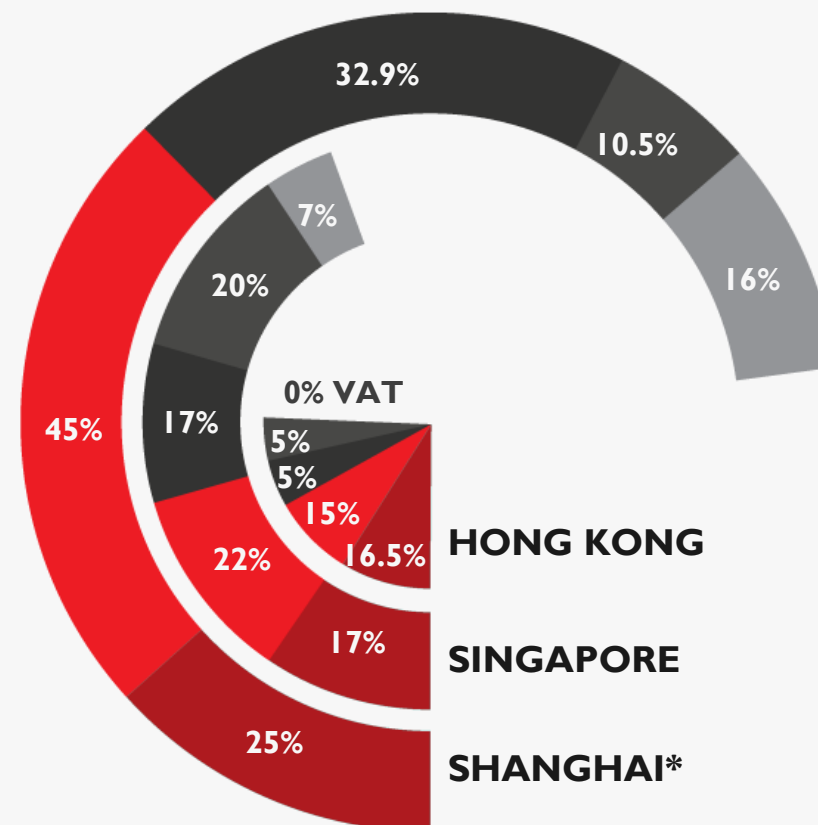
Two-tiered tax system

8.25%

First HK\$2M of Profits

16.5%

Profits Above HK\$2M



- Corporate Income
- Personal Income
- Employer Social Security
- Employee Social Security
- VAT

* There is no standard rate across the Mainland China. Shanghai is used as an example.



- X VAT/GST/Sales tax
- X Capital Gains Tax
- X Withholding tax on investments
- X Estate duty
- X Global taxation
- X Wine duty



Hong Kong has signed Comprehensive Double Taxation Agreements (CDTAs) with **40** jurisdictions.



Negotiations with **15** jurisdictions are in progress.
(as of May 2019)



GREATER BAY AREA ■

POPULATION

71.1mn

>UK, Italy, South Africa

LAND AREA

56,000km²

>Ireland, Latvia, Panama, West Virginia (US)

GDP

US\$1.6trillion

>Indonesia, Netherlands, Turkey

OUTLINE DEVELOPMENT PLAN ■



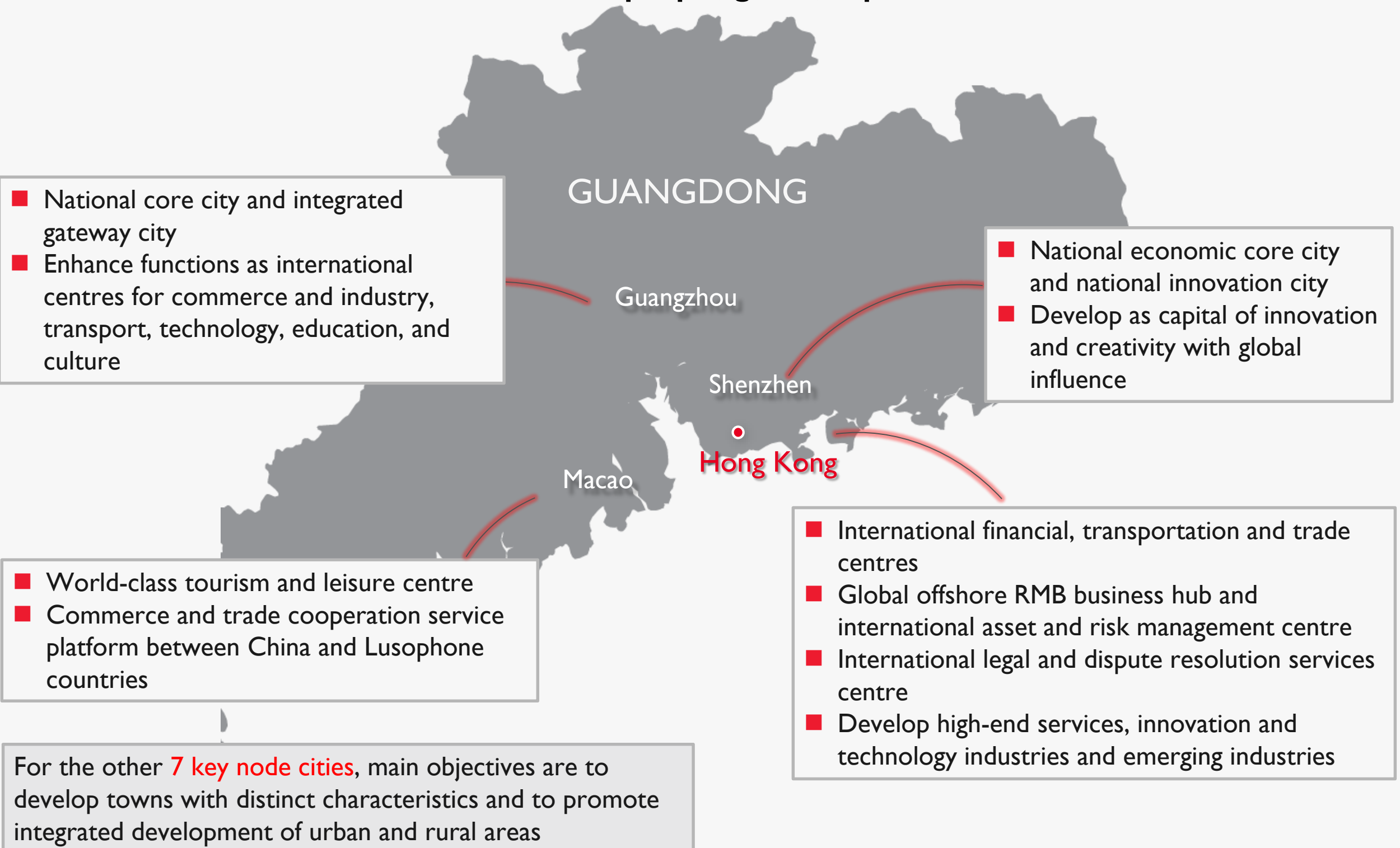
<https://www.bayarea.gov.hk>

DEVELOPMENT OBJECTIVES ■

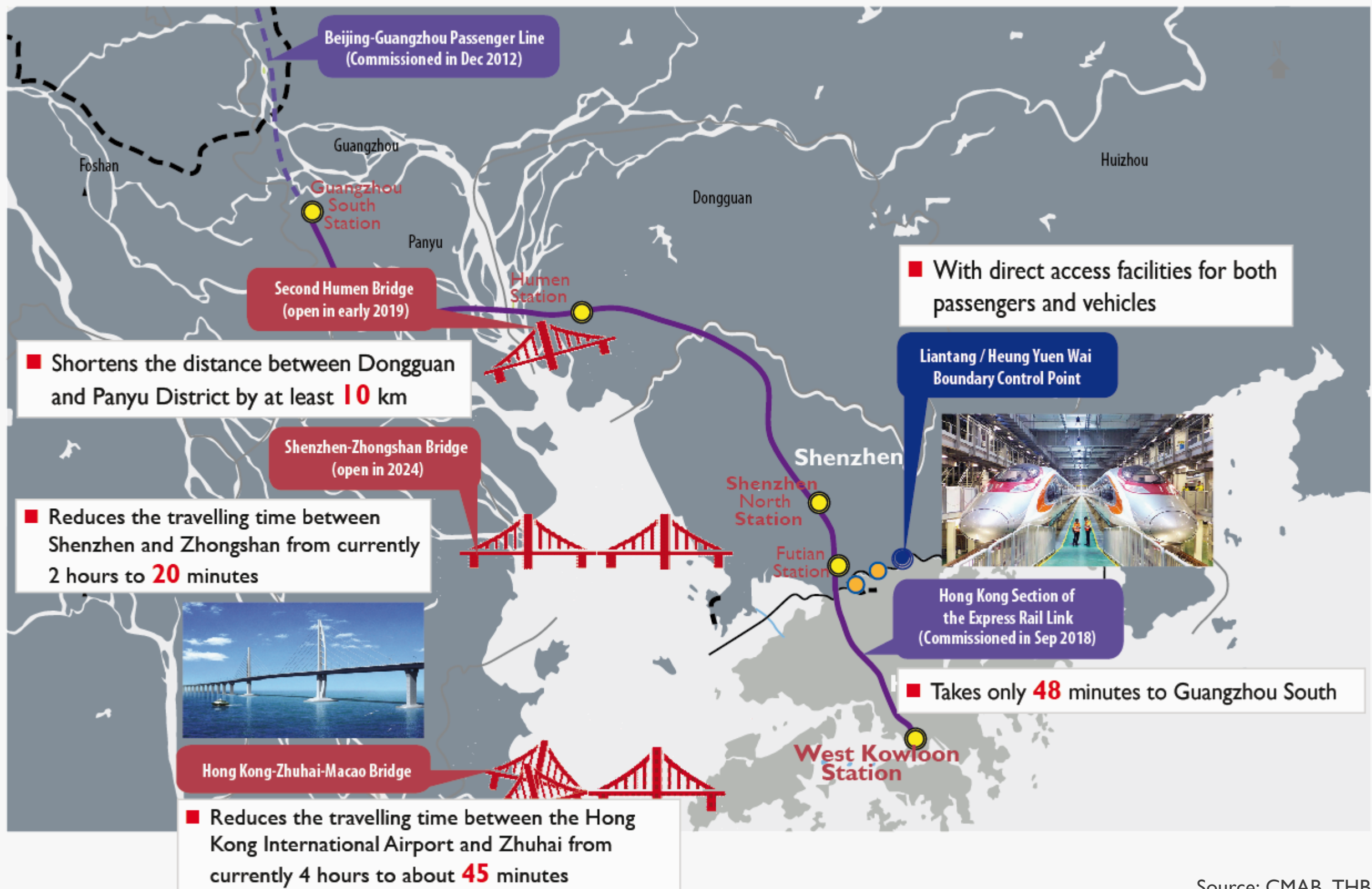
1. A globally influential **international innovation and technology hub**
2. Expediting **infrastructural connectivity**
3. Building a globally competitive **modern industrial system**
4. Taking forward **ecological conservation**
5. A **quality living circle** for living, working and travelling
6. An important support pillar for the **Belt and Road Initiative** (BRI)
7. A showcase for in-depth **cooperation between the Mainland and Hong Kong and Macau**

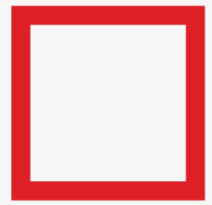
FOCUSES OF 4 CORE CITIES ■

**Coordinated and innovation-driven regional development
with more seamless flows of people, goods, capital and information**



KEY INFRASTRUCTURE.

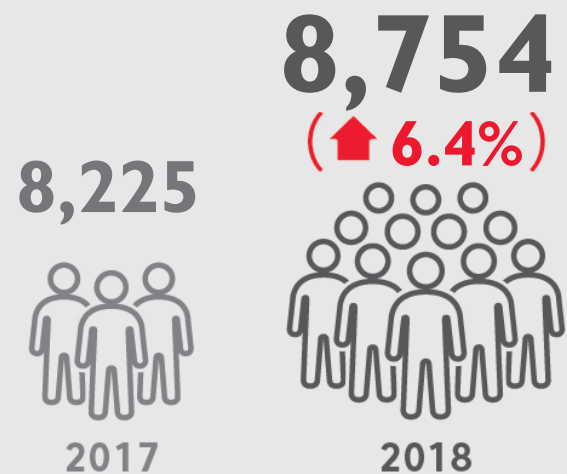




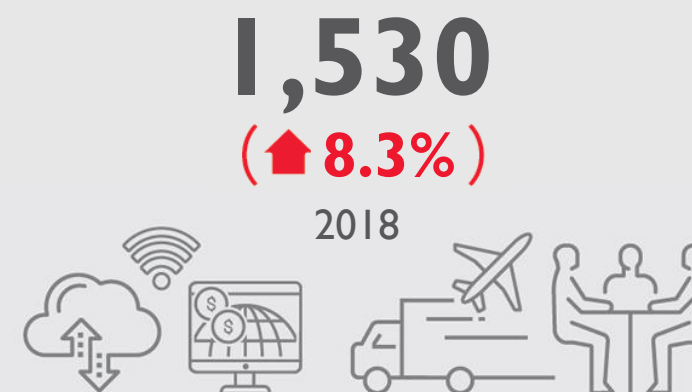
VIBRANT INTERNATIONAL BUSINESS COMMUNITY

PERFECT GATEWAY TO GBA/ ASIA/ BELT & ROAD

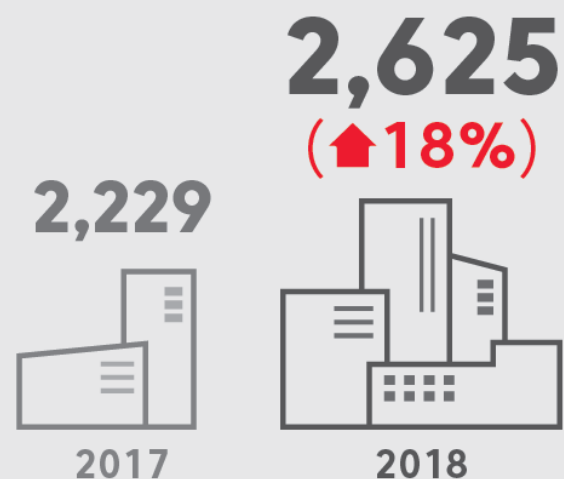
Overseas and Mainland companies



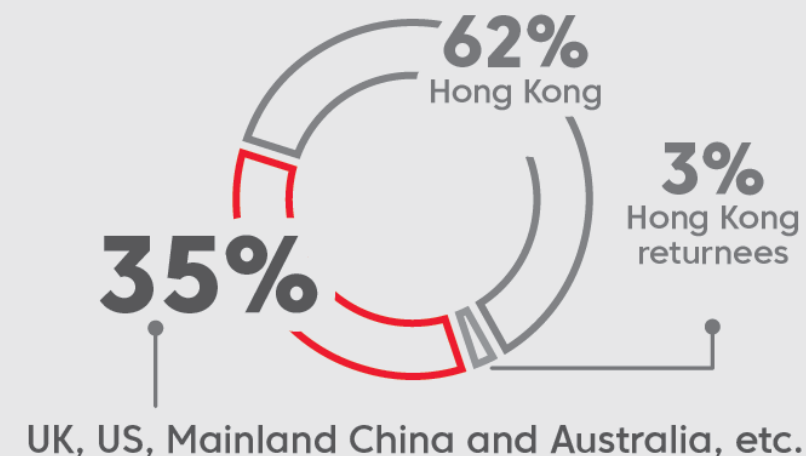
Regional headquarters



Number of startups



Origins of founders



SECTOR OPPORTUNITIES & PRIORITIES. ■



■ Business & Professional Services



■ Financial Services



■ Transport & Industrial



■ Creative Industries



■ Consumer Products



■ Tourism & Hospitality



■ Innovation & Technology



■ FinTech

HOW WE CAN HELP YOU GROW. ■

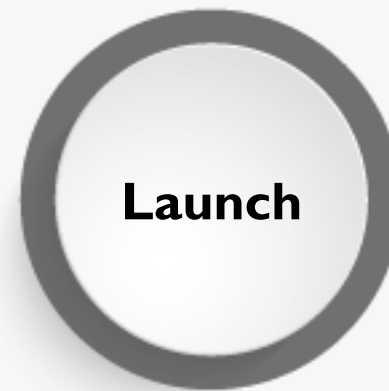
Whether you are new to Hong Kong or a long-standing investor



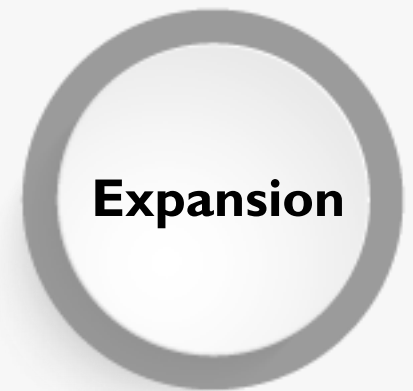
Information to aid
planning and
evaluation



Facilitation of visa
applications, schooling



Networking events,
introduction to
service providers



PR and marketing
support for launch/
expansion

RECENT CLIENTS FROM LATIN AMERICA.

Chile



Mexico



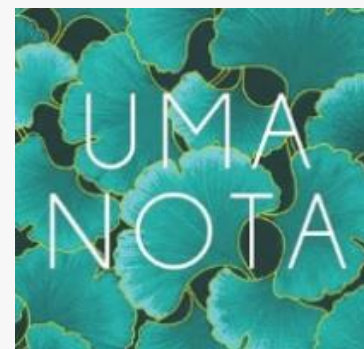
Argentina



Brazil



Colombia





GET in TOUCH ■

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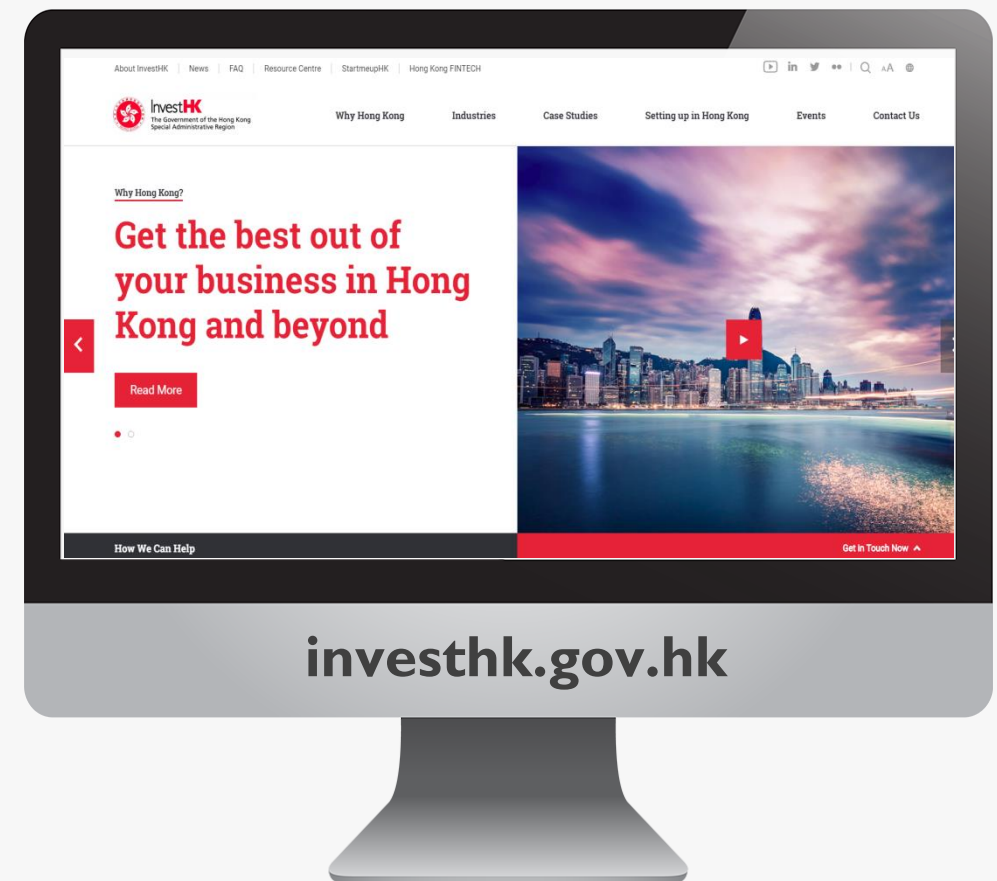
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