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Asian Seafood Exposition

Wanchai, Hong Kong • September 11-13, 2012

- *Be a part of the 3rd annual seafood-specific trade show in Hong Kong!*
- *Co-located with Restaurant & Bar and Frozen Food Asia, drawing visitors from over 25 countries*
- *Buyer representation from 58 countries and growing*

Hong Kong alone is home to more than 7 million people and enjoys a growing and competitive seafood market, with a total of \$2.6 billion of fish and seafood products imported in 2010. The U.S. ranked as Hong Kong's fourth largest seafood supplier, valued at \$156 million in 2010. The U.S. has a strong competitive edge due to Hong Kong consumers' perception of the high quality and safety of U.S. seafood.

2012 will be the third annual Asian Seafood Exposition, with over 2,500 seafood buyers and agents from retail, food service, distribution and import/export expected to attend. Take advantage of this opportunity to exhibit in SUSTA's pavilion at the show and meet one-on-one with buyers seeking your products! SUSTA-region exhibitors at the 2011 show reported expected sales of \$3.75 million resulting from contacts made at the expo.

Important Information:

- **Participation fee: \$950**
 - 100 sq. ft. space in the open USA pavilion.
 - Timely installation and dismantling of booth
 - 5 co-exhibitor badges per company
 - Nationally recognized chef to prepare your product
 - Furnished and decorated booth, including display case
 - Ice and overnight cold storage
- The American Embassy can arrange meetings with buyers in Hong Kong before the show for interested companies. Contact the activity managers listed at right for more details.
- **Register now! Space is available on a first-come, first-served basis.**
- Sign up on the Events page at www.susta.org by **July 30, 2012**. *No refunds will be rendered after this date.*
- Participants are responsible for their own transportation, lodging, meals and other expenses.
- Exhibitors are responsible for shipping charges to freight forwarder.
- No charge for shipping up to 100 lbs. of product from the designated freight forwarder in the United States to Hong Kong.



Register on the Events page
at www.susta.org

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