

Hong Kong

Market Snapshot

Overview

In 2014-15, Hong Kong imported \$613 million of vegetables from around the world. Australia exported \$8.7 million of vegetables in 2014-15 which is a 29 per cent increase in exports from 2009-10.

Market	Total imports	Australian vegetable exports	AU Market Share #	AU Value Share	Overall key imports	AU key exports
Hong Kong	\$613m	\$8.7 million	8	3.2%	Cabbages, potatoes, onions, sweet corn, carrots, spinach	Carrots, lettuce, potatoes, cauliflowers, cabbage, asparagus

Australia is a leading supplier of carrots and potatoes to Hong Kong, other key commodities that are exported include lettuce, cabbage, onion and celery. There are significant opportunities in Hong Kong for leafy vegetables, in particular prepacked lettuce and prepacked mixed salads.

Significant market trends in Hong Kong include a strong focus on food safety and the promotion of a healthy lifestyle. Australian vegetables benefit from the competitive advantage of being known as of a high quality, freshness and safety. Consumers in Hong Kong also have a high disposable income meaning that there are segments of consumers who are willing to purchase premium products. Australian vegetable exports should be aware of competition on product traits such as quality, safety and freshness rather than purely competing on price.

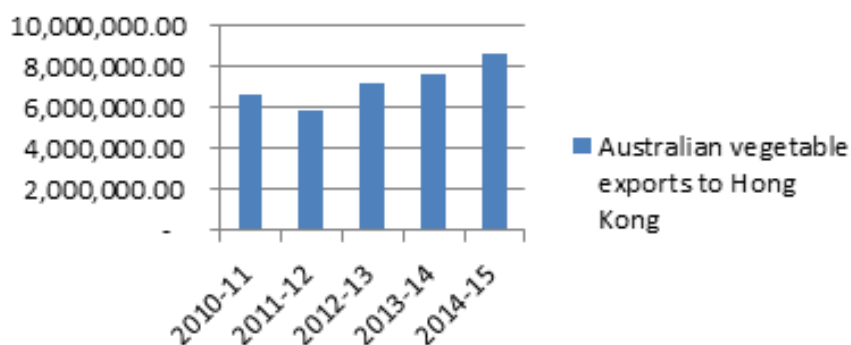
Hong Kong is an open market and therefore competition among suppliers is high. Vegetable imports to Hong Kong from Australia do not require an importing permit or phytosanitary certificate and there are no prohibited vegetable imports from Australia. This means all vegetable commodities from Australia can be exported to Hong Kong successfully.

To view importing requirements to Hong Kong, please use the MCoR website.

When doing business in Hong Kong it is important to be aware of cultural considerations including:

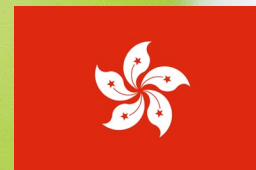
- It is important to have business cards and exchange them during business meetings.
- Be prompt to meetings.
- Responses to business partners in Hong Kong should be prompt. For examples, do not wait days to answer an email.

Australian vegetable exports to Hong Kong



If you would like to know more please contact AUSVEG via email at export@ausveg.com.au or by calling (03) 9882 0277.

Australian vegetable exports to Hong Kong



June 2010 - 2015							
Description	Australian Dollars						
	2010-11	2011-12	2012-13	2013-14	2014-15	Difference 2010 - 2015	Percentage Change
Total	6,673,595.00	5,848,658.00	7,217,186.00	7,679,193.00	8,689,634.00	2,016,039.00	30%
Carrots And Turnips, Fresh Or Chilled	1,350,101.00	1,223,187.00	1,552,856.00	1,773,326.00	2,185,920.00	835,819.00	62%
Potatoes, Except Seed, Fresh Or Chilled, Nesoi	1,026,714.00	856,918.00	900,316.00	788,351.00	1,206,090.00	179,376.00	17%
Onions And Shallots, Fresh Or Chilled	540,713.00	618,060.00	604,438.00	843,966.00	277,143.00	- 263,570.00	-49%
Vegetable Seeds For Sowing	1,027,040.00	551,183.00	1,098,441.00	647,022.00	646,571.00	- 380,469.00	-37%
Lettuce, Except Head Lettuce, Fresh Or Chilled	581,367.00	507,798.00	636,572.00	702,651.00	792,382.00	211,015.00	36%
Asparagus, Fresh Or Chilled	438,203.00	356,205.00	345,315.00	982,750.00	948,606.00	510,403.00	116%
Vegetables, Nesoi, Fresh Or Chilled	652,525.00	281,991.00	-	-	-	- 652,525.00	-100%
Head Lettuce (Cabbage Lettuce), Fresh Or Chilled	168,923.00	167,691.00	130,914.00	188,795.00	150,946.00	- 17,977.00	-11%
Mushrooms, Fresh Or Chilled, Nesoi	54,020.00	163,547.00	280,445.00	395,557.00	545,507.00	491,487.00	910%
Tomato Ketchup And Other Tomato Sauces	31,083.00	134,739.00	124,000.00	6,766.00	20,226.00	- 10,857.00	-35%
Vegetables, Fresh Or Chilled, Nesoi	-	127,501.00	186,220.00	345,177.00	239,857.00	239,857.00	-
Vegt/Fruit/Nuts Etc Nesoi Prep/Pres By Vinegar Etc	62,815.00	89,290.00	22,831.00	10,767.00	104,102.00	41,287.00	66%
Pumpkins, Squash And Gourds, Fresh Or Chilled	-	85,656.00	152,255.00	109,148.00	129,961.00	129,961.00	-
Spinach, New Zealand & Orache (Garden), Frsh/Chld	121,249.00	83,451.00	46,343.00	78,387.00	229,310.00	108,061.00	89%
Fresh Or Chilled Cauliflowers And Headed Broccoli	-	71,134.00	114,669.00	173,036.00	246,122.00	246,122.00	-