



The CalAsian Chamber Annual International Trade Mission:

# **HKTDC FOOD EXPO**

Join us as International Trade Administration's MDCP Program hosts International Trade Mission to Hong Kong in partnership with Sacramento MBDA Export Center. Get the CalAsian Experience through:



### Arranged B2B Meetings

Attend pre-set meetings with our business network in Hong Kong. Matchmaking services are available.



### Local Site Visits

Visit local distribution, production, and business centers.



### Dining Arrangements

Join us for a welcome reception and farewell dinner.



### Sightseeing Tours

Experience popular tourist areas while accompanied by a CalAsian Chamber Tour Guide.

## ITINERARY

**Tuesday**  
8.14

Arrive in Hong Kong,  
Welcome Reception Dinner

**Wednesday**  
8.15

Site Visits to Local Distributors

**Thursday - Saturday**  
8.16 - 8.18

Exhibition Dates with B2B  
Matchmaking, Market  
Briefings, and Media Relations

**Sunday**  
8.19

Tourist Attractions (Optional),  
Farewell Dinner

**Monday**  
8.20

Leave Hong Kong

## PARTNERS



### TRIP COST: \$5,000

**Deadline: June 15th, 2018**

The participation fee covers logistics in Hong Kong, including hotel accommodations, all breakfast, reception dinner, farewell dinner, shared exhibition space, furniture rentals, interpreters, catalogs, B2B meetings, site visit tour, pre-screened meetings, conferences, delegation marketing program, brochure translation, sightseeing tour, and in-country transportation. While the fee does not include international flight and sample shipping, travel and sample shipping assistance can be arranged.

**Deadline: June 29th, 2018**

### Catalogue/Sample Participation Fee: \$1500

Join us as Catalogue/Sample participant: We will bring your product samples and marketing materials to Hong Kong Food Expo on behalf of your company. The Catalogue/Sample fee covers: sample international shipping; shared booth display space; marketing material translation into Chinese (up to two pages); introduce your products to buyer group; share all the business leads interested in your products; publish your company information on Hong Kong Food Expo newsletter and catalogue; after trade mission export assistance.

### Contact:

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CalAsian Chamber: [www.calasiancc.org](http://www.calasiancc.org)

Hong Kong Food Show: [www.m.hktdc.com](http://www.m.hktdc.com)

**Major Exhibit Categories:** Bakery Products | Beverage, Alcoholic & Non Alcoholic | Canned, Frozen & Processed Food | Convenient & Instant Food | Dairy Products | Fruit & Vegetables | Health, Green & Organic Food | Meat & Poultry | Rice, Noodle & Pasta | Sauces & Seasonings | Seafood | Sugar & Sweets

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