

expensive than the American beef.

Hong Kong consumers prefer fresh beef than frozen beef. The great abundance in supply of lower-priced and fresher beef from neighbourhood China hinders the wide acceptance of high quality beef.

It is difficult to compete with Chinese beef in price. However, there is a chance in promoting the high quality of Canadian beef in Hong Kong. Hong Kong has many young people who have received education or adopted many of the ideas in the west. These younger consumers generally have more personal disposable income; they are less price-sensitive, more health-conscious, and demand more on product quality. Canadian beef is perceived to be able to meet these market needs.

Major shows

At present, there are 2 exhibitions for food products. HOFEX is the show for trade visitors and it was held in May, 1993. The show is a biannual event and it will be held again in 1995. However, it will be held in China instead of Hong Kong because many exporters have viewed China as a larger potential market in the region. Fair organizer is Hong Kong Exhibition Services Ltd. (fax: 852-528-3103).

Another exhibition is called the Food Expo. It is a consumers' show and appropriate only for established food companies which want to consolidate their images in the local market. The chance of generating large on-the-spot business therefore is even lower than that in HOFEX. However, in terms of visitors' traffic and publicity, Food Expo attracted more local awareness and attention. Fair organizer is the Hong Kong Trade Development Council (fax: 852-824-0249).

3. ACCESS AND BARRIERS

An import license is required for the import of meat into Hong Kong and the importer has to apply in Hong Kong.

A health certificate, issued by the appropriate government authority, is required from the importer to certify that the meat is clean from infectious disease and in good condition for human consumption. Canadian meat exports can generally meet this standard.

There are no import tariff/duties or government health regulations governing the importation of foodstuffs into Hong Kong. However, for fresh or frozen meat and poultry parts, a health certificate issued by the appropriate authority of the exporting country is required to accompany shipments.