

HONG KONG SECTION A INDUSTRY

GENERAL OVERVIEW

ASIA PACIFIC

Hong Kong is a market of 6 million people for food and oilseed. The most commonly used oils are peanut oil and corn oil for Chinese cooking. Sunflower oil is also used. Canola oil was recently introduced into the Hong Kong market in 1993.

CHARACTERISTICS OF THE MARKET

A. Local Production

There is no local production of oil or oilseed in Hong Kong. Hong Kong companies import oil or oilseed in bulk and package it locally.

Hong Kong government has a non-intervention policy on the industry. It has no price supports, production incentives, subsidies and no strict environmental controls over the packaging or the refining of the oil in Hong Kong.

Hong Kong government will continue the non-intervention policy. However, more concerns will be placed on the environmental control aspect of the production process. In addition, quality of oil in Hong Kong will be a concern in the future.

B. Domestic Market

Vegetable Oils

Hong Kong consumers prefer peanut oil and corn oil because they are so commonly used. In addition, they are not too expensive in Hong Kong. A price-conscious customer can easily obtain the product from the market and a price-conscious customer can easily buy oil from a mainland Chinese supplier.

Hong Kong customers are becoming more health conscious. The trend will be that they will tend to consume low-calorie, low-fat and low-cholesterol food. Any product which can help achieve the above objectives will be welcome.

Protein Meals

Canola or flax meal is not too well known.