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AgriPro Asia Expo has received trade visitors from 30 countries and regions

Asia's leading agricultural trade fair in Hong Kong, AgriPro Asia Expo (APA) and Agricultural Conference Asia (ACA) 2011 ended in splendid success on 2nd December. The expo has accommodated trade visitors from 30 countries and regions at the Hong Kong Convention & Exhibition Centre (HKCEC) during the 3-day show period.

"With increased product variety and specialty, APA 2011 is popular among local and foreign trade visitors. It has been a tremendous success for the show in facilitating the building of business relations," said Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd.

Hunan's Pavilion joined with 14 enterprises this year and has received positive responses. First-time exhibitor, Hunan Henghui Food Co., Ltd has signed a meat order with Hong Kong Golden Rainbow Trading Ltd which value USD 1600 millions. They have reached trading agreement with buyers from Russia and Iceland on-site also. Hunan Yingcheng Oil Industry Co., Ltd has agreed on a USD 800,000 order with Naturally Plus Co., Ltd and a Malaysian partner.

Korean participation at APA increases sharply when comparing with last year. Together with its members, aT Center took up a major pavilion site at the fairground to start their product launch. Being an Asian supplier of Oysters, Mr. Jeong Seung-hoon, CEO of Seaever Co., Ltd stated "France is now the most popular oyster supplier in Europe, Mainland China and Hongkong. Yet, we have invented a new method of growing oyster in the wetlands so that we hope to provide our oyster to Chinese. That's why we have decided to start over."

"This is the very first time for us to join APA, which we are very surprised to get a lot of potential clients here. There are requests about our products and our technology. We met clients from Australia, Singapore, Hong Kong and China and so many more in these 3-day expo." said the Project Director of the Green Agro World Pvt Ltd, a technology farm in Malaysia.

Vietnam marine seafood industry has been growing rapidly and became the major exporter in Asia. "China and Hong Kong are both important exporting markets for Vietnam seafood, AgriPro Asia is useful for us to look for partners especially being able to meet and discuss with some importers in Hong Kong & China. We hope to bring more products and members like pangasius and shrimps to the event next year." rounded up at the last day of APA by Deputy General Secretary Mr. Nguyen Hoai Nam of the Vietnam Association of Seafood Exporters & Producers.

On the conference stage was Agricultural Conference Asia (ACA) which aims to provide a platform for industry players to learn and to update themselves of the latest market trends. Statistics has shown that 90% of the participants are satisfied with the content and professionalism of the conference. Most of the audiences agreed the importance of ACA to their business especially in the field of food safety systems and standards that are closely related to their product development.

Besides APA and ACA, Forums and "Open Kitchen" were set up in line with the enhancement of show elements, while trade visitors were very eager to exchange views with the speakers and performing units. Other than these sessions, trade visitors were also able to collect market information, evaluate the market and networking at the fair ground. In the next issue, trade buyers would like to meet more exhibitors from countries and regions like Japan, Taiwan, Thailand and South America etc for their purchasing purposes.

Addressed at the Welcome Reception by Mr. Clement Leung JP, Director of Hong Kong Food & Hygiene Department, HKSAR Government, "AgriPro Asia plays a significant role in promoting food safety and international standards for building up these supply chains in the region. In Hong Kong, we believe a robustly framework is the key to ensure food safety."

APA is supported by International organizations and institutes including Korea Agro-Fisheries Trade Corporation (AT center), AUSVEG, International Federation of Organic Agriculture Movements (IFOAM), Hong Kong Federation of Restaurants & Related Trades (HKFORT), Hong Kong Organic Resources Centre (HKORC) · MATRADE · Chinese Organic Food Certification Centre, Chinese Organic Agri-certification Association (Taiwan), Hong Kong Imported Vegetable Wholesale Merchants Association, and also Hong Kong Vegetable Marketing Organization (VMO), Hong Kong Fish Marketing Organization (FMO), Hong Kong Tourism Board, etc. as well as Chinese Provincial agro-product officials from Henan, Hunan, Fujian, Guizhou and Xinjiang.

The next edition will held at the last quarter of 2012 and details will be announced shortly.

About the Organizer

Vertical Expo Services Company Limited (VES) is specialized in organizing international trade fairs and conferences, cover a variety of industries in Hong Kong, Macau, China and the US. VES is headquartered in Hong Kong and works closely with different trade and government official bodies. For further show information or media enquiries, please visit APA website www.AgriProAsia.com or contact the organizer.

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