THE FOOD AND BEVERAGE MARKET IN HONG KONG
THE FOOD & BEVERAGE MARKET IN HONG KONG

October 2015

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An Introduction to Hong Kong

Hong Kong is a Special Administrative Region of the People's Republic of China. Following British rule from 1842 to 1997, China assumed sovereignty under the 'one country, two systems' principle. The Hong Kong’s constitutional document, the Basic Law, ensures "a high degree of autonomy" and "Hong Kong People administering Hong Kong" and that the current political situation will remain in effect for 50 years after the handover.

Hong Kong in fact covers Hong Kong Island, Lantau Island, the Kowloon Peninsula and the New Territories, including 262 outlying islands. It total area is about 1,104 square kilometers. Hong Kong’s population is about 7.24 million (2014). People of Chinese descent comprise the vast majority of the population, with foreign nationals comprising 8%. Chinese and English are the official languages of Hong Kong.

The main characters of Hong Kong include free trade, low taxation and minimum government interventions. It is ranked as the world's 8th largest trading economy, with the mainland as its most significant trading partner. Hong Kong is also a major service economy, with particularly strong links to mainland China and the rest of the Asia-Pacific region.

Being one of the freest markets in the world, Hong Kong has minimal trade barriers for imports. The market is therefore extremely competitive, which means quality products are often competing on price.

- GDP: HK$2,066.7 billion (2014p) or about US$ 266 billion
- GDP per capita: HK$310,113 (2014p) or about US$39,800.00
- Real GDP growth: +2.2% (2014)
- Labour force: 3.9 million (2014)
- Unemployment rate: 3.2 percent (2014)
- Inflation rate: 4.4 percent (2014)

Merchandise Trade Performance (2014):
- Total Export: US$ 470.9 billion (Domestic Exports 7.1 billion+463.8 billion)
- Total Import: US$540.9 billion
- Total Trade: US$1,011.8 billion

Service Trade Performance (2014):
- Exports: US$138.1 billion
- Imports: US$61.7 billion
- Total Trade: US$199.8 billion

Hong Kong is a trading port. In the year of 2014, the mainland China is the number one trading partner of Hong Kong both in terms of import, export and re-export. USA ranks the second and it is followed by Taiwan and Japan. Belgium is in the 20th position on the trading partners list with Hong Kong.
Because of its central location, free port status and position as a regional purchasing and distribution center, 29 percent of Hong Kong imports are re-exported. Of these, 57 percent are re-exported to Mainland China.

Due to limited land resources and rapid urbanization, Hong Kong relies on imports. About 95 percent of its food supply is imported. Local production contributes only 3 percent of fresh vegetables, 46 percent of live poultry, and 18 percent of live pigs consumed. There is minimal domestic agricultural production and a small food-processing industry.

Hong Kong has long been renowned as one of the world’s culinary capitals with 8,500 restaurants and a great number of bars. The locals enjoy dining out with friends, families and business associates. On top of that a major demand is also generated from 54 million visitors every year.

Belgian chocolate and beers are known to many local consumers. For chocolate, Belgium is the 4th biggest supplier to Hong Kong. For beer, Belgium is the 6th biggest supplier. For fresh apples and pears (mainly conference pears), Belgium ranks the 8th on the suppliers list.

In 2014, Belgium was the number 4th chocolate supplier to Hong Kong after Italy, Switzerland and Germany. Chocolate exports to Hong Kong from Belgium enjoy steady increases in recent years. The total imports from Belgium in year 2014 was about 32.5 million US dollars.

Beer exports to Hong Kong from Belgium enjoy steady increases in recent years. Statistics show that the year on year increase of beer imports from Belgium in 2011 was 37.4 percent, 2012 was 30.5 percent, 2013 was 15.8 percent and 2014 was about 11 percent.

In year 2014. Belgium is the number 6th beer supplier to Hong Kong after China, Korea, Vietnam, the Netherlands and Germany. The total beer imports from Belgium in 2014 was about 5.8 million US in value.
Food Trading, Retailing and Distribution Channels

Trading and Retailing

Hong Kong’s local market is relatively small however many food exporting companies find Hong Kong a strategic place for entering into the market in China and in the neighboring Asian countries.

Hong Kong is also a trading hub for re-exports into mainland China, Macau and other neighboring markets in Asia. Hong Kong’s total exports (including re-exports) of processed food and beverages reached over US$ 4.5 billion in 2014. Wine and beer are exempt from duty, making Hong Kong a prime hub for wine trading.

Hong Kong’s food retailing and catering market has been changing in recent years as a result of changing lifestyles among the local population. Supermarkets, fast food stores and theme restaurants continue to grow and have become an integral part of shopping and dining out habits.

Major supermarket chains are being transformed into one-stop-shop ‘superstore’ outlets enabling business growth through new set-ups of ‘wet market’ corners (fish and meat counters selling chilled and live seafood, meat and poultry products), in-store bakery, take-away food services, specialty selections and linked shopping facilities such as personal care stores, wine cellars, banking facilities, books and photo processing.

There has been a trend of retail expansion in the upper-end sector among Hong Kong’s leading food and beverage retailers. Oliver’s Delicatessen (part of the Dairy Farm group), Great Food Hall (part of the A.S Watson group) and CitySuper are the three key players in the market catering to the needs of upper-end market segments. ThreeSixty, part of the Dairy Farm group, caters to health-conscious consumers as a one stop-shop for organic, natural and wholesome foods.

Distribution Channels

Supermarkets

There are two main supermarket chains, being ParknShop and Wellcome. Supermarket operations in Hong Kong are highly centralized, the two main players take up about 80 percent of the total local supermarket sector.

ParknShop

ParknShop, a member of A S Watson Group, has more than 250 stores in Hong Kong. The group also operates a number of different brandnames targeting at higher income consumers. It is the leading supermarket chain in Hong Kong, with a reputation for giving customers outstanding value for money.
Parknshop offers a total number of 50 superstores with fresh food corners, blending the Western supermarket style with a traditional Hong Kong wet market. They are also associated with four other supermarket brands by the name of Great Food Hall, Taste, Fusion, International. These four high-end supermarkets cater mostly to the more affluent clientele.

**Parknshop brand (including 50 superstores):**

- **Taste**: 10
- **Great Food Hall**: 1
- **Fusion**: 14
- **International**: 22
- **Su-Pa-De-Pa**: 1

**Wellcome**

Wellcome, owned by the Dairy Farm Group, has more than 270 stores in Hong Kong. It too operates different brands including one organic store ThreeSixty, one delicatessen shop called Olivers the Delicatessen and twenty three shops of MarketPlace by Jasons.

**Wellcome**

- **MarketPlace by Jasons**: 30
- **360**: 1
- **Olivers**: 1

Three Sixty was opened to sell more organic and natural products. Market Place by Jason is a higher end brand of the group.

**City Super**

City Super is a high-end supermarket chain with 5 stores in Hong Kong (and outlets in Taipei and Shanghai).

These major supermarket chains buy many products directly from selected overseas suppliers. The two largest supermarket chains, Park’N Shop and Wellcome, source supplies of products by direct import and through local agents, however, it is generally the intention of both chains to by-pass agents wherever possible for selected large-volume product lines. These two major supermarket chains in Hong Kong have their own large warehousing facilities for the handling of perishable goods, re-packing and distribution.

**Vanguard**

Vanguard is owned by China Resources Group, a mainland Chinese company in Hong Kong.

It focuses on local customers. While carrying a variety of products from different countries, a significant portion of them comes from China. Vanguard has about 90 stores in the territory.
Dah Chong Hong

Dah Chong Hong’s outlets are generally located near wet markets. While being an importer of a variety of products, its retail outlets focus on frozen meat and seafood products. Dah Chong Hong is a major food importer. Dah Chong Hong has about 80 DCH Food Mart and DCH Food Mart Deluxe.

Aeon, Sogo and Uny are Japanese department stores with a supermarket section. These supermarkets attract many middle-class customers, who are receptive to new products and do not mind to pay higher prices for higher quality products.

Hong Kong supermarkets mostly require listing fees. These are fees charged to allow a new product to be put on their shelves. This is a one-off fee for a trial period. The listing fees are extremely negotiable and vary greatly among different supermarket chains.

Exporters should be prepared to encounter numerous trading term demands from Hong Kong food retailers, such as promotional discounts (number of discount promotions offered each year); back-end income (flat rebate per year that an exporter has to pay to the retail chain based on the annual turnover).

Convenience Stores

Leading Convenience Stores in Hong Kong

There are over 1,000 convenience stores in Hong Kong. Two major chains dominate the market: 7-Eleven (828 outlets) and Circle K (260 outlets). They target the customer age group of 15-40. Convenience stores are characterized by round-the-clock operation. Since only a limited choice of brand names is available and prices are generally less competitive, most purchases are “convenience” in nature, i.e. goods are normally bought in small quantities for immediate consumption. Popular items at these stores include packaged drinks, beer and snack food. The average size of a convenience store is 1,000 sq. ft. Listing fees are also required for convenience stores.

7-Eleven is owned by Dairy Farm, which is also the parent company of the giant supermarket chain of Wellcome. Circle K is owned by local trading conglomerate Li & Fung Group. Many of 7-Eleven and Circle K stores are strategically located in Hong Kong Railway (subway) stations, popular shopping malls and housing developments throughout Hong Kong.

Due to the lack of adequate central warehousing, processing and delivering facilities, the second-tier supermarket groups and the local convenience stores are currently importing selected product items from overseas. As the trade continues to expand it is expected that some of these organisations will manage to develop their own facilities and purchase some of their requirements direct from overseas sources.

Because of small volumes and the need for frequent and consolidated orders, most of the local hotels, restaurants and many fast food operators normally cannot afford to handle the direct import from a large number of individual suppliers overseas for their own requirements of food and beverages. Import agents generally undertake the distribution of
food and beverages to users in this market sector directly, with only a small quantity being handled by provision wholesalers.

**Wet markets and stores**

Distribution to wet markets, hawkers, groceries and small corner stores is handled by a number of intermediary provision wholesalers.

**Snack Shops**

In recent years, there are a number of snack shops expand rapidly in Hong Kong.

**759**

759 Store is a Hong Kong chain store selling groceries and snacks. The name 759 is the Hong Kong Stock Exchange code for its parent company, CEC International Holdings Limited. 759 stores mainly import Japanese, Korean and other foreign food items and sells them at a relatively low price compared with most other supermarkets in Hong Kong.

The first 759 store was opened in Kwai Chung Plaza on 7 July 2010. Following this, 11 branches in Hong Kong and 90 branches in total were opened by July 2012. 65% of 759 Store's products are imported from Japan. 759 Store has also expanded into other places, such as Korea, Taiwan, and Europe. As it expands, it is importing more items from different places like Taiwan and Korea. Under a membership scheme, its members can get even more economical deals.

The company announced that in December 2013 it would open a 759 Store Household Market, selling household goods and small appliances. As of December 2013, it operates 160 convenience stores in Hong Kong and another 12 were planned to open by April 2014. The company also operates seven 759 Store Supermarket stores, selling groceries and household items. As of March 2014, it operates 187 convenience stores in Hong Kong.
General Consumer Preferences

For consumers, Hong Kong is a paradise of choices. If one looks for food and beverages, the city’s supermarkets and convenience stores offer many options from Asian products to renowned international brands. Consumers are constantly looking for new products and high quality items.

Hong Kong is a mature and sophisticated market with a growing demand for gourmet food. At the same time, most Hong Kong shoppers are price-conscious consumers looking for “value for money” products.

There is a growing popularity of frozen foodstuffs because more and more consumers believe that frozen foods are more hygienic and convenient. However, Hong Kong consumers in general still prefer fresh foodstuffs, particularly fish and poultry meat.

Due to the increasing prevalence of dual income families, ready-to-cook food has become more popular. The major supermarket chains in Hong Kong have been putting more emphasis on convenience foods, especially in their pre-prepared sections that are virtually serving ready-to-eat foods.

Hong Kong consumers have become more aware of food safety issues and nutrition values of food products. Clear indications of nutritional values on packages have been a good marketing strategy for health foods. For example, healthier drinks such as bottled water, soymilk, yoghurt and energy beverages have seen growth in the recent years. Consumers are becoming more health-conscious, and people are moving away from drinks with high sugar content. The demand for a healthier product mix is expected to continue,

The sales of organic products have been increasing steadily. The price discrepancy between conventional and organic foods has also narrowed over the years. Currently, organic products are priced between 10-20 percent higher. The most popular organic products are baby foods, vegetables, fruits, eggs, fresh meats, and fruit juices.

While there is increasing demand for various kinds of convenient food items, consumers are becoming more health conscious about what they eat. As a result, there is an increasing trend towards healthy, functional and organic foods, reflected in the introduction of more of these products into the retail channels.

In general, European products are considered as high end products. Belgian chocolate and beers are well known by consumers. The image of European production environment and high food-safety standards help the promotion of Flemish food exports to Hong Kong.

Because of the limited living space in Hong Kong, it is inconvenient for Hong Kong consumers to store food products. Therefore, bulk-pack food products do not sell well in Hong Kong, and small package food products are preferred.
Market Entry

To set up a representative office in Hong Kong is probably the most effective way for Belgian companies to sell their products on this market, but it is rather costly. Apart from this entry strategy, there are three different ways for new-to-market exporters to get into the Hong Kong market:

1. Through agents: exporters may consider hiring a local agent for representation and distribution. Most of the food importers also work on the mainland markets.

2. Direct to supermarkets: supermarkets usually require exclusive rights in selling the products in Hong Kong through their own outlets only.

3. Through consolidators: Major supermarkets in Hong Kong work with European consolidators for bringing products to Hong Kong. They sometimes rely on consolidators to offer them new products for consideration.

Convenience stores like 7-11 and Circle K generally buy goods from local importers and agents. Therefore, Belgian food beverage exporters have to go through Hong Kong importers to have their products sold in such stores.

Supermarket operators often buy products directly from overseas suppliers or consolidators. But they do also purchase from local food importers. Belgian exporters can try to approach specialized importers for representation and distribution.
Tariffs, Regulations and Customs

Tariffs

Hong Kong follows a free-trade policy and hence maintains basically no barriers on trade. There is no customs tariff on goods imported into or exported from Hong Kong. Only a handful commodities are subject to duties, including liquors, tobacco, hydrocarbon oil and methyl alcohol.

Regulations

Import and export licensing in Hong Kong is kept to a minimum. Most products do not need licences to enter or leave Hong Kong, and where licenses or notifications are required, they are only intended to fulfill obligations under various international undertakings, or to apply for public health, safety or security reasons. (Meat importer, for example, needs to apply for import licenses for bringing meat and poultry products to Hong Kong.)

The Food and Environmental Hygiene Department of the Government of the Hong Kong Special Administrative Region is responsible for implementing policies of food safety control. It also enforces food legislations and takes food samples for bacteriological and chemical analyses when necessary.

The Centre for Food Safety (CFS), under the Food and Environmental Hygiene Department, is the food safety authority created by the Hong Kong SAR Government. Its mission is to ensure food sold is safe and fit for consumption.

http://www.cfs.gov.hk/

Labelling requirements

All food for sale in Hong Kong, whether imported or manufactured locally, should comply with the Public Health and Municipal Services Ordinance (Hong Kong Cap. 132) and the Food and Drugs (Composition and Labelling) Regulations (Hong Kong Cap 132W) and be marked and labeled appropriately, including lists ingredients, allergens, additives, statement of special conditions for storage or instructions for use, and information of manufacturer or packer, expiry date etc..

Hong Kong’s nutrition labeling regulation is unique; as all imported foods making nutrition claims from all sources will have to be re-labelled for the Hong Kong market. The food labelling defines the need for prepackaged food to provide nutrition labels with standardized format and content. This requires information on energy and seven specified nutrients, or so called “1+7” to be listed on food labels. The “1+7” on the nutrition label refers to energy values and the amount of seven specified nutrients, namely: protein, carbohydrates, total fat, saturated fat, trans fat, sodium and sugars.
Products selling less than 30,000 units a year can apply for small volume exemption provided that the products do not carry any nutritional claims.

Food and beverage products must comply with local composition and labelling regulations as stated in the following websites:

Labelling Guidelines on Food Allergens, Food Additives and Date Format

Technical Guidance Notes on Nutrition Labelling and Nutrition Claims

Or:

At the website of the Department of Justice, the complete labelling law in food regulations, Cap 132W, can be found.

Food additive requirements

For manufacturers, basically there are three aspects one should look into regarding ingredients (direct links are listed below):

1. Colouring Matters in food regulations, Cap 132H

2. Sweeteners in food regulations, Cap 132U

3. Preservatives in food regulations, Cap 132BD

Positive (permitted) lists of colouring matters, sweeteners and preservatives can be found at the links. Manufacturers should check the permitted lists.

As a conclusion, reference can be taken from the following regulations:

(1) Food and Drugs (Composition and Labelling) Regulations (Cap. 132W)
(2) Colouring Matter in Food Regulations (Cap. 132H)
(3) Sweeteners in Food Regulations (Cap. 132U)
(4) Preservatives in Food Regulation (Cap. 132BD)
If, after checking with the aforesaid Regulations, one is still not sure whether a particular food additive can be used in food, one may send an enquiry through an email with the following information for processing:

(i) name of the food additive;
(ii) INS No. of the food additive;
(iii) nature of the substance e.g. extract or whole plant;
(iv) technological function of the food additive in the food;
(v) nature/type of food in which the food additive is being added;
(vi) amount of the food additive used in the food;
(vii) other useful information or special concern.

Enquiries can be sent directly to:

Centre for Food Safety
Risk Assessments and Communication Division
43/F, Queensway Government Offices, 66 Queensway
Hong Kong
Tel: 852/2867 5605 or 2381 6096
Email: rc@fehd.gov.hk
Ms Ng Sau Ngor, Superintendent

This Division of the Centre for Food Safety will answer each enquiry sent to their department (normally about 10 days).

**Customs**

Health certificates issued by the related authorities are required for live animals, meat, poultry, fish and dairy products (egg and eggs products will require certificates in December 2015). Importers of live animals, meat, poultry, ice cream, wine and rice have to be either licensed or registered with the authorities Hong Kong. In 2015, eggs and egg products also need to have health certificates when entering into Hong Kong. The regulations are being formulated.

In 2008, Hong Kong took the revolutionary step of setting duties on wine at zero. For alcoholic strength of more than 30 per cent by volume, a duty of 100 per cent in place.

For alcoholic beverages with a zero rate of duty, no import license or permit is required.

For alcoholic beverages that are subject to duty, a license from the Customs and Excise Department is required to import dutiable goods into Hong Kong and to store dutiable goods for which duty has not yet been paid. A permit is also required to remove dutiable goods from bonded warehouses to the market.

Where duty is payable, it must be paid upon delivery of dutiable goods from the importing carrier or bonded warehouse to the market. The Customs and Excise Department assesses
the amount of duty payable and issues a removal permit for the duty-paid goods upon payment of duty.
Major Trade Fairs and Events in Hong Kong

Trade Shows

HOFEX, Asia Fruit Logistica and Asian Seafood Exposition are the most important food shows in the region – www.hofex.com

Asia Fruit Logistica – www.asiafruitlogistica.com

Restaurant and Bar - http://www.restaurantandbarhk.com/expo/

Asian Seafood Exposition – www.asianseafoodexpo.com


Natural Products Expo Asia - www.naturalproductasia.com

Events

Food Expo

Beertopia, Hong Kong International Craft Beer Festival
www.beertopiahk.com
www.facebook.com/BeertopiaHK

Lan Kwai Fong Music and Beer Fest
www.lankwaifong.com/beerfest/

Wine and Dine
http://www.discoverhongkong.com/eng/see-do/events-festivals/highlight-events/wine-dine-festival.jsp
Websites of Local Supermarkets

Park’N Shop – www.parknshop.com
Wellcome – www.wellcome.com.hk
City Super – www.citysuper.com
Government, Business and Trade Resources in Hong Kong


Centre for Food Safety – [www.cfs.gov.hk](http://www.cfs.gov.hk)

Hong Kong Customs & Excise Department – [www.customs.gov.hk](http://www.customs.gov.hk)

Hong Kong Food and Environmental Hygiene Department – [www.fehd.gov.hk](http://www.fehd.gov.hk)

Useful Addresses of Local Government Offices

Food & Environmental Hygiene Department
Headquarters
44/F Queensway Government Offices
66 Queensway, Hong Kong.
Tel: 852/2381 6096
Fax: 852/2869 0169
[www.fehd.gov.hk](http://www.fehd.gov.hk)
Email: enquiries@fehd.gov.hk

Centre for Food Safety, Food and Environment Hygiene Dept
43/F Queensway Government Offices,
66 Queensway, Hong Kong
Tel: 852/2868 000
Fax: 852/2834 8467
[www.cfs.gov.hk](http://www.cfs.gov.hk)

Department of Dutiable Commodities
Hong Kong Customs and Excise Department
Office of Dutiable Commodities Administration
6-9th Floors, Harbour Building, 38 Pier Road, Central
Hong Kong
Tel: 852/2815 7711
Fax: 852/2581 0218
[www.customs.gov.hk](http://www.customs.gov.hk)

Trade and Industry Department
18/F, Trade Department Tower
700 Nathan Road, Kowloon
Hong Kong
Tel: 852/2392 2922
Fax: 852/2789 2491
[www.tid.gov.hk](http://www.tid.gov.hk)

Intellectual Property Department
Trade Marks Registry
Useful Lists

Hong Kong Major Manufacturers of Food and Beverages

A S Watson Beverages o/b A S Watson
5/F, Watson Water Centre, Tai Po Industrial Estate, 6 Tai Li Street, N T
Hong Kong
Tel: 852/2660 1688
Fax: 852/2661 6215
Email: grouppr@aswatson.com
www.aswatson.com
Ms Michelle Chan, Managing Director
bottled tea, soft drinks (Mr Juicy)

Chewy International Foods Ltd
G/F, Kam Man Fung Factory Bldg, 6 Hong Man Street, Chaiwan
Hong Kong
Tel: 852/2595 0999
Fax: 852/2595 1523
Email: diana_mok@chewy.com.hk
www.chewy.com.hk
Ms Diana Mok, Managing Director
Rice noodles

Hop Hing Holdings Ltd
Flat F & E, 2/F, Hop Hing Bldg, 9 Ping Tong Street East
Tony Yan San Tsuen, N T
Hong Kong
Tel: 852/2785 2681
Fax: 852/2478 4159
Email: hho@hophing.com
www.hophing.com
Ms Tammy Lam, Executive Director
Cooking oils

Kee Wah Ltd
Kee Wah Bldg, 666 Castle Peak Road, Cheung Sha Wan, Kowloon
Hong Kong
Tel: 852/2785 6066
Fax: 852/2786 0119
Email: marketing@keewah.com
Mr Kenneth Wong, Executive Director
Chinese cakes and cookies

San Miguel Brewery Hong Kong Ltd
9/F, Citimark Building, 28 Yuen Shun Circuit, Siu Lek Yuen, Shatin, NT
Hong Kong
www.sanmiguel.com.hk
Tel: 852/2491 0411
Fax: 852/2491 6911
Email: patl@sanmiguel.com.hk
Ms Edith Ng, Senior Manager
Brewery - Lowenbrau (licensee), San Miguel, Blue Ice etc.

Carlsberg HK Ltd
1/F, Delta House, 3 On Yiu Street, Siu Lek Yuen, Shatin, N.T.
Hong Kong
Tel: 852/3189 8000
Email: hkcustomerservices@calsberg.asia
www.carlsberg.com.hk
Mr Ted Akiskalos, Managing Director

The Kowloon Dairy Ltd
5/F, Kowloon Dairy Building, 17-19 On Lan Street, Central
Hong Kong
Email: mtchung@kowloondairy.com.hk
www.kowloondairy.com.hk
Tel: 852/2526 4055
Fax: 852/2868 4142
Mr Man-Tim Chung, Executive Director
Milk, ice cream and dairy products

Vitasoy International Holdings Ltd
1 Kin Wong Street, Tuen Mun, NT
Hong Kong
www.vitasoy.com
Tel: 852/2466 0333
Fax: 852/2456 3441
Email: monique@vitasoy.com
Mr Charles Chyi, CEO
Largest producer of non-carbonated drinks in Hong Kong, soya bean milk mainly

Lee Kum Kee (Hong Kong) Foods Ltd
2-4 Dai Fat Street, Tai Po Industrial Estate, Tai Po, New Territories
Hong Kong
Tel: 852/2660 3600
fax: 852/2664 3233
Email: eddy.lee@lkk.com
www.lkk.com
Mr Eddy Wai Man Lee, Chairman
Over 200 different choices of sauces and condiments
Nestle Dairy Farm Hong Kong Ltd (Ice Cream and Chilled Business)
Yuen Long Industrial Estate, 18 Wang Lok Street, Yuen Long, N T
Hong Kong
tel: 852/2797 9811
fax: 852/2343 8916
email: eunice.wong@hk.nestle.com
Ms Grace Ho, General Manager

Amoy Food Ltd / Convenience Foods International Ltd
Whole Building, Tai Po Industrial Estate, 11-15 Dai Fu Street
Tai Po, New Territories, Hong Kong
Tel: 852/2665 6633
fax: 852/2665 6838
email: sales_amoy@amoy.ajinomoto.com
www.amoy.com
Mr Henry Yim, Group Managing Director

Nissin Foods Company Ltd
9-13 Dai Cheong Street, Tai Po Industrial Estate, Tai Po, New Territories
Hong Kong
Tel: 852/3406 6888
fax: 852/2664 2201
email: info@nissinfoods.com.hk
www.nissinfoods.com.hk
Mr Y Matsura, Director and General Manager
“Nissin” instant noodles

The Garden Co Ltd
G/F-7/F, 58 Castle Peak Road, Shamshuipo, Kowloon
Hong Kong
Tel: 852/2386 4231
fax: 852/2387 4344
Email: smd@garden.com.hk
www.garden.com.hk
Mr Joseph Cheung, Deputy CEO
Cookies and biscuit

Taikoo Sugar Ltd
30/F, Two Chinachem Exchange Square, 338 King’s Road, North Point
Hong Kong
Tel: 852/2831 9600
fax: 852/2834 7063
Email: mlau@taikoosugar.com
www.taikoosugar.com
Mr Max Lau, Director and General Manager
Sugar, tea and food ingredients
**Lam Soon Hong Kong Group**  
Lam Soon Building, 21 Dai Fu Street, Tai Po Industrial Estate  
N T, Hong Kong  
Tel: 852/2680 3388  
Fax: 852/2680 4069  
Email: fanny_cheng@lamsoon.com.hk  
[www.lamsoon.com](http://www.lamsoon.com)  
Mr Joseph Leung, Group Managing Director  
Oils, flours and detergents

**Kampery Development Ltd**  
Room 2-3, 4/F, Join-In Hang Seng Centre, 2-16 Kwai Fung Crescent, Kwai Chung, New Territories  
Hong Kong  
Tel: 852/3181 4488  
fax: 852/3181 4442  
Email: info@kampery.com.hk  
Mr Simon Wong, Chairman  
Tea, coffee and healthy food items

**Maxim’s Caterers Ltd**  
28/F, 1063 King’s Road, Quarry Bay  
Hong Kong  
Tel: 852/2523 4107  
Fax: 852/2845 0715  
Email: aliceyu@maxims.com.hk  
Mr Michael Wu, Managing Director  
Restaurant, cake shop and fast food chains

**Calbee Four Seas Co Ltd**  
9 Chun Cheong St, Tseung Kwai O Industrial Estate, N T  
Hong Kong  
Tel: 852/2792 0456  
Fax: 852/2792 0289  
Email: edmondwu@calbee.com.hk  
Mr Edmond Wu, Managing Director  
Snack food
**Hong Kong Major Food and Beverage Importers**

**Park’N Shop, A S Watson Group**  
10/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin, N T  
Hong Kong  
tel: 852/2606 8833  
fax: 852/2690 9256  
[www.parknshop.com](http://www.parknshop.com)  
Ms Andrica Leung, Buying Manager  
Email: andricaL@asw.com.hk  
Ms Rhoda Ho, Manager  
Email: rhodah@asw.com.hk  
Supermarket chain with over 200 stores, 40 percent market share of local supermarket business with high-end stores under the brandnames of “Great”, “Taste”, “Gourmet”

**City Super Ltd**  
8/F, Wharf T & T Centre, Harbour City, 7 Canton Road, Tsimshatsui, Kowloon  
Hong Kong  
tel: 852/2265 8555  
Fax: 852/2956 0633  
Mr Andreas Sonderegger, Division Manager-Food  
Email: andreas.sonderegger@citysuper.com.hk  
Tel: 852/2277 9777  
Dir: 852/2277 9424  
Email: stanley.howc@citysuper.com.hk  
Mr Stanley Ho, Assistant Manager, Business Unit  
Ms Pat Lee, HKG CSBU-Confectionery & Coffee/Tea  
Email: pat.lee@citysuper.com  
High-end supermarket with 5 stores in Hong Kong, import directly from suppliers

**Wellcome Co Ltd, Dairy Farm Group**  
5/F, Devon House, Taikoo Place, 979 King’s Road, Quarry Bay  
Hong Kong  
tel: 852/2299 3838  
Fax: 852/2299 2903  
[www.wellcomehk.com](http://www.wellcomehk.com) or [www.dairyfarmgroup.com](http://www.dairyfarmgroup.com) or [www.threesixtyhk.com](http://www.threesixtyhk.com)  
Mr Johnny Lo, Manager  
Email: jlo@dairy-farm.com.hk  
Tel: 852/2299 3844  
Fax: 852/2299 2844  
Ms Louisa Ho, Assistant Category for confectionery (Specialty Stores)  
Email: louiho@dairy-farm.com.hk  
Supermarket chain store with 200 stores, occupy 40 percent of local supermarket share, high-end brands including 360 (organic superstore), Olivers, Market Place
Rainbow Asset Ltd
16B, Chinaweal Centre, 414-424 Jaffe Road, Wanchai
Hong Kong
Tel: 852/2898 3252
Fax: 852/2897 5503
Email: el@rainbowhk.com.hk
www.rainbowasset.com
Mr Edmund Lo, Managing Director
Chocolate, biscuits for local supermarkets and stores (including Belgian brands)

British Trading Co Ltd
Units 8-9, 6/F, Honour Ind Centre, 6 Sun Yip Street, Chaiwan
Hong Kong
Tel: 852/2805 1870
Fax: 852/2805 1865
Email: btcfood@netvigator.com
www.btcfood.com
Ms Regina Kan, Director – Marketing
Chocolate and biscuits, health food for local distribution

Maxly Food Co Ltd
9/F, Kingsun Computer Industrial Bldg, 40 Shek Pai Wan Road, Aberdeen
Hong Kong
Tel: 852/2552 7128
Fax: 852/2552 7122
Email: maxly@netvigator.com
Ms Shirley Wong, Director
Importer of fine food products, including temperature controlled food items

Janus Trading Co Ltd
1702, 17/F, Honour Ind Centre, 6 Sun Yip Street, Chaiwan
Hong Kong
Tel: 852/2890 7265
Fax: 852/2890 2937
email: info@janus-tdg.com
Ms Josielyn Ng, Director-Marketing
Import European food items, including Belgian products

Eastern Zone Industrial Co Ltd
21A, 21/F, Chaiwan Ind Centre, 20 Lee Chung Street, Chaiwan
Hong Kong
Tel: 852/2898 8632
Fax: 852/2898 8440
Email: info@easternzone.hk
Mr Enoch Sun, Executive Director
Ms Michelle Hung, Brand Manager
Import European food products including chocolate (including Belgian brands), no temperature controlled products

**Connell Brothers Co Ltd**
603, 6/F, Lu Plaza, 2 Wing Yip Street, Kwun Tong, Kowloon
Hong Kong
Tel: 852/2969 2700
Fax: 852/2811 1010
Email: [hkconsumer.enquiry@wecocbc.com](mailto:hkconsumer.enquiry@wecocbc.com)
Mr Alvin Lai, Head, Consumer Division
Various consumer products

**Four Seas Merchantile Ltd**
3/F, Four Seas Building, 1 Hong Ting Road, Sai Kung, N T
Hong Kong
Tel: 852/2799 9777
Fax: 852/3473 0017
Email: amenwong@fsml.com.hk
Mr Amen Wong, Associate Director
Snacks, biscuits and chocolates mainly from Japan, however has Belgian products

**Easywin International Investment Ltd**
19/F, Man Foong Ind Bldg, 7 Cheung Lee Street, Chaiwan
Hong Kong
Tel: 852/2505 5088
Fax: 852/2897 0020
Email: alansze@easy-win.com.hk
Mr Alan Sze, General Manager
Chocolates including Belgian brands, no temperature controlled goods

**KerryFlex Supply Chain Solutions Ltd**
2/F, Block A Kerry TC Warehouse 1, 3 Kin Chuen Street, Kwai Chung
New Territories, Hong Kong
Tel: 852/2410 4200
Fax: 852/2757 2916
Email: hongkong@kerrylilogistics.com
[www.kerrylilogistics.com](http://www.kerrylilogistics.com)
Mr Eric Leung, General Manager
Ms Mositer Li, Business Manager – Hong Kong
Marketing of fmcg in Hong Kong and Macau

**Getz Bros & Co (Hong Kong) Ltd**
8/F, Wyler Centre, Phase 1, 201-210 Tai Lin Pai Road, Kwai Chung, N T
Hong Kong
Tel: 852/3126 2283
Fax: 852/2480 4691
Email: [info@getz.com.hk](mailto:info@getz.com.hk)
Mr Stephen Lee, Managing Director
F&B products including drinks

Dah Chong Hong Ltd
8/F, DCH Centre, 20 Kai Cheung Road, Kowloon Bay, Kowloon
Hong Kong
Tel: 852/2768 3388
Direct: 852/2768 3127
Fax: 852/2796 8838
Email: karinalam@food.dch.com.hk
Ms Karina Lam, Trading Department
Large trading company with retail shops in Hong Kong

A & W Food Service Ltd
Block A, 1/F, Valiant Industrial Centre, 2-12 Au Pui Wan Street, Fo Tan, Shatin
Hong Kong
Tel: 852/2606 2000
Fax: 852/2694 8342
Email: info@anwfood.com
www.anwfood.com
Mr M K Lam, Executive Director
Drink services

Eurosia Holdings (International) Ltd
11/F, Leader Commercial Bldg, 54 Hillywood Road, Tsimshatsui, Kowloon
Hong Kong
Tel: 852/2366 9309
Fax: 852/2721 5021
www.eurosia.com
Email: ausino@eurosia.biz.com.hk
Mr Steve Cheng, Managing Director
Food and food preparations

Lordly Co Ltd
14/F, Chung Fung Comm Bldg, 10-12 Canton Road, Tsimshatsui, Kowloon
Hong Kong
Tel: 852/2730 2025
Fax: 852/2730 2024
Email: irene@lordly.com.hk
www.lordly.com.hk
Mrs Elena Tang, Director
Hotel and restaurant supplier including dairy products, frozen bakery ingredients, chilled seafood and ready made products.

Silco International Ltd
Unit B, 4/F., Freder Centre 3 Mok Cheong Street, Tokwawan, Kowloon
Hong Kong
Tel: 852/2764 3632
www.silco.com.hk
Email: bernie@silco.com.hk
Mr. B Hofstein, Managing Director
Email: eddy@silco.com.hk
Mr Eddy Lee, Office Manager

Fresh fruits, hotel and high-end restaurant food supplier, chilled seafood and meat, ham and cheese products

Sims Trading Co Ltd
7/F, DCH Centre, 20 Kai Cheung Road, Kowloon Bay
Hong Kong
Tel: 852/2262 1798
Fax: 852/2691 7199
Email: bleung@sims.com.hk
www.simshk.com
Ms Betty Leung, Executive Director
Importer and distributor in retail and food service

Wing Kee
G/F, Hong Leong Industrial Complex, 4 Wang Kwong Road, Kowloon Bay, Kowloon
Hong Kong
Tel: 852/2796 3222
Fax: 852/2796 3666
Email: mmklee@wingkee.com
Mr. Mark Lee, Director
www.wingkee.com

One of the premier importers and distributors of fresh produce and premium food products in Hong Kong, imports and exports fresh perishables, dairy products (Emmi), confectionery, seafood, frozen foods, coffee etc.

Wilson International Frozen Foods (HK) Ltd
Room 2104D-F, Nan Fung Centre, 264-298 Castle Peak Road, Tsuen Wan, N T
Hong Kong
Tel: 852/2499 6223
Fax: 852/2413 6255
Email: wilsonfd@wilsonfoods.com.hk
www.wilsonfoods.com.hk
Mr Banyon Wong, Managing Director
Frozen products including baking products

DKSH HK Ltd
23/F, Tower A, Southmark, 11 Yip Hing Street, Wong Chuk Hang
Hong Kong
Tel: 852/2895 0888
Fax: 852/2577 1057
Email: victor.hew@dksh.com
www.dksh.com
Mr Victor Hew, Managing Director
Tel: 852/2895 9472
Fax: 852/2577 1642
Email: angela.young@dksh.com
Ms Angela Young, Business Manager – Consumer Products
Fmcg products

759 Stores
2/F, Hing Win Factory Bldg, 110 How Ming Street, Kwun Tong, Kowloon
Hong Kong
Tel: 852/3960 9300
Tel: 852/3960 9336
Ms Jaclyn Tang, Officer- Purchasing Department
Ms Fion Siu, Manager- Purchasing Department
Ms Ida Tang, Sourcing Director
Email: yltang@759store.com
Email: fionsiu@759store.com
www.759store.com
A fast developing chain store group selling snacks and groceries.

Companies in Food Services

Lordly Co Ltd
14/F, Chung Fung Comm Bldg, 10-12 Canton Road, Tsimshatsui, Kowloon
Hong Kong
Tel: 852/2730 2025
Fax: 852/2730 2024
Email: Irene@lordly.com.hk
www.lordly.com.hk
Mrs Elena Tang, Director
Hotel and restaurant supplier including dairy products, frozen bakery ingredients, chilled
seafood and ready made products.

Silco International Ltd
Unit B, 4/F., Freder Centre, 3 Mok Cheong Street, To Kwa Wan, Kowloon
Hong Kong
Tel: 852/2764 3632
Mr Eddy Lee, Sales Manager
Mobile: 852 9424 0653
Email: eddy@silco.com.hk
www.silco.com.hk
Premium food items

Wilson Intl Frozen Foods (HK) Ltd
Rm 2104C-F, Nan Fung Centre, 264-298 Castle Peak Road, Tsuen Wan, N.T.
Hong Kong
Source and deliver a wide array of high quality products to restaurants, bars, cafes, quick-service restaurants, supermarkets, airlines, catering and clubhouses as well as gourmet foods to Hong Kong’s most recognizable restaurants, hotels and gourmet shops.

**Fico International Ltd (Sunwh Group)**

4/F Yardley Comm. Bldg., 3 Connaught Road West
Hong Kong
Tel: 852/2850 4799
Email: fico-wines@sunwhahgroup.com
www.fico-wines.com or http://www.sunwhahgroup.com/

Dr. Jonathan Koon-shum Choi, Chairman of Sunwh Group

Being the Wine & Cheese division of Sun Wah Group, Fico is supplying European cheese to all segments of the market such as retail stores, on-trade clients including hotels, restaurants, bars and private clubs, as well as corporate clients.

**Maxly Food & Co**

9/F, Kingsun Computer Industrial Building, 40 Shek Pai Wan Road, Aberdeen
Hong Kong
Tel: 852/2552 7128
Email: shirleywong@maxly.com.hk or maxly@maxly.com.hk
Ms. Shirley Wong, General Manager
Importer of premium food including Belgian food

**Culina (HK)**

Unit B, 20/F, Gee Chang Hong Centre, 65 Wong Chuk Hang Road, Wong Chuk Hang
Hong Kong
Tel: 852/2342 3221
Fax: 852/2342 6063
Email: info@culina.com.hk
http://culina.com.hk/

Mr Philippe Lalanne-Tauzia, Managing Director
Importer and wholesaler of fine food, dairy products and wine to the food service industry in Hong Kong and Macau. Clients include hotels, restaurants, social clubs, airline caterers, bakeries, and supermarket chains.

**DKSH Ltd**

23rd Floor, Tower A, Southmark, 11 Yip Hing Street, Wong Chuk Hang
Hong Kong
Tel: +852 2895 9582
Email: daisy.ks.leung@dksh.com
www.dksh.com
Ms Daisy Leung, Business Development Manager, FMCG, DKSH
A multi-national distribution company which covers various sectors. DKSH has an extensive network to the HORECA sector in Hong Kong, Macau and China: hotels, restaurants, bakery chains.

**Dah Cheong Hong – Provision Department**
8/F, DCH Building, 20 Kai Cheung Road, Kowloon Bay, Kowloon, Hong Kong
Tel: (852) 2768 3123 / 2229
Fax: (852) 2815 5220
Mr. Kent Lam, Cheese Manager
Mr. Nelson Tse, Product Manager
Email: tsenwk@prov.dch.com.hk
www.dch.com.hk
With over 65 years of experience, DCH has established food distribution network covering a wide spectrum of the food service industry such as restaurants, hotel groups and ship chandlers, air caterers, supermarkets, fast food chains, governmental institutions, canteens and theme restaurants etc. in Hong Kong, Macau and China.

**Sims Trading**
7/F, DCH Building, 20 Kai Cheung Road, Kowloon Bay, Hong Kong
Tel: 852/2262 1798
Fax: 852/2692 1696
Ms. Betty Leung, Managing Director
Email: bleung@sims.com.hk
www.sims.com.hk
As a wholly owned subsidiary of Dah Cheong Hong, Sims is one of the leading food suppliers in the food service sector in both Hong Kong and Macau. Our distribution coverage includes restaurants, hotels, clubs, fast-food chains, bakeries, institutions, airline caterers, schools and wholesalers.

**Eurosia Holdings Ltd**
11/F, Leader Commercial Building, 54 Hillwood Road, Tsimshatsui, Kowloon, Hong Kong
Tel: 852/2366 9306/ 9309
Fax: 852/2721 5021
Mr. Peter Lee, Managing Director
Email: leepeter@eurosia.com
www.eurosia.com/
Eurosia's operations in the industry include trading, agency, distribution, wholesaler, manufacturer, food processor and fishing operation. It has a broad client base of local + foreign re-sellers, supermarkets, retailers, restaurants, fast food chains and hotels.

**Kerry Logistics Group - Wah Cheong Company Limited**
2/F Block A, Kerry TC Warehouse 1, 3 Kin Chuen Street, Kwai Chung, N.T. Hong Kong
Tel: 852/2410 4200/ 2861 2444
Fax: 852 2757 2916/ 2865 6365
Mr. Eric Leung, General Manager
Mr. Tom Siu, Senior Manager (Food service and wholesale)
Mr. Jacky Lau, Senior Operation Manager (Food services and wholesale)
As a wholly owned subsidiary of Kerry Logistics and established since 1949, Wah Cheong’s customers covering hotels, clubhouses, chain restaurants, fast food chains, airline caterers, various kinds of Western and Asian restaurants.

**Leo’s Fine Food Co Ltd**
8/F, Remex Centre, 42 Wong Chuk Hang Road, Aberdeen
Hong Kong
Tel: 852/2814 0302
Fax: 852/2873 5630
Email: leosffhk@netvigator.com
http://www.leosfinefood.hk/meats.html
Mr Dirk Hrachowy-barenschee, Director
Manufacturer of ham and sausages, importer of cheese, chilled and frozen meat and seafood

**Pacific Gourmet Ltd**
G/F, 53 Caine Road, Mid Levels,
Hong Kong
Tel: 852/2898 0221
Ms Cornelia Dong, Purchasing
Email: wholesale@pacificgourmet.com.hk
http://www.pacificgourmet.com.hk/
Import premium meat, cheese

**Classic Fine Foods (HK) Ltd**
Room 201, Kerry Warehouse, 4-6 Kwai Tai Road, Kwai Chung, N T
Hong Kong
Tel: 852/2612 2066
Fax: 852/2612 0995
Email: julien.aulong@classicfinefoods.com
http://www.classicfinefoods.com/category/meat-poultry
Mr Julien Aulong, General Manager
Mr. Jacques Boissier, Managing Director
Importers of cheese, frozen seafood etc.

**Delicia Ltd**
35/F Asia Trade Centre, 79 Lei Muk Road, Kwai Chung, N T
Hong Kong
www.delicia.com.hk
Tel: 852/2429 9938
Fax: 852/2429 8262
Email: sales@delicia.com.hk  
Mr. Bruno van Siebenthal, Director  
Importer of chilled meat and fish from Australia, USA and Europe, no dairy products yet

**Elite Fresh Food Co Ltd**  
1408, Hong Kong Plaza, 186-191 Connaught Road West  
Hong Kong  
Tel: 852/2548 5597  
Fax: 852/2559 0069  
Email: elitecl@elitegroup.com.hk  
Mr. John Kwong, Director  
Importer of dairy products, fresh/frozen meat and seafood

**Angliss Hong Kong Food Service Ltd**  
47-51 Kwai Fung Cresent, Container Port Road, Kwai Chung, N T  
Hong Kong  
Tel: 852/2481 5111  
Fax: 852/2489 8861  
www.angliss.com.hk  
email: michael.n@angliss.com.hk  
Mr Michael Nip, Purchasing General Manager  
Importer of frozen meat, frozen vegetables, dairy products

**Maxim’s Caterers**  
16/F, Somerset House, Taikoo Place, Quarry Bay  
Hong Kong  
www.maxims.com.hk  
Tel: 852/2101 1700 (general)  
Tel: 852/2101 1728  
Email: sukipoon@maxims.com.hk  
Ms Suki Poon, Buyer  
Tel: 852/2101 1918  
Email: wendyngw@maxims.com.hk  
Ms Wendy Ng, Buyer  
Largest restaurant group in Hong Kong

**International Fine Foods Limited**  
Unit 2611, 26/F, Hing Wai Centre  
7 Tin Wan Praya Road  
Aberdeen, Hong Kong  
Tel: 852/3583 3366  
Fax: 852/3583 0002  
Email: info@iff.com.hk  
www.iff.com.hk  
Juices, catering products, chocolates & candies, flapjacks, healthy snacks, pastries & pies, etc.
Belgian related companies in the F & B sector

**Belgian Confectionery Company (sole agent for Goossens and Glacio)**
Unit 1, 5/F, Fortune Centre, 48 Yun Ping Road
Hong Kong
Tel: 852/2575 8825
Email: michael@goossens.com.hk
www.goossens.com.hk
Mr Michael Chan, Director
Agent for Goossens chocolate, Glacio Ice Cream, all from Belgium

**Confiserie Benji Ltd (sole agent for Lenidas)**
Room 1513, Ocean Centre, Harbour City, Tsimshatsui, Kowloon
Hong Kong
Tel: 852/2730 1090
Fax: 852/2796 4788
Email: info@leonidas.com.hk
www.leonidas.com.hk
Mr Raymond Wong, Executive Director
Agent of Leonidas and also a restaurant operator, a member of the Belgian Luxembourg Chamber of Commerce

**Palamon International Ltd**
22/F, Siu On Centre, 188 Lockart Road, Wanchai
Hong Kong
Tel: 852/2564 3340
Fax: 852/2564 7721
Email: jeremy.lan@palamon.com.hk
Mr Jeremy Lancksweert, Director
Belgian businessman in the food sector

**Belicious**
15/F, 80 Gloucester Road, Wanchai
Hong Kong
Tel: 852/2110 9000
Mobile: 852/9885 7549
Email: waedong@belicious.hk
Mr Waedong So, Director
Belgian businessman marketing beers mainly

**Tallore** (a soup restaurant opened recently by Mr Stijn Lannoo)
Amoy Street 7-17, Wanchai
Hong Kong
Tel: 852/2327 8630
Email: lannostijn@icloud.com
Mr Stijn Lannoo, Director
Belgian owner

**Couvert-Hashi Ltd**
Unit 901-4 I Kai Tak Commercial Building, 66-72 Stanley Street, Central
Hong Kong
Tel: 852/69274608
Email: Joeri@couvert-hashi.com
www.couvert-hashi.com
Mr Joeri Schreurs, Director
Belgian, also owner of a waffle shop

**BBY Holding Limited (Be Yummi)**
Rm 1006A, 10/F, 794-802 Nathan Road
Hong Kong
Tel: 852/2770 5708
Tel: 852/9324 4437
Email: beyummi.hk@gmail.com
www.beyummi.com.hk
Ms Zoi Christopoulos, Manager
Mr Xavier Vuyge, Director
Email: vuygexavier@gmail.com
Belgian chocolates

**The Artist**
Unit A, 7/F, Genesis, 33-35 Wong Chuk Hang Road
Hong Kong
Tel: 852/2658 8818
Email: info@thebottleshop.hk
http://thebottleshop.hk
Mr Olivier Gilson, Co-Founder
Mr Benjamin Cox, Co-Founder
Belgian beer and chocolates

**Bel-Boy Express**
1601 Citicorp Centre, 18 Whitfield Road, North Point
Hong Kong
Tel: 852/6344 3815 or 2663 3548
Email: steph@belboyexpress.com
www.belboyexpress.com
Mr Steph Bouckaert, Import Director
Mr Marcus Tsui, Sales and Marketing Director
Belgian businessman in beer imports
Importers of Beer in Hong Kong

**Liquid Assets Ltd**  
Room 202, 2/F, Iuki Tower, 5 O’Brien Road, Wanchai  
Hong Kong  
Tel: 852/2893 1074  
Fax: 852/2893 1096  
Email: alison@liquidassets.com.hk  
Email: julian@liquidassets.com.hk  
www.liquidassets.com.hk  
Ms Alison Heathcote, Business Development Manager  
Mr Julian Egli, Manager  
Belgian brands, associated with Frites Restaurant and Bar (Belgian restaurant) and other restaurants

**Belgian Beer Company**  
2-3, Block B, 13/F, Texaco Road Ind Centre, 14-22 Wang Lung Street, Tsuen Wan, N T  
Hong Kong  
Tel: 852/3520 4077  
Fax: 852/3173 2350  
Mobile: 852/6343 7049  
Email: Louis.chan@belgianbeer.com.hk  
Mr Louis Chan, Director  
Email: wingma@belgianbeer.com.hk  
www.belgianbeer.com.hk  
Mr Wing Ma, Manager  
Belgian brands

**O Seong Ltd**  
902, 9/F, Connaught Commercial Bldg, 185 Wanchai Road  
Hong Kong  
Tel: 852/3008 5798  
Direct: 852/6588 0998  
Email: oseonghk@gmail.cn  
Mr Sandro Della Maddalena, Managing Director  
Belgian beer, Van Bulck

**Belicious**  
15/F, 80 Gloucester Road, Wanchai  
Hong Kong  
Tel: 852/2110 9000  
Mobile: 852/9885 7549  
Email: waedong@belicious.hk  
www.belicious.hk  
Mr Waedong So, Director  
Ms Yvonne Tsang, Office and Sales Administrator  
Belgian beers mainly
Jebsen & Co Ltd, Jebsen Beer  
28/F, Caroline Centre, 28 Yun Ping Road, Causeway Bay  
Hong Kong  
Tel: 852/2923 8777 or 2926 2240 (Wines)  
Fax: 852/2882 1399  
Email: simonngai@jebsen.com  
www.jebsenfinewines.com  
Mr Simon Ngai, Manager - Beers  
Mr Gavin Jones, Director (Jebsen Fine Wines)  
Beer marketing including Belgian beer

The Artist  
Unit A, 7/F, Genesis, 33-35 Wong Chuk Hang Road  
Hong Kong  
Tel: 852/2658 8818  
Email: info@thebottleshop.hk  
http://thebottleshop.hk  
Mr Olivier Gilson, Co-Founder  
Mr Benjamin Cox, Co-Founder  
Belgian beer

Bel-Boy Express  
1601 Citicorp Centre, 18 Whitfield Road, North Point  
Hong Kong  
Tel: 852/6344 3815 or 2663 3548  
Email: steph@belboyexpress.com  
www.belboyexpress.com  
Mr Steph Bouckaert, Import Director  
Mr Marcus Tsui, Sales and Marketing Director  
Beer imports

Wine Life International Trading  
Rm 1503, Canny Industrial Building, No 33 Tai Yau Street, San Po Kong  
Hong Kong  
Ms Kathie Li  
Tel: 852/9142 2068  
Email: kathieli@winelife-choc.com  
Beer including Belgian brand

China Distribution and Logistics Co Ltd  
Room 1101-02, 11/F, Tesbury Centre, 28 Queen's Road East, Wan Chai  
Hong Kong  
Tel: 852/2865 3883  
Fax: 852/2865 3773  
Email: enquiries@chinadistributionltd.com  
www.chinadistributionltd.com
Mr Carl Wong, Director
Ms Bina Pamang, Marketing Director

**Eugina Ltd**
Unit 707, 7/F, Tower A, Regent Centre, 63 Wo Yi Hop Road, Kwai Chung, N T Hong Kong
Tel: 852/2891 1896
Fax: 852/2591 0327
Email: contact@eugina.com
www.eugina.com
Mr Thomas Wu, Director

**Hop Hing Loong Co Ltd**
3/F, Block A, Veristrong Industrial Centre, 34-36 Au Pui Wan Street, Fo Tan, N T Hong Kong
Tel: 852/2385 0071
Fax: 852/2771 1067
Email: hhl@hophingloong.com.hk
www.hophingloong.com.hk
Mr Gilbert Lin, Managing Director

**Northeast Wines & Spirits Ltd**
Unit B1, Block B, 1/F, Vita Tower, 29 Wong Chuk Hang Road, Wong Chuk Hang Hong Kong
Tel: 852/2873 5733
Fax: 852/2554 5369
Email: info@northeast.com.hk
www.northeast.com.hk
Miss Lillian Haynes, Managing Director

**Sheppard Brothers Ltd**
1803-4 Hollywood Centre, 233 Hollywood Road
Hong Kong
Tel: 852/2542 0081
Fax: 852/2542 0700
Email: info@sheppardbrothers.com
www.sheppardbrothers.com
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