

[InvestHK's seminar tells foreign investors about F&B opportunities in GBA via Hong Kong \(with photo\)](#)

Invest Hong Kong (InvestHK) held a seminar today (June 7) that offered the latest about food and beverage (F&B) industry development in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and how foreign F&B companies can tap into the GBA market via Hong Kong.

The seminar entitled "Navigating the GBA Market: Capturing Opportunities in Food Services and Trading" was supported by the French Chamber of Commerce and Industry in Hong Kong, the Italian Chamber of Commerce in Hong Kong and Macao, and the Spanish Chamber of Commerce in Hong Kong. It aims to offer the audience an insight on key market trends, growth potential, and customer preferences in the GBA, plus financing and banking for GBA expansion.

The seminar began with an opening remark by Associate Director-General of Investment Promotion at InvestHK Dr Jimmy Chiang, followed by three themed sessions delivered by industry experts on various topics in capturing F&B opportunities in the GBA via Hong Kong.

Dr Chiang said, "The GBA presents tremendous opportunities for food services and trading businesses with over 86 million consumers of rising incomes. Hong Kong serves as the vital connector bringing international businesses to the GBA. We urge businesses from around the world to make good use of Hong Kong's unique advantages to capture the exciting opportunities in the GBA."

In the first session, the Executive Director and Head of Retail Services, Agency and Management of Hong Kong at Cushman and Wakefield, Mr Kevin Lam, provided valuable insights into the food and beverage market dynamics within the GBA. He shared his expert analysis on the latest market trends, evolving consumer preferences, and the immense growth potential across major GBA cities like Shenzhen and Guangzhou.

In the second session, the Director, Sector Head of Consumer, Commercial Banking, HSBC Hong Kong, Ms Cindy Ou, talked about how HSBC's banking solution can better support business growth in the GBA. Separately, Economist, Greater China at HSBC Qianhai Securities Limited Ms Lulu Jiang shared insights on the latest economic developments in the GBA.

The final session brought together a panel of industry experts, including the Finance and Operation Director of APAC at Venchi Hong Kong, Ms Tiny Leung; the Executive President of the Guangdong (China) Imported Food Association Shenzhen Branch, Ms Lydia Xu; and the Head of Sales of Hong Kong at Noatum Logistics, Mr Fabre Chan. They shared first-hand experiences and strategies for successful market entry and growth within the GBA's food services and trading sector. The session was moderated by the Head of Tourism

and Hospitality at InvestHK, Ms Cindy Wong.

