

FOOD TRADING AND DISTRIBUTION



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Michele Bernacchia
General Manager
Bright View Trading

The World Stage for Food

As a renowned culinary capital of Asia, Hong Kong is also home to a thriving food services industry that captivates locals and visitors alike. The city had 5 of Asia's 50 Best Restaurants and 78 Michelin starred restaurants in 2023 and continues to excel.

From food and grocery delivery, innovative business models to digital partnerships, sustainable sourcing and packaging, Hong Kong's food industry is showing its agility and resilience as the industry continues to innovate and enrich the digital ecosystem. Not only is there an abundance of pioneering opportunities within the city primed for new entrants to capitalise upon, Hong Kong is also a strategic foothold for businesses looking to expand into the thriving Guangdong-Hong Kong-Macao Greater Bay Area market.

With so many opportunities for growth and expansion, it is an exciting time to be part of the food business in Hong Kong where you will enjoy:

- A great variety of restaurants and cuisines
- Simple and low tax regime
- Asia's leading tourist destination
- Excellent logistics and transportation infrastructure for efficient and low-cost food supplies
- A highly trained and multilingual workforce

Industry Snapshot

Sales Value of Food Items (HK\$ million)	2021	2022	Growth	2023 (forecast)
Hong Kong's Food Imports Value	197,844	172,963	-12.58%	
Baby Food	1,266	1,010	-20.22%	1,588.5
Baked Goods	6,123	6,405	4.61%	6,525
Chocolate Confectionery	1,618	1,731	6.98%	2,072
Dairy Products	3,440	3,496.8	1.65%	3,626.5
Ice-cream	21	25	19.05%	26
Processed Meat	1,076	1,124	4.52%	1,127
Processed Seafood	938.2	959.8	2.3%	972
Ready Meals	1,259	1,403	11.44%	1,482
Alcoholic Drinks	16,674	20,449	22.6%	22,601
Non-alcoholic Drinks	22,249	22,601	1.58%	23,467
Dietary Supplements	2,748	3,338	21.47%	3,884
Pet Food	5,298	5,612	5.93%	5,904

Source: Census and Statistic Department, Euromonitor International



InvestHK

The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

Registration of Food Importers and Distributors

The Food Safety Ordinance (Chapter 612) introduces a food tracing mechanism to help the Hong Kong SAR Government trace the source of food more effectively and take prompt action when dealing with food incidents. It includes a registration scheme for food importers and distributors and a record-keeping requirement relating to the movement of food. For details and online registration, please visit cfs.gov.hk/foodsafetyord

Imported Food Control

According to the Public Health and Municipal Services Ordinance (Chapter 132), there are specific legal requirements or administrative arrangements for the import of the following selected food items due to their perishable or high-risk nature:

- (1) game, meat, poultry and eggs;
- (2) milk and milk beverages;
- (3) frozen confections; and
- (4) marine products.

Also, the food items below require specific licenses from relevant departments:

- (1) rice (tid.gov.hk)
- (2) liquor (customs.gov.hk)
- (3) tobacco (customs.gov.hk)

Food importers, through close liaison with exporting countries, are responsible for ensuring that food items they procure comply with the local legislation. To help ensure hygienic standards of food, importers are encouraged to obtain health certificates issued by health authorities of countries of origin to accompany their imports certifying that the food products concerned are fit for human consumption.

For details, please visit:
cfs.gov.hk/english/import/import_ifc.html

Online Sale of Restricted Food

All restricted foods for sale or offered for sale on website or online platform account shall be pre-prepared, pre-packaged and supplied by approved suppliers. No storage, handling or preparation of restricted foods shall be conducted at the place where the online sale business is conducted. Otherwise, a relevant restricted food permit or an appropriate food business licence may be required under Food Business Regulation.

For details, please visit fehd.gov.hk/english/licensing/Guide_on_Types_of_Licences_Required.html

Examples of Foreign Food Trading and Distribution Companies Operating in Hong Kong

- Anliss (South Africa)
- Arla Foods (Denmark)
- Bright View (Italy)
- China Resources Enterprise (Mainland China)
- Classic Fine Foods (Germany)
- CPF Worldwide (Thailand)
- Ferrarini (Italy)
- General Mills (US)
- Kubota Rice Industry (H.K.) Co Ltd (Japan)
- Nestlé (Switzerland)
- Shinmei Asia (Japan)
- Sysco (US)
- The Produce Company (New Zealand)
- Unilever (UK)
- Zen Foods (Japan)
- Zen-noh (Japan)

Food Labelling

The following information should be marked in either English or Chinese language or in both languages on the label of prepackaged food, unless otherwise exempted:

- (1) Name of the Food
- (2) List of Ingredients
- (3) Indication of “Use by 此日期或之前食用” or “Best before 此日期前最佳” Date
- (4) Statement of Special Conditions for Storage or Instructions for Use
- (5) Name and Address of Manufacturer or Packer
- (6) Count, Weight or Volume Food

Nutrition Labelling

All general prepackaged foods must contain a nutrition label that includes the information on energy and seven nutrients specified for labelling (1+7), namely, protein, carbohydrates, total fat, saturated fatty acids, trans fatty acids, sodium and sugars. Furthermore, the nutrition label must list the amount of any claimed nutrients.

For details about registration, licensing, and labelling requirements, please contact:

Food and Environmental Hygiene Department
44/F, Queensway Government Offices,
66 Queensway, Hong Kong

Tel: (852) 2868 0000
Fax: (852) 2869 0169
Email: enquiries@fehd.gov.hk
fehd.gov.hk

Bringing Italian Gourmet Delights to Asia

Italian food importer and distributor Bright View Trading finds Hong Kong the perfect headquarters for global expansion.

“**Positioned strategically at the heart of Asia, coupled with its exceptional logistics services and adept supply chain management, Hong Kong serves as a promising platform for us to extend our reach into markets across Mainland China and the broader Asian region.**”

Michele Bernacchia
General Manager
Bright View Trading



Since its establishment in 2007, the Italian company Bright View Trading has been devoted to promoting its homeland's exceptional food culture through a thoughtfully curated collection of Italian food products for its customers. Capitalising on the extensive network of food suppliers from Italy and other countries under its parent company, Inalca Food and Beverage Group, the company propels its business to new heights.

With a discerning eye, it selects exquisite food and beverages globally, catering to esteemed restaurants, hotels and food retailers in Hong Kong and Macao. Boasting a wide array of gourmet selections — ranging from cheese, cold cuts and meat to seafood, pasta and fresh produce — it allows customers to embark on an unparalleled culinary adventure. Recently, Bright View has ramped up operations in Hong Kong, aiming to capitalise on the lucrative business prospects in Asia.

A Global Foodie Feast

Hong Kong is a paradise for food enthusiasts. According to Michele Bernacchia, General Manager of Bright View Trading, the city boasts an unparalleled and dynamic food landscape, serving as a pivotal factor behind the decision to establish and strengthen their presence here. Bernacchia remarked, “The dining choices are all-encompassing, catering to Hong Kong's diverse international community. The city also boasts one of the world's highest concentrations of restaurants, offering a plethora of choices ranging from Michelin-starred

dining establishments to bustling street-side food stalls, ensuring a delightful culinary experience for everyone in Hong Kong.”

Bernacchia further elaborated, “Given that a significant portion of Hong Kong's food supplies are imported and there's a burgeoning demand for unique food offerings, this presents exceptional prospects for Bright View.”

“Hong Kong stands as a global metropolis, providing a stable and dynamic milieu. Positioned strategically at the heart of Asia, coupled with its exceptional logistics services and adept supply chain management, the city serves as a promising platform for us to extend our reach into markets across Mainland China and the broader Asian region,” Bernacchia added.

Poised to Capture the GBA Market

With more than 15 years of experience, Bright View has a firm grasp of customer tastes and sets itself apart from its competitors through its distinct capabilities. Bernacchia explained, “Our strengths manifest across four distinct dimensions: a diverse range of products — encompassing various food categories sourced globally; an unparalleled standard of food quality; competitive pricing; and our capacity to furnish end-to-end solutions.”

To enhance operational efficiency, in early 2023, Bright View Trading established a 17,000 square feet warehouse, equipped with dry, chilled and frozen temperature facilities, serving as its logistics, distribution, and seafood processing centre. Moreover,

the company is expediting its growth trajectory through acquisitions and partnerships with local distributors. For instance, in 2022, Bright View acquired House of Fine Food, renowned for its robust seafood and beef supply, augmenting its comprehensive food portfolio.

“We hold a firm belief in the massive opportunities stemming from the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which is why we have established a presence in Macao as our initial stride towards expanding within the GBA,” Bernacchia said. “Moving forward, we will leverage our unique strengths to attain leadership in the distribution of ‘Made in Italy’ food and beverages tailored for fine dining and haute cuisine across Asia. And we hope to add impetus to the broader drive to promote the food industry in Hong Kong.”

Bright View Trading

- A member of the Inalca Food and Beverage Group, which is one of the largest food companies in Europe
- Obtained HACCP management system certification and ISO22000:2005 food safety management system standard certification

brightview.com.hk

Approximate Monthly Office Rental Costs (HK\$)

Districts (central business districts)	Rental (net effective)
Central/Admiralty	\$102/sq. ft.
Wan Chai/Causeway Bay	\$58/sq. ft.
Island East	\$48/sq. ft.
Tsim Sha Tsui	\$48/sq. ft.
Kowloon East	\$30/sq. ft.

Source: Colliers International, Q3 2022

Average Monthly Salaries for Trading Staff (HK\$)

Title	Average Salary
Sales Manager	\$38,000
Sales Executive	\$24,000
Logistic Manager	\$39,000
Shipping Clerk	\$16,000
Purchasing Officer	\$22,000

Source: June 2023, JobsDB

Relevant Organisations in Hong Kong

Food and Environmental Hygiene Department

44/F, Queensway Government Offices,
66 Queensway, Hong Kong
Tel: (852) 2868 0000
Fax: (852) 2869 0169
Email: enquiries@fehd.gov.hk
fehd.gov.hk

The Hong Kong Imported Food & Beverage Association

Suite C, 9/F, Grand Progress Building,
58-62 D'Aguilar Street,
Central, Hong Kong
Tel: (852) 2180 2374
Fax: (852) 3168 9968
Email: zoe@ifba.hk
www.ifba.hk

GS1 Hong Kong

22/F, OTB Building,
160 Gloucester Road,
Wanchai, Hong Kong
Tel: (852) 2863 9710
Email: info@gs1hk.org
gs1hk.org

Major F&B Events in Hong Kong

Event	Frequency	Website
Vegetarian Food Asia	Every March	vegfoodasiahk.com
HOFEX	Every Alternate May	hofex.com
ProWine	Every Alternate May	prowine-hongkong.com
Vinexpo Asia	Every Alternate May	vinexpoasia.com
Hong Kong Food Expo	Every August	hktdc.com/event/hkfoodexpo
Hong Kong International Tea Fair	Every August	hktdc.com/event/hkteafair
Asia Fruit Logistica	Every September	asiafruitlogistica.com
Natural & Organic Asia	Every September	naturalandorganicasia.com
Restaurant & Bar Hong Kong	Every September	rbhk-ga.com
Hong Kong Wine and Dine Festival	Every November	discoverhongkong.com/eng/what-s-new/events/dhk-highlighted-events/hong-kong-wine-and-dine-festival.html
Hong Kong International Wine & Spirits Fair	Every November	hktdc.com/event/hkwinefair
Hong Kong Food Festival	Every December	food-expo.com.hk/hong-kong-food-festival.html

For more information, please contact:

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