

Activity 1.7
Hong Kong case study

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Activity 1.7

- ▶ Undertake an export market case study in the Hong Kong market

Focus

- ▶ This activity will deliver a business case study focused on the Hong Kong market as an export opportunity for Vietnamese and Australian mangoes

Research questions

- ▶ Is the export market to Hong Kong attractive and feasible for export of mangoes from southern Vietnam and Australia?
- ▶ What is the relative attractiveness of Hanoi and the export market of Hong Kong compared to the HCMC market for smallholder farmers?

Hong Kong market

- ▶ Key export activity for Vietnam & Australia
- ▶ Australia's main export market, avg. ann. trade AU\$13 billion supported by recently endorsed free-trade agreement
- ▶ Recent concerns – city's unrest & impact of travel restrictions
- ▶ Dynamic market – usually showing upward trend in consumption – especially fresh fruit & vegetables
- ▶ City serves – as a major re-export destination, >50% imported foods – traded into China & nearby regions
- ▶ Consumers highly aware & pay attention to – food safety, sustainability & are WTP a price premium
- ▶ Recent US-China trade war & socio-political demonstrations, revealed falling domestic trade, underpinned by – reduced disposable income & demand for premium food products
- ▶ From early 2020 – market showing decreased demand – leading to reductions in imported mangoes
- ▶ Import statistics show reductions – from Philippines, Taiwan, Thailand & Australia
- ▶ Decreased imports from Vietnam from 2015 to a diminutive 40 tonnes in 2019
- ▶ Filipino mangoes imports declined – maintained the position of largest supplier of imported mangoes

Research design

Part 1

- ▶ Desktop study to review current trade statistics & literature

Part 2

- ▶ Nov '20 to Jan '21
- ▶ Qualitative study – semi-structured interviews – undertaken online
- ▶ 20 key stakeholders – importers, wholesalers, retailers, food service and processing

Part 3

- ▶ Late 2021 (TBC)
- ▶ Customer & consumer product evaluation – in-market

Anticipated results

Part 2

- ▶ Summary report – interview data re. Hong Kong stakeholders' views on southern Vietnamese & Australian mangoes
- ▶ Topics include – market segments, channels, seasonality, advantages & disadvantages, fruit supply & current consumer purchasing behaviours

Part 3

- ▶ Customer & consumer product evaluation snapshot
- ▶ WTP study for different mango attributes valued by consumers in the Hong Kong market

Outputs & outcomes

Outputs (in 2021)

- ▶ The Australian perspective will seek to understand the varietal opportunities against the current imported mango competitive set currently traded
- ▶ Southern Vietnam, as an emerging trader (with lesser fruit quality & higher than avg. cif pricing) will seek to identify the appropriate segments & product positioning in the Hong Kong market

Outcomes

- ▶ Implications will be drawn from this study – that provide the opportunity to verify a re-envisioned export trade of mangoes from Australia & southern Vietnam to Hong Kong, including counter seasonal opportunities and varietal preferences