



# Expand Your Global Food Sourcing Network

HKBAH 2025 'LUNCH and LEARN' Seminar

How To Expand Products and Business To  
**Hong Kong, Greater Bay Area and ASEAN**  
 (GBA Cities : a 86-million consumer market)

**Monday, March 3, 2025** 11:30 am - 1:30 pm  
 @ Foreign-Trade Zone No. 9

Hong Kong Business Association of Hawaii (HKBAH) proudly presents the 2025 'Lunch and Learn' seminar on March 3 at FTZ-9, an opportunity for businesses seeking to expand their horizons in Asia. Our panel speakers are including Ms. **Iris Wong** from the Hong Kong Economic and Trade Office, San Francisco, Mr. **Cedric Wan** from the Hong Kong Trade Development Council, Los Angeles, and Ms. **Jamie Lum** from the Department of Business, Economic Development and Tourism (DBEDT) will share invaluable insights: i) Overview of HK's policy on import and export of goods, and food & beverage trading scene; ii) New measures to promote liquors trade in HK; iii) Practical tips and resources for exporting food, wine and related products to Asia, particularly focus on Hong Kong, Greater Bay Area and ASEAN; iv) General information on 2025 HKTDC Food Expo Pro - Aug 14-16, and International Wine and Spirits Fair - Nov 6-8 at the HKCEC in Hong Kong. These expos are gateways to new market opportunities, and understanding the associated risks and resources can be pivotal for your business growth. Seats are limited, we warmly encourage you to sign up early.

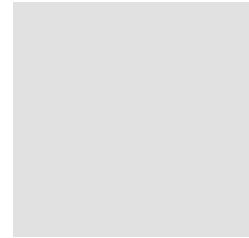
**Mail-in Registration** - Make check payable to the Hong Kong Business Association of Hawaii to our mailing address: HKBAH, P. O. BOX 1839, Honolulu, HI 96805-1839; or without payment, please **RSVP** at [hkbahinfo@yahoo.com](mailto:hkbahinfo@yahoo.com) before: **Friday, February 28, 2025**. Contact HKBAH via email: [hkbahinfo@yahoo.com](mailto:hkbahinfo@yahoo.com); or [barinnap@gmail.com](mailto:barinnap@gmail.com) for event information.

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Additional Name (s) : \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Payment Method: Check No. \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

**Online Registration** - 02/12/2025 : <https://www.hkbah.us/events-1>



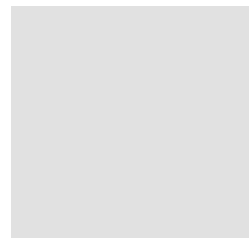
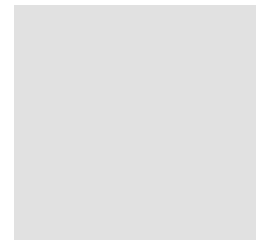
夏威夷香港商會  
 Hong Kong Business Association  
 of Hawaii



Iris Wong, HKETO



Cedric Wan, HKTDC



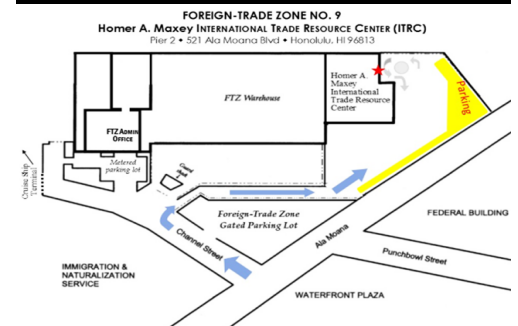
Jamie Lum, DBEDT

**Program Agenda**  
**11:30am Registration**  
 (Lunch at Noon)  
**12:30pm - 1:30pm Program**

Moderator  
**Jeffrey Daniel Lau**  
 Attorney at Law

**Admission**  
**\$15** - Non Member  
**Complimentary** - HKBAH Members,  
 Gala Guests, HPEC Members, FTZ-9,  
 State & County Officials.  
 Seats are limited. **RSVP is Required!**

Venue: **Foreign-Trade Zone No. 9**  
 The Homer A. Maxey International Trade Resource Center - M401  
 521 Ala Moana, Pier 2, Honolulu, HI 96813  
 (free parking on-site)





Panel Speaker

**Iris Wong**  
Acting Director,  
Hong Kong Economic and  
Trade Office, San Francisco

Iris Wong is the acting Director of the Hong Kong Economic and Trade Office in San Francisco (HKETO). HKETO seeks to strengthen and broaden Hong Kong's economic relations with the 19 western states in the US, by enhancing understanding of Hong Kong's free trade policy and its unique advantages as the two-way platform for overseas companies to access the China market and for Chinese companies to go global. Apart from investment and talent attraction, HKETO also seeks to strengthen cultural ties between Hong Kong and the Western part of the US.

Miss Wong joined the Hong Kong Special Administrative Region Government as an Administrative Officer in 2016. She served in multiple departments, supporting policy development in areas such as vocational training, continuing education, community development, and the implementation of e-filing and remote hearing across all judicial courts in Hong Kong. Miss Wong received her Bachelor of Business Administration (Law) Degree, and a Master of International and Public Affairs, from the University of Hong Kong.



Panel Speaker

**Cedric Wan**  
Marketing Manager,  
Hong Kong Trade Development  
Council, Los Angeles

Cedric Wan is the Marketing Manager of the Los Angeles Branch Office of the Hong Kong Trade Development Council (HKTDC). Cedric is responsible for promoting HKTDC trade fairs on the West Coast, facilitating enterprises in the United States to invest, trade and do business in Asia, particularly in China and ASEAN, through partnership with Hong Kong.

Cedric joined HKTDC in 2017 and was involved in various trade fairs and conferences. Prior to moving to Los Angeles, he was based in HKTDC's headquarters in Hong Kong and was responsible for organising platforms and devising strategies to facilitate trade in food and wine industries. Born and raised in Hong Kong, Cedric graduated from the University of Hong Kong with a bachelor's degree in business administration (International Business).

HKTDC is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 offices globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub.



Panel Speaker

**Jamie Lum**  
Branch Chief, Business  
Development Branch,  
Department of Business,  
Economic Development and  
Tourism (DBEDT)  
State of Hawaii

Jamie Lum is the Branch Chief of the Business Development Branch in the Business Development and Support Division of DBEDT. She administers the Hawai'i State Trade Expansion Program, known as HiSTEP, which is supported through a grant from the Small Business Administration. HiSTEP is a comprehensive export development program that enables Hawai'i companies to sell their Hawai'i-made products and services worldwide.

