

The U.S. Commercial Service in Hong Kong presents  
**Gateway Hong Kong**



**Test your products in the Hong Kong market!**

The U.S. Commercial Service in Hong Kong invites you to participate in a “in-store” retail promotion in March 2019, **Gateway Hong Kong**, an opportunity to directly showcase your products to the 7 million Hong Kong consumers.

American quality is highly appreciated in Hong Kong and we have partnered with one of the country’s retailer, **Yue Hwa Emporium**, to showcase U.S. medical devices, consumer healthcare and senior care products. This is a tried-and-true program that we have used in Hong Kong and elsewhere.

**About Yue Hwa**

Established in 1959, Yue Hwa is a household name in Hong Kong and among overseas Chinese in SE Asia for Chinese products. It now sells imported skincare, personal care and cosmetics from Europe, Japan, dietary supplements, organic and “green” products, senior care products, medical equipment for home use, wellness products, physical therapy products, sportswear and some household items. Yue Hwa has 15 retail locations in Hong Kong, and 4 branches in Singapore. The program will be held at the flagship’s 7,000 sq.ft exhibition hall in a 7-storey building on Nathan Road, Kowloon at the Jordan MTR (subway) exit in a high traffic retail location in Tsimshatsui. The building where the flagship store is located houses several doctor’s clinics and Yue Hwa’s senior care and medical devices/ equipment products section on the third floor is very popular with patients from the clinics.



Yue Hwa’s Flagship store

**About the Gateway program and promotion:**

**Gateway Hong Kong** is a “test market” program intended to introduce U.S. products on a trial basis. The unique benefit of this program is that the “test market” is done in a real retail situation, with an excellent chance for longer term contracts with those products that have good sell-through.

**What are the benefits?**

This program provides an opportunity for you to test your products in the Hong Kong market via a major retailer at minimal cost. You will establish a relationship with a major retailer and all this without having to pay slotting fees. The U.S. Commercial Service will assist you during the entire program and advise on next steps.

The product categories include:

- **Walking aids, walking sticks**
- **Wheelchairs**
- **Health & Wellness monitors and equipment, and medical devices for home use**
- **Physical therapy products**

The promotional event will include:

- Premium placement in a “USA-themed” exhibition hall in the department store in a high density shopping district in Hong Kong for up to 36 days.
- A marketing campaign targeting the store’s VIP card members
- Digital marketing on the store’s Facebook and other print media
- The promotion is scheduled for March 15-April 19, 2019

Terms of Sale

- **Supply:** Your company will supply up to \$5,000 worth of products at wholesale price to Yue Hwa, CIF Hong Kong
- **Payment:** Yue Hwa will remit payment directly to your company in the amount of US\$3,000 in exchange for the products (a 60% discount from the wholesale price,) within 14 days of receipt of merchandise in Hong Kong. Yue Hwa will merchandise the products for 36 days.
- **Unsold Products:** Yue Hwa will continue to sell the products after the promotion. There will be no returns of unsold merchandise
- **All Future Orders /Follow-on Business:** The discount from the wholesale price list applies to this specific promotion only: Any future business with Yue Hwa will be based upon direct negotiations between Yue Hwa and your company.
- The U.S. Commercial Service will provide a photo of the display; and feedback on the product sales achieved for your product and comments on the marketability.
- Products that are viable will be considered for future purchases at normal market rates.

### **How to submit your products for consideration?**

**Step I** – Contact Ms. Swee-keng Cheong at the U.S. Commercial Service in Hong Kong, [sweekeng.cheong@trade.gov](mailto:sweekeng.cheong@trade.gov) to register and to provide product and the price information that Yue Hwa requires. **Step II** – Yue Hwa representatives will review your product information, and may request one or two samples of each item to be sent for final evaluation. Instructions will be provided. **Step III** – After evaluation of your products/samples, Yue Hwa will make a selection and will notify you immediately to place orders, provide shipping instructions, latest shipment

dates, and request promotional literature or any specific localization requirements.

## Timeline

- November-January - submission of registrations for consideration
- January 2019 - product selections made
- February 2019 – products to be shipped
- March 15, 2019 – launch of the promotion at Yue Hwa
- May-July 2019 – feedback to participating companies

The medical devices/healthcare/senior care products section of the Yue Hwa Store

