

December 11 2020

Ms. Carrie Lam
Office of the Chief Executive
Tamar, Hong Kong
Hong Kong Special Administrative Region

Dear Chief Executive Carrie Lam,

COVID-19: Urgent Response from Hong Kong SAR Government

The Hong Kong Food Drink & Grocery Association (FDGA) appeals to the Hong Kong SAR Government to help the severely affected food and beverage (F&B) industry; in particular, the companies associated in the manufacture, import, sale and distribution of alcoholic beverages.

The whole food and beverage industry suffered in 2019 in association with the 6-months social unrest. Not having yet recovered from this trauma, the industry once again suffered in 2020 due to COVID-19 and its various restrictions. In 2020, "Restaurant Receipts" show further revenue drop of ~30% in non-Chinese restaurants, ~40% in Chinese restaurants; and worst of all, ~50% in Bars versus the previous year. These unprecedented damages to the industry have led to catering outlets and F&B companies to suffer losses, to lay-off employees or to close.

In order to help the food and beverage industry to stay afloat, FDGA implores the HKSAR Government to provide the following supports:

1. Continue the Employment Support Scheme (ESS) to month/s after November, until the effect of COVID-19 to the industry eases.
2. Provide direct cash support and/or loan facilities to help alleviate some of the financial burdens F&B importers and distributor are carrying, having to pay employees' wages and rent amidst reduced revenues.

The food and beverage industry is a cornerstone of Hong Kong's brand image and equity. The industry plays a vital role in making Hong Kong the primary choice for meetings, incentives, conferences and exhibitions (MICE), tourism and immigration. Engagement with the F&B industry will not only strengthen how we as a city move forward, but also how we further develop the standing of Hong Kong as Asia's World City.

We look forward to your positive response.

Yours truly,

Mr. Steven Co
Chairman, The Hong Kong Food Drink & Grocery Association



香港食品、飲料及雜貨協會
THE HONG KONG FOOD DRINK &
GROCERY ASSOCIATION

FDGA (formerly the Liquor and Provision Importers Association - LPIA) has been very active since it registered as a society on October 17, 1973. FDGA has become well-known in official circles. It is a well-established, independent and solid representation for 30 food and beverage companies. To know more about FDGA and its members, please go to www.fdga.org.hk.

cc:

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