

**Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association
West Coast Green Urchin Association**

Trip Report for the 2013 Asian Seafood Exposition

Supported by the Agri Marketing Program of Agriculture and Agri-Food Canada

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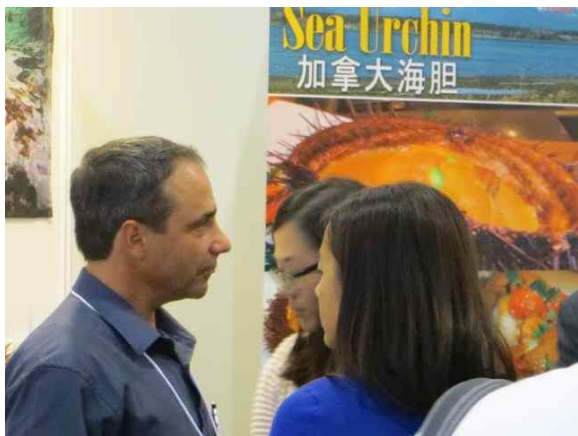
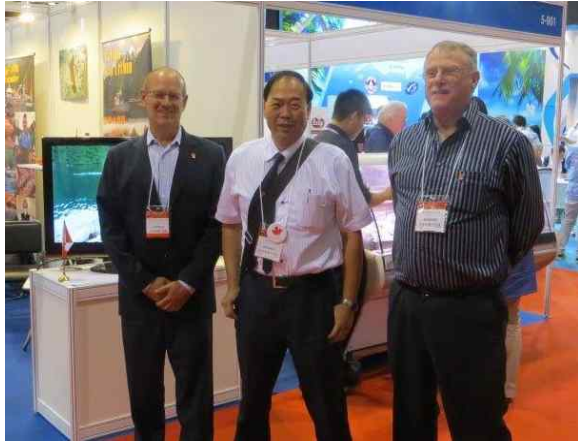
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The author also extends his thanks to the Agri- Marketing Program, the respective association presidents, Mr. Mike Featherstone, Mr. Ken Ridgway and Mr. Michael Callow, and their executive teams and members for their continuing support, advice and confidence.

Of course the greatest praise is reserved for the folks who did such an exemplary job of looking after the booth and the clients who came by to visit: Mike Featherstone, Ken Ridgway, Gary Grant, Vivienne Grant, Daisy Wong, Alfa Wong, Paddy Wong and Pat Fantillo - without them and their gracious, informative and often entertaining interlocutions, this would be an exercise in futility.



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**Trip Report for the
2013 Asian Seafood Exposition**

Executive Summary

The 2013 Asian Seafood Exposition (ASE) was held at the Hong Kong Trade and Convention Centre in Hong Kong over three days extending from September 3rd to the 5th. This was the fourth anniversary of the show and the fourth time we have exhibited at it. Representatives for the Pacific Urchin Harvesters, Pacific Sea Cucumber Harvesters and West Coast Green Urchin associations, Grand Hale Marine Products Ltd, Paladin Fine Foods, RBS Seafood Harvesters Ltd, and Premium Food Sales Limited helped out with the booth. This year we started with a very favourable location right at the entrance to the hall and the traffic seemed more consistent throughout the show perhaps also partly as a consequence of the Bar and Restaurant Show, a larger and more established exhibition which is held coincidentally with the ASE , moving so both shows were on the same floor this year.

All the personnel at our booth, and at others we spoke with, thought the show came off very well this year and was a great success. The final measure of this will of course have to wait until the sales figures for the next year are compiled but there seemed to be genuine and renewed interest and enthusiasm at the show for and by the exhibitors and their wares. The show was billed this year as a venue for luxury seafood and it all seemed to come off rather well. Media coverage was significantly improved over previous years and interest in our sea urchins and sea cucumber was strong, no time more so than when we had samples on offer. We collected contact information for 148 visitors, the highest number we have gotten from the ASE (Table 1) or in fact from any show we have exhibited at thus far.

There was an international flavour to the show and we met new potential customers from many parts of Asia, Europe and North America. We have also gained further appreciation of the Hong Kong market for seafood and feel they also gained a better appreciation of our fisheries, our products, our people and of our commitment to our customers.

Table 1: Contacts comparison from the four Asian Seafood Expo's

	Daily Totals				Sea Urchins 2013		Sea Cucumbers 2013	
	2010	2011	2012	2013	joint	sole	joint	sole
Day-1	61	30	26	53	21	23	21	7
Day-2	40	27	17	67	18	43	18	7
Day-3	24	20	31	28	8	15	8	5
Total	125	77	74	148	128		66	

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**Trip Report for the
2013 Asian Seafood Exposition**

Introduction

As part of their 2013-14 Agri Marketing Program (AMP) projects, the Pacific Urchin Harvesters (PUHA), Pacific Sea Cucumber Harvesters (PSCHA) and West Coast Green Urchin (WCGUA) associations exhibited jointly at the Asian Seafood Exposition (ASE) in Hong Kong. The ASE is a relatively new seafood show but is attended primarily by buyers and industry professionals purchasing for hotel and restaurant chains and other such food service companies which makes it of particular interest to the associations. This is the fourth year for the show and the fourth year that PUHA, PSCHA and WCGUA have worked together like this at the show. As might be expected, most of the visitors are from Hong Kong but there are also quite a few from other parts of Asia including China, Taiwan, Japan, Singapore and Korea.

The delegation from Canada comprised:

- Mike Featherstone - President of the PUHA;
- Ken Ridgway- President of the PSCHA and representative for the WCGUA;
- Gary Grant- Director with the PSCHA;
- Vivien Grant- fisher and member of PUHA;
- Geoff Krause- marketing consultant working with the PUHA and the PSCHA;
- Paddy Wong- Paladin International Food Sales Ltd. (Richmond, BC), a sea urchin processor and exporter;
- Alfa Wong- Premium International Food Sales Ltd. (Richmond, BC), a sea cucumber processor and exporter;
- Daisy Wong- Grand Hale Marine Products Ltd (Richmond, BC), a sea urchin and sea cucumber processor and exporter; and
- Pat Fantillo- RBS Seafood Harvesters Ltd (Victoria, BC), a sea urchin and sea cucumber harvester, processor and exporter.

Uncertainties on funding this year reinforced the need to keep expenses down as much as possible for the effort. The commitments required by the organizers of these sorts of shows do not wait on delays on funding approvals by government(s) so arrangements for the booth were finalized in the spring. The delegates on the trip have also been advised that funding assistance may not be available from the AMP but they were sufficiently invested in the success of the associations at the show that we had a very good delegate turnout.

Re-capping Sea Urchin markets in Asia

Japan remains the largest market for Canadian sea urchin products but economic challenges, including increased harvests of Illegal, Unregulated and Unreported (IUU) product from the

Kuriles just off the coast of Hokkaido, there have been limiting demand for our urchins products over the past 10 years or so. By 2008 it was increasingly obvious that markets outside Japan were required and Hong Kong, Taiwan and China presented themselves as very attractive alternatives as other options in Asia were explored. We first exhibited at the 2010 Asian Seafood Expo in Hong Kong and, as a result of our efforts since then, we have seen respective shipments to China, Hong Kong and Taiwan increase from 0 kg, 1,702 kg (worth ~ \$C 68K) and 4,132 kg (worth ~ \$175 K) in 2008 to 6,452 kg (~\$312 K), 29,372 kg (~\$1.59 M) and 20,607 kg (~ \$1 M) respectively in 2012. This comprises an aggregate increase from \$C 243,202 to \$C 2,896,202, about a twelve-fold increase in 3 years. Over this same period, Japan's share of our exports declined from 95% to less than 80% even as their imports increased from about 190,000 kg to 204,000 kg.

Hong Kong presents a number of advantages right off the top. The city was an English colony until the late 1990's and English is commonly spoken by many in the business community. Perhaps more importantly, derivative traditions of the English dominance in the community have allowed the institutions, expectations and attitudes which buttress respect for the Rule of Law to root deeply. In addition it is situated so one has access to over half of the world's population within about 5 hours travel time. There are some 47 million people within 150 km of the city in Guangdong Province and the freedoms it enjoys make it a major entertainment and retail centre for many in China with the result that it recorded 49 million visitors, about 75% of which hail from China.

The city has about 7 million people, not especially large by Chinese standards but it has an exuberantly vibrant economy, one which is considered by the Heritage Foundation to be the world's freest. Hong Kong has performed relatively well over the course of the last 5 years, recording GDP growth of about 1.5% last year, a result that is down from 4.9% in 2011 but expected to rebound to 3-3.5% this year. Domestic demand is a key driver of growth, with private consumption growing briskly by 5.2% in the first half of 2013, amid the stable income and employment conditions. The unemployment rate is about 3.3%.

Hong Kong has, as a consequence of these factors, developed into one of the world's leading financial centres, a designation which also brings with it a whole host of competencies in other service professions such as legal, accounting, trade and logistics etc. Hong Kong is the largest single investor in every province in China and it acts as a general demonstration and distribution hub for products going into and coming out of China. There are some who claim that Hong Kong will not be able to compete effectively with emerging centres like Shanghai or even with Shenzhen, the pilot Free Economic Trade Zone set up in the mid-1970's just across the border in China, but these claims underestimate the value of Hong Kong's working, dependable and stable legal policies, practices and institutions to business and international trade. It will take some time before other centres to overtake Hong Kong in this regard.

Hong Kong is Canada's 10th largest export market at the moment. It's the 4th largest export market for fish and seafood and the largest export market for Canadian geoduck and sea cucumbers. Fish and seafood, especially when live, are key premium items in the Chinese diet and Hong Kong boasts the 4th highest per capita seafood consumption rate in the world. It is known by some as Asia's Global City and with over 11,000 restaurants in the city, consumers are willing to try new and trendy products. Hong Kong residents are well known as foodies and trying new and tasty foods seems to be national pass-time. Many mainland Chinese come to

Hong Kong to taste and buy imported seafood products and of course take their experiences back home with them. There are a growing number of online purchase options and this seems to be a growing pattern which may open up new avenues to suppliers able and willing to take advantage of it.

Mr. Winsome Lai, a reporter with U Magazine, did an article on red sea urchin from British Columbia in response to growing interest and popularity of the product in Hong Kong. Kitty Ko, a Canadian Trade Commissioner in Hong Kong, and other staff in her office were instrumental in generating the story and for establishing contact between the reporter and PUHA. The article was published on August 23, 2013, prior to the 2013 ASE, and used pictures and commentary from PUHA. This is also a good reflection of the ongoing success of the International Marketing Initiative being pursued by PUHA with the support of AgriCulture and AgriFood Canada, the Canadian Consulate and trade officers and officials in Hong Kong.

As one of the free-est markets in the world, tariff rates are a non issue and the primary factors are price and quality although the competition is world wide. Global inflationary pressures are driving higher food prices and, because there are still significant food safety problems in China, more stringent food laws are coming into force. There were some changes in the health regulations this year on the importation of food and beverages that requires importers register with the Director of Food and Environmental Hygiene and exhibitors to apply for an exemption from the same, but the wider effect(s) of these on seafood imports has not been assessed. Consumers are ever more aware of food scares because of wide adoption of the internet and this plays at least partly to Canada's strengths as we are at the leading edge of the field in food safety and we have a very good reputation in this regard. Still, marketing is a must and substantial efforts are required to keep the product front and centre in this highly competitive market.

China of course is a very attractive market for seafood with a strong growth trajectory that all hope will continue. Even here, Hong Kong has played a major role in the past as a transit point for product moving into China. Much of this trade until very recently was a grey area as any number of tricks were used to get seafood products over the border while avoiding customs. The grey routes were often preferred simply because the China Inspection and Customs was so unpredictable, sometimes holding product for varying periods unless appropriate 'grease' was proffered, sometimes seizing the product if said grease was offered, and sometimes just directing shipments off to the side channels apparently because the inspection authorities themselves were running a smuggling operation as a very profitable side business.

The recent crack down on graft and corruption in China is in many senses welcomed by suppliers. Respectable suppliers are, for the most part, more interested in building a reliable distribution system that protects their products' quality and value than they are in avoiding tariffs and taxes. There is however also some concern that the campaign may more simply be a politically motivated purge and that in the future we will see a new 'parallel' system emerge with new 'owners'. This possibility is commanding more attention in world press but more definitive indications are not likely until after the Third Plenum session of the China Communist Party in November. This major political event will bear the stamp of the new leadership council (politburo) headed by President Xi on government policy. Indications on which direction things will go are inconclusive, based thus far on speculation as opposed to evidence, but November-December is likely to be a very interesting period in China this year.

Pricing through the Hong Kong Market

We thought it might be interesting to see how the pricing of the product changes as it gets closer to the consumer. We tracked down a retail outlet selling Red Sea Urchin uni in the Great Food Mall in the Pacific Place One mall, a major shopping facility a few blocks to the west of the Wan Chai district in Hong Kong. We noted the prices off a couple of trays, one 5 holer apparently netting out at 100 g and the other a one holer netting 25 g. of product. The price on the former was \$HK 268 while the latter was \$HK 108.

Using a currency exchange rate of 1 CAD = 7.365 \$HK, posted on the currency exchange site

<http://www.xe.com/currencyconverter/>, these

two prices work out to about CAD 364 and CAD 586 per kilogram respectively. This compares to CAD 739 /kg found at a local Hong Kong sushi restaurant in September 2012. Table 2 lists the price of the product in Canadian Dollars (CAD) per kilogram at the ex-vessel, wholesale and retail levels derived from the listed prices. The jump in value from the fishing fleet to the wholesale level may be reasonable given the costs and risks involved, but the 200- 600% margins from the wholesale to the retail level (depending on the outlet) appear pretty extreme, particularly in the absence of an interim ‘retail direct’ or other intermediary wholesale step representing equivalent CIF pricing in Hong Kong or other international markets.



Table 2: Pricing structure throughout the sea urchin market ending in Hong Kong.

Retail at Sushi restaurant (Be Kan Teppanyaki Sept 2012)					
(Exchange rate: 1 CAD = 7.89 \$HK)		HK\$	CAD	CAD/kg	
Single piece RSU uni (~ 12.5 g)		68	\$8.62	\$689.48	
Single piece Japanese uni		78	\$9.89	\$790.87	
Retail (observed Sept. 2, 2013 in the Great Food Hall; Pac Place 1, HK)					
(Exchange rate: 1 CAD = 7.43 \$HK)		HK\$	CAD	CAD/kg	
Sea Urchins (RSU)	100 g tray	268	\$36.07	\$360.70	
	25 g tray	108	\$14.54	\$581.43	
Retail direct (GHMP booth-FarmFest - Hong Kong- January 2011)					
(Exchange rate: 1 CAD = 7.82 \$HK)		HK\$	CAD	CAD/kg	
Sea Urchins (RSU)	125 g tray	170	\$21.74	\$173.91	
	25 g tray	35	\$4.48	\$179.03	
Wholesale Pricing (FOB Vanc. by processors)			CAD	CAD/kg	
Wholesale P (reported by processors)		125 g tray	\$8.50	\$68.00	
Wholesale P (charged to PUHA for shows)		125 g tray	\$12.50	\$100.00	
Ex-vessel pricing			CAD/kg	CAD/kg	
Ex-vessel price (\$ per lb)		\$0.60		\$0.75	
Product value when recovery =		5.00%	\$26.43	5.00%	\$33.04
Product value when recovery =		6.00%	\$22.03	6.00%	\$27.53
Product value when recovery =		7.00%	\$18.88	7.00%	\$23.60
Product value when recovery =		8.00%	\$16.52	8.00%	\$20.65
Ex-vessel price (\$ per lb)		\$0.80		\$1.00	
Product value when recovery =		5.00%	\$35.24	5.00%	\$44.05
Product value when recovery =		6.00%	\$29.37	6.00%	\$36.71
Product value when recovery =		7.00%	\$25.17	7.00%	\$31.47
Product value when recovery =		8.00%	\$22.03	8.00%	\$27.53

The inability of “the market” to translate the retail markups into higher prices for primary producers, whether they be farmers or fishermen, is an issue that raises its head on food sales all around the world. Higher prices to producers would of course allow more economically and ultimately more environmentally sustainable operations that would likely also drive improvements to product quality, but this, perhaps unsurprisingly, appears to be a bit of a blind spot to those who make the call in this regard.

This can also be seen in discussions of sustainability certifications. A panel discussion at the 2013 ASE looked at Environmental Sustainability Programs in fishing from the perspective of the fishing industry, distribution/ retail and the certification body. Over the course of the discussion it remained apparent that environmental certification schemes, such as the Marine Stewardship Council (MSC) generally assign all the costs to the producers and that distributors and retailers are not obliged to contribute or to otherwise compensate producers despite the substantial sales benefits they, distributors and retailers, realize.



Consumers are reportedly increasingly focusing more on sustainability than on price or taste with the result that there is price benefit to producers that is inferred by enterprises marketing sustainability certification to producers. However these remain elusive and have not yet materialized in any certified fishery to the best of this author’s knowledge. The fishing representative on the panel mentioned how an anticipated price premium had not yet appeared for their products (MSC labeled tuna) despite the additional costs and effort required to fulfill their MSC certification requirements. They remain hopeful but there is an increasing number of doubts being raised on this by the harvest sector. As more fisheries are certified the supply of certified supply increases which in turn reduces pressure on buyers to pay a premium. 52% of Canadian fisheries are now MSC certified but the intermediaries are always looking for the least costly option within an expanding pool of suppliers.





Asian Seafood Expo: Day 1

The doors for the show open at 0830 for exhibitors, vs. 1000 for visitors, to allow finishing touches to be placed on the booths. We had stopped by the previous afternoon to ensure all the ordered equipment and furniture was delivered and picked up our badges etc. from the registration. We also took our product samples out of the hotel refrigerator and freezer and moved it into the more controlled facilities provided by Lowe Refrigeration for exhibitors at the show.

The location of the booth this year was very beneficial as was immediately positioned inside the entrance to the show and was one of the first booths to come into view on entering. We oriented our displays to take best advantage of this, most particularly by directing our TV towards the door to catch peoples' eye as soon as they entered the show. This seemed to be effective as we were rewarded by a near constant stream of traffic and interest once the show was open.

We again had our display freezer set up with two sections. About 2/3 of the volume was segregated from the direct freezing for the uni while the other 1/3 was open to the freezing and was set up to hold and display the frozen sea cucumber meat and skins. The uni display included a number of models depicting the product and its uses, including a new one we commissioned last year of a split urchin showing the interior orientation of the uni in the whole animal. This model attracted particular attention from many who wanted to touch and or taste the



CITY

Manager stole to help clients in trouble

Banker transferred HK\$28m of other people's cash to her customers overseas

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A former bank manager said she secretly siphoned her clients' loan money on their investments that she moved more than HK\$28 million from other people's accounts in 2009 to compensate those who lost money, a court heard yesterday.

Heien Chow Hui-ching, 39, initially covered up the absurd act of her own pocket because the charges had been guaranteed against some of their investments at the Royal Bank of Scotland, delinquent lawyers said, without revealing the extent of her alleged payments.

Chow, a senior relationship manager, helped the stock market would improve and lead to a hedge-winding, the court heard. But when she could no longer afford it, she transferred money from other RBS accounts.

"This new penny that she has taken was pocketed by her," defence barrister Graham Harris SC told the District Court.

Chow pleaded guilty to one count of fraud by making false statements from to mislead the bank into transferring money from four customers to 40 overseas firms between January and March 2009.

She also admitted changing the bank address of one of the first and sending him a forged bank statement to hide her wrongdoing.

She was committed to jail for three months without bail.

EXHIBITION



Sea within is just one of the many exotic items at the Asian Seafood Expo at the Convention and Exhibition Centre. Photo Felix Wong

Luxury seafood draws mainland big spenders

Andrea Chen
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Hong Kong's seafood expo has shifted its focus to premium products this year to attract mainland buyers even as importers across the border say business is slowing.

Hotels and restaurants have become increasingly reluctant to put luxury items on the menu after a government clampdown on extravagance among officials, they say.

The 4th Asian Seafood Expo features 170 exhibitors from 23 countries showing off rare spe-

cies including blue-tailed painted rock lobsters and the giant coconut crab. It ends tomorrow. Despite Beijing ordering officials to rein in their extravagant lifestyles, mainland demand for more seafood still motivated the team behind the expo to feature premium species, said organizer Mary Larkin.

"China's middle class is expanding rapidly because of the country's economic growth. These people with disposable income are willing to pay for a better meal and luxury species like lobster, sea urchin, sea cucumber and abalone," she said.

The number of pre-registered

visitors has doubled from last year, and many were from the mainland, she added.

But wholesaler Heien Xia, who sells seafood products to buyers in Guangzhou, Shenzhen and Shanghai, was looking for products at lower prices. "It's really hard to sell luxury items at the moment," she said.

Sun Yan, manager of a Shenzhen-based food company that supplies mostly to mainland hotels, has also been hit by a fall in seafood demand. "Profits of big hotels in Beijing have dropped 50 per cent this year since the new leadership's clampdown," he said.

President Xi Jinping (习近平) called on officials to curb extravagant meals and other luxury purchases in January, saying the public strongly opposed public money being lavished on swanky dinners for officials.

But Larkin said this was not likely to have a big impact on the country's demand for imported seafood, considering the size of the Chinese population.

African seafood exporter Eden Musa Kitao shared that view, saying the mainland was still his company's biggest customer, contributing 60 per cent of sales. "Most of the visitors we have today are also from the mainland,"

POLITICS

FACEBOOK USED TO REVIVE ARTICLE 23

Ten years after mass protest forced a backdown on anti-subversion bill, a lecturer is trying to get it into the spotlight again with social media

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A decade after proposed national security legislation ignited a huge public backlash in the city that prompted 500,000 people to take to the streets, a university lecturer has begun a push to get the bill back on the table.

Agnes Chan, who did not wish to give her full name or employer, told the Post she believed there was a need for Hong Kong to again discuss a law that would help "safeguard national sovereignty". And she is using social media to spread the message.

Chan has set up a Facebook page called Legislate Article 23, which is devoted to getting the proposal back in the spotlight.

Article 23 of the Basic Law specifies that the city should enact laws to prohibit any act of treason, secession, sedition or subversion against the central government. Hong Kong debated a move to pass such laws in 2002, they built a coalition of protesters took to the streets. Years on, it remains a sensitive topic.

Since the Facebook page was set up a fortnight ago, it has

led by Hong Kong, set up last month. Chan is a volunteer with the group, whose main target is the Occupy Central civil disobedience movement which plans to blockade the city centre next summer if its demands for full democracy in the 2017 chief executive election are not met.

Pro-government groups have also been inspired by the strong reaction last year from retired Beijing officials to protesters waving colonial flags and calling for independence from the mainland. Lu Ping (卢平), former director of the State Council's Hong Kong and Macao Affairs Office, said the flag-wavers should "remember these Chinese citizens' city". His deputy, Chen Zhen (陈震), said any independence push should be dealt with firmly.

Chan said the national security legislation should protect freedom of expression and a free press. But she said in 2002, a pro-democracy Chinese-language



urchin because they thought it was real. The display looked very good and was prominently featured in a page two story in the South China Morning Post, the largest daily newspaper in Hong Kong, about the show. We were all very pleased with this development.



One change we followed through on this year was the substitution of a digital file player for the DVD player. The discs have to be regularly changed over when using DVD's and we found that this was too often overlooked when those in the booth were busy or perhaps even otherwise distracted. The media player option we used at this year's show allowed us to simply plug in a 16 GB USB memory stick, navigate a simple menu and play all of our movies and slideshows which were contained in a single directory on the disk. The list of movies comprised the short and long versions of the first PUHA movie: Sea Urchins From Canada in Cantonese, Mandarin and English, long and short versions of the second PUHA movie: Pacific Sea Urchin in Mandarin and English, Mandarin and English versions of a movie comprising an update of the Sea Urchin Live-sales events at Steveston each Friday, a slide show set to music of the sea cucumber fishery and English and Mandarin versions of the Sea Cucumber fishery video put together just last year.

This is a much better option than the DVD player and not only because it allowed us to almost forget about that particular task throughout the day as it basically took care of itself. The quality of the DVD players has been sometimes highly questionable at some prior shows. The problems with the DVD players was epitomized at last year's China show in Dalian where our DVD player would only play some, but not all, PAL formatted DVD's, would not play a movie more than one time even when the DVD was looped for continuous play and could not be replaced by the show organizers because their inventory was fully subscribed and no spares were available.

Events like the Hotel Nikko event last year at the ASE have trade commissioners at the Consulate set up the event, vet those invited and present a more concentrated gathering of solid prospects and marketing contacts. There was no funding for such an event this year and no Canadian Pavilion at the show. The Province of New Brunswick apparently hosted a reception featuring seafood from that province on the first day of the show at another venue but there was insufficient timely interest to coordinate with other groups.

The first day saw more than 51 visitors stopping by the booth. The contact information we catalogued for day 1 was incomplete in part because representatives from British Columbia hosted a small reception at our booth this year which drew a considerable number of visitors from which contact information was not collected. The Province supplied some wine and a table to serve it on and we did our best to provide stimulating conversation on both the sea urchin and sea cucumber fisheries and the products. We put out some simple appetizers comprising uni with

smoked salmon but they disappeared as quickly as we could get them out so it is unlikely that all attending got to taste the offerings. We quickly got through 2x10 hole and 4x 5 hole trays for a total of 1 kg of uni accompanied by a side of smoked salmon (@~500 g.). As things developed, it just got so crowded in the booth that moving about with the samples was difficult. We did however get opportunities to provide more details on the products, the inherent characteristics of the products and quality focus of the guys in the fishery.



One of the visiting teams that we did get information on was another magazine wanting a feature story on BC seafood. Gourmet Magazine is a monthly food related publication in Chinese with a circulation of approximately 20,000 to restaurants including owners, chefs and buyers. It is also available for free at more than 600 restaurants and other locations in Hong Kong. The publisher Louis Chan and a chef he uses to prepare specialty test dishes, Paul Wong, came by to find out more about both fisheries. The visit was set up by the Trade Commissioner Service in Hong Kong and we used the time to bring them up to speed on the fishery including the operations, the focus on sustainable use and management, the seasonal window(s) for each and the uses of the products. We provided a series of pictures of the fishery that he can use with the article and made sure they took along copies of the urchin fishery videos (Sea Urchin From Canada and Pacific Sea Urchin). Additional information on the urchin fishery regarding increasing use of refrigeration on packers coupled with a trend to increase fishing effort in the summer was also passed along. These new practices are expected to improve access to stocks on exposed parts of the coast, relieve pressure on stocks in more protected environs and generally contribute to improved sustainability. Packaging and processing practices, including food safety and innovations to reduce the use of additives for all products, were also discussed. They were to take samples of both sea urchin and sea cucumber with them but settled on only the sea urchin for a test preparation. Louis promised to make the results of the interview and the test dish(es) available to us and this will be followed up on shortly.

Table 3: Contacts from Day #1 of the 2013 ASE

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SC	Canada	Toronto	trader	Roger	Zang	Zhibi Co.	5	buys E.coast skins for \$15 (no spikes therefore less valuable) Mike has picture of card
SU	China	Changsha	hotel buyer	Nelson	Wang	Sheraton Changshaq Hotel	6	hotel buyer
n/a	China	Dalian	exporter	Jessie	Zhou	Dalian Fugu Seafood Co. Ltd.	3	seeking trade opportunity with Canadian processors
SC	USA	Jacksonville	trader	Gareth	Lee	Beaver Street Fisheries Inc.	6	trader seeking frozen meats
SC	Australia	Geebung	trader	Lisa	Liang	Cardinal Seafoods Pty Ltd	6	looking for meats and skin
SU	Taiwan	Taipei	trader	George	Lin	Azuma Trading Co. Ltd	8	all sushi; 350 outlets in Taiwan, HK, China; Azuma (Richmond) to proc. RSU this yr
SU	Japan	Mie	trader	Hisashi	Kume	Azuma Trading Co. Ltd	8	as above; see also www.azumafoods.com for N. Am.
SC	China	Dalian	wholesale distrib'n	Chun Feng	Ma	Dalian Ocean Rich Trading Co. Ltd.	7	plse quote 20' container of skins, would also like download site for cuke dvd;
SC	China	Hong Kong	direct sales (TV)	James	Chen		7	direct sales in HK & China via TV, may be looking for more high end products
SC + SU	USA	Boulder	Purchasing Agent	Kathy	Johnson	Commune	8	purchasing agent for HK restaurants
SU	China	Guangzhou	Import/distrib	Jessie	Feng	Parker-Migliorini International	8	currently imports spot prawns, looking also at SU.
SU	China	Guangzhou	Import/distrib	Michael	Yang	Bright Hope Trading Co. Ltd.	8	currently imports spot prawns, looking also at SU.
SU	Singapore	Singapore	importer/restaurant	Ken	Loon	The Naked Finn	8	1 restaurant but supplies others
SU	Singapore	Singapore	import/distrib	Cedric	Ng	Igloo Food Pty Ltd.	8	imports for Naked Finn. V. int in SU also Spot Prawn, chemical free
SC + SU	Canada	Scarborough	wholesale/export	Nick	Chen	Top One International Ltd.	4	no info
SU	Japan	Hachinohe	importer	Kazuo	Noda	Hachinohe Kanzume Co. Ltd	5	looking for cooked/steamed SU, IQF and other frozen SU prods
SC + SU	China	Hong Kong	importer	Sam	Chan	Ichiban Pacific (HK) Ltd.	3	is also looking for chum and pink salmon ikura
SC	China	Hong Kong	importer	Katy	Look	Furniland Asia Group Limited	6	looking for both meat and skin
SC + SU	China	Hong Kong	news photographer	Parker	Zheng	China Daily Asia Pacific	5	putting story on ASE together, incl. urch and Cuke from Can. as item
SC	China	Shenzhen	importer	Jie	Cao	Shenzhen Jiadecheng Import & Export Co. Ltd.	4	interested in Cndn cukes but not currently buying
SU	China	Hong Kong	trader/distributor	Jack	Man	Da Zhong Distribution Services Ltd.	7	interested in fresh SU roe
SU	Taiwan	Chai-Yih sien	importer	Howard	Chang	Tosei Seafood	7	uni into Taiwan
SU	Indonesia	Jakarta	importer	Hendry	Sukendy	Arafura Marine Culture	4	interested in SU in Jakarta and Malaysia
SU	China	Macau	restauranteur	Kin	Lau	Lek Hang Property Management Co. Ltd.	6	Japanese restaurant in Macau
SU	China	Hong Kong	wholesale & retail	Andy	Chan	Ocean East (Hong Kong) Ltd.	5	buys ~ 100 trays/wk from other wholesale, wants to expand SU business
SU	China	Guangzhou	trader	John	Ye	Guangzhou Better Trading Co. Ltd.	4	in seafood business but not yet SU although he is looking at it
SC + SU	China	Yantai	wholesale	Michael		Marine Foison Group Co. Ltd.	6	live cukes and urchins
SC + SU	China	Quanzhou	wannabe	Baisen	Liao	Jinzihao (Fujian) Combustion Equipment Co. Ltd.	3	would like to get into seafood business this year
SU	China	Hong Kong	importer	Tony	Leung	Decor International Co. Ltd.	6	imports sea urchin
SU	China	Hong Kong	chef- hotel restaur	Wong	Hoi	The Royal Pacific Hotel and Towers	7	unable to purchase (minimum order?) of 8 cartons
SU	Taiwan	Kaoshung	importer	Jane	Chen	Great Hung Enterprise Co. Ltd.	7	
SC + SU	China	Hong Kong	importer	Banyon	Wong	Wilson International Frozen Foods (HK) Ltd.	8	introduced by Kitty Ko; one of HK's largest food importers
SC + SU	China	Hong Kong	importer	Yuna	Chan	Wilson International Frozen Foods (HK) Ltd.	8	assistant to Banyon Wong
SU	China	Hong Kong	importer/wholesale	Edward	Lai	Ocean Three	8	can buy 20-30 ctns of live/wk; contacted suppliers last year but got no response.
SU + SC	China	Hong Kong	import/wholesale	Joost	Hardesmeets	Janda Global	4	a couple of young folks looking for urchins and cukes
SU + SC	China	Hong Kong	import/wholesale	Angel	Hoi	Janda Global	4	a couple of young folks looking for urchins and cukes
SU	China	Hong Kong	consulting	Christina	Nie	Sinospan Fine Food and Wines	3	appears to be more strategy and crisis mngt than seafood,
SC + SU	USA	Portland MA	show organizer	Heather	Turcotte	Diversified Business Communications Ltd	5	show organizer for ASE, ESE and Boston Seafood Show
SU	China	Hong Kong	importer	Stephen	Chan	Taiyo (Hong Kong) Ltd.	7	supplies restaurants in Hong Kong
SU + SC	China	Hong Kong	Import/distrib	Johnny	Kong	Oriental Partners Ltd	7	
SU + SC	China	Guangzhou	TC- Canada	Minster	Li	Consulate General Canada	6	TC in Guangzhou
SU + SC	China	Hong Kong	chef	Paul	Wong	Cloudland Chinese Cuisine	5	chef working with Gourmet mag on SU feature; arranged by Kitty Ko
SU + SC	China	Hong Kong	publisher	Louis	Chan	Gourmet master Chefs	6	publisher of HK Gourmet Magazine doing feature on BC urchin
SU + SC	China	Hong Kong	cold storage	Raymond	Wong	Thermoguard Engineering (Int.) Ltd.	5	cold storage operator, looking for new clients
SU	China	Hong Kong	importer/distributor	Steven	Chim	Grape and Grass Ltd.	6	looking for some RSU
SU + SC	China	Hong Kong	Import/distrib	Wing	Chan	Oriental Partners Ltd	7	
SU	China	Hong Kong	distributor	Ray	Wong	Supreme Sushi Market	6	
SU + SC	China	Hong Kong	distributor	Brian	Lee	Taylor Finefoods (Asia) Ltd.	6	
SU	China	Hong Kong	importer/distributor	Terrence	Ng	NutriLink Ltd.	5	looking for sea urchin
SU + SC	China	Hong Kong	trader	Doris	Cheng	Three Treasure Holdings Ltd.	5	
SU + SC	China	Hong Kong	unknown	Tony	Wong	Fushng and Sons Co. Ltd.	4	
SU + SC	Sri Lanka	Wattala	unknown	Indika	Ellawala	Alpex Marine (Pty) Limited	4	

The China News, Hong Kong Edition also came by for a short interview, more for the show as opposed to one focusing on sea urchin or sea cucumber per se.



Some potential buyers from Guangzhou, which is now connected by daily direct flights from Vancouver, stopped by. Product is now shipped to Guangzhou and from there to other mainland locales including Beijing. A number of these people were interested in the possibility of getting live red urchins from Canada to both Hong Kong and Guangzhou. We explained we are still working out the intricacies of successfully getting to Asia in good health and that we have thus far confirmed it is going to be a very complicated and involved process. We also pointed out that we can currently get Green sea urchins live to Asia in very good shape.

Shipping sea cucumber live is not considered a workable option because they do not settle down. Also they have no hard parts like bones or a skull or even cartilage to limit the extend of how far they can contract, so they can and will squeeze through any opening, no matter how small, in a bid to escape. Fishermen report finding large cucumbers in their boat sumps even though the only possible way they could get in is through a hole no larger than a nickel.



Asian Seafood Expo: Day 2

The second day of the show got off to a fast start and stayed steady throughout the day. The number of visitors increased over the previous day, something that was not expected but was a reflection of the increased traffic we were encountering, partly I'd expect because of our location. We collected a total of 68 sets of contact information on day 2. Most were again good quality

business contacts but again it is up to the processors to follow through on actual business arrangements as those sorts of details are beyond the mandate of either association. The majority of the enquiries was again for the urchins although about a third were explicitly interested in both. This may be because sea urchin is still a somewhat novel seafood in Hong Kong in comparison to the sea cucumber, although there were a couple of people who claimed that much of the Japanese cuisine was actually poached from Chinese culture, perhaps a reflection of a certain rivalry between Japan and China. However, sea cucumber is the more widely appreciated and traditional product in China where it is recognized and used extensively as a Chinese traditional medicine for digestive issues.

Alternatively, lower levels of interest may indicate certain “rigidities” in the better established sea cucumber trade. Observations from previous shows (particularly with geoducks) have suggested that the sales and distribution channels for seafood in China and Hong Kong can quickly become entrenched and even exclusive. This can render attempts to break into well established networks as a buyer somewhat futile which may deter some from even making enquiries.

Table 4: First 36 contacts collected on Day # 2 of the 2013 ASE

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SC	China	Hong Kong	food service cor	Alex	Yeung	Tsit Wing Group	7	appears to be part of an integrated food services consulting group, wants SC meat.
SU	Singapore	Singapore	importer/distribu	Michael	How	Snorre Food Pte. Ltd.	8	sources seafood internationally for Singapore, just establishing in N. Am.
SC	China	Shenzhen	distributor	Tai Lai	Wang	Shenzhen Mojamei Sea Cucumber Wholesale	5	
SC + SU	China	Hong Kong	distributor	Ken	Liang	Export Packers Co. Ltd.	6	distributor in Hong Kong with offices in Toronto and Vancouver
SU	Taiwan	Taipei	distributor	Johnny	Tsai	Nippon Meat Packers (Taiwan) Ltd.	5	looking mainly for source(s) of spot prawns
SC + SU	China	Hong Kong	wholesale			Hong Kong Yipinshan International Trade Ltd.	4	frozen and dried seafood importer/wholesaler
SC + SU	UAE	Dubai	show organizer	Julian	Roach	Dubai World Trade Centre	3	Dubai seafood show 2013: Nov. 17 - 19
SU + SC	EU	??	exotic luxury fo	Edris	Kitao	Kingdom Living	3	looks fancy but not a lot of substance on website
SU	China	Hong Kong	distributor	Stephen	Wong	Fruitfull	5	produce and frozen company looking to expand product line
SU	China	Hong Kong	distributor	Vicky	Kwong	Wilson International Frozen Foods (HK) Ltd.	6	came by for another visit with Banyon Wong
SU	France	Paris	importer	Gwenn	Gouraud	Gel-Pache	7	looking for fresh or frozen urchin into Paris especially if high quality
SU	Malaysia	Kuala Lumpur	importer	Macy Wong	Mei Shih	Piau Kee Marine Sdn. Bhd.	8	seafood importer interested in urchins
SU + SC	China	Guangzhou	distributor	Raymond	Chow	Viola Clara Trading Co. Ltd.	8	distrib/wholesale in HK and Guangzhou,
SU + SC	China	Hong Kong	distributor	Alice	Chu	Viola Clara Trading Co. Ltd.	8	requested quote and MOQ for urchins, sells cukes as well.
SU	China	Shenzhen	distributor	Hanlian	Sun	Shenzhen Pengcheng Marine Products Co. Ltd.	7	requested price quote, MOQ and availability
SU	USA	Stockton CA	distributor	Matthew	Payne	Coastal Pacific Food Distributors	8	distributes to US military worldwide
SU	China	Hong Kong	trader	Shane	Stuart	Triarii Global Sourcing Ltd.	6	enquired after SU and grabbed all available literature etc.
SU + SC	China	Hong Kong	cold storage	Gordon	Ng	Pinewood Farm Ltd.	4	cold storage in HK- report = stuffed right now but things are starting to move.
SC	China	Hong Kong	distributor	Connie	Leung	Bon Bon Paradise	5	looking for SC meat
SC	China	Guangzhou	distributor	Leo	Yang	HK Blue Ray	4	looking for 1-2 ton of skins/month, wants quote
SU + SC	China	Hong Kong	restauranteur	Yvonne	So	Lung Wah Food Products Co. Ltd.	6	has 2 restaurants, looking for direct supply of spot prawn, urchin, sukes and salmon
SU + SC	UK	London	importer	Ronny	Liu	Cooks Delights	6	is urchin and cuke buyer; opposite side of card is www.sunnyfieldveg.com.
SU + SC	China	Hong Kong	importer	Arthur	Tse	Lorence and Company Italian Fine Food & Wine	5	
SC	China	Hong Kong	importer	George	Lam	Shun Fat International Enterprises Ltd.	4	
SU	China	Hong Kong	restauranteur	Tony	Chow	SAI Corporation Ltd.	5	
SC + SU	China	Hong Kong	distributor	Chris	Chan	Sun Wah Marine Products (HK) Ltd	6	seeking SC meat and finished uni
SU	China	Hong Kong	distributor	Pat	Chan	Chui Kee Seafood	5	currently doing sea urchins and frozen seafood
SU	China	Hong Kong	distributor	Yi	Chan	Sun & Sky International Food Ltd	5	as above;
SU	China	Hong Kong	restauranteur	Eunice	Leung	Japanese Restaurant	4	
SU	China	Hong Kong	logistics- live	Marco	Chan	Hactl	6	live transfer at HK airport - on to Oceanethix for distrib'n thru HK and China
SU	China	Hong Kong	logistics- live	Lloyd	Mokalik	Oceanethix	6	live product from airport across China border in less than 1 hour
SU + SC	China	Hong Kong	restauranteur	Jim	Poon	Naruta	8	Japanese and Chinese restaurant chain, ~ 15 outlets
SU + SC	China	Hong Kong	consulting	Steven	Cheng	JESPH and Associates Consultancy Ltd	4	facilitates business by/for int'l co's; a bit full of himself and some scotch
SU	China	Macau	wholesale	Matt	Lei	Man Seng	5	price enquiry on SU; apparently visited booth last year
SU	China	Hong Kong	importer	Benny	Ma	Tin Fung Company	4	looking for sea urchin, owns a retail business
SU	USA	Weston FL	importer	Stephen	Smolar	Atlantica imports Inc.	4	

Table 5: remaining 32 contacts collected on Day 2 of the 2013 ASE

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU + SC	China	Hong Kong	trader	Helen	Xia	Lucky Dragon Trading International Limited	6	associate with frozen seafood shop in Guanzhou wants frozen uni, spot prawn, SC etc
SU	China	Hong Kong	retailer	Kent	Cheung	City Super Ltd.	6	interested in SU direct from Vancouver
SU	China	Macau	trader	Vincent	Ip	Vang Kei Hong Trading Co. Ltd.	6	
SU	China	Guangzhou	restaurateur	Alan	Sarkin	FG Fine Foods	7	only high end fresh prods incl. halibut, salmon, SU
SU	China	Guangzhou	importer	Manfred	Knoepfle	Manfred international Co. Ltd.	7	working with Alan Sarkin
SU	China	Hong Kong	restaurateur	Andrew	Lo	Lining Services	5	small quantity wanted
SU + SC	Korea	Seoul	show organizer	Jun-ho	Shin	B2Expo Co. Ltd.	4	Korean seafood show, Apr 3-5, 2014. see also www.seoulseafood.com
SU	Singapore	Singapore	unknown	Valerie	Yip	Kow Kee Enterprise Pte Ltd	4	young ladies wondering if RSU = sweetest urchin- answer = Y.
SU	China	Hong Kong	importer	Henry	Lucky	Asia Manufacture and Inspection Co.	4	apparently more supplements etc - like in bottles
SC	China	Hong Kong	import/distrib/re	Roger	Wong	Kai Bo Food Supermarket	6	looking for SC meat, apparently some 90 supermarket outlets
SU	China	Hong Kong	wholesale distri	Jepsen	Hui	Pacific Locus Co. Ltd.	4	main = export China manufactures- diversifying into seafood imports
SU	China	Hong Kong	restaurateur	Lina	Ng	Billion Great Int'l Investment Ltd	5	also trades/distributes tuna
SU	China	Hong Kong	restaurateur	Wai	Li	Casa Pennington	6	sous chef. 3 shops in HK looking for urchin
SC	China	Hong Kong	importer/distrib	Belinda	Tsang	Seabo International Ltds.	7	salmon and cukes
SU	China	Hong Kong	distributor		Wang	Oyster 2 Japanese Food and Beverage Co.	6	currently buying from various suppliers for supermarkets
SU	China	Hong Kong	importer	Jess	Wong	Top Honor Seafood Limited	6	
SU	China	Hong Kong	importer/distrib	Keith	Chan	Boatat Trading Development Co. Ltd.	6	RSU buyer, distributes to restaurants; ~ 300 customers
SU	China	Hong Kong	importer/distrib	Tim	Zheng	Ashine Inc.	7	buyer of seafood for China, request P quote and MOQ
SU	China	Hong Kong	on-line sales	Anthony	Ma	FoodMaster	7	apparently an on-line food retailer
SU	China	Hong Kong	unsure	Ricky	Lee	Caves Asia	6	mainly oysters, like to buy SU; very rudimentary website
SU	China	Hong Kong	distributor	Faith	Lai	Parker-Migliorini International	6	many offices around the world: US, Mex, Argentina, Brazil, Switzer, Japan, China,
SU	China	Hong Kong	distributor	Kenneth	Leung	Parker-Migliorini International	6	
SU	China	Hong Kong	distributor	Wilson	Man	Parker-Migliorini International	6	
SU	China	Hong Kong	restaurateur	Kingson	Lee	Xertoli	6	Co. is Olive Oil producer in Spain, Kingson is also a buying agent for restaurant
SU	China	Hong Kong	restaurateur	Lin Kam	Hing	Hong Kong Aijisen Co. Ltd	6	Japanese ramen restaurant, wants uni
SU + SC	China	Hong Kong	diplomat	J. Ian	Burchett	Consulate General Canada	6	
SU + SC	China	Shanghai	cruise ship line	Anna	Kim	Costa Crociere S.p.A.- Shanghai	7	looking for menu items for Asian cruises, 4 ships stationed in region now, shared taxi
SU	China	Hong Kong	importer/distrib	Dicky	Tang	i-Gen	8	distributes seafood to Japanese restaurants
SU	China	Hong Kong	restaurateur	Ace	Lee	Sheraton Hong Kong Hotel and Towers	8	looking for a distributor of urchin in Hong Kong
SU	China	Hong Kong	restaurateur	Micky	Wei	Factory 99 Grill	7	also looking for a distributor of SU
SU	China	Hong Kong	importer/distrib	Chen Tak	Wah	Tak Wah Trading Co. Limited	6	buys upwards of 7 cartons of uni each day
SU + SC	China	Hong Kong	importer/distrib	Edward	Lau	Grandwood international Ltd.	6	looking for meat; bought from AK last year

We noted that the information on the simplified (Chinese) PSCHA brochures was out of date (quota number was 14,000 -ish pounds vs the current 16K) and that the English versions of the PUHA brochures lacked contact information for the processors. We were however left with few alternatives and directed interested parties to the respective websites for additional and more up to date information.

There was some discussion on differences in the sea cucumber that are observed at different times of the year. As the product sits in the barrels after being harvested the freshness declines as a simple consequence of digestive (lysosomic) enzyme activity within the animals after they die. These same enzymes are present, but inhibited and controlled by active proteins in live animals. Once they die, however, the controls are increasingly relaxed and the enzymes just do their thing, in some cases penetrating into tissues where they are not normally present or in other cases simply continuing with the tissue recycling activities that occurs in all living organisms. Once the animals die, these continue without constraint even as the byproducts of that breakdown increase in concentration, something which normally stimulates other catabolic (tissue building) and enzymatic inhibition processes to maintain a more stable internal environment. Bacteria present on the external surface of the organism can eventually penetrate and get access to what is essentially a bath of high grade nutrients at which point they too contribute to an accelerating deterioration in the product. Temperature control is also important once the animals have died for the same reason- the activity of the enzymes and the bacteria both generally increase with temperature.

Soft cucumbers also show up soft right out of the cooker almost randomly during the fishery as well. The sea cucumber fishery is undertaken after the summer when the animals have largely stopped feeding but there may be some that do not stop. The feeding state of the animal affects the enzyme activity levels and being in a non-feeding state, rather than just between meals, permits longer periods before the deteriorative processes really set in. Research fisheries undertaken in the summer months have to process the cucumbers almost immediately lest the intestinal walls break open and release their contents into the muscle and skins tissues thereby almost immediately impacting the product quality. Even when the best practices are followed though the product quality from the summer harvest is inferior.

The uni sampling was again very popular. We started serving just after lunch and were trying to even out our service and balance the amount going out each day. We only used 1 kg of uni the previous day and still had 4 kg in our inventory. We anticipated slower traffic for Day 3 of the show, based on previous experience, so decided to start putting samples out just after lunch. Each side of smoked salmon comprises about 80 servings (40 slices halved = 80 pieces), and each tray (10 hole) about 40 servings as each uni is cut in half for each serving. We also had some sea weed as an accompaniment, courtesy of the South Korean booth, but found that smoked salmon was more popular. When the salmon mix was put out we could never get ahead of the consumption and stack product up on the counter whereas with the seaweed the consumption rate was much slower than our production rate and we were able to take 5-10 minute breaks.

The ongoing campaign against corruption in China has resulted in a decline in the number of lavish banquets by senior officials is affecting the consumption of luxury seafoods including sea cucumber and sea urchin. The impact(s) bring to mind another campaign by the Japanese government to limit the exchange of expensive gift packs between businessmen and I expect government officials back in the 1990's (I believe). This prohibition led to the near collapse of

the herring roe on kelp and herring roe gift pack markets that were so crucial to support those fisheries. Hopefully the effects of the current campaign in China will not be as severe.

Sea cucumber surveys in BC are planned based on first, a regional preference by the fishermen. Once the area is chosen, DFO scientists lay out transects at about 3 km. intervals on charts which are then used as guides as closely as possible. The transects start at 50 feet and run right up to the intertidal and divers count, but do not measure, individuals within 2 metres of the line on either side. The transects are statistically robust meaning they are placed randomly so the results can be extrapolated along the greater coastline in the area. It is not currently possible to estimate what the densities are going to be from surface, some areas that look great in theory have nothing while some that don't look exceptional can be stuffed. Industry boats and divers are still being used for surveys in the cucumber fishery in spite of resistance from DFO which would reportedly prefer to use their own resources and charge the industry for the services rendered.

Asian Seafood Expo: Day 3

Day 3 was, as expected, considerably slower than the first two days and we only collected contact details from 28 visitors, This was in-line with the results from previous years where the numbers have varied between about 20 and 30 on the last day but seems a bit low given the much higher numbers from the first two days and the steady traffic we again saw for the day. It may reflect the presence of more consumers, as opposed to sector pro's, or it may just be that those interested in trading information etc. had already done so over the first two days and they were more simply interested in the sampling on the last day. We worked through our remaining product, distributing about 1.5 kg. of uni and the last couple of salmon sides and noticed that there were a few vultures unashamedly returning for more than their fair share whenever we were laying samples out. Traffic continued steady until at least mid-afternoon and booths were not being abandoned en-masse until probably after 4:00 PM.

Table 7 comprises the tracking of giveaways and samples throughout the show. The numbers are fairly self explanatory and can be used to guide future inventory to be carried along.

Table 6: Contacts collected on Day #3 of the 2013 ASE

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	China	Hong Kong	importer	Albert	Tsang		4	looking for live GSU and RSU
SU	China	Hong Kong	restaurateur	Mimi	Ng	MG Cafe	6	Mike - email exchange for supplier list and developing new options with distributors
SU	China	Hong Kong	distributor	Matthew	Wong	Tell Me Wine	7	
SC + SU	China	Hong Kong	cold storage	Gary	Kong	Manfred Cold Logistics Company Ltd.	5	
SU	China	Macau	restaurateur	Tam Kwok	Fung	City of Dreams: Melco Crown Gaming (Macau) Ltd	7	looking for uni trays
SU	Thailand	Chiang Mai	restaurateur	Chan Fong	Wing	Yangzi JiangCantonese Cuisine Restaurant	5	uni trays
SC	China	Hong Kong	importer/distrib	Kenneth	Lau	Asia Seafoods Co.	5	also looking to source rockfish swim bladders @~ \$15-25/kg
SU	China	Hong Kong	restaurateur	Jong Yuk	Ying	Taste of Japan Group	7	40 restaurants, looking for product delivered to HK airport
SU + SC	Singapore	Singapore	trader	Gunawan	Hadinata	Goshoku Trading (Singapore) Pte. Ltd.	7	international distributor of Japanese foods
SU + SC	Singapore	Singapore	trader	Tetsuya	Yabashi	Goshoku Trading (Singapore) Pte. Ltd.	7	as above;
SU	China	Hong Kong	restaurateur	Annie	Wu	The Oyster	6	sells 20 trays SU/shop-day. HK\$ 70/lrge tray now at airport
SC	China	Hong Kong	restaurateur	Yvonne	Kam	Yung Kee Restaurant Group Ltd.	6	looking for distributor of SC in HK for her restaurant
SC	China	Hong Kong	unsure	Martin	Kee	Tsun Yue Hong	5	looking for meat and skins
SU	Japan	Tokyo	importer/trader	Hiroki	Komiyama	Tsujina and Co. Ltd. Overseas Business Dept	6	will pass c'tact etc. infor along to others in company
SC	Canada	Richmond	trader	Frank	Hiong	Oceanrise Seafood Supply Ltd.	5	
SC	China	Macau	unknown	Alexis Santafe	Ortiz		1	
SU + SC	China	unkn	restaurateur	Mr	Lu	Bai Hua Resort Hotel	3	supplies 4 restaurants
SU	China	Shenzhen	trader	Mike	Jiang	Mikejeans International Limited	5	wants to start importing SU
SU + SC	China	Hong Kong	importer/distrib	James	Law	China Grand Management Ltd.	5	
SU	China	Hong Kong	restaurateur	Catherine	Fung	Regal Hotels International	7	hotel chain in need of uni for their Japanese restaurant(s)
SU	China	Hong Kong	trader	Hilton Tsoi Hiu	Tan	South China Enterpriose Group	4	
SC + SU	China	Hong Kong	wholesale distri	Jean Philippe	Luk	Vini Collezioni	5	wine importer selling frozen seafood
SU	China	Hong Kong	trader	Thor	Alfredsson	La Ferme	6	icelandic company in HK wants urchin bulk pack for China
SU	Taiwan	Taipei	restaurateur	Flora	Kao	Fomido Enterprise Corp	6	
SU + SC	China	Shenzhen	restaurateur			Hyo Restaurant Consulting Ltd	4	
SU	China	Macau	importer	Cheok	Chao	Inari Global Food Ltd.	5	importer of Japanese seafood from Macau
SU	China	Hong Kong	retailer	Steve Ho Fai	Law	Hung Fai hong Trading Ltd	5	also an importer
SU + SC	China	Guangzhou	importer	Henry	Gao	Guangzhou Shengxi Seafood Firm	4	

Table 7: Track of giveaways and sampling throughout the 2013 ASE

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Return
PUHA DVD #1 (Mandarin, Cantonese + English)	25	25	0	15	1	3	6
PUHA DVD #1 (Japanese + English)	10	10	0	3	2	3	2
PUHA DVD #2 (Mandarin)	50	24	0	16	5	3	0
PUHA DVD #2 (Cantonese apparently not done)	50	0	0				
PUHA DVD #2 (English)	50	24	0	2	2	1	19
PUHA Brochures: traditional	250	217	100	110	105	62	40
PUHA Brochures: simplified	200	200	100	40	35	25	200
PUHA Brochures: English	200	203	100	60	40	23	180
PUHA Brochures: Japanese	50	100	0	12	8	5	75
Uni samples (grams)	5,000	5,000	0	1,000	2,500	1,500	0
Smoked salmon (g)	2,500	2,500	0	500	1,000	1,000	0
PSCHA Brochures: simplified	300	300	200	85	58	42	0*
PSCHA Brochures: English	200	300	250	38	30	22	460
Paladin Company Brochures	0	200	0	25	25	25	125
B'cards (500 for MF, DM, Seagate)	500	1500	0	100	100	100	1200
Pens	100	250	0	18	15	17	200

* note: 315 PSCHA simplified brochures were discarded because they were out of date (quota info invalid)