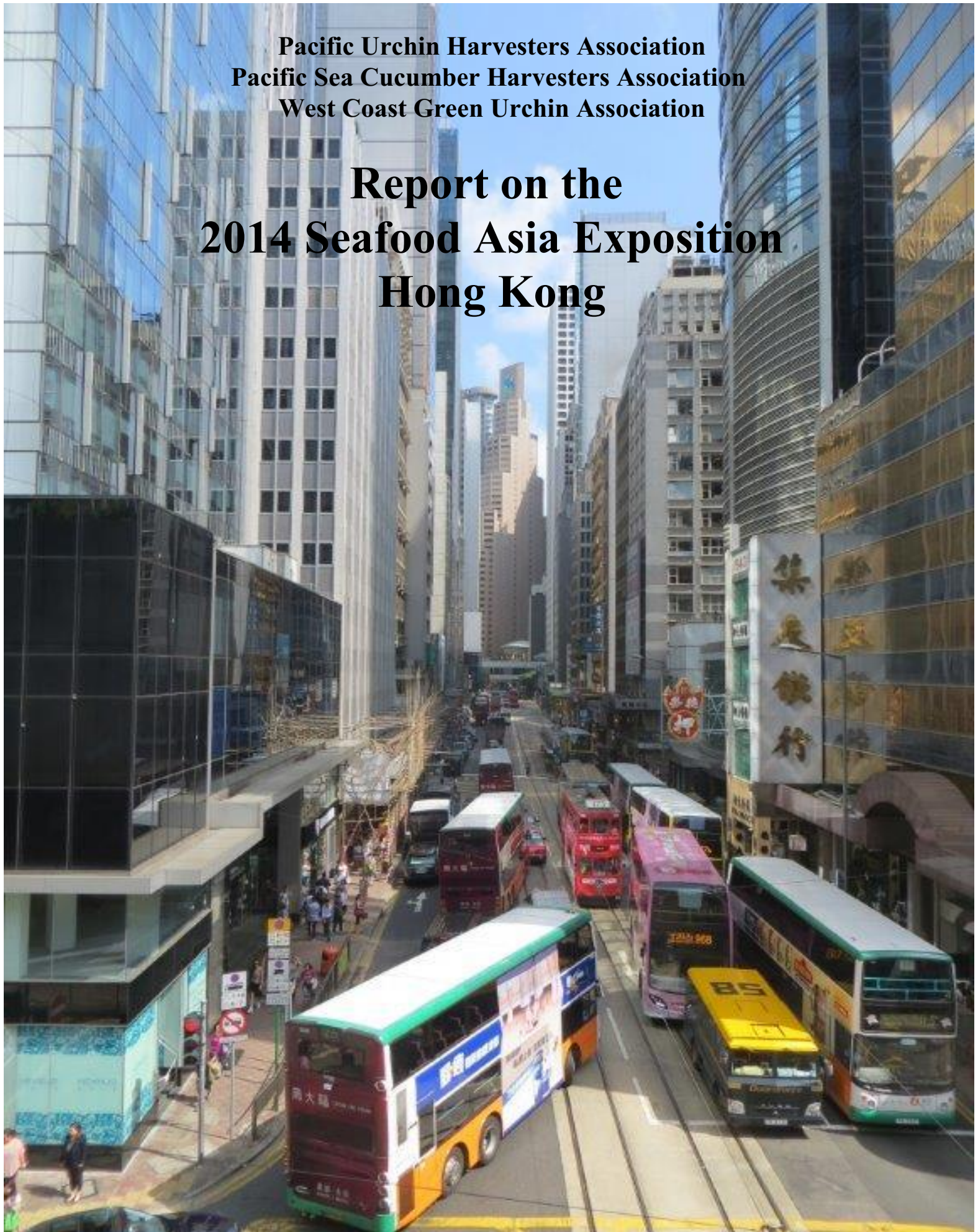


**Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association
West Coast Green Urchin Association**

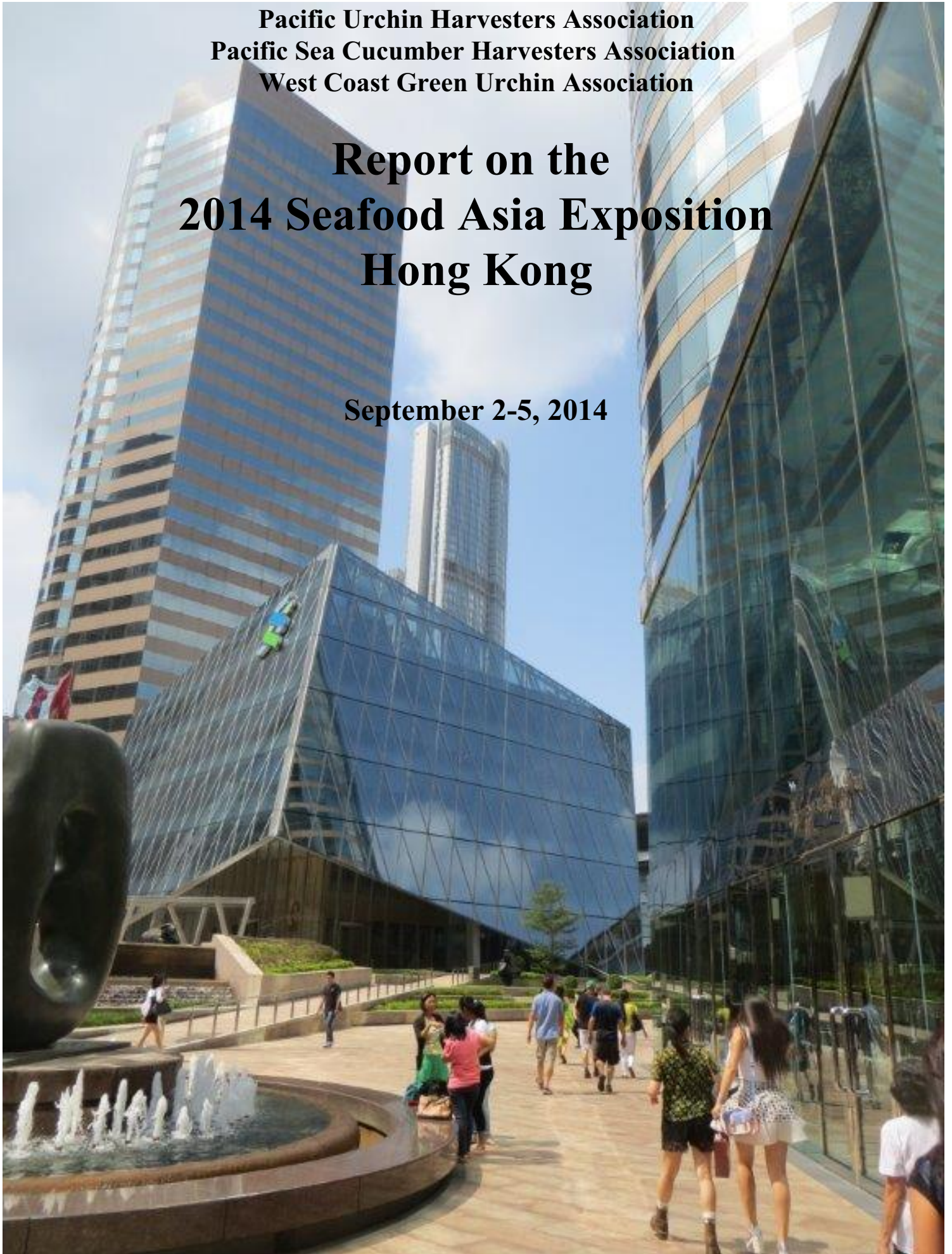
Report on the 2014 Seafood Asia Exposition Hong Kong



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

Report on the 2014 Seafood Asia Exposition Hong Kong

September 2-5, 2014



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

**Report on the
2014 Seafood Asia Exposition (Hong Kong)**

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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.

**Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association
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Report on the 2014 Seafood Asia Exposition(Hong Kong)

Executive Summary

The 2014 Seafood Asia Exposition (SEA) was held at the Hong Kong Trade and Convention Centre in Hong Kong over three days extending from September 2nd to the 4th. This was the fifth anniversary of the show and the fifth 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 and RBS Seafood Harvesters Ltd, helped out with the booth. A number of other representatives had planned to come but were forced to cancel for personal reasons. This was the second year that the Bar and Restaurant Show, a larger and more established exhibition which is held coincidentally with the SEA, was on the same floor as the SEA and this has resulted in higher traffic than when the shows were held on separate levels.

A highlight from this year was highly visible support offered by our government by having the Federal Minister of Fisheries, Ms. Gail Shea, attend the show and be part of the Master Class session which also featured presentations by the Pacific Urchin Harvesters Association on Canada's Pacific urchin fisheries and by Gidney Mussels on organic mussels from the Canadian Maritimes. Mr. Ian Burchett, Canada's Consul General in Hong Kong, introduced the session.

The show is marketed as Asia's premiere show for high quality, luxury seafood and all the personnel at our booth, and at others we spoke with, considered the show a great success again this year. There was an international flavour to the show and we met new potential customers from many parts of Asia, Europe and North America. There was considerable interest from Singapore. This may be a market warranting further investigation given the wealth and sophistication of Singapore and the advances it is making as a global city.

The show is considerably smaller than the China Fisheries and Seafood Expo but in some regards this is a plus because it is easier for us to stand out whereas at the larger shows we are competing with some of the largest fishing companies in the world for attention and eyeballs and it is easy to be simply lost in the shuffle.

The final measure of our success at the show will have to wait until the sales figures for next year are compiled but there seemed to be genuine and enthusiastic interest at the show for and by the exhibitors and their wares. We collected contact information for 126 visitors about 20 shy of the record we achieved at the show last year but still the second highest total from any show we have exhibited at thus far. Table 1 summarizes the results from our previous outings at this show. Not shown in this table is the daily average rating of the contacts. This stands little changed from previous years at 5.4 - 5.6 and compares to the China Show scores of between about 5.0 - 5.2.

Traffic through the show based on the contact cards received was busiest on Day 1 when we collected 53 cards followed by Day 2 @ 46 cards while Day 3 came in at 27. Based on the volume of brochures we went through though, the second day was the busiest as can be seen in the following table. The samples set out was also highest on the second day (2.5 kg). Sampling

on the first day did not get started until early afternoon and only about 1 kg was set out. We started earlier on the subsequent days with 2.5 kg and 1.5 kg set out on days 2 and 3 respectively.

Table 1: Contacts summary for the Sea Expo Asia with additional details for 2014

	2010	Daily Totals				Both joint	Urchins		Cukes	
		2011	2012	2013	2014		sole	% of show	sole	% of show
Day-1	61	30	26	51	53	14	29	37.0%	10	42.1%
Day-2	40	27	17	68	46	13	25	43.1%	8	36.8%
Day-3	24	20	31	28	27	7	15	19.9%	5	21.1%
Total	125	77	74	147	126	34	69		23	

Table 2: Brochures and other give-aways for the SEA 2014

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Return
PUHA DVD #1 (Mandarin, Cantonese + English)	30	15	0	10	4	1	0
PUHA DVD #1 (Japanese + English)	10	10	0	2	2	2	4
PUHA DVD #2 (Mandarin)	30	28	0	23	3	2	0
PUHA DVD #2 (English)	15	15	0	7	2	6	0
PUHA Brochures: traditional*	350	300	0	0	0	0	0
PUHA Brochures: simplified*	150	160	100	0	0	0	0
PUHA Brochures: mixed Chinese*		460	100	66	95	41	358
PUHA Brochures: English	150	205	0	50	100	20	35
PUHA Brochures: Japanese	25	25	0	2	2	0	21
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	325	220	0	38	65	24	93
PSCHA Brochures: English	150	115	0	22	44	22	27
Company Brochures	n/a	n/a	0	not	tracked		
B'cards (500 for MF, DM, Seagate)		unknown	0	not	tracked		
Pens	50	100	0	25	40	35	0

* note: Traditional and Simplified PUHA brochures were mixed together

**Pacific Urchin Harvesters Association
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Report on the 2014 Seafood Asia Exposition (Hong Kong)

Introduction

As part of their 2014-15 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 newly renamed Seafood Asia Exposition (SEA) in Hong Kong. The SEA 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 fifth year for the show and the fifth 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;
- Geoff Krause- marketing consultant working with the PUHA and the PSCHA;
- David McRae - Director of PUHA
- 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.

A number of other representatives had planned to come but were forced to cancel for personal reasons. This left us with fewer hands than anticipated to look after things but it just seemed that a confluence of events conspired to limit the number of people who could come along this year.

Situation Update for Hong Kong

There is one piece of common knowledge about China that encapsulates the country's surge of development over the past 30 years. The government has promised its people that they can pursue and strive for whatever degree of commercial success they desire as long as they do not interfere, or perhaps even interface, with politics. This report looks in part at politics in China because it appears there is a potential cross-roads approaching in China that is likely to affect global trends for quite some time and which should therefore bear some scrutiny.

Hong Kong is a Free Port and does not charge tariffs on imports so trade restrictions do not particularly constrain business development. However inconsistent supply is reported as a constraint on the Hong Kong market for a number of seafood products, including geoduck and now possibly sea urchin from Canada. Supplies from Canada do not seem to be the issue *per se* but more an effect that becomes apparent to new entrants trying to set up wholesale and/or distribution businesses. There are indications that restricting access is sometimes a deliberate

competitive tactic to exclude new entrants to limit competition and thereby support higher pricing for insiders. Established networks could theoretically use supply interruptions to restrain the success of newcomers, thereby protecting their existing customer base and the established margins they are all working with. This sort of activity will draw legal sanction in the US and Canada but business is less regulated in Hong Kong. Remember too that business in Asia is reportedly based more on personal relationships than in North America or Europe and protecting business networks in such a manner is simply a logical extension of this.

Hong Kong is now an integral part of China and its economic performance is closely tied to events, trends and policies that affect the business climate on the Mainland. China remains one of the world's fastest growing economies, down recently somewhat from the heady double digit pace set until 2012, but still, for now at least, eclipsing the rates in the developed world. It does however impose fairly steep tariffs on seafood. These are 14% and 10% respectively on sea urchin and sea cucumber products but it does not end there- both are also assessed an import Goods and Services Tax of 17% calculated on the full CIF cost on landing.

It is worthwhile to reiterate some figures which stand as a stunning reminder of the scale of the changes under way in China. In the past 40 years, 500 million people have migrated to the cities and there are another 225 million more to go over the next 12-15 years. Note that this latter exodus is like half the population of Canada (~ 15 M) shifting into a city each year. China's middle class now includes 300 million people and is expected to grow by another 200 million by 2026. The country produces 80 per cent of the world's air conditioners, 90 per cent of all computers, 75 per cent of solar panels and 70 per cent of mobile phones, etc. etc.. These numbers suggest there is most definitely room for optimism on continuing legs for Chinese development.

There are however some countervailing currents in China that are slowing what was a headlong rush to the future. China's government is sensitive to the country's widening income gap and because it might affect social stability, authorities tightly regulate the luxury market and maintain strict controls on advertising. In addition, sales of luxury goods in China, including high quality seafood like sea urchin and sea cucumber, are being impacted, sometimes severely, by an ongoing anti-corruption drive throughout the country which involves, in part, constraints placed on conspicuous consumption at official functions etc. President Xi reminded cadres that official meals should comprise only 4 shared dishes and one soup course although it should be mentioned that, demonstrating a certain entrepreneurial zeal, many officials continue to skirt at least the spirit of the rules by ensuring their meals contain as many luxurious ingredients, ranging from lobster to shark fins, as possible. The ubiquity of private rooms in restaurants also provides some extra surety to those not wishing to be too closely scrutinized.

There are also downsides to the program. For example, the stifling of spending and extravagance is undoubtedly having effects on the broader economy and which are subsequently cascading throughout. And, as the government further pursues corrupt money and officials offshore, these are likely to spread further internationally than just the commodities and luxury goods markets that have been affected thus far.

In Hong Kong, businesses are hurting with declining sales while costs, most importantly perhaps those related to property, continue increasing. This extends as well to many citizens. The majority of people in Hong Kong are renters and are falling behind financially, unable to find

advantage in this, one of the world's most expensive and fastest appreciating real estate markets. Some blame the proximity and surge of mainland investors and immigrants, some of whom are spiriting substantial gains of questionable pedigree out of the country, but incomes and financial rewards are also strongly leaning towards older generations, something which is also seen in other developed economies. This is leading to rising resentment, most especially by the young because of the limited opportunities that they perceive. There is also an increasing number of young unable to find jobs they consider worthy, even some returning with expensive advanced foreign educations. In many cases they are just hanging out at the folks and not working or even trying to get work. This I expect, also sounds familiar to many parents in North America.

This past summer in Hong Kong was the hottest year in the past 100 years. There have not been the normal number of typhoons or other such storms seen most years but the heat has been unrelenting. The same is true of this past summer in BC and along the west coast of North America- very hot, lots of sun with no rain since quite early in the season. By mid-October this phenomenon was reflected by agreement between NASA and the National Oceanographic and Aeronautical Administration (NOAA) that this past September globally was the hottest ever recorded.

These may or may not all be related to what is undoubtedly the big story these days in Hong Kong though: the so-called Umbrella Revolution. In itself, this event and how it is resolved could have huge implications on market conditions and trade in Hong Kong, the mainland (China) and consequently around the world. Occupy Wall Street, which started in New York in response to growing economic inequities, inspired a similar movement in Hong Kong called Occupy Central. Both are led by young adults and students seeking change for a better future. In Hong Kong the movement was jolted back to prominence recently when the Chinese National Government changed the assumptions behind the Universal Suffrage promised in the China- UK treaty that returned sovereignty of the territory back to China. The Party decreed that people would be allowed to vote for candidates in elections for the Territory's Chief Executive but that the only candidates that would be allowed to run would be vetted by the Central Government in Beijing.

A White Paper released in 2014 previously concluded "one country" and "two systems" do not have equal weight. Hong Kong is a Special Administrative Region (SAR) but it is nonetheless a part of China. A report to the Communist Party's 18th national congress in 2012 stated the underlying goal of Beijing's policies towards Hong Kong and Macau was to "uphold China's sovereignty, security and development interests" while also ensuring the "long-term stability and prosperity of the SAR's". However, it held the latter as subordinate to the former. Beijing interprets its authority over the SAR's as "comprehensive jurisdiction" and feels the reluctance of Hong Kong citizens to embrace this reflects their colonial mentality. 72% of respondents to a poll on this in Hong Kong disagree with the conclusion of the white paper.

The government also recently declared that those receiving judicial appointments will be required to declare their fealty to the Party (Chinese Communist Party) to be eligible for the post. This overturns the long history of judicial independence in Hong Kong that comprises a significant difference with the Mainland where the courts have been subservient to the government since just about forever. This action in particular raises questions within the international business community about the government's intentions with regard to preserving the independence, transparency and essential balance of Hong Kong's judiciary and legal system. The integrity of

judicial system and contract law in Hong Kong is at risk and the implications of this are substantial as this was instrumental in establishing the city as a global business hub.

And so started the Umbrella Revolution. Things were fairly low key at the beginning but the government mis-stepped when it sent in the police with tear gas and tried forcefully to shut it down. What was a only nuisance to that point blossomed into a major protest as hundreds of thousands joined in and completely closed down many of the major arteries and some significant business areas in Hong Kong. At their peak, demonstrations by over 100,000 people were paralysing many of the important business and government districts in Hong Kong. These started just after the conclusion of the 2014 SEA and have continued thus far for at least three weeks and there does not seem to be much chance that they are going to end soon through negotiation. The stated concern of the demonstrators still revolves around the state of democracy in the city, but under that lie concerns over growing inequality, diminishing prospects for the majority in an economy perceived as being based almost solely on financial services and real estate speculation. There is also a large degree of uncertainty by many on how to proceed. To its credit, the city continues to largely operate peacefully and efficiently despite the pockets of inconvenience. More worrying perhaps is the paralysis of government and apparent loss of cohesion in the city between different groups, none more so than between police and demonstrators who until recently considered themselves on the same side. Sun Tzu refers to such cohesion as “The Way” and holds it as critical to eventual success in war or other such activities defined by concerted actions of a unified “team” or force towards a certain defined goal. Losing that coherence is generally a pre-cursor to defeat and it is a very valuable commodity that all leaders nurture, whether through inspiration, coercion or financial rewards, as they pursue their agenda(s).

The leader in this case, Mr. Leung Chun-ying (aka C.Y. Leung), the Chief Executive, is seen by some as an appointment by Beijing who has ceded his power to the Central Government and forsaken his authority and credibility. Residents are taking sides and increasingly separating themselves into silos intent on talking “over” one another as opposed to “to” one another.

At any rate, the numbers of demonstrators are down, at least for now, but they are still disrupting traffic, public transport, business and other activities and still neither the demonstrators, the city government or the central government is considering yielding or offering concessions. They are widely hailed for conducting themselves with admirable restraint, civility and thoughtfulness but the respective positions of each side have been laid out and compromise seems remote. Beijing is in control of the government side and has also so far reacted with considerable and commendable restraint. It maintains that the Hong Kong administration will be left to handle the crisis despite speculation by some that Beijing may eventually intervene, perhaps even militarily, to resolve the issue(s). However it wants the protests to end, in part to limit the spread of such ideas, but does not want to visibly crush the demonstrations. Everybody understands there would be consequences to that which would have impacts on China’s international standing, its trade relations and consequently its economy.

In one sense this is good as long as the two sides can bridge their differences and find an acceptable compromise, something that will bring better, more transparent and more accountable governance to Hong Kong. On the other hand, the National Government is not expressing any interest in compromise and probably very much fears threats to its power and authority should the movement catch on in other parts of the country. The National government has restricted

news coverage of the protests on the mainland and censured virtually all links that might provide alternative sources of information to the mainland on the situation but it appears that mainlanders too retain similar dreams and hopes for the future of democracy in China.

This means, in effect, that the Umbrella Revolution is one of the most visible challenges to the Chinese government and its stand on democracy since the Tiananmen Square protests in 1989. The goals of the protests are more limited now than last time: the protesters are not seeking full democracy or directly challenging the rule of the Communist Party in China, a point made on a number of occasions by the protest leaders. They are in fact pursuing municipal democracy, something that is allowed and actually practised in some 500,000 villages around China. In fact, municipal democracy protests have been permitted, and even encouraged, by the National government in China. The problem though, is that under President Xi Jinping the government has again become more conservative and less tolerant of those who break rules and directly challenge their authority.

Beijing's leaders will be hoping there is some truth to the Chinese saying, "Great disorder leads to great order". That after the chaos and uncertainty of the ongoing mass protests in Hong Kong, "great order" will follow. The answer to that question will to a certain extent be decided at the upcoming fourth plenary session of the 18th party congress, to be held in the capital from October 20 to 23. The jury is still out on which way it is going to go but it is apparent there are going to be ramifications for Hong Kong, for China and very likely the rest of us, whichever way it goes.

To get back to what concerns us particularly, I think a head's up is warranted on what is apparently developing this year. In the case of urchins, while we witnessed the strongest sales last year since 2006, it is looking like there is likely a bit of a fall back this year. The new season is just getting going but sea urchin exports from BC to the end of August decreased this year in comparison to last year. Using numbers from Statistics Canada, the volume shipped declined by about 5,100 kg from 180 MT to 174.9 MT and the value by about \$C 620 K from \$C 8.38 M to \$C 7.76 M. Just to provide a bit more meat on the indicators, exports declined to Japan and Hong Kong, our two largest markets. The decline to Japan was about 12.8 MT (~ 10% worth \$C 0.5 M), from 127.1 MT (worth \$C 5.8 M) for the year to August 2013 to 114.3 MT (worth \$C 5.0 M) for the year to August 2014. The unit value also declined from \$C 45.78 to \$C 44.04 per kg. Exports of sea urchin to Hong Kong similarly declined by just over 11% or 3.2 MT this year compared to the same period last year. The price decline was less than that seen on Japan, falling less than a dollar from \$C 50.78 to \$C 50.08 but sales are subsequently down by about \$C 198K to \$C 1.217 M from \$C 1.42 M.

In contrast, sales to China and Taiwan to August have both increased this year. In China, sales increased from \$187,600 for 3,316 kg in 2013 to \$374,025 for 8,784 kg in 2014. Note that the apparent price significantly declined from \$56.57 per kg last year to \$42.58 per kg. this year. Sales to Taiwan to date have also increased this year from \$756,684 for 15,924 kg to \$785,857 for 16,303 kg, representing a price increase from \$47.52 to \$48.20 per kg.

Exports of sea cucumbers to Hong Kong from January to August rose by about 300 MT to 314,507 kg worth \$C 3.54 M in 2014 from 14,305 kg worth \$C 0.44 M in 2013. Exports to China over the same period increased by about 78 MT to 128,067 kg worth \$C 2.06 M in 2014

from 50,362 kg worth \$C 1.36 M in 2013. Average prices seem to be holding at around \$C 16 per kg so far this year although there is considerable variation in the StatsCan data throughout the year. Average prices last year were \$C 22.31 in China and \$C 21.47 in Hong Kong although it is impossible to discriminate between the frozen meats and the skins with the data as currently configured.

Prices for sea cucumber have not been established yet this year. However, BC companies report that only frozen meats have sold thus far this season while no skins have been ordered. Some report that buyers in China are also still holding skins inventory from two years ago so expectations are that prices will be down this year. Coupling these with the effects of the ongoing anti-corruption campaign in China and worries about trends in China and around the world affecting markets, interest in luxury seafoods like sea urchin and sea cucumber may be somewhat subdued this year.

Of course, like Yogi Berra said, it is awfully hard to make predictions, especially about the future. This may be one of those times when the actions and motivations of the resilient inspire hope and resurgence on many levels- and there are few who are more resilient than fishermen.

Retail Pricing Update

We were led on a tour of what are probably fairly high end retail outlets with seafood counters by Ms. Cherie Tong, a member of the BC International Trade and Investment office in Hong Kong. Three of the four stores we visited had RSU uni, some marked as sourced from California. Prices in the Great Food Hall were again the highest at HK\$ 268 for a 100 g. tray and HK\$ 108 for a 25 g tray while City Super and the Market Place came in with lower prices. The prices observed are listed and converted to a Canadian dollar equivalent per kilogram of product in the following table. Ex-vessel pricing is similarly presented on the same basis using a range of recoveries. We also saw live what looked like purple urchins being served on the half shell at one restaurant but did not get a record of the price.



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. 5, 2014 in the Great Food Hall; Pacific Place 1, HK)				
(Exchange rate: 1 CAD = 6.93 \$HK)		HK\$	CAD	CAD/kg
Sea Urchins (RSU)	100 g tray	268	\$38.67	\$386.72
	25 g tray	108	\$15.58	\$623.38
(observed Sept. 5, 2014 in City Super; ifc Mall; HK)				
(Exchange rate: 1 CAD = 6.93 \$HK)		HK\$	CAD	CAD/kg
Sea Urchins (RSU)	100 g tray	238	\$34.34	\$343.43
	2 pce (~25 g)	88	\$12.70	\$507.94
(observed Sept. 5, 2014 at the Market Place Supermarket; HK)				
(Exchange rate: 1 CAD = 6.93 \$HK)		HK\$	CAD	CAD/kg
Sea Urchins (RSU)	100 g tray (B)	168	\$24.24	\$242.42
	2 pce (~25 g)	88	\$12.70	\$507.94
(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)		\$0.50	\$0.60	
Product value when recovery =		5.00%	\$22.03	5.00% \$26.43
Product value when recovery =		6.00%	\$18.36	6.00% \$22.03
Product value when recovery =		7.00%	\$15.73	7.00% \$18.88
Product value when recovery =		8.00%	\$13.77	8.00% \$16.52
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

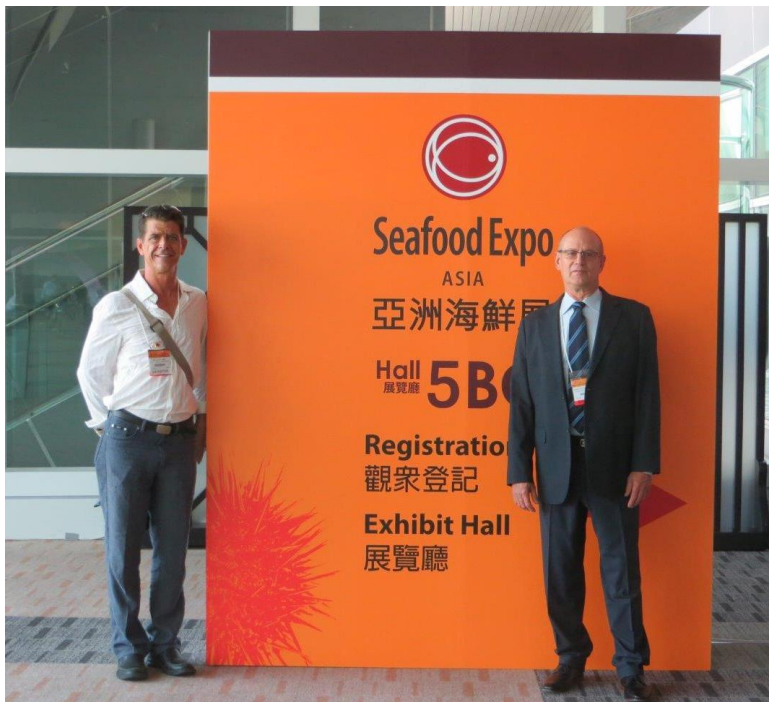




Seafood Expo Asia 2014: Day 1

Seafood Expo Asia (SEA) is one of a number of high profile shows put on each year by Diversified Communications, organizer of the worlds biggest and most prestigious seafood shows. Their portfolio also includes the North American Seafood Expo (Boston), Global Seafood Expo (Brussels) and the Southern Europe Seafood Expo (Barcelona). The Hong Kong show is the newest of these and has been growing at about 10% per year.

The PUHA/PSCHA are among the most “senior” and prominent exhibitors at the SEA and we were again very pleased with our location. We have been with the show since it debuted in 2010 and have been awarded the highest category of points when it comes to choosing our booth, which incidentally is in one of the best locations for the show. Additional advantages, include an advantageous co-branding coincidence: a schematic profile of our sea urchin is a key part of their show logo for the past two years as seen in the lower left corner of the sign below. They also have a picture of our booth on their website and reference us in their promotional material. This show is billed as Asia’s premiere high quality seafood event and there is a strong argument to the claim that it is more advantageous and beneficial to us as a high profile exhibitor in Hong Kong in comparison to being buried in the much larger China Fisheries and Seafood Expo.



At any rate, a dragon dance opened the show on the first day, a measure to bring good fortune, prosperity and favourable attention to those participating. To western sensibilities this seems a bit odd, especially as they are beating drums, bells and tambourines while the dragon does its best to check in with all booths. The conduct of the dragon also behaves in a somewhat overbearing fashion as any dragon might be expected to do. It is, however, all in good fun and is a cultural tradition that remains in good stead throughout many Chinese communities around the world.

The show opened at 10:00 AM but traffic was slow to start as is the usual case at this show because the coincident and larger Bar and Restaurant show did not open until around lunch. We had gotten the booth pretty much set up by the time the show started. We displayed brochures for PUHA and the PSCHA and Grand Hale Marine Products Ltd. No other companies provided copies of their brochures or pamphlets but we did have some geoduck brochures and pamphlets that were handed out to visitors who asked after them. The PUHA and PSCHA handouts were tracked but business cards, company brochures and those for the UHA were not. Tracking was done on a daily basis to provide a metric on more casual visitors not presenting us with business cards or conversation which allows us to qualify them. Business cards and/or other contact information is obtained from visitors actually wanting to do business with Canadian exporters. These are catalogued in and later entered into an excel database which uses a consistent structure so all contacts from all the shows we have attended can be searched, sorted and/or queried.

The B&R show is situated just down the hall from the SEA but even though it was slow, right off the start people were enquiring about sampling and buying product. One of the nice features about the slow pace is that conversations feel less rushed and involve an exchange of a greater range, if perhaps less targeted, of information. For example, a visitor from India stopped to chat about sea cucumber fishing and markets. He mentioned that India has many sea cucumber that they could harvest and sell but government regulation prevents any export of seafood. He did not know if that was going to be changing anytime in the near future.

Another fellow from the Norwegian Seafood Council (ASE2014_0902_10) stopped by to enquire what we might know about a, or perhaps some, mystery fish he has run across in China. He is based in Shanghai and monitors markets throughout China and has heard of a fish called “ginchuru” (silver cod in translation and which could be ~ gindara in Japanese)”. It is some kind of deep ocean white fish but nobody can tell him what it is and he is looking for advice. It could be any of about 10 species, including sablefish or Patagonian toothfish- which are very similar in taste, colour and texture but toothfish is larger (up to 400 + lbs). Barramundi is another “cultured” species (from Australia) that looks similar even though it may taste different. There is lots of product in many restaurants. The wholesale price he reported was 160-200 RMB/kg. (~ 28 - 32 CAD/kg) H&G frozen. There are 3 levels in restaurants- expensive, mid and low cost- possibly all different fish but perhaps only different suppliers.

He thought most of the Canadian sablefish was shipped to China but we corrected him on that and pointed out that it is mainly sold to Japan. From there it may be transhipped to China but we have no way of knowing. Shipments of seafood to China have really increased in the last 4 years but Norway has lost enormous market share there because of the Nobel Peace Prize imbroglio a few years back and Scotland is now the main supplier. Some Norwegian product goes in through Hong Kong and Vietnam but those routes are under increasing pressure. Direct shipments now must ship into Qingdao, Fuzhou or other 2nd tier cities. Salmon shipments are increasing by 30%

per annum in China and it is expected to be the largest market eventually although prices are still better in US. India is also on deck as a large potential market but their tariffs, taxes and suffocating regulation are thus far holding things up.

It was probably Pat that mentioned that the web site address should be displayed on a banner so people taking a picture of the booth would better catch that. It might also make sense to supply bags etc with the website more prominently displayed. The same can be said for the roll-ups- the web address is placed along the bottom edge of each one and is generally almost hidden from most people's view. It should instead be placed higher so it is more prominent.



We discussed getting internet for the show but the option generally offered through the organizers is very expensive. WIFI through the show is about HK\$ 3500, or about \$600 Canadian, for the 3 days. The Argentina booth though got a local sim card for about HK\$ 100 and set up their own tether and so had internet at a fraction of that cost. This may be an option worth considering if internet at the show is a priority.

On Day 1 we collected contact information from 56 contacts, up 4 from the results the year previously, but also perhaps marginally lessor qualified. These are listed in the following table.

Table of contacts from Day 1 of the 2014 Seafood Expo Asia

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	China	Dalian	exporter	Ida	Zhou	Dalian Tianbao Green Foods Co. Ltd.	6	exports to Japan, wondering about C urchin for re-export
SC	China	Hangzhou	importer	Jerome	Lou	Zhejiang Sealand SCM Co. Ltd.	5	will call plants
SC	Singapore	Singapore	Processor	Wilson	Tay	Sin Ocean Pte Ltd	5	
SC	India	Chennai	processor/exporter	Syed Aejaz	Ali	Ashira Trading Co.	7	Indian reg's prevent export of dom prods- so looking for prod for China
SC	China	Hong Kong	importer	James C.	Chen	(all Chinese)	5	
SC	China	Dalian	Distrib/Restaurant	James	Liu	Dalian Boda World Seafood Co. Ltd.	7	
fish	Azerbaijan	Baku	Import	Abadov	Elnur	Benkons Supplies	3	
SC + SU	Taiwan	New Taipei	Import/distrib	David	Wu	SPMZ Ltd	8	v. int in BC sourced; in business > 40 yrs; will contact co's
SU	China	Shanghai	Restaurant	Michael	Gu	River Cottage Shanghai	8	
Sablefish	China	Shanghai	Fish imports	Sigmund	Bjorgo	Norwegian Seafood Council	2	many restaurants in China have sablefish, unclear on spp and origin
SU	Singapore	Singapore	Live urchins	Lim Hook	Leng	Shengsiong Group	8	looking at trade in live urchins
SU	China	Foshan	Retail Ass'n	Chen You	Zhen	Foshan Retail Business Association	6	
SU	China	Foshan	Retail Ass'n	Mai Shu	Ling	Foshan Retail Business Association	6	
SC & SU	US	Memphis	courier	Jatin	Mehta	FedEx	4	
SC & SU	US	Memphis	courier	Hong	Lin	FedEx	4	
SC & SU	China	Shanghai	cold storage	Raymond	Wong	Carrier Transcold	4	
SC & SU	China	Shenzhen	Distributor	Zhiqiang	Shi	ShenZhen Xing Southasia Food Ltd.	6	
SU	China	Hong Kong	Import/distrib	Edward	Chow	Golden Ocean Food Co. Ltd	8	using Chilean urch, wants Cndn; no response on previous attempts
SC & SU	China	Guangzhou	Distributor	Andy	Lui	Hou Xin Wines Cellar Ltd	5	
SU	China	Shenzhen	Import/distrib	Cathy	Hu	Pengcheng Marine Products	8	
SU	China	Hong Kong	Import/distrib/rest	Fion	Cheung	Café de Coral Holdings Ltd	8	150 restaurants owned/supplied; what is minimum order?
SU	China	Dalian	Processor	Yuming	Feng	Zonoco Group Ltd.	8	v. lrg vert. integrated producer many spp; live GSU, poss. bulk froz RSU
SU	China	Foshan	Import/distrib	Vicky	Wong	GTIC	5	
SU	Singapore	Singapore	trading	Chia Fu	Hai	Hai Lee Seafood Trading Co.	8	live importer interested in fresh urchin; and maybe salmon
SU	Canada	Scarborough	exporter	Vince		AIP Seafood	4	Vince is based in China, used to do SC, wants uni & possibly smoked salmon
SU	China	Hong Kong	Distributor	Jess	Lam	Caves Asia	8	distrib to local markets- urchin, spot prawn
SC	China	Hong Kong	Distributor	Josephine	Chiu	Wai Kee Marine Products Ltd.	5	
SU	Philippines	Manila	Import/distrib	Lourdes "Ching	Tanco	Mida Food Distributors Ltd.	6	imports fresh frozen seafood into the Philippines; interested in urchin
SU	China	Hong Kong	Industry Ass'n	Philip	Shum	Hong Kong Chamber of Seafood Merchar	4	
SU & SC	China	Hong Kong		Ricky	Cheng	Capocuoca	3	looks like dried and packaged seafood on their website
SU & SC	China	Shenzhen	wholesale			High Quality Food	4	seafood wholesale
SU	China	Hong Kong	Restaurant	Jean Philippe	Luk	Vini Collezione	7	currently buys from Canada, possibly frozen
SU & SC	China	Hong Kong	Import/distrib	Trevor	Lam	Max Gold Trading Ltd.	6	
SU	China	Macao	Distributor	Simon	Tam	New Concept Food Ltd.	5	supplies Macau with geoduck (Julian), Urchin (Paladin) and Dungeness; looking to stab
SU	China	Guangzhou	Distributor	Ron		Heysea Food	6	can use 10 ctn/wk; looking for steady stable supplier
SC	Australia		Distributor	Daniel	Leung	Global Clan	4	Australian buyer for sea cukes
SU & SC	China	Hong Kong	packaging	Edmund	Chau	Vidacasa	4	co. make gel ice (-18 deg. C)
SU	Ireland	Carrick	producer (GSU)	Aodh	O'Donnell	Errigal Seafood	4	considering branching into GSU production in the Irish Sea
SU	China	Hong Kong	Distributor	Mars	Cheung	Kampery Development Ltd	9	
SC	China	Hong Kong	Distributor	Doris	Wong	Joint Forward Ltd	5	
SU & SC	China	Hong Kong	Business Consultant	Steven	Cheng	JESPH and Associates Consulting Ltd	3	check into comments from last year- same same
SU	China	Hong Kong	Import/distrib	Kary Kam Lan	So	Tak Weh Trading Co. Ltd.	5	3,000 J-yen for XL spot prawns
SC & SU	Taiwan	Kaohsiung Ci	Hotelier	Maggie	Chang	Hotel Dua	6	interested in cukes plus small quantities of sea urchin
SU	China	Shanghai	Distributor	Howard	Yoa	Dragon King International Ltd.	7	wants to place trial order for frozen sea urchin
SU & SC	China	Macao	Wholesale/distrib	Merlinda	Ng	Worldwide Seafood Ltd.	7	
SU	China	Hong Kong	Distributor	Andy	Ng	Tai Chun Japanese Foods Co. Ltd	5	
SU & SC	China	Hong Kong	Logistics	Gary	Kong	Manfred Cold Logistics Company Ltd.	4	
SU	China	Hong Kong	Retail /Distrib	William	Chong	City Super	7	wants to beginning of season and then start buying
SC	Turkey		Exporter	Emrah	Akman	Made in Turkey	3	
SU	Ireland	Cork	Producer	Willie	Pepper	Rockabill Seafood Ltd.	4	
SC	Singapore	Singapore	Drier	Victor Sit Chee	Wai	Tech Sang Pte Ltd	3	
SU & SC	China	Shenzhen	Hotelier	Jianming	Qiu	Shenzhen Xiangjiang Real Estate Co. Ltd	7	opening new Marriot Hotel in Shenzhen
SU	China	Hong Kong	Distributor/Retail	Angel	Ho	Janda Global	7	distributor with 3 retail outlets as well
SU	China	Hong Kong	Distributor/Retail	Joost	Hardesmeets	Janda Global	7	interested in fresh RSU uni as well as (possibly) live GSU
SU	China	Shenzhen	V/A producer	Stephen	Yeung	Shenzhen Yinyunda Trading Co. Ltd	7	sushi mas production factory looking for feedstock sources
SU	China	Hong Kong	Distributor	Annie	Poon	Gourmet Cuisine	8	currently supplying mainly French prods but looking to add something different
SU & SC	China	Xiamen	Importer	Kelvin	Zhang	Xiamen ShengZhang Import & Export Co.	5	imports frozen meat but also affiliated with Xiamen Inspection and Quarantine

SEA 2014: Day 2

The table of contact for day two is included at the end of this section but there were a number of interesting conversations that day. A couple of fishermen from Alaska stopped by. Sea otters are kicking them on the outside in the South East and most of their quotas are gone. Sea otters in Central and SE Alaska are now estimated at 33 K, up by a factor of at least 2 in just the last 5 years. They report that once the otters move into an area, resident urchins are first to go, then cukes and crab and then geoducks. Right across the line in SE just north of the border they have lost over 3 M lbs of RSU quota and they reported that large rafts had been seen heading south towards Haida Gwaii and wondered if we were aware that they were again on the move. In the US, Haida and other bands are allowed to hunt them as long as they are turned into a saleable product but of course the markets for those products are limited and no real harvest effort has been brought to bear as yet.

California is also losing areas to otters but they are losing more to MPA's. That too sounds familiar given what is happening in BC with the Marine Area Planning Partnership (MAPP), a Provincial and First Nations initiative discussing Marine Protected Area status for many parts of the North and Central Coast and northern Vancouver Island which does not include Federal Fisheries or commercial fishing interests.

The guys from Alaska also claim they found some fishable stocks of GSU in SE but the Alaska Fish and Game never allowed them to fish. Both of these guys feel the GSU out of the shell are better tasting than RSU eaten the same way. This might be worth testing out using taste tests/panels with the idea that perhaps we can more easily expand the live GSU trade domestically.

They also have big japonica sea cucumbers inside but nobody has bothered marketing them (yet). Note: This may be a range extension for *Apostichopus japonicus* - the Japanese sea cucumber which is recorded by Wikipedia from Alaska (somewhere undefined but probably in the Aleutians) and Sakhalin Island down through to the Amami Islands in Japan and in other shallow temperate waters of SE Asia including the coasts of Russia, Korea, China and Japan. This is the most popular and widely cultured cucumber in the region. We talked about sea cucumber - they have seen them on line at \$US 20 a pop. We talked or perhaps commiserated a bit about the margins that show up between the ex-vessel, wholesale and retail - it seems the margins are there for virtually all seafood but the fishermen are only getting about 5% of it.

There was another guy who reported importing live RSU from California into a live tank in Shanghai and only suffering 20% mortality. It is possible he is talking about purples but he was pretty sure it was RSU although the translator seemed to be having a bit of trouble with the discussion. Apparently the urchins are placed into water as soon as they arrive in Shanghai for about an hour and then simply placed into an ice box for distribution. The urchins are apparently layered for shipping with each layer separated by a blanket so their spines do not pierce other urchins. He is paying USD 13.5 per kg. for 3-4 shipments per week at about 115 kg per shipment, though we did not ascertain whether that was FOB or CIF. It also sounds like he wants to expand his shipments and is hoping to arrange at least 10 shipments per week. They currently import live crab from Canada through Claude (Tri-Star) and are interested in getting RSU from Canada. We suggested it might be better to start some business with the GSU as we already have

demonstrated skills and experience with live shipping of them. The card most easily linked to him is ASE2014_0903_42.

Air freight charges are always based on weight- there were some question on the price - for GSU last year and Mike estimated it might have been \$12/kg. Brendan at Flying Fresh might have a better idea. The problem with many “live” buyers is that the product sometimes cannot be properly cared for once it arrives because they simply do not have the facilities to keep the product at an appropriately cold temperature or even the skills to follow through on ensuring healthful conditions are maintained. In the case of urchins, they must be sold quickly because the urchins use the uni, in effect digesting themselves, if they are not otherwise getting fed. In an idealized system, feed and light would be provided to further condition the urchins to reach optimum quality while they are being held, but the costs involved are likely prohibitive given previous efforts have demonstrated a need for fresh kelp.

Another visitor informed us that Australian industry is also interested in supplying live sea urchin to China, including Hong Kong. Another fellow from Hong Kong and representing a firm from New Zealand, Tin Vuong - Cloudy Bay Clams (ASE2014_0903_44), expressed interest in the technology and protocols to transport live sea urchin to overseas markets. He mentioned the name of Oceanethix (live shipments live holding and sea food distribution company based in Australia but with facilities in Hong Kong and Shanghai). The company is a wild harvest company (see outline at- www.stuff.co.nz/business/unlimited/9273091/Happy-as-a-clam).

We had one interesting discussion with a restaurateur who told us how they had found that uni turns bitter when it is frozen but that the taste recovers afterwards as it thaws. We did not get his name or contact information but this would seem to be something warranting further investigation. This information would appear to concur with reports on darkening colour noted for uni when it is frozen followed by recovery and lightening as it thaws. Some companies suffered a financial penalty because of this before they became aware that it again lightens up. It appears the same may apply on the taste.



Table of Contacts from Day 2 of the 2014 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU & SC	China	Hong Kong	Hotelier	Cynthia	Pang	LodgeWood	6	
SU	China	Macau	Restaurant	Hei	Li	Otaru Japanese Restaurant	7	executive chef looking for high quality product
SC+ herri	China	Lianjiang	Trading	Tina	Zhang	Fuzhou Rixing Aquatic Food Co. Ltd.	7	
SU	China	Guangzhou	Trading			De Shi Trading Co. Ltd	5	buying frozen SU from Michael
SU	Australia	Hendon	exporter	William	Ferguson	Ferguson Australia Pty Ltd	4	
SU	China	Macau	Restaurant	Kim	Leung	Mac F&B Group	7	
SU	China	Hong Kong	Catering	Terry	Lui	Ladies with Taste	7	
SU & SC	China	Hong Kong	Hotelier	Gloria	Tsang	L'hotel Island South	5	
SU	China	Hong Kong	Trading	Raymond	Chow	Viola Claro Trading Co. Ltd.	6	
SU	China	Macau	Invest Consult	Kin	Lau	Ultimate Hotel F&B Investment Mngt Co.	6	looking for Pady Wong re: sea urchin
SU	Korea	Busan	Exporter/trader	Paul	Cheon	Seawell Co. Ltd	4	currently buys uni from Sung
SU	China	Hong Kong	Trading	Alice	Chu	Viola Claro Trading Co. Ltd.	6	seeking processed uni
SU	China	Hong Kong	Frozen Food Distrib	Eric	Lam	Keentech Frozen Food Co. Ltd.	5	wants to try frozen uni
SU	Taiwan	Taipei	Restaurant	Flora	Lam	Fornido Enterprise Corp	5	
SU	China	Hong Kong	Restaurant	Joseph	Yu	Glory Rise Ind. Ltd	4	
SU	China	Hong Kong	Industry Ass'n	Philip	Shum	Hong Kong Chamber of Seafood Merchar	4	visited on first day of show as well
SC	US	Stockton (CA)	Trading/Export	Jason	Lee	Cal Ranch Inc.	4	
SU & SC	China	Beihai	Trader	Kevin	Zheng	Gain Ocean Food Com. Ltd	4	web link does not work so...
SU & SC	China	Hong Kong	on Line shopping	Terence	Ng	NutriLink Ltd	6	
SU & SC	Malaysia	Kuala Lumpur	Trader	Kang Pok	Wai	Hai Kee Hung Sdn Bhd (HQ)	6	was maybe that freind of Paddy W who joined us at dinner last year in Dalian
SU & SC	US	Kodiak	Consultant	David	Monture	Intertribal Agriculture Council	4	looking for advice/info on MSC process, benefits and costs
SU & SC	Thailand	Bangkok	Equipment (Totes)	Valaiporn	Chongruchina	SCG ICO Polymers Co. Ltd	3	apparently produce and sell plastic totes etc
SC	China	Hong Kong	Trader	Bea	Wong	I.fish co.Ltd	4	interested in getting started, but just aspirational so far
Geoduck	China	Shanghai	Importer	Jun	Mao	Achievement Concept	7	buying ducks from Mex, interested in Canada
SU & SC	China	Guangdong	Deep sea AqC			Guangdong Jinhang deep sea cage Tech	3	deep sea Aquaculture cage and systems dev't
SU	Taiwan	Guishan	Restaurant	Kevin	Kang	Sushi Express Taiwan	7	
SC	China	Guangzhou	Distributor	Vikki	Chan	Guangzhou Haisheng Seafood Co. Ltd	7	wants SC meat, ship to Guanzhou
SU	Japan	Tokyo	Wholesale/distrib	Hiroaki	Uchigoshi	Nichimo Co. Ltd	7	
SU	China	Hong Kong	Importer	Kent	Ngai	Ocean Harvest Technology	7	AqC feed producer; but also looking for small lots for restaurants/special events
SU	Australia	Sidney	Trader	Angelo	Vaxevani	Nicholas Seafood Traders	8	Looking for trays for Sidney Australia
SU	China	Guangzhou	Association	Zeng	Zhenxiang	Guangdong Aquatic Prod'n Chamber of C	6	
SU	Singapore	Singapore	Importer	Cheong Joo	Tan	O'WinFisheries Sdn Bhd	6	seafood importer who would like to try urchin in market
SU	China	Hong Kong	Importer/distributor	Pui Lo	Hai	Global Food Culture Group	5	not much of a web presence
SC	US	Ketchikan, Al	processor	John	Scoblic	Trident Seafoods Corp.	5	Ketchikan buyer from fishermen
SU & SC	China	Guangzhou	Trader	David	Chan	Wai Yip Seafood Wholesale and Trading	6	helps Paddy out in Gz and is looking for updates on this year
SU & SC	Singapore	Singapore	Distributor (?)	Jonathan	McPherson	Lee Fish Asia Pte Ltd	6	certified under MSC and Friends of the Sea
SU & SC	China	Hong Kong	Trader	Chiaki	Tamura	Tamura Trading Co. Ltd	5	
Geoduck,	China	Guangzhou	Wholesale/distrib	Jessie	Feng	PMI Global Solutions	4	looking to source frozen geoduck, geoduck and halibut
Sablefish,	China	Shanghai	Wholesale/distrib	Huichen	Liu	Toichi Tsukiji Fish (Shanghai) Co. Ltd	5	looking for large kindara (sablefish) and spot prawns
SU	China	Hong Kong	Restaurant	Carmen	Wong	Tasty Hong Kong Ltd	6	
SC	China	Hong Kong	Distributor (?)	Kenneth	Hung	Suntex China Ltd/	5	
SU	China	Shanghai	Import- live	Xiaofeng	Zhang	Shanghai Fengyan Trading Co. Ltd	6	buys live spot prawns from Calif, froze P ~ \$14-19/kg, live \$20-25
SU & SC	China	Hong Kong	Import/distrib	Edward	Leung	Buah Buahhan Ltd	4	
SU	China	Hong Kong	Import/distrib	Vuong	Tin	Cloudy Bay Clams	6	wants SU for distribution in Beijing
SU & SC	Canada	Toronto	Society	William	Fu	Canada Maple Dragon MultiCultures Soc	4	B2B between China-Canada, just getting started
SC	China	Hong Kong	Trader	Peggy	Tong	Man Ka Lok Group Co. Ltd	4	lookign for cukes, sablef and spot prawns
SU	China	Hong Kong	Trader	Daniel Chui Ka	Tang	Billion Success Trading Ltd.	6	sea urhin distributor
SC	China	Hong Kong	Distributor (?)	Kam Wah	Kwan		6	
SU	China	Beijing	Processor	Zheng	Qi	Satisfied Fish (Abalone Processor)	6	Beijing office is interested in sourcing sea urchin

Master Class Presentation 2014

Canada had a number of companies presenting in the Wednesday afternoon slot for the Master Class. The Canadian Consul General in Hong Kong, Mr. Ian Burchett, and Minister of Fisheries, Ms. Gail Shea, led off the session with encouraging words on close ties and increasing trade between Hong Kong and Canada and highlighted the mutual benefits of the trade to both.

Mr. Ian Burchett, Canada's Consul General to Hong Kong, introduced the Canadian Minister of Fisheries, Ms. Gail Shea, who spoke about the safe, high quality and sustainable seafood produced by Canada. Hong Kong is the 4th largest market for Canadian seafood (2013). Hong Kong is a very demanding and sophisticated market which attracts some of the world's best and most innovative chefs and most discerning consumers. She assured the audience that the monitoring and export certification programs in Canada meet the strictest international standards for safety, quality, transparency and accountability.

Mike Featherstone presented a Master Class talk which provided interested buyers and consumers with a more detailed background on the Red Sea Urchin fishery in British Columbia including harvest, transport, processing, use and quality of the product. As a side note, he was allocated 20 minutes for his presentation and he used 19:00 minutes. The presentation is available on the PUHA website.



Companies on the East Coast have gone through a bit of decline but are now apparently getting back on their feet. A bit of concern revolves around an apparent labour shortage which emerged as things slowed in 2007 and an exodus of employees headed to more favourable shores, primarily in Alberta. This exodus included many of the most skilled and educated and companies are still recovering.

SEA 2014: Day 3

Day 3 was, as expected, considerably slower than the first two days and we only collected contact details from 30 visitors, as summarized on the Table on the following page. This was in-line with previous years but seems a bit low given the steady traffic we again saw for the day. It may reflect the presence of more consumers more interested in free handouts than in exploring business opportunities. At any rate, we set out samples of our remaining product, distributing about 1.5 kg. of uni and the last couple of salmon sides and noticed that there were a few people unashamedly returning for more than their fair share whenever we were laying samples out.

It should also be reiterated that a number of customers again took great interest in the life-size models of both the Red Sea Urchin and the Giant Red Sea Cucumber. We found even from Day 1 that we had to keep a close eye on the models as some people just came right in the booth and grabbed the models with the apparent intent to take it away unless someone intervened.

Traffic continued steady until at least mid-afternoon and booths were not being abandoned en-masse until probably after 4:00 PM.

The following table 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. One set of items we are standing back from are the DVD's. They can quickly add up to a lot of extra weight and volume and are otherwise available on the website which also provides the handy ability to monitor interest in them, at least for initial viewing although it might make sense to include a download capacity for them on the website. There is also some concern that copies of each are supposed to be submitted to the censor board in China for review and approval prior to attending the China Show each year.

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Return
PUHA DVD #1 (Mandarin, Cantonese + English)	30	15	0	10	4	1	0
PUHA DVD #1 (Japanese + English)	10	10	0	2	2	2	4
PUHA DVD #2 (Mandarin)	30	28	0	23	3	2	0
PUHA DVD #2 (English)	15	15	0	7	2	6	0
PUHA Brochures: traditional*	350	300	0	0	0	0	0
PUHA Brochures: simplified*	150	160	100	0	0	0	0
PUHA Brochures: mixed Chinese*		460	100	66	95	41	358
PUHA Brochures: English	150	205	0	50	100	20	35
PUHA Brochures: Japanese	25	25	0	2	2	0	21
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	325	220	0	38	65	24	93
PSCHA Brochures: English	150	115	0	22	44	22	27
Company Brochures	n/a	n/a	0	not	tracked		
B'cards (500 for MF, DM, Seagate)		unknown	0	not	tracked		
Pens	50	100	0	25	40	35	0

* note: Traditional and Simplified PUHA brochures were mixed together

Contacts table for Day 3 of the 2014 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	China	Hong Kong	Restaurant	Sandy		Depurated Seafood Ltd	5	small restaurant looking to source small quantities of uni (1-3 trays) periodically
SU & SC	China	Hong Kong	Trader	Keung	Wong	Hong Chang International Co	5	
SU & SC	China	Hong Kong	Association			Hong Kong Hainan Commercial Ass's	4	
SU	Spain	Barcelona	Distributor (?)	Ezequiel	La Pietra	Royal Red International Foods	5	
SU	China	Hong Kong	Distributor	Alex	Tsang	Better Food and Life	7	wants to promote and distribute sea urchin
SU	China	Hong Kong	Trader	John	Cheung	De'o tech Korea Co.	7	supplies Korean product to macau & has freind who is big supplier to Japan, will follow
SU & SC	Malaysia	Pulau	Trader	Kean Yong	Lim	Fisher Gold Food Industries Sdn Bhd	6	
SU	China	Hong Kong	Restaurant	Jeffrey	Liu	The Lobster Bar	6	
SU	Malaysia	Pahang	Trader	Teresa	Tng	Ocean Fresh Seafood Products Sdn Bhd	3	looks like mainly squid and cuttlefish
SU	China	Hong Kong	Trader	Donald	Fong	Greatbo Trading Ltd.	6	interested in uni and geoduck, buying from HK, wholesale in HK
SC	China	Hong Kong	Trader	Daniel P.S.	Law	Dah Chong Hong Limited	8	interested in sea cuke meat
SU	China	Hong Kong	Distributor	Erik	Dam	Café Deco Group	8	distributes to 46 restaurants incl. some v. hi end; wants uni
SU & SC	China	Hong Kong	Restaurant	Martin	Lo	Tien Yi Restaurant Group	8	uses some Cndn uni but would like more; this is a Peak restaurant
SU & SC	China	Hong Kong	Wholesale/distrib	Cheong Kan	Chan	Fish Marketing Organization	7	
SU & SC	China	?	?	?	?	?	?	all Chinese card so...
?	China	Hong Kong	Business Consultant	Kelvin	Cheung	Sovereign Trust (Hong Kong) Ltd	4	follow-up expediter for company set-up and incl. distrib-supplier tie ups
SU & SC	US	Seattle	Journalist/blog	Jeanine	Stewart	Undercurrent News	5	did an article on the sustainability of and markets for BC uni and sea cucumber
SU	Taiwan	Taipei	Exporter/trader	Ghislain	Rambaud	Fish is Life Asia	5	mainly a tuna producer but also interested in moving uni into Europe
SU	Taiwan	Taipei	Exporter/trader	Lydia	Mok	Fish is Life Asia	5	mainly a tuna producer but also interested in moving uni into Europe
SU & SC	China	Shanghai	Logistics/transport	Jackson	Yao	China Freight (Shanghai) Ltd.	4	
SU	China	Hong Kong	Distributor	Andy	Chan	Ocean East (Hong Kong) Ltd.	7	currently get 1 crtn every-10 days but must wait 2 wks for delivery- wants better
SC	China	Macau	Distributor	Scarlett	Ng	Mah Foods Ltd	8	imports SC into Macau, interested in dried skins from Canada
SU	China	Hong Kong	Distributor	Meko	Tam	Chateau Mary France Wine Ltd.	4	
SU	Australia	Sidney (?)	Live transport	John	Curtain	FishPac Pty Ltd	6	for trying live urchin?
SU	China	Hong Kong	Wholesale/Retail	Eric	Chui	Laiko International Trading Co. Ltd	6	somewhat specializes in uni
SC	Singapore	Singapore	Import/distrib	Kenneth	Chia	The Seafood Company Pte Ltd	7	
SU	China	Shanghai	V/A rep	Joanne	Lee	Shanghai Yangqi Foods Co. Ltd	5	Taiwan rep for co., interested in uni
SU & SC	US	New York	Distributor	Neena	Slavin	Austin Meat and Seafood Co.	6	general seafood distributor and located right next to Fulton Seafood market
SC	China	Qingdao	Import/distrib	Ningning	Wang	Qingdao Donggang Foodstuffs Co. Ltd	5	
SC	China	Qingdao	Import/distrib	Yong	Pang	Qingdao Donggang Foodstuffs Co. Ltd	5	





Reception at the Canadian Consul General Residence

Following the close of the 2014 SEA Mr. Ian Burchett, the Canadian Consul General in Hong Kong, hosted a reception at the Consul General residence overlooking Hong Kong. A variety of dishes using ingredients from Canada were prepared by the resident chef(s) for delegates attending the seafood show as well those attending the Fruit Asia expo that was being concurrently in another Hong Kong venue. There were also a number of buyers, distributors, restauranters and media in attendance.

The sea urchin and sea cucumber associations contributed sufficient product to provide appetizers for between 125 - 150 people. Dishes included sea cucumber with herb fritters as well as a couple of raw preparations using sea cucumber meat or sea urchin with spices on arugula. The foods were served buffet style and also included lobster, crab, mussels, seafood chowder, meat balls, a range of salads and desserts, all using ingredients sourced from Canada. Wines and beers from Canada were also featured.



Ms. Burchett gave us a short speech on the value trade between Canada and Hong Kong. Hong Kong is a key open and free market in Asia with many advantages as far as Canadian firms are concerned. Not least of these are a transparent and independent judicial system, excellent infrastructure, a spirited and curious population that is not only open to many new tastes and experiences but one also willing and able to converse in English. Mainlanders come from all over China to taste and buy imported foods and fish and seafood, especially live, are key items in the Chinese diet. Hong Kong has traditionally been a strong entry point for products being transhipped into Mainland China but this is increasingly challenging because of market access issues.



Canadian food products are as diverse and varied as the peoples inhabiting Canada but all products are recognized in Hong Kong for their safety, high quality and sustainability. In total, the market for Canadian agri-foods in Hong Kong was worth 7 B HK in 2013 up by 17% over the previous year and our 5th largest export market. For seafood it is our 4th largest export market with HK\$1 B in sales.

We are seeing strong growth as well for vegetables etc- HK\$ 118 M market for vegetables-cherries are particularly popular but looking at others as well- cukes, blue, tomatoes, peppers, apples etc. Inspection requirements for moving fresh agriculture goods like cherries into China remain onerous because of the country's desire to eliminate any chance of potential invasive species, including insects, fungi, molds etc., coming in. For example, holding requirements for top grade cherries were until recently so long that the product would have deteriorated beyond

market acceptance before it was even inspected. Progress is being made because the demand is there but it is slow.

Exports of wine from Canada rose to HK\$21 M, up 106% from 2012. The volume is currently small but increasing smartly and the potential is very good.

Mr. Burchett also highlighted the significance of the Guangdong market for Canadian products and the strong linkages between these two adjacent markets which allows many synergies in market development activities. Consulate and BC teams from both Guangzhou and Hong Kong work together vigorously to promote and facilitate increasing trade with Canada.

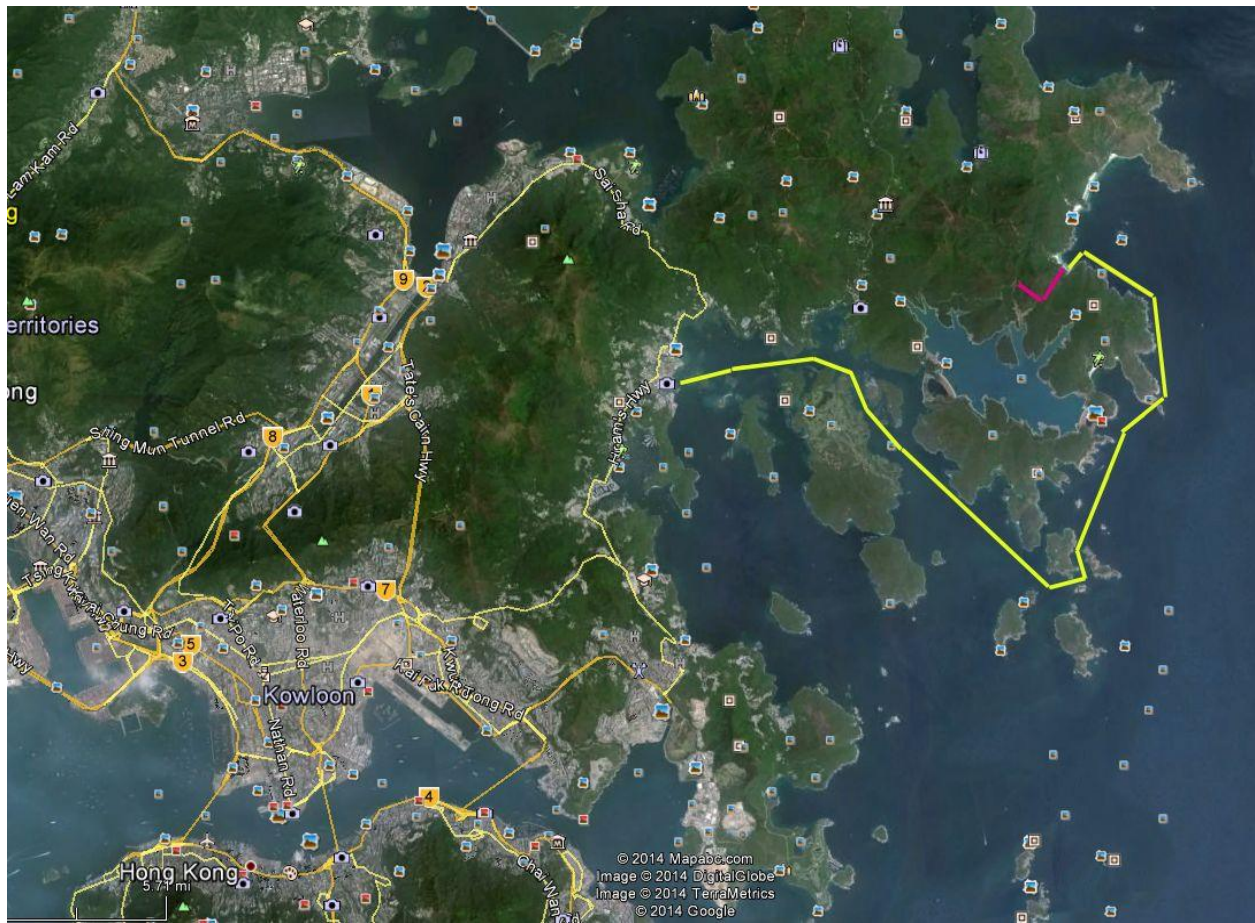
Canadian Consulate staff in Hong Kong have started www.canadafood.hk, a website providing information, including food service establishments using and suppliers of Canadian products. Sea urchin and sea cucumber do not appear on the list at this time but this is not likely to long be the case. Both products are on the search list even though there is apparently no 'summary' information on either on the left hand drop down list. A search of retail selling points for urchins does not bring up any names but sea cucumber come up at various DCH Food Mart outlets (Dah Chong Hong Holdings Ltd), a leading food retailer in Hong Kong specializing in frozen foods. The company has over 50 stores in the city as well as 7 branches of its premium specialty store DCH Food Mart Deluxe which also provides a gourmet delivery service. Canadian representation on their products catalogue is not prominent but source areas are identified on their website. Opportunities to increase exposure and sales through this company are likely worth investigating and continued monitoring of and contributions to the canadafood website can be expected to pay dividends on better market intelligence that will only improve as more information is added. This is probably one of very few ways suppliers will be able to independently inspect pricing, quality and display of product at the retail level and avoid a problem that is common in all new markets (i.e. special promotions by distributors, etc. so we only see what they want us to see).

Exploring the Territory

On our last day we decided a little exploration of the area outside the city was in order. We headed for a beach known as Sai Wan, about 15 miles as the crow flies NE of Wan Chai. Once we were dropped off, we hiked for a couple of kilometres past a large reservoir and on down about 500 feet in elevation toward the beach. The temperature was probably in the mid-30's °C so the walk back up was not something any of us were really looking forward to.

On arriving on the beach though we saw that there was a town of sorts including a couple of cafes, some residences, a surf shop, and some boats offering rides back to the nearest town. We spent a few hours on the beach swimming and resting in the shade and then hopped on the boat for a ride that turned out to be perhaps 30 minutes. There was a surprising amount of activity on the water, including pleasure craft as well as fishing and fish/shellfish culture operations. Other points of interest noted on the trip around were the multiple dams enclosing the reservoir- they and it are a major piece of engineering. The red line depicts the hiking part while the yellow indicates the boat ride.

We debarked at the new Sai Kung Public Pier where fishermen were selling their catch- live- to patrons along the pier. This was a whole new view of what life is like for some in Hong Kong.







Over the Sea — \$139 Canadian Sea Urchin, \$269 Two Packs (Valued up to \$456)

Buy Now!

Amount: HK\$139

Discount 39%	You save HK\$89
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Limited time remaining!

105 Bought!

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Highlights

- Fresh and creamy
- Rich in protein and riboflavin
- Good for health
- Canada is cold enough for growth of sea urchin
- As low as \$134.5 per pack

Fine Print

- Self-collection:**
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 - Collect at **Goodeal Mart:** Room B, 1/F Chung Kai Factory Building 9 Luk Hop Street, San Po Kong Mon-Fri 11am-7pm; Sat, Sun & PH 11am-1pm, 2pm-7pm Tel: 3997 3669
 - Please bring your own bag
 - Must present printed Groupon upon arrival
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- Delivery:**
- Delivery hotline: 3997 3669
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