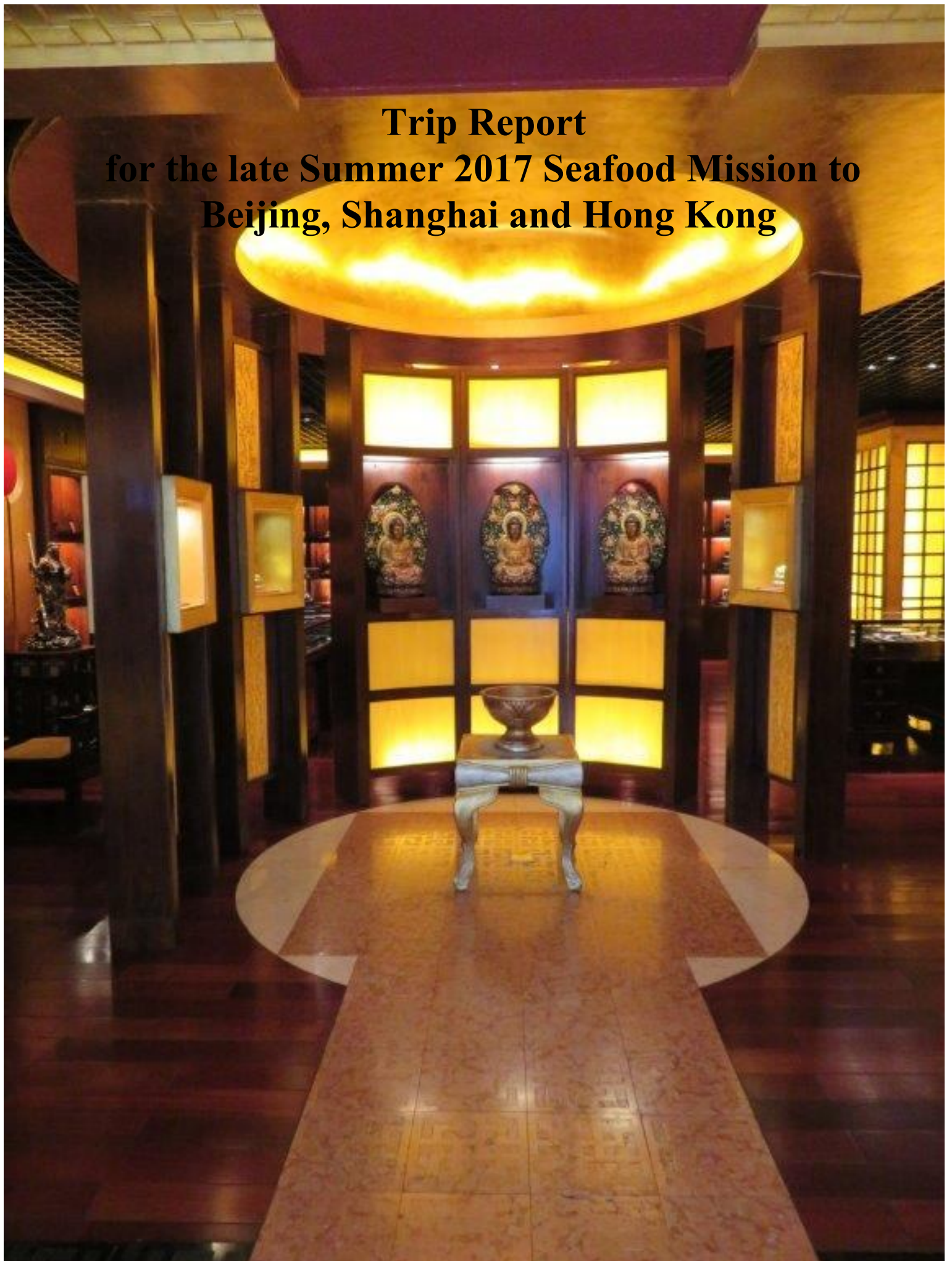


Trip Report
for the late Summer 2017 Seafood Mission to
Beijing, Shanghai and Hong Kong



Trip Report

for the late Summer 2017 Seafood Mission to Beijing, Shanghai and Hong Kong

Table of Contents

Acknowledgements [2](#)

Introduction..... [1](#)

China [1](#)

ANUFOOD China 2017 [2](#)

Shanghai Market tour [6](#)

Hong Kong..... [10](#)

Seafood Expo Asia (SEA) 2017 [12](#)

Acknowledgements

This project was funded by the Agri-Marketing Program of Agriculture and Agri-Food Canada as part of the integrated International Marketing programs for the Pacific Urchin Harvesters Association, the Pacific Sea Cucumber Harvesters Association. The Associations involved also thank the Canadian Trade Commissioners in Hong Kong, Ms. Kitty Ko and Mr. Houston Wong, for their ongoing assistance and advice. We also acknowledge and express our gratitude for the assistance of Mr. Victor Qi, a Trade Commissioner with the Government of Canada in Beijing, who was very helpful providing us with background information, advice and contacts for the ANUFOOD China 2017 show.

British Columbia’s International Trade and Investment representatives, most especially Mr. Brian Brown, Managing Director of the Hong Kong Office, Ms. Jennifer Kwong and Ms. Caroline Wong for their interest, support and advice as well as for their on-going work to keep up interest in our products in the Hong Kong market. We would also like to thank Mr. Christopher Liu, the Director of Trade and Investment in Alberta’s Hong Kong Office and Mr. Derrick Lee President of the Canadian Chamber of Commerce in Hong Kong, for their efforts in putting together and hosting the Sustainability Roundtable in Hong Kong just prior to the 2017 SEA.

Also, we again extend our special thanks to Mr. Andre Shayk and his wife Crystal, for their generous, insightful and entirely helpful tour assistance during the Shanghai leg of our trip.

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

Trip Report for the late Summer 2017 Seafood Mission to Beijing, Shanghai and Hong Kong



Reporting By: Explorations UnLtd. Inc.

Trip Report

for the late Summer 2017 Seafood Mission to Beijing, Shanghai and Hong Kong

Introduction

Late summer is the season when we attend one of our premiere marketing events in Asia, the Seafood Expo Asia, aka the SEA. We have been attending this show and the China Fisheries Seafood Expo held each year in China in early November since 2010 as part of our International Marketing Campaign and have managed to leverage considerable success from them. Even just considering Hong Kong, our annual sales increased by almost a factor of 10 from the 2009 value of \$367 K CAD to \$ 3.3 M CAD in 2016. Sales in China increased from about \$ 22.5 K CAD to \$ 800 K over the same period. We meet customers from various Asian countries at these shows and we have seen sales to Taiwan, South Korea and Macau grow as well.

These marketing trips to Asia involve long flights and such an expenditure of time and energy that it generally makes sense to try and tag on a side trip on top of the actual expo appearance as a way to extend the value of the trip. The question often revolves around timing as it does not make sense to just hang around for more than a few days between events so while there were shows in Shanghai again this year and another in Guangzhou prior to the Seafood Expo Asia (SEA) in Hong Kong, they both wrapped up a couple of weeks before we were due in Hong Kong. There was however another show in Beijing that looked to be more appropriately timed. ANUFOOD China 2017 is the only food trade event in North China, started in Beijing on August 30 and ran until September 1 while the SEA started on September 5 and ran through until the 7. Last year we did a similar walk through of the Shanghai International Fisheries and Seafoods Expo in late August but even though that show was held in mid August this year, we wanted to get back there to check into the new seafood market serving the city after the existing market was shut down the previous October to see how the infrastructure looked and worked. Bob Hegedus, Pat Fantillo and Geoff Krause made up the delegation tasked with checking out the Beijing show and the new Shanghai live and frozen market.

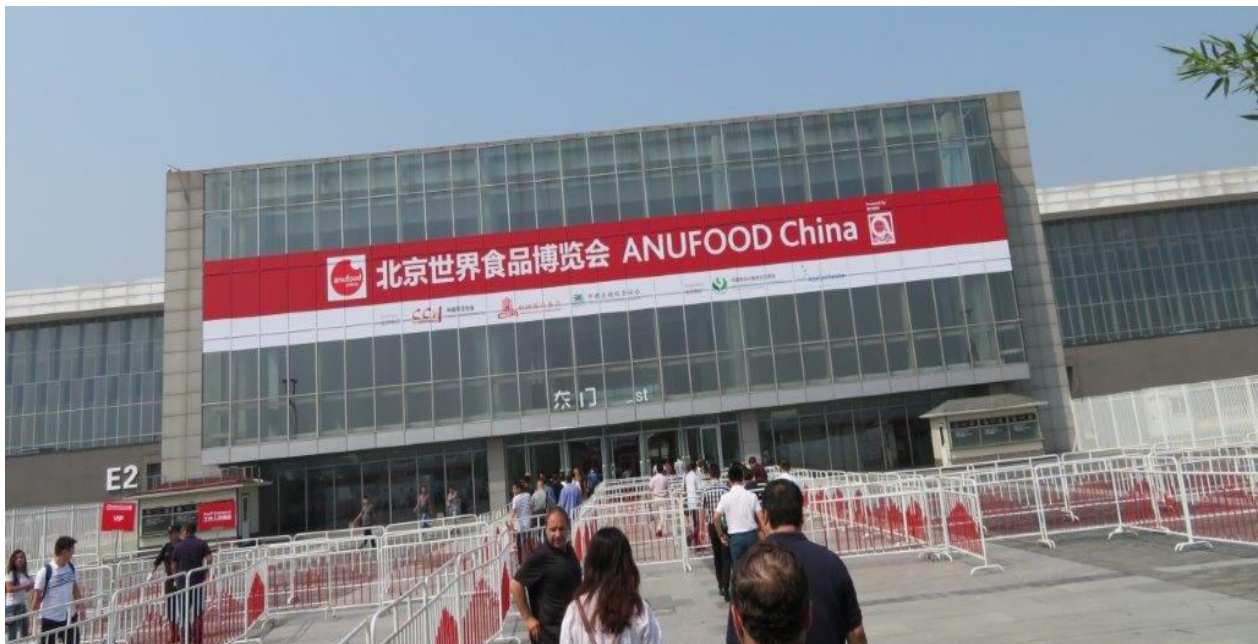
China



Despite the quirky images that catch our eyes, there is a huge shift among Chinese consumers who are ever more actively hunting for high quality imported goods from around the world, particularly in categories where safety and quality are paramount. Fresh food leads the list. Foreign products are only now becoming available in smaller cities and the countryside and that through broad internet access and the advent of e-commerce.

Canada has been a bit late to the game but Chinese consumers see Canada as a clean, even pristine, country producing top quality products. Chinese consumers are increasingly sophisticated and are showing more interest in buying products, including fresh food of all sorts that were simply not in their reach even a decade ago. Their awareness of a whole range of new foods is growing constantly and they also have the channels to buy them on line. The time has arrived to see China a nothing less that the world's greatest retail opportunity.

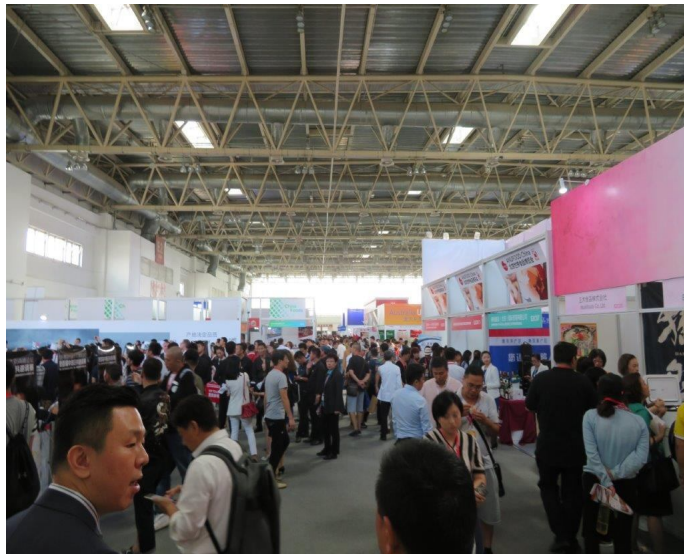
Chinese see Canadian land and waters as unsullied, a very big selling feature in a country with a hunger for clean food even though few Chinese realize the features that make food from Canada different from other similar products. Differentiation is important, perhaps critically so, but it is also a matter of being good value with quality an important feature. Getting our products in front of them so they can try them then is important.



ANUFOOD China 2017

ANUFOOD China is relatively new show that has developed over the last three years as a partnership between the China Chamber of Commerce of Foodstuffs and Native Produce (CFNA) as organizers, and other organizations such as the China Cuisine Association, China Hospitality Association, China Chain Store & Franchise Association and the Italian Federation of Chefs China Delegation,





The exhibition was held in the China International Exhibition Centre in Beijing and covered a total of 35,000 square metres. The show itself is billed as one of the most important international exhibition for Bakery Products, Beverages, Candies, Chocolate, Chocolate Specialities, Confectionery Machinery, Crackers, Deep-frozen Food Products, Fish, Fruits, Health Foods, Hotel Furnishings, Icecream, Meat Products, Packaging Technology, Pastries, Preserves, Raw Paste for Confectionery, Spices, Sweets, Victuals/Groceries in China. Seafood is not specifically mentioned on the show marketing material(s).

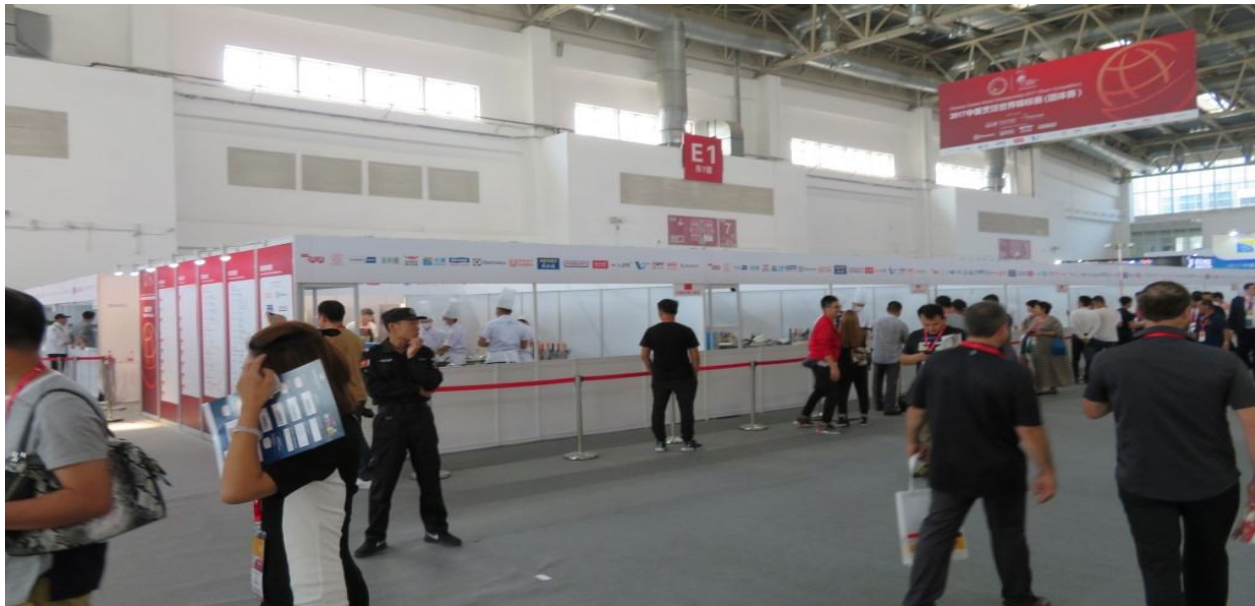


The 2017 version hosted 703 exhibitors from 30 countries and regions and received 15,101 unique visitors, an increase of about +22% from the 12,400 visitors recorded in 2016. The return participation from Russia, Turkey, Spain, Italy, Germany, Argentina and Poland, was complemented by new exhibitors from Singapore, Malaysia, France and Australia. About the only companies we saw from Canada were from Quebec and Saskatchewan.



Concurrent events held along with the show included the China International Meat Conference - Business Matching Programme; Congress of China Chamber of Imported Food, the 7th Members' Representative Congress of the China Chamber of Commerce of Foodstuffs and Native Produce and the Chinese Cuisine World Championship 2017 Team Competition. In this two day event, 19 participating teams engaged in a fierce 6-course cook-off based on an appetizer, a hot soup, seafood entree, meat entree, main course and dessert. Eventually, the team from the Hong Kong Chefs Association took the top spot, while Yunnan Rongtong and IHG's Holiday Inn

Hotels team emerged as first and second runner-up respectively.



Collaborating for the first time with the China Hospitality Association (CHA), the 1st Japanese Culinary Invitational Competition was run concurrently with ANUFOOD China. The inaugural competition featured a judging panel led by the prolific Tomizawa Hiroyichi, imperial chef for the Japanese emperor, with 30 individual contestants and 5 teams. Eventually Japanese restaurants Edomae Sushi and Shota Muni Sushi and Grill, both from Beijing, together with Shanghai's Akasakatei nabbed the gold awards.



We arrived at the show just after 1100 and spent a couple of hours walking through it and so got a pretty good overview of everything that was going on. It is a fairly good sized and diverse show, offering a wide variety of products for people to try and explore. In a way that would be good for us because uni (sea urchin) is pretty novel in this part of the world and we are always looking for opportunities to introduce the product and expand consumer interest as a way to grow aggregate demand to support higher pricing.

On that other hand, while we saw a couple of companies from Canada exhibiting, there was very little seafood in evidence. There was no sea urchin, although there was a some sea cucumber including some from Quebec, so we figure we could pretty much rock the show if we exhibit uni with samples etc.. However we also feel we'll have problems translating that into actual sales because it would not just be a matter of

expanding consumer awareness and interest in the urchin product(s), there is also the small problem of growing business in the absence of a distributor or outlets in the area where they



could actually buy the product. Any decision along those lines will require communications with our members but as it stands at this point it will probably be considered premature, at least until we get one or more exporting companies interested in developing a presence in Beijing.

With regard to logistics, access to the show looks good with the metro right there but of course there are other issues we must always consider. One of the most important revolves around the difficulties of getting samples into the country for the show. We generally consolidate our samples with the BC booth samples for the China Fisheries and Seafood Expo (CFSE) in Qingdao each year as the permitting and inspection requirements of bringing in small amounts are just too onerous and unfortunately inconsistent to be worry free. Because (we usually only bring in about 5 kg total for samples hand carried samples have worked in previous years at the CFSE in Qingdao, but the inspection and customs authorities are reportedly much stricter in Beijing so this would not be recommended for bringing samples along. Given the sensitivity of uni to any kind of shock (temperature or mechanical) or delay at the Customs and the importance of having samples to hand out at the booth to facilitate success at the show, this would likely be a perhaps somewhat foolhardy gamble.

Shanghai Market tour



Andre Shayk, a live red sea urchin dealer currently residing in Shanghai, again came by and gave us a tour with commentary on the new Shanghai market. The old market was shut down last year after some 75-ish (check that) years of operation by the developer who bought the property and evicted the market to make way for a new condo development. We toured the area where the market was being relocated to last year (get some details from SEA2016 trip report) and were encouraged to hear that the new live and frozen seafood facilities were up and running by about Christmas 2016, something like 2 months after they were shifted out of the old market. We do not know what the impact on Shanghai was between the close of the old and the opening of the new but it sounds like the new location already had some seafood distribution and wholesale businesses operating in the near vicinity. There was an approximately 1 square kilometer area adjacent to the new market which was previously used as an industrial site and was available as parking for the first while, but after a short time the whole area was covered with an average of 3 metre depth of good soils in which a new forest was planted. Call me a cynic but it strikes me as possible/likely that the soil was actually contaminated and the new cover is needed to mitigate a threat of toxic emissions.



The new market is very busy, some 300 + large trucks (10 ton?) deliver seafood to the many shops in the market every day. These included reefers, containers and live trucks with up to 12 live wells each with a different product coming from various aquaculture farms from around the country. These business then move all this stock every day to restaurants and small retailers which send smaller vehicles to collect their day's requirements every day. The shops are willing to sell any amount, everything from a piece or 2 to a couple of hundred kilo's. The product bought is, as in the previous market, packaged up in styrofoam boxes with appropriate water, packing material, chilling (ice packs etc.) and/or oxygenation so they could display and sell it as is their particular practice or preference. Many restaurants have live tanks where customers come by and choose their dinner which is then picked out and prepared as per customers directions.



The live aquaria systems are quite sophisticated. We saw some shops with product from the tropics right next to seafood from temperate seas. In at least some of the shops, each tank had its own water temperature monitoring and control (observed range from 5°C to 29°C , and possibly salinity control(s) so the seawater was appropriate to the origin water(s). The water management sounds quite sophisticated as saltwater is made on site using fresh (filtered?) water delivered to each shop to which a special salt mix with a tailored bacterial flora to promote continuing health,



quality and perhaps even well being of the fish. The mix presumably comprises bacteria that metabolize the nitrogen wastes that would otherwise build up that much faster in the water.

The water systems also flow through conditioning systems in sub-floor crawl space areas where they are filtered through what look like remnants of small corals. These were stockpiled in 40- 50 lb bags with evidence of various broken coral, small gastropods, bivalves and chiton shells etc. There were also some similar sized bags containing activated charcoal. Maintaining water quality is probably a responsibility of each shop owner although one might assume there are specialist technical service consultants in the area to troubleshoot and advise.



We saw geoduck from Canada, Mexico, the US and apparently North Korea; a whole variety of other clams from around the world, crabs (including Dungeness, Snow, King and Brown (UK)

crabs. There was a lot of seafood from Dalian, including one shop with sea urchin, and quite a few with sea cucumber- both dried and some in the process of re-hydration.

We were there around mid-day and business was idling along at a slow pace as most of the action happens at night- between about 2000 hours to 0700. It looked to me as if some of the merchants and or staff probably live in their shops and sleep during the down times, of which there are not apparently many. Even at the slow time of day one must still pay attention as there are many scooters, trucks and cars driving about in somewhat crowded conditions and situational attention is needed to avoid injury. It is interesting to see smallish scooters loaded down with probably 200 - 300 lbs of packaged seafood but they are all over the place.



On the way out we also noted the traffic was backlogged almost to the point of gridlock so one can only imagine what it would be like getting product out during the night when traffic is much heavier. Experiences at other events in China where exits were blocked and upwards of thousands of visitors and exhibitors are forced to leave the seafood show each and every day through a single door suggest that either security prerogatives roll over common sense without much consideration for the impacts on all involved or, perhaps more generously, that details like expeditious clearance of events, and markets, is seen as a less significant afterthought which does not warrant serious planning.

Hong Kong



Hong Kong is a special place that has, since its inception in the mid- 1800's, been a fertile meeting ground between the West and China. It has a well earned reputation as one of the most free-wheeling societies on earth, especially where ease of doing business is concerned. A signature part of the Hong Kong identity was formed in 1967 during the tumult of the Cultural Revolution when Communist supporters in Hong Kong were directed to spread chaos through the territory. The campaign backfired and people identified those features of Hong Kong they considered precious, features which even today distinguish Hong Kong from the Mainland and the Communist regime. While many things in China have changed, the unbending authoritarianism of the government remains and Hong Kong continues to evolve in direct opposition to it. For this reason, the relationship between Hong Kong and China is complicated and contentious and is likely to stay that way.

There is some continuing friction in Hong Kong because the still evolving relationship between the City and the Country of China is not sitting well with its well educated and worldly population. There is in fact now widespread suspicion in Hong Kong that the main job of those “elected” to become Chief Executive of Hong Kong is to keep in check much of what actually makes Hong Kong distinct. New rules to realize the Universal Suffrage promised in the agreement leading up to the hand over of from the UK were handed down by the Chinese legislature in 2014 but were seen as so restrictive of choice that the so-called Umbrella Movement was borne. The Chinese rules may have followed the letter of the agreement, but by heavily restricting and skewing the nomination process so that only candidates acceptable to the Party could run, they managed to skirt the spirit of the agreement. This is apparently something that one must expect of Chinese as they seem to take a legalistic approach to many agreements and play on the details to work around specific obligations or restrictions they would prefer to avoid.

In this case the moves triggered the months-long “umbrella” demonstrations in the Central District, one of the effects of which was a real decline in the sales of luxury goods, like high end sea urchin, in Hong Kong. These also however, perhaps ironically, derailed new regulations with the result that elections will continue to take place under the older, even more restrictive regulations used since the handover. Because of this, the Territory remains bitterly divided between those who want more democracy, including the majority of young people, and those who don't want to rock the boat.

Despite this, there are a number of other advantages to the Hong Kong show that make it a worthwhile entry point for the China market. As alluded to earlier, a major advantage is that the shipment of samples is generally unencumbered by onerous and unpredictable inspections encountered at other points of entry into China. Another significant one is that most business at the booth is conducted in English. We started exhibiting with the show as it too was just getting started in 2010 and we are generally treated very well by the organizers. Given the favourable growth forecasts for Asia, the continuing pre-eminence of Hong Kong as the world's free-est city to do business, its independent and fair legal system, the increasing numbers of both buyers and suppliers choosing Seafood Expo Asia as their primary trading platform for the Asian region is not likely a fluke meaning this show is likely to remain very important for us.

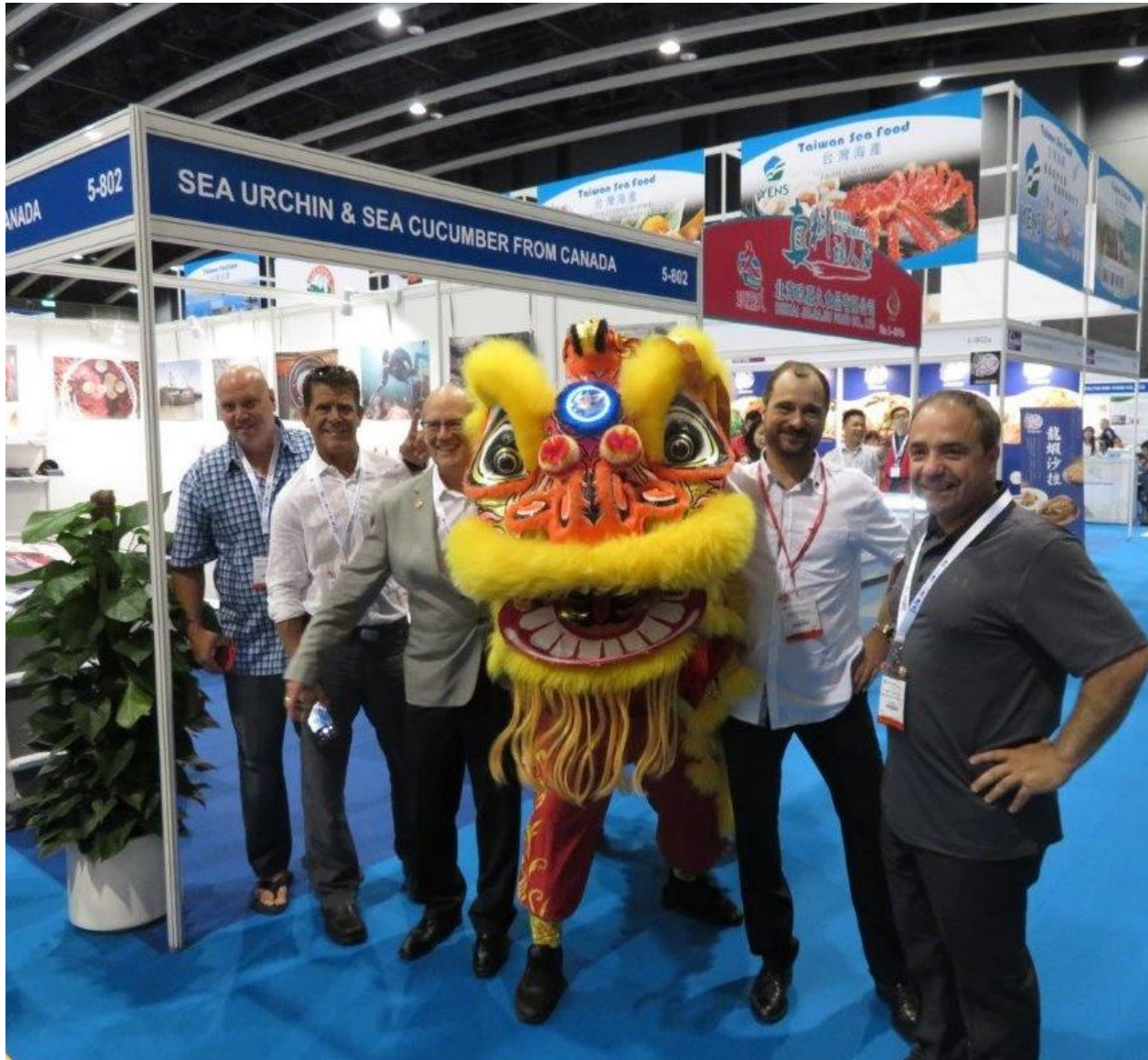
Another advantage is our ability to find RSU from Canada in a variety of supermarkets and restaurants. The locations are quite diverse and we reportedly hold a reputation as the best uni available from anywhere with Hong Kong consumers. This is something to support and build on.

Seafood Expo Asia (SEA) 2017

We again had one of the most prominent locations right at the entrance to the show this year so it remains contingent on us to continue doing what we can to improve the look and feel of the booth so it continues to attract people as soon as they come into the show. This year we went with the individual pictures hanging on the walls, the association videos on a 42" TV, a sense of spaciousness, comfortable chairs and of course friendly faces and samples to keep people coming by.



Bob, Pat and Geoff were met in Hong Kong by Mike Featherstone, David McRae and Lawrence Anderson just prior to the Sea Expo Asia. The samples we have out at the show are fresh, so Dave and Lawrence had brought product from two processors, frozen product from Grand Hale Marine Products Ltd. and fresh product from Seagate Fisheries Ltd, both of Richmond.



We have always focussed on presenting ourselves authentically as approachable, honest and caring suppliers of high quality sustainable products truly interested in meeting people and helping them build their business selling our products. A good mix includes association executive members, fishermen and of course processors/exporters as it really does help to have people who can talk turkey with people wanting to do business. In this we are lucky to have a really good bunch of people each year for whom enthusiastically contributing to the many discussions, demonstrations and interactions that characterize a successful show comes naturally. Mike Featherstone, Bob Hegedus, David McRae and this year, Lawrence Anderson filled out the roster from the first two categories while Pat Fantillo from RBS, Daisy Wong from Grand Hale and Paddy Wong from Paladin were again present and instrumental in keeping things on track.



This year's exposition saw exhibitor growth of about 20% from the previous year although visitor traffic seemed a bit lower. The show is also held adjacent to and in conjunction with the Restaurant and Bar Hong Kong (RBHK) show which also saw a decline in attendance this year. The RBHK is the larger of the two shows and draws industry professionals from all over the region and gives a good boost to the numbers of visitors coming past our booth. We did not come across a good explanation why the numbers were down but we are hopeful that next will see the trend again reverse.



At any rate, the seafood show featured over 240 exhibiting companies from 31 countries, with new participating countries including Djibouti, Dutch Caribbean, Falkland Islands, Morocco, Iceland, Mexico, Denmark and the Maldives. The event also included 21 regional and national pavilions with exhibits from Spain, France, South Korea, China and the Maldives, each showcasing their unique, local premium produce to the seafood community. The Seafood Expo Asia is the go-to event for industry buyers to source products they need to keep up-to-date with market trends and demands and the show is one of our two signature marketing ventures for Asian markets, the other of course being the China Fisheries and Seafood Expo held each year in November in China.

Our total for qualified visitors this year came in at 73 over the three days of the show, down from previous years but still comparable with other shows we attend. The following summary table does not include 11 contacts that are listed in the more detailed contacts table following that were actually collected at a sustainability conference held off-site the day prior to the opening of the show but these are also worth keeping on side.

	Daily Totals								Both joint	Urchins		Cukes	
	2010	2011	2012	2013	2014	2015	2016	2017		sole	% of show	sole	% of show
Day-1	61	30	26	51	53	43	49	32	6	15	35.0%	10	34.8%
Day-2	40	27	17	68	46	34	43	41	10	21	51.7%	10	43.5%
Day-3	24	20	31	28	27	16	13	11	5	3	13.3%	5	21.7%
Total	125	77	74	147	126	93	105	84	21	39		25	

The number of visitors on the first day was down by about a third to 32 from 2016 while the numbers for the subsequent two days stayed about the same. As mentioned the same decline was noted for the RBHK although no reason was identified for it. The quality of the visitors, as determined by a post show review of all the information provided by each visitor was also down by a bit, although they still managed to average between 5 - 5.2 each day. One of the factors affecting the latter was appearance of more faked websites (5) including a couple that were infected with “malware” or were otherwise dodgy but it probably also reflects increasing experience of and discrimination by the assessor (yours truly).

As can be seen in the more detailed tables on the following page, visitors are assigned a score between 0 and 10 based in part on comments collected and written down on the contact sheets by the person talking to the visitor as well as by a more detailed check into the website and company information that can be found on line by the assessor. All in all, we only got contact information from 7 visitors who were rated at 7 (out of 10) and we did not see any that scored higher. There were also more varied interests apparently cruising the show this year- which may in fact be a good thing as it may indicate a pickup in the pace of general business interest. The detailed contact information is available to members of PUHA and the PSCHA as an EXCEL spreadsheet, either on its own for the single show or as part of an aggregate collection of all the contact information we have collected over the years.

Visitors expressing sole interest in urchin or cukes were only 15 and 10 respectively for Day one, 21 and 10 for Day two and 3 and 5 for Day three. This extends what we have seen in previous years at the show although the numbers looking for cukes each year has stayed in the range of 23-25 throughout and the variation appears to be mainly focussed on the urchins.

Contact information collected at the Sustainability Roundtable held just prior to the 2017 SEA and on Day 1 of the 2017 SEA (Hong Kong)

Product	Date	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU&SC	04-Sep	China	Hong Kong	Electric- utility	Joseph	Law	CLP Power Hong Kong Ltd	5	largest energy investment firm in SE Asia, PV, coal, oil, LNG etc
SU&SC	04-Sep	China	Hong Kong	bank	Randall	Quinn	CIBC	3	head of diversified industries investment banking
SU&SC	04-Sep	China	Hong Kong	Association	Derrick	Lee	The Canadian Chamber of Commerce in Hong K	7	Pres of CCoC-HK for the past 2-3 yrs, sponsored sustainability roundtable
SU&SC	04-Sep	China	Hong Kong	sustainability org	David	Yeung	Green Monday	5	
SU&SC	04-Sep	China	Hong Kong	producer	Mang Hing	Law	Sun Fat Heung Food Products Ltd.	4	makes soy based drinks
SU&SC	04-Sep	China	Hong Kong	investment advisor	Joyce	Choy	Canada Asia Connection (HK) Ltd.	5	
	04-Sep	Canada	Delta	greenhouse ops	Yvonne	Lowe	Windset Farms	6	advanced greenhouse operator
SU&SC	04-Sep	China	Hong Kong	environment	Allen	To	WWF- Hong Kong	6	
SU&SC	04-Sep	Indonesia	Jakarta	government	Vira	Soekardiman	BC Intl Trade & Investment office	3	Managing director of Jakarta office, looks after Indonesia and Thailand
	04-Sep	China	Hong Kong	government	Christopher	Liu	Govt of Alberta Hong Kong office	6	lent offices for event
SU&SC	04-Sep	China	Hong Kong	government	Brian	Brown	BC Intl Trade & Investment office	3	managing director of BC's Hong Kong office
SC	05-Sep	China	Hong Kong	trader	Ray	Zhao	Yisin Trading Ltd. (Hong Kong)	6	
SU	05-Sep	China	Dalian	importer	Yunkui	Mu	Dalian Qianri Seafood Co. Ltd.	5	web address draw a re-direct -
SU	05-Sep	China	Hong Kong	distributor	Luis	Fresard	Global Andes Company Ltd.	5	currently takes or looking for 10-20 cartons x 2-3 times per week
SU	05-Sep	China	Hong Kong	marketing advisor	Daughin	Chan	North Atlantic Seafood Forum	5	looking for high end, live with health certs and cert of origins for aquaria
SC	05-Sep	China	Hong Kong	importer	Eva	Liao	Daxiyang Seafood Co. Ltd.	4	not a lot of information on card or in notes
SC	05-Sep	Canada	Markham	trader	Lucy	Li	Arctique Trading Inc.	4	Lucy helped us with the booth
SU	05-Sep	China	Shenzhen	importer	Wenhua	Zhou	Shenzhen Kingship Company Ltd.	5	imports both urchin and cukes
SU&SC	05-Sep	China	Hong Kong	government	Emily	McLaughlin	Govt of Canada Trade Commissioner	6	Consul and trade commissioner in Hong Kong
SC	05-Sep	Philippines	Taguig City	exporter	Reynaldo	Sy	Seachamp Intl Export Corp.	5	www site infected with malware
SC	05-Sep	China	Hong Kong	importer	Eric	Fung	Ocean Wealth Abalone Ltd.	5	looking for SC skin, dry and semi-dry
SU	05-Sep	China	Shenzhen	trader	Anthony	Gao	Shenzhen Tianyi Import & Export Co. Ltd.	6	web site address is apparently fictitious
SC	05-Sep	China	Hong Kong	trader	Jason	Kwong	Tack Cheung Universal Co. Ltd.	7	looking for skins
SU&SC	05-Sep	Philippines	Makati City	government	Rona	Diaz	BC Intl Trade & Investment office	6	senior manager in BC's Manila office
SU	05-Sep	China	Macau	distributor	Sam	Lo	Katoya Foods Co. Ltd.	5	appears to be mainly frozen foods distributor
SC	05-Sep	China	Hong Kong	importer	Sunny	Ng	Golden Pegasus Intl Ltd	5	wanting skins & meat, main act appears to be leather for manufacture
SU	05-Sep	China		importer	Jack	Yuan	whafresh	4	seeking RSU live to China but website available for purchase
SU	05-Sep	China	Hong Kong	trader	Rick	Lin	Hong Beng Enterprise Co. Ltd.	5	
SU	05-Sep	China	Shenzhen	importer	Kate	Lau	Feng Da Gold	4	trading - wants uni trays but is mainly wine plus other stuff
SU	05-Sep	China	Hong Kong	importer	Ray	Chan	Gogo-chitose	6	now thru Sung. Looking for 1-2 shipments/wk @ 320 trays A or B grade
SU&SC	05-Sep	China	Guangzhou	government	Wilson	Wu	BC Intl Trade & Investment office	6	organizing the white table event just after the CFSE in Guangzhou
SU&SC	05-Sep	China	Guangzhou	government	Cathy	Yao	BC Intl Trade & Investment office	5	
SU	05-Sep	China	Hong Kong	retail distribution	Derwin	Wong	O. Market	6	Sung- inconsistent taste. start 4-5 cartons/wk then advance to 10
SU	05-Sep	Japan	Osaka	trader & distributor	Shunsuke	Tsujii	Inabata & Co. Ltd.	7	very diversified co., food a small part of business, Still- could be big. Trays
SU	05-Sep	Taiwan	Taichung City	distributor	John	Liu	Reng Feng International Food Co. Ltd.	6	looking for uni trays
SU	05-Sep	Australia	Lakes Entrance	logistics- live	Chris	Currie	Bluebeards Seafoods	5	specializes in live fish transport
SU&SC	05-Sep	S. Korea	Seoul	show organizer	Jun-Ho	Shin	B2Expo Co. Ltd.	5	show in Seoul in late May/June I believe, bad timing for us
	05-Sep	Russia	Vladivostok	fisherman	Alex	Olkhovsky	B07	4	this fellow is working with Andre on crab- snow and king
SC	05-Sep	China	Beijing	importer	Wen hui	Lin	Beijing Rongqiao Seafood Co. Ltd.	5	
SC	05-Sep	China	Hong Kong	importer	Tamura	Chiaka	Eliza International Co. Ltd.	4	
SU&SC	05-Sep	China	Hong Kong	government	Caroline	Wong	BC Intl Trade & Investment office	6	associate in BC's Hong Kong office
SU	05-Sep	China	Guangzhou	e-com retail	Mandy	Huang	Guangzhou Fast Fresh Electronic Commerce Ltd	6	wants to try selling live urchins along with oysters
SC	05-Sep	China	Zhongsan	processor	Yong Jia	Zhang	Xingxing Aquatic Products Processing Factory	5	looking for skins

Contact information collected on Day 2 of the 2017 SEA (Hong Kong)

Product	Date	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU	06-Sep	China	Hong Kong	distributor	Ka	Chun		5	not v. informative card but pay HK\$ 98 for 110 g tray, wants 140/wk and up
SU	06-Sep	China	Hong Kong	restauranteur	Leslie	Cheung	Bero Bero	6	wants intro to local HK suplier, looking for small quantities for appetizers
SU&SC	06-Sep	China	Shanghai	importer	Jack	Hsu	Hengsha International Fishing Port	5	
SU	06-Sep	China						3	looking for frozen uni
SU	06-Sep	China	Hong Kong	restauranteur	Nick	To	Hong Kong Saizeriya Co. Ltd.	5	
SU	06-Sep	China	Hong Kong	trader	Kenneth	So	Hai Sang Hong	5	
SU	06-Sep	China	Hong Kong	restauranteur	Gary	Tsang	Zuma Restaurant	7	looking for live RSU, 10 pcs/day, needs local distributor/supply
SU	06-Sep	China	Hong Kong	restauranteur	Bob	Ha	unknown	4	website parked for free- no actual contact info
SC	06-Sep	China	Hong Kong	trader	David	Yeung	Wai Fung Holdings Ltd.	5	
SU&SC	06-Sep	China	Hong Kong	logistics	Tina	Sun	Cydiance	5	logistics including cold chain and tracking
SU	06-Sep	Philippines	Manila	importer	Danial	Koh	Sea Truffles	6	specialists in live and fresh premium seafoods
SC	06-Sep	China	Hong Kong	trader	Wayne	Huang	Wah Tai SF Trading Co. Ltd	5	dried seafood specialist, cukes into HK and China
SU	06-Sep	Bahrain	Manama	import/distrib	Farooke	Viralippurath	Al Amin Distribution	6	looking for urchins and salmon
SU&SC	06-Sep	China	Hong Kong	import/distrib	Queenie	Kwok	Fat Lam Marine Products international Ltd.	5	import into HK and China
SU&SC	06-Sep	China	Hong Kong	restauranteur	Usagi	Yuen	Lai Sun F&B Management	7	local restaurant group
SU	06-Sep	China	Beijing	importer	Rudy	Guo	C Pearl Oyster Dining	5	Beijing and Shanghai
SU&SC	06-Sep	China	Donguang	e-comm entrepreneur	Jason	Long	Quanoliou Seafood Products	6	entrepreneurial young guy branching out from his day job
SU	06-Sep	China	Hong Kong	trader	Leo	Wong	Aventine	5	looking to import into US east coast for NY and Miami
SU&SC	06-Sep	China	Macau	directories			www.asiahorec.com	5	business directories for hotels and restaurants
SC	06-Sep	China	Beihai	importer?	Andy	Lee	Beihai Jiu Jia Food Co. Ltd.	6	Beihai is jsut over border frm Vietnam
SC	06-Sep	China	Ningde	producer	Zhi Qiang	Zhou	Fujian Yuehai Aquatic Food Ltd. Company	4	
SC-meat	06-Sep	China	Hong Kong	restauranteur	Raymond	Lau	Dimdimsum Hong Kong	7	looks like a dim sum chain
SU	06-Sep	China	Hong Kong	importer	Benny	ChuChen	Pacific Andes Food (Hong Kong) Co. Ltd.	6	wants to build buisness in uni
SC	06-Sep	China	Beihai	importer?	Elva	Chan	Beihai Jiu Jia Food Co. Ltd.	6	
SU	06-Sep	China	Macau	importer	Miyu	Lei	Nippon Gourmet Trading Co. Ltd.	6	looking for reds and greens
SU	06-Sep	S. Korea	Seoul	importer	Kenny	Kang	KSL Global Co. Ltd.	4	website appears to be a crowd funding site
SC	06-Sep	China	Hong Kong	distributor/trader	Leo	Zheng	TTDO Hong Kong Ltd.	5	looks like a side job for an entrepreneurial fellow
SU	06-Sep	Canada	Richmond	traders	Cecilia	Cao	Century Evergreen Trading Ltd.	5	looking foir "A" grade uni
SU	06-Sep	Canada	Richmond	traders	Frank	Kung	Century Evergreen Trading Ltd.	5	as above
SC	06-Sep	China	Yantai	manufacturer. proc			Yantai Haorenjia Marine Products Co. Ltd.	5	apparently has a dryer techn for skins
SU&SC	06-Sep	Australia	Freemantle	processor	William	Ren	Craig Mostyn Group	5	diversified process, starting Tasmanian SU and SC fishing, seeking info
SC	06-Sep	Ireland	Carrick	harvest co	Aodh	O'Donnell	Errigal Bay Ltd.	5	looking at Iceland cuke fishery and looking for info
SU	06-Sep	China	Shanghai	e-commerce	Deamon	Wei	Shanghai Join Me Supply Chain Mngt. Co. Ltd.	6	specializing in catering and hotel supply. looking foir finished trays
SU	06-Sep	China	Shenzhen	restauranteur	Xing	Wentao	Take	6	chain of sushi restaurants in S. China looking for supply of uni
SU&SC	06-Sep	China	Macau	importer	Chris	Wong	Ocean Koing Trading	3	Macau importer for restaurants and hotels
SC & SU	06-Sep	China	Hong Kong	traders	Louis	Lee	All-sea Trading Ltd.	3	allseacorp.com is a Cdn Comm diving - oil/gas; seeking prod to export
SU&SC	06-Sep	China	Hong Kong	marketing advisor	Kirk	Barlow	Sown Solutions	4	apparently looking for fresh or frozen uni, co. = marketing consulting
SU	06-Sep	China	Hong Kong	restauranteur	Ryan	Lee	Wah Chun Global Food and Beverage	5	
SU	06-Sep	Japan	Tokyo	market assist	Keiko	Kandachi	NOAA (US)	5	Fisheries rep. for Asia- Office of Intl Affairs and Seafood Inspection
SU	06-Sep	China	Hong Kong				HK Wang Tat Company Ltd.	2	www site provided (www.hkwangtat.com) apparently controlled by hackers
SC	06-Sep	China	Hong Kong	restauranteur	Jones	Yeung	Sino Rank Limited	6	chinese restaurant chain

Contact information collected on Day 3 of the 2017 SEA (Hong Kong)

Product	Date	Country	City	Business	First Name	Last Name	Company	Score	Comments
SC	07-Sep	China		??	??	??	Gogo Berry	4	
SU&SC	07-Sep	China	Hong Kong	logistics	Elias	Heikari	Eliron Cargo Tracking	5	logistics and tracking service- including real-time(?) product temerature
SU	07-Sep	Japan	Osaka	traders	Taro	Inaba	Kanbe Co. Ltd.	5	trader of finished uni into Korea
SC- meat	07-Sep	China	Hong Kong	shipping	Donald	Po	King Shing Fishery Shipping Ltd.	5	
SU	07-Sep	China	Hong Kong	distributor	Anna	Wu	United Wealth Industrial Ltd.	5	seafood and wine wholesale
SU&SC	07-Sep	China	Hong Kong	traders	A.	Nanthakumar	Devi Trading	5	company looks to be involved in many glabally traded commodities etc
SU&SC	07-Sep	China	Hong Kong	market assist	Eddy	Yick	Mark Glory Inudstrial Ltd	5	
SU&SC	07-Sep	China	Guangzhou	retailer	Mason	Lau	Guangzhou Sharefoods Trading Co. Ltd.	4	4 supermarkets in stable, want to but direct
SU&SC	07-Sep	China	Hong Kong	Finance	Patrick	Yip	Huajin Financial (International) Holdings Ltd.	4	financial services and brokering comapny
SC	07-Sep	S. Korea	Busan	research (techn)	Kyung-Kuen	Kim	Korea Maritime University	7	professor, dev'd vacuum dryer for skins- to 46% water in 1 day, no additives
SC	07-Sep	S. Korea	Busan	research (techn)	Kyung-Kuen	Kim	picture of vacuum dehydrator		price approx HK 6,000 per kg capacity
SC	07-Sep	China	Hong Kong	distributor	Karmen	Yau	Lordly CCompany Ltd.	5	SC meat supplier to supermarkets
SU	09-Sep	China	Hong Kong	restaurant			Itacho Sushi (in Central Station, HK)	6	restaurant in Central station down from air check- features BC uni

Visitors from China, and mostly from Hong Kong but also from Dalian, Shenzhen, Guangzhou, Shanghai and Beijing etc. predominated but we also saw some from South Korea, Taiwan, Philippines, Australia, the US and of course Canada.

We have secured the same space again for the 2018 SEA. We are a wee bit of a disadvantage here as Quebec and the Maritimes have been putting together a strong presence for the past few years and presenting themselves, as they also do in Boston at the Seafood Expo North America (SENA) as the Canadian Pavilion, without including us in their enhanced look. This is something that kind of grates but also something that we felt might help us get some additional assistance on the booth presentation. The thing is that we have been there long enough now that we might be at risk of turning into a fixture and that we should probably start worrying about keeping everything “fresh”, especially as it appears others are upping their game. As it turns out, the BC government has a fairly substantial presence in Hong Kong, maintaining a International Trade and Investment office staffed with perhaps a half dozen or so people to assist companies exploring opportunities in the City. It does not provide a provincial booth for the show, which is why we have been on our own since we first started exhibiting at this show but Brian Brown, the Managing Director of BC’s Hong Kong office, felt it was quite possible that the Province will be able to help next year with enhancing the booth. He mentioned providing some high quality GIF’s for pictures etc. and also suggested we might be able to wrangle a bit of a contribution to help with the additional costs of the premium walk on booth package.

This may turn out to be one of those synchronicity opportunities. In 2018, another event, the Hotel Expo and Conference, a focussed business event for hotel and hospitality professionals that brings together thousands of buyers from the world’s most rapidly expanding economic region; The Guangdong – Hong Kong – Macau Greater Bay Area (which includes two Special Administrative Regions (Hong Kong and Macau) as well as China’s economic powerhouse Guangdong province which includes mega-cities Guangzhou and Shenzhen), is also coming on board at the same venue.

This may be a very significant opportunity to get our product out in front of some very substantial buyers, especially if we can brighten things up a bit and get some extra pop in our presentation. We have already ordered up a enhanced walk on booth package which we hope to work with the Province on and there has been some discussion to explore options for bringing in some live product for display in an aquarium. Experience in the past using an aquarium at this show suggests extra control on the water temperature and salinity in the aquarium will be required to elevate the chances of success. One easy option might involve the use of fresh water ice to both cool the water and bring down the salinity. At any rate, increasing the visual impact of the booth this coming year tie may pay a very large dividends on sales into this very large and dynamic market. It would also fit in very nicely with not only the offer from the BC Hong Kong office.

It is also worth noting that the 2018 ANUFOOD China moves back to China National Convention Centre , close to the Olympic Village, and is scheduled for the period November 21-23, 2018 in Beijing which puts way out of contention as a reasonable add-on trip for the September SEA in Hong Kong. However, the 13th Annual Shanghai International Fisheries and Seafood Exhibition (SIFSE) in 2018 is scheduled for August 29 - 31 this coming year while the Guangzhou Fishex is scheduled for August 24 - 26 meaning that both might tie in nicely with the Hong Kong show (September 4-6).

