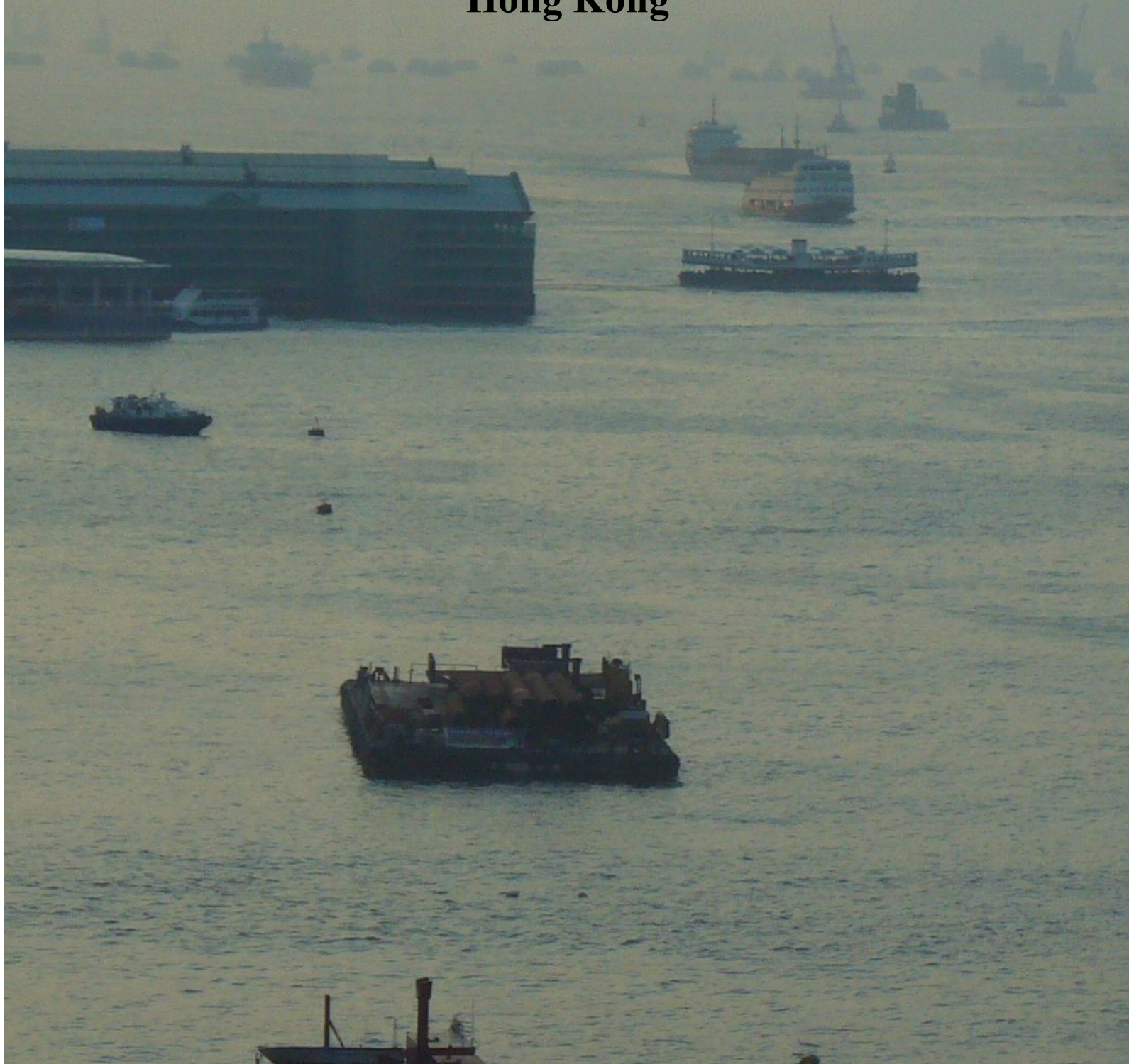


**Pacific Urchin Harvesters Association  
Pacific Sea Cucumber Harvesters Association  
Underwater Harvesters Association**

**Trip Report for the 2011 Asian Seafood Expo  
September 6- 8, 2011**

**Hong Kong**





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## **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 Ass'n, the Underwater Harvesters Ass'n, and the West Coast Green Urchin Association. All of the Associations involved also thank Ms. Shirley Ong, Mr. Houston Wong and Ms. Kitty Ko for the effort they and their staff undertook to ensure the seafood buffet they arranged featuring our products on the first day of the show was successful. The author also extends his thanks to the Agri- Marketing Program, the Associations, and their respective association presidents, Mr. Mike Featherstone, Mr. Ken Ridgway, Mr. James Austin and Mr. Michael Callow, their executive teams and members for their continuing support, advice and confidence.

# **Pacific Urchin Harvesters Association Pacific Sea Cucumber Harvesters Association Underwater Harvesters Association**

## **Trip Report for the 2011 Asian Seafood Expo September 6- 8, 2011**

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### **Introduction**

A delegation comprising representatives from the Pacific Urchin Harvesters Association (PUHA), the Pacific Sea Cucumber Harvesters Association (PSCHA) and the Underwater Harvesters Association(UHA) attended the 2011 Asia Seafood Exposition held at the Hong Kong Trade and Convention Centre (HKTCC) from September 6 to September 8, 2011. This is the second year running that the sea urchin and sea cucumber groups have attended this show and the first for the UHA.

These commercial fishing associations, representing British Columbia's Sea Urchin, Sea Cucumber and Geoduck clam fishing industries respectively, decided to share a booth at the show as a means to optimize costs and exposure to this important market for BC fishery products. All harvesting in these fisheries is based on highly selective SCUBA techniques and as a consequence the three fisheries have many features in common that make it easy for customers and consumers to draw parallels between them. Distinguishing and coupling the commonly held features of the unsurpassed sustainability inherent in the fishing method employed, our strong focus on quality, our reputation with regard to a clean environment, strong science-based resource management and food safety in a message that also features the flexible, sensible, responsible, highly trained, dedicated and, perhaps as importantly, friendly and approachable fishing crews, processors and marketers all working together, provides a compelling reason to buy these premium BC seafoods.

This is the first go at having all three organizations working together on this sort of joint initiative and it all seemed to come off fairly well. There were of course a few issues that arose with integrating the displays, probably most particularly with the aquarium, but these too provide opportunities for improvement as will be discussed in this document. The Pacific Urchin Harvesters were the lead on the effort and were represented most directly by the Association President, Mr. Mike Featherstone and Mr. David McRae, a PUHA Director. The Pacific Sea Cucumber Harvesters were represented by their President, Mr. Ken Ridgway, his wife Mrs. Darlene Ridgway and Mr. Gary Grant, a PSCHA Director. The Underwater Harvesters Association was represented by a UHA Director, Mr. Timothy Joys and his wife Ms. Ruth Ellen Robicheau. The delegation was also accompanied by a number of processor representatives, Mr. Paddy Wong and Mr. Alfa Wong from Paladin International Food Sales and Mr. Pat Fantillo from RBS Seafood Harvesters as well as by myself, Geoff Krause, as a consultant to help keep things together.

The show itself is considered small to medium size by international standards but it is growing each year and primarily attracts professional buyers, distributors and importers from Hong Kong, China, Japan, Korea, Singapore and other Asian markets. It is held concurrently with the Hong Kong Restaurant and Bar Trade Show which is larger and attracts a lot of traffic. Gaining entrance to one show automatically grants access to the other so the show provides good exposure to people that 'count' in the trade, especially around Hong Kong and the Pearl River basin (Guangdong Province), which collectively comprise one of the most dynamic economic regions in the world.



## Travel and Show Journal

The majority of the delegates travelled to Hong Kong on the 0245 Cathay Pacific flight from YVR on Saturday September 3, 2011, arriving on Sunday September 4 at about 0700 hours. We were at the hotel by about 1030 hours and had to amuse ourselves for a few hours before being able to check into our hotel, again the Wharney Guang Dong Hotel about a 10 minute walk from the Hong Trade and Convention Centre, the venue for the show.

## Monday September 5:

At a breakfast meeting we were all made aware that the UHA had not been able to ship any geoduck clams over for either display in the aquarium arranged for the show or for use in the luncheon that had been arranged by Kitty Ko, a Canadian Trade Commissioner in Canada's Hong Kong Consulate. The advice from the UHA was that we should contact dealers of Canadian product in Hong Kong and see about picking some up from them. This unfortunately did not strike any of the dealers we talked to as particularly attractive and we quickly determined that we were pretty much completely dependent upon our own devices.

This of course quickly became a priority as the geoducks were to be the centrepiece of the aquarium display at the booth and while we had a few urchins, some sea weed and kelp and a sea cucumber for the display it just would not be the same without the clams. There was also a luncheon planned on the first day of the show which was similarly to showcase Canadian seafood with geoduck at or near the top of the list. This meant that the prestige of the Canadian consulate, because of the effort they made in promoting the geoducks as a featured part of luncheon they hosted, and the UHA itself to be considered. Apparently though, these were of no, or only little, concern to the buyers in Hong Kong and they had no assistance or advice to offer. There was one confusing suggestion that product was en route and would be available for pickup at the airport on Tuesday but this did not happen. Luckily, Paddy Wong stepped up who, by using his local knowledge and connections, managed to track down and buy a couple of geoducks from a retail market for the display. We could not supply the luncheon but at least we did have the sea urchin and sea cucumber samples that they could use.

By early afternoon we wandered over to the Convention Centre to collect the various badges and start assembling the booth display. The aquarium was present and operating although it was still about 16°C, too warm for the comfort of the urchins and cuke we had brought. We reset the controls to 10°C but decided to hold off on bring the samples in until the next day as the tank would probably not be cooled enough until sometime in the night. The samples were in the hotel's walk-in cooler at the time which was kept at a temperature of 0°C, just about perfect for what we were looking for at the time.

On reflecting later on this, another option might have been to get some distilled water ice, preferably from the show organizers or perhaps another source if theirs contained chlorine, and added that to the tank. Excessive chlorine or other chemical constituents might prove toxic if the ice is used in this way. The salinity in the tank was 35‰ which is also a bit higher than typical in BC's temperate waters so the ice would serve a dual purpose: dilute the salinity as it cooled the tank. Lowe Refrigeration provides the tank, the water and presumably the ice used at this and other shows and should be approached for more detail on the nature of their ice for this purpose.

## Tuesday September 6:

Mike and Geoff went over to the venue before the show opened to finish up on the setup. The aquarium was cooled down to about 10.5°C and the 2 geoducks purchased by Paddy were in the tank. The two green urchins (GSU), 2 red urchins (RSU), 1 sea cucumber and a few strands of

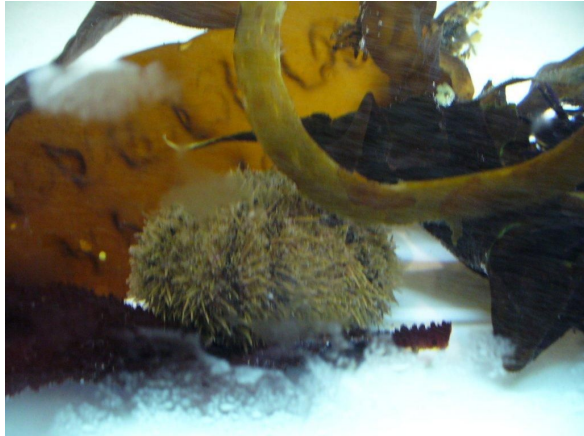
BC coastal kelp that were collected and packed by Westwind Laboratory Supply Ltd. in Victoria specifically for display at the show were similarly placed into the tank.



Westwind has been supplying live urchins and other sea critters from the BC coast to laboratories around the world for many years and felt confident they could collect and pack the animals appropriately so they would arrive in a healthy and vigorous state as long as they were properly handled in transit. The samples were collected by SCUBA the day prior to departure and packed individually in plastic bags which also contained a bit of seawater so they were partly submerged. Oxygen was bubbled into the bags before they were tied off so the animals had near-pure O<sub>2</sub> to minimize stress from that source. The bags were then surrounded with ice and packed into a cooler which was then taped shut before being boxed, the idea here being to eliminate any chance of leakage in the baggage compartment.



Unfortunately this was not to be the case in this instance. The GSU were fine and were vigorous over the course of the show although they were losing their spines by about the end of the second day, possibly as a consequence of the accumulated stress of travel and of the elevated salinity in the tank. We requested it be reduced from 35 ppt to about 28 ppt which is more typical of BC waters but repeated tests only showed decreases to about 34 ppt. The sea cucumber similarly perked up once it was in the tank and was soon cruising around the tank as sea cucumbers do.



The RSU though were definitely not happy with the trip. They immediately sank on being put into the tank, so they had not drained, but their spines were layed down and they did not apparently recover at all even though their pedicellaria seemed to be quite active when they first entered the tank. They were looking pretty much baked by the end of the second day in the tank and that would probably be a generously optimistic take on it.



The interval was not likely the cause of the problem *per se*. Westwind has used this packing method on any number of occasions to great success with Red and green urchins surviving indefinitely in tanks even after 3-4 days in boxed transit. In this case they were in the box for a little over 3 days. One significant difference was the handling of the box as, and probably after, it was checked. The box was clearly marked with arrows showing the right way up, with “Fragile” stickers on the top and all sides, and yet the first thing the check-in clerk did was drop the box

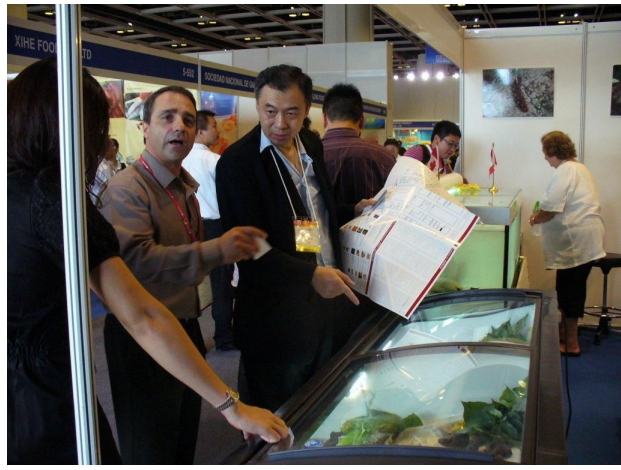
on it's side from a little over a foot high. She said it was not a problem because the baggage handling system would be even rougher, even as she proceeded to forcefully and repeatedly ‘slam’ it over on its opposite sides.



According to Westwind, this rough treatment was likely sufficient to tear the animals internal mesentery tissues, thereby allowing leakage of stomach and/or intestinal contents into the peritoneal cavity which would then poison the urchin, and perhaps other soft tissues comprising the internal hydraulic channels which control the movement of the spines etc. On other occasions where this problem does not arise the package is shipped using a paid cargo service where such rough treatment is avoided, but this of course incurs significant extra costs with shipping, customs brokers and the like. A note will be sent to Cathay Pacific with the intent of uncovering more appropriate options for shipping small live seafood samples for display.

At any rate, the setup of the booth was complete and other members of the delegation arrived just before the show officially opened. The booth came together nicely and we had a good cross section of representatives and information to offer on all three fisheries. Kitty Ko, A Canadian Trade Commissioner in Hong Kong, dropped off a number of small Canadian flags which were well received. Tim suggested getting a bunch of similarly sized BC provincial flags would also be welcomed. Business cards for a number of Association Directors, processors and fishermen were on hand. There were fairly comprehensive brochures in both English and Mandarin for visitors to take as well as a number of other take-aways in the form of bags, pens, pins and the like. There were roll-away posters and alternating and DVD's for the geoduck and urchin fisheries playing on the 42" LCD HDTV, poster-size pictures for the cukes, a good looking collection of uni trays, sea cucumber skins and meats in the display freezer and live urchins, geoducks and a sea cucumber in the aquarium to draw people in. One of the most popular attractions seemed to be a life-size RSU model commissioned last year in BC for the purpose of testing it at this sort of show. There were also, of course, friendly and informative Canadians available at all times to answer questions and exchange contact information with prospective buyers and consumers interested in trying our products.





The Canadian Consulate in Hong Kong hosted a luncheon on the first day in the Convention Centre to showcase our and other Canadian foods. Some sea cucumber meat thawed the previous night and uni intended for the luncheon being hosted at the Congress restaurant in the Convention Centre by the were provided to the chefs. We had arranged for the delivery of approximately 12- 14 geoduck clams for the luncheon as well, but as with the display geoducks, these arrangements fell through. There was considerable confusion with the geoduck supply and it cannot reflect well on the on the reputation of the Canadian industry that we cannot for whatever reason(s) follow through on commitments like this. The same might be said of the Albacore loins as they could not get clearance from Canadian authorities to provide the needed material on short notice- CFIA procedures simply cannot accommodate these sorts of requests without adequate lead time (apparently > ~10 days). There are a number of largely negative implications that arise from these observations but a more explicit discussion of them remains beyond the scope of this report.



Consulate officials were on hand at the luncheon along with approximately 35-40 guests including representatives of our 3 associations (PUHA, PSCHA and UHA) and from the BC the Albacore Tuna fishery (Highly Migratory Species Ass'n). The sea urchin was used in a Penne pasta in a sea urchin honey sauce while the sea cucumber was used in what I believe is a rice pasta with vegetables dish. Both dishes were beautifully presented and delicious. The recipes were passed along to Mike by the chefs and will (I assume) be published on the appropriate website (i.e.: [www.puha.org](http://www.puha.org) and [www.pscha.ca](http://www.pscha.ca) ).





We were also approached by Consulate Officials on our interest in supporting a media event in Canada in September 2012 which would have a Hong Kong television crew doing stories on Canadian products that are sold in Hong Kong. It sounds like it will be a multi-week commitment by the crew and is probably very worthy of support from all fisheries. Kitty Ko should remain the primary contact for this initiative for now.

The number of visitors to our booth was highest for all three fisheries on the first day of the show. We had expected the greatest attention would be given to the geoduck clams, simply because of their prominence as a preferred seafood from Canada, but as it turned out the urchins attracted the most attention on each day of the show. On the first day, the urchins received 18 expressions of interest as measured by the number of business cards collected and catalogued while the sea cucumbers and geoducks received 14 and 17 respectively.

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-06	Taiwan	Taipei	restaurant supply	James	Chang	Mitsui Group	8	looking for processed uni
Sep-06	Indonesia	Jakarta	Importer	Anthony	Aliwarga	AS Foods	6	looking for finished product
Sep-06	China	Qingdao	Seafood retail	Jacky	Wang	Qingdao Beiyang Jiamei Seafood Co.	9	looking for finished product; has 4 stores in Qingdao
Sep-06	Korea	Gyeongnam	unknown	Changsub	Choi	True	6	
Sep-06	China	Hong Kong	Importer	Pendy	Yim	Itochu Hiong Kong Ltd.	8	looking for finished product, supplies Japanese products mainly
Sep-06	China	Hong Kong	Restaurant	Stephen	Tsui	Faifai Cafe	7	wondering who distributes in HK or how do they get access?
Sep-06	China	Hong Kong	Importer/distributor	Andy	Mak	Natural Lot International Trading Ltd	8	interested in finished product for HK and Macau
Sep-06	China	Hong Kong	Restaurant	Danny	Chow	Cheers International Ltd.	7	been looking for a distributor to get access to Cndn uni
Sep-06	China	Hong Kong	distributor	Brian	Chung	Kellyjoy Ltd.	7	currently does oysters, interested in urchins
Sep-06	Japan	Tokyo	exporter	Huichen	Liu	Toichi Tsukiji Fish (Shanghai) Co. Ltd	5	also looking for distributors in HK
Sep-06	Taiwan	Taipei	Importer/distributor	Jessica	Wang	Smart Wind International Ltd.	8	interested in urchins and geoduck
Sep-06	China	Hong Kong	Restaurant	Jay	Kwan	Congress Restaurant	6	mng of hyst restaurant luncheon- deserves note of thanx
Sep-06	China	Hong Kong	Restaurant chef	Angus	Cheng	Congress Restaurant	6	prepared luncheon- deserves note of thanx
Sep-06	China	Hong Kong	Restauranteur	Daniel	Chan	Lamma Rainbow Seafood Restaurant	7	looking for HK distributor to source from; live and/proc mix
Sep-06	China	Hong Kong	Restauranteur	Yuk Ying	Jong	Taste of Japan Group	7	looking for a local source; Paddy please email
Sep-06	China	Hong Kong	Importer/distributor	Johnson	Kwan	Ocean Share Ltd.	8	interested in importing, requested proc. names etc
Sep-06	China	Hong Kong	Importer/distributor	May	Ho	M&W International Ltd.	6	tried URL to see- could not connect
Sep-06	China	Hong Kong	Importer/distributor	Merlinda	Ng	Worldwide Seafood Ltd.	8	uses urchin daily, looking for 120 g trays

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-06	China	Beijing	Import	Vicky		Sunkfa International Trade (Beijing) Co. Ltd.	6	buys sea cukes
Sep-06	Taiwan	Taipei	Import/distribution	James	Chang	Mitsui Corp.	7	buys cukes and ducks
Sep-06	USA	Wakefield, RI	sea cucumber producer	Martin	Vincent	Providence Bay Fish Company	5	east coast cuke producer
Sep-06	China	Dalian	Fisheries producer			Zhangzidao Fishery Group	7	enquired re: all cuke prods; also host company for final tour on last day of CFSE 2010 (see last year's trip report)
Sep-06	China	Qingdao	Seafood retail	Jacky	Wang	Qingdao Beiyang Jiamei Seafood Co.	9	looking for finished product; has 4 stores in Qingdao
Sep-06	China	Dalian	Producer/processor	Ertang	Deng	Dalian Rich Enterprise Group	6	want info on skins; also on last year's tour I believe.
Sep-06	China	Beijing	Import	Yingbao	Ma	Sunkfa International Trade (Beijing) Co. Ltd.	7	trading company interested in skins
Sep-06	China	Hong Kong	Importer/distributor	Shing Hok	Wong	Unique Food Products Company	7	interested in Canadian cukes
Sep-06	China	Hong Kong	property?	Amy	Kwan	Eastside Properties	7	interested in Canadian cukes
Sep-06	China	Hong Kong	Import/distribution	Louis	Ho	Elegant Trade Ltd.	8	Interested in meat
Sep-06	China	Hong Kong	Import/distribution	Johnny KB	Huen	Ocean Trading Co.	7	Dropped in for a visit
Sep-06	China	Shenzhen	Import/Trading	Rose	Wong	Shenzhen Huichanglong Trading Co. Ltd.	8	Want sea cucumber meats
Sep-06	China	Shenzhen	Import/Trading	Jacky	Wu	Shenzhen Huichanglong Trading Co. Ltd.	8	Want sea cucumber meats
Sep-06	China	Shenzhen	Import/Trading			MJM Sea Cucumbers (?)	7.5	specialize in cukes from N. Am. interested in skins

The business cards were collected for each fishery and catalogued in a spiral-ring note book along with accompanying notes on the qualifying questions and observations posed or made by the attending representative. This is one area where a bit more coordination might be advised as there were a goodly proportion which would have benefited from the collection of additional information on the prospects' current business direction(s) and capacity, indication of plans for expansion and/or specialization etc. The project consultant is looking to uncover and/or assemble a more dedicated booklet with appropriate reminders and qualifiers included on each page to assist members with their enquiries so the information collected is both more systematic and informative. Establishing some kind of grading guidelines for scoring each contact is also advised and should be discussed and included by each representative entry.

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-06	Taiwan	Taipei	Importer/distributor	Jessica	Wang	Smart Wind International Ltd.	8	
Sep-06	China	Hangzhou	Restaurateur	Jerome	Lou	Zhejiang Sealand SCM Co. Ltd	9	has chain of restaurants in China, needs ~ 250 MT/yr, in Canada end of Sept, 2011.
Sep-06	China	Shanghai	Importer/distributor	Kinsley	Mat	AGN Seafood	7	currently imports lobster and crab; wants to know how to order.
Sep-06	China	Hong Kong	Distributor	TK	Chan	Ocean Resources International Ltd	8	currently working with The Lobster Man and paying a premium price
Sep-06	China	Hong Kong	Distributor	Albert	Yeung	Ocean Resources International Ltd	8	want to buy more but are blocked by the exorbitant packing costs
Sep-06	Indonesia	Jakarta	Importer/distributor	Anthony	Aliwarga	AS Foods	7	Interested in solid supply
Sep-06	China	Qingdao	Importer/distributor	Jacky	Wang	Beiyang Jiamei Seafood	7	
Sep-06	China	Hong Kong	Importer/exporter	Alex	Tang	Dutch Food Ltd	7.5	wants to move geoduck into Holland (see also ASE 2011_0907_03)
Sep-06	China	Hong Kong	importer	Henry	Leung	North American Textile Co.	7	interested in A grade only, willing to pay \$22/lb
Sep-06	Japan	Tokyo	Importer	David	Leibowitz	DML Venture	5	general inquiry re: clams; co. imports many high value items
Sep-06	China	Hong Kong	Importer	Yin Lam (Monica)	Lo	Talent Step Development Ltd.	8	Importers of geoduck, crab and oysters
Sep-06	China	Hong Kong	Importer	Wing Ki (Mackie)	Mak	Talent Step Development Ltd.	8	Importers of geoduck, crab and oysters
Sep-06	China	Shenzhen	Importer	Sophia	Cheng	Shenzhen Fuyuanhong Industry Co. Ltd	8	wants to and trying to import ducks into Guang Dong; also info on who is already doing it
Sep-06	Canada	Surrey	Processor, exporter	Wesley	Louie	Gold River Seafood	6	trying to get into ducks industry, no success thus far
Sep-06	China	Hong Kong	Importer/distributor	Merlinda	Ng	Worldwide Seafood Ltd	7	
Sep-06	China	Hong Kong	Importer/distributor	Vivien	Lee	Worldwide Seafood Ltd	7	
Sep-06	China	Hong Kong	Canadian govt	Kendal	Hembroff	DFAIT- Canada; HK consulate	6	Senior trade comm: new to job, interested in helping
Sep-06	China	Hong Kong	Canadian govt	Shirley	Ong	DFAIT- Canada; HK consulate	7	Very helpful at luncheon, got to question resource duplication AAFC/DFAIT in HK tho
Sep-06	China	Hong Kong	Importer/distributor	Alan	Lee	R&A Seafood Ltd	8	wants to access geoducks, looking to grow a business
Sep-06	China	Hong Kong	Canadian govt	Houston	Wong	AAFC- Canada; HK Consulate	7	Helped at reception; steady hand in HK for years now with Kitty

## Wednesday September 7:

It was all hands on deck again for Day 2 of the show. The traffic seemed a bit slower right off the start and this was attributed to the later opening of the concurrently-held Restaurant and Bar Show (RBS) being at a lower level of the HKTCC. This show is much better established than the ASE, first held in 2002, and is much larger than the more recently conceived ASE which is only in its second year. Many of the buyers and visitors to the ASE are also, or perhaps primarily, attending the other show. The reason was not clear but the RBS did not open its doors until about noon each day after which the traffic built at the ASE as well. Any rationale put forward for the decrease in traffic year over year has to include the more difficult economic circumstances facing many global and local businesses this year as opposed to last year.

Traffic on day 2 was lower than on day 1 (33 vs. 49 total). The pattern between the fisheries seemed to again hold as the majority of visitors expressed interest in the urchins which saw 19 enquiries as opposed to 9 for the cukes and ducks respectively.

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-07	China	Hong Kong	Importer/distributor	Tommy	Cheng	Exotoc Gourmet Ltd.	9	works with hi-end restaurants; v. int in live RSU, esp. large ones
Sep-07	China	Hong Kong	Marketer/promoter	James	Chen	Pacific Bontex Ltd.	6	
Sep-07	China	Tianjin	Importer/distributor	James	Chen	Tianjin Everlink Trade Co. Ltd.	8	largest importer into Northern China
Sep-07	Japan	Tokyo	Importer	Kazunori (Kaz)	Aoki	Mar Co. Ltd.	5	importing Chilean prod ; freinds with Okisaki-san
Sep-07	Japan	Tokyo	Importer	Shozo	Matsuda	Mar Co. Ltd.	5	
Sep-07	China	Shanghai	Retail distribution	Jular	Yu	Metro Jinjiang Cash and Carry Co. Ltd	7.5	interested in importing trays into Shanghai
Sep-07	Canada	Shediac	Export (into China)	Hiroshi	Kosako	Gourmet Chef Packers Ltd.	5	has customers looking for urchin, wants frozen
Sep-07	Singapore	Singapore	Trade show org'r	Lynn	How	Koelmesse	4	organizes ANUGA in Germany + new one in Bangkok
Sep-07	Indonesia	Jakarta	Importer- small	Harry	Sudarwo	Pt. Indoboga Jaya Makmur	5	looking for small volumes of urchin
Sep-07	China	Hong Kong	HOFEK (2013)	Louis	Ng	Hong Kong Exhibition Services Co. Ltd	5	Next HOFEK in May 2013
Sep-07	Mexico	Centro	Importer	William	Shin	Yes Fashion S.A. de CV	3	would like to try getting some into Mexico
Sep-07	China	Hong Kong	Retail	Kin	Wong	City/super	9	high-end super market in Hong Kong, Shanghai and Beijing
Sep-07	China	Hong Kong	Retail	Kent	Cheung	City/super	9	looking for urchins from Canada, talked to Paddy and Pat
Sep-07	China	Hong Kong	Retail/restaurants(?)	Louis	To	House of Fine Wines	7.5	interested in uni, looking for local distributor of same
Sep-07	China	Kowloon	Importer/distributor	Mandy	Choi	Hing Kong Sun Shun Co.	8	distributes Paddy's product, wants lower price.
Sep-07	China	Hong Kong	Importer/distributor	Trevor	Yiu	Yiu Hing Hong Provisions Ltd.	5	looking for Cndn uni, enquired on minimum order
Sep-07	China	Hong Kong	Trade Commissioner	Shirley	Ong	DFAIT Canada	6	Support with letter of Trx for luncheon efforts.
Sep-07	China	Hong Kong	Trade Commissioner	Houston	Wong	AAFC Canada	6	
Sep-07	Korea	Seoul	Import	Michael	Cheon	Oriental Pacific Seafood Corp.	7	interested in sea cucumber and processed uni

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-07	China	Hong Kong	Restaurateur	Kent	Yeung	Hong Kong Trade and Convention Centre	6	chef at AAFC luncheon, excellent recipes and presentation
Sep-07	USA	Seattle	Export seafood	Lawrence	Bushnell	Trident Seafoods Corp.	6	Co. did 700 t of BC production last year; guys having meetings in front of our booth thru day
Sep-07	China	Hong Kong	Import/distribution	Kenneth	Lau	Asia Seafoods Co.	8	multi-spp. buyer-urch, cuke skin/meat, crab, prawn, etc. Met at previous shows
Sep-07	China	Hong Kong	Import/distribution	H.K.	Tsang	Seabo International Ltd.	7	interested in BC cuke meat for a few years but still dickering
Sep-07	Korea	Seoul	Import	Michael	Cheon	Oriental Pacific Seafood Corp.	7	interested in sea cucumber and processed uni
Sep-07	China	Hong Kong	Import	Eddie	Chu	Spintech Development Ltd.	7	interested in SC meat
Sep-07	China	Hong Kong	Import	John C.K.	Ho	Ho Choi Group	7	interested in SC meat
Sep-07	China	Hong Kong	Import/distributors	Kerry	Yung	Dragon (Hong Kong) marine Products Ltd.	7	interested in SC skins dry or cooked
Sep-07	China	Hong Kong	Importer/distributor	Irasema	Castellanos	Shiu Fung Hong Ltd.	7	distrib. value-added seafood, especially form Japan, interested in processed geoduck and possibly cukes

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-07	China	Shenzhen	Importer	Leonard	Liu	Hongchang Global Trading Co.	7	Interested in importing
Sep-07	Singapore	Singapore	Import/live-hold/distributor	Alistair	Douglas	CWT Fresh	8	set with live tanks; interested in importing and hold geoduck for subsequent distribution
Sep-07	China	Hong Kong	Importer/exporter	Alex	Tang	Alex Tang Ltd.: Luxury Living	7	see also ASE 2011_0906_07
Sep-07	Australia	Sandy Bay	Importer/distributor	Cindy	Yuan	Soareast Australia Pty. Ltd.	6	supplies bivalves to restaurants; enquiry re: price, availability
Sep-07	China	Hong Kong	Importer/distributor	Irasema	Castellanos	Shiu Fung Hong Ltd.	7	distrib. value-added seafood, especially form Japan, interested in processed geoduck and possibly cukes
Sep-07	China	Kowloon	Importer/distributor	Victor	Lam	Longfine Seafood Trading Co. Ltd	6	looking to improve access to supply
Sep-07	China	Hong Kong	Importer/processor/exporter	Naveed	Ebrahim	AGN Global Ltd.	7	tried to access product for years, could handle 50 - 60 K kg over 6 month period
Sep-07	China	Hong Kong	Importer/exporter		Rajkumar	Kuhong International Ltd.	7	Wants Cndn, currently buying Mexican from Mike Stewart. warm water \$10-12; San Cadoz(?) \$26-30, Cndn- \$30-35
Sep-07	China	Hong Kong	distributor	Trevor	Yiu	Yiu Hing Hong Provisions Ltd.	6	Interested in getting access to geoducks

We started distributing uni samples in the afternoon of Day 2 and this drew increasing crowds as word spread. After the first few rounds of this, it seemed keeping up with demand was getting more difficult- for a while we just could not make them quickly enough to keep an inventory on hand. This is definitely a good thing to do as crowds attract further crowds and that is pretty much exactly what we're trying to do here.



One question that seemed to be consistently asked throughout the whole show for all of our products was from people looking for somewhere to buy our products so they could serve it to friends etc either at home or at a restaurant. As basic as this might appear it is a question for which we have no answer- we simply do not have any clue where a consumer can go to consistently find even a retail outlet to buy our uni, cucumbers or geoduck. This would seem to be something that could be published on our respective association websites, assuming of course that the distributors in Hong Kong and other markets are willing to share said information. This may in fact be a bit of a stretch as there are those who for some reason consider such information “proprietary”. Limiting the availability of such information logically undermines the operation of a free market which is fundamentally based on a free and transparent flow of information. With the geoduck in particular we had people approaching us basically begging for access to product because they had been refused through every other avenue no matter what price they offered.

One thing the slower traffic allowed was a full assessment of the location of the booth. It was located at the back of the hall adjacent to the large picture windows which afforded a somewhat panoramic view of the surrounding area, albeit looking away from the more dramatic views of the harbour. There were also a number of tables towards the windows which were used by many different booths, including ours, for meetings. All in all we decided it was a pretty good location.



### **Thursday September 8:**

Traffic was again down substantially on Day 3 of the show. Visitors to the urchins remained fairly consistent at 16 while visitors to the other two fisheries decline to 4 each. It was thought that this may reflect the relative novelty of the urchins in Hong Kong and the cosmopolitan and perhaps somewhat adventurous tastes of locals. We again served samples throughout the afternoon and the crowd was never too far away. There were a few comments that we were being very generous with the product, something we were not averse to support because we can always use some good press. Besides, the alternative would simply entail pitching the remaining product in the garbage which struck us all as unnecessary.

Some advantages of attending the show together as we did on this occasion include:

- developing market intelligence on what consumers want;
- build 'bonds' with each other including between fishermen and processors;
- present a united industry face to the world, always a sign of strength when it is authentic;
- build collaborative capacity between fisheries; and
- identify and discuss issues of common concern including regulatory exuberance, difficulties in getting product through to shows etc.

We closed down at the end of the show and spent our last night around town and the delegation headed homewards the next day.