

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

**Trip Report for the  
2012 Asian Seafood Exposition**

Asian Seafood  
Frozen Food Asia 2012

HONG KONG  
WORLD CITY



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

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## **Introduction**

As part of their 2012-13 Agri Marketing Program (AMP) projects, the Pacific Urchin Harvesters (PUHA), Pacific Sea Cucumber Harvesters (PSCHA) and Underwater Harvesters Associations (UHA) exhibited jointly at the Asian Seafood Exposition (ASE) in Hong Kong. The ASE is a new, and consequently relatively small, 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 third year for the show and the third year that the PUHA and PSCHA, have worked together like this at the show. It is the second year that the UHA has joined in and is the first which has seen the inclusion of a Canadian Pavilion. 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 and representing the UHA as a Director;  
Gary Grant- Director with the PSCHA;  
Ross Morris- Secretary Treasurer of the PUHA;  
Sheila Wood- Secretary Treasurer of the PSCHA;  
Vivien Grant- fisher and Director<sup>2</sup> for PSCHA and PUHA;  
Geoff Krause- marketing consultant working with the PUHA and the PSCHA;  
Paddy Wong- Paladin International Food Sales Ltd. (Richmond, BC), a sea urchin processor and exporter;  
Alfa Wong- Premium International Food Sales Ltd. (Richmond, BC), a sea cucumber processor and exporter;  
Daisy Wong- Grand Hale Marine Products Ltd (Richmond, BC), a sea urchin and sea cucumber processor and exporter;  
Pat Fantillo- RBS Seafood Harvesters Ltd (Victoria, BC), a sea urchin and sea cucumber harvester, processor and exporter; and  
Stephanie Carr- also with RBS Seafood Harvesters Ltd.

The delegation converged on Hong Kong on September 9, 2012 in advance of a luncheon planned the next day for Canadian Seafood at the Hotel Nikko and itself a part of Canadian Seafood Month in Hong Kong. The local Trade Commissioners at the Canadian Consulate in Hong Kong, Kitty Ko, Houston Wong, Janice Vogtle and Kendral Hembroff, made all the arrangements, including the purchase of Canadian sea urchin and sea cucumber and other Canadian produced seafoods, for the luncheon and for the wider celebration Canadian seafood. The geoduck clams are a very high value item that has been difficult to source locally in the past so 4 live geoduck contributed by the UHA were brought in as samples by the delegation for the luncheon.



## Reception at the Hotel Nikko

The luncheon and reception featured a visit by Ms. Christie Clark, the Premier of British Columbia. The reception got under way as Christie Clark arrived, met individually to speak with each of the delegates. This is the second time we have met her in Asia, the first being the seafood showcase in Guangzhou last November following the 2011 China Fisheries and Seafood Expo. She spoke about the importance of the Asian market to BC producers of many goods, including seafood and by these trips is emphasizing her personal and her government's support to efforts to establish better trade ties with China and Hong Kong. The visits on this occasion were much more personable as she remembered meeting a number of the delegates at other venues back in British Columbia. Her schedule on this trip was fairly brutal as she is determined to take every opportunity to extol the virtues of and dispel prejudicial myths about BC as a welcoming investment destination and producer of high quality and very good value products. Ms. Clark announced the opening of a new British Columbia Trade Office in Hong Kong, a welcome addition to those already in place in Beijing, Shanghai and Guangzhou. These offices have web access and e-tools for use by BC industry to facilitate business development.

One example of the service they provide was provided by Dave Byng, Deputy Minister of Jobs, Tourism and Skills Training. He is very interested in hearing what sorts of support industry would find useful. One service he mentioned is that the Province hosts a pretty good number of delegations from Hong Kong, Korea, China and Japan etc. and that they endeavour to set up meetings and encounters with interested suppliers, such as urchin, geoduck and/or sea cucumber harvesters. In a sense they provide a kind of dating service. He also mentioned that Asian investors are often interested in minority positions in existing businesses if they are well run and that there are any number of options.



This reception session ended with a group photo.



The Trade Commissioners from the Consulate provided a summary of the Hong Kong market. Preliminary informal discussions found agreement that any events of note in China these days are complicated by the major, once-in-a-decade leadership change-over taking place this fall and by the practice of the China government to keep everything under wraps until it is a done deal. Mysteries and rumors abound- including about things like the disappearance of the assumed President designate, Xi Jinping, from public view for about 2 weeks. Given the many factions within the Chinese government, the pervasive influence of the government throughout the economy and a distinct lack of transparency, dealings with Chinese businesses and government are generally very complex. This extends to the possible agendas at play in the Daiyu/Senkaku Islands dispute between China and Japan as it may be that the demonstrations are still picking up to provide a distraction for Chinese people from the apparent problems starting to show up with the aforementioned leadership transition. In this regard, if the transition is successful and uneventful, it will apparently be only the second time this has happened in the country's history.

## A Summary of Hong Kong

Hong Kong has about 7 million people, not large especially by Chinese standards but within about 5 hours one has access to over half of the world's population. There are some 47 million people within 150 km of the city. It also gets about 41 million visitors, recorded GDP growth last year at about 5% with an unemployment rate of about 3.2%. It is an extremely vibrant economy and is considered by the Heritage Foundation to be the world's freest. It is also considered the world's leading financial centre, a designation which also brings with it a whole host of competencies in other service professions such as legal, accounting, trade and logistics etc. Hong Kong is the largest single investor in every province in China and it acts as a general demonstration and demonstration hub for products going into China. Imports from Canada comprise only about 4% of the imports into Hong Kong which means there is plenty of room to grow.

Hong Kong is Canada's 10<sup>th</sup> largest export market at the moment. It's the 4<sup>th</sup> largest export market for fish and seafood and the largest export market for Canadian geoduck and sea cucumbers. Fish and seafood, especially when live, are key premium items in the Chinese diet and Hong Kong boasts the 4<sup>th</sup> highest per capita seafood consumption rate in the world. It is known by some as Asia's Global City and with over 11,000 restaurants in the city, consumers are willing to try new and trendy products. Hong Kong residents are well known as foodies and trying new and tasty foods seems to be national pass-time. Many mainland Chinese come to Hong Kong to taste and buy imported seafood products and of course take their experiences back home with them. There are a growing number of online purchase options and this seems to be a growing pattern which will open up new avenues to suppliers able and willing to take advantage of it.

As one of the free-est markets in the world, differential tariff rates are a non issue and the primary drivers are price and quality although the competition is world wide. Global inflationary pressures are driving higher food prices and, because there are still significant food safety problems in China, more stringent food laws are coming into force. Consumers are ever more aware of food scares because of wide adoption of the internet and this plays at least partly to Canada's strengths as we are at the leading edge of the field in food safety and we have a very good reputation in this regard. Still, marketing is a must and substantial efforts are required to keep the product front and centre in this highly competitive market.

Merlinda Ng from Worldwide Seafood Ltd. (contact ref. in spreadsheet= HKL 2012 0910 1) provided us some local insights into the market. Their company has exclusive supply arrangements with a number of high hotels and restaurants in Hong Kong and Macau. Macau is a very stable and lucrative market and Worldwide Seafood expects to see it continue growing strongly and steadily. Hotels actually have the best and most exclusive restaurants in Hong Kong in contrast to Canada where this is not always the case. Hotels must serve high quality meals in part because the land prices are so high- they simply must go high end to support the higher costs. This translates down the line to companies supplying them and Worldwide at least runs a very tight ship, purchasing only what they know they can sell and selling only to buyers they know can pay.



### **Anecdotes from some Luncheon Conversations**

Cold storage is very tight right now in Hong Kong and Macau, in large part because the Chinese government is clamping down on the grey import routes including both smuggling routes and duplicate invoicing practices. We noticed there is a very large number of freighters anchored outside of Hong Kong harbour and it seems that many of these are simply reefers with nowhere to put their product. Most of this turned out to be news to many attending the show and there are a number of interpretations on what it means. Quite possibly the most realistic is that the government is clamping down so the legitimate import and inspection channels are more attractive than the gray channels that have thus far served as the predominant routes into the country. The tariff levels for seafood entering the country of 10% for sea cucumber and 14% for processed sea urchin also attract a further 13% import Value Added Tax.

A control campaign by the Chinese government was first reported earlier this year as focused on live lobster from Australia and geoduck from Canada netted importers allegedly using double invoicing in Shanghai and Shenzhen and other major ports of entry. There are a number of traders which have been caught up in this and the Australians and some Canadians report continuing difficulties in getting product into China. It is targeting all food products including chicken feet and other cheap stuff so that upwards of a hundred thousand tonnes of food is being



held back. It has cost Hong Kong business a lot of money over the past couple of months. It may also be partly a consequence of the leadership changeover and there were some comments that consumers in China are likely to hold back on their spending until sometime early in the new year if they sufficiently assured that the new government is not going to simply confiscate their money.

There is a new regulation coming into force on October 1, 2012 that will require registration of all companies importing into China- this will include foreign companies exporting and domestic companies accepting products. Product lacking said documentation and including storage and transport records and an identified registered company to accept the product will not be allowed to pass. The Canadian Consulate in Hong Kong subsequently sent out a translated copy of the regulations and all companies are advised to get themselves and their buyers up to speed ASAP (E-copies are available from Geoff Krause). Apparently this is one of those surprises that shows up periodically as no one in the delegation had any idea that this sort of thing was in the cards.

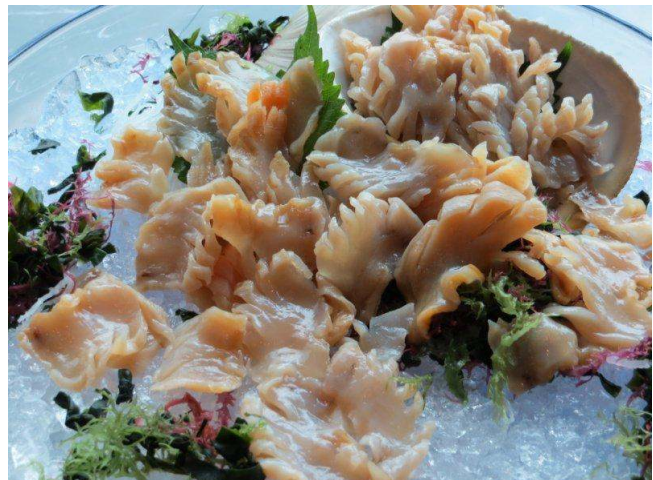
## The Seafood Lunch

There were some 80 guests from hotels, restaurants and media in Hong Kong and Guangzhou registered to attend the reception. Chef Edmond Shea, the Chef preparing the dishes for the reception, indicated that he had no problem with sharing the recipes for the dishes in the reception. As mentioned, this event coincided with the launch of the Canadian Seafood Month in Hong Kong which will see Canadian seafood featured at the Hotel Nikko and 3 stores of DCS Foodmart throughout the month and a promotion campaign comprising promotional material, a Facebook campaign and other related web-based resources. The 3 messages for Canadian seafood are that it is high quality, that it is sustainable and that Canada produces a very diverse range of seafood over a coastline that actually comprises about 25% of the world total. All of these are supported by leading edge certification and verification programs which our customers are welcome to check into in order to assure themselves of their effectiveness.



The dishes prepared by Chef Shea were all very attractive and tasty. There was a range of seafood from Canada including sea urchin, sea cucumber, geoduck, Albacore tuna, lobster. The sea cucumber dish included sea cucumber meat from both the East Coast and the West Coast as well as sea scallops also from the Maritimes. The following pictures provide graphic evidence of the sumptuous offerings.





The table below is a list of the contacts made outside the show and including some made at the luncheon. This table include a column which scores the contact and is a rough and likely somewhat arbitrary measure of the perceived value of that contact to any of the included



fisheries. For example, Denice Wai from the company 6 Senses, does any number of cooking programs in Hong Kong for companies with the intention to engage all 6 senses. She appears to be quite good friends with Merlinda Ng (Worldwide Seafood Ltd.) and might be a good contact to prepare tailored sea urchin dishes and recipes for China but she is not as directly or immediately beneficial to us in selling our products.

Business	First Name	Last Name	Company	Score	Comment(s)
Importer/distributor	Merlinda	Ng	Worldwide Seafood Ltd.	9	Sales director for Worldwide, gave talk at luncheon which is referenced in the report
Cooking demonstrations	Denice	Wei	6 Senses Ltd.	6	Principal in co that develops recipes and puts on catering events, appears to be freinds with Merlinda Ng
Resturant chain	Eva	Chan	Central International (HK) Ltd.	8	representing a seafood restaurant chain with 60 outlets in HK, Macau and China. Apparently vetted by TC's in HK
Importer	Wendy	Ng	Million (Far East) Ltd.	8	largish (98 KMT/yr) importer of primarily frozen meats but also including seafood of various types
Kitchen equipment	Steven	Tan	Greenfield Worldtrade Ltd	3	supplier of high-end commercial kitchen equipment
Restaurant	Edmond	Shea	Hotel Nikko Hong Kong	7	chef for Sep. 10, 2012 luncheon event sponsored by Canadian Consulate in HK, executive chef for hotel
Hotel, restaurant	Tamiyasu	Okawa	Hotel Nikko Hong Kong	7	General Mngr of Hotel Nikko Hong Kong
Restaurant	Reyonna	Lam	Bekan Teppanyaki Japanese Restaurant	8	Japanese restaurant across street (on 2 flr) from corner pub which features BC uni
Retail	Patrick	Lau	Canadian Fine Foods	6	interesting take on current conditions on cold storage in HK, company deals with a variety of Cndn foods
Live Food Distrib	Lloyd	Moskalik	Oceanethix	7	company working on establishing live-hold + distrib. centres in HK, China, Seoul- probably worth tracking a bit
Consulting Chef	Patrick	Zepho	Ma Maison	4	helps novel product suppliers work out new recipes
Bar and restaurant	Phenix	Evely	pats bar and lounge	6	volunteered to provide a tour of Shenzhen to a subsequent BC seafood delegation.

At dinner on that first night we happened across an establishment featuring Canadian uni on it's menu. The price for a piece of sashimi comprising one skein was 68 HKD (\$ 8.00 - 9.00) as opposed to 78 HKD for same using the Japanese uni. Assuming there are 10 skeins per tray, using a rough calculation this would work out to about \$ 80 per 125 g tray or about \$ 640 per kg. - which is I believe a nice margin in anybody's book. The restaurant is called the Be Kan Teppanyaki Japanese Restaurant and is on the second floor of the Wanchai Central Building, just across the street from the after-show pub we took to frequenting. Their contact information is included in the contacts database which is available as an excel file through the associations.

Another contact of note from outside the show, but not from the luncheon, is Lloyd Moskalik, a managing Director with Oceanethix, a company working to establish a network of live- hold facilities, including temperate water environment(s) throughout eastern Asia. The company has been active for about 3 years and appear to have a stable business model with good potential to facilitate sales and distribution of live product(s) in China. We were first introduced to this company and learned of it's interest in live sea urchin and other seafood through Mr. Leslie Li on our first trip to the ASE in Hong Kong in 2010

## Asia Seafood Expo: Day 1

The doors opened for exhibitors at 08:30 AM and we got in early so we could set everything up before the doors opened for visitors at 10:00. Geoff, Ross and Pat had made sure the booth was more or less in order and picked up the show badges the previous day. This year's booth was comprised 18 square metres (3 x 6) not because we wanted to move up from the 15 m<sup>2</sup> we had last year but because no 3 x 5 booths were included in the show plan(s). We had a 1.5 m long display freezer within which we partitioned off a section to hold "chilled" product even as a smaller section was kept at ~ -10 - -20 °C to display the frozen sea cucumber meat(s) and skins.





The display was again augmented with plastic models of the uni dishes, a life-size model red sea urchin and some colourful fall foliage reminiscent of the fall colours found in our forests. We also rented a couple of 50 inch plasma TV's, which at first seemed like a bit of overkill but turned out to be





OK. The costs involved though were similar in magnitude as we decided to pass on an aquarium, a \$US 2,000-ish expense. We were complimented on the look and content of our booth a number of times which is of course a tribute to the folks attending to it.

Traffic was slow the first day, something we attributed to the late opening of the Bar and Restaurant which was running generally concurrently in a hall one floor down as has been the case in previous years. One change this year was that the opening time for it was at noon, apparently because most of the chefs and restaurateurs attending are not generally available until mid-afternoon. Our experience in previous suggested that many of our visitors actually hit that show first and came up to the seafood show only after they made the rounds downstairs.

Despite the apparent low traffic density at most times, we did seem to get a steady stream of visitors, most of which were fairly well qualified, once things started rolling. Other shows we have attended, such as the China Fisheries and Seafood Expo's (CFSE) for 2008 - 2011 and the European Seafood Expo (ESE) in Brussels, have been much more crowded but this show seems to appeal more to professionals in the business with many fewer consumers stopping by.

With respect to the CFSE in particular, one recent claim that the Government of China actually pays small firms from China to exhibit simply in order to boost the apparent number of exhibitors to support the perception that the show ranks as one of the largest in the world is unverified. According to this interpretation, only foreign companies are actually paying for their booths. Admittedly the amount of business coming out of the show has not been thus far well documented, which suggests that the issue may warrant additional scrutiny but the fact remains that the China seafood market is still one of the most promising and the country one of the largest seafood producers (including aquaculture) in the world.

To get back to this show though, we tried to set up a rotating schedule for the booth as we generally felt that having all 11 of us in the booth at one time might be a little intimidating for

customers, but a more casual agreement where at least most were free to come and go as they liked offered more flexibility and still generally achieved the same objective. Daisy Wong from Grand Hale deserves a special mention and thank you for her attention to the booth as she remained available throughout, helped out everyone with advice, encouragement and translation when ever it was needed and was very diligent in collecting and sharing the contact information in the prescribed form.

One piece of disturbing news that seems to be making the rounds is that the west coast has just gone through the second year of hatchery failures for oysters, scallops and probably geoducks. Last year the problem was identified as ocean acidification which is apparently primarily affecting the north Pacific at this point because of the massive amounts of coal being burned by China for energy generation. There is some speculation that the South Atlantic along the coast of Brazil will be less affected and some exploration into the available capacity there is being considered, perhaps as a replacement to the lost capability along the Pacific coast. It is however also interesting to note that shellfish hatcheries in New Zealand went through the same sort of trouble a couple of years ago but it turned out to be a problem with viruses affecting the spat at between 10 -15 mm.

Mauri from New Zealand and Tasmania like urchin and call it “kilin”. It is not the typical Japanese preparation but may represent a novel market worth investigating if anyone does some travelling down that way.

One other service provided by the Lowe refrigeration came to light at the end of the first day. The uni is very temperature sensitive, and frankly our method of storing it in a styro with freezer packs is simply inadequate. The product stored this way on the first day was already starting to show signs of temperature abuse by the end of the day but a quick discussion with a Lowe’s rep revealed that we were welcome to store our product in a refrigerated unit at the back of the show which was reserved for exhibitors at the show, or at least those ones which were using the services of the company. There are two freezers set at about -25°C and one cooler set at around 2°C. This courtesy is probably also offered at the CFSE. At any rate, we moved our chilled product into the cooler and the product was still in very good shape at the end of Day 3.

The prices we indicated for the products were for uni: A, B and C grades - \$US 8.50, \$US 7.00 and \$US 5.00 per 125 g tray FOB Vancouver; for geoduck: live- \$US 22.00 per lb. FOB Vancouver, A, U and B grades were not assigned a value *per se* but all customers were advised that because it is a wild fishery they could expect a mix of grades in a shipment and that they should anticipate being able to sell all grades. The quoted prices for the sea cucumber skins and meats had not appreciably changed from prior years and remained at between \$US 12 - 18 per pound FOB Vancouver, depending on quality and \$US 9 - 10 for bulk frozen meat and about \$US 12 for IQF meat, again both FOB Vancouver.

We did get a fair number of visitors the first day even though things felt pretty relaxed. The urchins led the way with 24 contacts, 17 of which were directed exclusively to urchins. The rest included expressions of joint interest in one or both of the other products, the sea cucumber or geoducks. Most were, as might be expected, from China, although we did have one contact from the Philippines and one from the Netherlands.



## Urchin Contacts from Day #1 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-11	China	Hong Kong	Restaurant	David	Chow	Chow and Co.	7	HK private club. ship urchin to HK 3x/wk, he will deliver to China. Also: live urchin & smoke salmon (20' container)
Sep-11	China	Guangzhou	Distrib., Rest.	Simon	Li	Convergency Trading	6	Food service for Japanese restaurants in China. Wants sashimi grade prawns, uni, salmon and tuna
Sep-11	China	Yantai	Restaurant	Guan Hi	Yu	Yantai New Delta Foods Co. Ltd	6	
Sep-11	China		Distrib., Rest.		Dong	SRW	5	Local markets in China for Japanese restaurants
Sep-11	China	Hong Kong	Importer	Angel	Ho	J&A	4	website = very basic with no real info
Sep-11	China	Shanghai	Distributor	Goodwin	Wang	Oceanfresh Seafoods	5	Wants to establish distribution business of uni trays into China, South African co.
Sep-11	China	Hong Kong	Restaurant	Wen Da	Chen	Chateau Cellar	4	Enquired on sea urchin and geoduck pricing
Sep-11	China	Shenzhen	retail outlet(s)	Allen	Qin	Walmart China Investment Co. Ltd	5	currently buying from a variety of local and int'l suppliers
Sep-11	China			Teresa	Ho	Mac F&B Group	5	Stated interest in all 3 spp
Sep-11	China	Macau	Restaurant	Chi Meng	Loi	Ponte 16 Tak Heng (Macau) Seafood	6	
Sep-11	China	Hong Kong	restaurant	Tommy	Lau	Kam Tim Long Sushi	6	Has bought from BC before
Sep-11	China	Hong Kong	Distributor	Kenneth	Vy	AreaG kwun Tong Wholesale Fish Mrkt	5	Wants to meet Paddy or Alfa ASAP, only VIP tag thus far
Sep-11	China	Zhanjiang	Distributor/cold storage	Bryan	Li	Dalong Aquatic Products Co. Ltd.	6	
Sep-11	China	Hong Kong	consultant	Steven	Cheng	JESPH & Associates Consultancy Ltd	4	consultant in Hong Kong for Consulate General (tho not sure which one on reading)
Sep-11	China	Guangzhou	Trading	Wei Ye	Wu	Yedoo Trade (Gunagzhou) Co. Ltd	5	
Sep-11	China	Hong Kong	export (into China)	Rachel	Wang	Food Italy	5	Hong Kong company exporting into China
Sep-11	Netherlands	Hilvarenbeek	Importer	Rob	Jensen	Amacore Seafood	6	Imports into Europe and always looking to consolidate loads to fill containers (GK note: frozen would be best)
Sep-11	Philippines	Cebu	Importer	Edwin	Mercado	Integrated Aquaculture Specialist Inc.	6	most interested in frozen, lower to high grade urchin
Sep-11	China	Hong Kong	Wholesale	Ka Kit	Lai	Ocean Three	7	not dealing with any Canadian processors; interested in getting about 10 cartons per week.
Sep-11	Chile	Santiago	Producer	Luigi	Rivera	Congelados Covadonga Seafood from Chile	5	has customers in San Francisco looking for Cndn urchin
Sep-11	China	Macau	Distributor	Cheok	Chao	Agencia Comercial Pacifico	7	currently buying from N. Korea, interested in up to 300 trays/day
Sep-11	China	Kaifeng	Trading	Zhihua	Lu	Kaifeng Ocean Sky Industry Co. Ltd.	5	
Sep-11	China		Trading	Raymon	Lee	Lee's Trading (China) Co0. Ltd.	6	Understands RSU Live = work in progress, but wants badly. Will look at GSU. Currently - purp's from France
Sep-11	China	Hong Kong	Wholesale	Chiaki	Tamura	Tamura Trading Co. Ltd.	7	
Sep-11	China	Hong Kong	Wholesale	Chiaki	Tamura	Tamura Trading Co. Ltd.	7	

## Sea cucumber contacts from Day #1 of the 2012 ASE

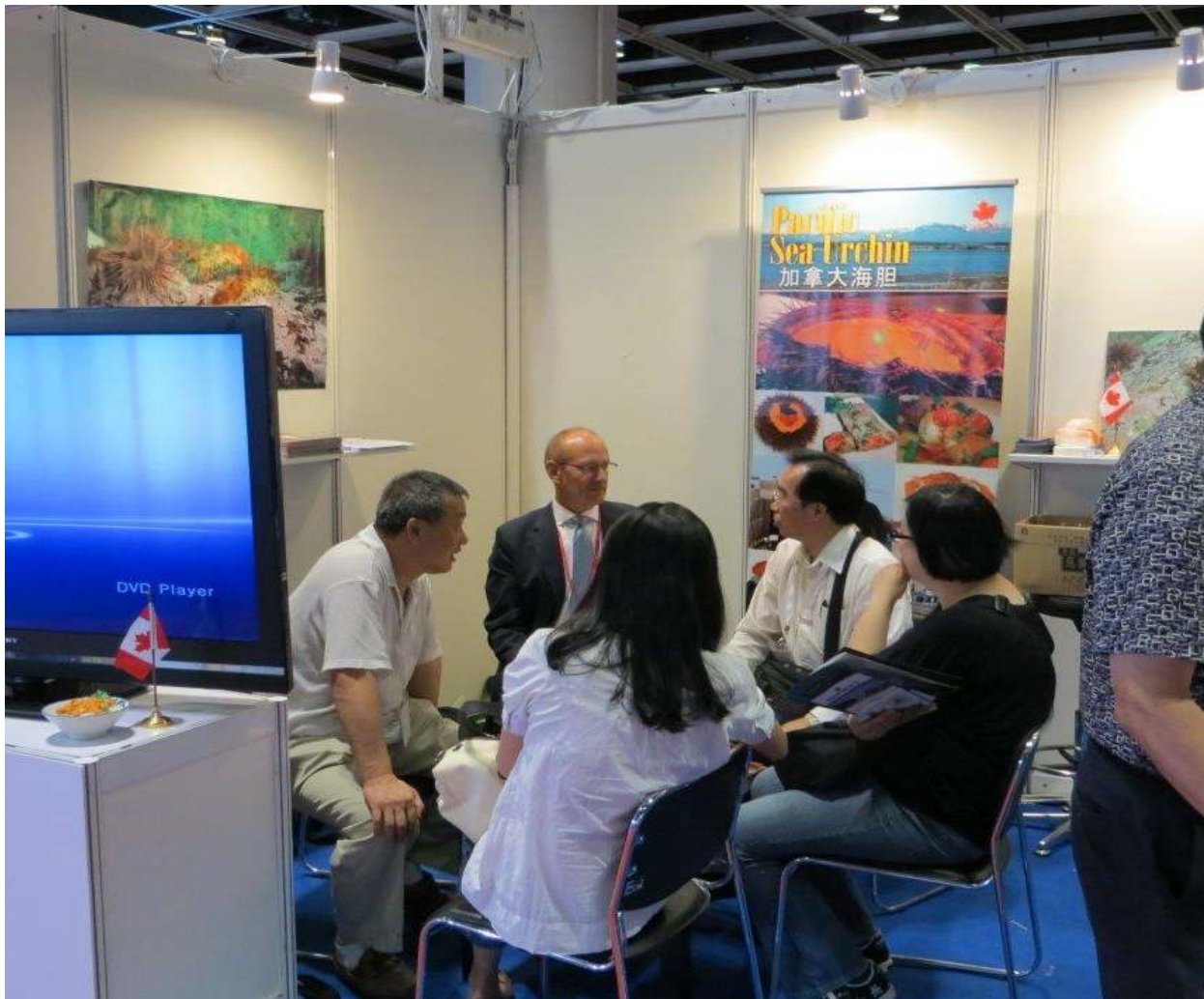
Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-11	China	Hong Kong	Importer	Angel	Ho	J&A	4	website = very basic with no real info
Sep-11	Saudi Arabia	Jeddah	aquaculturist	Siew Lan	Koh	National Prawn Co. Desert Coastal AqC	3	
Sep-11	China			Teresa	Ho	Mac F&B Group	5	Stated interest in all 3 spp
Sep-11	China	Macau	Restaurant	Chi Meng	Loi	Ponte 16 Tak Heng (Macau) Seafood	6	
Sep-11	Saudi Arabia	Jeddah	aquaculturist	Siew Lan	Koh	National Prawn Co. Desert Coastal AqC	3	

## Geoduck contacts from Day #1 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-11	China	Hong Kong	Importer	Angel	Ho	J&A	4	website = very basic with no real info
Sep-11	China	Hong Kong	Restaurant	Wen Da	Chen	Chateau Cellar	4	Enquired on sea urchin and geoduck pricing
Sep-11	China			Teresa	Ho	Mac F&B Group	5	Stated interest in all 3 spp
Sep-11	China	Macau	Restaurant	Chi Meng	Loi	Ponte 16 Tak Heng (Macau) Seafood	6	
Sep-11	China	Hong Kong	export (into China)	Rachel	Wang	Food Italy	5	Hong Kong company exporting into China
Sep-11	China	Hong Kong	importer/ distributor	Samual	Chan	Glory Seaood	6	5-10 cases per wk; hard to sell B grade in low season but understands wild fishery constraints
Sep-11	Switzerland	Sihirugg	Wholesale	Danial	Christen	Lee Fish Europe AG	6	live fish company
Sep-11	China	Hong Kong	Wholesale	Katie		International Seafood Trading Co.	7	currently buying Mexican geoduck (Ken) from HK supplier, Quantum; other live: lobster, razor clam, oyster
Sep-11	China	Hong Kong	Wholesale	Chiaki	Tamura	Tamura Trading Co. Ltd.	7	
Sep-11	Canada	Abbotsford	Exporter	Kevin	Shi	Amx Seafood Ltd.	7	ships to major cities in China; just purchased plant in Abbotsford, previously just buying and shipping
Sep-11	China	Kaifeng	Distributor/Wholesale/Re	Zhihua	Lu	Kaifeng Ocean Sky Industry Co. Ltd.	7	also = 0911 24; currently buys Dungsies from Seaworld but wants Geoducks. note US office as well (New Mex)
Sep-11	China	Fuzhou	Wholesale	Larry	Huang	Fuzhou Hongde Trade Co. Ltd	5	currently gets another sp of gaper clam from Argentina; frozen, willing to try live, not put off by quote (\$ 22 FOB)
Sep-11	China	Hong Kong +	Distributor/Wholesale	Jason Y. K.	Leung	Galleon International Ltd.	7	distribs frozen to customer base incl, hotels, restaurants, other distrib's; wants to try geoduck in HK then China
Sep-11	China	Hong Kong	Distributor/restauranteur	Kenny	Chang	K. R. Oysters	5	Owns oyster bars; Networks easily and supplies other colleagues.
Sep-11	China	Hong Kong	Import/distributor	Wayne	Ho	Osmania International Ltd.	5	
Sep-11	China	Hangzhou	restaurant agent	Jacky	Zhao		7	agent for 14 hot pot style restaurants- 2,000 seats; using all live seafood. Wants CIF quote to Hangzhou City Airpo
Sep-11	China	Guangzhou	Trader	Jasmon		Heney Trading Ltd.	4	Have 1 shipment from trading co., prefer large Guangzhou market (3-4 lbs); 50% A & U minimum
Sep-11	China	Hong Kong	Trader	Simon	Wong	Vvi Glory Int'l Ltd.	7	wants daily 80 kg for Guangzhou, Shanghai, Macau, buying now from Clear bay and Best Honor
Sep-11	Singapore	Singapore	Import/distributor	David	Chong	Global Live Seafood Pte Ltd.	7	wants 100 kg once or twice a week, currently does lobster, knowledgeable about Canadian exporters
Sep-11	China	Hong Kong	Import/ retailer/ distributo	Thomson	Tse	Healthy Plus Ltd.	4	importer of European min. water, biscuits, pasta; distributes in China, HK and Macau, seeking unspc quant's of G



The Geoducks attracted some 20 enquiries, the second highest number, although it must be admitted that these tended to be more detailed than those for the urchins or the cucumbers. The primary 'agent' for all the geoduck enquiries was Mike Featherstone whose experience at previous trade shows and knowledge of the fishery and the industry have made him adept at consistently qualifying visitors. However it worth pointing out again that one of the constraints all the Associations face is that we are publicising the products generically, we do not have a mandate to complete any sales as that must be left up to the processors.



The results posted by the sea cucumber contacts were by comparison, with only 5 contacts registering, only 2 of which were exclusive to sea cucumber, weak. Perhaps it is a consequence of low interest in the product but somehow that does not feel right, at least not as the whole explanation. Part of this may have been because we had 3 processors represented at the booth (in alphabetical order: Grand Hale Marine Products by Daisy Wong, Quality Food Sales by Paddy Wong and RBS by Pat Fantillo) and it seemed that much of their business was conducted more privately, even away from the booth.

These companies coexist somewhat uneasily as competitors to each other and it may be that they are tending to withhold any information that might give their adversaries a leg up. On looking at

the low number of contacts recorded, it is very hard not to conclude that some of the contact information collected was not shared as openly as might be hoped by the PSCHA and its wider membership. This might merit some discussion as the Association contributed significantly to the venue and other costs with the reasonable expectation that any information and insights developed would be open to them.

One other issue that has come up with the cucumbers previously is a preference to exhibit just generic un-branded product without any labelling or logo. In one sense this avoids any perceived unfairness that might occur when one company is displaying their product with their labelling but at the same time it makes it harder for customers to identify any of our producer's packaging. Given the importance of brand recognition on sales in what is actually a very crowded marketplace, and one with only very limited Canadian participation, negating or eliminating the benefits the industry might receive from such recognition would seem to be a bit counter-productive. Perhaps a more workable option will be to have a display of all the participating 'brands' so that people seeing the products at the booth can make the linkage. Building in the Brand Canada markings might also add value as it too would again enhance the linkages that we want customers to make so they more easily recognize and identify our products.

## **Asia Seafood Expo: Day 2**

The second day of the show was the slowest from the perspective of the number of contacts collected. Again it seemed particularly slow at the outset as the Bar And Restaurant Show did not open until noon, apparently because many of the chefs and others associated with the business in Hong Kong are not available until the afternoon. The urchins and geoducks each collected 13 contacts while the cukes got only 5 (summary tables on next page). The average score assigned to the contacts, an admittedly informal and somewhat arbitrary metric intended to gauge the contacts fit with our plans and/or interests, increased for both the urchins and cucumbers on the second day in comparison to the first but declined for the geoduck on each day subsequent to day 1. The average scores moved from 5.54 to 5.77, from 4.2 to 5.0 and from 5.75 to 5.46 for the urchins, cucumbers and geoducks respectively.

The relaxed pace though did allow more conversation with surrounding exhibitors. The Australian Pavilion was set across the aisle from the Canadian Pavilion and we found many commonalities (ie. 'puzzles' encountered) on shipping into China.

We also had visits from Claire Zhu, Doris Chang, Houston Wong, and Kitty Ko, Canadian Trade Commissioners from Shanghai, Guangzhou, Hong Kong and Hong Kong respectively. We discussed our participation at the show, our third at this venue, and what we feel we have accomplished by exhibiting here. The general consensus of the delegates at this show is that there is a good cross section of buyers and other well-qualified contacts from Hong Kong especially and that, perhaps more generously, the smaller size of the show permits a friendly, possibly more intimate atmosphere. At any rate, we have seen sales to Hong Kong rise significantly since we started at the show and there is some agreement and evidence that much of this can be attributed to our efforts here.



### Urchin contacts from Day #2 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-12	China	Hong Kong	banking	Nicky Pui Man	Chan	Standard Chartered Bank (HK) Ltd	6	see services/conditions etc on scanned record
Sep-12	China	Hong Kong	import licence holder	Zachary	Chan	HK Liquor Store	5	has import licence and people interested in all urchin, cukes and/or ducks
Sep-12	China	Hong Kong	imp, wholes, distrib	Betty	Chu	Family Care Foods Ltd.	5	
Sep-12	China	Macau	restaurant	Nelson	Ip	Brilliant Tech Trading	4	starting a restaurant in Macau
Sep-12	China	Hong Kong	private club	Mei Ling	Zhao	Sped Ocean Ltd	5	
Sep-12	China	Shanghai	distributor	You	Yi	Setfi Trade (Canada) Ltd.	4	imports a variety of (seafood?) products from Canada
Sep-12	China	Sinhua, Shejiang	imp, whole, hotel	Alexis	Bao	Yuan Da (China) & Artco (Canada)	5	imports a variety of seafoods from Canada and appears to offices in both countries (Ch and Ca)
Sep-12	China	Hong Kong	supermarket	Manson	Cheung	Bright Overseas Food Ltd.	5	looking for a variety of fresh &/or frozen fin fish as well as geoduck and uni
Sep-12	China	Macau	Hotel	Toni	Mak	Venetian Macau Ltd	8	exec. chef at hotel seeking trays for restaurant, 1-2 cases per week
Sep-12	China	Shanghai	Restaurants (10)	Chi Keung	Cheung	Noble house Restaurants	9	Executive Director of restaurant chain with 10 locations in China (Shanghai, Qingdao, Dalian, ...)
Sep-12	China	Hong Kong	importer	Tommy	Fung	Venus Marine Products Co.	7	imports 100 cases of lobsters/wk, wants quote for uni- tray and interested in live
Sep-12	China	Shanghai	Wholesale	Vincent	Yau	Carbon Credit Corp.	4	starting business in live seafood
Sep-12	Korea	Seoul	Import., Dsitrib.	Sang Il	Nam	Wang Food Samjin F.S.	8	serve high end markets, hotels and restaurants. Want quotes on price, pack size, min. order etc. by email

### Sea cucumber contacts from Day #2 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-12	China	Hong Kong	banking	Nicky Pui Man	Chan	Standard Chartered Bank (HK) Ltd	6	see services/conditions etc on scanned record
Sep-12	China	Hong Kong	import licence holder	Zachary	Chan	HK Liquor Store	5	has import licence and people interested in all urchin, cukes and/or ducks
Sep-12	China	Hong Kong	catering	Joseph	Chan	Advance Caterers Ltd.	5	interested in sea cucumber skin
Sep-12	China	Shanghai	distributor	You	Yi	Setfi Trade (Canada) Ltd.	4	imports a variety of (seafood?) products from Canada
Sep-12	China	Sinhua, Shejiang	importer, wholesale, hotel	Alexis	Bao	Yuan Da (China) & Artco (Canada)	5	imports a variety of seafoods from Canada and appears to offices in both countries (Ch and Ca)

### Geoduck contacts from Day #2 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-12	China	Hong Kong	banking	Nicky Pui Man	Chan	Standard Chartered Bank (HK) Ltd	6	see services/conditions etc on scanned record
Sep-12	China	Hong Kong	import licence holder	Zachary	Chan	HK Liquor Store	5	has import licence and people interested in all urchin, cukes and/or ducks
Sep-12	China	Macau	restaurant	Nelson	Ip	Brilliant Tech Trading	4	starting a restaurant in Macau
Sep-12	China	Shanghai	distributor	You	Yi	Setfi Trade (Canada) Ltd.	4	imports a variety of (seafood?) products from Canada
Sep-12	China	Sinhua, Shejiang	importer, wholesale, hotel	Alexis	Bao	Yuan Da (China) & Artco (Canada)	5	imports a variety of seafoods from Canada and appears to offices in both countries (Ch and Ca)
Sep-12	China	Hong Kong	supermarket	Manson	Cheung	Bright Overseas Food Ltd.	5	looking for a variety of fresh &/or frozen fin fish as well as geoduck and uni
Sep-12	China	Shanghai	Wholesale	Vincent	Yau	Carbon Credit Corp.	4	starting business in live seafood
Sep-12	Korea	Seoul	Hotel, restaurant	Pan Ho	Lee	Bosung Co.	6	Live seafood, have tanks at 2-4 deg. C, currently importing Cndn lobster
Sep-12	China	Hong Kong	Importer, wholesaler	Wei Liang	Kuang	G.T. (Int'l) Foods Ltd.	6	new co. apparently trying to break in, quoted CAD 22 FOB for mix of A,U and B
Sep-12	China	Hong Kong/Shang	Restaurant	Anita	Chan	Amarax (China) Ltd.	6	7-8 restaurants, looking for top quality and will email their requirements
Sep-12	Korea	Seoul	Importer, distributor	Sang Il	Nam	Wang Food Samjin F.S.	8	serve high end markets, hotels and restaurants. Want quotes on price, pack size, min. order etc. by email
Sep-12	China	Hong Kong	Import/Export	Naveed	Ebrahim	AGN Global Ltd	7	could move 8-10 k/wk if could get steady supply, got 3 shipments from Pac Rim but found inconsistent grading
Sep-12	China	Beijing		Bei	Zong	East China Seas Holdings Corp. Ltd.	5	



The organizers of the show, Diversified Communications Ltd. gave a seminar on a study they undertook which examines the rising importance of China to the world seafood trade. The ASE is relevant in this case because Hong Kong is not just a substantial seafood market on its own but is also a very good conduit into China. China is, with a per capita seafood consumption of 31.9 kg per year, one of the world's leading seafood markets and by 2011 was the third largest seafood importer in the world. These trends are looking favourable and the on the ground evidence seems to bear them out.

The aforementioned study comprises a survey commissioned and conducted by Diversified Communications to look at consumption of farmed salmon, frozen crab and canned tuna in China. They isolated a demographic in Shanghai and Beijing characterized as being 18 years or over, being the main food buyer for a household and having bought seafood at least once in the past month. Slightly more than half of consumers surveyed in Beijing and Shanghai are buying as much or more seafood now than they did one year ago. They are also buying seafood more frequently while only 10% are buying less frequently. The survey found that a majority, 66% , of shoppers who buy seafood in Shanghai purchase seafood at least 4 times per month while in Beijing the number is slightly less at 42%. The top products are salmon and crab, partly due to price point but also the texture of the farmed fish over the crab. Consumers preferences for texture are quite pronounced in China even if they have been completely defined at this point. As to origin preferences, Norway, New Zealand Australia and Canada lead Chile and China. The report is available through Seafood Source .com but is not particularly cheap.



We started giving out samples of uni on smoked salmon in the early afternoon and were successful at starting a bit of a feeding frenzy. People's faces just lit up as they do when they taste something they really like as opposed to foods about which they are a bit unsure. The uni with the smoked salmon is definitely one of the first as you can see the vast majority of peoples' faces light up even at the first taste. We had a total of about 5 kg of uni in trays at the show and we went through about 2 kg. in the 45 minute tasting that we offered the crowd that quickly gathered. Their enthusiasm and compliments were quite gratifying but we were forced to stop when we ran out of cups and spoons for serving.

Another contribution from the Canadian Pavilion came in the chefs retained to cook and provide samples from Canadian companies involved with the show. The fishermen themselves prepared the urchins while the chefs prepared a sea cucumber dish which we served up the next day. This dish was like a sevice with the sea cucumber skin cut into 2 cm long strips and mixed with sweet onions, sweet peppers and various other vegetables in a cold soy and rice vinegar broth. The mixture was chilled over night and was served the next day. I apologize at this point because I was distracted when the dish was brought out the next day and did not manage to get a picture of it before it was gone.

We had one visitor from Singapore that was interested in all products. Ms. Makiko Karasawa (contact listing ASE 2012\_0913\_7) returned on a number of occasions and spoke to representatives of each association. The company she works for, Indoguna (S) Pte. Ltd. Currently gets 2-3 cases of uni per week from Japan but is worried about the continuing supply and would like to diversify its suppliers. The company supplies Singapore Air as well as a number of high end hotels and restaurants.

Lorne Clayton was at the show representing the Canadian Highly Migratory Species Association. The Trade Commissioners and the Canadian Consulate in Hong Kong found a cooking show that wanted to feature their product, Albacore Tuna, and had him come over for an interview. If this turns out to be some success it may be worth approaching that office to see if they might not have some interest in doing the same for a “more novel” product like sea urchin or the possibly more culturally significant Sea Cucumber and geoduck either individually or as the group of BC Dive Fisheries.

### **Asia Seafood Expo: Day 3**

As mentioned, this show felt kind of quiet in comparison to other shows we have attended but it is worth noting that whereas booths are generally being closed down and emptied by about 1300 hours on the last day at most shows, the flow of traffic at this show kept everybody hopping until about 1600 hours. Reflecting this, the number of contacts collected was higher on the last day than on the second, a pretty sharp turnaround from previous experience. The urchins, cukes and geoducks collected 21, 17 and 13 contacts respectively. Both the urchins and the cukes contacts were higher while the geoducks total equalled the previous day. The contacts collected for the cukes on the last day in fact exceeded the number collected on the previous two days despite the expressed opinion from at least one of the processors that the previous days were considerably busier than the last day. This again raises a spectre of disappearing contact cards etc which should have been catalogued.

We brought out and distributed the majority of the remaining product on hand just after lunch, again to considerable acclaim and attention. The sevice-like dish containing the sea cucumber was placed on our information counter along with a number of bowls and spoons and people allowed to help themselves. It too drew a steady stream of compliments and had disappeared in less than an hour.



### Urchin contacts from Day #3 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-13	China	Hong Kong	advertising agency	Djela	Ma	Marshal Cavendish Business Info. (HK)	5	agency work in Hong Kong and Macau especially
Sep-13	USA	Portland	Government (state)	Gary	Roth	Agricultural Dev't and Mrkt'g Br.	4	just some casual enquiries about how the show is going for us
Sep-13	China	Hong Kong	Distributor	Shing Hok	Wong	Unique Food Products Co.	5	took Chinese brochures and cards for all 4 processors
Sep-13	China	Hong Kong	Distributor	Frank	Law	Golden Ocean Food Co.	6	200 trays/week possible
Sep-13	Singapore	Singapore	Importer/Distributor	Makiko	Karasawa	Indoguna (S) Pte. Ltd	9	currently 2-3 cases/wk from Japan but worried about continuing supply; supplies airlines, hotels, rest, etc
Sep-13	China	Hong Kong	event organizer (wine +)	Chung (Patrick)	Yip	United Wealth Gold & Silver Ltd	8	sells wine and organizes tasting events- interested in using urchin at events
Sep-13	China	Macau	meat distributor	Wilson	Yuan	CI Kitchen Equipment Co. Ltd.	7	currently sells meat but is wanting to diversify into seafood, especially frozen
Sep-13	China	Hong Kong	Distributor	Timmy	Cheung	S&T Food Ltd	8	currently buying 6 cartons/wk from Mexico
Sep-13	China	Hong Kong	Trading	Joyce	Lee	J-Falcon Trading Ltd	7	requested a quote for sea urchin tray (include min. order etc)
Sep-13	China	Hong Kong	Importer	Joan	Law	Multipos Co. Ltd	7	will buy when customer(s) place order with her
Sep-13	China	Weihai, Shandong	importer	Xiula	Che	Chengggong Trading	5	Took pamphlets and left card but was apparently a language problem
Sep-13	China	Macau	Restaurant	Man Shi	Chan	Sushimitei Japanese Restaurant	8	Currently buys thru distributor but wants to import direct, has 3 Japanese, 1 Thai and 2 Chinese restaurants
Sep-13	China	Hong Kong	Distributor	Pendy	Yim	Itochu (Hong Kong) Ltd	7	quick quote was \$ 8.50 CAD/125 g tray FOB with min. order of 5 cases
Sep-13	China	Hong Kong	Distributor	Jess	Wong	Top Honor Seafood Ltd	8	wanting about 5 cartons/week
Sep-13	China	Guangzhou	Importer	Meng Shu	Lin	Full Rich Marine Products Ltd (HK)	6	Took info on all products
Sep-13	China	Hong Kong	Facilitator	David	Harder	Harder Enterprises Ltd	5	
Sep-13	China	Hong Kong	Distributor	Edward	Chow	Golden Ocean Food Co. Ltd	6	Took all brochures- language barrier
Sep-13	Japan	Mie	Int'l Trader	Hisashi	Kume	Azuma Trading Co. Ltd	7	currently dealing with Seagate but they do not have sufficient capacity to satisfy their demand. Claim there is a shortage of uni right now on market. Working on perfecting freezing uni
Sep-13	USA	Hayword, CA	Int'l Trader	Kentaro	Mori	Azuma Trading Co. Ltd	7	
Sep-13	China	Dalian	processor/canner	Ilu	Yong	Dalian Kowa Foods Co. Ltd	4	Wants broken uni (frozen and salted) for canning, size and colour not important. Gave him Paddy's card
Sep-13	China	Zhejiang	Importer	Tony	Chen	Hingbo Yuanyuan Imp. & Exp Ltd	5	presently importing meat from Canada but now wants to break into seafood. Tony lives in Montreal and China

### Sea cucumber contacts from Day # 3 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-13	Korea	Ansan	Import/export	Kyung-Su (Sean)	Kim	DF & T Co. Ltd	5	apparently looking for product to supply the North American market(s)
Sep-13	China	Hong Kong	advertising agency	Djela	Ma	Marshal Cavendish Business Info. (HK)	5	agency work in Hong Kong and Macau especially
Sep-13	China	Hong Kong	Distributor	Shing Hok	Wong	Unique Food Products Co.	5	took Chinese brochures and cards for all 4 processors
Sep-13	China	Macau	meat distributor	Wilson	Yuan	CI Kitchen Equipment Co. Ltd.	7	currently sells meat but is wanting to diversify into seafood, especially frozen
Sep-13	China	Hong Kong	Importer	Herbert C.K.	Lee	Yuen Fat Seafood Trading Ltd.	7	primary interested in Sea Cucumber meat
Sep-13	Canada	La Prairie, Quebec	Exporter	Selva	Yuen	Waitai Seafood Inc.	6	Buying other products from BC and wants to add SC meat and skin to containers
Sep-13	China	Weihai, Shandong	importer	Xiula	Che	Chengggong Trading	5	Took pamphlets and left card but was apparently a language problem
Sep-13	China	Hong Kong	Importer	Pauline	Kwok	Manville Group Ltd.	7	
Sep-13	China	Hong Kong	Importer	Sun-Chi	Chu	Whole Sun Ltd.	7	Have been buying from Ito, want both skin and meat
Sep-13	UK	Maghera, N. Ireland	Exporter	Rod	Cappell	poseidon Aquatic Resource mngt	5	Selling to Hong Kong from Ireland and is just checking out the competition
Sep-13	China	Guangzhou	Importer	Meng Shu	Lin	Full Rich Marine Products Ltd (HK)	6	Took info on all products
Sep-13	China	Hong Kong	Facilitator	David	Harder	Harder Enterprises Ltd	5	
Sep-13	China		importer	Jiongzhi	Zhang	Longsheng Frozen	4	Interested in all seafood
Sep-13	China	Hong Kong	Restaurant	Anna	Chau	King Parrot Group	7	Interested in different seafood for their menu. 40 outlets
Sep-13	China	Hong Kong	Importer	Maria	Tam	Sprintech Development Ltd	6	
Sep-13	China	Hong Kong	Int'l Trader	Brian	Li	Suntech International Food Co. Ltd.	6	
Sep-13	China	Zhejiang	Importer	Tony	Chen	Hingbo Yuanyuan Imp. & Exp Ltd	5	presently importing meat from Canada but now wants to break into seafood. Tony lives in Montreal and China

### Geoduck contacts from Day #3 of the 2012 ASE

Date	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Sep-13	China	Shenzhen	Importer	Andres		Daniela Gong Frozen Foods China (HK)	4	yes- frozen but buy fresh now from WA- want price quote
Sep-13	Korea	Ansan	Import/export	Kyung-Su (Sean)	Kim	DF & T Co. Ltd	5	apparently looking for product to supply the North American market(s)
Sep-13	China	Hong Kong	advertising agency	Djela	Ma	Marshal Cavendish Business Info. (HK)	5	agency work in Hong Kong and Macau especially
Sep-13	Singapore	Singapore	Importer/Distributor	Makiko	Karasawa	Indoguna (S) Pte. Ltd	9	currently 2-3 cases/wk from Japan but worried about continuing supply; supplies airlines, hotels, rest, etc
Sep-13	China	Macau	meat distributor	Wilson	Yuan	CI Kitchen Equipment Co. Ltd.	7	currently sells meat but is wanting to diversify into seafood, especially frozen
Sep-13	China	Shanghai	restaurant	Hellson	Chang	Far Asia	7	buyer of large quantities, provided Mike's card, CD and processor info
Sep-13	China	Weihai, Shandong	importer	Xiula	Che	Chengggong Trading	5	Took pamphlets and left card but was apparently a language problem
Sep-13	China	Guangzhou	Importer	Meng Shu	Lin	Full Rich Marine Products Ltd (HK)	6	Took info on all products
Sep-13	China	Hong Kong	Facilitator	David	Harder	Harder Enterprises Ltd	5	
Sep-13	Uroguay	Montevideo	importer	Alberto	Alonso	Fripur	4	Is a highliner customer
Sep-13	China		importer	Jiongzhi	Zhang	Longsheng Frozen	4	Interested in all seafood
Sep-13	China	Hong Kong	Restaurant	Anna	Chau	King Parrot Group	7	Interested in different seafood for their menu. 40 outlets
Sep-13	China	Zhejiang	Importer	Tony	Chen	Hingbo Yuanyuan Imp. & Exp Ltd	5	presently importing meat from Canada but now wants to break into seafood. Tony lives in Montreal and China





The attention drawn by the sampling draws a considerable number of people to the booth which can only be good for raising our and our products' profiles and generating a bit of buzz in the market for us. One other marketing bonus we are apparently receiving this year is going to stem from our favourable review of the show for Diversified Communications (DivCom), the show organizer. On the post-show survey, a final comment appended by Geoff Krause read " contacts were well qualified, friendly atmosphere, good cross section of buyers from Hong Kong especially, we have seen sales in the area rise significantly as a result of our participation at the show". DivCom liked it and asked if they could quote it and attribute to PUHA for use on their ASE marketing in coming years. This is likely to result in several 10's, if not 100's, of thousands of views and possibly get us ancillary exposure at some of their other shows, including such luminaries as the European Seafood Expo and the Boston Seafood Show, and perhaps in Seafood Business and National Fisherman, their showcase publications.

On one other note , one of the contacts made on the third day was a followup to a meeting with the Friends of the Sea (FOS) as a fishery certification option. Their costs are only a fraction of the Marine Stewardship Council (MSC) and it sounds like they are gaining considerable credibility in a number of markets. Independent assessments based on condition and outcomes of the certified stocks based on MSY measures gave the FOS an 88% grade and the MSC only a 60% grade. It sounds like they specialize in smaller fisheries and use the same certification for both cultured and wild-caught product. They represent about 50% of the certified cultured

products. Supermarket chains such as Cold Storage in Singapore and Magrait, another high end retailer and other stores in Asia are starting to highlight certified production more often. They also have some experience in urchin fisheries and certified the Barents Sea urchin fishery out of Norway in August of 2012.

They, like MSC, use an audit based on an on-site verification as well as on official regulatory body results as might be obtained from Fisheries and Oceans Canada (DFO). Their methodology produces considerable cost advantages and certification through this body for a fishery of the scale of the Red Sea Urchin Fishery in BC costs about €5,000, in contrast to something in the neighbourhood of perhaps \$40- 50 K for the initial audit and certification and an annual maintenance costs of ~ \$10,000 using the MSC.

FOS is very interested in raising it's profile in China and feels we may be able to work together to mutual benefit. Paulo Bray, the CEO of the organization, mentioned that they may well look at contributing to joint effort whereby the fishery is certified and promoted jointly in China by PUHA and FOS.

A couple of other comments from Hong Kong locals reflected on the upcoming leadership change in China and the uncertainty and lack of trust many in China feel when it comes to regime change. It is only a few short decades since the Cultural Revolution and many middle aged people in China vividly remember the chaos of that time. They also recall viscerally the potential for tumultuous change that accompanied all but the last leadership change 10 years ago. People in China simply do not have a lot of history with the sort of stability that is the explicit priority of the current government and many are holding onto their money until they can be more assured of the intentions of the new leaders.

Phenix Evely, a Director of "xpats bar and lounge" in Shenzhen, volunteered to take a future delegation of BC seafood producers on a tour of Shenzhen's seafood market(s) and introduce them (us) to any number of retail establishments in that market. He claims that Shenzhen is becoming the de facto centre for business activity in the area and that more attractive market opportunities for seafood are likely to arise there as opposed to Hong Kong.

As mentioned, this is the first year that there was a Canada Pavilion at the show and there will be consideration for a similar or possibly an enhanced presence at next year's show. We also all felt that the luncheon was of great benefit and hope that similar opportunities will again be included next year.

One further item we requested is that the Trade Commissioners collect and catalogue information on the establishments retailing Canadian product so independent information on prices, availability, quality and customer satisfaction is available. The current practice is that visiting delegations are dependent on local suppliers arranging tours to view the product in stores and restaurants which raises questions on the validity of the subsequent information collected. As mentioned, we did run into that one restaurant featuring Canadian RSU uni across from our hotel but that is a first for all the years we have been pursuing our international marketing program.

## Homeward Bound

On the day following the end of the show the delegation members toured around a bit and did some last minute shopping before heading home on the afternoon flight from Hong Kong airport. It was a very busy trip with little downtime other than this short sojourn and everyone involved deserves commendation for the efforts they contributed.

