Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association

2024 Aggregate Seafood Show Report

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Reporting by:
G. Krause
Explorations UnLtd Inc.

December 4, 2024

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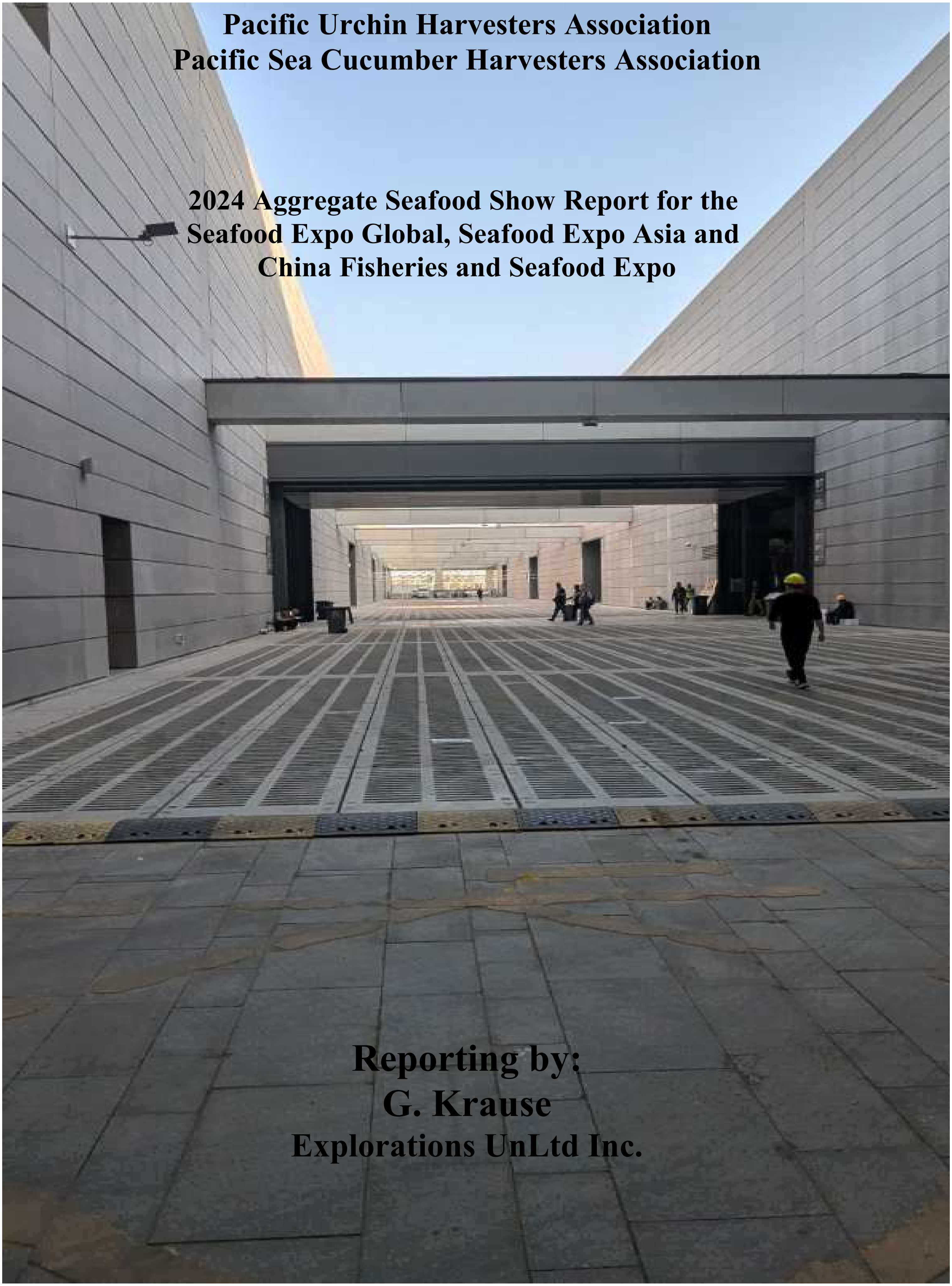

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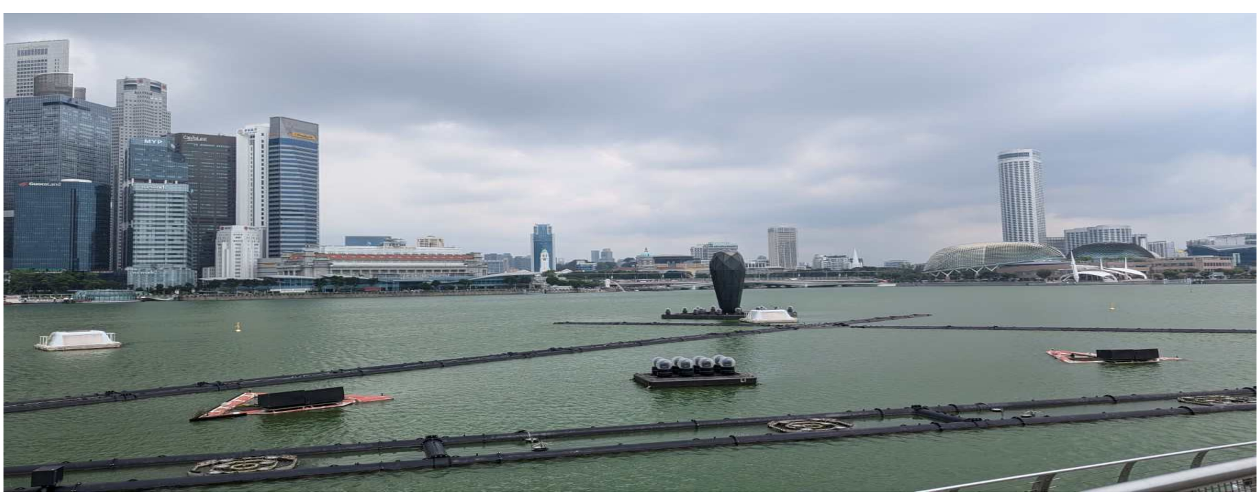
1.0 Introduction

The PUHA and PSCHA has sent delegations to attend 3 seafood shows so far in fiscal 2024, the Seafood Expo Global (SEG) in Barcelona in April, the Seafood Expo Asia (SEA) in Singapore in September and the China Fisheries and Seafood Expo (CFSE) in Qingdao in late October. As a preliminary high level summary, all of the shows were slower than we have seen before suggesting“synchronous” global factors are affecting general economic activity. This is not surprising as the seafood industry is a global industry and sensitive to international and geopolitical conditions. This report is a compendium of aggregate findings for all three of these shows and includes a recap and discussion of various geopolitical factors affecting markets and market outlooks.

One obvious thing that comes to mind is that the world is still recovering from the global COVID19 pandemic that erupted in early 2020 and ravaged economies, businesses and international trade for a couple of years before gradually letting up in 2022. Countries basically everywhere suffered supply shocks that triggered privation, inflation and in many cases, public resentment. In jurisdictions which topped up social safety net spending to support their citizens, the extra “riches” were treated as extra “savings” so led to increased spending, further juicing prices and enticing at least some companies to ramp up prices to boost their profits. Their willingness, even haste to abandon the “we’re all in this together” mantra that allowed many to keep their sanity and hope in the kind of panicky earlier stages of the pandemic translated into popular resentments that are still being felt just about everywhere. These supply shocks and corporate profit making have been identified in multiple studies as the two main factors that fed the inflationary pressures which central banks were then forced to counter with higher interest rates. These measures in turn triggered further economic disruption and social unrest as life everywhere became more difficult. The political implications of these pressures and responses have been profound and are still reverberating around the world.



1.1 Setting the Stage

2024 was to be celebrated as a Year of Democracy with many countries holding elections. It was also the year in which we were to be finally released from effects of the global pandemic. This turned out to be a bit fanciful as in many countries residual popular resentment resulted in reduced support for incumbents, most especially those characterized as ruling coalitions premised on compromise to enable consensus- based governance. Now dismissed as idealistic naivety, the whole idea of "consensus based governance" seems to be passing many countries by as polarizing ideologues are taking advantage of each other and using new media channels to stoke peoples' confusion and fears to promote ever more populist and isolationist views.

History may not repeat itself but some authorities on the matter have noted this is not our first time through this sort of thing. A similar chain of events was seen to unfold, albeit at a slower pace, after the last great global pandemic in the early 20th Century, a period identified as one with many similarities to our own. As I understand it, back then technological advances were driving social changes and opening new economic opportunities around the world. International trade sped up and globalization became a thing, but it was a thing that destabilized the status quo and not everyone was happy with it, a state of affairs that eventually led to the outbreak of WWI. Once this was wrapped up, there was some hope that rekindling globalization would help peoples and nations reconnect so things could again return to a more positive trajectory but then the Spanish flu erupted as a global pandemic in 1918 and set off a chain of events that made that less likely. The relief much of the world felt after that settled down then translated into a wild spending spree (The Roaring Twenties) which similarly fed into rising inflation. Eventually the spreading irrational exuberance seen in the stock market led to the infamous market crash on October 28, 1929 that brought on the global economic depression. This, in turn, was exacerbated by a spreading drought in the Great Plains of North America and so gave us the Dirty Thirties. Then, as now, some interests and forces more inclined to stoking the resentment and isolation people felt in the desperation of their many torments led to further fragmentation of markets and the loss of any desire to continue building a pan-global sense of humanity. And that state of grievance grew and spread - right up until the outbreak of WWII.

We are not apparently on exactly the same path, markets are still at record highs, economic conditions are in dire straits only in the imagination of those seeking to delegitimize the success of incumbents on dealing with recent crises and inflation is roughly back down to where we want it. However, I would point out that the world's paramount economy has new leadership that apparently likes "tariffs" and the idea of at least threatening trade wars as a preferred trade and international relations policy. It also plans to push the newest speculative craze that we know as virtual currency.

My most immediate thought on a lot of that is "what could possibly go wrong?" followed by concern that we again look to be headed towards - let's call it- another rough patch. This time we are also faced with accelerating climatic convulsions, including heatwaves, wildfires, droughts, torrential rainstorms causing highly destructive flash floods, marine heatwaves or even cold snaps and extreme winter storms. Unfortunately they all signal increasing destabilisation of our climate according to best knowledge and understanding available (as determined by non-partisan globally accredited scientific authorities), something that is, in and of itself, a clear and present danger and quite possibly an existential threat, to the integrity of the living systems on which our very lives are dependent. Worst of all, despite this foreknowledge and despite now being able to see out to the very edge of time 13.5 B years ago, we still cannot apparently bring ourselves to accept change within our own lives to save ourselves. We will with little doubt have a place in history, but the likelihood that our dominion will be shorter rather than longer due to our own inaction on something we have eminent control over is not entirely negligible. It is rising and that too is something that might be funny if it wasn't so damn tragic.

I mention this because markets are ruled by sentiment and the sentiment these days is nothing if not polarized and contentious. Globalization drove growth of global corporations, supply chains and finance, all of which was really good for companies and their shareholders, but not so good for workers, most particularly those in the OECD core- the US, EU, UK, Canada and Australia. As a result, there has been a growing backlash against the whole idea of globalization and international trade agreements since Trump 1 erupted on the scene in 2015: trade barriers, tariffs and (increasingly ineffectual) sanctions have been going up while appreciation of the benefits that accrue to all through trade has been going down. Countries have since, by and large, become more isolationist and populist and their governments more focussed on ideologically defining and defending sacred cows than on seeking compromise. The whole idea of international trade is (again) under siege, most especially with China now seen, treated and (re)acting as a strategic threat, hot wars breaking out in Europe, the Middle East and Africa. Even warning signs on renewed terrorist activities, though largely ignored now, are reportedly again flashing red. None of these trends bode well for easier trade relations. And now we are faced with Trump 2.

The advantages of trade are unambiguous - but because these are realized as mutual benefits they are less attractive in a zero sum world view when the over-riding perception is that every win requires another party's loss. This attitude is going to continue dumping sand into the gears on which trade depends, most predictably in the form of increasing tariffs but less predictably once reciprocating retaliatory tariff cascades come into play. This is a geopolitical issue over which Canada has very little to no influence, even though we are of necessity very interested because we are so highly vulnerable to a collapse of the international trading system. The uncomfortable truth for Canada is that trade has been foundational to our international relations strategy since the end of the last world war almost 80 years ago. The risk that we will be road kill in the much "bigger" game between superpowers is real, but there may not be a lot we can do about it.

Carrying on as if nothing is going to change when all the evidence and rhetoric says otherwise is reckless. It may work for a while, but as even The Economist says, nobody knows yet what Trump 2 is going to bring, nobody knows how his campaign promises are going to translate in real life when they run up against the real world of actual governance. This uncertainty extends not just to developments in the US, where many are anticipating new growth opportunities from lower taxes and deregulation while downplaying inflationary effects from tariffs and mass deportations of migrant workers, but also its many allied and partner countries. Depending on how things unfold, many are concerned they may be kneecapped by malicious protectionist moves by the US with little regard for resulting cascades of reactions. It is also possible, if not entirely likely, that any trade with identified adversaries will become increasingly difficult if it comes to be seen as giving succour to an enemy. Recall that China is expected to be the primary target of a hostile economic policy in the new administration and that continuing trade with them might, at some point, attract a suite of national sanctions from the US.

These are the dangers we face, though they do not necessarily define the destiny we are limited to. There is an old saying to the effect that in times of crisis are found great opportunities and this may well be one of those times. I have to add though that since this level of aspiration is way beyond our pay grades, settling for simply being able to recognize and cultivate more realistic opportunities wherever they appear should remain our goal. This report is intended as a sort of benchmark to which we may compare upcoming shows so we can develop a sort of time series to frame developments on sensationalised US policy initiatives, intentions and “accomplishments”. In this, the hope is we might see through the smoke and mirrors to better gauge which way things are going.

2.0 Methods

We have been attending seafood shows fairly steadily since about 2009 and have been collecting standardized datq though increasing detailed statistics on our experience at each one since 2014. A summary of the shows we have exhibited at and of the data we have catalogued from them can be seen in Table 1. We started exhibiting at the China Fisheries and Seafood Expo (CFSE) in 2009 and expanded our repertoire to include the Asia Seafood Expo (ASE) in Hong Kong in 2010. The ASE was renamed to become the Seafood Expo Asia (SEA) in 2016 and was moved from Hong Kong to Singapore after the demonstrations and government crackdown in 2019. We also started exhibiting at the Seafood Expo North America (SENA) in 2016 and the Seafood Expo Global in Brussels in 2017 and 2018 and then again in Barcelona in 2022-24 after the pandemic. All the shows were cancelled between 2020- 2021 due to the outbreak of the COVID 19 pandemic and we were not able to get back in person to any of the shows until 2022. The statistics from the 2021 CFSE were collected by some in-country representatives we contracted to look after our information counter in the BC booth. Note as well that the CFSE was cancelled again in 2022 because of resurgent COVID numbers in China.

As an industry association we cannot directly participate in sales negotiations. This kind of limits our appeal to attract traffic at these shows when our exporters are not with us and experience has shown that we do much better when they are present. This has been a key element of our success over the years. The associations do bring some shared benefits to the table though. We set up the venue and keep track of what happens, preparing a detailed show report that includes all the findings and contact information collected at the booth. This information is catalogued in a standardized Xcel database spreadsheet so information from all the shows and events attended over past years can be searched, ranked and compared.

Standardization and consistency are key. Each contact is qualified using the information included in the contact's information. The qualification process includes full examination of any web sites and QR codes provided to ensure they are valid. The output of this process is an assigned “score” for each Qualified Contact (QC) on a scale of 1 through 10 with lower scores reflecting less interesting contacts (eg. completely different sector) or inadequate, misleading or even “toxic” (eg. malware on their website) information. This holds even for contacts with a justifiable reason to be interested in our products, An average score of 5 indicates a suitable business linkage is likely and verifiable information was included. Higher scores indicate more valuable and/or attractive targets that should be followed up more urgently. This information is combined with all the other reasonable findings from the show and other parts of the mission to produce a “show report” which is posted to the association websites where any member can examine it.

This report includes information from all three of the shows we have attended thus far this year- the SEG, SEA and CFSE. The basic contact summary tables for all three shows will be attached in Appendix 1. A more detailed database with the actual contact information is available via thumb drive to our exporters and members on request and will added to a comprehensive database that includes all the shows and events we have attended.

3.0 Results

The results for each show will be discussed in a dedicated section. In the table below (Table 1), the contact scores for each show since 2014 are averaged and multiplied by the number of Qualified Contacts (QC's) catalogued to provide a single "index" score for the show. As can be seen, the SEA has been our "best show" based on these metrics since we began except for 2015 when the CFSE came in with a higher number of qualified visitors and eked out a win for that year. The number of QC's can be seen to have declined at all the shows after the pandemic of 2020- 2022 except for the SEA, although it too fell off dramatically this year. The average qualification scores have been generally hovering around 5 somewhere, again with the SEA coming in on top just above the 5 mark with the SENA coming in a bit lower while the SEG and CFSE scores are marginally lower again, reflecting perhaps the greater diversity and variety of visitors at what are considered to be the two largest seafood expos in the world.

Table 1: all show comparison of seafood shows attended since 2014.

Visitor Totals and Averages											
		2014	2015	2016	2017	2018	2019	2021	2022	2023	2024
SEA	Number	126	93	105	84	83			101	83	47
	Score	5.5	5.38	5.52	5.09	5.35			5.04	5.1	5.35
	Show score	693	500	580	428	444			509	423	251
CFSE	Number	71	102	74	92	62	57	54		29	23
	Score	4.84	5.2	4.49	4.6	4.53	4.48	4.67		4.59	4.65
	Show score	344	530	332	423	281	255	252		133	107
SENA	Number			53	45	64	56		42	38	42
	Score			5.89	5.00	4.58	4.69		4.57	4.66	5
	Show score			312	225	293	263		192	177	210
SEG	Number				55	38			19	25	31
	Score				4.68	4.47			4.7	4.84	4.61
	Show score				257	170			89	121	143

3.1 Seafood Expo Global 2024

Geoff Krause, Fraser Rieche, Thom Liptrot and Barb and Al Shanks attended the 2024 Seafood Expo Global (SEG) in Barcelona on behalf of the Pacific Urchin and Sea Cucumber harvester associations, (PUHA and PSCHA respectively). Europe is a high value market for seafood and recent innovations in BC sea urchin processing are opening substantial opportunities. The issue holding us back in the EU are regulations prohibit the use of alum in any food product and since alum is integral to the traditional production process our access has been limited. This has been resolved by a couple of companies in BC and the signs are promising that we will be able to take advantage of robust demand for high quality sea urchin "uni" by the many sophisticated and diverse cuisines found throughout the region.

The potential for sea cucumber sales in Europe on the other hand is currently considered negligible though there are number of reasons to be optimistic over the medium to longer term for those products as well. Sea cucumber meat is reportedly already popular in the EU and the UK, but the skins are still not used. My personal experience with the skins was that they are tough and sinewy before they are "treated" and reconstituted as a gel so this might be something that can be turned around once gel-textured skins can be introduced. It is also worth noting that sea cucumber is rated as a high status, high value product in China and this sort of thing can spread. It is also worth noting that ex-pats and tourists from China are spreading throughout the region and demand for these specialized products can be expected to rise in response as Chinese food outlets become more common.

The show this year was a record-breaking event, the largest edition in the expo’s history. The show is restricted to seafood professionals and more than 35,000 attended from around the world. There was a record 2,244 exhibiting companies from 87 countries showcasing their products and services in a space that spanned over 51,000 square metres of exhibits spread out in Halls 1 through 5 and the “Galleria” at the Gran Via Barcelona venue.

Exhibitors presented the latest in seafood innovation, including seafood sweets like salmon candy, shrimp lollipops, fish chips, pickled wakame seaweed, and seafood spreads. Perhaps most excitingly from our perspective, HPP- treated UniFresco from OceanMaster Food, seen at the far left in the figure below, made it to the final round of the Prix d’Elite,. This was a real accomplishment given the very richly funded competition. Although it did not place in the top 3, it seemed on reading the scoresheets that part of the reason was because the judges were not familiar with the unique characteristics of uni in comparison to more traditional finfish. Still, the attention and accolades contributed to a buzz around the product and piqued interested potential clients. This included buyers from high end gourmet retail food service enterprises as well as high volume buyers from the wholesale and distribution side of things. The SEG continues to be a pivotal event for the global seafood industry, providing a platform for business, innovation, and networking. The next edition is again planned for Barcelona on 6-8 May, 2025.

We were again within the Canadian Pavilion and included as part of the BC booth. The Canadian Pavilion again hosted British Columbia, the Maritimes and Quebec and some individual companies within a larger footprint of perhaps 40 x 40 metres comprising the main structure with a second offset that included our corner as well as a hosting room outfitted by the federal government. We shared a space, an annex sort of, dedicated to BC’s sea urchin, sea cucumber

and Geoduck clam dive fisheries with the Underwater Harvesters Association (UHA) . Katie Lindsay, James Austin, Grant Dovey and Mike Atkins were representing the UHA. We had a 3 x 6 m space - with a live tank and lighted display case for our models across the aisle from the main BC booth. The main BC booth was approximately 8 x 6 m with about 10 information counters for a variety of BC seafood companies. The booth had perhaps a dozen central tables where they could meet with customers and potential buyers with some degree of comfort. The main part of the booth also had a food preparation area from which chefs Rob Clark and Julian Bond kept a steady supply of samples and entertainment on the roll.

As in previous years, the show was huge, almost overwhelming, and one at which it is difficult to make a splash. However it does offer a great chance to meet with people in the business from all over the world and hear from experts on what sorts of things we should be on the lookout for. The keynote for the show offered a view of the outlook for 2025 and beyond: American Tariffs, European Stagnation and Asian Resilience, a thesis built primarily around political realities of China as a strategic threat by the US no matter who wins the election and reflecting demographic trends we are seeing in these different regions. Differences on issues such as climate change (denial vs. requiring an emergency response), views on electoral/legal legitimacy, a contest between prophetic vs scientific world views and the value of earning mutual respect and friendship vs. overtly inspiring fear from all others all seem to be in play in all the elections of significance these days, but none more spectacularly than the US.

Another issue of some concern with regard to this show in particular is rising disillusion with tourism in the eyes of locals. The city of Barcelona is world renowned as a tourist destination and there are any number of sights and activities that add to the experience of attending. Alongside this though is what appears to be rising hostility to the increasing number of tourists seen by some as overrunning the place. Reports suggest that the number of travellers in 2024 in particular is considerably higher than in any other year, probably a rebound effect from the travel restrictions during the pandemic. There is some hope that it will come off the boil next year but it is still likely to impact the SEG and other such events in coming years as short term rentals, including AirB&B apartments, will be prohibited in the City by November 2028. The ban is meant to address the impact of the tourist industry on a local housing crisis as the business is having severe knock on effects on supply and costs of housing throughout the region, and through southern Spain in general as it is in may other parts of the world. Prudence would suggest that developing a relationship with a hotel in the city, preferably one close to the venue in this author's opinion, is recommended so we might benefit from consistency and courtesy as things tighten up.

Our experience at the show this year was entirely positive, even though visitor engagement with us as association representatives was modest. As noted, visitors are more interested in talking with people they can actually do business with. This was seen dramatically with Fraser Rieche, representing UniFresco who, as the sole company representative in our entourage, hardly had time to take a breath between meetings, enquiries and people wanting to talk with him. It was impossible to miss the contrast. When visitors understood the limits of what we could actually discuss with them as association representatives (i.e industry generalities, product characteristics and information on contacting members etc.), they generally moved along quite quickly.

We qualified more visitors this year compared to last year (Table 2), though not to the benchmark set prior to the pandemic. Most were again from around the EU and UK with about 15% hailing from the Americas and 7% from Asia. Contrary to expectations, interest in sea cucumber brochures since the pandemic struck has been about the same as for the urchins, maybe even marginally higher. This is a distinct change since 2018. We will keep a close eye on this in the future and hope to see indications that of buying interest in the region. As mentioned, the single urchin exporter at the show reported a lot of interest in his offerings and we believe there is substantial opportunity for acceptable sea urchin products.

Table 2: Inter-year tracking of metrics for the Seafood Expo Global

	2024			2023			2022			2018			2017		
	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3
# of visitors qualified	14	14	3	11	11	3	8	9	2	18	16	4	22	25	13
% for show	45%	45%	10%	44%	44%	12%	42%	47%	11%	47%	42%	11%	37%	42%	22%
average score	4.71	4.40	3.67	4.62	4.75	3.67	4.5	4.9	5	4.6	4.6	3.5	4.9	4.5	4.8
European/Mid East	71.4%	78.6%	66.7%	54.5%	36.4%	33.3%	75.0%	88.8%	50.0%	61.1%	62.5%	25.0%	59.0%	64.0%	69.2%
Asian	7.1%	0.0%	0.0%	9.1%	36.4%	33.3%	0.0%	11.2%	50.0%	22.2%	25.0%	25.0%	27.2%	16.0%	0.0%
Canada	7.1%	7.1%	33.3%	18.2%	27.3%	0.0%	0.0%	0.0%	0.0%	16.6%	6.2%	25.0%	4.5%	12.0%	7.6%
other Americas	14.3%	7.1%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	16.6%	6.2%	25.0%	0.0%	8.0%	23.0%
Brochures- Urchins															
- traditional	0	6	0	0	6	0	0	0	0	3	0	1	6	17	5
- simplified	0	0	0	0	0	0	0	0	0	14	14	1	20	15	5
- English	9	5	3	9	5	3	2	1	0	31	32	7	47	33	8
-French	0	0	0	0	0	0	2	0	1	n/a	n/a	n/a	n/a	n/a	n/a
-Japanese	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Spanish	0	0	0	0	0	0	0	1	1	n/a	n/a	n/a	n/a	n/a	n/a
- Korean	0	0	0	0	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a
Brochures- Cukes															
-English	0	6	0	8	3	2	0	1	1	5	7	1	9	18	8
-simplified	9	5	2	0	6	0	0	1	1	0	0	0	0	0	0
- French	1	1	2	0	0	0	1	1	2	n/a	n/a	n/a	n/a	n/a	n/a
- Spanish	1	1	1	0	0	0	1	1	1	n/a	n/a	n/a	n/a	n/a	n/a
Total- # of Brochures	20	24	8	17	20	5	6	6	7	48	46	9	73	65	18
% for show	38%	46%	15%	40%	48%	12%	32%	32%	37%	47%	45%	9%	47%	42%	12%
# brochures/# visitors	1.43	1.71	2.67	1.55	1.82	1.67	0.75	0.67	3.50	2.67	2.88	2.25	3.32	2.60	1.38
Total Urchin brochures	9	11	3	9	11	3	4	2	2	48	46	9	73	65	18
avg #/visitor	0.64	0.79	1.00	0.82	1.00	1.00	0.50	0.22	1.00	2.67	2.88	2.25	3.32	2.60	1.38
Total Cuke brochures	11	13	5	8	9	2	2	4	5	5	7	1	9	18	8
avg #/visitor	0.79	0.93	1.67	0.73	0.82	0.67	0.25	0.44	2.50	0.28	0.44	0.25	0.41	0.72	0.62

3.2 Seafood Expo Asia 2024

A joint delegation from the PUHA, PSCHA and the Underwater Harvesters Association (UHA) attended the 2024 Seafood Expo Asia in Singapore. The delegation comprised Mike Featherstone, Geoff Krause, Christian Ho, Rhonda Fung and Duff Hu. Again, we saw an advantage this year because exporters from all three fisheries were included. We have maintained a presence at the SEA since it opened in Hong Kong in 2010 and the show has been very useful as well as very good to us since then. It has been and remains our best show at virtually every appearance . This SEA has built its brand as the place to see and source high and superior quality seafood in the Asian market. It was situated in Hong Kong after starting in 2010 but moved to Singapore after being cancelled in 2019 because of the dramatic demonstrations in Hong Kong that year. It was cancelled again in 2020 and 2021 because of the pandemic but then resumed in 2022. This is our third year exhibiting at this show in Singapore.

The show grew about 20% this year compared to last year so it was the largest by exhibition space and broadest in international representation in the show's history. Despite these good signs traffic ended up being quite a bit slower than previous years (Table 3). There was some talk about it being due to the rainy even stormy weather but there were probably about 75 large container and other transport ships moored right off the waterfront reflecting one might assume a reported global slowdown in shipping and growing worries about the state of the global economy. Our overall rate of brochure take up was less than 50% of that recorded prior to the pandemic but was improved from last year. The proportion of visitors arriving from China seemed to be higher than the past couple of years while that for folks from other parts of Asia was reduced by a bit, while the proportion from Europe was negligible. That is not too surprising as the SEA is a smaller boutique show that aims for a different market experience. It works well for us because we manage to stand out here in comparison with the bigger shows (eg. CFSE and SEG) where we are actually a pretty small fish in what is actually a very large pond at those shows.

We have been accorded a very prominent booth location at the entrance to the show that has worked to our advantage for many years. In the coming year (2025) the structure of the floor is now changing so more national pavilions will be front and centre at the entrance to the show. This is probably a good thing as it will maintain or elevate the "first impressions" people get of the show. We are still in a good spot close to the entrance and expect to still attract considerable traffic from even random visitors.

Our sales to Singapore are thus far minor but BC government officials working in Singapore remain upbeat about our prospects. One problem has been the need to tranship any air-shipped product through either Narita, Incheon or Hong Kong because of a lack of any direct flights between Canada and Singapore. Direct flights between Vancouver and Singapore started earlier this year by Air Canada and are projected to increase further in the near future so we are hoping for and anticipate growing success in the area once the transport links are better established.

We met a lot of interest for our seafood at the SEA, gathering some 47 contacts, down from the 83 and 101 respectively for the two years prior but still respectable. We are continuing to seek more diversified markets and while Singapore is a very attractive and sophisticated market on its own, the city is situated so the show attracted visitors from other SE Asian countries and thereby provides access to a potential market of some 800 million people.

Table 3: Inter-year tracking of metrics for the Seafood Expo Asia.

	2024			2023			2022			2018			2017		
	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3
# of visitors qualified	19	26	2	31	29	23	57	31	13	49	25	9	32	41	11
% for show	40%	55%	4%	31%	29%	23%	56%	31%	13%	59%	30%	11%	38%	49%	13%
average score	5.6	5.15	5.5	5.26	5.14	4.87	5.05	5.23	5.23	5.31	5.64	4.89	5.19	5.10	5.00
Local	21.1%	34.6%	50.0%	41.9%	21.0%	43.5%	26.3%	32.3%	32.3%	33.0%	32.0%	78.0%	52.0%	49.0%	73.0%
China	21.1%	19.2%	50.0%	9.7%	21.0%	4.3%	3.5%	3.2%	3.2%	37.0%	28.0%	22.0%	24.0%	27.0%	9.0%
other Asian	47.4%	26.9%	0.0%	25.8%	48.0%	34.8%	45.6%	45.2%	45.2%	10.0%	8.0%	0.0%	17.0%	10.0%	27.0%
N. Am	10.5%	7.7%	0.0%	6.5%	10.0%	17.4%	0.0%	3.2%	3.2%	6.0%	12.0%	0.0%	5.0%	5.0%	0.0%
EU	0.0%	3.8%	0.0%	6.5%	0.0%	0.0%	0.0%	6.5%	6.5%	4.0%	4.0%	0.0%	5.0%	2.0%	0.0%
Brochures- Urchins															
- traditional	2	5	5	2	5	5	0	9	5	74	43	13	43	61	29
- simplified	5	2	0	5	2	0	6	1	0	43	40	12	33	74	19
- English	18	11	12	18	11	12	55	54	14	34	20	10	19	24	9
- French	0	0	1	0	0	1	0	7	1	n/a	n/a	n/a	n/a	n/a	n/a
-Spanish	2	0	0	2	0	0	8	6	1	n/a	n/a	n/a	n/a	n/a	n/a
- Japanese	1	0	0	1	0	0	n/a	n/a	n/a	0	0	0	0	0	0
- Korean	0	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Brochures- Cukes															
-English	12	4	13	12	4	13	42	19	4	42	58	16	23	24	18
-simplified	6	7	3	6	7	3	15	8	0	131	48	20	65	73	45
- French	0	0	0	0	0	0									
- Spanish	0	0	0	0	0	0	8	6	1						
Total- # of Brochures	46	29	34	46	29	34	134	110	26	324	209	71	183	256	120
% for show	42%	27%	31%	42%	27%	31%	50%	41%	10%	54%	35%	12%	33%	46%	21%
# brochures/# visitors	2.42	1.12	17.00	1.48	1.00	1.48	2.35	3.55	2.00	6.61	8.36	7.89	5.72	6.24	10.91
Total Urchin brochures	28	18	18	28	18	18	69	77	21	151	103	35	95	159	57
avg #/visitor	1.47	0.69	9.00	0.90	0.62	0.78	1.21	2.48	1.62	3.08	4.12	3.89	2.97	3.88	5.18
Total Cuke brochures	18	11	16	18	11	16	65	33	5	173	106	36	88	97	63
avg #/visitor	0.95	0.42	8.00	0.58	0.38	0.70	1.14	1.06	0.38	3.53	4.24	4.00	2.75	2.37	5.73

3.3 China Fisheries and Seafood Expo 2024

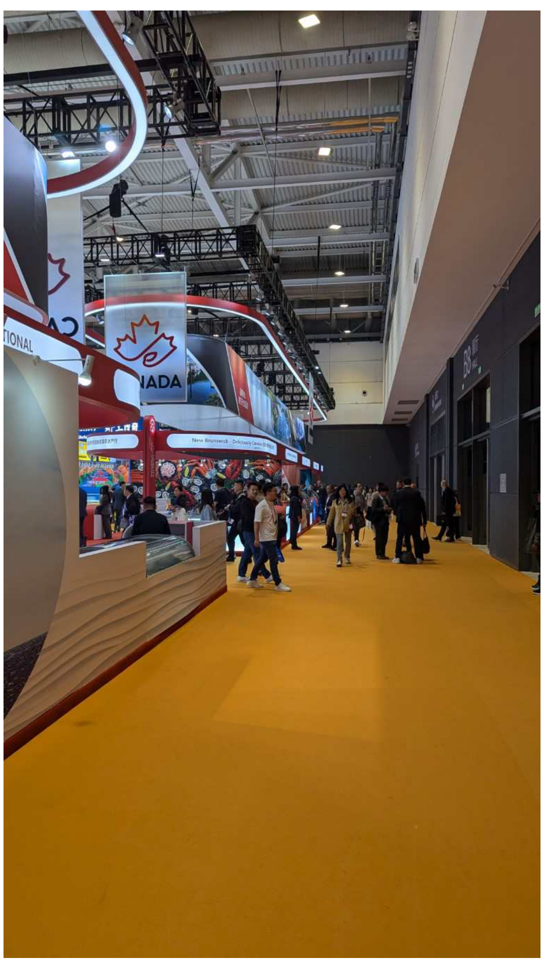
Geoff Krause and Lawrence Anderson returned to represent the PUHA and PSCHA exhibit in person at the 2024 China Fisheries and Seafood Expo (CFSE 2024) for the first time since 2019. We had in-country representatives looking after things in 2021 while some company representatives volunteered to look after things for us last year but the results from those efforts confirmed for us that in-person attendance is the most effective option. The show this year returned to its pre-pandemic scale, with 1,602 companies representing 51 countries exhibiting over 54,000 square metres of exhibit space. Approximately 42,000 visitors from 136 countries attended. (Note: 2024 SEG included 2,244 exhibiting companies from 87 countries exhibiting ~51,000 square metres of exhibits)

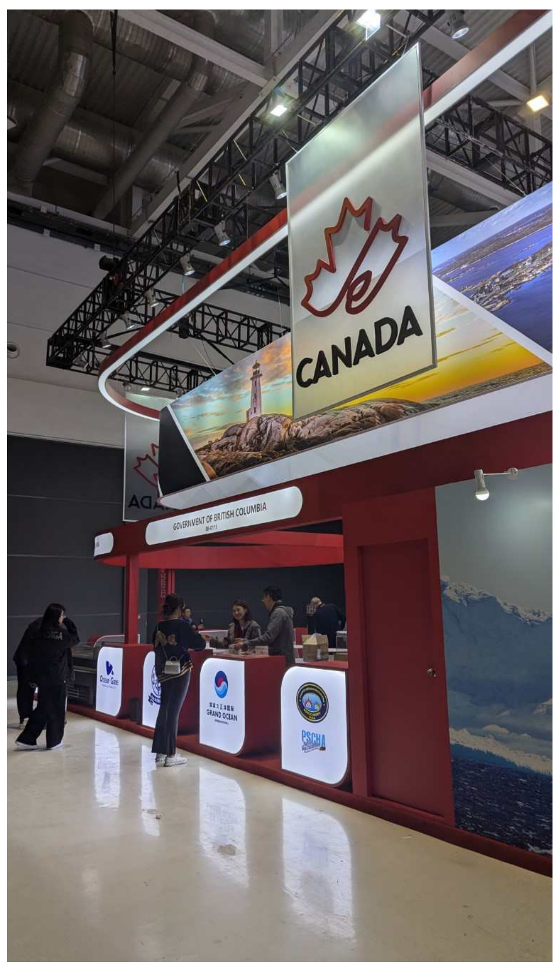
China has seen a few changes in the last 5 years. One that was a bit of a jolt is that many vendors, including even taxis, no longer accept foreign credit cards or even cash. The best advice here is to initialize either a credit or debit card to WeChat Pay and use that for any variety of transactions. It is a bit daunting at first but works well once you get it figured out. The process starts by downloading and opening the WeChat app on one's phone and tapping the "Me" icon on the bottom right of the screen. From there find "Wallet" and input the card etc. The app can be used to pay for any range of things, generally or at least sometimes by choosing the good(s) or service(s) on a vending machine (eg. subway tickets) and then scanning the resulting QR code to complete the transaction. We ran into one glitch with a taxi fare of 400 RMB that required identification verification that was not able to accept out-of-country documents like a passport. We ended up paying cash for that one.

The big thing that has changed since we last attended is the venue for the show. The new venue is about 30 km NNW of the Shangri La Hotel in downtown Qingdao, out towards the airport, while the "old" venue was about 48 km to the NE along the coast. The layout of the two facilities is very different- the old venue was laid out as a series of probably a dozen large ground level halls, while the new one has multiple halls laid out on 2 levels in two large buildings. There was a bit of a description of the new venue in the 2019 show report but it does not really do justice to the scale of the facility. One thing of note that jumped out right away was that while the international halls were situated closely adjacent to the entry hall in the old facility, they are now situated way up on the third level so they are not as readily accessible. Just a small thing perhaps - but notable.

We stayed in the Shangri La Qingdao this year simply because it is familiar to us. There is a new subway station- the May 4 Subway station - right outside the hotel which can be used to access the venue with about a 1 hour ride that requires only a single transfer. All of it easy and straight forward, especially once the WeChat Pay system is figured out. Some folks from the BC booth

stayed at a hotel within walking distance of the venue but, as with the old venue, these were basically in the middle of nowhere and there were not a lot of other local facilities, services or activities outside the hotel. We decided that the Shangri La remains the best option given the ease of travel, quality and cost of the hotel along with its location downtown with all the additional services and facilities nearby. The hotel offers a premium “club” stay for about an extra $50 CAD that also sounds like it would be a worthwhile upgrade.





At the show itself, the Canadian Pavilion was given a good location right at the entrance to the first international hall (Hall 8) up on the third floor. The Canadian Pavilion comprised the first row of booths on entering with another half-row or so on the second row. The BC booth was located on the far left-had side of the first row, reflecting perhaps that left-coast thing we hear about periodically from other parts of the country but the setup was attractive and decor looked very good and was suitably inviting. The booth was somewhere in the neighbourhood of 6m x 12 m and was set up with a staffed cooking station that prepared samples from the 12 or so other exhibitors sharing the booth. There was a display chiller where companies were displaying their products while the UHA had a live tank for their geoducks.

Traffic at the booth was rated anecdotally as slower than last year and much slower than the years prior to the pandemic. This can be seen in tabulated information we collected this year in comparison to previous years (Table 4). Note that 2023 and 2021 results are not included because the data collected in those years did not fit into the standardized format we use. The total of 23 QC's collected this year is comparable to the 29 last year but less than half the number from previous years even though the scores remained comparable. The number and rate of brochures distributed to catalogued visitors also declined over that period though the difference between those for the urchins and the cukes was not as stark as expected.

Table 4: Inter-year tracking for the China Fisheries and Seafood Expo (note jump from 2019 to 2024)

	2024			2019			2018			2017			2016		
	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3
# of visitors qualified	13	6	4	28	20	9	32	20	10	42	39	11	31	36	7
% for show	57%	26%	17%	45%	32%	15%	52%	32%	16%	46%	42%	12%	42%	49%	9%
average score	4.54	4.33	5.5	4.78	4	4.44	4.47	4.75	4.3	4.81	4.38	4.55	4.37	4.75	4.56
China	53.8%	16.7%	66.7%	78.6%	65.0%	44.4%	78.1%	65.0%	50.0%	52.4%	74.4%	63.6%	74.2%	80.6%	85.7%
Hong Kong	0.0%	33.3%	0.0%	7.1%	5.0%	11.1%	6.3%	15.0%	0.0%	2.4%	0.0%	0.0%	6.5%	5.6%	0.0%
other Asian	7.7%	16.7%	0.0%	10.7%	25.0%	11.1%	6.3%	10.0%	0.0%	23.8%	10.3%	18.2%	9.7%	2.8%	0.0%
N. Am	38.5%	16.7%	0.0%	3.6%	5.0%	0.0%	6.3%	5.0%	50.0%	16.7%	10.3%	18.2%	6.5%	11.1%	0.0%
EU	0.0%	16.7%	33.3%	0.0%	0.0%	22.2%	3.1%	5.0%	0.0%	2.4%	2.6%	0.0%	3.2%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	2.4%	2.6%	0.0%	0.0%	0.0%	14.3%
Brochures- Urchins															
- traditional	0	0	0	0	0	0	17	3	1	0	0	0	0	0	0
- simplified	6	7	5	61	45	23	57	61	42	76	36	21	45	43	25
- English	14	13	4	17	20	10	54	4	27	40	9	6	20	19	8
- French	0	0	0	0	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a
-Spanish	0	0	0	0	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a
- Japanese	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Korean	1	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Brochures- Cukes															
-English	15	11	3	23	17	5	14	28	20	32	13	7	20	30	6
-simplified	11	8	5	84	32	21	70	52	39	97	39	29	68	57	0
- French	0	0	0	0	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a
- Spanish	0	0	0	0	0	0	0	0	0	n/a	n/a	n/a	n/a	n/a	n/a
Total- all languages	48	39	17	185	114	59	212	148	129	245	97	63	153	149	39
% for show	46%	38%	16%	52%	32%	16%	43%	30%	26%	60%	24%	16%	45%	44%	11%
# brochures/# visitors	3.69	6.50	4.25	6.61	5.70	6.56	6.63	7.40	12.90	5.83	2.49	5.73	4.94	4.14	5.57
Total Urchin brochures	22	20	9	78	65	33	128	68	70	116	45	27	65	62	33
avg #/visitor	1.69	3.33	2.25	2.79	3.25	3.67	4.00	3.40	7.00	2.76	1.15	2.45	2.10	1.72	4.71
Total Cuke brochures	26	19	8	107	49	26	84	80	59	129	52	36	88	87	6
avg #/visitor	2.00	3.17	2.00	3.82	2.45	2.89	2.63	4.00	5.90	3.07	1.33	3.27	2.84	2.42	0.86

Processed trays of urchins are not allowed in or sold in China because of a problem that China Customs has with the Latin name of the processed RSU (*Mesocentrotus franciscanus*), Live GSU and RSU are both allowed in for processing and apparently for sale if processed in China, but product processed in Canada is not. We have been chasing down the cause for a couple of years, and even met with Canadian Embassy folks at this show on the matter, but so far all efforts to find a resolution have been unsuccessful. Franco Chen has processed some RSU in Dalian over the past few years but I am not sure where they are being sold. There is some concern that if relations between China and Canada worsen, the same sorts of blockages may impede sales of other species, including sea cucumber and geoduck which are at this point pretty much absolutely dependent on the China market.

There was quite a bit of discussion around the slow traffic and the general consensus was that Chinese consumers are concerned about the state of their economy and not spending a lot of money these days. China's economy has been in a bit of a funk over the past couple years as property markets, basically the only available investment outlet for most domestic savers for decades, are pretty much in a state of collapse, so it is understandable. Franco Chen mentioned that in previous years, including last year, he has been followed by "flocks" of people wanting to purchase uni, but this year is not seeing anything like that.

I left a few comments on the booth and the layout of the Pavilion as I think it might have had something to do with the limited traffic we saw. The main row on the pavilion was comprised of two more or less equally sized subunits, each approximately 6 metres wide by 24 metres long with the main entrance to the hall being located in the centre junction between the two adjacent ends of the two subunits. The company sharing the other half of the unit we were in appeared to be a single company from the East Coast, Ocean Choice International. It was a nice enough booth, back lighted panoramic views of their large dragger with a pristine wilderness waterfront backdrop, comfortable lounge chairs in the back of the booth for meetings and an information counter up front - but that was it. There was not a lot of engagement of people on entering and traffic generally just carried on down the main aisle. Observations suggested most people did not look towards or even see the friendly folks from the Best Coast of Canada or the abundant and many delicious samples we had to offer. The samples that were passed around were dispensed from the counter of the cooking area and we probably could have attracted more traffic by offering them up in the aisles as some other booths were doing.

Kitty Ko, a Canadian Trade Commissioner from Hong Kong, stopped by and was wondering if either the urchins or the sea cucumbers had any kind of sustainability accreditation/certification as Hong Kong buyers and consumers are expressing more interest in that sort of documentation. Geoff presented a summary review of the BC Sea Urchin and Sea Cucumber fisheries at a Canadian Seafood Conference held at the show in the main conference room on the first day of the show that referenced the care and attention we put into the fisheries but otherwise we might be seen as a bit weak in that regard. All three products (Red Sea Urchin, Green Sea Urchin and Giant Red Sea Cucumber) from British Columbia are listed as sustainable by Ocean Wise , and as Best Choices on the Monterey Bay Aquarium Seafood Guide but we have not pursued additional certification because of cost. Apparently the World Wildlife Fund has a certification program- Katie at the UHA has more details. At any rate, copies of the presentation will be available on the association websites.

We had a visit from Paddy Wong, an old friend and experienced hand in the BC fisheries who has not joined us since before the pandemic. It was very good to see and chat with him. I do not know if he conducted any business at the show but would be kind of surprised if he didn’t.

We also had a visit from an Australian urchin harvester, Jamie who unfortunately did not have a contact card or We Chat installed on hiss phone . He provided the news though that the Australian government is investing $ 5.5 M AUS into habitat recovery over the next 5 years along the coast north of Sidney. It sounds like urchin barrens are the problem . The money is not completely committed as yet but a fishery on the urchins is growing and they are in the mid-stages of figuring things out. He was of course stopping by to see if we had any useful advice hee might use but since that is the way we roll, we answered as many questions as we could. A big difference there of course is that they are dealing with tropical or perhaps sub-tropical waters which makes a lot of their issues totally different than our temperate waters experience. He mentioned they are seeing more anomalously high water temperatures and more tropical species moving further south. He also mentioned that aboriginals are expressing more interest in getting into fisheries that are proving to be at least potentially profitable (the same is apparently happening in Chile and Peru).

Qingdao is now also served by a new considerably enlarged and modernized airport. It looks to be about 26 km WNW of the old airport and is basically accessed by a new tolled highway that also leads to and extends past new show venue on the way into town. The new airport is probably a bit smaller than YVR but it has multiple serviced gates set along 5 arms extending from a central terminal, lounging areas, restaurants etc. Unfortunately there are still no international news outlets etc. The airport is also served by the same subway line that serves the new show venue.

4.0 Discussion

Given the results in the US election, it now seem increasing trade tensions are unavoidable. The primary target of the new administration may be China, but so apparently is everybody else and all countries are on tenterhooks. It is increasingly apparent to all now that China’s mercantilism is, in and of itself, damaging trade and many of China’s international customers are erecting trade barriers and raising tariffs because they are concerned about damage to their own manufacturing bases. Note that these concerns are now magnified by the results of the US election

Despite this, China continues to power ahead with excessive investments in and subsidies for manufacturing for export markets. The government recently announced further stimulus of about US $1.3 Trillion, though the majority of that is directed to municipal governments which are struggling because of the property market collapse. The rest was directed towards more subsidies for export industries and to infrastructure investments that are now providing diminishing returns. None of the money spent is expected to have much effect on consumer spending in the country. Consumer spending in China represents about 54% of GDP, compared with 65- 70% in more developed countries. The government has been and remains unwilling to further develop a social safety net or otherwise subsidize personal consumption because they do not want to encourage what they call “welfare-ism”. Go figure.

In the US, tariffs are a no-brainer accepted by both sides (Democrats and GOP) though there is disagreement on how they should be used because of fundamental philosophical differences in how each side views and appreciates the value of maintaining military and economic alliances. It still remains to be seen how the new administration will follow through on its campaign sloganeering and how markets react to the measures that are actually taken. In the case of seafood, since about 80% and 70% of US and EU seafood consumption respectively are dependent on imports, imposing tariffs is going to hurt, most particularly if/when retaliatory tariffs are passed back and forth. The US fishing industry is worth about $16.3 B and is 91% dependent on the export trade, with the EU providing a high value destination, Asia on the other hand is a net exporter so if the US applies tariffs as promised on everyone while targeting China, everyone stands to lose - but none more than the US itself.

It is worth noting that Asia has been identified as the "global growth node" for the 21st Century. It is likely to remain so because they quite simply have demographics on their side i.e. younger more vigorous populations. Changing demographics around the world are responding to rising prosperity and development and, perhaps most significantly, increases in women's education levels which is providing them more choices in life with the unsurprising result that many are choosing more independence and fewer kids. As a consequence, birth rates in many parts of the world, including but not limited to the developed countries like the US, Europe, Russia, Japan, South Korea, Canada, are now below the replacement rate and are growing intrinsically older at an ever increasing rate.

The same is happening in China, their population is projected to decline by over 50 M by 2050 and by perhaps 50% by 2100. The same is starting to show up in less developed countries like India and even some parts of sub-Saharan Africa though they are expected to take longer to actually get to the point where their populations decline. Immigration is used to get around problems inherent in a shrinking work force, most notably by developed nations like Canada, Australia and the US which have used it for years and now more recently in European countries but these measures are now running into increasing resistance. The concern is that immigrant and refugee flows are perceived as rising beyond the capacity of even developed countries to absorb them. This is a theme that is likely going to continue growing as environmental conditions deteriorate in warmer parts of the world in coming years and decades.

It is an almost sad reflection that environmental risks and issues are almost habitually blown off while economic issues are always held up as more urgent. It is worth considering that old expression though that "what is urgent is not generally really important and what is important is never urgent" (Dwight Eisenhower). There are many parts to this, but in our particular context the scientific consensus is that the whole seafood sector is extremely vulnerable to climate change and will be hit hard if the climate realities in front of them (and us) continue to be downplayed. Tropical reefs are already in trouble just about everywhere they occur and we had "The Blob" so even the colossus that is the Alaskan seafood sector is showing signs of distress. This may only be the start. Reputable studies claim that climate change is putting 90% of the world's marine food at risk, suggesting the "signs" we are seeing in basically all fisheries and oceans are not one-offs that will self-correct, but a signal of something bigger building.

Dealing with this decisively to turn things around is of course beyond the remit of this project, and indeed beyond the capacity of the industry, but it is hard not to see it as a matter of concern from the perspective of the long term interests of the industry. BC dive fisheries have a well-earned reputation as being about as environmentally benign as it is possible for a fishery to be given the current state of technology and resources and the industry is proud of its innovation chops as continues to look for ways to do things better. This should continue to be a priority focus for the industry as the logic of sustainability is critical to the continuing success of these fisheries. Our commitment to that goal should remain a primary element of our marketing messaging if only because we assume that consumers will more enthusiastically support suppliers catering to their concerns and we know they are similarly watching these same developments.

Appendices

Summary contact information collected at the 2024 SEG, SEA and CFSE

Contact List for the Seafood Expo Global 2024

Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Day 1: April 23, 2024							
USA	Boston	traceaility provider	Richard	Stavis	Global Dialogue on Seafood traceability	5	
France	Paris?	restaurant	Cronin	Louan	Louan L'Atelier	5	
Tawiwan	Taipei	government- CA	Tina	Lin	Canadian trade Commsioner Service	6	
Spain	Estepona	trader	Natalia	Klimova	Prime Seafood S.L.	4	
Ukraine	Kyiv	Cdn trade commis	Lelyzaveta	Zhuravska	Gov't of Canada, Embassy in Kyic	4	
Canada	Charlottetown	govrernment	Jamie	Blanchchard	InnovationPEI	4	
Germany	Hendschiken	e-sales	Raphael	Lenherr	DUBNO Connaisseurs	5	
USA	Bellevue	trader	Junjai	Kumai	Nomura Trading Co. Ltd.	5	
Netherlands	Huizen	traders	Henk	Kooil	Gebrkooy.com	5	
Spain	Cartgegena	QA consutling	Antonio	Bernai	HACCP Soluciones S.L.	5	
Italy	Stezzano	retail	Ottavio	Duzioni	Orobica Pasca	5	
Germany	Wurzburg	restaurant	Grischa	Euler	Euler Fine Food GmbH	5	
France	Boulogne sur Mer	trader	Igor	Jovanovic	Sas Igor-Ni France	3	domain not working
France	Sevremoine	HPP services	Gwendal	Lannou	HPP Atlantque	5	
Day 2: April 24, 2024							
Canada	North LAke PEI	tuna processor	Jason	Tompkins	One Tuna	3	
France	Marseille	distrubtor	Aurelie	Bennehard	Seafoodia	5	
Italy	Occhiobello	wholesale	Kevin	Benetti	Selecta S.P.A.	5	looks like a fine food specialist
Italy	Occhiobello	wholesale	Devid	Carlini	Selecta S.P.A.	5	
Belgium	Brecht	wholesale	Sam	Lardinois	NV Alfa Fish	5	
USA	Seattle	destributor	Pat	Shanahan	The Shanahan Group, Inc.	3	website has landing page only- no co. details
Germany	Hamburg	trader	Bastian	Kunz	Hamburger Feinfrost GmbH	6	
Latvia	Ventspils	trader	Marcin	Bialobrzeski	BraDava Zivju Milti un Ella	4	
UK	Enfield	distributor	Moeka	Yonekawa	Tazaki Foods Ltd.	6	suchi food supplier in UK
UK	Enfield	distributor	Miki	Tominaga	Tazaki Foods Ltd.	6	
UK	Enfield	distributor	Ken	Furukawa	Tazaki Foods Ltd.	6	
Spain	Palma	unsure	Jaume	Bril	Bril Quality FOod Servioces	3	domain under construction
Netherlands	Amsterdam	distributor	Johan	Bontkes	Jan van As	5	
South Africa	Johannesburg	importer	Fabio	Razzino	Goodfood Merchant	4	doamin still under construction
Day 3: April 25, 2024							
Canada	Bridgewater NS	wholesale	Jose	Teixeira	Chester Basin Seafoods Inc.	3	website not working therefore domain also not up
UK	Worcester Park	reader	Ludi	Hwang	YSF Import Export Int'l Service	3	website not working therefore domain also not up
Spain	Madrid	distributor	Jose Miguel	Serrano	Cominport Distribution S.L.U.	5	

Contact list for the Seafood Expo Asia 2024

Product	Country	City	Business	First Name	Last Name	Company	Score	Coments
Day 1: September 4, 2024								
	Singapore	Singapore	hotel	Pamela	Leong	Peninsula Excelsior Singapore	6	Sales manageer for Peninsula Excelsior- personal contact for best deal.
	South Korea	SI	import-distributor	Martin	Lee	Bluechip Global Co. Ltd.	5	dropped by with card
	China	Hong Kong	import/distrib/etail	Jimmy	Tou	Alaska Ice Seafood Hong Kong	5	appear to be affiliated with Fathom Seafood- see below
G,SU	China	Hong Kong	import/distrib	Cody	Mills	Fathom Seafood	6	live seafood, dungeness and Geoduck now, maybe GSU?RSU donw the road
	China	Hong Kong	import/distrib/etail	Matt	Wei	Fathom Seafood	6	as above- VP of Business development
SU, SC	China	Hong Kong	trader	Leighton	Chan	Great Prosperity Trading (Hong Kong) Ltd.	5	
G, SU, SC	Singapore	Singapore	show organizer	Kellyn	Ng	Koelnmesse	5	organizing Thaifex- Anuga -May 2025, Asia's largest food/Bev trade show
G, SU, SC	Indonesia	Jakarta	Cdn gov't	Jasmine	Labelle	Gov't of Canada, Trade Commissioner Service	6	
G, SU, SC	Philippines	Manila	Cdn gov't	Wayne	Fan	Gov't of Canada Trade Commissioner	5	Trade policy and market access - Phiippines
	South Korea	Seoul	import/distrib	Min Su	Kim	Viking Group	7	live crab/lobst + fresh & froz seafood. looking for frozen uni, currenet from Chile
	South Korea	Seooul	import/distrib/etail	JJ	Park	Virtus Assure	7	as above- currently doing lobster, snow crab and etc from Maritimes Canada
G,SU	USA	Ketchikan (AK)	fisher	Tom	Carruth	F/V Sable Alaska Quality Seafood	5	provided update on otter situation in SE AK- discouraging
G, SU, SC	Singapore	Singapore	trader	Wilson	Tan	Wahahaseafood Pte. Ltd.	4	website is active but does not apparently cvoprise anything real
G, SU	Singapore	Singapore	importer	Celeste	Ng	Yarra Corp	5	looks like main focus Is Australian beef as opposed to seafood. but maybe ...
SU, SC	Indonesia	Jakarta	import/distributor	Dewi	Subrata	PT. Ayanaa Putri Protama	7	distributes mainly to food service sector, looking for frozen uni and sea cucumber
SU	USA	Los Angeles	distributor	Dilushika	Madhushani	Fresh Catch	5	deal with a cariety of mainly finfish like bluefin, but looking to diversify into uni
G, SU, SC	Vietnam	Hanoi	gov't of Canada	Tuan Anh	Tran	Canadian Trade Commissioner	6	
SC	Turkey	Izmir	supplier	Muhammet	Guler	HQM	5	looks like a SC farmer or at least a distributor
SU	South Korea	Seoul	import and distrib	Ju Hyeon	Kim	CJ Freshway	6	serves food service and retail. Curerntly buys from Peru
SU	South Korea	Seoul	logistics	Jewoo	Kim	CJ Freshway	6	interested ion A, B in 10 hole pieces, kind of an odd website
Day 2: September n5, 2024								
SU	South Korea	Gyeonggi-do	restauranteur	Kent	Kim	Goremi Co. Ltd	6	they want uni paste- produce a variety of pastes in squeeze bags- a good fit?
SU	USA	Oceanside (CA)	import/distrib/etail	Nick	Ovchinnikov	Lotus seafood Inc.	6	fresh and frozen seafood products.including specialty sushi
SU, SC, G	Singapore	Singapore	BC govt	Genevieve	Chew	BC Trade and invest	5	BC Commercial Officer in Singapore
GSU	China	Dalian	processor	Gloria	Geng	Dalian Liandi Seafoods Co. Ltd.	5	looking for live greens, also have affiliated Shanghai office (next)
GSU	China	Shanghai	producer	Qiang	Geng	Shanghai Liandi Seafoods Co. Ltd	5	affiliated with Dalian co- above
G, SU (fr)	Vietnam	HoChiMinh City	import/distrib/etail	Tommy	Tran	Hai San Hoang Gia	6	importing CAD Dungeness, Lobster, Geoduck, looking for frozen uni
G, SU (fr)	Vietnam	HoChiMinh City	import/distrib/etail	Phan	Ly	Hai San Hoang Gia	6	as above
G (fr)	Vietnam	HoChiMinh City	distrib	John	Marron	Liet Viet Gren Foods	5	
SU (fr)	Indonesia	Jakarta	import/distrib/etail	Susianti	Narwoko	Nailiboga	5	handles meat and seafoods for foodservice and retail
SU, G	Singapore	Singapore	caterer	Sujata	Quek	Paradai Su	5	catering chef looking for SG distributor of uni and/or geoduck
G, SU,SC	China	Houzhai	trader	Weiqun	Chen	Sshantou Yihong Aquatic Products Co. Ltd	3	website unreachable
SU, G	Thailand	Samut Sakhon	distrib	Alexey	Nedoseykin	ZAAP Alaska Seafood	4	
SC	Singapore	Singapore	import/distrib/etail	Joan	Tan	Soshinsen Market Place Pte. Ltd	7	interested in salted skin
SU	UAE	Dubai	importer	Humayoon	Kabeer	MH Enterprises LLC	5	many of the most popular brands in their stable, probably not right for us
SU, SC, G	China	Hong Kong	promotor	Andy	Cornish	HK Sustainable Seafood Coalition	5	to promote suistainable seafood in Hong Kong
SU	Singapore	Singapore	Import/distributor	Darren	Sim	Opus Verticals Pte.Ltd	6	boutique sashimi and fine foods, advertise availability of CDN uni from Sep-Apr
SU, SC.G	Singapore	Singapore	import/distrib/etail	Ashley	Tay	Unico Foods Pte Ltd	5	a substantial company with many products in its stable- mainly meats and seafood
SU (fr)	Singapore	Singapore		Hon	Wang		4	
SU, SC, G	UK		trader	Raj	Rudren	AGS Seafood	5	looking tio import into EU
SU	South Korea	Seoul	import/restaurant	Hang	Choi	Gattenkorea	5	
SU	Singapore	Singapore	trader	Gabrial	Tan	Soshinsen Market Place Pte. Ltd	5	looking for fresh urchin/uni
SU	China	Hong Kong	Import/distributor	Reeve	Cheng	Jockey Fine Food Limited	5	privacy warning came up on trying to link to webpage so website unverified
SU, SC, G	USA	Portland MA	organizer	Stevie	Hatton	Diversified Communications	5	sales coordinator for SEA and possible other shows
SU, SC	Canada	Caraquet NB	booth organizer	Maxime	Breau	New Brunswick Ag, Aquaculture and Fisheries	5	lead for Maritimes pavilion at SEA
SU	Singapore	Singapore	distrib	Jason	Ong	Opusverticals Pte. Ltd	6	boutique sashimi and fine foods, advertise availability of CDN uni from Sep-Apr
SC	Singapore	Singapore	import/distrib	Albert	Tay	Tian Yi Unioversal Pte. Ltd	5	web page for domain cannot be reached
Day 3: September 6, 2024								
SU (Gr), SC	China	Dalian	processor	Shuchen	Wang	Dalian Oceanic Island Seafood	6	website is an etail shop- for seafood, mainly uni and sea cucumber
SC	Singapore	Siingapore	trader			Wee Chin Chuan	5	not a lot if info for contact- but looking for SC for Singapore so prob worth a call

Contact List for the China Fisheries and Seafood Expo 2024

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
Day 1: 20 October. 2024								
SU +SC	China	Shanghai	expo organizer	Haitink	Zhang	Shanghai Aige Exhibition Service Co. Ltd	3	business card lists 5 different companies so it's confusing
SU +SC	China	Beijing	gov't (Canada)	Amy	Antonini	Canadian Embassy- Beijing	6	will forward emails from me to colleague in Beijing responsible for mrkt access
SC	Canada	Regina SK	trader	Xin	Zhao	Canada Gooderst Enterprise Inc.	3	website cannot be reached
SC	China	Nanjiing	logistics	Eni	Xue	Jiangsu High Hope Cold Chain Logitics Co. Ltd	4	looks like integrated logistics and storage/distribution
SU +SC	Canada	Delta	trading	Elena	Krasko	Aqualine Seafoods Ltd.	5	Alena- who works with Jock Bray
SU	China	Beijing	trader	Kaihing	Feng	Beijing Int'l Import and Export Co. Ltd	3	
SC	Canada	Richmond	trader	Andy	Shan Li	A & DY Enterprises Ltd.	4	
SU +SC	China	Changhai	trading	Sunny	Zhong	Xiangxian Int'l Trading (Shanghai) Co. Ltd	6	freind of Cecelia, also owns Japanese restaurant,
SC	Korea	Hangang	consulting	Peter	Lim	DH Global	4	
SU +SC	China	Shanghai	loogistics (air)	Grace	Tang	China Soutern Air Logistics	4	website provided looks like booking for China Southern air
SU +SC	Canada	Vancouver	trading	Justin	Wang	Pan Pacific Seafoods Inc.	7	Justin of likes to get us hammered fame
groundfish	Canada	Richmond	supply	Christina	Chen	Ocean Story Fishing Group Inc.	6	Christina and Harry (?) joined Sean and us for hot pot dinner
SU +SC	China	Shanghai	logistics	Polly	Zhao	Optimize Integration Group	4	approached me after presentation
Day 2: 31 October, 2024								
SU	Australia	Sidney	fisher	Jamie	Newman	Sidney Urchins	5	instagram: sidney_urchins, looking for advice etc, see notes on discussion.
SC	Canada	Vancouver	trader	Simon	Shi	Real Int'l Resources Inc.	5	lives in Vancouver, sells throughout China
SU +SC	Ireland	Dublin	supplier/trader	Kevin	Ren	Rockabil Seafood Ltd.	4	
SU +SC	China	Qingdao	trader	Xu	Zouzou	Cellstar Int'l Group Ltd.	4	
SU +SC	China	Hong Kong	distributor	Giles	Wong	Jiangmen Kings Food Ltd	4	looks like they deal with a biunch of frozen foods- meat and seafood
SU +SC	China	Hong Kong	distributor	Colin	Wong	Jiangmen Kings Food Ltd	4	
Day 3: 1 November, 2024								
SC	China	Yantai	traders	Ling	Ling	Shandong Hepco Foods Co. Ltd	5	primarily frozen seafood, not sure of their business model
SU +SC	China	Changchun	logistics	Ethan	Chen	Jinhui Northeast Asian Logistics Co. Ltd	4	brought in 40 C-cans of lobster from Canada, looking for new prods
SU +SC	Iceland	Kopavogur	traders	Kari	Olafsson	Hviludrangar Ehf	6	looking for SC and RSU into Iceland
SU +SC	China	Qingdao	hotelier	Anny	Zhang	Shangri La Qingdao	7	front office manager at Shangri La Qingdao