The first China International Import Expo (CIIE) was held in the global financial hub of Shanghai, China from November 5 to 10, 2019 at the National Convention & Exhibition Centre. The expo was hosted jointly by the Ministry of Commerce and the Shanghai municipal government. The event featured almost 3000 business exhibiting companies from 130 countries and regions. Around 94 guest countries participated in the country pavilion. The theme of the exposition was “New Era Shared Future”, which means principle of inclusive development and shared benefits, in order to realize common development. The expo, which was world’s largest and first of its kind in import exposition, was attended by more than 2,00,000 people from 172 countries. The participants were government officials, business communities, exhibitors and professional purchasers across the world.

During inaugural function, Chinese President Mr. Xi Jinping said that China’s imported goods and services are estimated to exceed 30 trillion U. S. dollars in the next 15 years. Further he revealed that the Chinese economy is a sea, not a pond and asked overseas exporters and investors to grab this great opportunity, who want to deal directly with Chinese buyers.

National Exhibition and Convention Centre (Shanghai)

The National Exhibition and Convention Centre is a large exhibition centre with a total construction area of 1.47 million sq. m. of which 1.27 million square meters are above ground. It consists of exhibition halls, plaza, office buildings, hotel, and accommodation. China International Import Expo (CIIE) consists of Trade in Services, Automobiles, High end intelligent equipment, consumer electronics and appliances, apparel, accessories and consumer goods, medical equipment and health care products, food and agricultural products and country pavilions. China has put up very big country pavilion along with Hongkong, Maccau and Taiwan in the middle of hall, which was surrounded by gigantic country pavilions of Russia, Vietnam, Custom Union countries, and Pakistan showing interest in the Chinese market. Many major players of the trade such as South....
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Korea, Indonesia, Chile, Canada and Australia had put up attractive country pavilions.

**India Pavilion**

India’s country pavilion was beautifully designed in tune with Indian culture and the ‘Make in India’ concept. The participation in the country pavilion was organized by Federation of Indian Export Organization (FIEO), set up by the Ministry of Commerce, Government of India at Hall No. 5.2 of second floor. The pavilion covered 136 square meters. The participants were from four sectors – focusing on Food and Agro, Pharmaceuticals, IT & ITES and Tourism and Service.

Each sector has been given approximately 15 sq. m. to showcase their strengths through creative product displays. Besides that, two business lounges were prepared within the Country Pavilion. The lists of participants under the four sectors are follows.

<table>
<thead>
<tr>
<th>Food &amp; Agro Sector</th>
<th>IT &amp; ITES Sector</th>
<th>Pharmaceuticals</th>
<th>Tourism and Service Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marine Products Export Development Authority (MPEDA)</td>
<td>Electronics and Computer Software Export Promotion Council (ESC)</td>
<td>Pharmaceuticals Export Promotion Council of India (Pharmexcil)</td>
<td>Ministry of Tourism</td>
</tr>
<tr>
<td>Agriculture and Processed Food Export Development Authority (APEDA)</td>
<td>--</td>
<td>--</td>
<td>Services Export Promotion Council (SEPC)</td>
</tr>
<tr>
<td>National Agricultural Co Operative Marketing Federation of India Limited (NAFED)</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

MPEDA table space was provided under Food and Agro sector along with APEDA and NAFED on the back side of the country pavilion. The backdrop MPEDA’s display was highlighted with the logo “Indian Seafood: Global benchmark for taste, flavour and quality”. MPEDA’s participation in the expo was organized by Dr. Shine Kumar C. S., Deputy Director and Mr. A. Sakthivel, Assistant Director, MPEDA.

Even though the first China International Import Expo (CIIE), Shanghai, was a general expo, MPEDA received thirty notable trade enquires for frozen, live, chilled and dried seafood enquires, mostly from Chinese customers.
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The products displayed in the stall were mainly ready-to-eat items like freeze dried shrimp, prawn curry, prawn biryani, canned tuna chunks in brine, canned tuna chunks in oil, canned sardine in oil and marine collagen peptide. APEDA and NAFED have also displayed their products. Agricultural products like Basmati Rice and Organic Indian wine were displayed in the pavilion. During the exhibition, APEDA served biryani, Black and Red Indian wine, which attracted many delegates to the Indian pavilion. Further, the Indian delegation led by Commerce Secretary also visited to Food & Agro Sector of Indian Pavilion.

Seafood Consumption Pattern in China

According to Euro monitor, the Projected China processed seafood products consumption will increase to 51.4 Million tons by 2019, out of which chilled/fresh/live seafood consumption will be around 38.7 Million tons. Simultaneously, the per capita consumption of processed seafood products and fresh and live seafood in China will be 47.2 Kg and 28.5 kg, which is much higher than global average of fresh/live seafood consumption, which is 13.6 kg.

It is clearly evident that most Chinese consumers still prefer live or fresh seafood than processed products. Especially, those consumers from the coastal provinces of East and South China.

Seafood Market of China

<table>
<thead>
<tr>
<th>China’s Seafood Export &amp; Import details</th>
<th>Chapter</th>
<th>3</th>
<th>1604</th>
<th>1605</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>QUANTITY</td>
<td>VALUE</td>
<td>QUANTITY</td>
<td>VALUE</td>
<td>QUANTITY</td>
</tr>
<tr>
<td>EXPORT</td>
<td>31,17,922</td>
<td>13,253</td>
<td>703,242</td>
<td>3,084</td>
<td>391,801</td>
</tr>
<tr>
<td>IMPORT</td>
<td>28,93,498</td>
<td>8,071</td>
<td>18,765</td>
<td>83</td>
<td>38,356</td>
</tr>
</tbody>
</table>

| China’s Seafood Trade with India       | Chapter | 3 | 1604 | 1605 | TOTAL |
|----------------------------------------|---------|---------|--------|--------|
|                                        | QUANTITY | VALUE | QUANTITY | VALUE | QUANTITY | VALUE |
| Export to India                        | 134 | 1 | 0 | 0 | 116 | 1 | 250 | 2.00 |
| Import from India                      | 24356 | 118 | 124 | 0 | 92 | 1 | 24572 | 119.00 |

Quantity: in Tons   Value: in USD million
Distribution of Seafood Products

Three major China Airports such as Shenzhen, Guangzhou and Shanghai are handling 90% fresh/live seafood of lobster, mud crab, grouper, baigai, freshwater eel, clam, mussels and oyster consignment from all over the world. The largest wholesale seafood markets located in these cities are the Shenzhen Yantian Seafood Market, Guangzhou’s Huangsha Seafood Wholesale Market and the Shanghai Tong Chuan Seafood Market.

The distribution networks have been developed from here to major cities, including Beijing. The Guangzhou Huangsha wholesale market is the largest live and high-end seafood market of its kind in all of Mainland China, Huangsha operates round-the-clock year round and generates over US$3 million in daily sales. Huangsha houses around 300 companies, with 90% of these dealing in the sales of live seafood.

South China is the main destination for high value seafood. The majority of seafood processing facilities are concentrated in Zhejiang, Shandong, Fujian, and Guangdong provinces. Shandong ranks first for processing capacity, followed by Fujian.

These provinces are also major aquaculture producers and are equipped with port and cold storage facilities. Qingdao and Dalian are the two largest arrival ports for processed seafood products. Well-established facilities, including processing factories in Qingdao and Dalian, solidify their status as the largest seafood import hubs in China.

Major Seafood Exporting Countries to China and their market Products displayed in CIIE, Shanghai

<table>
<thead>
<tr>
<th>Korea</th>
<th>Taiwan</th>
<th>Thailand</th>
<th>Vietnam</th>
<th>Indonesia Singapore &amp; Malaysia</th>
<th>Japan, New Zealand Canada &amp; Latvia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seaweed Snacks</td>
<td>Stir Fried Marlin and Tuna Fish Floss</td>
<td>Frozen Breaded Squid Rings</td>
<td>Tray Pack HON shrimp</td>
<td>Crispy Cuttlefish</td>
<td>Frozen Snow Crab</td>
</tr>
<tr>
<td>Salted fish products</td>
<td>Seasoned Cuttlefish, Octopus, Crab &amp; Seaweed</td>
<td>Cyanobacterin Noodles</td>
<td>Shrimp worden Soup with Noodles</td>
<td>Vacuum Packed Yellow Croker</td>
<td>Frozen Baigai</td>
</tr>
<tr>
<td>Seaweed Sushi</td>
<td>Squid Noodles</td>
<td>Vannamei Breaded Shrimp</td>
<td>Pangassius Fish Fillets</td>
<td>Surimi Analog products</td>
<td>Omega 3 Fish Oil &amp; Oyster *</td>
</tr>
<tr>
<td>Half Shell Chilled edible Oyster</td>
<td>Chlorella Noodles</td>
<td>Vannamei Cooked Su-shi Ebi Tray pack</td>
<td>Dried Shrimp</td>
<td>Sea Shell Meat</td>
<td>Canned sardine in transparent lid &amp; Canned tuna in Gift pack</td>
</tr>
<tr>
<td>Shrimp Wafers</td>
<td>Shrimp Fries</td>
<td>Steamed fish ball &amp; Fried fish ball</td>
<td>Chilled Yellow Croker</td>
<td>Shrimp Roll</td>
<td>Cooked Mussel &amp; dried fish Maws</td>
</tr>
</tbody>
</table>

E- Commerce emerging trend in China

China food and drink e-commerce retailing in China reached US$24.9 billion and is expected to reach US$52.8 billion in 2021. E-commerce has greatly modified Chinese consumers’ purchasing habits: creating opportunities for exporters all over the world.

Presently, China’s digital shoppers’ populations are more than 300 million consumers. Out of this young consumers between the ages of 20 to 29 make up more than half of the total digital shopper population. Chinese shops are undergoing a significant transition to meet out consumers’ comfort with buying fresh and frozen seafood online.
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China’s e-commerce platforms such as yiguo.com, tmall.com, yummy77 and yihaodian.com have allowed American seafood suppliers to market their high-end seafood products, both live and frozen, directly to consumers across China, especially in second and third-tier cities that do not have access to modern supermarket retailers.

Canadian fish and seafood e-commerce retailers are expected to reach over 450 million Chinese consumers through the e-commerce pavilion established by Chinese online retailing giant Alibaba.

Analysis of Super Market & Wholesale Live Fish Market in China

Supermarkets are more recent introduction into China and they are becoming important outlets for retailing products, both live/fresh/processed and dried.

The largest foreign supermarket chains presently in China are: Carrefour (France); Jusco (Japan); Metro (Germany); and Wal-Mart (USA). Hypermarkets such as Metro are developing into true wholesale distributors; receiving product directly from importers for sale to restaurants and small retail outlets. Another example is that of Carrefour from France, which has established five outlets in Beijing itself.

During the course of CIIE, Shanghai, the Indian team had opportunities to visit Carrefour Supermarket on November 08 and Jiang Yang live fish market on November 09 respectively, in order to understand market sale and supply chain on seafood.

Carrefour Super Market at Shanghai

We have noticed that major seafood items are sold in the form of live, fresh, frozen and dried in the super market. It was observed that the shrimp products marketed in the supermarkets are in the form of frozen head on tray pack, PDTO, breaded and dumpling shrimp. Frozen fishes are in the form of vacuum-packed products like fish steaks, gill gutted and chunks.

Frozen squids and cuttlefish are in the form of breaded and battered products. These items are mostly sold in the form of chilled/fresh and live in the super markets.

Frozen Vacuum packed Seer Fish Steaks in Retail pack

Head on shell on shrimp and chilled silver pomfrets with retail price
The team also understood that live and fresh seafood products are fetching higher prices in the Chinese retail market. Chilled Ribbon fishes are sold for USD 9.70/kgs.(300 gms up), Silver Pomfret are sold for USD 8.00/kgs (300 gms up) and Silver Croaker for USD 5.50/kgs.(300 gms up), Chilled HON Shrimps for USD 11.5/Kgs(40 -50 Count) and live mud C-crab are sold for USD 13.5 to 18.5/kgs (300 gms – 500 gms).

**Jiang Yang live fish market at Shanghai**

High value fishes are sold in the form of live and dried at Jiang yang live fish market. High-end live seafood items popular at the Jiangyang whole sale fish market are live crab, live lobster, live grouper, live baigai, oyster, mussel and live shrimp. Australian live lobster, Canadian king crab, Indian mud crab and lobster, Indonesia baigai and live shrimp from China are dominating the entire eastern and southern part of China market through well established logistics and distribution system.

**Marine Products export from India to China**

The export of marine products to China during 2017-18 was 49,701 MT worth USD 227.39 million. The same period India’s export to Vietnam was 4,13,518 MT worth USD 1773.75 million. The major items exported from India for the both countries are frozen ribbon fish, silver and...
yellow croaker, leather jacket, reef cod, silver pomfret, shrimp, squid, cuttlefish, surimi, live mud crab and lobster. It is understood that India’s major proportions of the seafood are exported to Haiphong port of Vietnam and subsequently re-exported to China. Many importers are using this strategy for imports from India.

Conclusion

The first edition of CIIE 2018, Shanghai, organised by the Commerce Ministry of China, was successful in bringing the international business community to China and make them interact with Chinese entrepreneurs and exporters. The expo was exhibiting the import and export potentials of world trade with special reference to Chinese market, but the information related to import procedure are very limited. The Chinese customs authorities are not able to provide any kind of information other than the website details. However, CIIE 2018 was very informative and provided a better understanding about the international trade with special reference to China.

Government of India can also plan such a mega event (India International Import Expo) in Mumbai, the commercial capital of India and bring the international business community to India and introduce the Indian entrepreneurs, exporters and importers.

Steps for market access in China

1. Determine your product category

China’s Ministry of Commerce (MOFCOM) is in charge of overseeing international and domestic trade in China. Goods are divided into the following categories: Free Import, Restricted Imports, and Prohibited Imports. At MOFCOM’s website, you can find the list of goods subjected to an Automatic Imported License.


China Compulsory Certification (CCC)

Some products are subjected to the “China Compulsory Certificate”, it is China’s national safety and quality mark. The Certification and Accreditation Administration (CNCA) and the China Quality Certification Centre (CQC) administer the CCC mark. CNCA’s full catalogue of CCC mandatory products can be found here:


Other compulsory certifications that may apply to your products are the Sanitary Inspection Certificate (food and animals) and the Veterinary Inspection Certificate (animals). Both can be applied for at the Entry-exit inspection And Quarantine of the People’s Republic Of China. Application documented can be downloaded at:

http://www.chinaimportexport.org/china-import-and-export-documents-forms-and-samples-complete-list/
2. Make sure your product meets the relevant standards.

There are compulsory and voluntary standards in China.

National standards

All Chinese National standards can be found in the database of SAC (Standardization Administration of China), which is searchable in English or Chinese:
http://www.sac.gov.cn/SACSearch/outlinetemplate/gjbzcx.jsp

Professional standards and local standards

The database of the CSSN (Chinese Social Science Net) can be researched in English or Chinese:
http://www.cssn.net.cn/

Food Safety and Import Regulation

If imported food products are not yet certified according to the safety standards of the country of origin, or if it is the first time that particular food products are imported into China, the importers must apply for an import permit. The importers must also submit a safety assessment report to the Food Administration Authority. The import permit will only be issued after the application is approved. Furthermore, producers and exporters of food products must be registered at the Entry-Exit Inspection & Quarantine Bureau, which periodically issues a list of foreign food producers and export agents.

3. Make sure your product meets all labeling and packaging requirements

Product labels need to be approved by China Inspection and Quarantine (CIQ) before they can be imported.

Packing and packing list

Packing must comply with commercial practices and contractual agreements. Details of the exporting goods are included in the packing list.

Shipping mark on the package

Cargo need to provide with the right shipping mark, information mark and handling instructions. (Transport Information Service, 2016)

List with labelling requirements

According to the Product Quality Law of the People's Republic of China, all exported products to China must have labels that describe the products.

This must be in simplified Chinese characters, so that it is understandable for Mainland Chinese consumers.

Exporter must ensure that such labels are clear and do not mislead consumers. It is also prohibited to use names similar to those of existing Chinese products, which may violate the copyright of those products.

All products exported to China must have their labels in Chinese, either printed directly on the package or pasted onto the original package. The label must describe the specification of goods including product origin, validity and ingredients.

Specific labelling – Food

For food items, labels must include the name of the product, country of origin, name and address of the producer, expiry date, quality guarantee and/or storage period, condition for storage, net weight, ingredients, names of food additives and all other items, which are mandatory under food safety regulations of China. All information needs to be translated into Chinese.
The most important organization concerning labelling requirement of your food exports is the China Entry-Exit Inspection and Quarantine Bureau (CIQ). CIQ requirements change often. Before exporting your products to China check the most recent requirements for labelling and other product certifications.

Labelling requirements:
http://english.aqsiq.gov.cn

Packaging requirements:
www.worldpackaging.org

4. Provide required paperwork to Chinese customs

The goods exported to China need to be cleared by the Chinese customs. A number of documents need to be provided to the Chinese customs, which customer or the intermediary import company should take care of.

5. Pay relevant customs taxes and fee

Specific tariff and non-tariff measures applicable to the product can get on: http://www.macmap.org/