China Fisheries & Seafood Expo - 2017 at Qingdao, China

India, in its ride for popularising its quality products internationally and expanding its export market, has been continuously watching the world-wide market trends and scenario so as to achieve its goal of maximum aquaculture production. MPEDA, the government’s right arm for seafood export has been participating in the export promotional international programmes for the past several years.

South East Asia is the second largest destination of India’s marine products, with a share of 29.91 per cent in dollar terms. Overall, exports to South East Asia increased by 47.41 per cent in quantity, 52.84 per cent in rupee value and 49.90 per cent in dollar earnings. In China’s import market Russia tops and India stands at 18th Rank. In case of export from India China’s place is at around 9th rank in terms of US dollar realized.

CHINA SEAFOOD & FISHERIES EXPO-2017

The China Fisheries and Seafood Expo 2017, the mega exhibition show organised at Qingdao, China was very important and successful for its international role to fulfill the exhibition’s very important requirement of bringing the world’s seafood champions under one umbrella.

The Qingdao International Expo Center located at Jimo City / Qingdao City, Shandong Province, China witnessed this show. The expo centre is located on Aoshan Bay, about 40 minutes north of downtown.

MPEDA, THE GOVERNMENT’S RIGHT ARM FOR SEAFOOD EXPORT HAS BEEN PARTICIPATING IN THE EXPORT PROMOTIONAL INTERNATIONAL PROGRAMMES FOR THE PAST SEVERAL YEARS.

The expo was organised for three days from November 1-3, 2017. It was impressive with around 1400 companies exhibiting their products and services with a demonstration of the operation of machinery and quality of cooked seafood.
items. There were thousands of delegates registered and visited the show.

**THE INDIAN PARTICIPATION**

MPEDA has deputed Mr. C. Wilson and Mr. K. Sivarajan, Deputy Directors to lead the Indian team.

MPEDA has participated in the exhibition along with 9 co-exhibitors by booking 72 sq.m. area under Indian pavilion stall No. 1401 in E-2 Wing. The co-exhibitors in the MPEDA - Indian pavilion were M/s. Castlerock Fisheries Pvt. Ltd, Maharashtra, M/s. Blue Fin Frozen Foods Pvt. Ltd, Maharashtra, M/s. Growel Processors, Andhra Pradesh, M/s. Kings International Ltd, Tamil Nadu, M/s. Seven Seas India Pvt. Ltd, Tamil Nadu, M/s. Fresh Catch Exports, Andhra Pradesh, M/s. Sonia Fisheries, Maharashtra, M/s. Premier Marine Products, Kerala and M/s. Vanitha Cold Storage, Gujarat.

In addition to the above, there were three other Indian stalls registered and installed separately by a trader and exporters namely Ocean Pearl Fisheries Trading, West Bengal, Jagadeesh Marine Exports, Andhra Pradesh and Ulka Seafoods, Goa & Maharashtra.

**MPEDA STALL**

MPEDA stall was put up at E 2 Wing and the Indian Pavilion was numbered as 1401. Of the 72 sq.m. stall space booked for Indian pavilion, MPEDA has occupied a space of two stalls measuring 12 sq.m. M/s. Growel Processors, Andhra Pradesh has occupied four stalls measuring 24 sq.m. and all the other stalls were of 6 sq.m. size.

MPEDA has displayed 33 varieties of frozen seafood items in the stall such as Black pomfret, Silver pomfret, Chinese pomfret, Silver croaker, frozen Shrimp, Squid, boiled clam meat, pasteurized crab meat, Cuttlefish, Ribbon fish steaks, value added products such as Kerala prawn curry, etc.

Visitors were curious to know about the Indian seafood products. The products were demonstrated to the visitors who were very keen to know about the treasures of Indian seafood items. The major enquiries were about ribbon fish, _L. vannamei_, Black Tiger, cuttlefish, squid, tuna, live crabs, shellfishes, Tilapia etc. Most of the visitors were interested in frozen products, where as a few have asked for live items from India. The genuine discussion along with product demonstration has made most of the visitors, traders, and exporters more enthusiastic. There were visitors from China, Korea, Zambia, South Africa, Germany, Portugal, USA, Latin America, Bahrain etc.

To have a more active discussion with the delegates from China and also to deal with the local service providers for arrangements of product and services, language interpreters were appointed by MPEDA at the stall.

More than 2000 delegates visited the MPEDA stall and had the MPEDA’s brochures printed in Chinese and English.
languages, details of Indian exporters and their products and the information on Indian Seafood Show to be organised in Goa. Most of the visitors have shown a keen interest in knowing about the forthcoming India International Seafood Show 2018 to be held during January 27-29, 2018 in Goa. Discussions were carried out in two round tables in the stall by the two officers, simultaneously, as most of the time the stall was crowded for getting information. The officers and interpreters have demonstrated the products displayed in the stall, engaged in discussions and cleared their queries on various aspects. The discussions were progressive and useful.

All the stalls in Indian pavilion have got trade/business enquiries in the range of 100-200 nos. Majority of trade enquires with MPEDA were for Ribbon fish, L. vannamei, Black Tiger shrimp, Squid, Cuttlefish, Mud crab etc. and machinery requirement and its business in India.
China is the world’s largest producer, consumer, importer, and exporter of seafood products and handling around 35-40 percent of global production. China is also the only country where aquaculture production is larger than wild capture fisheries. The main export market for China’s seafood product is Japan which holds approximately 20 percent share, followed by the US and Hong Kong. In Europe - Germany, Spain, the Netherlands, and the United Kingdom are the major markets for Chinese seafood products.

It is reported that in 2015, China accounted for around 20 percent of the luxury seafood consumption globally. It is predicted to increase consumption of seafood by Chinese consumers from 25.4 Kg per person per year to 35.9 per capita in 2020. It may be remembered that it was 11.5 kg per capita consumption in 1999. The Chinese young population seeks to procure imported seafood not only as part of their status but also the belief that imported seafood is of higher quality as it comes from a cleaner environment. Hence India can play a major role in Chinese seafood market for its production of seafood items in a quality environment, good atmosphere, and clean water sources.

Fresh Water aquaculture products such as carp, shrimp, and prawns, and Brackish/sea water products including yellow croakers, ribbonfish, and squid continue to be favourites in Northern China along with imported seawater products such as cod, squid, plaice, and mackerel. Processed shellfish/shrimp/prawns and tilapia fillets are increasingly popular among city consumers with busy lifestyles. High-value imported seafood items such as lobster, geoducks, salmon, and crab are widely used by hotels and restaurants for high-end consumers. U.S. salmon, American lobster, snow crab legs, and cod are some of the products available in plenty in supermarkets of China.

The Seafood consumption in China is increasing annually matching rising import levels and income. By 2020, each person will eat 35.9 kg, and urban consumption of seafood has already passed 40 kg per capita at present.

**VISIT LOCAL SUPERMARKETS**

In any country, the markets will give an idea about the eating trends and habits of the inhabitants. We have visited two supermarkets to know about the availability of seafood items. There were plenty of dried, ready to cook and frozen items displayed in these markets, pointing towards the Chinese desire for seafood items. There were the fishes such as eel, prawn, shrimp, ribbon fish, tilapia, mackerel, salmon, catfish, grouper etc. in plenty available in the local markets.