



China show blog 2015: China taking sustainable strides

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 Elisabeth Fischer , Kim Tran

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Wednesday, Nov. 4, 5.10 p.m. CST

Big, fresh changes at Sanford

New Zealand fishing firm Sanford is embarking on a new customer-focused brand strategy, and just launched a new logo, highlighting the “pristine” origin of its seafood.

“We’re moving away from a focus on fishing and farming to a customer-focused strategy and the food we produce at Sanford,” Volker Kuntzsch, CEO at the firm, told **IntraFish**.

Traditionally, Sanford produced “commodities. We had inventories and people would just come and tell us what they need,” he said.

This is now changing, and the company is “busy creating two categories” and sales channels: fresh and frozen.

The latter will still include the group’s commodity business but fresh is something completely new.

Sanford is beefing up its sales department and is currently on the lookout for someone suitable for the newly created role of chief customer officer (CCO), Kuntzsch said.

Fresh is a completely new segment, and Sanford will initially target the domestic market, as well as the Australian and Australasian ones. “Europe would be fantastic too,” Kuntzsch said.

The decision to embark on this new strategy, with the tagline ‘Beautiful – New Zealand - Seafood,’ was made soon after Kuntzsch took over as CEO early last year.

Sanford’s vision entails that it only deals with sustainable resources, creates value with the resources it uses and is less commodity-focused,

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and to get the Sanford brand out there.

All this also played into the recent decision to pull out of the Pacific tuna business, Kuntzsch said.

"Tuna comes with quite a bit of noise, it just didn't feel right with the uncertainty around it," he told **IntraFish**.

--*Elisabeth Fischer*

Wednesday, Nov. 4, 4.55 p.m. CST

China's growing hunger for seafood

When Icelandic Group initially entered China it was mainly for processing, and to re-export to markets such as Japan and Korea and Europe.

But about five to six years ago, a shift started and domestic demand was picking up, Haiqing Zhang, general manager at Icelandic China, who's been with the company for more than 10 years, told **IntraFish**.

"And today, about one third or one half of our total Asian turnover comes from the Chinese market," he said.

The picture Zhang is painting for the future is one many are predicting: domestic demand will just continue to grow.

One challenge Icelandic is facing is to actually get foreign seafood on Chinese dinner plates.

"We need introduce foreign seafood to consumers and teach them how to cook it in a Chinese way," Zhang said.

E-commerce is another area Icelandic will be looking at in the future. "We haven't started experimenting with e-commerce yet; there's still a logistical challenge we're facing."

--*Elisabeth Fischer*

Wednesday, Nov. 4, 4.46 p.m. CST

Bakkafrost faces Chilean competition

Faroese salmon producer Bakkafrost has established a presence in China for quite some time now. It sells to wholesale importers, which go into retail.

But "we're seeing more fish come in from Chile," said Simun Jacobsen, senior sales manager at the company.

To address this, the company is looking to push marketing.

"We plan to promote our quality. We believe our quality is higher than Chilean salmon."

Features of the Bakkafrost salmon the company hopes to push includes no antibiotics, non-GMO feed, a natural diet rich in marine resources, omega-3 rich diet and more.

--*Kim Tran*

Wednesday, Nov. 4, 4.32 p.m. CST

Pacific Seafood preps oysters for China market

Pacific Seafood started exporting its oysters, frozen and live, from the United States into the Chinese market this year and it's "going better than expected," said Brendan McKenna, export sales manager.

The oysters go to wholesale importers and ultimate head to foodservice in China.

Pacific Seafood's live Dungeness crab continues to be a success in China. Meanwhile, its frozen Dungeness crab is gaining in the Chinese market

after overcoming an obstacle.

Consumers were struggling because they were trying to prepare whole cooked frozen crab like they would fresh crab.

Sales improved after "we educated them on better cooking techniques."

Another main push behind increased demand for frozen Dungeness crab was pricing.

"With live crab, the price fluctuates a lot." However, the Chinese market, particularly foodservice, benefitted from the more stable prices of frozen crab.

--Kim Tran

Wednesday, Nov. 4, 4.10 p.m. CST

India aims high -- \$6 billion high

India has high goals for its seafood export industry.

The Marine Products Export Development Authority (MPEDA) is targeting a \$6 billion goal for its 2015-2016 exports, mainly shrimp. It adjusted its 2014-2015 goal from \$5 billion to nearly \$5.5 billion.

Currently its largest market is the United States, followed by the European Union, southeast Asia and Japan.

K.J. Antony, joint director at MPEDA, told **IntraFish** it expects growth to these countries and despite poor economies, the demand is still there.

It also exports indirectly to China through middleman countries, such as Thailand and Vietnam because China will only accept imports from these countries.

He added there are no current disease issues among its shrimp farmers.

--Kim Tran

Wednesday, Nov. 4, 3.47 p.m. CST

Vietnamese firm to push convenience

Almost a decade old, Vietnamese importer and exporter CL Panga Fish Corp. is looking to break into a new market.

Its main export market is Europe and recently "started exporting to China, mainly butterfly pangasius," said Le Phuoc Thien, sales manager.

"Because of the population growth. Day by day, it's growing and the consumers are busier with their jobs and lazier with their food. They want convenient frozen food."

CL Panga plans to fill these demands. Right now they're exporting frozen pangasius to Chinese wholesale retailers.

As for projected export growth, "we expect to maybe double next year," he added.

--Kim Tran

Wednesday, Nov. 4, 3.30 p.m. CST

P&P growing 20% year-on-year

Diederik Parlevliet, CEO of Dutch giant Parlevliet & Van der Plas, was coy about sharing figures when asked by this **IntraFish** reporter about current turnover targets.

Just after the company acquired shrimp processor Heiploeg less than two years ago, it targeted sales of €800 million annually.

Parlevliet didn't say, if this figure has been reached. "What I can say is

that we're having annual growth of about 20 percent."

Heiploeg and the recently acquired Lenger Seafoods are now making up the company's shrimp division.

"It's an important leg of the company now," Parlevliet said. "It's quite a big piece of our turnover now," and doing well under the lead of CEO Dirk-Jan Parlevliet.

The group will keep looking at opportunities to expand further both in terms of costumers and potential acquisition.

"We're always looking," Parlevliet said.

--*Elisabeth Fischer*

Wednesday, Nov. 4, 3.12 p.m. CST

Camanchaca eying fresh salmon, abalone sales to China

With frozen salmon already established in the Asian market, Chilean salmon company Camanchaca is looking to expand its fresh salmon offerings.

"Through New World Current, we're growing fresh salmon products in China's market. We ship it by air," Alvaro Cortese Fernandez, sales and export manager for Camanchaca, told **IntraFish**.

He added that, as the largest abalone farmer in Chile, Camanchaca is looking to push abalone into the Chinese market as well.

"We produce 250 [metric] tons per year and our main markets are Japan and the US. We're willing to open markets here in China to grow in this category."

He's currently promoting canned abalone and frozen, shell-on and off at the expo.

The abalone is frozen alive using nitrogen and all its shellfish carries Camanchaca's value of vertical integration.

"Controlling the whole supply chain, buyers like it because it's reliable and offers safe security."

--*Kim Tran*

Wednesday, Nov. 4, 2.40 p.m. CST

Canada can't keep up with Chinese demand

Nova Scotia-based Fisher King Seafoods is seeing continued regular growth in China.

"We've seen huge growth, especially in lobster, snow crab and Greenland halibut, in China," John Andrews, export sales manager at the firm, told **IntraFish**.

However, because of the fast growth, "there's more demand than supply," he said.

The Canadian government echoed similar sentiments, saying the growth has been fast.

"We see a growing middle class. Lobster is seen as a luxury food item and Canada has good volume. It's sustainable and safe fishery with high quality products," said Nadia Bouffard, general director of external relations and strategic policy.

However, she said the supply issue is not quite the problem that it seems because "we're exporting less volume but better quality to China."

She added the sustainable fisheries and aquaculture industries in Canada appeal to Chinese buyers who want a long-term and steady supply.

Like Sherry Lee, general manager of Blue Star Seafood, Bouffard said the

logistics in China are difficult as is educating consumers on buying frozen seafood over fresh.

"Exporting and getting seafood there is a challenge, but so is internal distribution within China," Bouffard told **IntraFish**, adding frozen seafood travels well but there is "a negative connotation with frozen seafood.

"However we flash freeze seafood on the boat," which seals in its quality and can be better than fresh because fresh seafood travels poorly.

But technology in China is ahead of the curve, which offers an efficient e-commerce market, said Marco Valicenti, executive director, market access coordination and market access secretariat of Canada's Agriculture and Agri-Food Canada.

"It's a great platform for our seafood products," he told **IntraFish**.

--*Kim Tran*

Wednesday, Nov. 4, 2.30 p.m. CST

Sustainable seafood's big e-commerce chance

China's e-commerce sector is still booming, and industry leaders are convinced sustainable seafood will be the next big thing on platforms such as Alibaba's Tmall.

The proportion of nation-wide online seafood sales will exceed 10 percent this year, Ying Jung, seafood manager at Tmall, told delegates at the MSC Sustainability Forum on Wednesday.

Total online sales in 2015 are expected to reach more than CNY 3,700 billion (€531.5 billion/\$583.9 billion) this year, with more than 70 percent of consumers now shopping on their phone rather than on a PC, he said.

[Click here to read the full story.](#)

--*Elisabeth Fischer*

Wednesday, Nov. 4, 2.20 p.m. CST

PE investment gives growth boost to Singapore smoker

Singapore's one and only smokehouse – Fassler -- got snapped up by a private equity fund last year, and has big ambitions to grow under the new ownership.

Credence Partners acquired a 100 percent stake in the company in 2014 "for full control," its first acquisition in the food industry, Mellissa Chen, chief executive officer at Fassler, told **IntraFish**.

"What we saw was a lot of potential. It's a well-known company in Singapore through its factory outlet it always ran," she said.

[Click here to read the full story.](#)

--*Elisabeth Fischer*

Wednesday, Nov. 4, 2.10 p.m. CST

A year of change

2015 has been a year of change for logistic equipment Promens: In May, **RPC Group acquired the Icelandic firm**, and it is now operating under RPC-Promens.

Asia is a completely different story altogether: With the new owners, Bob Adams took over as the region's managing director – and the company is now actually operating under Saeplast in the region.

"It's the original name for these products," Adams told **IntraFish**. "We strategically want to push the Saeplast brand a lot harder."

China makes up about 25 percent of the company's total turnover in Asia.

"But we do agree that the market in China is not growing as fast; it's stumped," he said.

The fish industry is experiencing a certain period of depression which comes with the general slow-down in the Chinese economy, which "is not as strong as it was.

"People are tightening their belts. But it will swing back."

While this slow-down has a "knock-on effect" on all industries, Saeplast is still getting a lot of interest for its products, with customers realizing food safety and security is increasingly a must.

Saeplast is also jumping on the e-commerce bandwagon and now offering smaller tubs and more customized products.

At the same time the company is increasingly pushing into other Asian markets, including Indonesia, Korea, Philippines and Vietnam.

--*Elisabeth Fischer*

Wednesday, Nov. 4, 1.15 p.m. CST

Cooke sees potential in China, Thailand and India

Andrew Lively of Canadian farmed salmon company Cooke Aquaculture, said the company is branching out its other products in the Chinese market.

"We've had a lot of interest for North American products," he said, especially for products under the Cooke Seafood USA line, which includes Argentina king crab, shrimp and scallops.

He added that China is their primary focus at the show, but they are seeing interest from customers from other parts of Asia, such as Thailand and India.

"We're seeing that demand for higher value, better quality and a traceable product grow in China," Lively said. "There's a lot of opportunity to expand in this market."

--*Kim Tran*

Wednesday, Nov. 4, 12.58 p.m. CST

Blue Star to grow 30% in 2016

Founded in 1995, Blue Star Seafood exports mainly to Europe and North and South America. The company's revenue is an estimated \$189.3 million with a projected 2016 growth rate of 30 percent -- in the domestic market.

"In Europe, we're not sure how it will perform because the economy is not great," Sherry Lee, general manager of Blue Star, told **IntraFish**.

She added that despite this, Europe is still its main market because "they will pay for quality" while the United States still goes by quantity and lowest price.

--*Kim Tran*

Wednesday, Nov. 4, 12.45 p.m. CST

Chinese wet markets, the frozen industry's headache

Five years ago, Blue Star Seafood started imports under a new frozen seafood brand, Blue Snow, for foodservice wholesale in China. The brand broke into the Chinese retail market with the opening of its new processing facility last year in December in the port of Ningbo.

"We're marketing in the Chinese market and are looking to build the Blue

Snow brand with the new facility," said Sherry Lee, general manager.

The new 6,000 square-meter facility is in the free trade port area with a capacity of 30,000 metric tons of cold storage. The initial investment was more than CNY 200 million (€28.9 million/\$31.6 million) and has in-house quality control.

The brand's main products are Argentinian red shrimp, Patagonian toothfish, black cod, cold water shrimp, Chilean salmon, shrimp meat, Chilean king crab, Canadian lobster, Greenland halibut, Ecuador shrimp, Alaska pollock and more.

Lee sees this as a big opportunity as "the middle class in China is increasing," but there are issues with changing consumer habits, which will take a lot of time.

"Most of the consumers who buy seafood in China get it fresh from wet markets. It will take time to introduce our frozen products. We need to educate households on how to cook frozen seafood. Inland China, the people there do not have much exposure to seafood. It will take more time in these areas to educate consumers. The retail market is not quite ready yet."

She told **IntraFish** that people traditionally buy seafood at wet markets, not supermarkets, where Blue Snow is sold. "This is our headache."

However, she said "step by step" the new generation of consumers born in the 80s and 90s are building families on different values.

"These generations are new parents and they don't have the time to go to wet markets and buy fresh seafood daily and part of it, they're too lazy too. They also feel it's too dirty, so they are more and more going to supermarkets." She estimated wet markets may phase out in five to 10 years.

With China's large and diverse geographic makeup, it highly varies from region to region the economies, eating habits and cooking techniques.

"We plan to use different marketing strategies and products to target each region differently."

Right now, 30 percent of Blue Snow goes to retail.

"In China, the logistics are poor so we have 13 offices across China."

The Blue Snow brand has offices in 13 Chinese cities, including Shanghai, Beijing, Shenzhen, Guangzhou, Shenyang, Dalian, Ji'nan, Qingdao, Yantai, Wuhan, Chongqing and Chengdu with plans to add more going forward.

--*Kim Tran*

Wednesday, Nov. 4, 11.55 a.m. CST

A 'good wedding'

Roy Cunningham, managing director of MacDuff Shellfish, looked very happy this Wednesday morning.

And there's a good reason: Last Friday, the [acquisition by Clearwater went through](#).

"I'll let Clearwater do the talking from now on," he told **IntraFish**. "The deal was only just closed on Friday and it's all still very new."

"But it's a very good union. We share similar values, a similar vision and similar products," he said. "It's a very good wedding."

--*Elisabeth Fischer*

Wednesday, Nov. 4, 11.00 a.m. CST

Zoneco looks to overseas expansion

Chinese shellfish giant Zoneco will be looking at further acquisition

opportunities overseas, Wu Hougang, chairman at the firm, told **IntraFish**.

"It's an ever-lasting process for any company," he said through an interpreter.

One necessity, he said, is that growth comes with sustainable projects. "The markets are open, the economy is open and information is travelling quickly so being sustainable is absolutely needed," he said.

Any deals would be made to secure further "offshore supplies," Hougang said, adding Zonoco is also looking to increase trade relationships with overseas partners.

The company is looking at buying from Japan, Singapore, Italy, Hong Kong, Germany, France, the United States and Canada – with an increased focus on value-added products for the Chinese market, he said.

Hougang stressed Zonoco will keep working on its sustainability goals, saying his aim is to launch certified products "effectively and efficiently in all our markets," he said.

He also said he will continue to bring the MSC's word out there "to make other companies within China aware and to make it the standard."

Zonoco is "well aware that the MSC is very powerful in offshore markets" and somewhat lagging behind in China.

But China's "seafood power" is so big that even "that small percentage that is buying MSC products is extremely powerful," Hougang said.

"We want to grow with this," he told **IntraFish**.

--*Elisabeth Fischer*

Tuesday, Nov. 3, 3.30 p.m. CST

First Chinese tilapia farms scoop ASC certification

Another milestone for Chinese seafood sustainability was announced this afternoon in Qingdao, with the first two Chinese tilapia farms achieving the ASC stamp: Hainan Xiangtai and Hainan Sky-Blue.

Chris Nannes, CEO of ASC, described the certification as a "truly important tipping point for the ASC in terms of our expectations, our hopes and aspirations of truly becoming a global partner in helping to improve the sustainability of aquaculture around the world."

He described the certification process as a "long process" which was achieved together with CAPPMA and WWF. The work started in August 2012, he said.

Yang Huaying, vice director of Hainan Sky-Blue Ocean Foods, described as the "start of a long journey."

--*Elisabeth Fischer*

Tuesday, Nov. 3, 2.45 p.m. CST

First Chinese longline tuna fishery nabs MSC stamp

Liangcheng Overseas Fishery has become the first Chinese albacore tuna fishery to nab MSC certification, it was announced at a press conference this afternoon.

Founded in September 2002, the company operates 65 tuna longline vessels in the Pacific Ocean, catching bigeye, yellowing and albacore tuna, as well as swordfish.

The company has its main markets in the United States, Japan, Europe and China.

The certified fishery is located in the Cooke Islands.

"After two years and six months going through this process, finally in June this year we achieved MSC certification," said Samuel Zhou, president of

Liancheng.

To reach certification, the company installed new management systems for the fleet and its crew, vessel monitoring systems (VMS), and made major steps in terms of scientific research and catching techniques.

"In the future, we will develop and promote our brand with the MSC certification," Zhou said. "We also hope that more Chinese companies will undergo MSC assessment process in order to protect our marine resources."

The process, however, doesn't stop there, he said, adding Liancheng will continue to explore innovations and "take it upon ourselves to promote sustainable fishing measures."

"We will continue our work and will use this certification as a launch-pad for a sustainable future," he said.

Eric Barratt, board member of the MSC, congratulated the company, saying "I welcome you to this journey. It's a journey that never ends. You have to keep going."

Barratt called Zhou, as well as Zoneco's Wi Hougang and Haikui Aquatic Products Group Chairman Chen Zhenkui, which is currently under assessment, as the "three leaders in China."

"Next year we expect to see 10 leaders on the stage," Barratt said.

--*Elisabeth Fischer*

Tuesday, Nov. 3, 2.15 p.m. CST

Asian buyers' biggest challenge: Finding 'sustainable' suppliers

There are several challenges facing sustainability-conscious buyers in Asia, delegates at this morning's sustainability forum heard.

But perhaps the biggest is to actually find "reliable and credible suppliers," Zhang Yi, sustainability manager at Shangri-La Hotels, told the audience.

"One of our challenges is how do we require reliable information on credible suppliers? We haven't been able to find one," she said.

Japanese retail giant AEON is facing the same issue, said Yumie Kawashima, CRS manager at the supermarket chain. "We want to expand our sustainable range and work with Japanese suppliers together to reach that goal."

Public awareness and public support for MSC and Aquaculture Stewardship Council (ASC) labels is also still very low, Yi said.

"In general, people are more concerned about food safety in China but not so much about the food source or the sustainability of it," she said.

"We are also in dire need of government support" to push the sustainability agenda forward, she said.

--*Elisabeth Fischer*

Tuesday, Nov. 3, 11.40 a.m. CST

Russia plans national eco stamp

A national certification system is in the works in Russia, Petr Savchuk of the country's Federal Fishery Agency, told delegates Tuesday morning.

"Sustainability is the issue number one for the agency," he said.

Introducing a national scheme will help achieving this goal, he said.

The system will focus on "ecology not marketing," will involve users across all areas of Russia's industry, including big-scale and small-scale fishermen, processors and other suppliers.

Savchuk hopes it will be shared by a wide range of participants.

He also encouraged knowledge sharing with other countries working on similar systems.

--*Elisabeth Fischer*

Tuesday, Nov. 3, 11.30 a.m. CST

Aquaculture production still lagging behind wild catches

Petr Savchuk, deputy head of Russia's Federal Fishery Agency, shared some interesting stats during his address this morning, showcasing the ratio of aquaculture and wild catch production across the globe.

According to his figures, around 44 percent of the global output comes from aquaculture today, compared to 56 percent coming from wild harvest.

However, from country to country the figures vary widely.

In Russia, for instance, only 4 percent comes from aquaculture production. The United States is also in the lower level, with only 7 percent of total fish and seafood produced coming from farming.

In Japan, aquaculture accounts for 14 percent. In Thailand and Norway, 36 percent of the total production is farmed fish.

The leader is clearly China, with 76 percent of total production coming from aquaculture, the figures showed.

Savchuk was, however, also clear that this relation will change in the future.

Russia will also push ahead with its "sustainable" aquaculture development, he said.

But the country is also expected to up its wild catches by 18 percent from currently 4.2 million metric tons to about 5 million metric tons in 2017 and 2018, he said.

"Scientists recommended to increase catches in a sustainable manner," he said. At the same time, the industry has learned to "maximize the value from the existing quota."

--*Elisabeth Fischer*

Tuesday, Nov. 3, 11.15 a.m. CST

US progress on tackling IUU

Abalone, Atlantic cod, blue crab, mahi mahi, grouper, king crab, Pacific cod, red snapper, sea cucumber, sharks, shrimp, swordfish and tuna will be the first species to undergo assessment under the traceability program as part of the US Presidential Taskforce in the fight against IUU, Steven Wilson, deputy director at Office of International Affairs and Seafood Inspection at NOAA, said.

The list was published on Friday, he said. The plan is to publish a traceability rule by August 2016 to come into force by September 2016.

"If you know the US government, this is very fast," Wilson said of the progress made.

Beyond that, a further expansion of the program will be up for discussion, he said.

--*Elisabeth Fischer*

Tuesday, Nov. 3, 10.35 a.m. CST

China -- a seafood sector in transition

The Republic of China's seafood industry is "under transition" and in the process of upgrading, Cui He, executive vice president at China Aquatic Products Processing Marketing Alliance (CAPPMA), told the audience at

the Sustainable Seafood Forum Tuesday morning.

While it is still the biggest seafood producing, trading and consumption country, the slow-down in the domestic economy and international financial crises are making a change in the sector an "inevitable choice," he said.

The country's wild fishery has seen "zero growth," he said and a saturation of the aquaculture sector is on the horizon.

In addition, there has been a considerable slow-down in terms of processing and this year seafood trade showed a decrease "for the first time in 15 years."

To generate more value going forward, the development will have to be based on quality and sustainability, he urged.

This change has already kick-started both in terms of wild fishing, with the government destroying "tens of thousands" of illegal fishing vessels in 2014, and enforcing a summer fishing moratorium in the China Yellow Sea, East China Sea, and South China Sea.

Aquaculture is also moving from traditional extensive models to "ecologically friendly models," He said. "It's an inevitable choice. Weak exporting and stable domestic marketing requires aquaculture to turn to ecology, high quality and sustainability."

China's reprocessing sector is perhaps undergoing the biggest change, he said.

This year alone, more than 500 processing factories were closed for not complying with sewage discharge regulations. In addition, more than 100 factories "disappeared" as a result of mergers and restructures, he said.

Nevertheless, overcapacity is still crippling the sector and factories are facing issues including increasing labor cost, and processing shifted to "cheaper labor countries," he said.

To move forward the sector will have to focus on targeting the domestic market, based on quality.

With weaker demand in main markets such as the European Union, the United States and Japan and other emerging markets such as Russia, other ASEAN countries being "unpredictable" and "limited" in Africa and South America, this is the only way forward, he said.

--*Elisabeth Fischer*

Tuesday, Nov. 3, 9.00 a.m. CST

MSC, Zoneco call on China's fishing industry to commit to sustainability

The Marine Stewardship Council (MSC), Chinese giant Zoneco and the China Aquatic Products Processing Marketing Alliance (CAPPMA) on Monday signed a statement demonstrating their commitment to sustainable seafood production.

During a field trip to Zoneco's facilities on Zhangzidao Island in Dalian, China, the organizations said they would commit to complying with MSC principles and standards for sustainable fishing practices, maintain the healthy resource and conserve biodiversity ensure sustainable seafood supply for the world's future.

[Click here to read the full story.](#)

--*Elisabeth Fischer*

Tuesday, Nov. 3, 8.00 a.m. CST

Qingdao -- big, bigger, the biggest?

It's this time of the year again -- time for Asia's biggest and most important seafood gathering, the China Seafood and Fisheries Expo in Qingdao.

Seafood buyers and sellers from more than 100 countries will participate in the 20th annual show, held from Nov. 4 to 6 at the [new Qingdao International Expo Center](#).

It has grown to become the second largest seafood show in the world after Brussels, and will feature more than 30,000 square meters of exhibit space in eight separate halls.

More than 1,400 companies will be exhibiting their products to an estimated 25,000 visitors.

Things already kick off Tuesday with a pre-show event organized by the Marine Stewardship Council (MSC) and the China Aquatic Products Processing and Marketing Alliance (CAPPMA).

The forum will look at how global efforts to improve seafood sustainability and traceability across the supply chain can benefit businesses, consumers and the environment.

A number of experts from China, Russia, Japan, the United States, Australia and the European Union are expected to attend.

IntraFish will be on the ground, so keep checking back here to get all the news from this year's events.

[Click here to catch up on our coverage from the 2014 show.](#)

--*Elisabeth Fischer*



aqualine

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