



Descriptive Summary

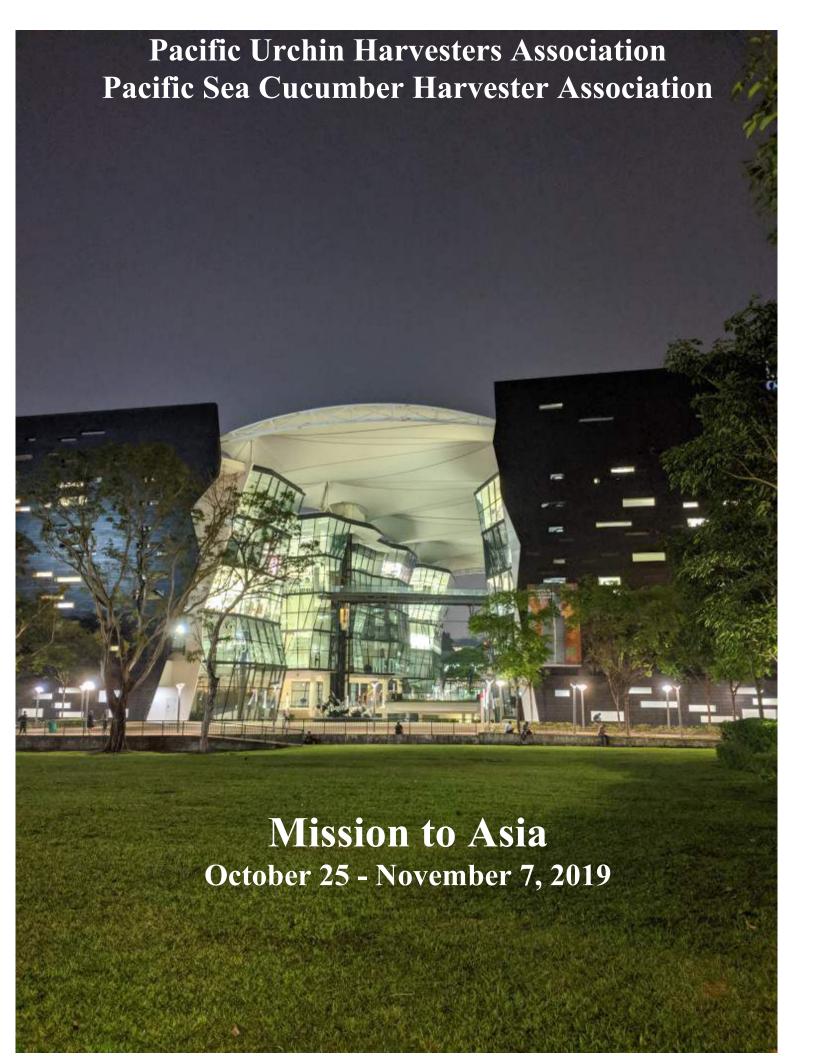
The Pacific Urchin and the Pacific Sea Cucumber Harvester associations exhibited at the China Fisheries and Seafood Expo (CFSE) for the 12th time. The mission this year had PUHA sponsor two of the delegation, Mike Featherstone and Geoff Krause, on additional trip legs to Guangzhou prior to the show and to Singapore afterwards along with other company and BC fishing association representatives. This report summarizes their trip and the results obtained.

Acknowledgements

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The Associations involved also thank the BC International Trade and Investment officers from Guangzhou: Ms. Cathy Yao, Ms. Lianne Yi and Mr. Wilson Wu; and from Singapore: Mr. Michael Nicholas and Ms. Amelia Yeo, for putting together outstanding showcase events and interesting and informative tours in Guangzhou and Singapore respectively.

The author also extends his thanks to the Canadian AgriFood Partnership, PUHA and the PSCHA, their respective presidents, Mr. Mike Featherstone and Mr. Thom Liptrot, their executive teams and members for their continuing support, advice and confidence.



Pacific Urchin Harvesters Association Pacific Sea Cucumber Harvester Association

November 2019: Mission to Asia

Introduction

The Pacific Urchin and the Pacific Sea Cucumber Harvester associations (PUHA and PSCHA respectively) exhibited at the China Fisheries and Seafood Expo (CFSE) in 2019. The two associations have shared a booth 11 times at this show since first walking it in 2008. China has changed in many ways since that first trip and it continues to fascinate as it has grown into the



world's second largest economy, its dynamism energizing and transforming other economies as the whole region becomes more important to the world economy. Some cities in China comprise potential markets almost as large as many countries and opportunities around the country command ongoing examination as they hold potential to help grow BC fisheries. Recognizing this, the mission this year had PUHA sponsor two of the delegation, Mike Featherstone and Geoff Krause, on additional trip legs to Guangzhou prior to the show and then to Singapore afterwards. This report summarizes their trip and the results obtained.



2019 BC Seafood Showcase Guangzhou

The British Columbia International Trade and Investment Office in Guangzhou has been arranging showcase events for BC seafood and other products in Guanzhou to support sales of BC seafood for some time. The Province of Guangdong remains China's wealthiest province in terms of per capita GDP and, with a population in excess of 110 M., it presents a compelling opportunity for high value seafood sales. Guangzhou is the main urban and business centre for the Province and is with a population of some 14.5 M about the same as of all of Canada excluding Quebec and Ontario.

This was our first visit to Guangzhou since 2013 when we dropped by a similar event prior to the CFSE that year. Such events have been an annual effort by BC seafood producers since 2011 when a large delegation visited Guangzhou



for a similar, though much larger seafood showcase commemorating the signing of an MOU on Fisheries Cooperation and Collaboration between the provinces of British Columbia and Guangdong.





This event was a reception featuring BC seafood along with BC and Canadian government and other BC fisheries representatives. The list included 12-14 BC fisheries rep's, a half dozen BC government representatives, a couple from the Federal Consulate and Trade Commissioner office and probably another 50 guests drawn from seafood trading, distribution, food service and retail concerns as well as some from local media. There was good interest in the product and the fishery although it should be noted it is always kind of hard for us to quantitatively gauge exactly what the success of the event is because we are an association and do not and cannot negotiate on or book orders etc. We do however continue to set the stage and build the interest so our exporters might better find success in places where we have been. That we get to meet a lot of nice people and gain better firsthand insight into the nature of the societies and the various people, interests and enterprises making them up are side benefits for us. Benefits that we hope we are sharing effectively with others in Canada who do not get those chances.



There is a lot of "stuff" going on in China, something that is hardly surprising given that they have some 1.4 Billion people. Of course a lot of what we hear about in the news is not all that encouraging, but there is also a different side to what is going on. In the case of Guangzhou, there is a palpable dynamism in the city as it is developing a range of what look to be very cool areas and attractions. There was a canal just adjacent to our hotel that had a mall of shops in some heritage buildings highlighting the increasing sophistication and refinement in at least some parts of the society. I also could not help but take a picture of another interesting contraption that was used for cleaning the canal- it looks like something that could be very useful in any number of situations whether it is harbour cleanup, oil spill recovery or even just herding ducks on water.







2019 China Fisheries and Seafood Expo in Qingdao

We returned to Qingdao for the 2019 edition of the China Fisheries and Seafood Show, itself again the most significant event of the trip. This was the 11th year we have exhibited at the show and again it bears mentioning that last year was the first year we broke the 1 Million CAD sales



mark there. Sales to date this year look on track to match or perhaps slightly improve on results from 2017, the last year for which I have monthly shipment stats. That year we shipped just under \$800 K, but there is still room to surprise on the upside. There was some worry about China's reaction(s) to events unfolding in Hong Kong and the ongoing deterioration in relations with Canada, but everybody seemed entirely

and typically hospitable and generous. One might also add that this is one case where "with Chinese characteristics" seems to fit. China is officially a communist country, but people here are well versed in the arts of effective trading. Just trying to get a cab, for example, to actually start their meter so you are not left with an exorbitant invented fare at the end or even trying to extract a receipt from them reveals them as the full-on capitalists they really are. They generally maintain an air of general humour about it all though and I suspect easily fall into seeing us as babes in the woods when it comes to bartering for the best deal. Suffice it to say that capitalist sentiment remains strong whenever you have to deal with the real people of China.

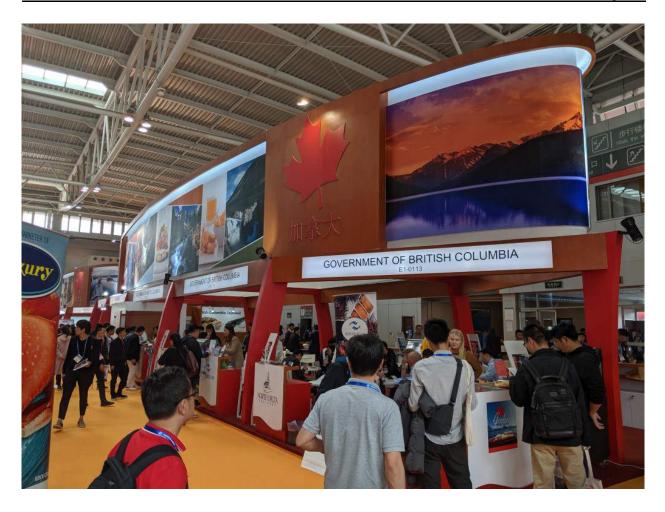


This year we again shared a booth with the PSCHA within the Canadian Pavilion, In past years we have been located close to the BC booth which hosts about 15 BC companies, but recently we seem to be getting more remote from the BC centre.

It felt this year that we were not getting the same traffic even though we got contact information from 58 visitors, about the same as last year. A full listing of the contacts, including their qualification scores can be seen in metrics section of the report. Despite this, we all again felt the show was a success and well worth the effort.

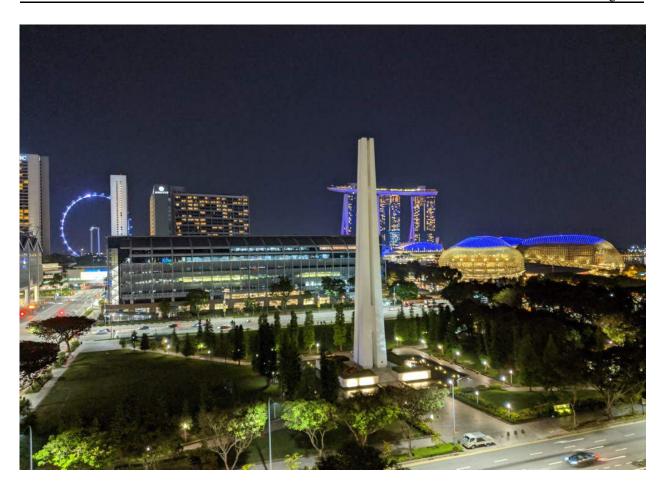
Given that though, one option we are considering for future shows is the idea that being part of the BC booth would work better for us. That way we get the synergies and

cross-overs from and with the other fisher-folks from BC. The cost savings will be substantial as well- probably to the tune of about \$ 3 - 4 K each for PUHA and PSCHA. We have already tried the BC booth out successfully at the Boston and the Brussels shows so it seems like a bit of a nobrainer . There are advantages with having our own space as a more exclusive venue where multiple members and companies can meet with their customers, but there are lots of meeting tables and spaces in the BC booth where this is also possible.. We will have to run it past the companies which attend with us before we decide -as it might crimp their style a bit- but it does, as above, make sense on a number of levels.





Another bit of news of note on the nature of China: the show this year was again held at the large to very large purposebuilt facility at Jimo City about 50 km NE of Qingdao. The show has grown over the past couple of years sufficiently that they feel justified in moving to an even larger venue. So now it seems that a new facility has been built about 30 km to the west of town to accommodate continuing growth. There is no word what is going to happen with the "old", approximately 5 year old, facility, but that is just the way they roll in China. At any rate- it also means the show next year promises to be a whole new adventure.



2019 BC Seafood Showcase Singapore

We extended our trip after the CFSE to take part in another BC government-sponsored seafood showcase event in Singapore. We have not been to Singapore before but know it is a highly sophisticated and wealthy market that looks very promising. Like Hong Kong, one of the main advantages holding forth there is, at least from the point of view from this particular monolingual dinosaur, that everybody speaks English. It is also a highly diverse city with people from just about everywhere living harmoniously in a modern, clean and safe city considered an admirable exemplar for the multicultural world of our future.

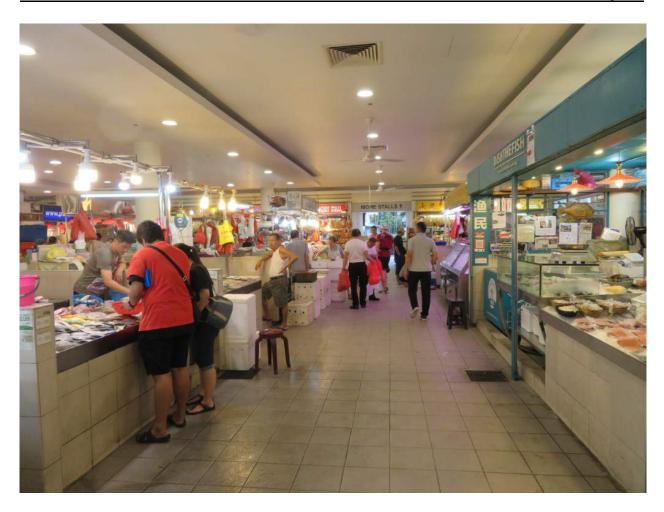


Singaporeans apparently like to eat out - a lotand cook - possibly not so much. The food service options around town are very diverse and well attended. They range from large informal open air seafood joints, food court type establishments which offer a diverse range of foods including varied ethnic and fusion cuisines in informal through formal settings to your standard kinds stand-alone Indian, Thai, sushi, Chinese, fast food, Italian, etc restaurants in all formats and price ranges. Some of these are located in their own "towns"- Indian town, Arab town, etc. while others are scattered throughout the city. Trade between Canada and Singapore is easy, though complicated a bit now as there are no direct flights between Vancouver and Singapore meaning product must be routed first through another country. Interestingly, the amount of sea urchin sold to Singapore according to Statistics Canada is minor to non-existent, probably as a result of this very thing. The destination country recorded on the export form would be the country where it first arrives, whether that is the US (Seattle has direct flights), South Korea and some other country.



Getting product into the country is not an issue. Any company can get an import permit and it does not appear to present much of a problem for companies that are willing to follow the rules. At customs the inspection procedures are fair and straight forward, although they are very diligent, and clearance is generally granted within a couple of hours if everything is in order, although 6 hours is not unheard of when things are busy. Corruption is not an issue- or perhaps as some would have it- an option. One piece of advice though is to make sure the official registered name for the product is the same as what is on the label and other paperwork accompanying the shipment. The name for Red Sea Urchin for example is *Mesocentrotus franciscanus*.

Our visit to Singapore started with a tour of the Tiong Bahru Market, one of Singapore's largest wet markets but one of many scattered around the city. The market comprises about 32 independently owned stands that cut fish to order and sell a variety of finfish and shellfish direct to the public and to restaurants etc. These usually only operate in the morning, possibly to beat the heat even though the temperature generally only varies between about 26-28°C at night to about 32-35°C during the heat of the day. Singapore is only 2° off the equator so the temperatures are stable year round. We did not see any sea urchin or sea cucumber in the market but there is apparently one vender at least interested in buying processed and possibly live RSU.





On the floor above the wet market was something they call a Hawker Market - which is sort of like a food court again with a number of independent booths selling a variety of things to eat and drink. These too are spread all over the city, though not apparently always in concert with the wet markets, and are known as cheap places to get food and drink. This includes beer, which is kind of surprising as the city has fairly strict rules about alcohol and really strict rules about drugs. Taxes are high on all types of alcohol and when it comes to drugs- well- you might notice that the first document you get on entering the country declares in large red capitalized letters that "DRUG TRAFFICKERS WILL BE EXECUTED". Other than that, everyone is friendly and fairly informal.



We then carried on to a modern mall-based supermarket. This was large with almost discount food pricing and had a series of live tanks with temperature and one might imagine salinity appropriately controlled for the source environment. Live dungeness crab were on sale for \$5.99 per 100 grams, manila clams @4.99/100g and lobster for \$5.98/100g. They also had a line up of stand up display freezers for seafoods including squid rings (\$5.55/400 g), Pacific cod at \$9.95/100g something identified as whitefish loin that went for \$17.45/600



g. and another identified as fish wings (@ \$5.50/500 g). They also had a good size sushi counter, basically the standard seen in other such supermarkets throughout Asia with a good selection of sashimi and rolls etc- although they did not have any uni at this point.







A smaller specialty type store right next door, SongFish Seafood Marketplace, offered a selection of frozen seafood packages as well as sauces for making fast tasty meals. Simply West Coast sauces would be a rough equivalent here and they may well find a ready market at these outlets. The store also takes on-line orders which are then prepared for pickup after work. This a new and growing trend in Singapore as people stay busy and generally report feeling rushed. We also saw some Philippine teatfish, a tropical sea cucumber, at S\$ 30 per kg.



We then had a tour of The Grandstand, which used to be the race track for horses back in the day but which now hosts sports fields where the track was and restaurants and, more key to us on this tour, a live market with seafood from around the world inside the buildings. The temperature controls for the live tanks were not as sophisticated as the ones we saw at the supermarket and



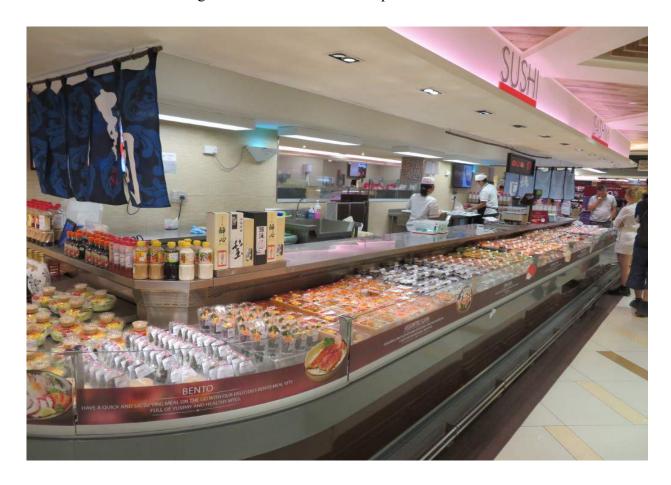
the temperatures looked to range from about 12 to 21°C. Our guides were not able to provide details on the salinity controls or possible temperature salinity ranges in the tanks. Critters in the tanks included Dungeness crab (@ \$ 58/piece) and Alaska King crab (@\$13.8/100 g), California (Mexican?)





geoduck (generally priced @ \$17.60/100 but currently 30% off @\$12.32/100g), medium oysters (@ \$11/piece but currently 30% off at \$7.70/pc), and large oysters (@ \$13.80/pc but on sale at \$9.66/pc). They also had eels, mussels, frogs and a variety of finfish but no sea urchins or sea cucumber.

We finished off with a visit to the Cold Storage Supermarket, another large modern supermarkettype outlet. There was again a large sushi counter with a whole range of sushi items on offer, and it sounds like sushi is as big a deal here as it is in other parts of Asia.







The following day the seafood showcase event went ahead at CulinaryON, a room with well appointed food preparation and cooking facilities that was seemingly designed for just this sort of event. The showcase again involved BC seafoods being presented and sampled by an invited cross-section of businesses actively importing, distributing, retailing and using seafood. The various BC groups attending laid out their products and literature for visitors to inspect and peruse while Nathan Fong prepared a range of dishes so everyone could sample the offerings. There were probably in the neighbourhood of 50 -60 visitors to the event and there was considerable interest in our uni and urchins, especially the RSU because of their large size. It also helped that we had the models on display at our station.





We had some meetings with a couple of importers before the event and then followed up the showcase with meetings the next day where we discussed their interest in and the potential for BC sea urchin in more detail. It turns out that there is quite a bit of interest in what we have to offer, and they are willing to pay a good dollar for good quality.



What we found out on our travels is that seafood is very popular in Singapore and Singaporeans are proud of their culinary traditions. They are also sophisticated and consider sustainability a serious issue in their food purchase decisions. Buyers feel certifications like MSC are increasingly being seen as necessary, although they do concede that it need not be MSC, other less costly programs, like Oceanwise, may suffice if their credibility stands up to scrutiny.



We travelled to various points of the city to meet with some of the folks who were either coming or had come to showcase so we could explore their interest in BC uni in more detail. We first met with Shawn Lim from Song Fish, an import, distributor with an e-tail side as well. They are generally not well matched our needs as they are more used to importing larger volumes and are more interested in things like frozen halibut. Many of their trades come in through the US but they have learned through experience to be cautious.

We also met with Kevin Gartner and Walter McNeil from the Alaska Guys who bring in a lot of product from - it should not be a surprise- Alaska. They run a small shop comprising just the two of them plus a little bit of office help. They do not import much uni at this point - though they are interested in trying it. It apparently has a reputation that has people asking for it but they too would want to start small and build once they have some assurance they can move what they purchase. This is especially a concern for product like uni because the shelf is limited. They would probably be most interested in frozen product but may be interested in fresh if they can get 6 days out of it.



We met with Joanne Rong, Nobuhiko Yamaguchi and Ben from the Apollo Aquaculture Group, a high end aquaculture manufacturer and service provider to growers and to stores and other such outlets in Singapore. They manufacture and service 50 litre temperature controlled live tanks for such temperate beasts as oysters and snow crabs as well as many tropical products. They did express some interest in trying live RSU in a fully submerged condition but we feel that is not realistic at this point because of the difficulties involved.

Before live RSU, or Canadian geoduck for that matter, are shipped to such facilities, tests should conducted to check the effects of the water before extended storage (> 1-2 days) of live product is considered. Reports are that retanking geoducks, even immediately on arrival, impacts quality and although details were not provided, it seems there are some issues worth looking at. In the case of RSU, we had an experience a few years ago of the urchins dropping their spines almost as soon as they were in the warmer and saltier water from Hong Kong even though it was cooled to about 12°C.



Developing a live marketing option that would have urchins in held over in aquaria for any length of time will require research to examine the reasons behind this and explore possible workarounds.

It also sounds like they are importing and distributing small amounts of processed product and had in fact taken delivery of at least one carton of 5-hole trays from Vancouver just before we arrived. One point they mentioned that might be of interest to them, and probably other traders and importers, would be more detailed and easily available harvest forecast/notification tools on the website. This might include something simple like a link to Windy.com on the website along with some charted indication of where the fleet(s) are operating so they can easily connect the dots themselves without having to dig around very much. Building notification lists of some sort through the social media pages might also be useful.



We met with a large scale import arm of the NTUC Fairprice Co-operative Ltd., owner of that first supermarket we visited on our first day in town. Mr Steven Tan, Group Category Manager for Fresh and Frozen Food, provided a number of insights into the Singapore market in a wide ranging discussion at their main offices in Singapore. In general the product profile preferences and requirements in Singapore are similar to those in Hong Kong. As in Hong Kong, people have money but no time so the ideal product should be open-heateat with little muss or fuss. This is a trend that has been building strongly for about 5 years and looks to continue.

Food standards are very strict in Singapore but Canada has a good reputation as a reliable supplier. Salmon is big in Singapore and fresh product is preferred, but products like oysters sell well over the weekend. They see salmon as "salmon"- without distinguishing by species- so there may be some opportunity to differentiate some of our premium species, but at this point cultured Atlantics provide the reference on quality and price point.

Fairprice is probably not all that good a fit with our needs as they prefer dealing with larger container-sized loads, We are more specialized and are looking for more boutique type operations- uni is very sensitive to any kind of abuse and more personal attention is needed if the trade is going to develop into a successful business. This kind of business requires a bit more give and take as there are bound to be some ups and downs in the market that are going to require more flexibility on all sides. The lack of direct flights between Vancouver and Singapore is another complication that raises transport costs and increases transit time and quite handling and the associated risks of damage to this most sensitive of seafoods.



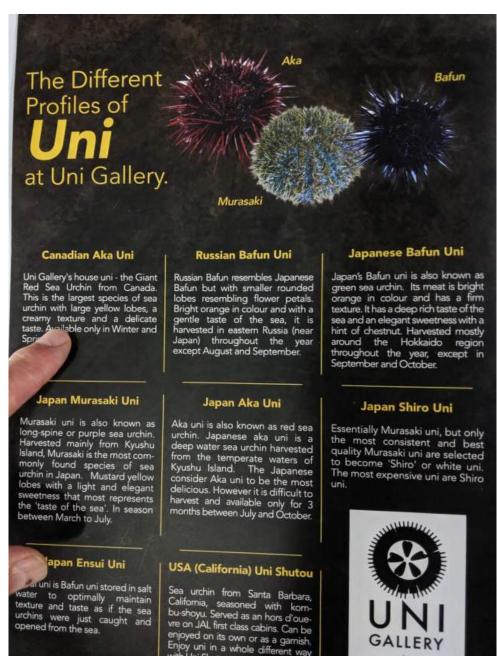
One such possible importer/distributor in Singapore is Jason Ong at Opus Verticals Pte.. He has built a business around distributing uni sourced from around the world and has a tableau of brand logos from some of the best around the world at5 the front of his restaurant. He feels Canadian product is, or can be, one of the best in the world and actually identifies RSU from Canada as the "house uni" of his restaurant- The Uni Gallery - where we met and discussed the issues and opportunities. He sees lots of potential for growth in the Singapore uni market, growth that could well be exponential assuming a sales season extending from October through March into April. He did not have any RSU from Canada for our visit but we did get to try and contrast a couple of other products, the most notable being Ralph's uni from the Australian shortspine urchin in Australia. It was just short of awesome, especially for a processed product, with a rich, fresh creamy taste with no bitterness and a restrained aftertaste.



He suggested he can see orders of up to 10 cases per week, assuming the transport complications can be worked out, and he would like to be able to get some live for display. He also hopes to be able to get some on wooden trays because that format is expected of premium varieties and he has been building it as a premium product. He has been working on the market for a couple of years and has been selling it to restaurants at a wholesale price of \$ 38 /100 grams. (Note: A Singapore dollar is worth about the same as a Canadian Dollar). He was distressed that Apollo's

clients were reportedly retailing it at \$31/100 g., perhaps as a loss leader but this price that nonetheless was putting his efforts at risk.

Despite this he hopes we can work together to continue building the business in Singapore. He suggested that more pictures of the fishery, including underwater, product, operating, people, food and nature shots, could be included in the website gallery. These are best as thumbnails for quick loading with links to the high res pictures. He would like to link these to the Uni Gallery so it remains the main go to in Singapore for Canadian uni news etc.



Tables of Trip Metrics

We again kept track of all the contacts information we collected as well as all the materials we passed out over the course of the trip. Based on the tables on the next couple of pages, it can be seen that the China Fisheries and Seafood Expo (CFSE) was the most significant single event of the trip where we maxed out the giveaways while the contacts collected at each event and in the case of the CFSE, each day are listed in their own tables which are the standard structure we have been using in reporting for the past 10 years or so. The first table summarizes the total contact numbers and average scores from the various shows.

Table 1: Comparative metrics for seafood shows attended since 2014 Key: SEA- Seafood Expo Asia (Hong Kong); CFSE- China Fisheries and Seafood Expo; SENA: Seafood Expo North America (Boston); SEG- Seafood Expo Global (Brussels); CSS- Canadian Seafood Show (Montreal); FHA- Food & Hotel Asia (Singapore)

	8	Visitor	Totals a	and Av	erages		
		2014	2015	2016	2017	2018	2019
SEA	Number	126	93	105	84	83	0
	Score	5.5	5.38	5.52	5.09	5.35	
CFSE	Number	71	102	74	92	62	57
	Score	4.84	5.2	4.49	4.6	4.53	4.46
SENA	Number			53	45	65	
	Score			5.89	5.00	4.58	
SEG	Number				55	38	
	Score				4.68	4.47	
CSS	Number			10			33
	Score						5.09
FHA	Number		10				
	Score	l)	ly.	1	10	j)	

Table 2: Giveaways etc (Day1-3 = CFSE; Pre-show = Guangzhou; Post-show = Singapore)

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Sum @ show	Pre-show	Post show	Returned
PUHA DVD #1 (Mandarin, Cantonese + English)	0	0	0	0	0	0	0			0
PUHA DVD #1 (Japanese + English)	0	0	0	0	0	0	0			0
PUHA DVD #2 (Mandarin)	0	0	0	0	0	0	0			0
PUHA DVD #2 (English)	0	0	0	0	0	0	0			0
PUHA Brochures: traditional*	50	50	0	0	0	0	0	0	0	50
PUHA Brochures: simplified*	200	200	0	61	45	23	129	10	19	42
PUHA Brochures: English	100	100	0	17	20	10	47	0	20	33
PUHA Brochures: Japanese	0	0	0	0	0	0	0		111	0
PUHA pins	40	40	0	3	6	1	10	4	4	22
Uni samples (grams)	3,000	3,000	0	700	700	300	1,700	600	700	0
Smoked salmon (g)	0	0	0	0	0	0	0	0	0	0
PSCHA Brochures: simplified	200	200	25	84	32	21	137	8	0	80
PSCHA Brochures: English	100	100	20	23	17	5	45	0	0	75
PSCHA pins	40	40	0	0	1	2	3	2	0	35
Company Brochures		0	0	0	0	0	0			0
B'cards (500 for MF, DM, Seagate)		unknown	0	not	tracked	5				-

Table 3: Contact information collected at the Guanzhou "BC Seafood Showcase" event

	, 2019- Guar		- 25.17 • 00115200 - 0		1000 CONTRACTOR OF THE	Practice Control of the Control of t		
Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	China	Guangzhou	Trader	Zhining	Huang	New Zealand (Guangzhou) Seafood Co. Ltd.	5	WeChat QR code on card
SU&SC	China	Guangzhou	cold storage	Flora	Lee	Guangdong Cold Chain Association	5	website cannot be reached
SU&SC	China	Guangzhou	government	Tom	Cumming	Canadian Trade Commissioner Service	5	
SU&SC	China	Guangzhou	government	Cathy	Yao	BC Int'l Trade Invest	6	
SU&SC	China	Guangzhou	government	Lianne	Yi	BC Int'l Trade Invest	5	9
SU&SC	China	Guangzhou	government	Andrew	He	Trade Commissioner Service Canada	6	
SU	China	Guangzhou	show organizer	Sunny	Fu	Interfood China		seafood show in Guangzhou May 21-23, 2020
SU&SC	China	Guangzhou	logistics	Wilson	Zheng	Guangzhou Wakan Group	5	cold storage and logistics services with import licenses
SU&SC	China	Xiamen	import/retail	Terry	Wu	Xiamen Sungiven Foods Holding Ltd.	6	foods distributor with import through "re" & "e" tall arms
SU&SC	China	Guangzhou	government	Wilson	Wu	BC Int'l Trade & Investment office	5	PAPE DANS PERDING 9900 AND MINISTER AND SERVICE PROPERTY OF THE SERVICE PROPERTY.

Table 4: Contact information collected during Day 1 of the 2019 CFSE

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
	China	Fuzhou	distributor (?)			Fuzhou Sanwan Marine Products Ltd.	4	WeChat QR code on card
		Daging	retail	Jiansin	Xu	Zhenpin Imported Food Business	5	WeChat QR code on card
		Beijing	retail	Wenhui	Lin	Beijing Jingshen Lufa Seafood Ltd.	4	WeChat QR code on card
SU&SC	China	Hong Kong	marketing consulting	Junyan	Xie	Sopexa China	4	int'l communication & marketing agency
		Dalian	trader/broker	Paul	In .	Arctica Food (Dalian) Co. Ltd.	4	Arctica Food Group Canada also has operations in Brossard Quebec
		Bangkok	import/distrib	Suppharee	Keathum(Kai)	Foods Classic Co. Ltd	6	A major importer/distrib in Thailand - with a focus on frozen seafood
		Beijing	government	Betti-Jo	Ruston	Gov't of Canada	5	Canadian embassy- Beijing- she is head of agriculture program
		Shenyang	government	Sam	Cui	Gov't of Canada	5	AND THE PROPERTY OF THE PROPER
		Xiamen	import/retail	Terry	Wu	Xiamen Sungiven Foods Holding Ltd.	6	note: also stopped by to visit in Guangzhou
SU-live(L)		Shanghai	import/distrib	Angellina	Hao	Shanghai Guanjin Food Co. Ltd.	6	has stores in Shanghai (Tongchuan Rd. Mrkt) & other cities, live, fresh, frozen
SU- tray,L		Ningbao	trader	Frank	Wang	Ningbo Yong Binm Din Xin Trading Co. Ltd.	6	Shanghai, Nanjin + one other city, already import geoduck
		Penglai City	R&D	David	Hung	Penglai Shenao Bioscientific Research Institute	5	R&D focus on enhancing sea cucumber processing with modern biotech
SC	China	Beijing	trader	Chen	Wu	Beijing Fish Meters Trading Co. Ltd.	5	has shop in frozen food market, Beijing
SC-whole	China	Shanghai	trader	Bright	Hu	Shanghai Heyu Foodstuff Trading Ltd.	4	
		Richmond	trader	Sang	Zheng	Grand Ocean Int'l Trading Ltd.	5	Pac +Atl cukes, prawn, herring roe, mushrooms
		Hong Kong	import/distrib	Steven	Chan Ka Chu	Wealth Seafood Co. Ltd.	5	primarily focussed on frozen
SU&SC	China	Qingdao	hotel	Heifer	Li	Intercontinental Qingdao	4	for booking hotel- possibly useful depending on location of 2020 show
SU	China	Hangzhou	government	Celina	Lou	Trade Commissioner Service Canada	5	knows possible customers interested in live urchin
SU&SC	China	Xiamen	government	Liu	Xin	Trade Commissioner Service Canada	5	
	China	Beijing	government	Monica	Fan	Export Devt Canada	4	insures shipments and finance for companies buying Canadian seafood
		Dalian	trader	Frank	Zhao	Dalian Ocean Selected Food Co. Ltd.	4	
	South Korea		government	Yoonah	Lee	Embassy of Canada, Trade Comm -Agrifood	5	
SU&SC	China	Dalian	trader	Daniel		Dalian Singa Inti Trading Co. Ltd.	4	
SU&SC	China	Nanjing	trader	Zhang	Long	Jiangsu Sainty Corp. Ltd.	5	apparently a conglomerate with a fisheries branch- started in fabrics ~1979
SU&SC	South Korea	Seoul	trader	Adam	Yoon	Viking Group	3	domain apparently faked
SU&SC	China	Guangzhou	show organizer	Sunny	Fu	Interfood China	5	first visited in Gunagzhou, re: seafood show in Guangzhou May 21-23, 2020
	China	Fuzhou	trader	Sky	Chen	Fujian R&J Trading Co. Ltd.	6	e-commerce site
SU&SC	China	Taiwan	trader	Edward	Peng	Poseidon Seafood Int'l Trading Ltd. Co.	5	alternate email on card

Table 5: Contact information collected during Day 2 of the 2019 CFSE

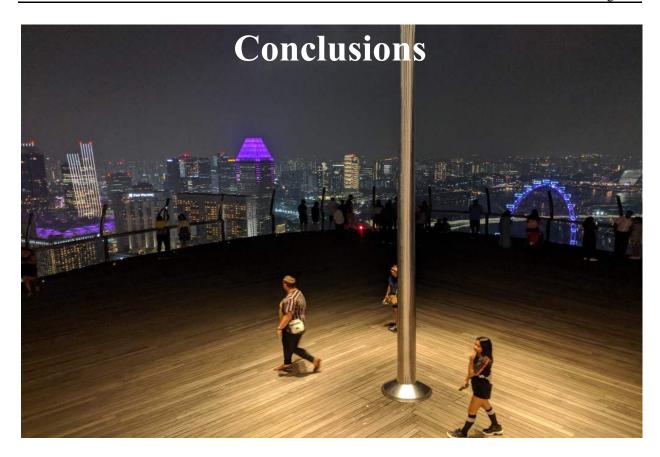
Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU&SC	China		AND ADDRESS OF THE PARTY OF THE			A CONTRACTOR CONTRACTO	2	no card, just a name in Chinese with a phone number (see link)
SC SC	China	Guangzhou	retailer	Hong	Li	Guangzhou Binhai Food Co. Ltd.	4	card Chinese only-translation by Dr. Google
SU&SC	China	Tianjin	trader	Yong	Han	O-Leding (Tianjin) Import & Export Trade Co. Ltd.	5	
3U.	China	Shanghai		Karl	Wang	Shanghai Eternal Craftsman Industry Co. Ltd.	4	Y 1907 OF NO PROPER PARK DE DE LO MONDO.Y
C	China		Lanca and a second	Zhiwhang	Li		2	no card, just a name in Chinese with a phone number (see link)
U&SC	China	Qingdao	trader	Jian (Ema)	Ma	Chinghe Trading Co. Ltd.	- 5	
U&SC	Singapore	Singapore	IP consulting	Tiffany	Ung	Adastra: An Intellectual Property Firm	5	IP management incl. patents, trademarks, copyrights and industrial design
C	China	Qingdao	VIII - 6000 - 50	Simeng	Han	Maimiong	3	www does not work
U&SC	China	Shanghai	distributor	Xuexiang	Li	Qianfu Mountain Fussan Food	4	operates in multiple cities- incl. Shanghai, Chongqing, Nanjing
C	China	Dalian	integrated	Juan	Zheng	Asia Sea	6	producer, distributor, importer, e-commerce- SOE?
U&SC	China				9		2	no card, just a name in Chinese with a phone number (see link)
C	China	Jinan	trader	Peter	Wang	Grand Oceans Intil Trade Co. Ltd.	6	specializing in frozen seafood- import, wholesale, retail
C	Canada	Vancouver	supplier	Bob	Luo	Haishen Seafood Canada Ltd.	5	A STATE OF THE STA
C	China	Dalian	trader	Renyuan	Zhao	Hailaiyunshi	4	website non-responsive
U&SC	China	Hona Kona	financing	Khaled	Chaabouni	Leo-Progress Int'l Ltd.	4	imports seafood into N. Am and exports wireless links (FSO) abroad
U&SC	South Korea	Seoul	processor	Namkun (Andy)	Kim	Eunha Marine Co. Ltd.	5	looks like value added processor
U&SC	South Korea	Seoul	consulting	Anna Sophia	Hommel	Tridge	4	market intelligence and consulting
U	Singapore	Singapore	trader	Owen	Lau	Ger Trading Pte. Ltd.	4	alt email: gertradingsg@gmail.com
U&SC	China		lov_u	W_m	Ä	100 May 1000	2	no card, just a name in Chinese with a phone number (see link)
SU&SC	South Korea		trader	Luke	Oh	Actifood	4	

Table 6: Contact information collected during Day 3 of the 2019 CFSE

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU&SC	China	Qingdao	integrated	Nick	Ni	Qingdao Luhaifeng Group	5	vertically integrated seafood producer, distributor and retailer
SU&SC	China	Qingdao	service	Haotai	Yue	Shangdong Zhengwei Survey Co. Ltd.	4	
SU	Scotland	Stirling	academic	Richard	Newton	Faculty of Natural Sciences, U of Stirling	5	seeking more Cdn/US involvment in ecol/pop'n/fish/plankton R&D
SU	Poland	Lodz	retail (supermrkts)	Stan	Szewczyk	BioMart Sp.z.o.o.Sp. k	5	
SU	Singapore	Singapore	trader	Jessie	Koo	Ger Trading Pte. Ltd.	4	
SC	China	Yantai City	trader			Yantai Jintuan Sea Cucumber	4	
SU&SC	China	Shenzhen	market research	Brave	Yu	Grocery Market Research Litd.	4	website currently under construction
SC	Peru	Lima	supplier	Erwin C.	Foguer	Costa Seafood	4	
SU&SC	China	Hong Kong	import/distrib	Hin Kar	Tsang	Seabo International Ltd	5	Belinda's dad

Table 7: Contact information collected on and around the Singapore "BC Seafood Showcase" event

Product			Business	First Name	Last Name	Company	Score	Comment(s)
	Singapore		retail	Alan	Lee	Greenwood Fish Market	6	17/25
SU	Singapore	Singapore	import/distrib	Priscilla	Kwok	Euraco Finefood Pte. Ltd.	6	fine food import from Europe
	Singapore	Singapore	retail	Esther	Chua	S.S. Kim Enterprises Pte. Ltd.	6	fine food - brick and mortar and online sales with delivery
	Singapore	Singapore	import/distrib/etail	Walter	McNeil	The Alaska Guys Pte.Ltd.	6	deal with AK fisheries but interested in trying RSU- trays
SU	Singapore	Singapore	import/distrib/etail	Kevin	Gartner	The Alaska Guys Pte.Ltd.	6	1 2 2 2
SU	Singapore	Singapore	manu/import/distrib	Nobuhiko	Yamaguchi	Apollo Aquaculture Group Pte. Ltd.	6	high-end AqC systems manufaturer and services, also seafood sales
SU	Singapore	Singapore	import/retail/rest	Daniel	Tay	Marketstall Trading Pte. Ltd.	7	imports/distributes Japanese foods and also has sushi outlets
SU	Singapore	Singapore	import/e-tail	Shawn	Lim	Song Fish Dealer Pte.Ltd.	7	imports and e-tails seafood and other fine foods, primarily frozen
SU	Singapore	Singapore	import/distrib	Jason	Ong	Opus Verticals Pte.Ltd.	7	boutique sashimi and fine foods distributor
	Singapore	Singapore	import/retail	Steven	Tan	NTUS Fairprice Co-operative Limited	5	large supermarket with e-tail/delivery, large orders probably
SU	Singapore	Singapore	import/restaurant	Christopher	Chang	Red House Seafood	6	chinese with dim sum etc; at least 3 outlets
SU	Singapore	Singapore	manu/import/distrib	Joanne Chia Jia	Rong	Apollo Aquaculture Group Pte. Ltd.	6	high-end AqC systems manufaturer and services, also seafood sales
SU	Singapore	Singapore	restaurant	Richie	Tam	The Black Swan	6	high end restaurant serving a variety of fine foods
SU	Singapore	Singapore	import/distrib/retail	Doris		Dish The Fish	6	new age fish monger, BC steelhead and sablefish @ ~ \$ 55/kg (\$S~= to CAD)
SU	Singapore	Singapore	import/distrib	Joshua	Chong	Global Live Seafood Pte.Ltd.	6	already buying other products from Lobsterman, interested to try live urchin
SU	Singapore	Singapore	import/distrib	Masakazu	Kijima	Indoguna Singapore	5	probably seeking large orders- container size- so
SU	Singapore	Singapore	restaurant	Kelvin	Chan	K and C Holdings	6	Asian fusion restaurant in National Gallery interested in trying urchins
SU	Singapore	Singapore	import/distrib	Corrine	Khuan	JK Food Supply	5	primarily frozen, but some fresh.
SU	Singapore	Singapore	government	Michael	Nicholas	BC Int'l Trade & Investment office- Singapore	6	managing director for Singapore/Malaysia
SU	Singapore	Singapore	government	Amelia	Yeo	BC Int'l Trade & Investment office- Singapore	6	Senior manager in BC office for Singapore/Malaysia
SU	Singapore	Singapore	government	Debalina	Gupta	Trade Commissioner Service Canada	5	
	Singapore		government		Chan	Trade Commissioner Service Canada	5	



All involved considered this a very constructive and productive trip. Events have of course evolved since our return but it seems safe to say that Singapore looks like a promising prospect as a new market for BC sea urchin once things return to some semblance of order. Given the fluid situation in Hong Kong at this point, our second most important market after Japan, it would seem to make a lot of sense to establish a foothold here as an alternative outlet to our product especially if things take a bit longer to get back on track in that market. We have made good progress over the past few years diversifying markets and this has provided distinct and measurable benefits to not just our industry, but also arguably to our customers and partners. We continue to work on improving the quality and availability of our products and extending our product line to include more "live" options and look forward to building our reputation and customer base around the world. We are committed to continuing to support our existing partners but extending the reach of our product into new markets remains doable and likely to continue providing advantage to our industry, partners and customers for years down the road.