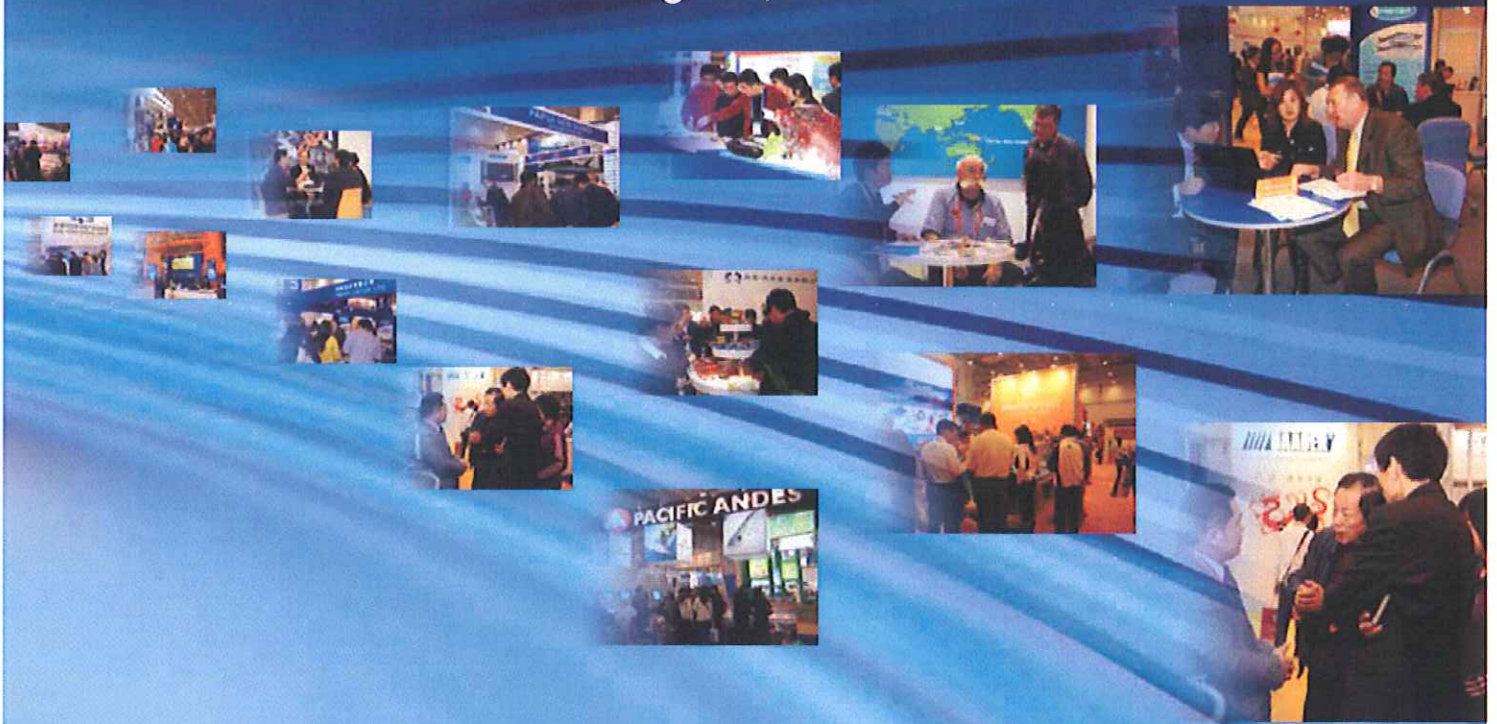


# Asia's Largest Seafood Show



## November 3-5, 2009

Qingdao International  
Convention Center  
Qingdao, China



■ **Supported by:**

The Ministry of Agriculture, People's Republic of China

■ **Organized by:**

Sea Fare Expositions, Inc. and China Council for the Promotion  
of International Trade (Specialized Sub-Council of Agriculture)



## A Growing Show for a Growing Market

China Fisheries & Seafood Expo is the fastest growing seafood show in the world. Over the past three years, the size of Asia's largest seafood industry event has nearly doubled to more than 1,500 booths and 15,000 visitors. No other seafood show in the world has ever grown that big, that fast.

The 13th annual China Fisheries & Seafood Expo, which was held last November in Qingdao, featured exhibitors from 34 countries and visitors from 84 countries. A world class event, China Fisheries & Seafood Expo 2008 featured more than 15,000 square meters of exhibit space and approximately

735 exhibiting companies. In addition to more than 450 Chinese exhibitors, China Fisheries & Seafood Expo 2008 featured national pavilions from Europe, the Americas and Asia. Each year, an estimated 15,000 qualified buyers from throughout China and around the world attend China Fisheries & Seafood Expo.

**“Asia’s premier seafood and fisheries trade event.”**

*U.S. Agricultural Trade Office  
Shanghai*

## The Largest Seafood Market in the World

The world's most populous country, China currently consumes fully a third of all the seafood produced in the world. And China's demand for seafood is expected to continue to grow at a record-breaking pace. According to the Institute for Applied Systems Analysis, China could need as much as 65 million metric tons of additional seafood by the year 2025 to meet its growing demand!

When the Chinese eat out, above all they like to eat seafood. In fact, according to

a famous Chinese proverb, “Without fish there is no dinner.” The Chinese place such a high premium on seafood that some restaurants charge more than US\$1,000 a plate for seafood delicacies such as abalone. As China's living standards improve, more people will be able to afford more seafood more often. If you are not well positioned in the China market, you could be missing the best seafood marketing opportunity in the world.

## China's Demand for Imported Seafood Remains Strong

China's huge seafood reprocessing industry pushed China's seafood In 2008, China's reported seafood imports surged to US\$4.7 billion\*, an increase of 10 percent over the previous year and double the volume of seafood imported just five years previously. Through the first nine months of 2008, China's seafood imports were up another 13 percent, an indication that demand for imported seafood in China remains strong at the same time demand has stalled in other markets around the world.

As Chinese consumers have become increasingly prosperous they have been eager to try new seafoods from around the world. Walk into a good sized seafood restaurant in China these days and you can order seafood from around the world. Snow and Dungeness crab from Canada, spiny lobster from Australia, abalone from South Africa, sea bass from Chile, geoduck clams from

the U.S., ribbonfish from India, salmon from Norway, oysters from Namibia, bigeye tuna from Japan, coral grouper from Papua New Guinea....the variety of imported seafood sold in China keeps growing and growing.

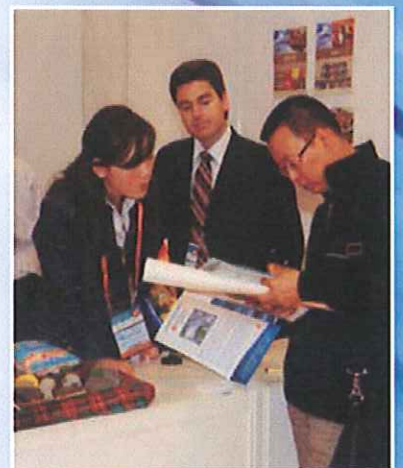
Because imported seafood is widely considered by the Chinese to be safer and of higher quality, the opportunity to find new markets for your seafood products in China is as vast as the country itself. A booth at China Fisheries & Seafood Expo puts you in touch with thousands of seafood buyers from throughout China who are eager to increase their sales of imported seafood and meet new overseas suppliers.

*\* The true value of China's actual seafood imports are significantly higher due to non and underreporting.*

## A Smart Way to Tap China's Market

Why exhibit at China Fisheries & Seafood Expo? The answer is simple: it's smart business. An exhibit at China Fisheries & Seafood Expo is the single most cost efficient way to increase your sales in this lucrative market. Asia's biggest seafood show has been helping international companies develop markets in China for 13 years. One of the top three seafood shows in the

world, China Fisheries & Seafood Expo puts your company in front of key buyers and decision makers from China and more than 80 other countries. Companies from more than 30 countries know that an exhibit at China Fisheries & Seafood Expo is the best place to showcase their products and services to the most dynamic seafood market in the world.



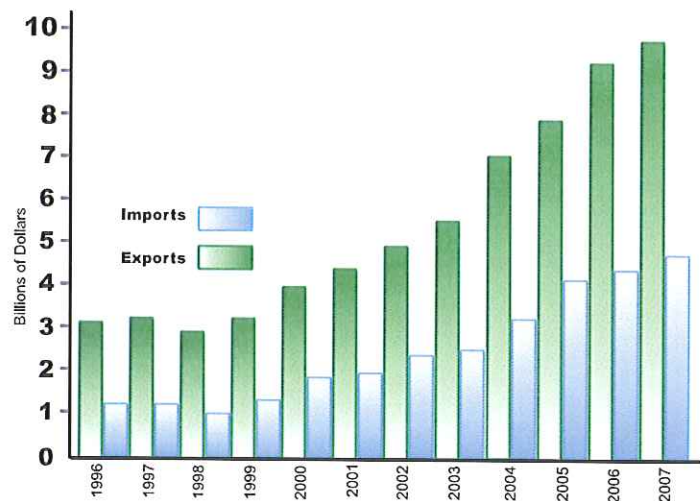


## Key Support from China's Government and Industry

China Fisheries & Seafood Expo is designated a "Class A" trade show, which is the highest designation given by the Chinese government. China Fisheries & Seafood Expo is the only seafood show in China with the full and active support of China's major seafood industry trade associations and the leading national and regional government organizations including the Ministry of Agriculture and the Bureau

of Fisheries. Sea Fare Expositions, Inc. of Seattle, which has organized seafood industry expositions for 25 years, has been the Overseas Organizer since the show's inception. The combination of strong government and industry support and international expertise in seafood exposition management assures your company that it will be exhibiting at a highly professional, well-organized event.

## ▶ China's International Seafood Trade Soars





## China – the World’s Seafood Factory

While consumption of imported seafood in China is increasing year after year, Chinese secondary seafood processors also import millions of metric tons of seafood each year for reprocessing and exporting to markets around the world. A growing variety of increasingly sophisticated value-added seafood products from imported raw material helped push China’s seafood

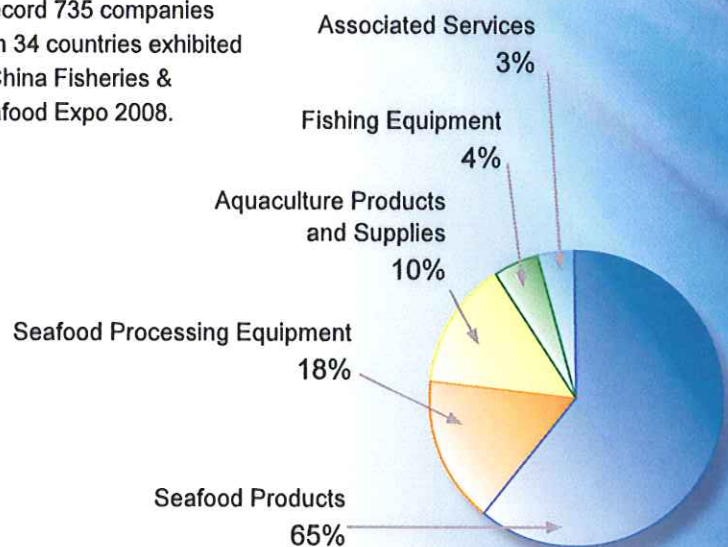
exports to a record US\$9.7 billion in 2008. In order to continue to grow, China’s secondary processing industry is always looking for new sources of raw material from primary producers around the world. China Fisheries & Seafood Expo is an excellent opportunity to meet hundreds of Chinese processors who are eager to meet new seafood suppliers.

### Visitor Profile

Almost 15,000 visitors from 84 countries attended China Fisheries & Seafood Expo 2008. These visitors include key importers, secondary processors, distributors, retailers and foodservice operators. In addition, leading seafood-processing companies and aquaculture producers and fishing fleet operators visit each year looking for new equipment, services and technology. Buyers who attend China Fisheries & Seafood Expo are pre-qualified and able to make purchasing decisions on the spot.

### Exhibitor Profile

A record 735 companies from 34 countries exhibited at China Fisheries & Seafood Expo 2008.





Early November is still the Golden Season in Qingdao. Days are normally dry and temperatures range from 18°to 24°C (64°to 74°F).



## About Qingdao

China Fisheries & Seafood Expo 2009 will fill three halls of the modern Qingdao International Convention Center. A booming, seaside city of 7 million people, Qingdao was the host city for the 2008 Olympic sailing events. This charming city is also the commercial center of China's thriving seafood processing industry. Companies in Qingdao and the surrounding Shandong Province import and export USD\$5 billion worth of seafood a year – more than a third of China's total international seafood trade. While Qingdao has modern hotels and restaurants, it retains much of its old world character. Its convenient, new international airport has numerous daily flights from throughout China, Hong Kong, Japan and Korea.

## How Do I Exhibit

Exhibiting at China Fisheries & Seafood Expo is easy. To be a part of Asia's premier seafood event, simply fill out the enclosed contract and forward it to Sea Fare Expositions by fax or mail. Once we receive your contract and 50% deposit, we'll assign you the best possible space. Our experienced team of trade show professionals will provide all the support and services you need to make sure you get as much benefit as possible from the show.

## Sell Your Equipment to the World's Largest Seafood Processing Industry

The size and scale of China's seafood processing industry, the largest in the world, is huge. In 2007 Chinese seafood processors exported a record USD\$10 billion worth of seafood to markets around the world. Already the world's leading seafood exporter, China's seafood industry is making large investments in new plants and increasingly sophisticated processing equipment and technology in order to reduce labor costs and meet customer demand for higher-value, more convenient seafood products.

Now is an excellent time for your company to sell equipment and technology to the Chinese seafood industry. The best place to showcase your product is at Seafood Technology China, which runs along with China Fisheries & Seafood Expo.

If you produce freezing, grading, packaging, filleting, cooking or portion control equipment, China is an excellent growth market for your products. In addition, Chinese seafood processors are investing in quality control diagnostic, testing and monitoring technology to meet the strict demands of export markets.

An exhibit at Seafood Technology China is the fastest way to find markets for your products in China's booming seafood industry.



## A Show for the World's Largest Aquaculture Industry

Aquaculture China, a trade show for China's huge aquaculture industry, is co-located with China Fisheries & Seafood Expo. The size of China's aquaculture production is truly amazing. According to the United Nations, China produces more than 30 million metric tons of aquatic products – about two thirds of the world's total aquaculture production!

There has never been a better time to sell your products and services to this massive aquaculture industry. China's government has officially adopted a "zero-growth" policy on its marine fishing industry in an effort to conserve its resources. To meet China's growing demand for higher-value seafood, the Chinese government has made further development of its aquaculture industry a top national priority.

Chinese aquaculture producers are rapidly upgrading their technology to produce species such as abalone,

eel, shrimp, sea bass, turbot, scallops, snapper, tilapia, sea bream, red drum, crab, turtles, clams, catfish, flounder, trout, mussels, salmon and more.



To encourage the growth of its aquaculture industry, the Chinese government is dramatically reducing tariffs on a variety of aquaculture supplies such as fish meal, fish feed and fingerlings. If you want to sell your products to this dynamic industry, make plans now to exhibit at Aquaculture China 2009.

www.chinaseafoodexpo.com



### China Fisheries & Seafood Expo 2008: Facts & Figures

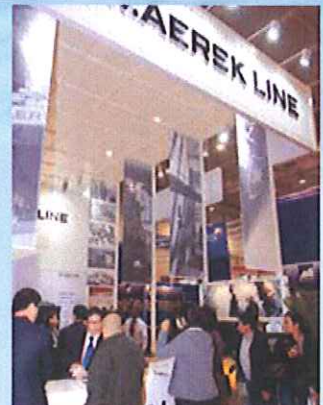
Net Exhibit Space (m2):  
15,120 m2

Number of Visitors:  
15,000

Number of  
Visiting Countries:  
84

Number of  
Exhibiting Companies:  
735

Number of  
Exhibiting Countries:  
34



Sea Fare Expositions, Inc.  
4250 8<sup>th</sup> Ave. NW Suite 100  
Seattle, WA 98107 U.S.A.

TEL: 206.789.5741

FAX: 206.789.0504

E-mail:  
seafoodchina@seafare.com

Web site:  
www.chinaseafoodexpo.com

Sea Fare China Ltd.  
16 F/A No. 58 Freetown Center  
South Road Dongsanhuan  
Beijing 100022 P.R. China

TEL: +86 10 58672620

FAX: +86 10 58672600

E-mail:  
info@seafarechina.com

Web site:  
www.seafarechina.com