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**AUSTRALIAN SEAFOOD**  
**DIVERSITY QUALITY SUSTAINABILITY**



Asian Seafood Exposition 2010  
Hong Kong  
Tuesday 6<sup>th</sup> – Thursday 9<sup>th</sup> September 2010

## Summary

In 2010 The Western Australian Fishing Industry Council (WAFIC) reviewed its export profiling programme and, after extensive consultation with members, approved a three-year investment in the Asian Seafood Expo, commencing with the first Expo in September 2010. As this was the first genuinely all Asian Expo, and the first Expo in Asia that WAFIC has attended since the 2002 Tokyo Seafood Show, WAFIC needed market intelligence and sought and received co-investment from the Fisheries Research and Development Corporation (FRDC) and Australian Seafood Co-operative Research centre (CRC). This investment allowed a professional market survey to be conducted carried out by the University of the Sunshine Coast (USC), Queensland, which was carrying out similar in-country research for the Abalone Council of Australia in China.

WAFIC opened its pavilion to all businesses in Australia and their strong commitment enabled the industry council to design a pavilion of sufficient size (96m<sup>2</sup>) to give Australia a real presence at the Expo. The stand design reflected the underlying message.

### **‘Australian Seafood’s Diversity Quality Sustainability’.**

This theme was well received by many buyers and particularly by WWF (Hong Kong) whose representatives visited the stand twice and which is making significant inroads with consumers in Hong Kong. At least three genuine buyers mentioned that they will only purchase sustainable seafood, two requiring MSC certification or similar. This is a noticeable change in attitude of buyers at previous Asian Expos attended by Wafic and was confirmed by the market survey where sustainability rated higher than product range and consistency of supply and the highest ranking of all the perceptions of Australian Seafood. It also reinforced the view that the marketing message developed by WAFIC and the FRDC would be well received and should be continued.



Based on the feedback received in exit interviews from prior events, this years pavilion incorporated two flat-screen TV's to add movement to the pavilion and provide background imagery that supported the theme of Diversity, Quality and Sustainability. The stand design was largely open, with a private meeting room and an information desk to provide first contact with potential clients and direct them to the participants who would most likely be able to assist them.

The Australian Pavilion was in a prominent position adjacent to the visitor lounge, cooking demonstrations and visitor café; it was also close to a glass wall, providing natural light.



This location drew good traffic flow that assisted the industry to articulate the positioning of Australian product at the premium end of the world seafood market. The function of the information desk was to field inquires and redirect them to appropriate company(s) on the pavilion for detailed product information. This process worked well and was appreciated by all Australian participants. Special thanks go to Yvonne Ma, who gave up far more than her allotted time to man the information desk and who provided Cantonese and Mandarin translation for a large number of visitors. What was very noticeable was that nearly all of the visitors were people who were genuinely seeking Australian product, frequently with an excellent knowledge of the country, its exports and even particular exporters and individuals. It meant that little time was wasted on general enquires or 'tyre-kickers'. Visitors were all entirely professional seafood people.

There was a good range of participants on the stand, which enabled more enquires to be fielded professionally. Fifteen private companies with a total of twenty-four participants from Western Australian, Queensland, Victoria and South Australia attended. A gratifying response considering that this was an inaugural exposition so attendees could not really know what to expect.





WAFIC was able to secure a corporate rate at a good hotel where it sponsored a small pre-event function for attendees, Austrade including the Trade Commissioner Phil Ingram, State Government representatives and the president of Diversified (the organising company) Nancy Hasselback.

Other sponsors included the Fisheries Research and Development Corporation (FRDC) which provided the original graphics and theme and particular thanks must go to Ben Manning, University of the Sunshine Coast who gathered all the contact details into a spreadsheet daily for attendees. USC also conducted the Market and Exit surveys, which enabled these to be completely independent of WAFIC. Austrade compiled a participants' directory, sending it to their extensive range of contacts, which certainly generated visits, and Austrade staff from multiple centres (including Taiwan and Macau) brought clients to the pavilion. It is hoped that Austrade will be able to provide additional services for subsequent events and interest more State Governments to support their respective industries. WAFIC was also pleased to receive a visit from the Australian Consul-General in Hong Kong, Mr Les Luck.

The value of an Australian presence at ASE cannot be underestimated. A number of Australian companies view the Asian market more favourably as other markets become increasingly difficult due to an appreciating Australian dollar. With East Asian consumers being increasingly aware of, and prepared to pay a premium for, environmentally sustainable seafood, Australia companies are well placed to take advantage of the country's reputation for sustainable production.

Whilst access to the mainland Chinese market remains difficult for many Australian seafood companies, due to tariff and non-tariff barriers, China remains the pre-eminent market for the Australian seafood industry. Presence at this show provided a positioning for the brand “Australian Seafood”, an intangible attribute which cannot be underestimated in terms of the effect this has on Australian seafood trade.

It has been suggested that a continuing presence at ASE is important for the Australian Seafood industry to increase market share and in particular to assist in raising the level of awareness and understanding for the sustainable and premium nature of Australian seafood production. Consideration should be given to what role State government agencies should play in future Expos. It has been suggested that greater state and federal government support would assist in articulating the diversity and range of the Australian offer.

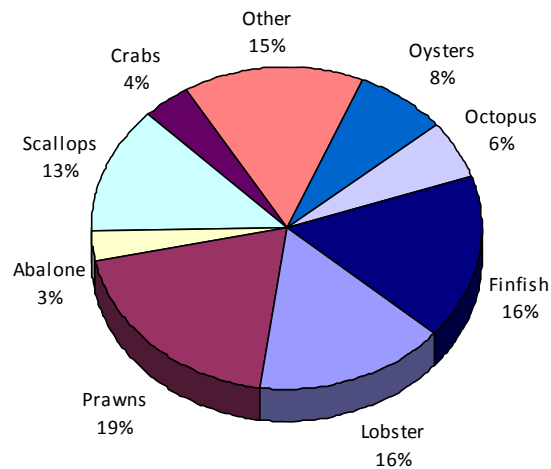
### **Exit Survey**

Participants at the WAFIC pavilion were asked to complete an Exit Survey in order to gauge the success or otherwise of their attendance at the inaugural Asian Seafood Expo. All but three of the participants had previously attended the European Seafood Exposition as a part of the WAFIC pavilion. Eleven participants indicated that they found value in attending the ASE as part of the WAFIC pavilion. Seven participants expected to write up to \$4m in sales and five participants up to \$1 million of sales, and as a direct result of their participation in ASE. All participants rated the management of the WAFIC pavilion highly. Some general comments included: appreciated the stands location, the open space layout and stand design. Some suggestions for future shows included a map of Australia, more brochure space and clean green images. The full survey results are at Appendix I.

## Market Survey

WAFIC staff recorded the contact details and enquiry information of the visitors to the stand where possible (Appendix H). A total of 125 enquiries were recorded and provided to exhibitors to follow up. Visitors to the stand enquired about a range of products, with high levels of interest in prawns, lobsters and scallops. Of the finfish enquiries, salmon and tuna recorded the highest level of interest.

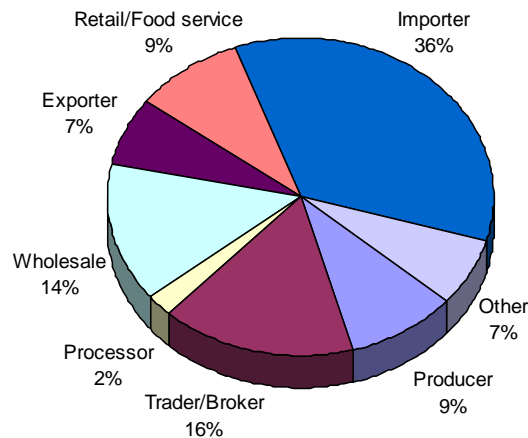
**Graph 1 Product interest**



## What is important to potential buyers

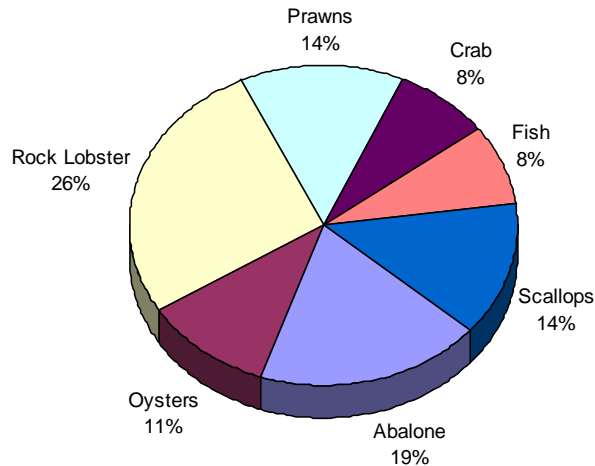
A survey of visitors (Appendix G) was conducted over the three days of the exhibition that captured general information about their business activities, product preferences and perceptions of Australian seafood. Over half the respondents were from Hong Kong or China, mostly consisting of importers (36%), trader/brokers (16%) and 14 % being wholesalers (Graph 2).

**Graph 2 Main business activity**



Forty five percent of visitors had traded in Australian seafood within the last 2 years and the 3 highest traded Australian products were rock lobster (26%), abalone (19%), with 14 percent being prawns and scallops (Graph 3).

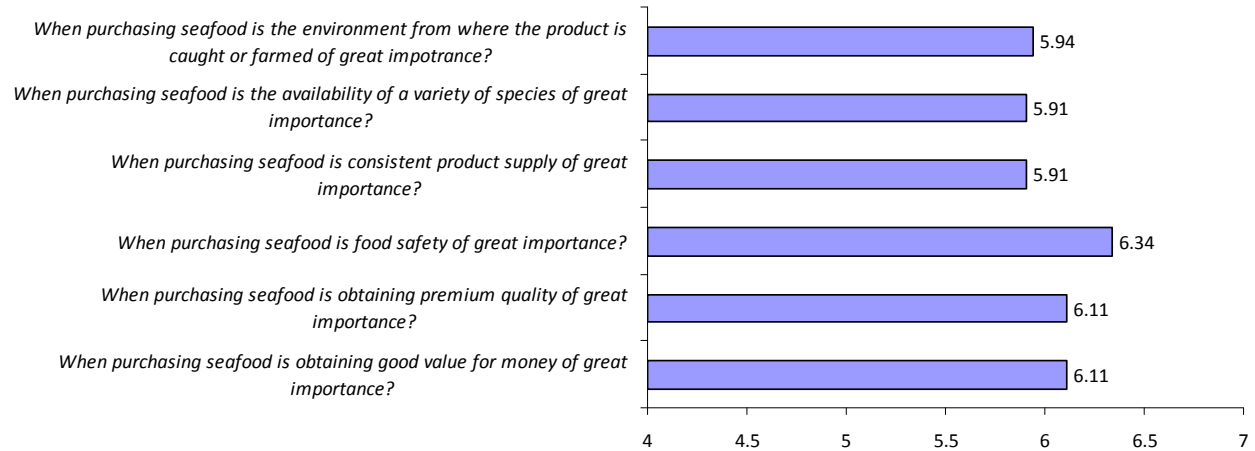
**Graph 3 Australian seafood products traded in last 2 years**



### **Product Attributes and Preferences**

The visitors were also asked a series of questions that sought to measure the importance of certain seafood product attributes. The visitors had to rank their answers from (1) indicating strong disagreement to questions whereas (7) indicated strong agreement to questions (see Appendix F for survey). As shown in Graph 4, food safety was recognised as their most important product attribute, followed by premium quality and value for money.

#### Graph 4 Importance of seafood product attributes

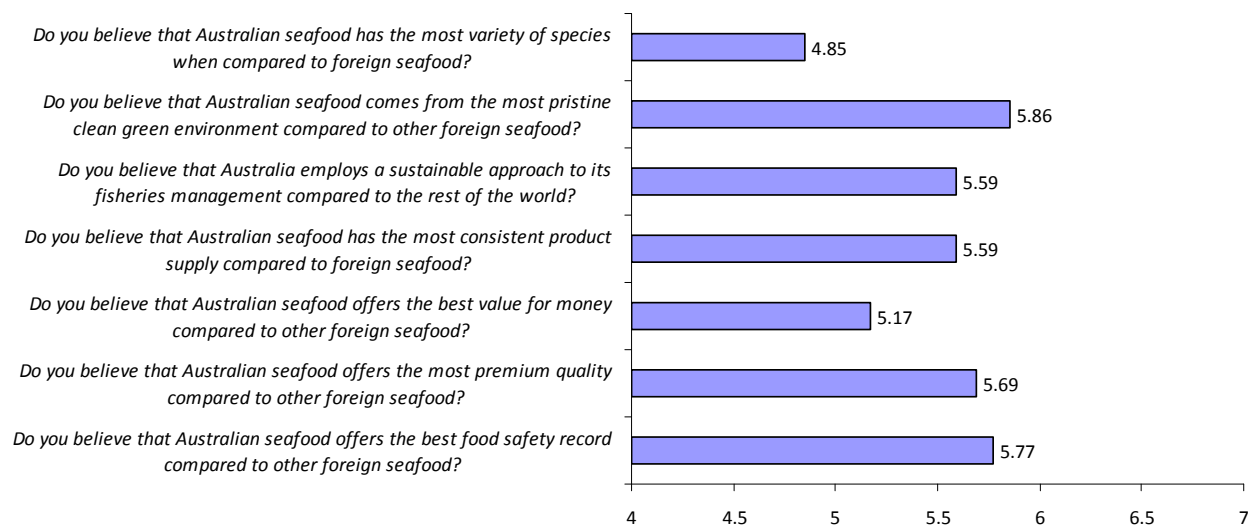


#### Perceptions of Australian Seafood

Next, the visitors were asked the same series of questions as above but this time specific to Australian seafood. In effect these questions sought to measure their perceptions of Australian seafood even if they had not traded product in the past 2 years. Graph 5 show that, on average, visitors rated all Australian product attributes highly with the exception of availability of a variety of species. Australia’s pristine clean green environment rated the highest followed closely by food safety record and availability of premium quality product.

Interesting to note for future promotion efforts that of the 3 most important products attributes buyers look for when sourcing products (Graph 4 – food safety, premium quality, value for money), the results of the survey highlight that Australia’s food safety record and premium quality product already rates highly (Graph 5). May include lack of knowledge.

#### Graph 5 Perceptions of Australian seafood





## **APPENDICES**

- Appendix A: List of Participants
- Appendix B: Stand Roster
- Appendix C: Floor Plan
- Appendix D: Stand Design
- Appendix E: Rules of Engagement
- Appendix F: Meeting Room Schedule
- Appendix G: Visitor Leads
- Appendix H: Visitor Market Survey
- Appendix I: Exit Survey

## Appendix A: List of Participants

# 澳洲海鮮 AUSTRALIAN SEAFOOD

DIVERSITY QUALITY SUSTAINABILITY

## 公司指南 COMPANY DIRECTORY

Western Australian Fishing Industry Council – WA	西澳捕漁業議會
Abacus Fisheries – Carnarvon – WA	精算漁產 – 卡拿艾 – 西澳
Austral Fisheries – WA	南方眾漁場 – 西澳
Fremantle Octopus – WA	菲蔓圖八爪漁業 – 西澳
Focus Fisheries – WA	中心漁業 – 西澳
Indian Ocean Fresh Australia Pty Ltd – WA	印度洋澳洲鮮資產有限公司 – 西澳
Westmore Seafoods – WA	韋斯摩海鮮 – 西澳
Shark Bay Seafoods – WA	鯊灣海鮮 – 西澳
Marine Produce Australia – WA	澳洲海產 – 西澳
Australian Bight Seafood Pty Ltd – SA	澳洲小海灣海鮮資產有限公司 – 南澳
A Raptis & Son Pty Ltd – QLD	樂兒資產有限公司 – 昆洲
Mackay Reef Fish Supplies – QLD	麥卡礁漁產供應商 – 昆洲
Urangan Fisheries – QLD	尤南根漁業 – 昆洲
SASK International Seafood – VIC	塞斯克國際海鮮 – 維洲
Southern United Seafood Australia Pty Ltd – VIC	義友海鮮 – 維洲

### AUSTRALIAN GOVERNMENT

### 澳洲政府部門

Austrade

澳貿

Australian Seafood Co-operative Research Centre

澳洲海鮮聯合研究中心

Fisheries Research and Development Corporation

漁業研究及發展組合



## Appendix B: Stand Roster

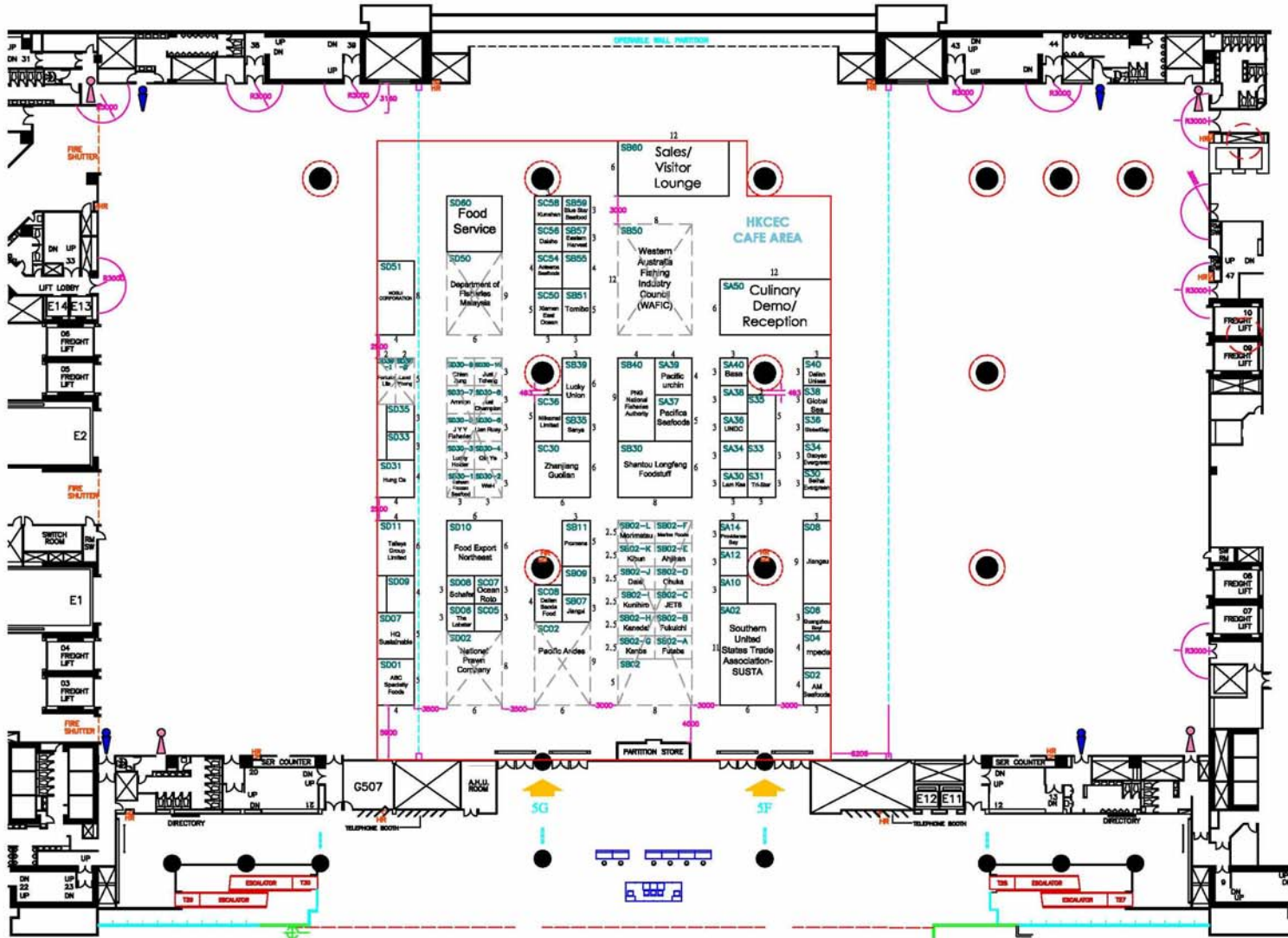
Names	Position	7/09/2010							8/09/2010							9/09/2010								
		12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00
<b>Exhibitors</b>																								
Graham Potter	A Raptis & Son Pty Ltd	1														1			1					
Peter Jecks Dylan Skinns	Abacus Fisheries, Carnarvon	1														1			1					
Lesley Leyland	Austral Fisheries		1													1							1	
Shaun Evans	Austral Fisheries			1												1							1	
Terry Richardson	Australian Bight Seafood Pty Ltd				1																			1
Ben Manning	Australian Bight Seafood Pty Ltd				1											1								1
Joanne Freeman	CRC	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Brett Hogan	CRC	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Sam Naomis	Focus				1								1					1						
Erica Starling	Fremantle Octopus				1								1					1						
David Caracciolo	Indian Ocean Fresh Australia PL(Geraldton)					1							1					1						
Steven Kons	Mackay Reef Fish Supplies					1							1					1						
Ai Lin Tu	SASK International Seafood					1							1					1						
Fei Ming Liang	Southern United Seafood							1							1					1				
Hoi Ting Ngai	Australia PL							1							1							1		
Ka Ying Kam	Southern United Seafood							1							1							1		
Yuen Leung Keith	Australia PL							1							1							1		
Schulz	Urangan Fisheries							1					1					1						
Paul Hodson	Urangan Fisheries							1					1					1						
Richard Stevens	WAFishing Industry Council Inc	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Yvonne Ma	WAFishing Industry Council Inc	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Gary Kessell	Marine Produce Australia																							
Simon Little	Shark Bay Seafoods							1	1								1							
	Westmore Seafoods							1	1								1							

Appendix C: Floor Plan

# Asian Seafood Exposition 2010

## Hall 5FG

7-9 September 2010



CLIENT	Diversified Business Communications
ORGANISER	Diversified Business Communications
PROJECT/EXHIBITION/SHOW	Asian Seafood Exposition 2010
SHOW PERIOD	07-09/ 09/ 2010
VENUE	HALL 5FG
CITY/COUNTRY	H.K.
	<b>amc</b> AMC (Exhibits) Ltd.
SCALE	1 : 400 (A3 SIZE)
PERSON-IN-CHARGE	Jackal Ho
PRODUCED BY	Sam Lai
VERIFIED BY	DATE
APPROVED BY	DATE
DRAWING TITLE	FLOOR PLAN
DATE	09/ 08/ 2010
VERSION	16



Appendix D: Stand Design



## Appendix E: Rules of Engagement

# Asian Seafood Expo

## Hong Kong, China

### **RULES OF ENGAGEMENT for all participants on the Wafic pavilion**

7-9 September 2010

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Whilst the Australian pavilion will be professionally staffed at all times; participants (Observer and Business Visitors) will be expected to actively participate in the overall running of the pavilion.

This will involve answering general inquiries from visitors about the Australian Seafood industry or helping them to locate someone else who could assist them with their inquiry.

Participants will be rostered on at particular times during the event to staff the reception area, this will ensure that there are sufficient people at the pavilion to manage inquiries from customers. This will be arranged when you first arrive at the stand.

This is a small stand, with a wide variety of people; therefore we must have a few rules;

1. We require that all industry contacts are recorded for publication by the Wafic pavilion event organisers. This is a condition of participation, and of Austrade support. A report of all visitors' names, addresses and contact details is required and this will be made available to all stand participants.
2. There will be a roster to staff the reception area. When rostered on, each person must be available to answer any general enquiry, or assist in locating someone who can answer their inquiry. It is a condition of entry that each participant accepts when rostered on the stand they are then representing the Australian Seafood Industry and not solely their own company
3. It is an absolute prerequisite that each participant has insurance cover for every conceivable liability, and in signing this letter, that he or she will make no claim on WAFIC for any reason whatsoever in the event of anything happening to them as a result of attending.

PLEASE NOTE Companies that claim their own Export Market Development Grant (EMDG) are still welcome to use the pavilion as a business visitor with payment of the appropriate fee. They must inform the organisers that they are making their own claim. The fee is a legitimate EMDG expense.

For further information on this event and the

### **Restaurant and Bar Hong Kong, China**

7-9<sup>th</sup> September

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contact Richard Stevens at Wafic on 08 9492 8888

**NOTE: In signing the last page below, you are agreeing to all of the above conditions**

# Western Australian Pavilion at the 2010 ASE

## ELIGIBILITY FOR THIS OFFER:

### ASE NON-VISITOR – \$490+GST

For those businesses that wish to have a presence at ASE, but do not wish to travel to the event, organisers will represent their business for \$490+GST.

### Business Visitor / Observer – \$900+GST.

Your travel agent may bill the Australian pavilion organisers (Yvonne Ma at the Western Australian Fishing Industry Council (WAFIC) 08 9492 8888) for the cost of an **Economy** or **Business** class return airfare to Hong Kong (including transfers). (If you are travelling beyond Hong Kong, then the agent may only bill for the equivalent of the best available return airfare to Hong Kong).

The organisers will invoice **you** for your package cost **\$900+GST**, plus the cost of your airfare. This covers the cost of entry to the Expo on all three days, and a contribution to the cost of the stand. The pavilion will have tables and chairs as well provide the use of the open area for meetings The account that will be sent to you must be paid before the organisers will pay your travel agent. (The organisers do not have the resources to carry debt.)

As a condition of this offer **you** agree to provide the event organisers with the airline boarding passes showing that you have been to Hong Kong at the time of the show, and returned to Australia. If you also provide the organisers with a copy of a receipted hotel bill, covering the time of the Expo, organisers will **pay you** \$250 per night for up to four nights as an allowance (maximum \$1,000).

**If you do not provide original boarding passes this offer is void.** These are conditions of the Austrade grant, and must be rigorously enforced.

Please indicate the package and number of people attending below.

NO's.	Package	1.1 COST
	Business Visitor \$900+GST.	
	Non visitor \$490+GST	
	<b>1.1.1 Total</b>	

### *Please note:*

Conditions of acceptance of this offer are that:

Anyone accepting the offer undertakes **NOT** to make any claim on Austrade for EMDG\*\*, or any other government department for the recovery of costs paid to organisers for assistance to attend ASE. The above costs are, however, a legitimate business expense.

People attending ASE must demonstrate that they have been to Hong Kong during the period of the show by the provision of a copy of a receipted accommodation account; participants will make their own arrangements for their flights and accommodation, at their own expense. Boarding passes for both the outward and return legs must be given to the organiser. Participants must have their own travel and liability insurance, and undertake to make no claims from any cause whatsoever on WAFIC as a result of their acceptance of this offer.

Participants will be obliged to attend the Expo each day, and man the Australian stand on a roster basis at the behest of the organisers.

**This offer will hold until COB Friday 25<sup>th</sup> June 2010.**

\*\* PLEASE NOTE Companies that claim their own EMDG are still welcome to use the pavilion as a business visitor with payment of the appropriate fee. They must inform the organisers that they are making their own claim. The fee is a legitimate EMDG expense.

A copy of this letter is signed and returned to the event organisers Yvonne Ma at the Western Australian Fishing Industry Council (WAFIC) Fax 08 9244 2934

I have read and understood and agree with my obligations under this letter. I agree to the conditions set out above and will not make any claim on the organisers for any reason resulting in my acceptance of this offer.

Signature.....

Name..... Date:.....

Fax this form to Yvonne Ma (08) 9244 2934  
or post to WAFIC, PO Box 55 Mount Hawthorn WA 6915



## Appendix F: Meeting Room Schedule

Time	Organisation	Comments
<b>Tuesday 7 September 2010</b>		
2.30 pm	WAFIC (Richard Stevens)	
5.50 pm	WAFIC (Richard Stevens)	
<b>Wednesday 8 September 2010</b>		
9-12.00pm	WAFIC (Yvonne)	
1.30pm	SASK International	
2.00 pm	Austral	Mr Lee
2.30 pm	SASK International	
3.00 pm	Urangan	
<b>Thursday 9 September 2010</b>		
1.30pm	Raptis	
2.30	Fremantle Octopus	
3.00pm	WAFIC (Richard)	
4.00 pm	SASK International	

## Appendix G: Visitor Leads

Name	Company	What seafood product(s) are they interested in?	General Comments / Instructions	Email	Phone/Mobile
Mrs Nguyen Thi My Nhi - General Director	Tin Think - Vietnam	Rock Lobster, Prawns, Abalone, Scallops, Finfish, Crabs, Other	Processor / Exporter. Interested in everything but Octopus	oceanblue@vnn.vn	(8458)3744155
Axel Aroussi - Procurement Director	JAGOTA Brothers trading	Pacific Oysters, Salmon	Richard to follow up	axel_a@jagota.com	+66 08 23 40 9977
Glen C - Senior sales exec	Perfect Option Co. Ltd.	Oyster, Salmon	Food service supplier - HK	info@perfectoption.com.hk	9153 1388
Queenie Tam	Sea Castle Co. - HK	Rock Lobster, Scallops, Finfish, Crabs	frozen scallop, Fish fillet, Live Lobster & Crab	queenietam@seacastle.com.hk	9488 7660
Siripong Sirimai - GM	SRM International Co. LTD	raw material for processing	Manufacturer	marketing.srminter@gmail.com	+66 82 472 4810
Julito Santos - GM	Concord Fishing Incorporation – Philippines	Fillets		<a href="mailto:julito.santos@frabelle.net">julito.santos@frabelle.net</a>	0917 841 0615
Tinna - Sales Manager	Uniyong Holding LTD	Scallops, Finfish		<a href="mailto:uniyoung001@vip.tom.com">uniyoung001@vip.tom.com</a>	86-04 11 864 20 991
Magdy Mohamed El Batawy - GM	EIBATAWY – Egypt	Prawns		elbatawy.seafoods@hotmail.com	20-010 399 2220
Kohei (Ken) Matsuda - Director	Maruwa Fishery Co. Ltd – Japan	Scallops, Ice Fish	Spoke to Urangan re scallops.. and was also seeking to speak to Raptis	kenmatsuda@maruwaisuan.co.jp	090 96390660
Euna Lam - Marketing Manager	Silver Dynamic Development LTD – HK	Scallops		<a href="mailto:silverdd@netvigat.com">silverdd@netvigat.com</a>	0852-9677 4321
Edward C T Lin - Deputy General Manager	Johnson Seafood & United Ocean Foods Co LTD – Taiwan	Prawns	Urangan Prawns	edward@johnsonseafood.com.tw	+886 932 890645
Anne Wong - Account Manager Advertising	IntraFish		Needs Media Releases Media Company	<a href="mailto:anne.wong@intrafish.com">anne.wong@intrafish.com</a>	+65 811 22718
Henry Huang	Shenzhen Bozhou Seafoods			<a href="mailto:henryhuang681@msn.com">henryhuang681@msn.com</a>	86-13902999165
Julie Ma - MD	Asia Food International co. LTD – Vietnam		For details see Sam	info@vietnamasianfood.com.vn	84(0)919053505
Lukito Lawy	Prima Bahari Inti Lestari		Processor For details see Sam	<a href="mailto:lukito@primabahari.com">lukito@primabahari.com</a>	62 411 31 55 60
Saki A. Chatzichristidis - MD	Oilco Mediterranean Foods		For details see Sam	<a href="mailto:Oilcoadmin@gmail.com">Oilcoadmin@gmail.com</a>	+30 210 2856894
Timothy Broderick - Exec Chef	Great Food Hall – HK		For details see Sam	<a href="mailto:timothyb@asw.com.hk">timothyb@asw.com.hk</a>	+852 2918 9986
Edward C T Lin - Deputy General Manager	Johnson Seafood & United Ocean Foods Co LTD	Rock Lobster	Needs live and frozen WR Lobster raw and cooked	edward@johnsonseafood.com.tw	+886 932 890645
Edward Lam - GM	Best Way Food International Trading LTD		Spoke to Raptis	bestway@bestwayfood.com.hk	(852) 9327 0441
Max Dzienciol	Kosher Australia PTY LTD		Kosher Australia is a certification company that enables sales to kosher markets worldwide	maxetrade@optusnet.com.au, <a href="mailto:info@kosher.org.au">info@kosher.org.au</a>	(613) 8317 2500
Eddy Lee Oi Tak - Sales manager	Silco International LTD	Octopus		<a href="mailto:finefood@silco.com.hk">finefood@silco.com.hk</a>	9424 0653

Name	Company	What seafood product(s) are they interested in?	General Comments / Instructions	Email	Phone/Mobile
Felix Chan	WWF - HK		Consults on Sustainable fisheries supply to food services in HK	fchan@wwf.org.hk	+852 2161 9673
Dr. Allen To - Conservation Officer, Marine	WWF - HK		Consults on Sustainable fisheries supply to food services in HK	ato@wwf.org.hk	+852 9831 0471
W.H. Chan	Tak Fat (Far East) Trading Co.	Prawns	Spoke to Austral and Raptis	TFT@takfathk.com	852-28082811
Mr Taco Lin - Manager	La Bons Brasserie	Scallops	Raptis	www.labons.com	9846 0887
Arthur T.K. Tsoi - Exec Director	Dah Chong Hong Holdings LTD		Asked for Raptis	tsoiatk@pro.dch.com.hk	9026 1828
Ernest M. Chau - President, International Marketing	Catering Management Company LTD	Prawns, Finfish, Crabs, Tuna, Oysters		ernestchau@aim.com	852 9499 5467
Crispin F Chow	Pacific Web International - HK	Prawns	Speaking to Dylan at Austral. Speaking to Focus Fisheries	info@pacificwebintl.com	(852)23814442
Janna Zhang	Elite International	Rock Lobster	Live lobster direct to Shanghai.. Looking for more suppliers	Janna_zhang2006@yahoo.com.cn	+86 13510317800
Natalia Morchenko - Assistant Director	Oceanapolis - Ukraine	Prawns	Banana Prawns	Natalia@oceanapolis.com.ua	+38 0444282211
Lukmanto Lawy	Prima Bahari Inti Lestari - Indonesia	Finfish	Processor - Barra, sweetlip, snapper, grouper, Spangled Emperor	lukmanto@indosat.net.id	+62 81 5252 8788
Wong Man Sum	Flourish Trading Company		Investigating Australian Products	Flourish_trading@yahoo.com.hk	(852) 9124 1585
Leong Meng Tak - Japanese Head Chef	Macau Golf & Country Club	Rock Lobster	Frozen Whole Raw Lobster 20kg / order monthly, 400g / 500g		(853) 88992207
Angeline Chen	Hua'en Food - Shanghai	Rock Lobster, Finfish	Lobster Frozen whole xtail raw / cooked, Live. Frozen fish Live 1 AU / Month	huaenfood@163.com	(8621) 6595 5939
Riva Stremovsky	Ex Food Fish Products - Tel Aviv	Finfish	Frozen Fish fillets 1 FCL / Month	riva@exfood.co.il	+972 54 499 77 04
Alexander Stremovsky	Aquafrozen Seafood			aquafrozen@abv.bg	+972 544 578 666
Joanne Lim - Regional sales manager	Innophos - USA		Producers of phosphates for processing – Colour ?? Australian Salmon?	Joanne.lim@innophos.com	(65) 9734 6235
Dolly Tai - President	Joyee Int'l corp - Taiwan		Importer / Exporter - Fresh fish from Maldives / Sri Lanka	joyeecorp@yahoo.com.tw	886-2-2623-2423
Santhosh Prabhu - MD	Island Fish Company	Finfish	Importer / Exporter - Snapper, Bream, Seabass, Shark From Sri Lanka	freshislandfishcompany@gmail.com	+94 777 239393
Wayne Ho - Manager	Sam Fat	Prawns	Survey?? Products - Austral, Urangan, Westmore	cooknpeeled@yahoo.com	852 2597 5809
Shirley Yu		Prawns, Tuna, Salmon		shirley@hanwha.com.hk	852 2169 0620
na	Wai Keung Seafood	Salmon, Crays, Tuna, Prawns	Wholesaler and Japanese Restaurant	Na	98000127
Jennifer Chen - BDM	Australian Commerce and Industry Office, Australian Business Centre – Taiwan		Company Directory	jennifer.chen@austrade.gov.au	(886) 955-264-329

Name	Company	What seafood product(s) are they interested in?	General Comments / Instructions	Email	Phone/Mobile
Yannick Forget-Dugaret - Purchasing Director	Pomona Terre Azur - Bureau d'Achat Maree National	Rock Lobster, Barra, Orange Roughy	Live and cooked WRL. AV every 2 weeks. Barra - Simon Little. Orange Roughy	y.forget-duraret@pomona.fr	33 (0) 687 60 85 76
Jonathon J Goldstein	Independence Fish Company	Octopus	Interest Freemantle Octopus	jonathon@independencfish.com	215-880-4477
Eddie Y. T. Chu	Sprintech Development LTD	Prawns, Scallops, Icefish	Wants to see someone in Austral	sprint1638@on-nets.com	(852)9424 5338
Han Leyang	QILOK - China	Prawns, Finfish, Shellfish, Oysters, Mussels, King Prawns, fish	Directed to Mackay Fisheries	<a href="mailto:han@qilok.com">han@qilok.com</a>	137 030 23328
Guntar Hadiwibowo	Concord Frozen Seafood – Indonesia	Finfish	Spoke to Mackay Fisheries - interest in Barra Wild caught 3 -> 10kg Farm -> 2.5kg	linjiaqing@sinofood.biz	86-20-82271819
Chow Ling Yu Gary - GM	Wing Fat Trading	Prawns	Directed to Dylan at Austral Interested in prawns and King prawns	wingfat12@yahoo.com.hk	00852-23562229
Mary Lu - GM	Hofung	Salmon, Ocean Trout	Head on, HOG, Fresh Chilled	food@hofung-global.com	+86 13801776196
Christine Hui - Purchasing Manager	The Lifestyle Group	Scallops	order with Urangan	ChristineHui@LifestyleGroup.com.hk	852 2620 9333
Fung Huey Hong	Pinyork	Rock Lobster	Raw, Frozen or live Crays/Lobsters	853358223@qq.com	0571-85064985
Wong Yau Shing	New Prospect International LTD	Rock Lobster, Finfish	Interested in Barra & Rock Lobster	prospect@newprospect.com.hk	(852) 9193-2461
David Yeung	Wai Fung Holdings LTD	Prawns, Scallops		wdavidy@hotmail.com	(852) 2735 5863
(Lin) Zhenlin Shen	Grand Ocean Trade Co., LTD - Purchasing Board Executive	Rock Lobster, Abalone, Oysters	Branch in Sydney, Headquarters in Shanghai. 2 AV per week, 1 40' FCL / month to Shanghai	lin@grandocean.com.au	+61 410 53 9286
Tim Cheng - Marketing Board Executive	Grand Ocean Trade Co., LTD		See above	tim@grandocean.com.au	+86 1890 186 8880
Hu Changfeng	Lianyungang Tianyuan International Trading Co., LTD	Prawns, Squid, Cuttlefish, Banana Prawns		tytrade@126.com	1377 6498590
Oleg Lushchik	Ukrainian Eastern Fish Company	Prawns, Scallops, Scampi, octopus		<a href="mailto:oleg@uvrk.com">oleg@uvrk.com</a>	+38 044 32 32 111
Alex Li - Vice President Logistics and Operations	Fedilani	Prawns	Interested in Banana Prawns Exported to USA	alex@fedilani.com	415 320 7966
Chan Ka Wai	Wealth Seafood Company			kawai@shrimp.com.hk	(852) 8201 2330
Bo Won Lee - MD	Hwajin Enterprises Co LTD – Korea		interested in Raptis	Hwajin92@gmail.com	8211 351 3878
Mary Galenzoga-basal	Mida trade ventures – Philipines		Came to meet with Raptis	midatrade@mida-group.com	63 917 896 6432
Shun Chen		Crays, Red cod	Export to China	cs888@hotmail.com	05 77 63 732101
Lesley Li - Associate Director	MUS Roosevelt Capital Advisors - HK	Scallops	Interested in live scallops -> Raptis Graham Potter	lesley@hk.sc.mufg.jp	852 6051 6119



Name	Company	What seafood product(s) are they interested in?	General Comments / Instructions	Email	Phone/Mobile
Maleeya Buranapornkuo - category manager Fresh food	Makro - Cash & Carry – Thailand		Retail	mburanap@siammakro.co.th	08 1314 0075
Chan Foong Ping - Associate Director for Controllership	Phillips Food Asia	Crabs, Other	Mud crabs in NT, Fish and blue swimmer crabs David / Raptis	fping@phillipsfood.com	668 9816 3686
Micro Wong - Buyer of Fish	Park and Shop - HK		Retail - Urangan products Mackay Fisheries	microw@asw.com.hk	852 3521 6321
Laura Lajmanovich Romero	Trade Corp Int. - China and Spain	Prawns	Wild caught Prawns	lajmanovich@gmail.com	+86 151 2111 49 48
Lynn How - Regional Manager	Koelnmesse - Singapore		Exhibition Events Organiser	l.how@koelnmesse.com.sg	+65 9230 6127
Joyce Hull - Sales, Multi product procurement	AJC International		Meeting with Raptis	jhui@ajcfood.com	+852 3403 8688
Malcolm Nutt - MD	Holmbrook Group	Octopus		malnutt@bigpond.com	+61 7 55380355
Grace C. Mercado - President	INTAQ - Integrated Aquaculture Specialist	Fishmeal	Fishmeal from Austral	gcm.intaq@yahoo.com	63-918 9172427
Goh Kah Meng - VP/GM	Nissui	Prawns, Finfish	Westmore / Austral	gohsan@nissui.com.sg	+65 6222-0548
Jennifer Barb	The Cellar Door	Other	Mixed small fish and crustaceans for high end food services	jbarb@thecellardoor.com.sg	+65 8186 9463
Ephraim D. Del Rosario	Deity Foods, inc.	Octopus		deityfoodsinc@yahoo.com	+632-2825868
Derek Cheng - MD	Eastern Harvest Foods (Singapore)	Scallops	Interested in Scallops, meeting with Urangan Fisheries	derek@easternharvest.com.sg	65-6779 1748
Takashi Kikuchi - Manager, Frozen Fish Section	Maruha Nichiro	Finfish	Frozen Fish SE Fisheries	ta-kikuchi@maruha-nichiro.co.jp	03-3216-0296
Merian Tambauan Isabedra	EnAsia networks	Tuna	Skipjack Tuna for canning, frozen albacore / yellowfin	merian@enasia.net	632 245 6572
Wan Xian Bin	Dalian Kaiyang Seafood Co., Ltd	Prawns	Prawns, especially black tiger	wanxianbin@kaiyangseafood.com	86-411-876-03333-830
Joyce Tam	JT seafood Trading Co	Finfish, Surimi	Surimi, Threadfin Bream, Red Mullet, Spanish mackerel - frozen, whole, /?	chinaseafoodhk@hotmail.com	(852) 9417 7041
Joey Yick - Sales Executive	Sun Wah Japanese Food	Finfish	Barra fillets Spoke to Mackay reef Small volumes	joeyyick-food@sunwahgroup.com	(852) 93718068
Mirza Ashraf Beg - Category	Alyasra Foods	Spanish Mackerel	Frozen - Low price!	mirza@yasra.com	+965 994 07218
Brian Li	Suntech Int'l food		Meeting with Austrade	brian@suntech-intl.com	(852) 2380 0092
V. Ramesh - Director, business development	Escort		Data Logging Cold Chain Monitoring www.escortcoldchain.com	ramky@escortcoldchain.com	+91 40 645 82 770

Name	Company	What seafood product(s) are they interested in?	General Comments / Instructions	Email	Phone/Mobile
Capt. James K. K. Li – Manager, Marine dept	Sanasia management Ltd	Prawns	Banana Prawns Met with Dylan. FCL every 2 months	james_li@vanyu.com.hk	(852) 9101-9817
Margaret Chu	Yens		Importer / Exporter Interested in a wide range of seafood products Spoke to David C Dylan Focus -> Brett Hogan	mchu@tmetnz.com	+64-295-331-007
Chew Kim Koon	Lam Kee Fisheries	Scallops	Urangan - Paul	lamkee@pacific.net.sg	(65) 6288 0222
Raymond Lau	Hot Hai	Rock Lobster	Live Lobster	rocklobster@yahoo.cn	(852) 6942 9019
Marcus	G&M Development Ltd	Rock Lobster, Prawns, Salmon	Live Lobster 700 - 1500g. Shipping to HK. Logistic agent in HK. SRL/WRL/Tropical. 4 pieces, ???/kg. Tiger -> Raptis - Graham Potter. Chilled Salmon 7-8 8-9 kg/piece. 9+kg/p 1 metric tonne per day. Supply daily	hkg4rx1@gmail.com	(86) 137 1928 3721
Keith Sin	MWV		Paper Packaging	keith.sin@mwv	+852 9369.7951
Joseph Zachariah - CEO	Seafood innovations		Indian Supplier looking for buyers.. fillets, clams, amongst other things	josephzachariah@vsnl.net	91-94471 82001
S. Karthikeyan	Lighthouse Trade Links	Finfish	Mackay to follow up Interested in fish whole frozen emperor	sales@lighthouse-tradelinks.com	+91 44 4287 1125
Sam Lam	Tung Fong Hung	Abalone, Oysters		sl@tfh.com.hk	(852) 9090 2038
James Park -Trade Coordinator	Wangsung - Korea			hpark8473@hotmail.com	+82.10.3230.2720
Emanuele Petz - MD	LP Foods - Singapore	Octopus	Focus Freemantle	Emanuele@lpfoods.com.sg	+65 6836 2527
Merry Siu - Merchandiser	Assudamal Group	Finfish	Hake, Mackerel	merry@assudamal.com	852 3656 9335
Bosco Wang	Gehua Expo		Exhibition Services in Shanghai	boscoseaexpo@163.com	+86 (21) 3414 13 12
Michael Lam - Director	Ocean Resources - HK	Shark's Fin, Sea Cucumber, Fish Maw		OceanResources888@hotmail.com	9196 2650
Daniel P. S. Law - Senior trading officer	Dah Chong Hong Holdings LTD	Octopus	Sam Freemantle	lawdps@prov.dch.com.hk	(852) 2768 3460
Monita Yuen	Tak Fat (Far East) Trading Co.	Prawns, Oysters	Meet with Urangan	TFT@takfathk.com	852-28082811
Ingrid Ng	Angliss - HK	Barra	Food services Distributor - New Seafood Trader, Met with Simon re Barra, Took Various Brochures	ingrid.n@angliss.com.hk	(852) 9336 8793
Larry Huang - GM	Fuzhou Hongde Trade	Rock Lobster, Abalone, Octopus, Squid	Supply to retail Steven Kans SASK	larrymh1208@gmail.com	+86 13655 03 2999
Jess Lam - Sales Exec	Ocean Reef - HK	Prawns, Finfish, Oysters	Hotel Supply Steven kans	jess@oceanreef.com.hk	6190 6560
Ricky K. C. Lee - Director	Ocean Reef - HK	Oysters	Had meeting with Urangan	kclee@oceanreef.com.hk	9818 1208
Shun Chen		Rock Lobster	Wholesaler - 500 and 600g/e. 2t/per week	cs888@hotmail.com	1370 663 6839

Name	Company	What seafood product(s) are they interested in?	General Comments / Instructions	Email	Phone/Mobile
Cindy - Purchaser	HongHao Seafood - Shenzhen		Indian Ocean David has ?? contact them ?? has discussed with Southern United	lobster2@honghaosf.com	1382 889 9259
Wilson Leung	Hung Kong Seafood , Hung To Foods	Rock Lobster	500kg/wh	Hungtofoods@gmail.com	852-923 23378
Harry Han - International Marketing Manager	Sanfeng Feeds	Seahorse	Feed Manufacturer for Prawns Looking for Dried Seahorse	hanharryca@yahoo.com	0086-22-6628-3201
<b>Day 3 Enquiries</b>					
Rox Padia - Director	SAB (HK) International Trade Co Ltd	Prawns, Scallops	Banana Prawns - Austral, Westmore Scallop – Urangan	sabhk@hotmail.com	(86) 130 442 31 442
James C.C. Lu	Sud Americano - Taiwan		Importer - Raptis -> Graham Potter	sud.america@msa.hinet.net	(02) 2424-3495
Brian Wong	EAS Worldwide Logistics	Sea Cucumber	Dried. Up to 100MT	wong1234@netvigator.com	852-9049 3108
Alan Law	Law Chi Kee	Scallops	Inconsistent supply from current WA supplier.. Seeking new scallop suppliers	lckseafood@yahoo.com.hk	908 27131
Macy Wong Mei Shih - Purchasing Manager	Piau Kee	Rock Lobster, Scallops	Looking for live lobster and scallops Met with Urangan	meishih@piaukee.com	016-662 6335
Ma Xinyue	Birei - Mei Leng Food Trading Company	Rock Lobster	Lobster importer from China, Head ??? in Tokyo, Spoke to Terry Richardson, Australian Bight, Terry will contact when season starts Nov 10	maxinyuedi@126.com	(86) 1394-285-5681
Tommy Lui - Business Development Executive	Gulf Agency Company - HK		Would like his contact details passed on to all members	sales.hongkong@gacworld.com	+852-2723 6306
Frances Y.L. Chan - Country Manager	Delifrance	Scallops, Crabs	Food Services - Spoke to Abacus and Urangan	francesc@delifrance.com.hk	(852) 2873 3893
Charles Pecher - MD	Thalassa seafoods	Rock Lobster, Prawns	Looking to re-establish trade	c.pecher@thalassa-seafoods.com	+32 3 226 16 90
Dai 'Bear' Kumazawa - Lobster/Shrimp/	Godak marketing group - Japan	Rock Lobster, Scampi	Importer – Sharkbay Australian produce Westmore to contact Leave a brochure to pass onto Sharkbay	waterman@godak.co.jp	03 3545 3771
Keith Tsui - MD	New Bon Marine (HK) Ltd	Rock Lobster, Other	Msc Lobster and other products All msc through a consolidator	keith@newbon.com.hk	(852) 8107 1012
Pierre Bizien	Angliss seafood (Aequitas)	Rock Lobster, Prawns, Finfish, Oysters	IPF WRL (live) Ryan Fuller? Kallis Bros	pg.bizien@aequitasgourmet.com.sg	+65 6602 0790
Dean Irvine - Digital Producer	CNN		Live reef fish Mackay Reef to contact	dean.irvine@cnn.com	(852) 6114-1622

## Appendix H: Visitor Survey

### Asian Seafood Exposition 2010

We are currently investigating what seafood trade people think about some seafood attributes generally and their perception of Australia seafood. This will only take about 5 minutes.

**Thank you very much for your participation.**



What is the main the main business of your company?			
<input type="checkbox"/> Producer	<input type="checkbox"/> Processor	<input type="checkbox"/> Exporter	<input type="checkbox"/> Importer
<input type="checkbox"/> Trader/Broker	<input type="checkbox"/> Wholesale	<input type="checkbox"/> Retail/Foodservice	
<input type="checkbox"/> Other, specify: _____			
What is your nationality? _____			

Have you ever traded Australian seafood products in the past 1 or 2 years?								
If yes, what types of Australian seafood products have you traded?	<b>Abalone</b>	<b>Oyster</b>	<b>Rock Lobster</b>	<b>Prawns</b>	<b>Crab</b>	<b>Fish (type)</b>	<b>Scallops</b>	<b>Other</b>
If no, is there any specific reason you have not traded Australian seafood products?								
Please state the name of the country where you purchase most of your seafood products.								
What is the main seafood product that you trade?								
What seafood product is the most demanded by your customers?								

<b>Even though you may not have traded Australian seafood before, I am hoping you could share some of your thoughts about Australian seafood to help us with our research.</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Slightly Agree</b>	<b>Neither Agree or Disagree</b>	<b>Slightly Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
When purchasing seafood is obtaining good value for money of great importance?							
When purchasing seafood is obtaining premium quality of great importance?							
When purchasing seafood is food safety of great importance?							
When purchasing seafood is consistent product supply of great importance?							
When purchasing seafood is the availability of a variety of species of great importance?							
When purchasing seafood is the environment from where the product is caught or farmed of great importance?							
Do you believe that Australian seafood offers the best value for money compared to other foreign seafood?							
Do you believe that Australian seafood offers the most premium quality							

compared to other foreign seafood?							
Do you believe that Australian seafood offers the best food safety record compared to other foreign seafood?							
Do you believe that Australian seafood has the most consistent product supply compared to other foreign seafood?							
Do you believe that Australian seafood has the most variety of species compared to other foreign seafood?							
Do you believe that Australian seafood comes from the most pristine clean green environment compared to other foreign seafood?							
Do you believe you have a lot of knowledge about what seafood is available from Australia?							
Do you believe that Australia employs a sustainable approach to its fisheries management compared to the rest of the world?							

## Appendix I: Exit Survey

Your participation in this survey will be important in securing future government assistance for events such as ASE. This information will be treated in the strictest confidence, and only aggregate data will be published.					
	A	B	C	D	E
1. Do you wish to be involved in the Australian Pavilion at ASE 2011? A) Yes B) No C) Undecided	7		4		
2. Did you find the Cooking demonstration a worthwhile addition to the stand? A) yes B) No C) did not really notice	3	3	5		
3. If Australia did not have a pavilion next year what would you do? A) not attend B) just come as a visitor C) join another stand D) have my own stand	2	7	4		
4. Would you like to have your product included in the chef presentations next year? A) Definitely B) Maybe C) No	3	7	2		
5. If Australia has a pavilion in 2011 are you willing to pay a deposit to confirm your entry A) Yes B) No C) Possibly	5	0	5		
6. Have participated in WAFIC organised Expos before? A) No. B) Once. C) Up to five times. D) More than five times.	3	0	7	2	
7. What is your primary purpose for attending the ASE? A) Market B) Sell...C) Buy...D) Look (More than one answer OK)	8	9	3	3	
8. If the Australian pavilion moved to a cost recovery basis and the cost of participating increased how much would you be willing to pay to attend? Company – A) \$3000 B) \$5000 C) \$10,000 D)>\$10,000 Individual – A) \$2000 B) \$3000 C) \$5,000	4 2	6			
9. How would value your investment in attending the ASE? Individual – Very Good B) Good C) Average D) Poor Company – A) Very Good B) Good C) Average D) Poor	4 5	3 6			
10. How would you rate the management of the Australian pavilion? A) Very Good B) Good C) Average D) Poor 10a) How would you rate the value of Austrade and State Government assistance at the Australian Pavilion Austrade: A) Very Good B) Good C) Average D) Poor State Govt. A) Very Good B) Good C) Average D) Poor	10 2 2	3 4 3		1 1 2	



11. Do you currently export seafood? A) No...B) <\$1million...C) \$1-4million...D) >\$4million...	A	B	C	D	E										
	1	1	1	1											
11a.What percentage of your exports are into the East Asian Region A)<20% B) 20%-50% C) 50%-75% D) >75%	0	4	4	3											
12. If No, or <\$1million, are you registered with the Austrade New Exporter Development Programme? A) Yes B) No C) Will join	1		1												
13. Do you need more information? A) Yes B) NO	6	3													
14 If applicable, please indicate the gross value of sales or future business that you expect through participation in ASE this year. A) <\$1 million.....B) \$1 – 4 million	5	7													
15. Was the provision of a corporate rate at a Hotel worthwhile? A) Yes B) No C) Not applicable	10		3												
<b>What did you like about the pavilion?</b>															
<table> <tr> <td><b>11</b> Location</td> <td><b>3</b> Display cabinet</td> </tr> <tr> <td><b>12</b> Open space</td> <td><b>3</b> Client hospitality</td> </tr> <tr> <td><b>1</b> Chefs</td> <td><b>7</b> Quality of people</td> </tr> <tr> <td><b>6</b> Australian</td> <td><b>10</b> Design</td> </tr> </table>						<b>11</b> Location	<b>3</b> Display cabinet	<b>12</b> Open space	<b>3</b> Client hospitality	<b>1</b> Chefs	<b>7</b> Quality of people	<b>6</b> Australian	<b>10</b> Design		
<b>11</b> Location	<b>3</b> Display cabinet														
<b>12</b> Open space	<b>3</b> Client hospitality														
<b>1</b> Chefs	<b>7</b> Quality of people														
<b>6</b> Australian	<b>10</b> Design														
<b>What suggestions would have for future pavilions?</b>															
<table> <tr> <td><b>7</b> Map of Australia</td> <td><b>1</b> Lockable space for companies (in cabinets)</td> </tr> <tr> <td><b>7</b> More brochure space</td> <td><b>2</b> More consultation on exhibitor stands</td> </tr> <tr> <td><b>0</b> Better orientation booth (towards centre of stand)</td> <td><b>3</b> Self touch information screens</td> </tr> <tr> <td></td> <td><b>6</b> Clean green images</td> </tr> <tr> <td></td> <td><b>1</b> Reduce cost</td> </tr> </table>						<b>7</b> Map of Australia	<b>1</b> Lockable space for companies (in cabinets)	<b>7</b> More brochure space	<b>2</b> More consultation on exhibitor stands	<b>0</b> Better orientation booth (towards centre of stand)	<b>3</b> Self touch information screens		<b>6</b> Clean green images		<b>1</b> Reduce cost
<b>7</b> Map of Australia	<b>1</b> Lockable space for companies (in cabinets)														
<b>7</b> More brochure space	<b>2</b> More consultation on exhibitor stands														
<b>0</b> Better orientation booth (towards centre of stand)	<b>3</b> Self touch information screens														
	<b>6</b> Clean green images														
	<b>1</b> Reduce cost														
<b>3</b> Other:- Wide screen TV, shelves- DVD display - DVD compiled using companies footage - Map indicating fish species															
<b>Would like to participate in an Australian pavilions at other expositions?</b>															
<b>6</b> Europe (ESE) <b>3</b> Boston <b>6</b> Tokyo <b>5</b> China <b>1</b> Middle East <b>2</b> Russia <b>0</b> Others_____															
<b>Further comments / suggestions.</b>															
Briefing of companies and product range and all staff in stand. Cocktail function before the event is a great idea – meet the Aussie crowd etc. Maybe an Australian cocktail party on the 2 <sup>nd</sup> night at our stand as per previous cocktail parties at Brussels. Very well organised event – small exhibition this year but sure to grow. We would like to congratulate Richard and staff on the great design of the stand – classy, professional, uncluttered, casual. The only suggestions would be to find some way of clearly distinguishing the stand as Australian even though we understand the need for WAFIC as the backer (don't take this comment as a negative). Could have maximised exposure by incorporating the Asian Seafood Expo and Restaurant and Bar shows in the one pavilion. Better branding, an in-house chef.															

## ACKNOWLEDGEMENTS

WAFIC acknowledges that the event could not have succeeded without the help of a great many people.

The WAFIC Board is to be congratulated for the foresight in engaging with customers overseas to understand their needs and with a view to reversing the long decline in value of production of Australian fisheries.

Foremost among the individuals that made the event possible is the WAFIC finance officer who not only carried the burden of organisation of the event but also enormously valuable translation services in at least three languages.

Len Stephens & Jayne Gallagher (CRC) and Crispian Ashby (FRDC) must be thanked for the alacrity with which they agreed to provide support for the marketing survey and, particular thanks must be given to Joanne Freeman and Ben Manning from the University of the Sunshine Coast who worked exceptionally hard to persuade people to complete the survey and to create the bulk of this report just one day after the event concluded.

Frances Cheung of Austrade, Hong Kong assisted with numerous contacts and the production of a participant directory.

To the president and particularly the staff of Diversified Communications must go thanks for taking the initiative to inaugurate the Asian Seafood Expo and for giving WAFIC a prominent position and 'Charter Exhibitor' status.

Finally, the greatest thanks must be reserved for the participants themselves, who took the business risk to invest in the WAFIC/Australian Pavilion and most of whom expect to be there again next year.