

China seafood market development for mixed finfish from New South Wales

TRADE MISSION

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**Trade Mission: China seafood market development for mixed finfish from New South Wales
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In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

Foreword

The Fisheries Research & Development Corporation (FRDC), the Sydney Fish Market and the Australia–China Agricultural Cooperation Agreement (ACACA) program agreed to fund the Professional Fishermen’s Association (PFA) proposed trade mission to China to explore the concept of the supply of mixed seafood between NSW commercial fishers and China utilising an E-commerce tool. The mission was invaluable to:

- Explore the concept and its potential;
- Establish essential networks and contacts;
- Understand practical supply issues; and
- Discuss legality issues regarding the supply of permitted and non-permitted species to China.

The trade mission was able to meet our objectives. There is an undoubtable opportunity in the concept and development of this market to China with significant positive benefits to the Australian seafood industry. The creation of a more stable market that can handle the substantial fluctuations in the supply of specific Australian seafood species as well as the willingness of the Chinese market to pay for high quality products linked strongly to providence marketing and tourism. The PFA currently trialling the supply of Live Eels to China via GFRESH as of February 2018 ([FRDC 2018-087](#)) – an agreement that was explored and discussed through the trade mission conducted as a part of this project.

The PFA strongly believes that there is an opportunity to market the supply of Australian mixed finfish China. Further investigation into the opportunity of supplying the Chinese seafood market is needed by conducting research into the infrastructure chain to supply the E-commerce platform such as GFRESH or JD FRESH (the fresh food arm of Chinese e-commerce platform JD.com). As well as the marketing and brand recognition requirements to establish a long term and highly sought seafood brand to China.

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Anthony Wan and Helen Gao from GFRESH

Max Cao, JD Fresh, JD.COM

Abbreviations

Australia–China Agricultural Cooperation Agreement (ACACA)

Buyer to Buyer (B2B)

New South Wales (NSW)

Professional Fishermen’s Association (PFA)

Executive Summary

The Fisheries Research & Development Corporation (FRDC), the Sydney Fish Market and the Australia–China Agricultural Cooperation Agreement (ACACA) program agreed to fund the Professional Fishermen’s Association (PFA) to conduct a Trade Mission to China to explore the concept of the supply of mixed seafood between NSW commercial fishers and China utilising an E-commerce tool. The mission was invaluable to:

- Explore the concept and its potential;
- Establish essential networks and contacts;
- Understand practical supply issues; and
- Discuss legality issues regarding the supply of permitted and non-permitted species to China.

Delegates were from the PFA, Commercial Fishermen’s Cooperative, Coffs Harbour Fishermen’s Cooperative, the Sydney Fishing Fleet and the Sydney Fish Market. The Mission left Australia on the 31st October 2017 and returned on the 10th November 2017 visiting the Qingdao Seafood Expo, Beijing and Shanghai.

Background

A major limiting factor for previous export endeavours was understanding how to create a market for a “run of catch” product that is variable in species and quantity, dependent on season. The trade mission was the first step in the proposed development of an export strategy targeting niche consumer markets.

The development of these low value, high quantity NSW finfish species to the China market will likely improve price and demand for these previously underutilised species. The supply of many of these species to be considered will be provided by the NSW Fish Trawl Fishery and NSW Estuary General Fisheries

Aims/objectives

The objectives of the project were to:

- To conduct a trade mission to China to introduce representatives from the involved fishermen's cooperatives to the Chinese Seafood Market and discuss needs to deliver the quality and quantity required by the market
- Explore the potential of utilizing a E-commercial tool such as [GFRESH](#) to supply the Chinese Seafood Market

This objectives of this trade mission were to

- Better understand the China market and the competitors in that market for Australian wild caught seafood
- Conduct some initial “on the ground” research to get some perspective about Chinese traveler’s requirements, wants and desires.
- Begin to understand regional differences within China and its impact/opportunity for their individual and collective China engagement strategies.
- Commence the development of strategic and collaborative relationships with potential import partners as well as tourist companies and industries that facilitate outbound tours for Chinese
- Develop a greater awareness of the Chinese culture and how that may impact on the Australian seafood offerings (both as an exporter and as a visitor destination).

Methodology

The PFA employed the services of Honey & Fox Consultants to prepare and lead a trade mission to China. The program was developed in consultation with PFA, GFRESH, Sydney Fish Market, Austrade and the Department of Agriculture and Water Resources.

Results/key findings

The trade mission was able to meet our objectives. There is an undoubtable opportunity in the concept and development of this market to China with significant positive benefits to the Australian seafood industry. The creation of a more stable market that can handle the substantial fluctuations in the supply of specific Australian seafood species as well as the willingness of the Chinese market to pay for high quality products linked strongly to providence marketing and tourism. The PFA currently trialling the supply of Live Eels to China via GFRESH as of February 2018 ([FRDC 2018-087](#)) – an agreement that was explored and discussed through the trade mission conducted as a part of this project.

Recommendations

There is an obvious market in China for seafood products produced by NSW fishermen utilising an E-commerce B2B platform. There are several barriers that need the NSW seafood industry to capitalise effectively and for the long-term on this opportunity. These are explored further in this report.

Keywords

Export

Market development

Seafood Trade to China

Introduction

A major export challenge for NSW professional fishing companies has been the perceived need to have large volumes of a single species that can be sold in bulk on commodity markets. The emergence of E-commerce platforms and the consequent shortening of the supply chain has created opportunities to develop niche markets for seafood products that have not been traditionally exported to China.

From 2010 to 2015 the Seafood CRC undertook a large research program on the China market, primarily focusing on opportunities for the Abalone and Rock Lobster industries (CRC 2010-713, CRC [2013-714](#), CRC [2012-705](#)). The learnings from the Abalone and Rock Lobster industry about the changing demographics and the changing expectation of consumers in those markets has identified the potential for developing smaller niche markets within China.

Australia's competitive advantage for seafood is not only its clean and green image but also the fact that we have a huge variety of sustainably wild caught seafood products. This matches the increased demand from China for such products. The concept of Buyer-to-Buyer (B2B) E-commerce platforms is relatively new. As of 2018, on platform, [GFRESH](#) has been operating for two years and has mainly focused on live high value product traded globally with China. As such it is the leading B2B E-commerce platform for seafood. GFRESH is looking to expand its platform to include other forms of seafood including chilled and frozen products. Alternate platforms also explored during the trade mission conducted as a part of this project include JD FRESH, the fresh food arm of Chinese e-commerce platform JD.com.

The current industry reform being rolled out in NSW has created an imperative for NSW Professional Fishing companies to add value to their businesses and develop a niche export market, capitalising on the changes to the export infrastructure that will support such a development. Exploring the opportunity to create a niche market for the supply of NSW Wild Caught mixed finfish to China through the GFRESH B to B E-commerce platform, is a good opportunity to do this.

The Professional Fishermen's Association applied to the ACACA program for funding to assist the development of an export strategy targeting niche consumer markets. A major limiting factor for potential exporters from NSW is understanding how to create a market for a "run of catch" product that might be variable in species and quantity.

The ACACA program suggested that the project be undertaken in two parts and approved initial funding for a trade mission to China. This report details the findings from the trade mission and a number of recommendations are made in relation to how the second part of the project should be conducted.

Objectives

The objectives of the project were to:

- To conduct a trade mission to China to introduce representatives from the involved fishermen's cooperatives to the Chinese Seafood Market and discuss needs to deliver the quality and quantity required by the market
- Explore the potential of utilizing a E-commercial tool such as [GFRESH](#) to supply the Chinese Seafood Market

The objectives of ACACA for 2016–17 were to:

- promote bilateral cooperation in agriculture between Australia and China
- develop the trading relationship
- exchange scientific information to enhance cooperation and develop linkages between Australia and China.

This trade mission objectives were aligned to contribute to achievement of these objectives through a program of events and activities that enabled delegates to

- Better understand the China market and the competitors in that market for Australian wild caught seafood
- Conduct some initial “on the ground” research to get some perspective about Chinese traveler’s requirements, wants and desires.
- Begin to understand regional differences within China and its impact/opportunity for their individual and collective China engagement strategies.
- Commence the development of strategic and collaborate relationships with potential import partners as well as tourist companies and industries that facilitate outbound tours for Chinese
- Develop a greater awareness of the Chinese culture and how that may impact on the Australian seafood offerings (both as an exporter and as a visitor destination).

Honey & Fox Pty Ltd, a specialist seafood market development consultancy, developed the trade mission program to ensure a focus on the following agreed priorities and target areas of cooperation for the 2016–17 ACACA funding round:

- eCommerce innovation
- agricultural products processing
- food safety
- trade and investment cooperation
- exploration of niche markets.

The original project was to undertake a five-day trade mission (comprising 4 industry delegates) to Shanghai with meetings/ visits to

- GFRESH headquarters in Shanghai
- GFRESH clearance and supply chain delivery processors – walk the chain
- Chinese seafood importing companies
- Seafood retailers and food service companies in Shanghai

Additional funding for the trade mission was provided by the Fisheries Research and Development Corporation and the Sydney Fish Markets. This additional funding enabled nine industry delegates to

participate in a ten-day trade mission which included the original planned meetings and enabled the following additional meetings:

- 2-day attendance at the China Seafood and Fisheries Exhibition in Qingdao (including an importer meeting program organised by Austrade)
- 4 days in Beijing meeting with the China Cuisine Association (to better understand the food service sector),

Method

Trade mission planning and preparation

Honey & Fox developed the trade mission program and undertook a number of activities prior to the mission to help delegates prepare for the experience and to maximise the learnings from it. The key activities associated with planning and preparing for the mission are detailed below

Information brochure about seafood products available for export

The delegation members developed an information brochure that provided details of the species that were available for export to China. It was noted however that many (but not all) of the species are not on the currently Approved import list for chilled and frozen seafood from Australia. It was decided that the delegation would use the trade mission to provide additional evidence of the demand for species that are not on the currently approved list.

The brochure was translated into simplified Chinese and printed in hard copy as well as made available as a PDF. Copies of the brochures are at Appendices 1.

Pre -mission briefing

The trade mission delegates attended a pre-mission briefing session. This session provided background information about

- the demand for seafood in China,
- the people and companies that were to be visited
- optional cultural activities
- business etiquette
- trade mission behaviour expectations and operating guidelines.

Program development and Itinerary

The program was developed in consultation with PFA, GFRESH, Sydney Fish Market, Austrade and the Department of Agriculture and Water Resources.

An itinerary was provided in hard copy as well as online (via a mobile app & desktop link). The itinerary provided information about logistics as well as details of meetings, background to meeting participants and objectives of those meetings.

A copy of the itinerary is attached (Appendices 2).

Delegate listing

A Delegate listing was produced in English and Simplified Chinese. The listing was used to assist meeting participants to understand who they were talking to and was provided in advance of most meetings. A copy of the delegate listing is attached (Appendices 3).

Trade mission events and meetings

A copy of the finalised itinerary is at Appendices 2.

A summary of the key meetings together with a summary of the learning/observations for each location is provided below

Qingdao

The trade mission started in Qingdao with 2 days at the China International Fisheries and Seafood Exhibition (CIFSE). All delegates were registered for the event and provided with access to the Exhibition phone app to assist with exhibition planning. Delegates were also provided with an observation sheet to assist with consolidating learnings and trade mission outcomes

Initial contact was made with GFRESH including introductions to key personnel and the GFRESH system. Austrade organised meetings with a number of importers and buyers who were present at the trade show.

Key learnings/observations

- There was a strong “sustainability” presence, particularly within the international sector of the expo, but also evident in the Chinese domestic companies. While MSC was present it is not the pre-eminent brand, there were other certification marks and sustainable product statements visible on many of the stands
- The post-harvest machinery was impressive – lots of cost effective options to support value adding ideas
- Huge diversity of ideas for labelling, processing, promotions, and marketing
- A huge range of species were displayed for sale that are similar to what we can offer providing some confidence that there is a potential market for seafood that is underutilised/undervalued in Australia

Beijing

The meetings in Beijing included a briefing by the Austrade and DAWR staff at the Australian Embassy. Several opportunities were discussed, in particular the issue of the approved species list for export from Australia to China. Delegates pointed out that the trade mission was to investigate export opportunities for undervalued and underutilised species but that this was difficult in some cases due to many of these species not being on the approved list. Delegates were encouraged to engage with the Department of Agriculture and Water Resources to help resolve these issues and were advised that the resolution of the list would take some time to achieve. Delegates agreed that the list provided a useful starting point for prioritising export development efforts in China.

Understanding the E-commerce environment in China and how to participate in it was a core objective of the trade mission delegates. The meeting with JDfresh.com provided the opportunity for delegates to experience their new concept store as well as discuss opportunities for NSW underutilised seafood species to be sold on the JDfresh platform.

Beijing Delegates visited wet markets and retail stores in Beijing to observe:

- The range of seafood on offer (species, format, country of origin, packaging and presentation)
- The price points of different seafood species and product forms

Delegates also formally met with senior representatives from the China Cuisine Association to discuss opportunities in the food service sector.

In addition to the business meetings in Beijing several cultural events/tours were organised to provide additional depth to understanding the Chinese market for seafood (note that all delegates paid their own costs for these activities). The activities included:

1. Lost Plate Tours in Beijing showcased traditional dishes and cuisine styles to illustrate the importance of food to Chinese culture and the role of seafood within that. Understanding this is relevant to developing and implementing market entry and promotion strategies.
2. Visits to the Summer Palace and Great Wall also provided insight to the history of China and the impact that has on consumers.
3. Traditional Beijing Duck dinner which provided insight into the role and tradition of food, and the importance of seafood, in Chinese culture.

Key learnings/observations

- The business models for ecommerce operators differ in terms of how to access and do business with them. JD.com is an integrated online shopping platform and logistics infrastructure all in one company. This means that they purchase the product directly and then sell through the online platform to distribute through their infrastructure. That way they can provide quality insurance and guarantee to the product
- The China Cuisine Association advised that everyone going to a restaurant typically eats at least one form of seafood – fish and seafood is a core part of the diet. They recommended that good quality seafood should go to restaurants for chiefs to create specialized dishes. Restaurants promote first before they go out to the wider community
- We visited Jingshen Fish Markets in Beijing to investigate the live seafood competition, market prices and setup. There is an incredible array of seafood available and quality to meet the strong Chinese demand for live, fresh seafood. Frozen seafood was also evident at the markets and JD.com advised that they have some of their suppliers at the markets providing supply and distribution services to the local area.

Shanghai

Meeting with GFRESH was the major focus of the trade mission while in Shanghai. This included a full briefing and discussion of how the GFRESH platform works and how to use it. Delegates discussed the need to have a consolidated collaborative approach to listing products on the platform as well as the opportunity to capitalise on the high profile that Sydney Fish Market appears to have among Chinese consumers, particularly in Beijing and Shanghai.

Austrade provided a comprehensive briefing and overview of the opportunities for seafood in China. Delegates discussed the various strategies that could be pursued to capitalise on those opportunities. Meetings were also held with the NSW Commissioner in Shanghai and with Tourism Australia to identify opportunities for collaborating on market development activities.

Visits to Hema and Baoyuan stores showcasing the “new retail” trend in China consolidated understanding of both opportunities and challenges in accessing and succeeding in the China market. It was disappointing to see the lack of presence of Australian labelled seafood in these retail stores. Individually tagged live rock lobster from NZ had a visible presence in Hema. Once again it was agreed by the delegates that the sheer size of the China market means that it will be difficult for any single exporter/company to invest in the market development and promotion activities that will be required for success. A collaborative approach is clearly preferable.

China skinny, a marketing and research agency in China, provided a briefing on the modern Chinese seafood consumer outlining trends and opportunities that the delegation members could take advantage of.

Key learnings/observations

- Chinese premium food consumers were generally much younger and had a lot more money to spend. Competition for the attention of these consumers is intense therefore an engaging marketing and branding approach is needed. Sustainability is coming into focus alongside an increasing health trend
- We need to understand and take advantage of new technologies and marketing/retailing platforms. For example, Alibaba has over 400 million users and more and more other online platforms are coming on line while WeChat has become the new search engine, in preference to Baidu or other search engines. This means that Key Opinion Leaders are more important than ever – people looking to the chefs to help push the products.
- In developing a brand, we need to be cognisant of how Chinese perceive Australia – they typically do not recognise the map or the flag, they find the boomerang symbol quite threatening but they do like the kangaroo (it doesn't matter that we are talking about a seafood product). Green is the colour most associated (unprompted) with Australia and is closely followed by blue.

Results

The following is a summary of the key outcomes against the original trade mission objectives

Understanding of GFRESH operations and business requirements

1. A registered exporter with the appropriate licences and permissions for export to China needs to be sourced before export can commence. GFRESH can provide advice on this.
2. The profile of Sydney Fish Market, among importers is such that we should find a way to build on this reputation e.g. marketing product collectively under a “Suppliers to Sydney Fish Market” or another umbrella.
3. GFRESH
 - provides both a payment system (Gpay) and an import clearance system and as such takes some of the key export risks away from the export/import relationship
 - can provide support and assistance with finding appropriate exporters and importers for the product.
 - will help with promotion and education about the product. We would still need to provide contents, images and collateral to support this.
 - operates an online auction as well as a direct B2B platform. We need to decide which platform to use for which products.
 - works with Alibaba and JD.com so can help us with introductions and market development with those platforms.
 - Is very flexible and can assist with making sure that the offering is well targeted to market needs.

Importer processes and business requirements

1. Sustainability labelling is increasingly becoming important. We need to investigate how best to do this for the China market.
2. One of the new consumer trends is for a single serve, packaged product. For introducing a new product, we were advised to consider a varied packaging offer i.e. – one at 400grams, 1 kilo and then larger. The small serve allows for people to try something out that is new to them while the others provide a value package offering
3. Logistics – clearing time for live product was very fast but for frozen product is 3 days or longer. This has implications for packaging and logistics – any product exported to China will need to be able to withstand delays in clearances.

Demand for mixed fish species – “catch of the day” products

1. There is an opportunity for Australian seafood from both a market and tourism perspective. Tourism provides a great opportunity to link the destination with consumer goods. To do this we need to understand the customer journey – what information do they need/want on each step of the journey. Research has shown that consumers don’t really trust information unless they get it from a friend or from other people’s recommendations.
2. In such a crowded marketplace, it is important to have uniform branding and for companies/industries to work closely together in promotion.
3. Fresh provides some great opportunities but be aware of the following issues:
 - They shop every day – it ensures it is fresh. Therefore, consumers want smaller packages – they don’t want the product to go off
 - Expiration date – they remove the product from the shelf sometimes weeks before the expiry date

Future business engagement with GFRESH, importers and alternate ecommerce partners

1. JD Fresh provides a particular opportunity for introducing a “catch of the day” approach. The difficulty will be the lack of consumer awareness about the range of seafood products available from Australia – Rock Lobster and Abalone are well known but, outside of these two products, consumer awareness is low. There are also many competitors in providing seafood to Chinese consumers – including from domestic Chinese companies. We need to be clear about what our unique selling proposition is AND investigate whether that resonates well with potential consumer in China.
2. While demand for seafood overall is increasing we should consider looking at markets outside of Beijing and Shanghai. The rapid rise of ecommerce and attendant logistics and supply chain capability is opening up opportunities in 2nd, 3rd and 4th tier cities.
3. Trial shipments should be undertaken with GFRESH to support refinement of an export offering
4. More in depth In-market consumer, supply chain and channel research should be undertaken to support targeted niche market development for the “catch of the day” proposition.
5. A critical issue is the China approved import list for frozen and fresh seafood from Australia as a large number of underutilised species are not currently on the list. A more in- depth understanding of the market demand for those products would help get them onto the approved list

Lessons for future development

- Importance of provenance and transparency (made accessible via QR codes). It was understood that the Chinese were users of QR codes, but the magnitude of this use had not been appreciated until the trade mission had occurred. QR codes were everywhere and extensively used. It featured on the majority of packaging, advertising, menus and even painted on to buildings. This of course extends to seafood and it became evident that products with QR codes could demand higher prices than those. As well as being a source of more information, the QR codes can be used to demonstrate traceability and to tell a provenance story.
- A strategic targeted approach is required to avoid the common failures of business attempting too much. It's better to focus on one or two products and build a market for them in a targeted geographical location. Evidence and discussion have shown that it is worth considering tier 2 cities which have less people trying to enter the market in. Beijing and Shanghai can be very challenging because there is so much competition. There are over a hundred cities in China with more people than Sydney. It can also take 2 – 3 years for the market to gain interest in a new species.
- The lines between 'online and offline' and b2b vs. b2c are blurring – as is evident with the likes of Hema supermarkets and online retailers such as JD.com and GFRESH.

Recommendations

There is an obvious market in China for seafood products produced by NSW fishermen utilising an E-commerce B2B platform. There are several barriers that need the NSW seafood industry to capitalise effectively and for the long-term on this opportunity.

This includes:

1. Resolving the issues with the list of the approved imported species list into China, for species that are not yet on the Approved import list.
2. Identified risks and threats to a strong and sustainable market into China include:
 - a. Need for collaboration to meet supply demand
 - b. Consistency in product quality
 - c. Failure of the supply chain infrastructure and logistic arrangements
 - d. Branding and marketing requirements
 - e. Meeting changing consumer preferences and rapidly changing business models
3. To resolve this issue and to ensure uptake of the significant opportunity in supplying seafood into China will require:
 - a. The industry to collaborate together and supplying the quantities required to the China market (no one producer currently has the capability to supply the China market of seafood but as a collaboration this would be achievable)
 - b. Understanding and improvement in supply chain with support training for suppliers in handling techniques and use of E-commerce tools
 - c. Improved domestic supply chain infrastructure and logistic arrangements and better understanding of these requirements to more effectively supply to market requirements
 - d. Further market research is required to develop effective and robust branding of the Australian seafood product that will resonate with the Chinese consumer. This must be accompanied by targeted and strategic in a market development research efforts
 - e. Further market research is required to understand advancements in delivery platforms and value add to existing seafood products.
4. Undertake a targeted trial of an approved species (e.g. eels) into China to investigate market response.
5. Investigate opportunity to link tourism drive of Chinese market to regional seafood experience and “storytelling” of the seafood community. Potentially partnering with wine and aquaculture opportunities.

Further development

Part 2 of the project was to undertake trial shipments with GFRESH to test the market for a “catch of the day” offering. A summary draft plan to undertake and evaluate these trials is shown below

Project activities

Workshop to commence project of trial collaborative shipment with GFRESH. The aim of the workshop is to review the findings of the trade mission and refine the proposed project (see below) to trial shipments of “catch of the day” product to a selected importer in Shanghai using GFRESH ecommerce platform

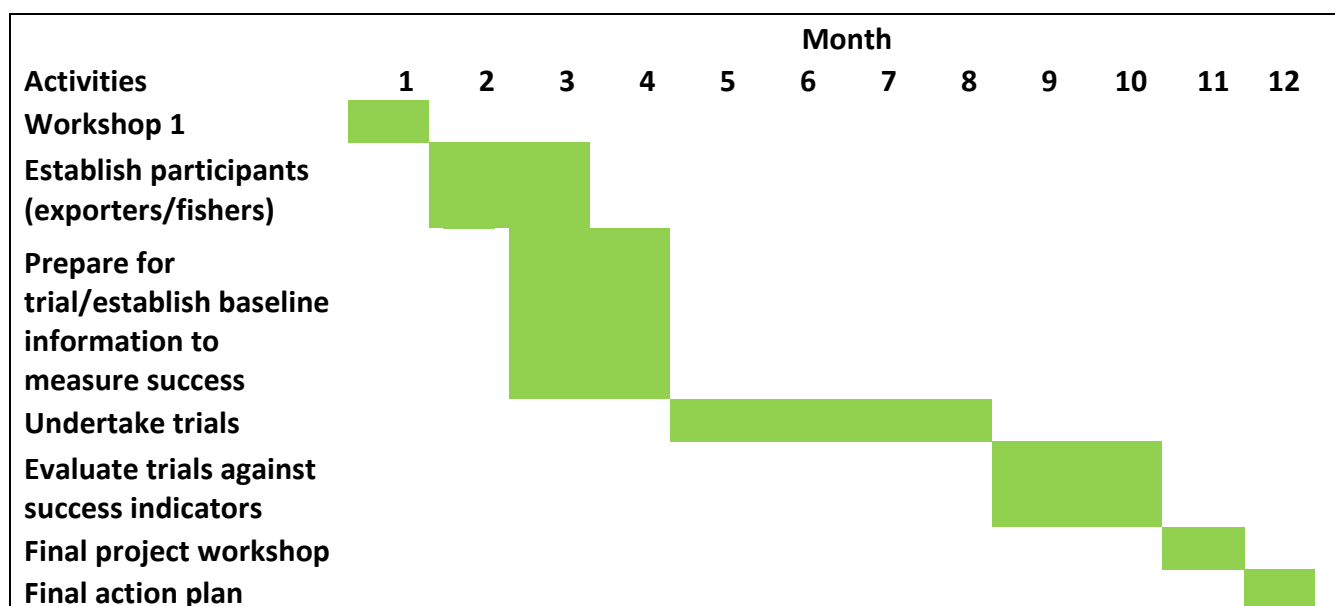
Undertake trial with the following activities
<ul style="list-style-type: none"> a) Select the fishermen and the export registered establishment to be involved in the collective supply and set up supply agreement b) Work with GFRESH to export shipments to a selected importer, include monitoring devices to track product and evaluate supply chain performance to product quality – ideally send at least 5 shipments c) Review performance of the system – logistics, trading relationships, product quality, market acceptability
Final project workshop to review results of the trial and determine the commercial viability of continuing
Final action plan and report

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Final project workshop to review results of the trial and determine the commercial viability of continuing
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Table 1. Project Timeline



Extension and Adoption

Multiple articles in the PFA newsletter and PFA Facebook have been released promoting the trade missions and its objectives. PFA has also applied for additional funding from ACACA to further investigate the market trade opportunities of mixed finfish into China.

Linked to the trade mission, the PFA live eel trial into China (funded through Farming Together program) has also been heavily promoted to the end user, commercial eel fishers, linking this project with potential other species market development into China and the networks and knowledge formed from this project. A number of other species have asked to have their product included in future market development into China including Blue Swimmer Crabs, Spanner Crabs, Eastern Rock Lobster, Royal Red Prawns and RIBBONFISH.

PFA is also working closely with the Seafood Trade Advisory Group to address and resolve trade issues, such as the Approved species list to China.

Project materials developed

Please refer to the Appendices for copies of project material developed including the Promotional Seafood Product Brochure, Itinerary and Delegate Listing.

Appendices

Appendices 1: NSW Seafood Brochure (English)





Our seafood is harvested by the skilled
fishers of New South Wales, Australia.



Beautiful & Wild

New South Wales is the perfect habitat for many seafood species. It's glistening lakes, rivers, estuaries and deep blue ocean all teem with life.

Sydney, Newcastle, Coffs Harbour and other towns in New South Wales are home to some of Australia's most picturesque fishing harbours. Our fishers have a passion for what they do. They have a strong connection to nature and fiercely protect their unique waterways.

New South Wales is the home of the world-famous Sydney Fish Market, a popular stop for locals and tourists alike.



COFFS HARBOUR
**FISHERMEN'S
COOP**



PFA
PROFESSIONAL
FISHERMEN'S ASSOCIATION

Caught in New South Wales



NSW Seafood Partners



The **Professional Fishermen's Association** represents commercial fishers from across New South Wales, from the Tweed River to Eden. The organisation is focused on representing the interests of its members and achieving a constructive role to increase the overall economic and ecological sustainability of wild harvest commercial fishers of NSW.

Find out more: www.nswpfa.com.au

The **Coffs Harbour Fishermen's Co-operative** has been operating on the foreshores of Coffs Harbour since the early 1950s. It is owned by about 50 local fishermen who supply fresh seafood every day.

Find out more: www.coffsfishcoop.com.au

Formed in 1945, the **Commercial Fishermen's Coop** is headquartered in Newcastle, with 130 fishers supplying seafood. The Cooperative also has a processing facility enabling them to produce a variety of products to suit customer demand.

Find out more: www.fishcoop.com.au

Sydney Fish Market, known as 'Australia's Home of Seafood', is the largest market of its kind in the Southern Hemisphere with more than 500 species traded annually. Sydney Fish Market has been the flagship commercial and retail venue for the NSW fishing industry for over 70 years. In Australia alone, more than 300 fishing communities contribute to supplying SFM's weekday auction. Sydney Fish Market trades more than 13,500 tonnes of seafood annually. Sydney Fish Market is also one of Australia's most popular tourism destinations. Onsite SFM has six seafood retailers and a range of specialty food stores, restaurants and cafés.

Find out more: www.sydneyfishmarket.com.au

Our Range of Wild Caught Seafood

NSW has a variety of seasonally available seafood. Here is a sample of the wide range we have to offer. For more information about the species and formats available, please contact eo@pfai.com.au.

Long fin Eel

Anguilla reinhardtii



Blue Mackerel

Scomber australasicus



Octopus

Octopodidae



Our Range of Wild Caught Seafood

Ocean Jacket

Nelusetta ayraud



Mullet

Mugil cephalus



Eastern School Whiting

Sillago flindersi



Our Range of Wild Caught Seafood

Silver Trevally

Pseudocaranx georgianus



Australian Salmon

Arripis trutta; Arripis truttace



Pipi

Donax deltoides



Our Range of Wild Caught Seafood

Luderick *Girella tricuspidata*

Royal Red Prawn *Haliporoides sibogae*

Yellowtail scad *Trachurus novaezelandiae*

Ribbonfish *Trichiuridae*

Shovelnose Ray *Ray Aptychotrema rostrata*

Tiger flathead *Platycephalus richardsoni*

For more information about our range of seafood and product forms, please contact us eo@pfai.com.au





our passion
TO YOUR PLATE



Our Guarantee

The waters of New South Wales are clean and biologically diverse. Australian fisheries are internationally recognised as some of the best managed in the world.

The Australian Government ensures this reputation through legislation, including the EPBC (Environment Protection and Biodiversity Conservation Act) and strict environmental management at the NSW State Government level.

Many of our fishers are 5th generation fishermen, whose families have lived and worked on our waters all their lives. Skills and knowledge are passed down through generations.

We have a long and proud history of harvesting seafood from New South Wales' waters. Our commercial fishers are accredited OceanWatch Master Fishermen, trained to ensure the fish are caught sustainably with care.



COFFS HARBOUR
**FISHERMEN'S
COOP**



PFA
PROFESSIONAL
FISHERMEN'S ASSOCIATION

**OCEANWATCH
AUSTRALIA**

Healthy and safe

We go to great lengths to guarantee the high quality and safety of all our products. Consumers all over the world can be confident that when they eat our seafood, it is healthy and safe.

Our seafood complies with the national food safety standards set out by FSANZ (Food Standards Australia New Zealand). Our Seafood Exporters must be licenced to export. They have a comprehensive export compliance and management system, are regulated under the Export Control Regulations (1982), and have an approved HACCP (Hazards Analysis and Critical Control Point system).

Our products leave Australia with a health certificate issued by the Australian Government that attests to its safety and certifies that it meets the food safety standards requirements of Australia and the importing country.





For further information

email: eo@pfai.com.au



COFFS HARBOUR
**FISHERMEN'S
COOP**



PFA
PROFESSIONAL
FISHERMEN'S ASSOCIATION

NSW Seafood Brochure (Simplified Chinese)





澳大利亚新南威尔士州渔民，身怀精湛
技艺，从事我们的渔获捕捞。





风景如画，天然野生

新南威尔士州堪称众多海产食品鱼类的完美生产场所。湖泊、江河、海口随处可见，水波晶莹闪烁，深蓝海洋充满生命气息。

澳大利亚最优美的渔港中，就包括了位于新南威尔士州的悉尼、新堡、科夫斯港和其他城镇。我们渔民兢兢业业，投身自然，极力保护无与伦比的水域资源。

新南威尔士州乃举世闻名悉尼鱼市场所在地，深受本地居民和游客喜爱的驻足之处。



COFFS HARBOUR
**FISHERMEN'S
COOP**



PFA
PROFESSIONAL
FISHERMEN'S ASSOCIATION

在新南威尔士州捕捞



新南威尔士州海鲜产品



职业渔民协会代表从提维德河到亚当镇、跨越新南威尔士州全境的商业渔民。协会专注代表会员利益，发挥建设性作用，促进新南威尔士州野生捕捞商业渔民的可持续的整体经济和生态环境。

网上更多信息: www.nswpfa.com.au

自上世纪50年代初期开始，科夫斯港渔民合作社就一直在科夫斯港海滨作业。大约50名当地渔民拥有合作社，他们每天供应新鲜海产食品。

网上更多信息: www.coffsfishcoop.com.au

于1945年成立，商业渔民合作社总部设于新堡。拥有130名渔民社员，供应海产食品。合作社还有加工设施，能够生产各种各样产品，满足顾客需求。

网上更多信息: www.fishcoop.com.au

被称为“澳大利亚海产食品之家”的悉尼鱼市场是南半球同类最大的市场，每年经营超过500多种类的海鲜。70多年以来，悉尼鱼市场为新南威尔士州捕鱼行业提供规范商业和零售场所。仅在澳大利亚，就有300多家团体为悉尼鱼市场的星期工作日拍卖供应产品。每年悉尼鱼市场交易13,500多公吨海鲜。悉尼鱼市场也是澳大利亚最受欢迎旅游目的地之一。悉尼鱼市场现场有六家海鲜零售店，和一系列特色食品商店、餐厅和咖啡厅。

网上更多信息: www.sydneyfishmarket.com.au

我们野生捕捞系列产品

新南威尔士州有多种时令海产食品。这里我们可以提供广泛产品类别的样品。若要了解更多有关品种和格式的信息，请联系电子信箱 eo@pfai.com.au

长鳍鳗鱼

Anguilla reinhardtii



蓝马交

Scomber australasicus



章鱼

Octopodidae



我们野生捕捞系列产品

银鲹

Pseudocaranx georgianus



澳大利亚三文鱼

Arripis trutta; Arripis truttace



皮皮尖峰蛤

Donax deltoides



我们野生捕捞系列 产品

黑鱼 *Girella tricuspidata*

皇家红虾 *Haliporoides sibogae*

竹筴鱼 *Trachurus novaezelandiae*

带鱼 *Trichiuridae*

蝶鲛魮 *Ray Aptychotrema rostrata*

虎纹鲷 *Platycephalus richardsoni*

若想了解更多有关海产食品和产品类型的信息，请联系电
子信箱 oo@pfai.com.au





我们以您食为天

Appendices 2: Trade Mission Itinerary



Jayne Gallagher
Managing Director
Honey&Fox Pty Ltd
+61438336712
jayne@honeyandfox.com.au



China Trade Mission

OCT 31, 2017 - NOV 10, 2017

TRIP SUMMARY

Travel to Qingdao - October 31

- 9:30 AM Depart from Sydney (Kingsford Smith) Airport (SYD) - Sydney (Kingsford Smith) Airport (SYD)
- 3:50 PM Arrive at Hong Kong International Airport (HKG) - Hong Kong International Airport 香港國際機場 (HKG)
- 7:50 PM Depart from Hong Kong International Airport (HKG) - Hong Kong International Airport 香港國際機場 (HKG)
- 11:00 PM Arrive at Qingdao Liuting International Airport (TAO) - Qingdao Liuting International Airport (TAO)
- 11:30 PM Check in at Holiday Inn Expo Centre Qingdao

Wednesday - November 1

- 8:30 AM Expo Bus - Holiday-Inn-Shuttle-Schedule.pdf
China Fisheries and Seafood Expo - Qingdao, Shandong
Expo to Hotel Bus - Holiday-Inn-Shuttle-Schedule.pdf
Qingdao Beer Street - Tsingtao Beer Museum

Thursday - November 2

- 8:00 AM Check out at Holiday Inn Expo Centre Qingdao
- 8:30 AM Expo Bus - Holiday-Inn-Shuttle-Schedule.pdf
China Fisheries and Seafood Expo
- 5:40 PM Depart from Qingdao Liuting International Airport (TAO) - Qingdao Liuting International Airport (TAO)
- 7:20 PM Arrive at Beijing Capital International Airport (PEK) - Beijing Capital International Airport (PEK)
Check in at Grand Mercure Beijing Central

Friday - November 3

- 10:00 AM JD.Com - JD Fresh
- 12:00 PM Lunch
Beijing Wet Markets
Delegation meeting
Dinner - Free time

Saturday - November 4

- Great Wall visit - Mutianyu Great Wall

Sunday - November 5

Free Day

Beijing Duck Dinner

Monday - November 6

Check out at Grand Mercure Beijing Central

9:00 AM Australian Embassy Briefing

11:15 AM China Cuisine Association

12:30 PM Lunch with Chinese Cuisine Association

8:00 PM Depart from Beijing Capital International Airport (PEK) - Beijing Capital International Airport (PEK)

10:15 PM Arrive at Shanghai Hongqiao International Airport (SHA) - Shanghai Hongqiao International Airport (SHA)

Check in at Pullman Shanghai Jintan

Tuesday - November 7

10:00 AM Austrade Shanghai/Tourism Australia

11:30 AM NSW Trade and Investment Office

12:30 PM Lunch

NSW Chamber of Commerce

Dinner/Shopping - Free time - Lost Heaven Yunnan Restaurant (花马天堂云南餐厅), Mr & Mrs Bund-Modern Eatery By Paul Pairet, M On The Bund 米氏西餐厅, Yang's Dumpling (小杨生煎)

Delegation meeting

Wednesday - November 8

The modern Chinese consumer - China Skinny

Supermarket and retailers

GFresh

Dinner

Thursday - November 9

10:00 AM Check out at Pullman Shanghai Jintan

10:30 AM Eel Research Presentation

Free time for private meetings/follow up meetings

8:20 PM Depart from Shanghai Pudong International Airport (PVG) - Shanghai Pudong International Airport (PVG)

AustCham Shanghai

———— **Friday - November 10**

10:00 AM Arrive at Sydney (Kingsford Smith) Airport (SYD) - Sydney (Kingsford Smith) Airport (SYD)

TRAVEL TO QINGDAO - OCTOBER 31



9:30 AM
AUS Eastern
Standard
Time
Departure

Depart from Sydney (Kingsford Smith) Airport (SYD)

AIRLINE	FLIGHT NUMBER	TERMINAL
Qantas	QF 127	1



Sydney (Kingsford Smith) Airport (SYD)

Airport Dr., Sydney, NSW, AU, 2020
+61 2 9667 9111

Our airport is one of Australia's most important pieces of infrastructure. It is our international gateway and an essential part of our transport network that connects Sydney to 46 international, 23 domestic interstate and 28 regional destinations.



3:50 PM
AUS Eastern
Standard
Time
Arrival

Arrive at Hong Kong International Airport (HKG)

AIRLINE	FLIGHT NUMBER	TERMINAL
Qantas	QF 127	1



Hong Kong International Airport 香港國際機場 (HKG)

1 Cheong Hong Rd., 香港, 香港
+852 2181 8888



7:50 PM
AUS Eastern
Standard
Time
Departure

Depart from Hong Kong International Airport (HKG)

AIRLINE	FLIGHT NUMBER	TERMINAL
Cathay Dragon	KA 954	1



Hong Kong International Airport 香港國際機場 (HKG)

1 Cheong Hong Rd., 香港, 香港
+852 2181 8888



11:00 PM
China
Standard
Time
Arrival

Arrive at Qingdao Liuting International Airport (TAO)

AIRLINE	FLIGHT NUMBER
Cathay Dragon	KA 954



Qingdao Liuting International Airport (TAO)

No.99 Minhang Road, Qingdao, 山东, China, 266108
+86 532 8471 5777



11:30 PM

China

Standard

Time

Check-in

Check in at Holiday Inn Expo Centre Qingdao

<http://chinaseafoodexpo.com/hotels/holiday-inn-hotel/>

WEDNESDAY - NOVEMBER 1



8:30 AM

Departure

Expo Bus



Holiday-Inn-Shuttle-Schedule.pdf



China Fisheries and Seafood Expo

Intersection of Binhai Avenue and Wenquan 2 Lu

Wenquan Town, Jimo City

Qingdao City, Shandong Province, China

Tel: +86 532 55656060

青岛国际博览中心

地址：青岛即墨市温泉镇，滨海大道与温泉二路交汇处



Qingdao, Shandong

Qingdao, China

Qingdao is a city in eastern Shandong Province on the east coast of China. It is the largest city in its province. Administered at the sub-provincial level, Qingdao has jurisdiction over six districts and four county-level cities. Qingdao had a population of 9,046,200 with an urban population of 6,188,100. Lying across the Shandong Peninsula and looking out to the Yellow Sea, it borders Yantai to the northeast, Weifang to the west and Rizhao to the southwest. Qing in Chinese means "cyan" or "greenish-blue", while dao means "island". Qingdao is a major seaport, naval base, and industrial centre. The world's longest sea bridge, the Jiaozhou Bay Bridge, links the main urban area of Qingdao with Huangdao district, straddling the Jiaozhou Bay sea areas. It is also the site of the Tsingtao Brewery, the second largest brewery in China. In 2016, Qingdao ranks 79th in the Global Financial Centres Index published by the Z/Yen Group and Qatar Financial

Centre Authority, the other Chinese cities on the list being Hong Kong, Shanghai, Shenzhen, Beijing and Dalian. In 2007, Qingdao was named as among China's top ten cities by the Chinese Cities Brand Value Report, which was released at the 2007 Beijing Summit of China Cities Forum. In 2009, Qingdao was named China's most livable city by the Chinese Institute of City Competitiveness.



Departure

Expo to Hotel Bus



Holiday-Inn-Shuttle-Schedule.pdf



Qingdao Beer Street

https://www.tripadvisor.com.au/Attraction_Review-g297458-d1810487-Reviews-Qingdao_Beer_Street-Qingdao_Shandong.html



Tsingtao Beer Museum

Shibei Qu, Qingdao Shi, Shandong Sheng, China, 266000

THURSDAY - NOVEMBER 2



8:00 AM

China

Standard

Time

Check-out

Check out at Holiday Inn Expo Centre Qingdao



8:30 AM

China

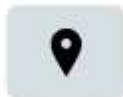
Standard

Time

Departure

45 min

Expo Bus



Holiday-Inn-Shuttle-Schedule.pdf



China Fisheries and Seafood Expo

Intersection of Binhai Avenue and Wenquan 2 Lu
Wenquan Town, Jimo City

Qingdao City, Shandong Province, China

Tel: +86 532 55656060

青岛国际博览中心

地址: 青岛即墨市温泉镇, 滨海大道与温泉二路交汇处

<http://chineseafoodexpo.com/locationmap/>



5:40 PM

China

Standard

Time

Departure

Depart from Qingdao Liuting International Airport (TAO)

AIRLINE

FLIGHT NUMBER

China Eastern Airlines MU 536



Qingdao Liuting International Airport (TAO)

No.99 Minhang Road, Qingdao, 山东, China, 266108

+86 532 8471 5777



7:20 PM

China

Standard

Time

Arrival

Arrive at Beijing Capital International Airport (PEK)

AIRLINE

FLIGHT NUMBER

TERMINAL

China Eastern Airlines MU 536

2



Beijing Capital International Airport (PEK)

Capital Airport Rd, Beijing, 北京市, China, 100621

+86 10 6454 1100



Check-in

Check in at Grand Mercure Beijing Central

CONFIRMATION NUMBER

BOOKED THROUGH

1419670269

Booking.com

北京西单美爵酒店

6 Xuanwumen Nei Avenue., Xicheng, Beijing, 100031, China -

宣武门内大街6号, 西城区, (北京, 100031)

[https://secure.booking.com/myreservations.en-gb.html?](https://secure.booking.com/myreservations.en-gb.html?aid=336690&auth_key=vYimmPNUzHQR4rly&&source=conf_email&pbsource=conf_email_hotel_name&et=UmFuZG9tSVYkc2RlYh9Yaa29/3xUOLbbBh9KcyBStakMmyMEtzKCOQjA6GgezN5a6/Fpe2aCvL4Q2k5PYmegavSH3/XUdgXVHamdTQtfSiRQGW7MoNyX3CAPWIA5ZyJO2R6LD8uXk=)

[aid=336690&auth_key=vYimmPNUzHQR4rly&&source=conf_email&pbsource=conf_email_hotel_name&et=UmFuZG9tSVYkc2RlYh9Yaa29/3xUOLbbBh9KcyBStakMmyMEtzKCOQjA6GgezN5a6/Fpe2aCvL4Q2k5PYmegavSH3/XUdgXVHamdTQtfSiRQGW7MoNyX3CAPWIA5ZyJO2R6LD8uXk=](https://secure.booking.com/myreservations.en-gb.html?aid=336690&auth_key=vYimmPNUzHQR4rly&&source=conf_email&pbsource=conf_email_hotel_name&et=UmFuZG9tSVYkc2RlYh9Yaa29/3xUOLbbBh9KcyBStakMmyMEtzKCOQjA6GgezN5a6/Fpe2aCvL4Q2k5PYmegavSH3/XUdgXVHamdTQtfSiRQGW7MoNyX3CAPWIA5ZyJO2R6LD8uXk=)

FRIDAY - NOVEMBER 3



10:00 AM

JD.Com - JD Fresh
TBC

12:00 PM
1 hr

Lunch



Beijing Wet Markets

Jingshen Fish Markets

China, Beijing Shi, Fengtai Qu, 石榴庄西街232号[

<http://www.lenfestoclean.org/en/news-and-publications/news/heart-of-the-marketplace/>](<http://www.lenfestoclean.org/en/news-and-publications/news/heart-of-the-marketplace/>](<http://www.lenfestoclean.org/en/news-and-publications/news/heart-of-the-marketplace/>))



Delegation meeting

We will use this time to meet in the hotel lobby to

- compare notes and impressions from meetings so far
- to review itinerary to see if we need to make changes to take advantage of opportunities
- to start preparing the trip report



Dinner - Free time

Suggest the following as an option

<http://lostplate.com/beijing-food-tours/>



SATURDAY - NOVEMBER 4



Great Wall visit

Example of the tours on offer is below

<https://www.viator.com/tours/Beijing/Viator-Exclusive-Great-Wall-at-Mutianyu-Tour-with-Picnic-and-Wine/d321-6139PEKGWPICNIC>



Mutianyu Great Wall

Mu Tian Yu Chang Cheng Huairou Qu, Beijing Shi, China

SUNDAY - NOVEMBER 5



8 hr

Free Day

There are lots of things to do and see - here are a few options

<https://www.viator.com/tours/Beijing/Private-Beijing-Half-Day-Tour-Summer-Palace-and-Hutong-rickshaw-tour/d321-7878P53>

<https://www.viator.com/tours/Beijing/Private-Beijing-Walking-Tour-of-the-Forbidden-City/d321-11301P27>

<http://www.798district.com>



Beijing Duck Dinner

We can choose between a few restaurants

<http://www.thatfoodcray.com/beijing-cray-duck-de-chine-peking-duck-restaurant-全季/>

https://www.tripadvisor.com.au/Restaurant_Review-g294212-d1052779-Reviews-Quanjude_Roast_Duck_Wangfujing-Beijing.html



MONDAY - NOVEMBER 6



Check-out

Check out at Grand Mercure Beijing Central



9:00 AM

China

Standard

Time

1 hr 15 min

Australian Embassy Briefing

Please minimise electronic equipment and bring your passport. You will need it to get into the Embassy

21 Dongzhimen Outer St, Chaoyang Qu, Beijing Shi, China, 100001

澳大利亚驻华大使馆, Address

<http://china.embassy.gov.au/bjng/contact-us.html>

China Cuisine Association



11:15 AM
China
Standard
Time
1 hr 15 min

The peak industry body for Chinese Chefs. The CCA have partnered with Australian Wild Abalone and Australian Pork to help promote their products in China



12:30 PM
China
Standard
Time
2 hr

Lunch with Chinese Cuisine Association



8:00 PM
China
Standard
Time
Departure

Depart from Beijing Capital International Airport (PEK)

AIRLINE	FLIGHT NUMBER	TERMINAL
China Eastern Airlines	MU 5126	2



Beijing Capital International Airport (PEK)
Capital Airport Rd, Beijing, 北京市, China, 100621
+86 10 6454 1100



10:15 PM
China
Standard
Time
Arrival

Arrive at Shanghai Hongqiao International Airport (SHA)

AIRLINE	FLIGHT NUMBER	TERMINAL
China Eastern Airlines	MU 5126	2



Shanghai Hongqiao International Airport (SHA)
700 Yingbin 1st Rd, Shanghai, 上海市, China, 200335
+86 21 6268 8899

Shanghai Hongqiao International Airport (IATA: SHA, ICAO: ZSSS) (Chinese: 上海虹桥国际机场) is the main domestic airport serving Shanghai, China, with limited international flights



Check-in

Check in at Pullman Shanghai Jingan

上海静安铂尔曼酒店
330 Meiyuan Road, Zhabei, Shanghai, 200070, China -
梅园路330号, 闸北区, (上海, 200070)

<https://secure.booking.com/myreservations.en-gb.html?>

aid=336690&auth_key=hmBFagR3AmiKiG&&source=conf_email&pbsource=cg_rf_email_hotel_name&et=UmFuZG9tSVYkc2Rllyh9Yaa29/3xUOLbxixK3Ub9QGyS9tvoxBy99EugZQgc4l8fb3YAdG8JLQ28d1Wcfk1HD8SmsZQVNTZArDQgC2c9Ulp33mY7nd5agAJwcXrMMcNhhOgZSzPc=

TUESDAY - NOVEMBER 7



10:00 AM
1 hr 30 min

Austrade Shanghai/Tourism Australia

[Austrade Shanghai \(澳大利亚贸易投资委员会上海\)](#)

2101 CITIC Square 1168 Nanjing Road West Shanghai China

Tel: +86 21 6103 5656

Fax: +86 21 6321 1222



11:30 AM

NSW Trade and Investment Office

TBC

Mr Tony Zhang

Commissioner, Trade & Investment – North and East China Unit 4303, CITIC Square

1168 Nanjing Road West
Shanghai, 200041 China

Phone: +86 21 5292 5561



12:30 PM
1 hr

Lunch



3 hr

NSW Chamber of Commerce

TBC

Meeting with NSW Chamber of Commerce contacts



Dinner/Shopping - Free time

For shopping check out Nanjing Rd

<http://www.timeoutshanghai.com/ShoppingStyle.html>

Suggest going to the Bund or Xintiandi

<https://www.chinahighlights.com/shanghai/attraction/xintiandi.htm>

<https://www.chinahighlights.com/shanghai/attraction/the-bund.htm>



Lost Heaven Yunnan Restaurant (花马天堂云南餐厅)

1-2/F, 17 Yan'an Rd. East
+86 21 6330 0967

Yunnan Cuisine



Mr & Mrs Bund-Modern Eatery By Paul Pairet

6/F, Bund 18, 18 Zhongshan Rd. East-1

Mr & Mrs Bund is French, in the manner of Chef Paul Pairet: born, traveled, and globally stamped. Contemporary, not stuffy. Relaxed, and chic.



M On The Bund 米氏西餐厅

7/F, No. 5 The Bund
+86 21 6350 9988



Yang's Dumpling (小杨生煎)

陆家嘴环路1396号陆家嘴景庭1楼, 上海市, 上海市, 中国



Delegation meeting

We will use this time to

- compare notes and impressions from meetings so far
- to review itinerary to see if we need to make changes to take advantage of opportunities
- to start preparing the trip report

WEDNESDAY - NOVEMBER 8



2 hr

The modern Chinese consumer - China Skinny

China Skinny is a full-service marketing, research and online agency that has delivered successful projects for clients across a wide range of industries. Honey & Fox have worked with them with a number of clients. They undertook a small piece of research for SFM. Sign up to their great newsletter [here](#)

<https://www.chinaskinny.com/newsletter/>



Supermarket and retailers

We will visit

1. City Super - which is a high end supermarket
For mer more info see <https://www.citysuper.com.cn/en/>
2. Hema Supermarkets
B1/F, 1138 Pudong Nan Lu 浦东南路1138号B1楼
Nearest Metro Station: Shengcheng Road
Cross Street in English: near Zhangyang Lu
Cross Street in Chinese: 近张扬路
http://www.smartshanghai.com/venue/14192/hema_food_market

The KFC concept store mentioned at Seafood Directions is in Hangzhou (2 hours by high speed train from Shanghai) but here is a link

<https://techcrunch.com/2017/09/03/alibaba-debuts-smile-to-pay/>



2 hr

GFresh

Gfresh.cn is an online market place for cross-border fresh produce under Reg's Group. Since 1999, Reg's Investment Co., has operated as a Shanghai based logistics organization, with 100 branches nationwide, operating self-owned cold chain transportation truck fleet, providing custom clearance, delivery to door service for fresh and live seafood. The company experienced first-hand the issue that were limiting global fresh trade, there was a need for a new way of doing things. So Gfresh was built, with support of Reg's logistics and fresh trade experience

We will meet with the VP and cofounder Anthony Wan and key Shanghai based staff. They will explain the GFresh system to us and show some of the back room operations.

<https://www.gfresh.cn/en/client/product/idea.jsp>



2 hr

Dinner

GFresh will join us for dinner which will be at a new concept restaurant combining hotpot (traditional cuisine style) with a fresh market place

THURSDAY - NOVEMBER 9



10:00 AM
China
Standard
Time
Check-out

Check out at Pullman Shanghai Jingan



10:30 AM
China
Standard
Time
2 hr

Eel Research Presentation

Daxue Consulting is a market research agency who are undertaking some market research for the Eel project. They will provide an initial findings presentation to us in Shanghai. For more information about Daxue <http://daxueconsulting.com>



Free time for private meetings/follow up meetings

Use this time for private meetings or followup discussions and visits
Options include visiting Disneyland (we are still working on this)
<https://www.shanghaidisneyresort.com/en/>



8:20 PM
China
Standard
Time
Departure

Depart from Shanghai Pudong International Airport (PVG)

AIRLINE	FLIGHT NUMBER	TERMINAL
Qantas	QF 300	1



Shanghai Pudong International Airport (PVG)

No.300 Qihang Road, Shanghai, 上海市, China, 201202
+86 21 2333 0999



AustCham Shanghai

TBC am trying to get a meeting with Craig Aldous who is the President of Aust Cham Shanghai and has (in a past life) worked with seafood in China

FRIDAY - NOVEMBER 10

Arrive at Sydney (Kingsford Smith) Airport (SYD)



10:00 AM
AUS Eastern
Standard
Time
Arrival

AIRLINE	FLIGHT NUMBER	TERMINAL
Qantas	QF 300	1



Sydney (Kingsford Smith) Airport (SYD)

Airport Dr., Sydney, NSW, AU, 2020

+61 2 9667 9111

Our airport is one of Australia's most important pieces of infrastructure. It is our international gateway and an essential part of our transport network that connects Sydney to 46 international, 23 domestic interstate and 28 regional destinations.

Appendices 3: Delegate listing

NSW SEAFOOD DELEGATION OCTOBER/NOVEMBER 2017

2017年10月/11月新南威尔士州代表团



Diego Hans Bagnato

PRESIDENT OF THE NSW PROFESSIONAL FISHERMEN'S ASSOCIATION - OCEANWATCH MASTER FISHERMAN

新南威尔士州职业渔民协会 - 获澳大利亚环保组织“海洋守候”授予的“渔业大师”称号

www.nswpfa.com.au

<http://masterfishermen.oceanwatch.org.au/master-fishermen/fisherman-65/>

Diego Hans Bagnato is President of the NSW Professional Fishermen's Association and an OceanWatch Master Fisherman - priding himself on responsibly and sustainably harvesting Australian seafood for consumers. He currently skips the Cape Conway in New South Wales waters, and has been recognised as the winner of 'Excellence in Environmental Practice' in the Sydney Fish Market Seafood Excellence Awards. Diego is based at Sydney Fish Market, Pyrmont.

Bagnato是新南威尔士州职业渔民协会会长。获澳大利亚环保组织“海洋守候”授予的“渔业大师”称号。他为此感到自豪。为消费者从事可信并可持续的澳大利亚海鲜捕捞。目前率船在新南威尔士州的康威海角水域作业。被授予“优秀环保”的悉尼鱼市场的海鲜最佳奖。他的工作地点位于悉尼港蒙区。



Tricia Beatty

CHIEF EXECUTIVE OFFICER - PROFESSIONAL FISHERMEN'S ASSOCIATION 新南威尔士州职业渔民协会- 首席执行官

www.nswpfa.com.au

Tricia Beatty has worked in the Australian fishing industries for over 20 years and is currently the Chief Executive Officer for the Professional Fishermen's Association. She has previously worked in various roles in fisheries management, strategic policy development and communications throughout Australia and internationally. As the Chief Executive Officer of the Professional Fishermen's Association (PFA), Tricia represents the interests of over 250 commercial fishers who are based throughout New South Wales, Australia.

Tricia Beatty在澳大利亚渔业已经工作多年。目前是新南威尔士州职业渔民协会首席执行官。此前她在澳大利亚和国际的渔业管理、制定战略发展政策以及信息等部门担任多种职位。作为职业渔民协会首席执行官。她代表新南威尔士州250名商业渔民利益。



Geoffrey Blackburn

CHAIRMAN OF THE COFFS HARBOUR FISHERMEN'S CO-OPERATIVE - CHAIRMAN OF OCEANWATCH

科夫斯港渔民合作社社长-澳大利亚环保组织“海洋守候”理事长

<http://masterfishermen.oceanwatch.org.au/master-fishermen/fisherman-3/>

www.coffsfishcoop.com.au

Geoff is the Chairman of the Coffs Harbour Fishermen's Cooperative, the Chairman of OceanWatch and a member of the Sydney Fish Market Catcher's Trust. He is a professional fisher endorsed in the New South Wales Estuary General Fishery and based on the New South Wales mid north coast, near Coffs Harbour. Geoff is also proud to be an accredited OceanWatch Master Fisherman, practicing responsible and sustainable harvesting of Australian seafood for consumers all over the world.

Geoffrey Blackburn是科夫斯港渔民合作社社长和澳大利亚环保组织“海洋守候”理事长。他是悉尼鱼市场渔民信托成员。他是职业渔民。从事新南威尔士州海口渔业项目。作业地点在科夫斯港附近的科南威尔士州中北部海岸。他为自己获得“海洋守候”渔业大师感到自豪。为全世界消费者从事可信并可持续的澳大利亚海鲜捕捞。

NSW SEAFOOD DELEGATION OCTOBER/NOVEMBER 2017

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Gus Dunnoun

EXECUTIVE MANAGER - SYDNEY FISH MARKET

悉尼鱼市场-执行经理

www.sydneyfishmarket.com.au

Gus commenced with the NSW Fish Marketing Authority in 1981 and was appointed Supply Manager in 1999 and Executive Manager, seafood trading in 2016. Gus is responsible for overall seafood trading including sourcing and coordination of the supply of seafood, communication with suppliers and seafood buyers, retail businesses and transport logistics, plus management of the company's quota portfolio. Gus is the Chair of the Australian Fish Names Committee, Chair of the NSW Fishing Industry Training Committee and a Director of South East Trawl Fisheries Industry Association.

Gus的职业生涯始于1981年新南威尔士州渔业营销局。1999年任供应处长。2016年任海鲜贸易厅长。他负责全面海鲜贸易工作。包括货源及海鲜供应协调。与供应商和海鲜买家沟通。零售业务和运输物流。以及公司配额管理。Gus是澳大利亚鱼类名称委员会主席。新南威尔士州渔业培训委员会主席。澳大利亚拖网渔业协会理事。



Robert Gauta

SECRETARY/GENERAL MANAGER - COMMERCIAL FISHERMEN'S CO-OPERATIVE LIMITED

职业渔民合作社秘书长/总经理

www.fishcoop.com.au

Robert is the Secretary and General Manager for the Commercial Fishermen's Co-operative Ltd, and a former professional fisherman of 15 years. He has held this position for the last 6 years and continues to lead a successful and profitable Co-operative. Robert is also currently a Director of OceanWatch Australia, NSW Federation of Co-operatives, and the NSW Fishermen's Co-operative's Association, holding the position of Secretary and Executive Officer for three years.

Robert是职业渔民合作社秘书长/总经理。有15年职业渔民经历。在最近6年中他一直担任这个职位。继续领导这个成功和盈利的合作社。在如下三个组织中。Robert也担任理事。并任秘书长、执行官。任期三年：澳大利亚环保组织“海洋守护者”。新南威尔士州合作社联合总会。新南威尔士州合作社协会。



Andrew Mitchell

GENERAL MANAGER - COFFS HARBOUR FISHERMEN'S CO-OPERATIVE

科夫斯港渔民合作社-总经理

www.coffsfishcoop.com.au

Andrew Mitchell is the General Manager of the Coffs Harbour Fishermen's Co-operative. Andrew is responsible for the Co-operative's day to day management, business development, and marketing. He is responsible for investigating and building supply chain and distribution models for their export and domestic markets. Andrew has worked internationally with a background in research, education, business management and as an entrepreneur.

Andrew Mitchell是科夫斯港渔民合作社总经理。他负责该合作社日常管理。业务开发和营销。为出口和国内市场。负责调研并建立供应链和运输配送模式。Andrew曾从事国际工作。其背景是科研。教育。业务管理。以及企业家。

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Erik Poole

SUPPLY AND BUSINESS DEVELOPMENT MANAGER - SYDNEY FISH MARKET

悉尼鱼市场-供应和业务开发经理

www.sydneyfishmarket.com.au

Erik began working at Sydney Fish Market (SFM) in 2005 in Quality Assurance - inspecting and grading inbound seafood prior to auction. Currently, Erik's role in the Seafood Trading department of SFM encompasses supply, business development, QA & food safety. Prior to SFM, Erik completed Bachelor of Applied science (Fisheries science) degree and had over 5 years experience as a skipper (Master 5) in the Seafood Industry in Australia & Papua New Guinea.

Erik职业生涯始于2005年的悉尼鱼市场的质量保证部门的工作，负责对运来的海鲜进行拍卖前的检验和分级。目前他任职于悉尼鱼市场的海鲜贸易部，包括海鲜供应、质量保证和食品安全。在此之前，他念大学，获应用科学（渔业科学）学士学位，在澳大利亚和巴布亚新几内亚的海鲜行业，有5年船长经验（5级船长资格）。



Stephanie Williams

MARKETING AND COMMUNICATIONS MANAGER - SYDNEY FISH MARKET

悉尼鱼市场-营销和交际部经理

www.sydneyfishmarket.com.au

Stephanie joined Sydney Fish Market (SFM) in 2013 - her first role in the seafood industry having previously worked in public relations agencies specialising in travel and tourism in both New Zealand and Australia. Stephanie guides SFM's marketing and communications strategy which focuses on both site and seafood promotion. She also manages the company's corporate social responsibility strategy which focuses on improving social licence for the Australian seafood industry. Stephanie holds a Bachelor of Communication Studies majoring in public relations and a Diploma of Leadership and Management.

Stephanie于2013年进入悉尼鱼市场工作，她在职业生涯的第一个职位是曾经在澳大利亚和新西兰旅游行业公共关系部门工作。她领导悉尼鱼市场营销和交际业务，关注于场址和海鲜推介。她也管理公司实际职责，致力于开掘澳大利亚海鲜行业的社交舆论。Stephanie获交际科学学士学位，主修公共关系，并持有领导与管理文凭。



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Jayne Gallagher

MANAGING DIRECTOR - HONEY AND FOX PTY LTD

澳大利亚甜蜜和智狐有限公司 - 董事长

Jayne is Managing Director and Co-Founder of Honey and Fox Pty Ltd and recognised nationally and internationally for her work. Jayne is an international business and market development professional with extensive skills and experience within the food education sector. She has over 10 years' experience working in the China, Hong Kong, Singapore and Japan market place. Jayne was the principal architect and facilitator of the Australian Wild Abalone Program, a collaborative marketing program targeting China, Hong Kong, Japan, Singapore and Australia. She currently teaches at the Institute of Food and Grocery Management and the QUT EMBA program.

简妮是澳大利亚甜蜜和智狐有限公司董事长和共同创立人。她工作得到国内和国际普遍认可。简妮专业包括国际业务和市场开拓，她在食品教育方面经验丰富。在中国、香港、新加坡、日本市场，有十多年经验。是澳大利亚野生鲍鱼项目的主要设计师和推动人。目前她为食品和食品杂货学院和昆士兰理工大学高级管理员工工商管理硕士课程教学。



Helen Johnston

PARTNER - HONEY AND FOX PTY LTD

澳大利亚甜蜜和智狐有限公司 - 合伙人

Helen is a Partner and Co-Founder of Honey and Fox Pty Ltd. She is a marketing and creative design professional with experience in a variety of food, beverage and government sectors. For the past five years she has been working with Australia's agribusiness sector, developing and executing branding, marketing and digital media strategies and communications. Helen has extensive experience in national and international event management, showcasing Australian food and beverage businesses. Helen is also a commercial artist and runs her own successful small business targeted at local and tourism markets.

海伦是澳大利亚甜蜜和智狐有限公司合伙人和共同创立人。她专业是营销和创新设计，在饮食和政府部门等多项领域具有经验。在过去的五年，她供职于澳大利亚农业综合企业，产品品牌业务拓展和实施。营销和数字媒体策略和交际。在澳大利亚和国际重大活动管理。展示澳大利亚饮食业务方面，她经验丰富。海伦也是职业艺术家，经营她自己定位于澳大利亚当地和旅游市场的小型业务。



Simon (Song) Liu

TRADE AND MARKET ANALYST - HONEY AND FOX PTY LTD

澳大利亚甜蜜和智狐有限公司 - 贸易和市场调研员

Simon is a Trade and Market Analyst for Honey and Fox Pty Ltd and China Advisor for the Seafood Trade Advisory Group. Previously he was a trade and market access officer for the Agriculture Counsellor Office of the Australian Embassy in Beijing for 10 years before 2006. He has worked with Australia's seafood industry as a trade policy analyst for Seafood Services Australia and the FROD. He is a NAATI qualified professional translator and holds an MSc (Food Technology) from the University of Queensland.

刘松是澳大利亚甜蜜和智狐有限公司贸易和市场调研员，澳大利亚海产品贸易协会中国项目顾问。2006年前，任职澳大利亚驻北京大使馆农业参赞处贸易和市场准入干事。为期10年。他也曾为澳大利亚海产品协会以及澳大利亚渔业研发公司工作。是澳大利亚翻译资格认证局认证的专业翻译。并获得澳大利亚昆士兰大学颁发的食品科技硕士学位。



Honey & Fox