Keynote Address:
Trends In Seafood Branding In China

PRESENTER MR. FAN XUBING | BEIJING SEABRIDGE MARKETING & CONSULTING CO.
Mr. Fan Xubing

- Mr. Fan Xubing is managing director and general manager of Beijing Seabridge Marketing & Consulting Co. Ltd., a Beijing-based food marketing, promotion and consulting firm specializing in agri-products and imported food, and with clients that include foreign governments, trade associations and foreign agri-business companies.
- He has 15 years of experience in food marketing, promotion and consulting for seafood, meat and agro-products.
- Previously, he was China sales manager for Marine Harvest’s Beijing office until 2002 when he joined Beijing Seabridge.
Trends in Seafood Branding and Sustainability in China

Fan Xubing, Beijing Seabridge Marketing Co.

GOAL2016 2016.09 Guangzhou
Beijing Seabridge Marketing Co.

• Established since 2003, Seabridge Marketing is the leading seafood marketing and consulting company to provide professional services to foreign trade association, government and large companies in the seafood industry and the meat industry, in the China market.

• Seafood From Global is the new media owned and run by Seabridge Marketing since 2015. Seafood From Global is now the No. 1 new media in China for both seafood professionals and seafood gastronomists.
Beijing Seabridge Marketing Client List
Chinese Consumers Behavior on Seafood Consumption
Chinese Consumers Seafood Consumption Study

Seawine expenses out of total family food expenses

Different seafood consumption proportion

Prof Sun Chen etc. Shanghai Ocean University, 2015
Chinese Consumers Seafood Consumption Study

Preferences on seafood formality

Preferences on consumption occasion

Prof Sun Chen etc. Shanghai Ocean University, 2015
Chinese Consumers Seafood Consumption Study

Consumers preferences on seawater seafood

Consumers preferences on wild seafood
Young Generation Consumers: Seafood Consumers Portrait

1. Heavily Rely on New Media and Social Media
2. Heavily Rely on Mobile Short Video and a few watch TV cooking programs
3. Heavily Rely on E-Commerce and O2O, Less and Less Go to Supermarket
4. Not Good At Cooking and Less Time to Cook At Home
5. Prefer Imported Seafood, Healthy Seafood BUT Don’t Have Much Money
6. Quality Driven, Brand Driven but Price Sensitive
Successful Seafood Marketing Cases and Trends of Seafood Marketing in China
Seabridge Seafood Marketing Steps

Original Marketing → Product Marketing → Cuisine Marketing → Channel Marketing → Lifestyle Marketing

Internet + Social Media + Scenarizing

Social Local Mobile
Norwegian Salmon Marketing Steps

- Media Trips
  - Visit Norway

- Product Knowledge, Nutrition
  - Sashimi, Sushi, Chinese Cuisine

- Japanese Restaurants, Hypermarket
  - Fitness, Lohas

Norwegian Salmon Media Selection

- Gastronomy Magazines
- TV Cooking Programs
- Blog, Weibo
Canadian Coldwater Shrimp Marketing Steps

- Media Trips
  - Visit Canada

- Product Knowledge, Nutrition

- Ready to Eat, Hot Dishes

- Hypermarkets, E-commerce

Canadian Coldwater Shrimp Media Selection

- Gastronomy Magazines
- TV Cooking Programs
- Blog, Weibo
- Wechat
- Youku, Aiqiyi
Womai, Sfbest, Benlai, Tootoo: Coldwater Shrimp E-commerce Promotion
Canadian Geoduck Marketing Steps

1. Media Trips Visit Canada
2. Product Knowledge, Nutrition
3. How to prepare, how to fillet
4. Cantonese Restaurants, Fine Dinning

Canadian Geoduck Media Selection

- Weibo
- Wechat
- Youku, Aqiyi
- Toutiao, News Social Media
- Seafood Social Media
Canadian Geoduck Articles Published on Toutiao
Seafood Marketing in China: 4 + 1

- Understanding Consumers
- Media and KOL Selection
- Sales Chanel Selection
- Integration
Seabridge Marketing System

- Supermarket Channel Marketing
- E-commerce/O2O Channel Marketing
- Food Service O2O Channel Marketing
- Supply Chain Optimization Intelligent Wholesaling

Social Media Marketing
Fresh Food E-Commerce Development Trend in China
China B2C E-commerce Market Scale 2011-2018

Growth Rate:
- 2011: 70.2%
- 2012: 51.3%
- 2013: 59.4%
- 2014: 46.9%
- 2015: 36.2%
- 2016: 30.7%
- 2017: 25.4%
- 2018: 20.4%

Penetration:
- 2011: 4.3%
- 2012: 5.6%
- 2013: 8.0%
- 2014: 10.6%
- 2015: 12.6%
- 2016: 14.8%
- 2017: 17.1%
- 2018: 19.2%

1000 Billion Yuan

i Research: <China Fresh Food E-commerce Market Study Report 2016>
China B2C Fresh Food E-commerce Market Scale 2012-2018

Growth Rate
Penetration
100 Million Yuan

i Research: <China Fresh Food E-commerce Market Study Report 2016>
Among Fresh Food, **Fruits and Dairy Products** are More E-commercialized

2015 Fresh Food E-commerce VS. Production

<table>
<thead>
<tr>
<th>Production</th>
<th>E-commerce Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>蔬菜类</td>
</tr>
<tr>
<td>Fruits</td>
<td>水果类</td>
</tr>
<tr>
<td>Meat</td>
<td>肉类</td>
</tr>
<tr>
<td>Seafood</td>
<td>水产类</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>乳类</td>
</tr>
<tr>
<td>Eggs</td>
<td>蛋类</td>
</tr>
</tbody>
</table>

Have you bought Imported Fresh Food On-Line in 2015?

![Chart showing e-commerce vs production of fresh food categories](image)

**i Research:** <China Fresh Food E-commerce Market Study Report 2016>
### Reasons Why Consumers Buy Fresh Food On-line?

<table>
<thead>
<tr>
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<th>Reasons</th>
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<tbody>
<tr>
<td>1</td>
<td>Convenient, Save Time</td>
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<td></td>
<td>Cheaper</td>
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<tr>
<td>3</td>
<td>More Products On-Line</td>
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<tr>
<td>4</td>
<td>More Imported Products</td>
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<tr>
<td>5</td>
<td>Better Quality</td>
</tr>
<tr>
<td>6</td>
<td>Could Buy Organic Products</td>
</tr>
<tr>
<td>7</td>
<td>Others</td>
</tr>
</tbody>
</table>

**Convenient, Save Time**
- More Products On-Line

**Cheaper**
- More Imported Products
- Better Quality
- Could Buy Organic Products

**More Products On-Line**
- Others

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**Fresh Food Fast Delivery Time after Order in 2015**

- 1天 (1 day): 40.5%
- 2天 (2 days): 27.0%
- 3-4天 (3-4 days): 17.8%
- 5天及以上 (5 days and above): 2.7%

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*i Research: <China Fresh Food E-commerce Market Study Report 2016>*
Fresh Food E-Commerce Major Players

Suppliers

E-Commerce

Producers

Cold Chain

Consumers

O2O

i Research: <China Fresh Food E-commerce Market Study Report 2016>
How Global Seafood Enters Into China Market
Step 1: Attend Professional Seafood Exhibitions, Meet Importers
Step 2: Advertising on Leading Seafood Media

- SeafoodSource.com: 40,000 visitors, 8% from Asia
- IntraFish: 33,000 visitors, 4.6% from Asia and Oceania
- 八鲜过海: 40,000 visitors, 96% from China Mainland
Step 2: Advertising on Leading Seafood Media

Seafood from Global Wechat

Wechat: 40,000 followers, 60% seafood trade followers, No. 1 seafood new media on Wechat

Total Followers:

Seafood Importers and Exporters: 14%
Seafood Wholesalers and Distributors: 15%
Seafood Supplier to HoReCa, Supermarkets, E-commerce: 2%
Academic, Governmental and ONG: 10%
Seafood Lovers, Gastronomists: 30%
Seafood Media and We-Media: 5%
Freelancers: 3%
None of the Above: 11%
Step 2: Advertising on Leading Seafood Media

Wechat: 40,000 followers, 60% seafood trade followers, No. 1 seafood new media on Wechat
Step 4: Sell to Direct Seafood Buyers through B2B Platforms
Step 5: Sell to Consumers Through E-commerce Companies

Seabridge Marketing provides services to connect with all these e-commerce companies
Global Seafood Enter Into China Market Steps

1. • Attend Professional Seafood Exhibitions
   • Meet Seafood Importers

2. • Advertising on Professional Seafood Media

3. • Educating Consumers through Seafood Media and Others

4. • Sell to Direct Seafood Buyers Through B2B Platform

5. • Sell to End Consumers Through E-commerce Companies
Sustainable Fishery and Sustainable Seafood Trend in China
Now, China is:

An Unsustainable Fishing Industry

& An Unsustainable Aquaculture Industry
China’s Fishery Management Reform since 2014

• Zhejiang province, the most important costal fishery province in China, started a series of strict instruments named “Zhejiang Fishing Ground Repairing and Re-energizing Plan” since 2014, including to: 1) clean out illegal fishing vessels (fishing vessels without registration certificate, inspection certificate and fishing license), 2) clean up illegal mesh size fishing nets (fishing nets with much smaller mesh size than allowed mesh size, which will catch all sizes of fishes from the waters include juvenile fishes). These measures have been followed and implemented in other waters of China in 2015.

• The Department of Finance has decided to adjust the fishing vessel fuel subsidies policy from 2015, based on the 24.2 billion RMB annual fuel subsidies in 2014. Since 2016, 20% of this 24.2 billion RMB (4.84 billion RMB) will be handled by the Ministry of Agriculture for adjusting the fishery structure and support sustainable fisheries. From 2016 to 2020, the rest of the fuel subsidies will be handled by provincial governments and annually reduced by 10% (from 80% in 2016 to 40% by the end of 2020 (9.68 billion RMB).
Fishery Administration Officials burning illegal fishing gear
Xiangshan, Zhejiang Province, East China Sea: Destroying illegal fishing vessels
Selected highlights adjustment of 2015 version <Fishery Law>

- “facilitate fishery sustainable development”
- “prioritize aquaculture” to “prioritize ecosystem harmonization”
- “encourage fishery education”
- “fully use aquaculture waters” to “reasonably use aquaculture waters”
- “….quantify aquaculture capacity and formulate aquaculture plan”
- “encourage water-saving aquaculture and prohibit wild fish fingerlings as feed
- “execute fishing license, evaluate important species TAC and fishing quota, and facilitate sustainable fishing”
- “enhance sports fishing management”
- “fishermen need to hold qualified certificate”
- “release of alien aquatic species, hybrid species, GMO species will be punished”
Key Words of 2015 <Fishery Law>

- Sustainable fishing, TAC, fishing quota (IQ, individual quota), fishing license, fishermen certificate
- Sustainable aquaculture, fish farming capacity, planning, license, water-saving fish farming
- Enhance monitoring, punishment
- Ecosystem harmonization
China’s Fishery Management

- State & Collective Fishing
- Privatization & Overfishing
- Aquaculture & Over-fishfarming
- Sustainable Fishery Management
Beijing Seabridge Marketing Co.

- The most professional seafood marketing company in China.
- Established in 2003 with more than 10 years experiences in China.
- Exclusive marketing agent for: Norwegian salmon, Canadian coldwater shrimp, Canadian lobster, Canadian snow crab, BC geoduck and important marketing agent for Australian beef and lamb, NZ beef and lamb into the China market.
- All these products are currently the top 10 selling imported seafood and imported meat products in China, both for e-commerce and for traditional distribution channels.

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