

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Shenyang ATO

Prospects for U.S. Seafood in Northeast China

Report Categories:

CSSF Activity Report

Fishery Products

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Report Highlights:

From March 11 to 13, 2018, the U.S. Agricultural Trade Office (ATO) in Shenyang, China, led a reverse trade mission of five buyers from three Northeastern Chinese companies to the Boston Seafood Show.

The Boston Seafood Show, also known as the Seafood Expo North America, is the world's third largest seafood show. ATO Shenyang introduced the Chinese delegation to the high-quality American seafood at the show. The delegation showed great interest in American salmon, cod, pollock, halibut, lobsters and oysters. Like prior years, some delegates were seeking salmon, cod, pollock, halibut for further processing for re-export to Japan and Korea; however, Post found that some delegates were looking for products for sale on the domestic market, now that the rise in income in Northeast China has risen to make imported U.S. seafood affordable. These delegates were looking for retail-packaged salmon and cod as well as live lobster and oysters. Seafood is considered a premium product in Northeast China and is the most favored selection for business and wedding wining and dining.

ATO Shenyang introduced the delegation to about 15 American exhibitors and also introduced ATO services to five other U.S. companies who were not familiar with FAS export promotion programs. All of the American companies expressed appreciation for FAS' service and several have already entered into negotiations with the Chinese buyers. At the time of writing, two of the Chinese delegates are on their way to Seattle to check out one U.S. exporter's products and discuss price and quantity options. Imports of U.S. seafood through China's northeast city of Dalian reached \$533 million in 2017, ranking Dalian the busiest port for all of China's seaports.



ATO Shenyang Marketing Specialist Rex Zhang (far left) with the Chinese delegation visiting Jeff Otness of Ocean Beauty at the Boston Seafood Show