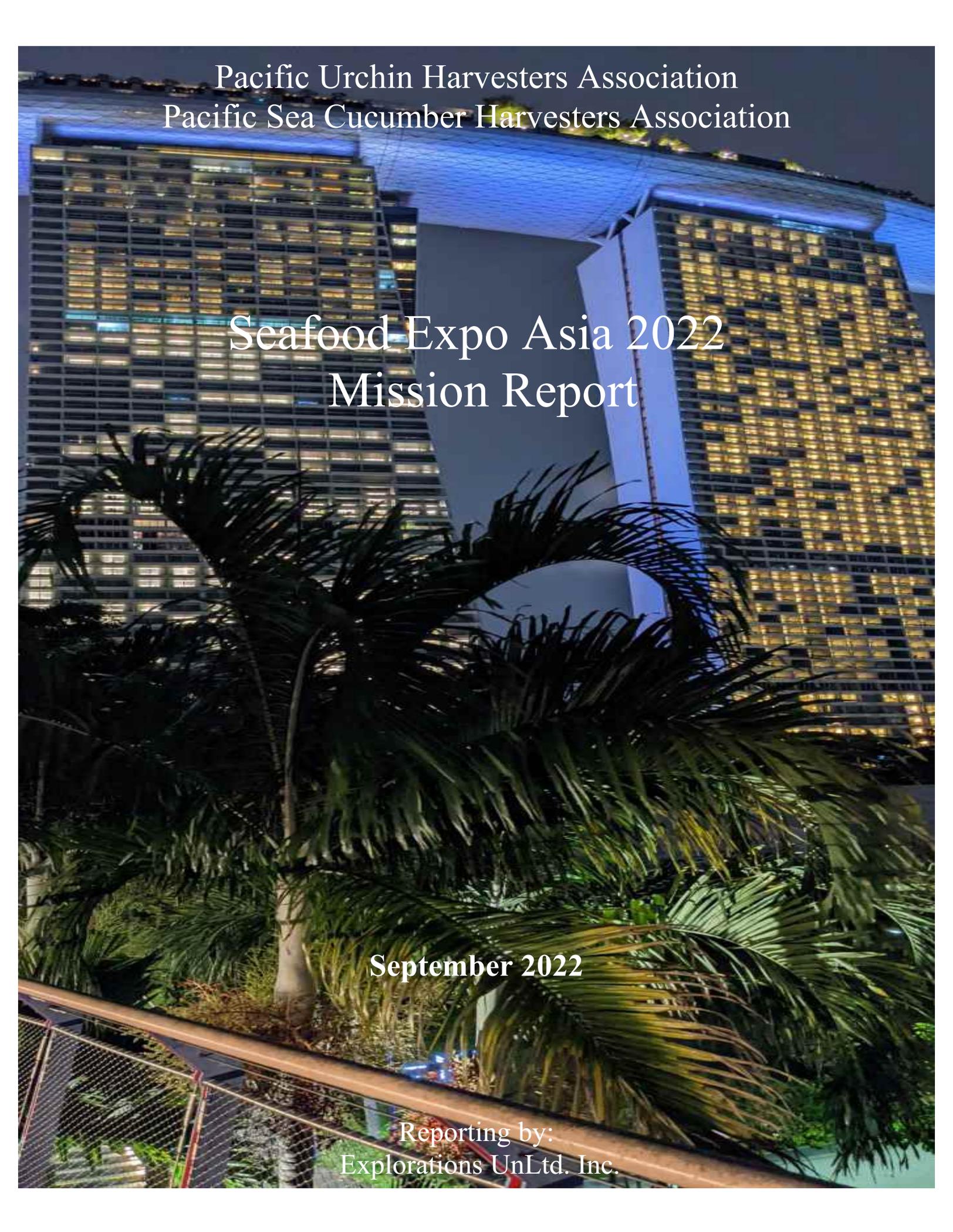
An aerial photograph of Singapore's skyline, featuring a prominent cylindrical skyscraper on the left, the Esplanade - Theatres on the Bay in the center, and the spire of St. Andrew's Cathedral in the foreground. The sky is blue with light clouds.

Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association

Seafood Expo Asia 2022

Mission Report



Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association

Seafood Expo Asia 2022
Mission Report

September 2022

Reporting by:
Explorations UnLtd. Inc.

Pacific Urchin Harvesters Association Pacific Sea Cucumber Harvesters Association

Seafood Expo Asia 2022 Mission Report

Executive Summary

Representatives of the Pacific Urchin and Pacific Sea Cucumber harvesters associations attended the 2022 Seafood Expo Asia in September 2022. This was the first time the show has been held since 2018 and is also the first time it has been held in Singapore. We were again provided with a premium space at the entrance to the show for our booth and found we were able to attract and engage with a good number of potential customers. We collected contact information from 101 visitors from a good variety and number of Asian and SE Asian countries interested in our products, though there were very few from Hong Kong or other parts of China. This report reviews our findings on this trip, including a discussion on the city state and some of the advantages and opportunities presented by attending the SEA in Singapore.

Acknowledgements

Project funded has been provided by the Agri-Marketing Program of Agriculture and Agri-Food Canada as part of the integrated International Marketing programs for the Pacific Urchin Harvesters Association (PUHA), the Pacific Sea Cucumber Harvesters Association (PSCHA). The Associations appreciate the efforts of the many staff, including Trade Commissioners from Canada and various trade missions throughout Asia, who continue to work in collaboration with Provincial representatives from British Columbia so we can present a united face to Asia. This includes Rohan Belliappa and Lisa Qiu from the High Commission of Canada to Singapore who we thank for their ongoing assistance and advice.

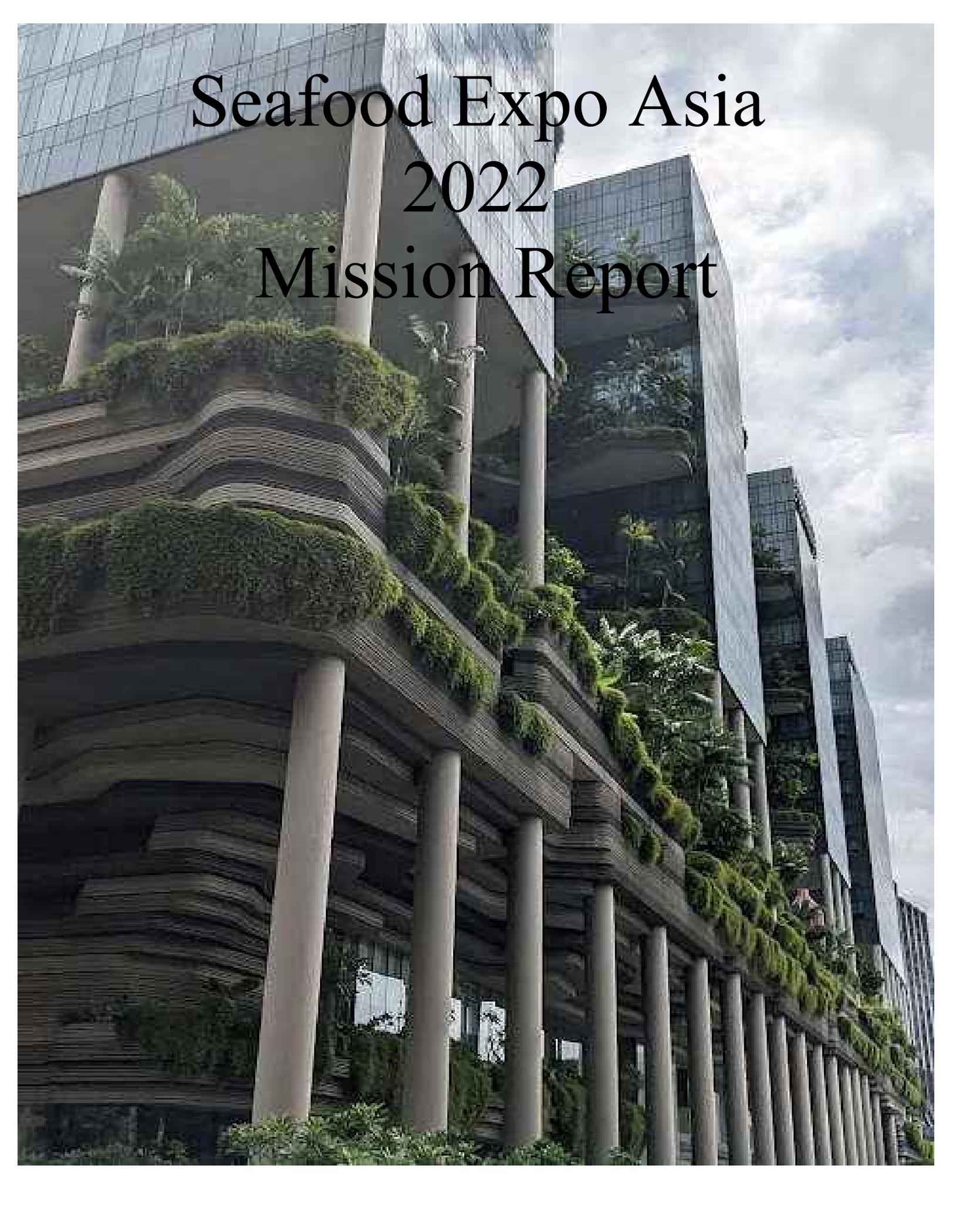
We would also like to thank British Columbia's International Trade and Investment representatives in Vancouver, especially Ms. Janet Cho, the Manager of the International Business Development office, for their interest, support and advice as well as for their on-going work to keep up interest in our products in Asian markets.

The author also extends his thanks to the Agri- Marketing Program, PUHA and the PSCHA, their respective presidents, Mr. Mike Featherstone and Mr. Thom Liptrot, their executive teams and members for their continuing support, advice and confidence.

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The image shows a modern architectural structure with a prominent green facade. The building features multiple levels of balconies or terraces, each densely packed with various green plants and foliage. The structure is supported by a series of vertical concrete columns. In the background, a tall glass skyscraper is visible against a cloudy sky. The overall scene is a blend of nature and modern architecture.

Seafood Expo Asia 2022 Mission Report

Seafood Expo Asia 2022

Mission Report



1.0 Introduction

Lawrence Anderson, John Parkin, John Parkin Jr. and Geoff Krause met Mike Featherstone and Ed and Rhonda Sang in Singapore for the 2022 Seafood Expo Asia, the first edition held since 2018. This show has historically been our flagship since we started exhibiting at it in Hong Kong where it was held every year between 2010 and 2018. It was cancelled in 2019 because of anti-government demonstrations in Hong Kong against the extradition law enacted by the government and then of course we had the emergence of COVID in 2020. The organizers of the show decided to move it over to Singapore in 2021, in part because Singapore was doing so much better than other locations with the pandemic but it was again cancelled because it just did not make sense to go ahead with it when just about everywhere else was still shut down. Even this year's event saw a near absence of visitors from Hong Kong and China because of continuing restrictions on international travel. The same may also have affected travellers from South Korea and Japan though to a lesser degree.

This was the third seafood expo we attended and exhibited at this year after an enforced break since November 2019 because of the global pandemic. The Seafood Expo North America (SENA) in Boston in March and the Seafood Expo Global (SEG) in Barcelona in April were our, and basically everyone else's, introduction back into the world of large-scale expositions, and the travel restrictions are only now becoming less daunting. These first large scale shows saw a cautious approach by everyone involved as a lot of people, and governments were still nervous about face-to-face confabs involving people from all parts of the world.

There were some concerns that this show might also be kind of underwhelming, in part because the end of the pandemic was still not that far behind us but also because it was the first time it was held in 3 years and it was first time it was located in Singapore. Despite these uncertainties, we decided it was worth a shot and were in fact pleasantly surprised by the show traffic, the quality and enthusiasm of the visitors and the diversity, hospitality and graciousness of Singapore as the host city. All involved from our delegation agreed that the show was a resounding success and well worth the effort and expense of attending. Showing up was, in short, a good call.

1.1 Overview of the 2022 Seafood Expo Asia

The show was held in the Suntec Centre, a trade and convention centre with a substantial attached shopping mall close to the financial centre of Singapore. We managed to get rooms at the Excelsior Peninsula Hotel about a 10 -15 minute walk from the venue so access to the show was exceptionally easy. The Suntec Centre can be seen basically just beyond the top of the church spire on the cover photo and in the wider view from the hotel at the start of the “1.0 Introduction” section. It is (I believe) one of three convention centres in the city, and probably the one most centrally located. The area around the hotel is surrounded by a variety of malls, stores, shops, restaurants, cafes and eateries so there was no pressing need to explore widely for necessities which relieved us of some pressure as we were figuring out our routines for the show.



On first glance, the show seemed to have grown a bit from the last go round, although because that was actually 4 years ago it might be better to more simply say it felt like the organizers had stepped things up a bit by successfully projecting a real emphasis on high quality products and exhibits. During the three-day expo, 212 exhibiting companies from 42 countries displayed their latest seafood products, equipment and services. New countries represented include Bangladesh, Italy, Latvia, New Zealand, Norway, Peru, Saudi Arabia, United Kingdom and Yemen. The event is hosting 18 national and regional pavilions, featuring new pavilions from Argentina, Canada (Maritimes), Ecuador, Papua New Guinea, India, Japan, Vietnam, Saudi Arabia, Latvia and Turkey. The Alaska Seafood Marketing Institute had a 24 square metre booth adjacent to us at the entrance while another pavilion for producers from the NE US was located more centrally in the show.





Product sourcing is one of the most popular reasons buyers attend Seafood Expo Asia and the show has billed itself as the premium seafood exhibition for Asia. As mentioned, the show and some of the exhibitors seem to have stepped up their game a bit, including what appears to be a Canada Pavilion above, though it represents only the Maritime Provinces. A problem with this pavilion is that it is located at the back of the show. This is in contrast to our booth, which is somewhat lower key but which also remains at one of the most prominent locations right at the entrance to the show.



One of the big advantages this show offers us is that we are not immediately lost among a sea of giants, as is the case in the other larger shows. This will hopefully not change as long as the show retains, as it intends, a specialized “boutique” identity focussed on high quality fisheries with an emphasis on small scale production, though I believe we should consider following the lead presented by others here and step up our game a bit. The identity of the show really does play to our strengths and by putting forth a respectable showing here helps them in this regard even as it provides opportunities for us to boost our reputation globally as a high quality producer. They recognized this in years past and it is worth noting that in previous years when the show was being held in Hong Kong they used a stylized urchin as a prominent part of their show logo. This now seems to have changed as a lobster silhouette seems to have taken that place of honour, but that could be because urchin is seen as a bit more exotic in Singapore compared to Hong Kong.

The event also includes a “Product Showcase”, a sort of signature sub-event of the organizer (Diversified Communications) that they use at their other shows (Seafood Expo Global (SEG) and Seafood Expo North America (SENA)). This provides a one-stop shop where the finest and newest seafood products and services can be introduced to some fanfare. From fresh seafood to ready-to-eat seafood meals to packaging solutions, the Product Showcase is also used by attendees to identify which exhibiting companies to visit. This venue offers a great way to introduce new products and it is again worth noting that producing an alum-free uni product would likely make a very sizable splash.

The show includes live conference sessions led by industry experts on topics pertinent to today’s seafood business environment. This year’s covered sustainability, eco-certification, aquaculture, supply chain, logistics, food control and traceability. A Demonstration Theatre offering a series of culinary and sampling sessions, provided insights on the trends and sourcing ideas. We were not actually able to check any of these out as traffic at the booth pretty much kept us hopping, but it is good to know that these are and will be available in upcoming editions of the show.

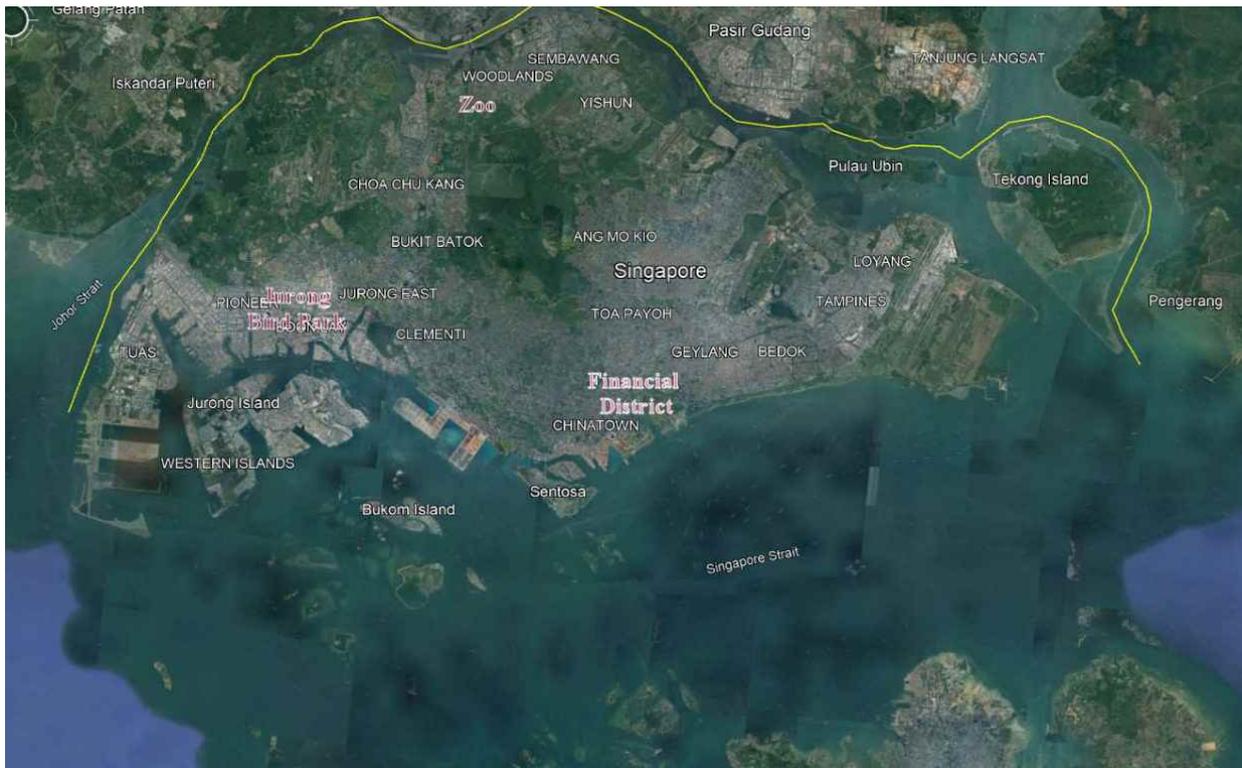
The SEA also host a business matchmaking program to enable high-volume seafood buyers to search and match with the right suppliers through a digital platform. Face-to-face strategic business meetings between qualified buyers and seafood companies exhibiting at the Expo are arranged and set up in a series of dedicated meeting rooms. These are of limited use to us because we cannot do more than introduce our products. Negotiating actual supply agreements, as many of these buyers clearly would like, remains beyond our remit as an industry association. Still, the opportunity is there should exporting companies like to join us at the booth.

2.0 Description of Singapore

Singapore is a sovereign island country and city-state in Southeast Asia but it is also an urban centre without a hinterland. It depends on Malaysia for its water supply and on the outside world for its food, a feature which, one is likely safe to assume, should be good for us. The country's territory is composed of one main island, 63 satellite islands and islets, and one outlying islet. The combined area has increased by 25% since the country's independence as a result of extensive land reclamation projects. It was acutely short of space and since independence has expanded from 58,000 hectares (224.5 square miles) to nearly 72,000, by filling in the sea with imported sand. The Marina Bay Sands itself, a number of massive office blocks including a mall and a convention centre, an iconic hotel and a golf course are all on land that used to be sea.

2.1 Location

Singapore lies close to the equator, lying about one degree of latitude (137 kilometres) north of it off the southern tip of the Malay Peninsula. It borders the Strait of Malacca to the west, the Singapore Strait to the south, the South China Sea to the east, and the Straits of Johor to the north which separate it from Malaysia. It is, in essence, sitting on a choke point on the shortest sea that separates China from India, the Middle East and Europe. The strategic value of this location is indisputable as even today about 60% of the world's sea-borne trade passes by its waterfront. This has been instrumental in the development of the City as a global trading and economic hub.





The above satellite shot covers the main area of Singapore where the show was situated. The hotel we stayed at can be seen on the left side of the picture while the Suntec Centre is in the upper centre. The show next year is being moved to the Marina Bay Convention Centre in the centre of the picture. The complex is well served by a metro system so while it won't be as convenient as walking, access is not expected to be a problem.

2.2 History

Singapore's history dates back at least a thousand years but its contemporary era began in 1819 when Stamford Raffles established Singapore as a transshipment trading post of the British Empire. In 1867, the colonies in Southeast Asia were reorganised for reasons possibly having something to do with the imminent opening of the Suez Canal in 1869. The upshot was that Singapore came under the direct control of Britain as part of the Straits Settlements and so provided the Empire with a strategically advantageous shipping hub that allowed continued expansion of its shipping and naval operations in the area.

Singapore was occupied by Japan in 1942, but then returned to British control as a separate crown colony following Japan's surrender in 1945. It became self-governing in 1959 and then part of the new federation of Malaysia in 1963, alongside Malaya, North Borneo, and Sarawak. Lee Kuan Yew who became Singapore's first prime minister in 1959, had always seen its future as part of Malaysia and lead his country into that federation only to lead it out again in 1965 after becoming convinced that Chinese-majority Singapore would always be at a disadvantage in a larger Malay-dominated country. That looks like prescient foresight as even in the most recent Malaysian election this year, all parties are still playing to majority ethnic Malays which together with other indigenous groups make up 69% of the country. This majority still believes that they deserve privileges at the expense of Chinese and Indian Malaysians which make up 23% and 7% of the population respectively.

Lacking natural resources, Singapore still rapidly developed to become one of the Four Asian Tigers. This transformation was informed by a strategy focussed on spotting trends and opportunities earlier than others and then laying out plans to prepare the ground by, for instance, structuring their schools' curricula to produce the skills needed and by laying out finance and investment options so multinational corporations looking to locate global centres would find the irresistible. Singapore was among the first off the mark to take advantage of developments in international trade and economic globalization by integrating itself within the world economy through free trade with minimal to no trade barriers or tariffs, export-oriented industrialisation, and the large accumulation of received foreign direct investments, foreign-exchange reserves, and assets held by sovereign wealth funds.

It has also positioned itself as a leader in the region. As one of the five founding members of ASEAN, Singapore is also the headquarters of the Asia-Pacific Economic Cooperation (APEC) Secretariat, the Pacific Economic Cooperation Council (PECC) Secretariat, and is the host city of many international conferences and events. Singapore is also a member of the United Nations, World Trade Organization, East Asia Summit, Non-Aligned Movement, and the Commonwealth of Nations.

Singapore has maintained manufacturing as a larger component of its economy (@~ 28%) than many other developed countries, including the US, Britain and France, and has continued moving up the value chain with a focus on more sophisticated and advanced products as lower cost competitors invest in higher volume products. As a for instance, Singapore is the world's third largest producer of refined oil products for export and it is the largest suppliers of refined products to many countries in that part of the world, including Australia. Its harbour, already the world's second-biggest container port (after Shanghai) and busiest trans-shipment port, is also planning to double its capacity. Similar projects are underway in air transport: a fourth terminal is being added to Changi airport and a fifth is already planned so its current capacity of 67million passengers per year, will similarly double.

2.3 Looking Forward

The city continues to look ahead for emerging opportunities. Growth clusters prioritized this year include advanced manufacturing, aerospace and logistics, applied health sciences, smart urban solutions and financial services. One little factoid that garnered attention is that Singapore is the third largest gambling destination in the world, but interestingly while the other two leaders, Las Vegas and Macau, depend on more than a dozen casino's each for their revenues, Singapore comes in a close (-ish) third with only 2 casinos. Singapore is also of course well known for the origin of the Singapore Sling, a popular cocktail which you can still purchase at a near outrageous price in the location where it was originally invented. The reason I am mentioning these is to show the city's leaders cast their net widely for ideas and continue to build on a well established tradition of innovation in the City.

They are now, for example, investing in research and development of meats and seafoods using cell culturing as well as advanced indoor vegetable farms and onshore aquaculture facilities to satisfy their own food security concerns and provide them with some independent options in our changing world. This is projected to develop into a very big deal down the road, no matter what happens with global climate change but perhaps especially so if things go badly sideways in that regard.

It is worth noting that as a high to very high value and somewhat exotic seafood with not much structural complexity, uni could well turn out to be an early target. In preparation for this, reiterating and amplifying the explicit identification of the urchin fishery as an environmentally beneficial activity in and of itself, because it prevents overgrazing on kelp forests and thereby helps preserve it as critical habitat in the ocean, is advised as a promotional tool for differentiating the wild-caught product.

2.3.1 Multicultural Successes

Singapore currently has a population of 5.7 million. It has always been an immigrant society, but even there openness and tolerance to that idea has frayed as some Singaporeans have felt crowded out and started blaming foreigners for pushing up property prices and holding down wages. The government has always argued that high levels of immigration would be necessary to maintain even moderate growth because Singaporeans are not reproducing themselves. Last year the “total fertility rate” (TFR), a notional estimate of the number of babies a woman will have over her lifetime, was 1.25, way below the replacement rate of about 2.1. Singapore is tumbling off a demographic cliff. From 2020 the number of working-age Singaporeans will decline, and by 2030 there will be only 2.1 workers for every citizen over the age of 64, compared with 6 in 2014. Within the region, Hong Kong, Macau, South Korea, Taiwan and some mainland Chinese cities such as Shanghai have similar rates

Singapore recognised early on that respecting cultural identities of the major ethnic groups living there was the only way forward that could avoid strife. They remain committed to their vision of a multiethnic society though, multiracialism is enshrined in the constitution and continues to shape national policies in education, housing, and politics. By 2030 the population of long-staying “permanent residents” is projected to climb from about 500,000 now to around 600,000, and the number of “non-resident” foreign workers to increase from the current 1.6 M to 2.3 - 2.5M, covering both the low-paid migrant workers who dominate the building industry, for example, and high-paid Western “expats”. Though it has four official languages: English, Malay, Standard Chinese, and Tamil, English is the lingua franca and numerous public services are available only in English because of its colonial past.

Singapore is among the world’s most unequal societies but government leaders do not overly fret about inequality rankings. They feel that as wealth moves to the City, the Gini coefficient gets worse but Singaporeans are better off because that wealth brings in business, opportunities, opens new doors and creates new jobs. Many Singaporeans still believe that a rising tide will lift all ships and leave them better off than their parents and secure in feeling that their children will be better off still.

It also inherited a unitary parliamentary republic with a Westminster system of unicameral parliamentary government, and its legal system is based on common law. Although the country is a multi-party democracy with free elections, the government under the People's Action Party (PAP) wields significant control and dominance over politics and society. Under the influence of “the incorruptible Lees” and their colleagues, the PAP has ruled the country continuously since full internal self-government was achieved in 1959. It currently retains a strong majority in parliament with 83 out of 104 seats as of the 2020 election, the rest of the seats being held by the Workers' Party (WP) and the Progress Singapore Party (PSP).



Lee Kuan Yew remained prime minister until 1990 and basically defined the Singapore exception by building a political system that while ruthlessly pragmatic, enabled him to rule (almost) as a (mostly) benevolent dictator. Singapore, it is sometimes joked, is “Asia-lite”, at the geographical heart of the continent but without the chaos, the dirt, the undrinkable tap water and the gridlocked traffic. It has also been called a “democracy-lite”, a place with all the democratic competition shorn of the unruly hubbub. It has, in short, a system of one-party rule legitimised at the polls which, even 56 years after Mr Lee’s People’s Action Party (PAP) first took power, the ruling PAP faces little immediate threat of losing.

The system has many defenders at home and abroad in part because it is so effective but also because it has very little crime and still essentially zero official corruption. The government, like the City, remains clean, efficient and imaginative, but - as we all know, all things change and there is growing belief even here that a more substantive culture of democracy may be needed to ensure it stays that way. One perhaps unanticipated consequence of its all-in embrace of modernity is that its much-admired schools, colleges and universities have produced a generation of highly educated, comfortably off global citizens who no longer have much tolerance for the PAP’s mother-knows-best style of governance and younger more independently minded Singaporeans not only chafe at censorship, they are also no longer so scared of the consequences of opposing the PAP.

The tenor of political debate has, as in many parts of the world, been transformed by online and especially social media in part because social media are the main news source used by younger people. The country boasts high rates of internet and smartphone penetration and unsurprisingly Facebook, too, is ubiquitous, with nearly 4 M registered users. Where the official press is stuffy, tame and sanctimonious, cyberspace seethes with sarcasm and irreverent diatribes against officious authority of all types, including the government. The government was swift to spot both the importance of the internet and the dangers it posed to its control over information in the 1990s. While early efforts to block pornography showed how hard it would be to limit access to the internet, the government has not stopped trying to keep some semblance of control with the result that cyberspace in Singapore is monitored closely and is not a free-for-all.



2.4 Singapore Now

Singapore is considered highly developed being tied for 11th place on the UN Human Development Index. It also has the second-highest GDP per capita (\$129,380 based on Purchasing Power Parity or PPP) in the world. It is identified as a tax haven and is the only country in Asia with a AAA sovereign credit rating from all major rating agencies. It has continued to leverage its geographical strengths and advantages so it is a major aviation, financial, and maritime shipping hub. It is consistently ranked as one of the most expensive cities to live in for expatriates and foreign workers but is placed highly in key social indicators: education, healthcare, quality of life, personal safety, infrastructure, and housing, with a home-ownership rate of 88 percent. Singaporeans enjoy one of the longest life expectancies, fastest Internet connection speeds, lowest infant mortality rates, and lowest levels of corruption in the world.

It is, in short, clean, organized, modern and comfortable even though it has one of highest population densities of any city anywhere. Shopping and eating are quite possibly the two main pass times- there are malls and eateries just about everywhere, but also amusements, parks and other such distractions to round out the experience of not just visitors but also residents. There are restaurant aggregations ranging from high-end gourmet restaurants in defined zones to low cost “hawker” outlets spread around the city, but the range of cuisines includes all the different cultures represented in the City (eg. French, Italian, Japanese, Chinese, Malaysian, German) either singularly or as fusion experiences. We managed to find Clarke Quay just down the street from our hotel that offered a choice of world-class dining experiences at reasonable cost.

There are also some quite spectacular parks scattered around the city. Perhaps it is an Asian thing but the real shows seem to take hold when the lights come on after dark. One of the most spectacular are the lights seen in the Gardens by the Bay park just seaward of the Marina Bay Hotel, that most iconic of Singaporean architectures that I am sure everyone knows and



recognizes. That is a free and open to the public display that attracts multitudes for a couple of shows each night it is open.

On another side, the Singapore Zoo is world renowned for its collection of mainly tropical species kept in spacious for-the-most part outdoor enclosures where they can pursue natural behaviours without the many risks that come with living in the wild. They also have a large botanical garden of local species and a tropical bird sanctuary that are both likely worthwhile to check out- of course I am a biologist so might be a bit biased on that.

One other feature worth mentioning is the absence of any evidence of homelessness, of tent cities or abject poverty. We saw a few old guys hanging out selling pads of kleenex for what had to be a pittance, but that was about it, everybody looked pretty much well cared after and it sounds like they actually largely solved what was a serious housing crisis back in the 1960s. Since inheriting it back then, the government developed and executed on a strategy that has seen the so-called Housing Development Board (HDB) build over 1 million apartments. Now some 80% of Singaporeans live in HDB estates like these, overwhelmingly as owner-occupiers. Some complain that they tend to look alike but they manage to pack people and so have led directly to the intended result of having no slums and virtually no homelessness. These estates are also generally kept clean and well-maintained by owner- occupiers taking pride and finding dignity in their homes so property values have, unsurprisingly, soared over the years.



These owners mostly join the property ladder thanks to another innovation- the Central Provident Fund (CPF), into which a big chunk of everybody's pay goes each month (at present 37%, made up of 20% from the employee and 17% as the employer's contribution). People can then borrow from their CPF holdings to pay a deposit on a flat. The mortgages for the balance are repaid directly from their accounts. For first-time buyers, the prices of HDB flats, sold on 99-year leases, are heavily subsidised. The HDB estates also effectively comprise what has been recently described as the City's most important social policy: the enforcement of racial quotas to prevent the formation of ethnic enclaves. Chinese, Indians and Malays are obliged to coexist at close quarters.

This is not to say that they have managed to abolish all the problems modern societies are facing as we continue our march forward. As is the case in much of the world, increasing life expectancies suggest Singapore is also expected to face the all-too- common and growing problem of cash-strapped old people. They are however aware of it as an emerging issue and are scanning developments elsewhere and supporting efforts at home looking for workable solutions.



3.0 2022 Seafood Expo Asia (SEA)

The show this year was held on the top floor of the centrally located SUNTEC Trade and Convention Centre. Our booth was, again, located right at the entrance to the show so was basically the first thing people saw as they entered. The 18 square metre booth was equipped with

a display cooler, a TV for playing association videos and we posted a selection of high resolution pictures of the products, the fisheries and the people involved in them on the walls backing the booth.



The first day was the busiest of the three while the third was the slowest, both of which are pretty normal. The show opened with a Lion Dance, a traditional Chinese ceremony intended to bring good luck and prosperity to the event. They had a similar Dragon Dance each year in Hong Kong and the upshot is they perform for invited guests in the demonstration area and then travel around to visit all the booths to put on a bit of a show and

bestow the spirit of success to all participating. We were again invited to join the honoured guests at the opening, which is always a good sign as they still seem to be appreciating our support. There was also a meet and greet reception sponsored by the show organizer (DivCom) with a generous variety of seafood to sample along with a few beverages at the end of the first day of the show.



We had a fairly steady stream of visitors stopping by the booth to chat with us and sample our signature appetizer, uni on a piece of smoked salmon. We recorded a total of 101 unique visitors over the course of the show which compares favourably with results we got from this show in years past. The highest number recorded was 147 unique visitors recorded in

2013, 63 of whom were from Hong Kong and 78 from China (including Hong Kong), but this year's numbers were an improvement on the numbers in the mid-80's we got back in 2017 and 2018.

	Daily Totals										Both joint	Urchins		Cukes	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2022		only	show %	only	show %
Day-1	61	30	26	51	53	43	49	32	49	57	12	39	55.4%	6	56.3%
Day-2	40	27	17	68	46	34	43	41	25	31	8	21	31.5%	2	31.3%
Day-3	24	20	31	28	27	16	13	11	9	13	4	8	13.0%	0	12.5%
Total	125	77	74	147	126	93	105	84	83	101	24	68		8	

Of these, around 30% of these were local (Singapore) while 50% were from other parts of Asia though very few (~3%) from China, including Hong Kong. This is a pretty big switch from previous experience at this show in Hong Kong where basically 50% of our catalogued visitors

were from Hong Kong with another 20 - 25% from other parts of China (aggregate total ~ 70 - 75%). It appears that we had lower numbers of people solely interested in the cukes at this show compared to previous years, but since the main market for sea cucumber is of course China, that is not really surprising. A full listing of the visitors is seen in the tables on pages following.

	2022			2018			2017			2016			2015		
	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3
# of visitors qualified	57	31	13	49	25	9	32	41	11	49	43	13	43	34	16
% for show	56%	31%	13%	59%	30%	11%	38%	49%	13%	47%	41%	12%	46%	37%	17%
average score	5.05	5.23	5.23	5.31	5.64	4.89	5.19	5.10	5.00	5.55	5.72	4.77	5.23	5.68	5.25
Local	26.3%	32.3%	32.3%	33.0%	32.0%	78.0%	52.0%	49.0%	73.0%	49.0%	42.0%	69.0%	63.0%	53.0%	69.0%
China	3.5%	3.2%	3.2%	37.0%	28.0%	22.0%	24.0%	27.0%	9.0%	24.0%	23.0%	15.0%	16.0%	15.0%	0.0%
other Asian	45.6%	45.2%	45.2%	10.0%	8.0%	0.0%	17.0%	10.0%	27.0%	12.0%	19.0%	0.0%	9.0%	9.0%	13.0%
N. Am	0.0%	3.2%	3.2%	6.0%	12.0%	0.0%	5.0%	5.0%	0.0%	8.0%	7.0%	8.0%	2.0%	9.0%	19.0%
EU	0.0%	6.5%	6.5%	4.0%	4.0%	0.0%	5.0%	2.0%	0.0%	2.0%	5.0%	0.0%	5.0%	9.0%	0.0%
Brochures- Urchins															
- traditional	0	9	5	74	43	13	43	61	29	55	44	30	56	42	24
- simplified	6	1	0	43	40	12	33	74	19	40	38	19	44	47	23
- English	55	54	14	34	20	10	19	24	9	37	43	21	38	40	16
- Japanese	n/a	n/a	n/a	0	0	0	0	0	0	0	2	0	0	0	0
- French	0	7	1	n/a											
- Spanish	8	6	1	n/a											
Brochures- Cukes															
- English	42	19	4	42	58	16	23	24	18	37	32	9	12	19	1
- simplified	15	8	0	131	48	20	65	73	45	65	53	18	47	36	9
- Spanish	8	6	1												
Total- all languages	134	110	26	324	209	71	183	256	120	234	212	97	197	184	73
% for show	50%	41%	10%	54%	35%	12%	33%	46%	21%	43%	39%	18%	43%	41%	16%
# brochures/# visitors	2.35	3.55	2.00	6.61	8.36	7.89	5.72	6.24	10.91	4.78	4.93	7.46	4.58	5.41	4.66

Also on this occasion we got quite a few visits from people in SE Asian countries like Vietnam, Thailand, Indonesia and the Philippines than we usually saw in Hong Kong. This suggests we are likely to get much more exposure to these markets than we would in Hong Kong simply because of the closer proximity of these countries to Singapore. We will have to wait for the results for upcoming years before we can draw any firm conclusions from those indications. I would suggest that opportunities to visit some of these other markets should be pursued as all have quite exclusive resorts that may be intrigued by our at least somewhat special, even exotic, offerings.

It is also worth noting that the “scores” of the visitors to the SEA booth this year averaged 5.04 compared favourably with those obtained from other shows. These somewhat qualitative assessments are developed on review by the consultant of all the contact information provided by the visitor, and including a visit to any web domain sites that can be found for the company. This year’s results compare to scores averaging between about 5.2- 5.4 from previous experience at this show and 4.6 - 4.7 for the other shows we attend in China, Boston and now Barcelona (CFSE, SENA and SEG respectively).

		2014	2015	2016	2017	2018	2019	2021	2022
SEA	Number	126	93	105	84	83			101
	Score	5.5	5.38	5.52	5.09	5.35			5.04
	Show score	693	500	580	428	444			509
CFSE	Number	71	102	74	92	62		54	
	Score	4.84	5.2	4.49	4.6	4.53		4.67	
	Show score	344	530	332	423	281		252	
SENA	Number			53	45	64	56		42
	Score			5.89	5.00	4.58	4.69		4.57
	Show score			312	225	293	263		192
SEG	Number				55	38			19
	Score				4.68	4.47			4.7
	Show score				257	170			89

Visitors catalogued on Day of the 2022 SEA

Product	Date	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU	14-Sep	Japan	Tokyo	Marketing, distrib	Naïto	Yuta	Godak marketing Corp	6	looking for frozen product, supplier distributor of quality seafood in Japan
SU&SC	14-Sep	Singapore	Singapore	show organizer	Lynn	How	Koelnmesse	5	Seafood and Bev show- Singapore- May 23-27
SU+Crab	14-Sep	China	Shanghai	retailer	Oliver	Kang	Yonghui Superstores Co. Ltd.	6	1000 stores, Guangzhou and Shanghai, imports Dungeness, wants UniFresco
SU	14-Sep	Taiwan	Taipei	trading	Edward	Peng	Posidon Int'l Seafood Trading Ltd. Co	5	imports into Taiwan, like Uni Fresco
SU	14-Sep	Taiwan	Taipei	trading	Chuck	Wang	Posidon Int'l Seafood Trading Ltd. Co	5	as above
SU	14-Sep	Chile		supplier/distrib	Roberto	Ganzalez	Maramar	5	have factory in Chile exporting uni to HQ in Spain,
SU	14-Sep	Vietnam	Ho Chi Minh City	trading- supplier	Tracy	Phan	Thinh Phu Aquatic trading Co. Ltd	4	
SU	14-Sep	Vietnam	Ho Chi Minh City	trading- supplier	Bui Thi Thu	Ba	Thinh Phu Aquatic trading Co. Ltd	4	
SU&SC	14-Sep	Vietnam	Ho Chi Minh City	export & trade	Jack	Le	Viet Asia Foods Company	5	
SU	14-Sep	Vietnam	Ho Chi Minh City	trader	Tran Quoc	Vuong	WiTrust Group	4	
SU	14-Sep	Singapore	Singapore	restaurant	Simon	Cheng	Itacho Sushi (Singapore)	7	subsidiary of Taste of Japan (HK & Japan)
SU	14-Sep	Singapore	Singapore	restaurant	Chris	Hung	Itacho Sushi (Singapore)	7	website worth a look
SC	14-Sep	unknown	unknown	trader(?)	Fermi	Wu	Coco Enterprise Ltd.	3	comment = "good one" - apparently v. int in SC , want year round supply but r
SU&SC	14-Sep	Vietnam	Ho Chi Minh City	export & trade	Long Quang	Bui	Viet Asia Foods Company	5	seeking mainly cukes
SU&SC	14-Sep	Singapore	Singapore	export & trade	David	Ngian	Bracha Food Supply Pte. Ltd.	5	exports wet & some dry sales of Thailand and Malaysia
SU	14-Sep	Lebanon	Beirut	importer	Raed	Mabsout	Meapro	5	website MIA; import into Mid East, liked frozen and Fresco
SU	14-Sep	Lebanon	Beirut	importer	Robert	Prevot	Eatwell	7	looks good; pretty high end, looking for uni- liked frozen and fresco
SU	14-Sep	China	Hong Kong	trader + etail	Macy	Yip	Boatat Trading Development (HK) Ltd.	6	looks like fairly extensive etail site incl. fresh seafood
SU	14-Sep	Malaysia	Kuala Lumpur	trader	Suki	Cheah	Piau Kee Live and Frozen Seafoods Sdn B	6	
SU mussel	14-Sep	New Zealand		supplier	Steve	Glass	Ikana Live and Fresh	4	lookie loo
SU	14-Sep	Vietnam	Ho Chi Minh City	trader	Bui Anh	Dung	Minh Phu Seafood Corp	5	mainly a prawn producer but looking for some urchins
SU	14-Sep	Vietnam	Ho Chi Minh City	processor (prawn)	Nguyen Danh Vu	Son	MarinePack Pte., Ltd.	4	
SC	14-Sep	New Zealand	Aukland		Bee Hoong	Low	Buen Ocean Delicacy (NZ) Ltd.	5	Chinese co in NZ - probably exporting lots to China
SU	14-Sep	Singapore	Singapore	bus. consult	Jordan	Tan	Bobby Tan & Associates	5	connecting suppliers with distributors and processors
SC	14-Sep	Indonesia	Makassar	producer	Revkie	Andilolo	CV Anugerah Bahari Mandiri	4	processor and exporter, seeking new product, int. in Cdn fishery
SU	14-Sep	Vietnam		import & etail	Amy	Phan	Hai San Hoang Gia	6	first to import live Cdn seafood to Vietnam, int. in GSU
SU	14-Sep	Vietnam		import & etail	Truong Van	Tran	Hai San Hoang Gia	6	one of the largest importers in Vietnam
SU	14-Sep	Malaysia	Kuala Lumpur	import & etail	Cherie	Liew	Albatross Exim (M) Sdn. BHD	6	traditional seafood deli- with etail
SU	14-Sep	Malaysia	Kuala Lumpur	import & etail	Wim Yang	Schoemaker	Albatross Exim (M) Sdn. BHD.	6	
SC	14-Sep	New Zealand	Aukland	lab	Ivy	Sun	Alpha Laboratories	5	health supplement lab and manufacturer
SU	14-Sep	UAE	Dubai	importer	Mohamed	Zaheer	Blue Marine International	6	global seafood supplier -10 years, wants GHMP frozen
SU	14-Sep	Malaysia	Johor	trader -with etail?	Joseph	Cleetus	Tropical ocean Paradise SDN. BHD	4	website present- but pretty much empty
SU	14-Sep	Spain	Barcelona	importer	David	Serra	Aldimar Seafood SL	4	website not found
SU	14-Sep	Singapore	Singapore	importer	Konstantin	Lyuik	World Caviar House	5	interested in the frozen product, it would be an extension of their normal
SU&SC	14-Sep	Thailand	Bangkok	importer= etail	Saraya	Ratanarapee	Food Gallery	6	does mix of prods, SU and SC would be new, small quants, hi end etail
SU&SC	14-Sep	Thailand	Bangkok	importer= etail	Jaruwan	Sattapunkiri	Food Gallery	6	
SU	14-Sep	Singapore	Singapore	importer	Peter	Chew	Evergreen Seafood Pte. Ltd.	4	looking for live, figures Canada is too far so off he went
SU	14-Sep	Singapore	Singapore	import/distrib/etail	Christopher	Tan	Double Chin Food Services Pte. Ltd	7	liked the Fresco; returned next day with an associate (SEA2022_1015_13)
SU	14-Sep	Singapore	Singapore	import/distrib	Yuki	Fong	FISC Holdings Pte. Ltd.	4	
SU&SC	14-Sep	Korea	Seoul	import/ retail	Soojeong	Lee	Emart	6	company reps attended Comox show in 2018
SC	14-Sep	Belgium	Zeebrugge	producers (tuna)	Heath	Rasmussen	Tuna Partners Int'l SV	3	site under construction- maybe
SU	14-Sep	Belgium	Zeebrugge	producers (tuna)	Patriot	Guerin	Tuna Partners Int'l SV	3	
SU	14-Sep	Brunai	Darussalam	import	Michael	Choing	Sno-Food Trading	6	imports small shipments into Japan. Concern: shelf life + freshenss
SU	14-Sep	Korea	Seoul	import/distrib w own r	Jae Jun (JJ)	Park	Viking Group Inc.	5	imports lobster; wants new to Korea supplier, doesn't want Korean as "partner"
SU&SC	14-Sep	Singapore	Singapore	government	Deanna	Tan	Singapore Tourism Board	4	
SU	14-Sep	Vietnam	Ho Chi Minh City	export & trade	Ngo Hoan	Vu	Minh Phu Seafood Export	4	
SU&SC	14-Sep	China	Hong Kong	import/distrib	Brian	Li	Suntech Int'l Food Co. Ltd.	6	does froz. lobster; halibut head, crab etc for hotel + end users; uni, SC new
SU	14-Sep	Singapore	Singapore	import/distrib	Joshua	Cheong	Eastern Harvest Foods (S) Pte. Ltd	6	imports and distrib to restaurants
SU	14-Sep	Korea	Busan	trader	Ingi	Yoo	KorTech	4	
SU&SC	14-Sep	Singapore	Singapore	government	Ms Low Yen	Ling	Minister of Trade and Industry, Gov't of Sin	5	
SU	14-Sep	Philippines	Tuguegarao City	government	Gedielyn	Morales	Dept of Agriculture	4	
SU	14-Sep	Singapore	Singapore	import/distrib	Shirley	Chua	BU Ventures Holdings Pte. Ltd	6	distributes uni to grocery stores
SU	14-Sep	Australia	Melbourne	wholesale	Nori	Koizumi	Oceania Seafoods Seafood Wholesalers	5	
SU	14-Sep	Singapore	Singapore	import/distrib	Yohei	Yamakawa	Foodiest (S) Pte. Ltd.	4	website not up or even reserved yet so...
SC	14-Sep	Singapore	Singapore	trader	Chun Kee	Cho	Daechun Silup (S) Pte. Ltd.	5	website not up or even reserved yet so...
SU&SC	14-Sep	Japan	Tokyo	consulting (sustainab)	Kaijun	Sun	Seafood Legacy	5	catalogue of sustainable seafood products, plus consulting on same
SU&SC	14-Sep	Japan	Tokyo	consulting (sustainab)	Kaijun	Sun	Seafood Legacy	5	card 2

Visitors catalogued on Day 2 of the 2022 SEA

Product	Date	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU	15-Sep	Singapore	Singapore	import/distrib w rest	Cedric	Ng	Igloo Food Pte. Ltd	5	
SU	15-Sep	Cambodia	Phnom Penh	import/distrib	Gary	Leung	Goal Seafood Wholesale Co. Ltd.	5	import business into Thailand
SU	15-Sep	Qatar	Doha	catering	Fabrice	Quero	Qatar Aircraft Catering Company	7	
SU	15-Sep	South Korea	Seoul	trader	Jaewong	Song	Union Forsea Corp.	6	comment that co. info should come up in search but = only facebook page
SU	15-Sep	Singapore	Singapore	restaurant	Roberto	Tan	Adgrab (Pte. Ltd)	5	webpage not working; wants Cdn uni supplier in SG, esp. buffet use
SC	15-Sep	Singapore	Singapore	etail	Kent	Soh	Gruppa Azel Global Europa	4	no mention of SG office on website; or Sweden (Solna = part of Stockholm)
SU	15-Sep	Vietnam	Ba Ria	import/reprocessor	Viet Hoai	Ngo	Ba Seafood	4	
SU	15-Sep	Philippines	Talisay City	retail	Santiago	Tanchan IV	Choobi Choobi	6	Philippine restaurant chain, casual dining, website checks out.
SU	15-Sep	Philippines	Taguig City	import/distrib	Ricky	Fajarillo	Global Essential Foods Inc.	5	distrib to retail, primarily eggs currently, no working website found
SU	15-Sep	Thailand	Nonthaburi	food service/etail	Chanphen	Chanluechai	Central Food Retail co. Ltd.	5	variety of items on etail site
SU	15-Sep	Thailand	Nonthaburi	food service/etail	Chakhrut	Masawat	Central Food Retail co. Ltd.	5	
SU&SC	15-Sep	Oman		supplier	Waqas	Aziz	Fish Line International	5	booth next door
SU	15-Sep	Singapore	Singapore	import/distrib/etail	Abel	Yeo	Double Chin Food Services Pte. Ltd	7	return visit (SEA2022_0914_38), liking Fresco
SU&SC	15-Sep	Singapore	Singapore	government	Lisa	Qiu	BC Senior Commercial Officer,	5	
SU	15-Sep	Singapore	Singapore	trader	Nualpan	Kunakorn	Kunakorn Co.	4	no website found.
SU	15-Sep	South Korea	Seoul	import	Hang	Choi	Gatten Korea	6	no website access- downgrade 1 prnt; seeking 3 box Fresco/wk; poss too gd
SU&SC	15-Sep	Mauritius	Ebene	consulting	James	Norman	S E.A. Consultants Ltd.	4	no website, no extra info
SU&SC	15-Sep	US	Atlanta	packaging	Christa	Biggs	Aptar Food + Beverage	5	new chellfish packaging system techn.
SU	15-Sep	South Korea	Seoul	retail	Soojeong	Lee	Emart	7	hundreds of stores, interested in Fresco
SU	15-Sep	Italy		import/trader	Alessandro	De Prezzo	De Prezzo Group	5	looking for sea urchin paste, inconsistencies on card/web (IT vs. SG)
SU	15-Sep	Taiwan	Hemei	import	Kuo-Hsuan	Luo	Li Cheng Trade Co. Ltd.	4	looking for chilled sea urchin paste
SU&SC	15-Sep	Vietnam	Sa Dec City	news	Jasmine	Huynh	Interfish	4	
SU&SC	15-Sep	Singapore	Singapore	government	Rohan	Belliappa	BC ASEAN Office, Singapore	5	managing director of BC trade office in Singapore
SU	15-Sep	Singapore	Singapore	import- etail	Chan	CC	Shiki	7	distrib to 30-40 hotel & restaurants; est. for 4-5 yr
SU	15-Sep	Cambodia	Phnom Penh	import	Marielle	Manaois	Ostra Fine Foods	6	v. int. in Cdn SU; (note: v. beautiful + dropped by on 15 & 16)
SU&SC	15-Sep	Singapore	Singapore	import-distrib	Chris	Tan	Songllai Trading Enterprise Pte. Ltd.	7	looking hard for SC, local distrib with consid. unmet demand
SU	15-Sep	Korea	Gyeonggi-do	import-distrib-lab	Leo	Kim	Caisson	5	listed www inaccessible
SU&SC	15-Sep	China	Hong Kong	trade finance	Khaled	Chaabouni	Leo-Progress Int'l Ltd	3	we have seen him at most every show
SC	15-Sep	Turkey	Izmir	processor (SC)	Muhannet	Guler	HQM SU Urunleri San.Ve Tic. Ltd. STI	4	2 plants in Turkey and Greece; not buying, just wants to chat SC
SU	15-Sep	Singapore	Singapore	import-distrib	EC	Wong	STS Seafood Direct Pte. Ltd.	7	interested in R & GSU- fresh and whole
SU	15-Sep	Taiwan	Taipei	import- processor-exp	Aaron	Chang	New Cheng Corporation	5	looking for mixed-lower grades- possibly for Vietnam

Visitors catalogued on Day 3 of the 2022 SEA

Product	Date	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU	16-Sep	Singapore	Singapore	import-distrib	Henry	Foo	Blu Ventures Holdings Pte Ltd	6	imports mainly Japanese for retail + food service clients. Int in Fresco
SU	16-Sep	Japan	Hyogo	consulting	Takashi	Yamashita	Wassion Co. Ltd	5	delivering the "stories" on sustainability for products
SU	16-Sep	Spain	Vigo	import-distrib	Enrique	Porto de la Calle	Argafish	6	imports Argentinian prods, distrib to small Sp, and Ital co's; v. int in froz + Fresco
SU&SC	16-Sep	India	Cochin	government	P.G.	Sreenath	Marine Products Exp. Devt Authority	4	hosting seafood show in Feb, dropping by to invite us
SU&SC	16-Sep	USA	Portland (MN)	organizer	Chris	Chase	Diversified Communications (Seafood Source)	5	asking for thoughts on show and markets for urchin/cuke in SE Asia
SU	16-Sep	Indonesia	Surabaya	unknown	Toby	Timotius	Toto Maxima Sejatera	4	
SS/Geo	16-Sep	Singapore	Singapore	restaurant	Yu Qing	Wei	Imperial treasure Restaurant Grp Pte. Ltd.	6	rest.s in Sing + China, looking for whole smoked sides and live- incl. geod (GSU?)
SU	16-Sep	France	Paris	import	Renaud	St. Gal de Pons	Seafriigo	7	mainly live lobster, int in GSU, chatted on regs for live GSU imports; int Fresco
SU&SC	16-Sep	Singapore	Singapore	government	Francis S. S.	Chan	Canadian Trade Commissioner (rescan)	6	Singapore Air now does 3-4 direct flts/wk from YVR; asking thought re. Sing mkt
SU	16-Sep	Japan	Kyoto	trading	Hoshihiro	Kimura	Ocean Trading Co. Ltd.	6	no Cdn prod yet- only Chile + Hokkado, v. Int. in sourcing Cdn
SU&SC	16-Sep	China	Hong Kong	health food retail- impo	Betty	Chu	Family Care Ltd.	5	
SU	16-Sep	Philippines	Manila	import-distrib	Lourdes	Chingling	Tanco	5	int. in frozen and Fresco
SU	16-Sep	Vietnam	Ho Chi Minh City		Ruby	Nguyen	Saky Foods	3	website could not connect

		Visitor Totals and Averages							
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	Score	4.84	5.2	4.49	4.6	4.53		4.67	
	Show score	344	530	332	423	281		252	
SENA	Number			53	45	64	56		42
	Score			5.89	5.00	4.58	4.69		4.57
	Show score			312	225	293	263		192
SEG	Number				55	38			19
	Score				4.68	4.47			4.7
	Show score				257	170			89

4.0 Conclusions

We did not have a lot of representation from most of our domestic processors at this show. We did our best to present the industry as an aggregate of equally dedicated, customer focussed and quality conscious companies. We cannot however negotiate with any visitors and I believe having company representatives able to actually talk “turkey” (prices, minimum orders, capacities, etc.) with interested visitors lend the effort further credibility that helps draw more potential customers in.

As mentioned, there were some improvements to the show over what was seen in previous years and many booths presented an impressive show of style and design to attract eyes and attention. I felt our booth was adequate but I am also thinking we are also probably going to have to step up our game as well. We don’t want things to start looking “too busy”- as that detracts from the products that we are really wanting visitors to focus on, but we also do not want to present ourselves as too severely austere. One change I would like to see would have the backgrounded logos we use for the joint presentation of both associations (PUHA and PSCHA) printed on the fronts of the information counters for the booth. We also have a version of the same that includes the Underwater Harvesters Association (UHA) and getting them involved in the booth would allow the production and incorporation of more premium features.

As mentioned, we all thought the show was a roaring success and holds a lot of promise for the future. We signed up for next year’s edition and have again secured an 18 square metre booth at the entrance to the show. The venue next year is shifting to another convention centre adjacent to the Marina Bay Hotel. This convention centre is larger and offers more flexible options so it seems the organizers are anticipating some growth next year. We continue to hold some hope that the UHA will be able to join us at the booth, and there is even a possibility that the Province might be interested in exploring participation, especially as the Maritimes have established what they are calling a Seafood from Canadian Pavilion.

As a final note, there was some anticipation that the show next year would overlap with the Singapore F1 race. This could be a good thing- as all the prices in town are reported to jump considerably for that event- or a bad thing as the event may well be beyond reach - but in any case the dates were moved up a few days to eliminate that conflict.

