



Introduction to GOAL 2016

Mr. Di Gang

Executive Deputy Secretary General
China Aquatic Products Processing & Marketing Association



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- Mr. Di Gang is the Executive Vice Secretary General and Head of the Tilapia Sub-alliance for the China Aquatic Products Processing and Marketing Alliance.
- He has over 35 years of experience in management, research and consulting in the aquatic products industry.



广州

2016 GOAL
GUANGZHOU
欢迎您

邸 刚

CAPPMA
2015·10·29



Confucius said: Is it not delightful to have friends visiting from afar?



An Overview of China's Aquaculture Industry

- **Global aquaculture output has been growing steadily for the past 50 years.**
- **China has been the biggest contributor to the growth with its aquaculture production taking up 60% of global output.**



An Overview of China's Aquaculture Industry

↗ **Volume: 47.4 million MT**

其中: Marine aquaculture : 18.126 million MT 38%

Freshwater aquaculture: 29.358 million MT 62%

↗ **Production Area: 8.39 million HA**

其中: Marine aquaculture : 2.305 million HA 27%

Freshwater aquaculture : 6.081 million HA 73%

(2014 data)



An Overview of China's Aquaculture Industry

↗ Production Methods:

Ponds Cages Net Pens

Raft Suspension Cage

Bottom Culture Indoor Recirculating System



An Overview of China's Aquaculture Industry

↗ Main aquaculture species:

Marine aquaculture:

Yellow croaker, flounder, bass, grouper, shrimp, crab, oyster, clam, sea cucumber etc.

Freshwater aquaculture:

Black carp, grass carp, silver carp, bighead carp, tilapia, cray fish, crab etc.



An Overview of China's Aquaculture Industry

↗ Five main aquaculture provinces

Guangdong

Shangdong

Jingsu

Fujian

Hubei

They produce 55%



An Overview of China's Aquaculture Industry

- China has become the largest aquatic products market. Consumers are turning

From
traditional
fragmented
wet markets



to multi-channel
markets with branded
and nutritious
products

- At the same time, Chinese market needs aquaculture certification, e.g. international certification scheme like BAP



An Overview of China's Aquaculture Industry

In 2013, Chinese consumers spent 2,100 billion RMB (\$350 billion) on food and 10% was on aquatic products.

**Where they buy seafood: farmer's markets、
supermarkets、 restaurants、 e-commerce websites**

**For example, Guangzhou Huangsha Wholesale Market
sold as much as 18 billion RMB (\$3 billion) worth of
seafood.**



Guangdong, China

- Guangdong Province is the number one aquaculture province of China, producing 14% of total Chinese aquaculture output
- Main aquaculture species for export: Vannamei shrimp and tilapia

We warmly welcome you to visit aquaculture farms, processing plants and seafood wholesale markets in Guangdong!



Guangzhou, China

Rich history and culture

Popular tourist attractions

Delicious food



Guangzhou, China

Rich history and culture



Guangzhou, China

Many Tourist Attractions



Guangzhou, China

Delicious dim sum



有朋自远方来，不亦乐乎

我诚挚地邀请各位同仁**2016**年来到中国，
期待着相聚于广州

谢 谢





GOAL

2016 **Guangzhou** China